



seres

fundación sociedad
y empresa responsable

Annual review

2020

THE TIME FOR THE S.

Promoting strategic
social value

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1

FRANCISCO ROMÁN

Purpose-driven leadership in a world that has changed



FRANCISCO ROMÁN

Chairman of THE SERES Foundation

The SERES Foundation has been accompanying organisations in their process of change with management tools, in order to measure the social impact of their projects. March 14th 2020 was a turning point. The complex situation left by the Coronavirus pandemic has forced the Foundation to intensify its efforts to guarantee social welfare, through business collaboration.

In the face of the health emergency, the role of the company in providing social solutions was even more relevant, especially in collaboration with others. Not only did we need to share our uncertainties, but also our actions to inspire and encourage those who wanted to contribute and did not know how to. To this end, we created the SERES Responsables area, a meeting point where needs are exposed and offers are dealt with the different actors involved (companies, social entrepreneurs, NGOs, leaders...), with the aim of launching joint actions to respond to the new social challenges. Out of the nearly 400 projects registered in this space, 70% met the needs of the most vulnerable groups because the focus on the S and the people at the centre acquired even more relevance. Met the needs of the most vulnerable groups, because the focus was on S and the people at the centre acquired even more relevance.

In uncertain times, the performance of leaders becomes essential. Leaders linked with the SERES Foundation have assumed their responsibility and, within SERES they have wanted to go one step further, guiding the conversation and sharing uncertainties, personal and professional perspectives, as well as good practices implemented in their organisations over the last year.

Focused on this purpose, in May 2020, we launched Líderes Responsables (Responsible Leaders), a weekly space for dialogue with senior management to reflect on the crisis we are going through and the keys to economic and social reconstruction. A forum with an emphasis on the future, on social impact and on maintaining a common forward-looking attitude, one which does not leave anyone behind. 26 sessions in which 52 leaders shared, within SERES, their experience in the face of the crisis caused by the pandemic and their plans to deal with it.

Now, more than ever, social welfare depends on our joint action. It is time to consider the social dividend and the need to write a new social contract, in order to ensure the sustainability of businesses in the long term.

The pandemic has shown that the world needs transformative and inspirational leaders. It has always needed them. COVID-19 has only awakened forgotten needs. It is precisely in the bad times that people look for leaders to guide and represent us, to support our principles and feelings in relation to the circumstances.

I have no doubt that over the medium and long term **RESPONSIBLE LEADERS**, the captains of social transformation, those who work daily as active agents of social change will, in the SERES Foundation, continue to find the appropriate forum to continue opening constructive conversations and generate the business alliances necessary for the times we are going through.

Kant told us that intelligence is measured by the amount of uncertainty that can be endured. Over the last 12 months, fragility has been added to the transformative process we were facing, and it is by exchanging experiences and exemplarity, or what is similar, collective intelligence, that we will become stronger.

The plan to rebuild or revive businesses must involve connecting economic progress with social progress. The corporate willingness to create and build a new social contract, is not a matter of philanthropy but of necessity, responsibility and opportunity.

FRANCISCO ROMÁN

Chairman of the SERES Foundation

Now is the time to join forces, to intelligently collaborate between organisations and face the inevitable uncertainty.

The **plan to rebuild or revive businesses** must involve connecting economic progress with social progress. The corporate or business will to create and build a “new social contract” is not philanthropy but necessity.

Humility, empathy and communication

The pandemic has worked as an accelerator of trends, it has changed the world that we knew, and it opens the way to a different order, a great disruptor, especially digital, which has consolidated new models of work.

In the face of this paradigm shift, we need to rethink leadership, reordering our priorities. The well-being and safety of all our stakeholders must be where our focus is centred, without losing sight of the business' results.

Ahead of us, we have the task of leading in a context in which the care of talent, its motivation, cohesion and alignment is one of the most pressing challenges for organisations in the medium-long term.

Humility, empathy and communication. Three keys that, without a doubt, will go on to make a difference with regards to responsible leadership demanded by businesses of the future.

My tenure as chairman of the SERES Foundation, an organisation that I have had the privilege of leading over the last 6 years, ends in 2021. It has been a real pleasure to lead a project such as SERES, which brings together an important network of people concerned about connecting economic and social progress. I firmly believe that companies add value to society. The company is the agent which can best adapt to deal with changes and build the foundations of a fairer society. I am convinced that in the years to come, more and more companies will join SERES in a movement that encourages companies and their leaders to build a better social reality. It is time to emphasise the letter S, the social component of welfare and prosperity and the SERES Foundation will play a leading role in this work.

My relationship with the SERES Foundation does not end here. In the coming years I will continue to promote the path of corporate social responsibility from the Executive Committee. It will be an honour to share all the knowledge acquired during these years with the new chairperson and their team, remaining at their disposal to continue increasing the social impact of companies.

A phrase I repeat continuously is that the important thing is what you do and who you do it with. And above all, do everything with passion, no matter how small. The SERES Foundation works passionately for social progress, and it does so in collaboration with companies convinced that this is its true purpose.

2 ANA SAINZ

The time for the S in Social



ANA SAINZ

Managing Director of the SERES Foundation

New decade. New challenges. At the SERES Foundation, we have been eliminating old ways of doing and bringing in new ways of thinking for more than a decade.

Like all other organisations, in March 2020, we were faced with a world turned upside down, with situations requiring a rearrangement of priorities and an acceleration in responses. We share our priorities: being close to people, maintaining the safety and health of all stakeholders and reflecting on what could be our greatest contribution of value in such a scenario.

In this uncertain context, I had two main sources of inspiration:

- The extraordinary resilience of my team, their commitment and dedication in continuing to contribute their maximum potential to the SERES project.
- Observing how the purpose and principles that have moved the work of SERES forward for many years acquired substantial relevance. At SERES, we promote purpose and social impact at a time in which, when we talk about ESG risks, the weight of the S for social becomes increasingly important. This S, sometimes much-discussed, forgotten, perceived as superficial, became fundamental. Faced with the initial confusion, there was something on which we all agreed: we had to put the person at the centre.

Not only do we reaffirm our mission, but we continue to work closely, in collaboration with different entities and with the support of our network of companies, assuming our role as leaders.

The response of Spanish companies to the pandemic has been rapid, diversified and massive. At the SERES Foundation, we adjusted our working models to function as a meeting point for all the initiatives that were in motion, facilitating the connection of different social agents, thus helping the most vulnerable groups impacted by COVID-19.

A more human CEO

The SERES Foundation has been the first to get near to what a more humane, more vulnerable CEO is, but also one that is more of a leader than ever. A leader who shares and emphasises their experiences, their uncertainties and also their fundamental values. A leader who has taken up this challenge with intellectual humility and who, through their example, legitimises leadership. More than 50 of this country's top management profiles have shared their keys to social and economic reconstruction.

Essential conversations to face the future of purposeful business. These dialogues represent a substantial demonstration of the responsible transformation that companies are undertaking, reinforcing the public position of the main leaders in this country in relation to the need to generate a new social contract.

The year 2021 presents itself as crucial in continuing to add and build alliances around social value. Now, more than ever, social prosperity depends on collaboration.

3 OUR CHALLENGE



OUR CHALLENGE



What we do

We work to accompany entities in their transformation towards mainstreaming the social dimension in business, promoting leadership and social actions as part of the strategy. Prioritising the long term and shared value. Part of our commitment is to provide a space for individual and collective learning and progress. It is where companies observe, learn and share: knowledge, tools, good practices and innovative trends. In short, they find practical answers to the challenge of incorporating social commitment into business strategy.



We are active

To inspire and to be the right hand in the transformation of companies the transformation of companies. We believe companies are those entities which have the greatest capacity to adapt to change. These are organisations which are the best prepared to assume leadership and provide solutions to the most challenging social issues. We focus on the most demanding dimension: the social dimension, paying special attention to groups at risk of exclusion.



We make it possible

Companies seek to create social actions that last over time, which are efficient, and which multiply impacts and turn social and business commitment into opportunities. To redefine the purpose of the company, to create value in a responsible manner and to provide meaning for stakeholders are some of the keys to such company actions. At SERES, we come together to make it possible, we gather together to break through a path that is not exempt of difficulties, using this group as our base.

Social innovation

We work to identify, collect and familiarise ourselves with trends that connect society and business and that offer solutions to social challenges. The social problems we face are increasing and complex. This requires new ways of doing things and raises the need for us to find solutions for extreme situations. In connection with society, we find new paths and innovation, opportunities to make better companies and apply business knowledge to provide solutions to complex social problems. We want to be an observatory on international models, which provide a solution to social challenges. We always look for the innovative and practical application thereof based on our market and your needs.

SERES Responsables

The emergence of COVID-19 has changed the world as we knew it, and surely opens up the way to doing things differently. A great disruptor, which, as with almost all shifts in paradigm, also means new opportunities to innovate. Companies have responded to the emergency and have done so with speed and determination. At SERES, we launched #SERESResponsables, a 360° initiative in which companies, leaders, entrepreneurs and social entities provided solutions to specific social problems that derived from the health emergency.

- The platform collected more than 600 contributions from domestic companies during March, April and May.
- Around 70% of the initiatives analysed have focused on responding to the most vulnerable groups.
- In addition, most of the CSR efforts have been focused on the purchase of medical supplies for health centres.

Digitisation and working from home

2020 will go down in history as the year in which the digital transformation became a reality. The appearance of COVID-19 led to changes in the daily routine of citizens in the workplace. In many sectors, remote working was imposed in record time. Due to this forced change in our relational model, the SERES Foundation responded quickly to these new working models and was able to assess the opportunities offered by digitisation. In 2020 we reviewed our products, intensifying their digital offer to thus enable greater capillarity among contacts of SERES companies.

4 CALENDAR



2020 CALENDAR

January

Spain Investors Day
[LabS Inversores](#)

Presentation of the 6th Deloitte - SERES Report on Social Impact
[Business Culture and Social Knowledge](#)

10th Exceltur Tourism Leadership Forum, 2020
[Business Culture and Social Knowledge](#)

February

'ESADE Cycle - SERES Foundation: How to understand diversity in the 19th century'
[Business Culture and Social Knowledge](#)

'Alliances and Dialogue with Stakeholders. Lessons Learnt and Challenges for the Future'
[Business Culture and Social Knowledge](#)

March

EOI Cycle - Conscious Talent: Sustainable Business, Circular and Social Economy
[Business Culture and Social Knowledge](#)

Responsible Artificial Intelligence LabS, together with everis
[Responsible and Inclusive IA LabS](#)

8th Business and Human Rights Forum of the United Nations
[LabS Human Rights](#)

April

Measurement, the lever for the creation of Shared Value
[LabS Measurement](#)

Meeting between social entrepreneurs and companies at SERES Responsables
[SERES Responsables](#)

Corporate Social Commitment - Shared value in the fight against COVID-19
[Corporate Culture and Social Knowledge](#)

May

Strategic contribution to SDGs
[LabS ODS](#)

rsc2 workshop
[LabS Measurement](#)

IE Webinar - Companies as part of the solution
[Business Culture and Social Knowledge](#)

June

DIRCOM. New narratives to communicate sustainability
[Business Culture and Social Knowledge](#)

The contribution of companies to post-COVID-19 reconstruction
[Business Culture and Social Knowledge](#)

Meeting between the SERES Foundation and SpainNAB
[Sustainable Investment](#)

The role of companies in achieving quality education
[Business Culture and Social Knowledge](#)

LabS Diversity, together with Talengo and Universidad Autónoma de Madrid
[LabS Diversity and Inclusion](#)

*This calendar encompasses the most important events of our activity in 2020.

CALENDARIO 2020

July

Leadership and Generational Kinetics - Plan Mentor Dirse 2020

[Business Culture and Social Knowledge](#)

CSR in Companies and their commitment to Youth Employability

[Business Culture and Social Knowledge](#)

Presentation of the Report on the social impact on companies in their fight against COVID-19

[SERES Responsables](#)

CECP-COVID-19 Recovery International Webinar

[Business Culture and Social Knowledge](#)

September

Presentation of the Report on Quality Education, collaboration as a solution to post-COVID-19 education gaps

[Business Culture and Social Knowledge](#)

Senior Talent with Adecco

[LabS Demographics](#)

Group of financiers

[LabS Inversores](#)

October

The role of companies in the face of challenges in Higher Education (PwC and ESIC)

[Business Culture and Social Knowledge](#)

LabS Responsible and Inclusive AI - AI in the "new normal"

[Responsible and Inclusive IA LabS](#)

RADARSERES 2020 - Purpose-filled leadership in a world that has changed

[Social innovation - Top management](#)

November

Launch LabS Stakeholders Engagement

[LabS Stakeholders Management](#)

Social innovation from the competences of the company (ESADE - SERES conference cycle)

[Business Culture and Social Knowledge](#)

Social innovation and alliances: ideas to prevent rural depopulation together with Red Eléctrica

[LabS Demographics](#)

Presentation of the 5th Report on the Social Impact of Companies - SERES and Deloitte

[Business Culture and Social Knowledge](#)

December

Press Conference - Presentation of the 7th Report on the social impact of companies

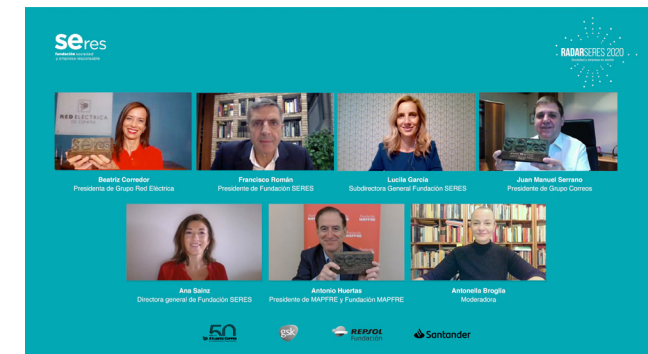
[Business Culture and Social Knowledge](#)

LabS Gender Diversity

[LabS Diversity and Inclusion](#)

LabS Generational Diversity

[LabS Diversity and Inclusion](#)



5 WE TAKE ACTION



5.1_ KNOWLEDGE

We share business and social knowledge

Companies observe, learn and share on Campus, our space to exchange knowledge, experience, good practices and innovative trends. At SERES, there is a firm commitment to access the best corporate practices, and we enable the meeting up of fellow travellers, such as social entities, entrepreneurs and management.



LABORATORIES

Working groups comprising companies to delve deeper into a social problem which is also accompanied by a challenge that the group addresses. **LabS SERES:** diversity and inclusion, investors, demographics, responsible and inclusive AI, SDGs, measurement, responsible investment and human rights. **Workshops and days:** knowledge and tools at the disposal of companies to advance the responsible approach of organisations. **Academic cycles:** we have a series of lectures on business commitment to society between SERES and ESADE University, and collaborations on knowledge and postgraduate degrees with IE and IESE University.

REPORTS

Reports: we extract the knowledge that comes up in our workshops and laboratories, we analyse current and relevant information, and we make it available to everyone:

Who's Who in the new context of sustainable financing, the vision of ESG matters from the board of directors, keys to the contribution of companies to employment, the role of the company to promote social welfare after the pandemic, Quality Education, collaboration as a solution to the main educational gaps post COVID-19, Responsible and Inclusive Artificial Intelligence Decalogue, etc.



5.2_ IMPACT MEASUREMENT

We build value for everyone, and we measure it.

It is the only way to guarantee the strategic vision of projects, to position social actions as key initiatives within companies that are capable of adding value to society and businesses. To a large extent, measuring the value of intangibles is a challenge, since the most widely used indicators to date have been financial. If we believe that social engagement is the main asset companies possess, it must be measured, and we must learn to measure it.

7TH REPORT ON THE SOCIAL IMPACT OF COMPANIES

It seeks to add the impact of companies and the value they generate for society. This study allows the measuring, analysing and evaluating of the real contribution of companies to society. The first and only report that includes the contribution of corporate social investment to GDP. Among the main developments in the report, the following stand out:

- Investment by companies in CSR projects has tripled since 2013
- About a thousand projects linked to the fight against COVID-19
- 85% are projects dedicated to the health and education sector.
- More than 6,000 entities were involved in projects dealing specifically with the pandemic.
- 92% of companies find a place for SDGs within their CSR strategy
- 8 out of 10 companies foster economic growth
- 70% of companies promote SDG 17: alliances
- 57 million beneficiaries
- 80% of companies promote corporate volunteering

In collaboration with Deloitte.

CSR²

Methodology for measuring and assessing the value of corporate social responsibility in terms of value for the economy. With this tool, we encourage the positioning of social responsibility as a fundamental element of competitive advantage, which generates value for shareholders and society. Thanks to this tool, the evaluation of more than 50 projects, 65 companies and 10 campaigns has been accomplished which amounts to a value of over €76 million.

In collaboration with McKinsey & Company.



SELF-ASSESSMENT OF SOCIAL IMPACT - PROJECTION

Self-assessment tool for the main social aspects of companies. Reference framework for improving CSR performance in organisations.

In collaboration with Valora and SicaSoft.

CSR³

A measurement tool that was created with the aim of helping companies reflect on their social purpose and to move towards integrating social impact into their strategy. CSR³ is an evolution of another of the foundation's social impact measurement tools: CSR², a methodology that makes it possible to measure the economic impact the company of a specific social project.

Working with CSR³, will allow companies to:

- Integrate social impact in the purpose and strategy of companies.
- Assess the alignment of strategic initiatives with priority Sustainable Development Goals.
- Obtain a comprehensive view of the portfolio.
- A scorecard of initiatives consolidating general information, impact on SDGs and comparisons.

In collaboration with McKinsey.

5.3_ TOP MANAGEMENT

Leaders have an extremely important role in converting corporate social commitment into opportunities within companies. We strengthen and disseminate the role of **RESPONSIBLE LEADERS** as agents of change and a key part in cultural change within companies.

RESPONSIBLE LEADERS

Initiative created in April 2020 during lockdown. Weekly virtual dialogues, moderated by Francisco Román, chairman of the Foundation, with senior business management on the challenges of post-COVID reconstruction.

45 minutes to address the keys to the type of reconstruction and purposeful leadership that society needs. So far, 26 sessions have been held, with the participation of 52 leaders.

ESG MATTERS AS VIEWED FROM THE BOARD OF DIRECTORS

This report captures the perception the top management of listed companies on the challenges that Boards face when it comes to monitoring issues related to sustainability or ESG matters. This analysis also highlights the competencies and capacities executives want to perceive in sustainability directors, and it assesses the response of companies to some of the main trends in the field of sustainability.

In collaboration with KPMG.

RADARSERES

Second edition of the benchmark event on social innovation, which has brought together CEOs, executives and experts in social impact from around the world, such as **Antonio Brufau, chairman of Repsol; Javier Targhetta, CEO of Atlantic Copper; Cristina Henríquez de Luna, chairwoman of GSK; and Rami Aboukhair, CEO Santander España.** (For more information, see section 7 of this document, Responsible Leadership).



5.4_ SETTING THE SOCIAL AGENDA

In recent years, the SERES Foundation has also made progress in building a stronger relationship with the media and the Administration. We believe in collaboration, in **alliances between different agents to achieve a greater social impact**.

As the 2030 Agenda recognises, the company is a key agent in the search and implementation of solutions for the social challenges we face. This role must be recognised and communicated to society and institutions. At SERES, we have made progress insofar as social dialogue, identifying trends and contributing to the creation of innovative management models which are best suited to the challenges of the future, so no one is left behind. We have pursued the aim of emphasising relevant topics because of their impact on people, such as the digitisation of the most vulnerable groups, the need to have companies which are more diverse, to consider the demographic challenge, child poverty or the ageing population.

In 2020, we strengthened our lines of work thanks to the collaboration of allies who are experts in different topics.

In collaboration with:

Demographics Fundación Adecco	Human Rights Conese	Diversity and Inclusion Talengo	SDGs - Education PwC
Socially Responsible Investment EY	Measuring Social Impact Deloitte - McKinsey	Stakeholder Engagement Atrevia	Artificial and Inclusive Intelligence everis

SERES - SpainNAB

Impact Investment and Big Business: A Partnership to Address Social Challenges

In 2020, the alliance established with SpainNAB, the National Advisory Council for Impact Investment, deserves special mention. The agreement seeks to promote the adoption of investment practices with a social and sustainable impact and their measurement within Spanish companies, as a strategic tool and lever towards innovation for business.

To analyse these issues, we held an event that brought together a hundred companies and was attended by **Sir Ronald Cohen**, promoter of impact investment and chairman of the GSG.

AND MUCH MORE...

PURPOSE AND RESPONSIBLE LEADERSHIP

NEW CAPITALISM: BALANCE BETWEEN THE PERSON AND THE ECONOMY

SUSTAINABILITY AS A SOURCE OF INNOVATION

SOCIAL COMMITMENT ENTREPRENEURSHIP HEALTH AND SAFETY

DIGITAL TRANSFORMATION



6 FIGURES 2020



THE FIGURES SPEAK FOR THEMSELVES



144
Companies



70%
from the IBEX 35



+4,410
attendees



30%
of GDP



78
sessions

*As of June 2021

DIGITAL COMMUNICATION AND HUMAN RESOURCES



Impacts in the media grow by 25%, with 62% more economic value vs. 2019.



33% growth in digital media.



Digital community growth > 50%.



11% increase in community vs. 2019

8,900 (June 2021)



40% increase in community vs. 2019

5,592 (July 2021)

WEB

13% increase in web session traffic

BLOG

+ 135% blog traffic

Other of our blog's most popular subjects

1. SERES Awards
2. 10 criteria for responsible and sustainable consumption
3. 3 examples of entrepreneurs with disabilities
4. Why promote inclusive leadership in organisations
5. Positive feminism
6. SDGs in CSR strategies in Spain
7. 8 steps to make social innovation a reality
8. Trends in CSR for 2030
9. Investing in CSR in Spain

7

RESPONSIBLE LEADERSHIP



Francisco Román
Presidente de Fundación SERES



Cristina Henríquez de Luna
Presidenta de GSK



Antonio Brufau
Presidente de Repsol



Ana Sainz
Directora general de Fundación SERES



Javier Targhetta
Consejero delegado de Atlantic Copper



Lucila García
Subdirectora General Fundación SERES



Rami Aboukhair
CEO de Santander España



Antonella Broglia
Moderadora

LÍDERES RESPONSABLES 2020

Lessons learnt from the pandemic

LÍDERES RESPONSABLES: an initiative created in April 2020, in the midst of lockdown due to COVID-19 in Spain and in the weeks after the declaration of the State of Alarm.

The crisis caused by COVID-19 lays bare two fundamental challenges for society and the company. First, to resume economic activity and to do so without leaving anyone behind. No less important, the second major challenge will be to ensure there are **RESPONSIBLE LEADERS**, capable of combining the need for immediate results with a long-term vision guided by purpose, a necessary element in the management of organisations in times of disruption when speed is key. A new tomorrow that will clearly demand responsible management, action backed by a clear sense of business' purpose and commitment, and which is connected to social challenges.

LíderesResponsables are weekly virtual dialogues, moderated by Francisco Román, Chairman of the SERES Foundation, with senior business management on the challenges of post-COVID reconstruction. 45 minutes to address the keys to the type of reconstruction and purposeful leadership that society and businesses need at this time of great reset, as the WEF has said. Businesses are the engine of purposeful reconstruction and the means by which collaboration, digitisation, the common good and a new social contract can be brought together as some of the necessary ingredients in achieving social and economic progress.

This project arises within the framework of the #SERESResponsables project: a 360º action as an immediate response to the pandemic in which we create a meeting point for needs and offers in the midst of the health emergency and which involved different agents (companies, social entrepreneurs, NGOs, leaders...).

LíderesResponsables, which is currently still active as a space for debate, takes place in an exclusive environment such as SERES and offers the top management of the main companies a forum for reflection. It is where the most important lessons learnt from the pandemic have been discussed. Every week, we invite two leaders from different sectors. So far, we have held 27 sessions and 54 executives have experienced this format.



LÍDERES RESPONSABLES 2020

Lessons learnt from the pandemic

Over the course of these 12 months, we have analysed this new style of leadership, with its post-covid purpose, a fundamental lever in the midst of the economic-social reconstruction that the world is facing. At SERES, we have seen how this movement of shared value between society and business, which we have been advocating together for more than a decade, has become more urgent and crucial than ever.

Given the economic and social uncertainty left by the pandemic, the role of **RESPONSIBLE LEADERS** is fundamental to the proper performance of companies in the future. From the SERES Foundation, we will continue to offer the top management of Spanish companies this space where they can meet other captains of this transformation. At the SERES Foundation, they will continue to find the appropriate forum so as to open constructive conversations and generate the the necessary business alliances to promote social progress.

- **27 sessions**
- **54 executives**
- **More than 312 Media Impacts**
- **83,297,965 Total audience**

WE HAVE TALKED ABOUT...

- 1_ COLLABORATION**
- 2_ COMMON GOOD**
- 3_ SOCIAL CONTRACT**
- 4_ NEW LEADERSHIP**
- 5_ THE LOCAL VS. THE GLOBAL**
- 6_ STAKEHOLDERS**
- 7_ SOFT SKILLS**
- 8_ INNOVATION AND TECHNOLOGY**



RADARSERES 2020

RADARSERES: a unique space to reaffirm that business commitment, to facilitate a meeting point in order to exchange the knowledge provided by hundreds of professionals.

A PLACE TO VISUALISE AND BOOST THE SOCIAL IMPACT OF COMPANIES

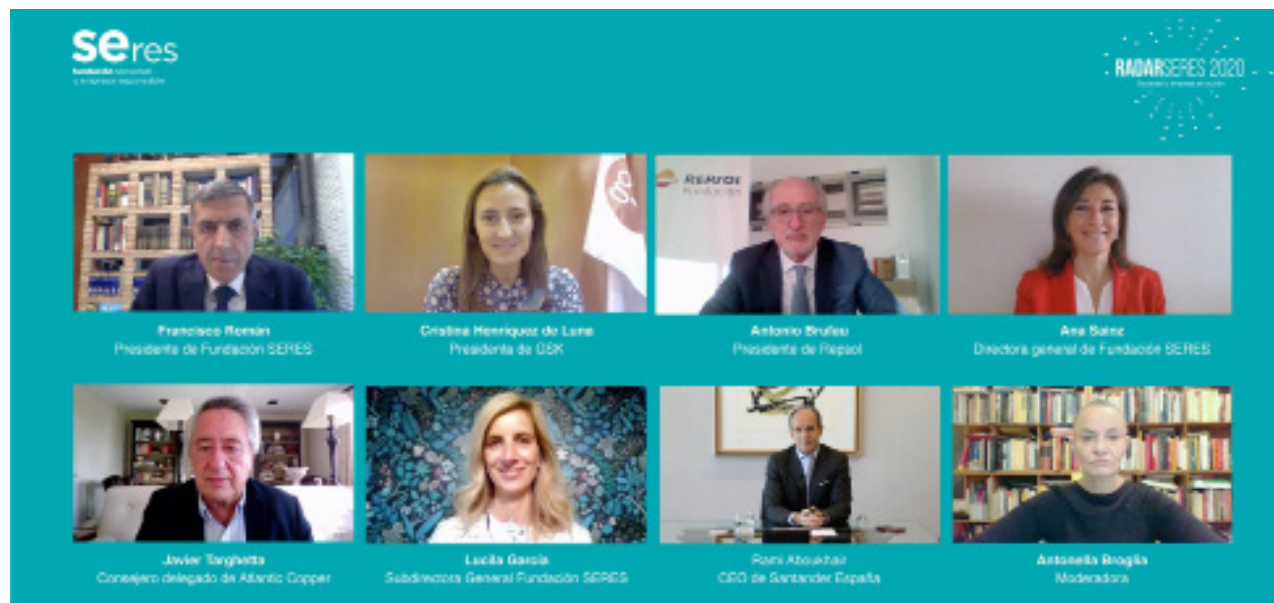
The current health crisis has highlighted the need to provide solutions. The social innovation of companies will be crucial to improving people's quality of life, to make sure we do not leave anyone behind.

It is time to continue setting the pace, addressing the social commitment of companies using a strategic approach, listening to the experiences of this country's main leaders and the most outstanding trends in social impact at international level.

In this context, **RADARSERES** in its second edition brought together CEOs, executives and experts in social impact from around the world who addressed fundamental aspects such as responsible leadership and purposeful reconstruction in a post-COVID19 world.

Executives such as **Antonio Brufau, chairman of Repsol**; **Javier Targhetta, CEO of Atlantic Copper**; **Cristina Henríquez de Luna, chairwoman of GSK**; and **Rami Aboukhair, CEO Santander España** emphasised in their interventions the role of companies as actors in social transformation.

RADARSERES 2020 also addressed international trends for purposeful leadership in a changing world, led by world-class international experts. **Daryl Brewster, CEO of CECP and Francisco Román, chairman of the SERES Foundation** opened the day's proceedings by sharing the lessons learnt by their entities in this pandemic. Next **Christopher Marquis, Samuel C. Johnson Professor in Sustainable Global Enterprise**; highlighted the importance of purpose-oriented companies; **Carolyn Dewar, Senior Partner at McKinsey & Company**; shared lessons learnt in leadership for this new era; and **Rebecca Henderson, John and Natty McArthur University Professor Harvard Business School** closed the international presentations highlighting the need to establish tools for measuring social impact.



RADARSERES 2020

Some relevant facts about the second edition of RADARSERES



1,600

connections from all geographical regions



8

top management speakers



4

international experts



8.96

overall satisfaction



Latest trends in

social impact

with COVID-19 impact



200

impacts in the press, with an audience of **28.8 million people**



Tweets were

370

shared from 97 accounts, with 2,400,000 views and a reach of 500,000 users

INSTITUTIONAL ALLIES



8 **SERES AWARDS**



SERES AWARDS



HELP AS MUCH AS WE CAN

The COVID-19 crisis was a decisive moment for companies to provide solutions that can positively impact on society. That is why this campaign arose, which is part of one of the lines of its Sustainability Plan: Relationship with the community. Under this premise, the campaign focused its activity on several areas: the delivery of food and essential goods, the distribution of medical supplies and medicines and the fight against educational disconnection.



TOGETHER WE ARE CAPABLE

Juntos Somos Capaces was founded in 2010 with the aim of reducing the rate of inactivity and unemployment of people with intellectual disabilities and mental illnesses, and to integrate them into companies.



SOLIDARITY FOODS

A project that is committed to protecting small agribusinesses ran by women, who were left without their marketing channels during the state of alarm, buying their products, to donate them to institutions and social entities that assist vulnerable families and groups at risk of exclusion during the pandemic. Through this initiative, 135,000 rations of donated fresh food were distributed around 24 provinces within 13 autonomous communities.



9

YOU, OUR ALLIES

RED**SERES**



OUR ALLIES

Business organisations and associations:

- ▶ AEF, Spanish Association of Foundations **Commission for Cooperation and Alliances**
- ▶ APD
- ▶ Círculo de Empresarios
- ▶ DIRSE
- ▶ Dircom
- ▶ Ship2B
- ▶ Social Nest
- ▶ SpainNAB
- ▶ STEAM Alliance for female talent
- ▶ CSR Congress
- ▶ Estudio de Comunicación – *Spain Investor Day*
- ▶ Barrabés - Mañana CEOE
- ▶ **Comisión de RSC**
- ▶ ICC - International Chamber of Commerce in Spain **CSR Committee**

International organisations:

- ▶ Private Sector Advisory Group for the United Nations Sustainable Development Goals Fund.
- ▶ CECP. *Chief Executives for Corporate Purpose* — **Global Exchange**
- ▶ *Center for Social Innovation NY*
- ▶ *CSR360, Business in the Community*

Public organisations:

- ▶ CERSE, State Council of CSR

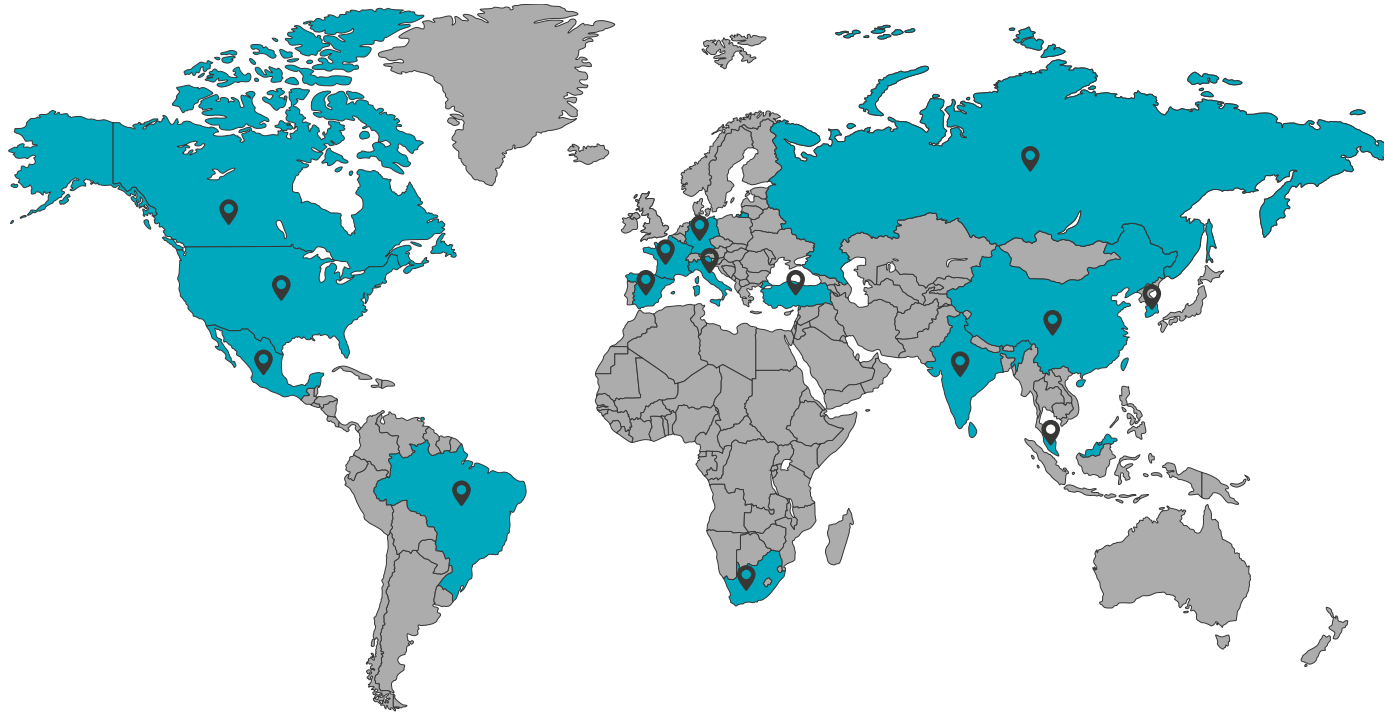


Companies that want to engage in a dialogue with society that is effective, active and relevant should bet on the inclusion of social commitment in their purpose with the focus thereof being on people.

Collaboration proves to be the only key to guaranteeing robustness and impact in any process of social advancement. **SERES works to ensure this open and anticipatory vision based on the alliances.**

- The Foundation establishes **links between centres of knowledge and companies** and encourages collaborative environments that allow innovative thinking on strategy.
- SERES joins **public business organisations, the media, associations and international networks** (Global Exchange) that enable us to explore what is happening in other settings and geographical areas.
- The coordinated work through alliances during the COVID-19 pandemic has been especially significant. Networking, collaboration and cooperation between different agents (top management administration, companies, social entities, users, etc.) and the sum of each of the tools developed by all of us has a multiplying effect and can be the starting point in the solution for a challenge of these dimensions.

INTERNATIONAL GLOBAL EXCHANGE NETWORK CECP (CHIEF EXECUTIVES FOR CORPORATE PURPOSE)



MEXICO BRAZIL ITALY SPAIN MALASYA TURKEY FRANCE INDIA GERMANY TAIWAN CANADA



MAINLAND CHINA AND HONG KONG



UNITED STATES SOUTH AFRICA SOUTH KOREA UNITED KINGDOM



JAPAN

CHILE



ISRAEL GERMANY



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GOVERNING BODIES

(As of June 2021)





PATRONS AND PARTNERS



Patrons

Accenture
Atlantic Copper
BBVA
BMW Group España
Bristol Myers Squibb
Caixabank
Coca-Cola España
Cuatrecasas Gonçalves Pereira
Deloitte
Endesa

Estudio de Comunicación
Europa Press
Everis
EY
Ferrovial
Fundación Repsol
Garrigues
GlaxoSmithKline España
Gómez Acebo & Pombo
Gonvarri Steel Industries

Grupo Caser
Grupo Social ONCE
HP
Inditex
Konecra
KPMG
McKinsey & Company
Meliá Hotels International
Merck
Microsoft Ibérica

Reale Seguros
Pérez-Llorca
Pfizer
Philip Morris Spain
PwC
quirónsalud
Santander
Seur
Telefónica
Tendam

The Boston Consulting Group
Unidad Editorial
Uría Menéndez
Vodafone

Partners

ABANCA Corporación Bancaria
Acciona
Acerinox
Aena
Altamar Capital Partners
Amadeus IT Group
AstraZeneca
Atresmedia
Atravia
Banco Sabadell
Bankia
Bayer España
BBK
BDO
British American Tobacco
Burson Cohn & Wolfe
Cap Gemini
Cellnex Telecom
Cisco Systems España
Citi
Clifford Chance
CMS Albiñana & Suárez de Lezo
Colegio de Registradores de España

Correos
Cosentino
Costa Cruceros
Crédit Agricole CIB
Damm
Danone
DKV Seguros
Ebro Foods
El Corte Inglés
Enagás
Ericsson España
Facebook
Faurecia
Ford España
Freshfields Bruckhaus Deringer
Fujitsu
Fundación ACS
Fundación Adecco
Fundación Cajasol
Fundación Canal
Fundación Ibercaja
Generali
Globant

GMP
Google
Grupo Idukern
Grupo Intereconomía
Grupo Insur
Grupo Joly
Grupo Softland
Huawei España
H&M
IBERIA
IBM España
Indra
ING
JPMorgan
Leroy Merlin
Lilly España
Linklaters
L'Oréal España
Mapfre
March Risk Solutions
Marsh
MediaResponsible
Mediaset

Mercadona
Metro de Madrid
Mutua Madrileña
Mutualidad de la Abogacía
Ogilvy Public Relations
Opinator
Orange
Prisa
Randstad
Red Eléctrica
Sacyr
Salesforce
Samsung
Santalucía
Savills Aguirre Newman
Schindler
Siemens
Siemens Gamesa
Spencer Stuart
Supracafé
Técnicas Reunidas
Twitter

Unirisco Galicia
Universidad Europea
Vocento
WiZink
Zener

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SERES
COMPANIES

to June 2021

Business Schools

EADA
ESADE
IE
IESE



EXECUTIVE COMMITTEE

Chairperson

Fernando Ruiz
chairperson

Deloitte

First Vice-chairperson

Asís Martín de Cabiedes
executive chairperson

Europa Press

Vice-chairperson Board-member

Helena Herrero
chairperson

HP España y Portugal

Tomás Calleja
partner-directo

McKinsey&Company

Domingo Mirón
chairperson

Accenture

Ignacio Madrideojos
CEO

Ferrovial

Maite Arango
chairperson

Ashoka España

founder

Fundación SERES

Juan Arena
founder

Fundación SERES

Felipe Oriol
founder

Fundación SERES

Jaime Castellanos
founder

Fundación SERES

Ignacio Eyries
general director

Grupo Caser

Francisco Román
chairperson

March Risk Solutions

Marieta Jiménez
european president

Merck Healthcare

Jaume Miquel
president & CEO

Tendam

Ignacio Muñoz Pidal

Guests

Jose Miguel de Andrés
board-member

BBVA

Jesús Alonso,
chairperson

Ford España

Horacio Morell
president

**IBM España, Portugal, Grecia
e Israel**

Secretariat

Ana Sainz
CEO

Fundación SERES



Members

José Luis Blasco
*global sustainability
director*

Acciona

Antoni Ballabriga
*global head of
responsible business*

BBVA

Julio Carlavilla
public affairs officer

Citi in España

Concha Iglesias
*Managing Partner of the
Sustainability Practice in Spain*

Deloitte

Miguel García
*manager of communications and
responsible business*

DKV Seguros

Ester Uriol
*communication and
external relations*

El Corte Inglés

Carlos Ruiz
*sustainability and
environment manager*

Enagas

Cristina Moral
CR manager

Ferrovial

Lara de Mesa
Manager in Responsible Banking

Grupo Santander

Fernando Riaño
*managing director of public
affairs and CSR*

Grupo Social ONCE

Lourdes Ripoll
Corporate Responsibility VP

Meliá Hoteles International

Marta Colomina
*Managing Director Marketing,
RSC*

PwC y Fundación PwC

Elena Valderrábano
*global director of reputation and
sustainability*

Telefónica

Secretariat

Lucila García
deputy general manager

Fundación SERES



CORPORATE GOVERNANCE COMMITTEE

Chairman

Francisco Román
chairman of

March R.S.

Board members

Juan Arena
founder of the

SERES Foundation

Felipe Oriol
director of the

Fundación SERES

Pedro León y Francia
director of the

Fundación KPMG

Maite Arango
chairwoman

Ashoka España

founder of the

SERES Foundation

The Corporate Governance Committee is the body in charge of fostering and promoting actions related to good governance, promoting regulatory compliance, as well as guaranteeing the effectiveness and transparency of the foundation's corporate bodies in the terms provided for in the bylaws and with the functions that the Board of Trustees agrees to delegate to it at any time.

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ECONOMIC DATA



FUNDACIÓN SERES SOCIEDAD Y EMPRESA RESPONSABLE
BALANCE ABREVIADO AL 31 DE DICIEMBRE DE 2020 (EUROS)

ACTIVO	NOTAS	2020	2019
A) ACTIVO NO CORRIENTE		102.871,61	108.577,91
I. Inmovilizado intangible.	5	80.274,44	46.363,17
II. Bienes del Patrimonio Histórico.			
III. Inmovilizado material.	5	22.597,17	39.814,74
IV. Inversiones inmobiliarias.			
V. Inversiones en empresas y entidades del grupo y asociadas a largo plazo.			
VI. Inversiones financieras a largo plazo.	8		22.400,00
VII. Activos por impuesto diferido.			
B) ACTIVO CORRIENTE		358.046,11	337.105,40
I. Existencias.			
II. Usuarios y otros deudores de la actividad propia.		37.702,00	48.000,00
III. Deudores comerciales y otras cuentas a cobrar.	6	45.900,00	27.764,63
IV. Inversiones en empresas y entidades del grupo y asociadas a corto plazo.			
V. Inversiones financieras a corto plazo.			231,13
VI. Periodificaciones a corto plazo.			
VII. Efectivo y otros activos líquidos equivalentes.		274.444,11	261.109,64
TOTAL ACTIVO (A+B)		460.917,72	445.683,31

FUNDACIÓN SERES SOCIEDAD Y EMPRESA RESPONSABLE
BALANCE ABREVIADO AL 31 DE DICIEMBRE DE 2020 (EUROS)

PATRIMONIO NETO Y PASIVO	NOTAS	2020	2019
A) PATRIMONIO NETO		321.833,88	289.407,42
A-1) Fondos propios	9	315.833,88	282.507,42
I. Dotación fundacional		30.000,00	30.000,00
1. Dotación fundacional.		30.000,00	30.000,00
2. (Dotación fundacional no exigida)			
II. Reservas		311.139,77	311.139,77
III. Excedentes de ejercicios anteriores		-58.632,35	14.184,02
IV. Excedente del ejercicio	3	33.326,46	-72.816,37
A-2) Ajustes por cambio de valor			
A-3) Subvenciones, donaciones y legados recibidos	10	6.000,00	6.900,00
C) PASIVO CORRIENTE		139.083,84	156.275,89
I. Provisiones a corto plazo.			
II. Deudas a corto plazo	8	2.095,27	3.323,15
1. Deudas con entidades de crédito		2.095,27	3.323,15
2. Acreedores por arrendamiento financiero			
3. Otras deudas a corto plazo			
III. Deudas con empresas y entidades del grupo y asociadas a corto plazo			
IV. Beneficiarios-Acreedores.	7	560,00	560,00
V. Acreedores comerciales y otras cuentas a pagar	8	136.428,57	152.392,74
1. Proveedores			
2. Otros acreedores		136.428,57	152.392,74
VI. Periodificaciones a corto plazo			
TOTAL PATRIMONIO NETO Y PASIVO (A+B+C)		460.917,72	445.683,31

FUNDACIÓN SERES SOCIEDAD Y EMPRESA RESPONSABLE

CUENTA DE RESULTADOS ABREVIADA CORRESPONDIENTE AL EJERCICIO TERMINADO EL 31 DE DICIEMBRE DE 2020

Pérdidas y Ganancias	NOTAS	2020	2019
A) Excedente del ejercicio			
1. Ingresos de la actividad propia	11.1	1.314.242,91	1.525.839,56
a) Cuotas de asociados y afiliados			
b) Aportaciones de usuarios			
c) Ingresos de promociones, patrocinadores y colaboraciones	11.1	158.100,00	333.400,00
d) Subvenciones, donaciones y legados imputados al excedente del ejercicio	11.1	1.065.006,00	1.153.739,56
e) Reintegro de ayudas y asignaciones			
f) Prestación de servicios afectos a la actividad propia		91.136,91	38.700,00
2. Ventas y otros ingresos ordinarios de la actividad mercantil			
3. Gastos por ayudas y otros	11.2	-80.656,00	-88.389,56
a) Ayudas monetarias		-80.656,00	-88.389,56
b) Ayudas no monetarias			
c) Gastos por colaboraciones y del órgano de gobierno.			
d) Reintegro de subvenciones, donaciones y legados			
4. Variación de existencias de productos terminados y en curso de fabricación			
5. Trabajos realizados por la entidad para su activo			
6. Aprovisionamientos			
7. Otros ingresos de la actividad			
8. Gastos de personal	11.3	-856.829,73	-863.053,05
9. Otros gastos de la actividad	11.4	-304.009,03	-634.759,69
10. Amortización del inmovilizado		-30.680,51	-12.453,63
11. Subvenciones, donaciones y legados de capital traspasados al excedente del ejercicio			
12. Exceso de provisiones			
13. Deterioro y resultado por enajenaciones del inmovilizado		-8.741,18	
A.1) EXCEDENTE DE LA ACTIVIDAD (1+2+3+4+5+6+7+8+9+10+11+12+13)		33.326,46	-72.816,37
14. Ingresos financieros			
15. Gastos financieros			
16. Variación de valor razonable en instrumentos financieros			
17. Diferencias de cambio			
18. Deterioro y rdo por enajenaciones de instrumentos financieros			
A.2) EXCEDENTE DE LAS OPERACIONES FINANCIERAS (14+15+16+17+18)		0,00	0,00
A.3) EXCEDENTE ANTES DE IMPUESTOS (A.1+A.2)		33.326,46	-72.816,37
19. Impuestos sobre beneficios	10		
A.4) EXCEDENTE DEL EJERCICIO PROCEDENTE DE OPERACIONES CONTINUADAS (A.3+19)		33.326,46	-72.816,37

B) Operaciones interrumpidas			
20. Excedente del ejercicio procedente de operaciones interrumpidas neto de impuestos			
A.5) Variación de patrimonio neto reconocida en el excedente del ejercicio (A.4+20)		33.326,46	-72.816,37
C) Ingresos y gastos imputados directamente al patrimonio neto			
1. Subvenciones recibidas			
2. Donaciones y legados recibidos		1.064.106,00	1.142.639,56
3. Otros ingresos y gastos			
4. Efecto impositivo			
C.1) Variación de patrimonio neto por ingresos y gastos reconocidos directamente en el patrimonio neto (1+2+3+4)		1.064.106,00	1.142.639,56
D) Reclasificaciones al excedente del ejercicio			
1. Subvenciones recibidas			
2. Donaciones y legados recibidos		-1.065.006,00	1.142.639,56
3. Otros ingresos y gastos			
4. Efecto impositivo			
D.1) Variación de patrimonio neto por reclasificaciones al excedente del ejercicio (1+2+3+4)		-1.065.006,00	1.142.639,56
E) Variaciones de patrimonio neto por ingresos y gastos imputados directamente al patrimonio neto (C.1+D.1)		-900,00	-11.100,00
F) Ajustes por cambios de criterio			
G) Ajustes por errores			
H) Variaciones en la dotación fundacional			
I) Otras variaciones			
J) RESULTADO TOTAL, VARIACIÓN DEL PATRIMONIO NETO EN EL EJERCICIO (A.5+E+F+G+H+I)		32.426,46	-83.916,37

seres

fundación sociedad
y empresa responsable

SERES Foundation

Madrid
Telephone 91 575 84 48
www.fundacionseres.org