



Surfing in the (blue) oceans

What's going on?

the 70s

- National benefits prevail over social effects

The 90s

- Attracting companies
- Production relocation with little regard for human rights

From
2000

- Poor governance against good governance
- Crisis in values and trust
- Financial crisis
- Scarcity of natural resources

2017 – approach our task in...

Climate change

- Risks and opportunities
- Controls in the emissions market
- Productive model that leaves aside fossil fuels
- ...

Social rights

- Human rights
- Public/private partnerships
- Work environment: health and safety
- ...

Innovation

- hybrid value chains (HVC)
- Entrepreneurship
-

Transparency

- Big data fundamental
- Effective inclusion disability, gender, not just rates but flexibility, teleworking, no stress
- ...

Employment

- Youth employment in Spain
- Circular economy
- Collaborative economy
- Social economy
- ...

- Fiscal responsibility
- Compliance and corporate governance
- Responsible purchases
- ODS
- Integrated risk management
- ISR
- ...

Social context



- ✓ Social problems are increasing
- ✓ To solve them we need to implement new models and help everyone to participate.

It is the only way

Business context

CLIENTS

55% would pay more

EMPLOYEES

prefer to work for a responsible company

INVESTORS

2014: 16,9 trillion \$
2016: 22,89 trillion \$

CEOs

90% recognize the importance of a sustainable company

*Investors: GSI 2016
Clients: Doing well by doing good. Nielsen 2014
CEOs: RSE, Manual para Consejeros. KPMG-SERES*



Are you ready to
use the future to
transform today?

what?



A GROUP of companies, looking to improve society at the same time as making companies stronger, through social actions built into their business strategy.

A CAMPUS that favours individual and collective learning. Companies observe, learn and share knowledge, experience, good practices and innovative trends.

how?



SOCIAL INNOVATION as an essential element to address economic and social challenges, which are posed to current business managers.

SHARED VALUE, we promote the involvement of enterprises in the improvement of society with responsible action in line with the strategy of the company and to generate value for all. We inspire strategic social management.



VALOR EMPRESARIAL +
SOCIAL =
COMPARTIDO

we pursue

The TRANSFORMATION of business reality to build a better society and a healthier and stronger company.

5 key competitive advantages



- Risks → Opportunities.
- Long-term focus → short-term focus.
- Value for everybody → Shared Value.
- Collaboration between all the agents.
- Shared commitment network activation.





Patronos Y SOCIOS

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EMPRESAS
a junio de 2017

patronos

Accenture
Atlantic Copper
BBVA
Caixabank
Coca-Cola España
Deloitte
DKV Seguros
El Corte Inglés
Endesa

Estudio de
Comunicación
Europa Press
Everis
EY
Ferrovial
Fundación Repsol
Garrigues
Gómez Acebo & Pombo

Grupo Caser
Grupo Siro
Grupo Vips
Ilunion
Inditex
Konecta
KPMG
Loterías y Apuestas del Estado
McKinsey & Company

Meliá Hotels International
Microsoft Ibérica
Philip Morris Spain
PwC
quirónsalud
Red Eléctrica
Seur
Telefónica
The Boston Consulting

Group
Unidad Editorial
Uría Menéndez
Vodafone

socios

ABANCA Corporación Bancaria
Acciona
Adea
Aguirre Newman
Altadis
Astrazéneca
Atresmedia
Atrevia
Azkar DACHSER Group
Bankia
Burson-Marsteller
Caja Rural Castilla - La Mancha
Campofrío Food Group
Canal de Isabel II Gestión
Cap Gemini
Capsa Food
Cellnex Telecom
Cepsa
Chep España
Citi
Clifford Chance

CMS Albiñana & Suárez de
Lezo
Corporación Grupo Norte
Corporación Pascual
Crédit Agricole CIB
Cuatrecasas Gonçalves
Pereira, S.L.P.
Danone
Ecoembes
Enagás
Esteve
Facebook
Faurecia
Ford España
Freshfields Bruckhaus Deringer
Fundación ACS
Fundación Adecco
Fundación Aon España
Fundación Ebro Foods
Fundación Merck Salud
Fujitsu

Gonvarri Steel Industries
Google
Grupo Altamar
Grupo Banco Popular
Grupo BLC
Grupo Cortefiel
Grupo Eulen
Grupo Idukern
Grupo Interconomía
Grupo Joly
Grupo Softland
HEINEKEN
HP
Huawei España
IBERIA
IBM España
Indra
ING
Ingeus
JPMorgan
JT International

Kreab Iberia
Leroy Merlin
Lilly España
Llorente y Cuenca
L'Oréal España
Manpower
Mapfre
Marsh
MediaResponsible
Mercadona
Merlin Properties
Metro de Madrid
Metroscopia
NH Hotel Group
Ogilvy Public Relations
Orange
Pérez-Llorca
Prisa
Ramón y Cajal Abogados
Randstad
Restalia

escuelas
de negocio

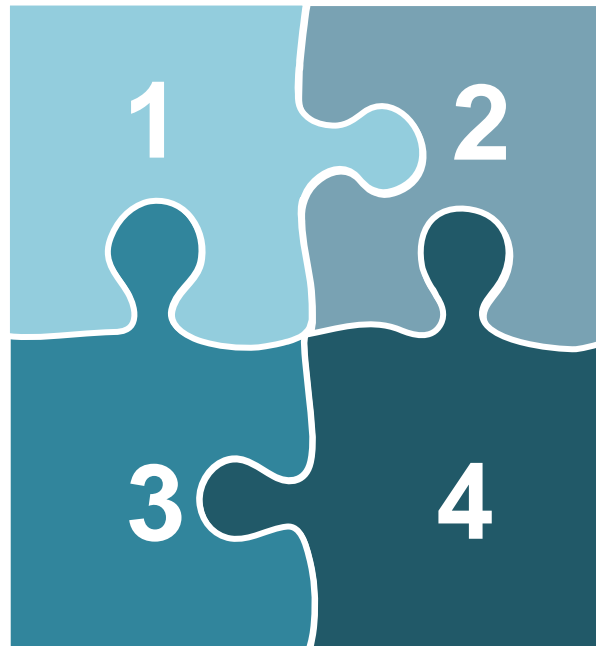
EADA
ESADE
IE
IESE

Junio 2017

There are 4 key success factors to be fulfilled in collaborative projects with social and economic impact

1 Win-win among the collaborating entities

3 Involvement of people with power decision-making among the collaborating entities




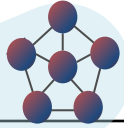

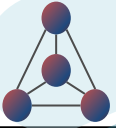


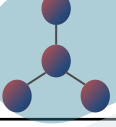
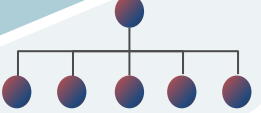

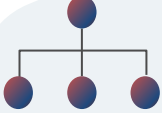
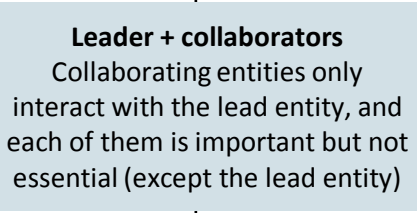



2 Designation of a neutral person to coordinate the project

4 Regular monitoring of the project and transparency

However, the compliance with these 4 factors
Doesn't always guarantee the success of the project

Degree of Collaboration

Based on the number of collaborating entities and the type of collaboration (excluding NGOs)

<i>Degree of collaboration</i>	Total collaboration (all equally) The entities collaborate with each other and are essential for the project				<i>Nº entities</i>
					
	Coordinator + essential collaborators The entities interact with the coordinator and all are essential for the project				
	Collaboration between 2 entities, both being essential				
	Nonexistent collaboration				
					
	1	2	3-4	5 or more	

Collaboration

How?

Advocacy

Labour insertion

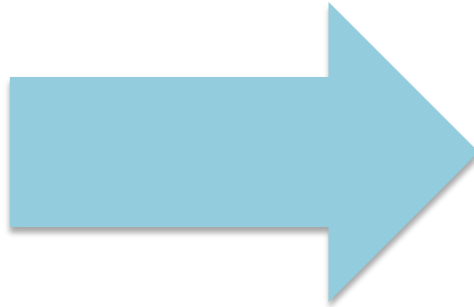
Discounts for the inclusion

Donations of goods and services

Finance

*Investment I+D/
Infrastructure*

Volunteering



Advantages for companies



Multiplier effect



Efficiency
Economies of scale and costs reduction



New possibilities



Network of Contacts



Experience
Sharing of knowledge



Area of Influence
Access to the desired groups



Risk

The power of collaboration

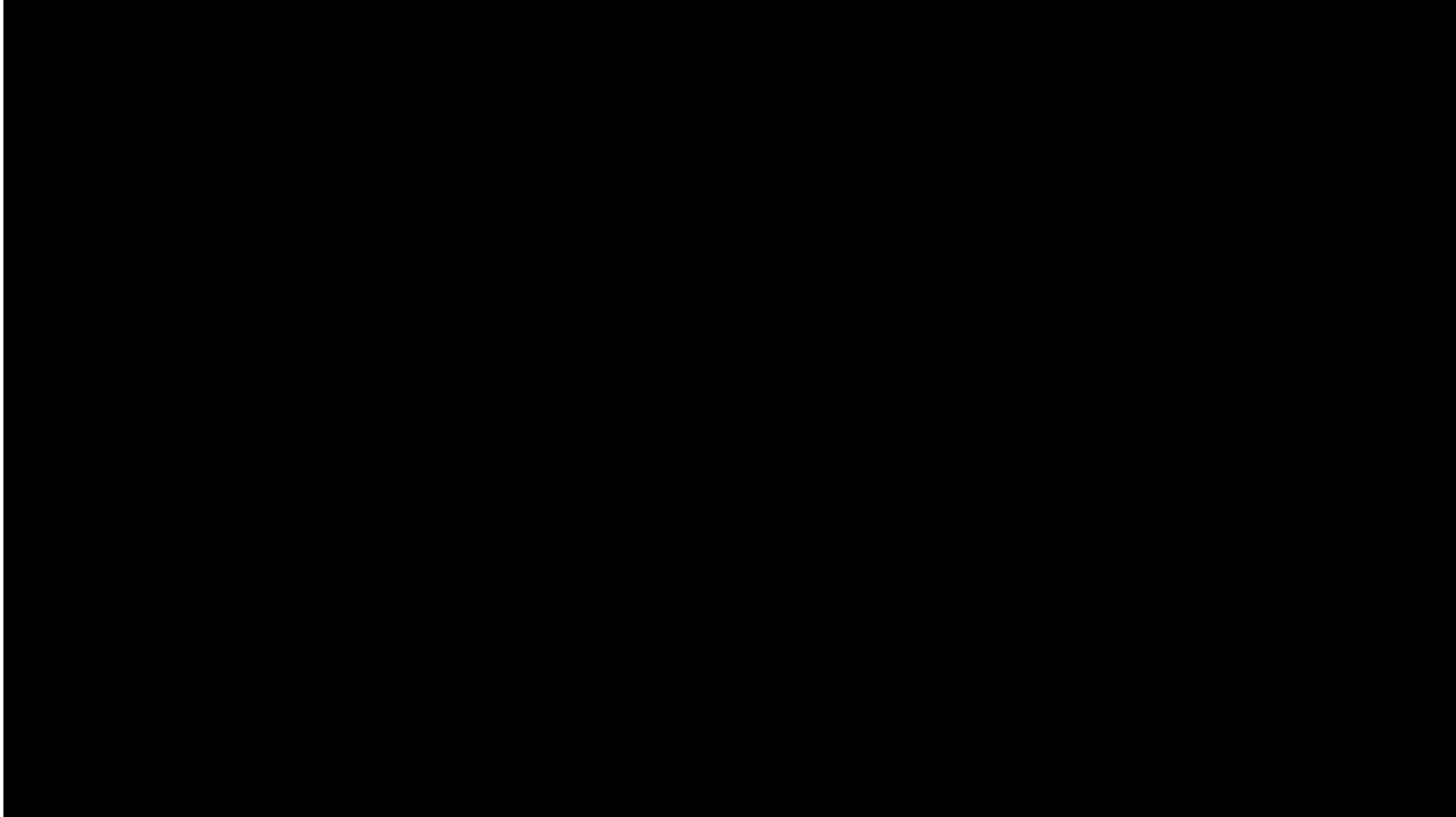
1,182,000 people employed

119,547 employed on CSR projects

10.7% of them are involved in volunteer projects

13.2% of employees work on CSR programmes





<https://youtu.be/bB7hANgwt8>

You are superheroes



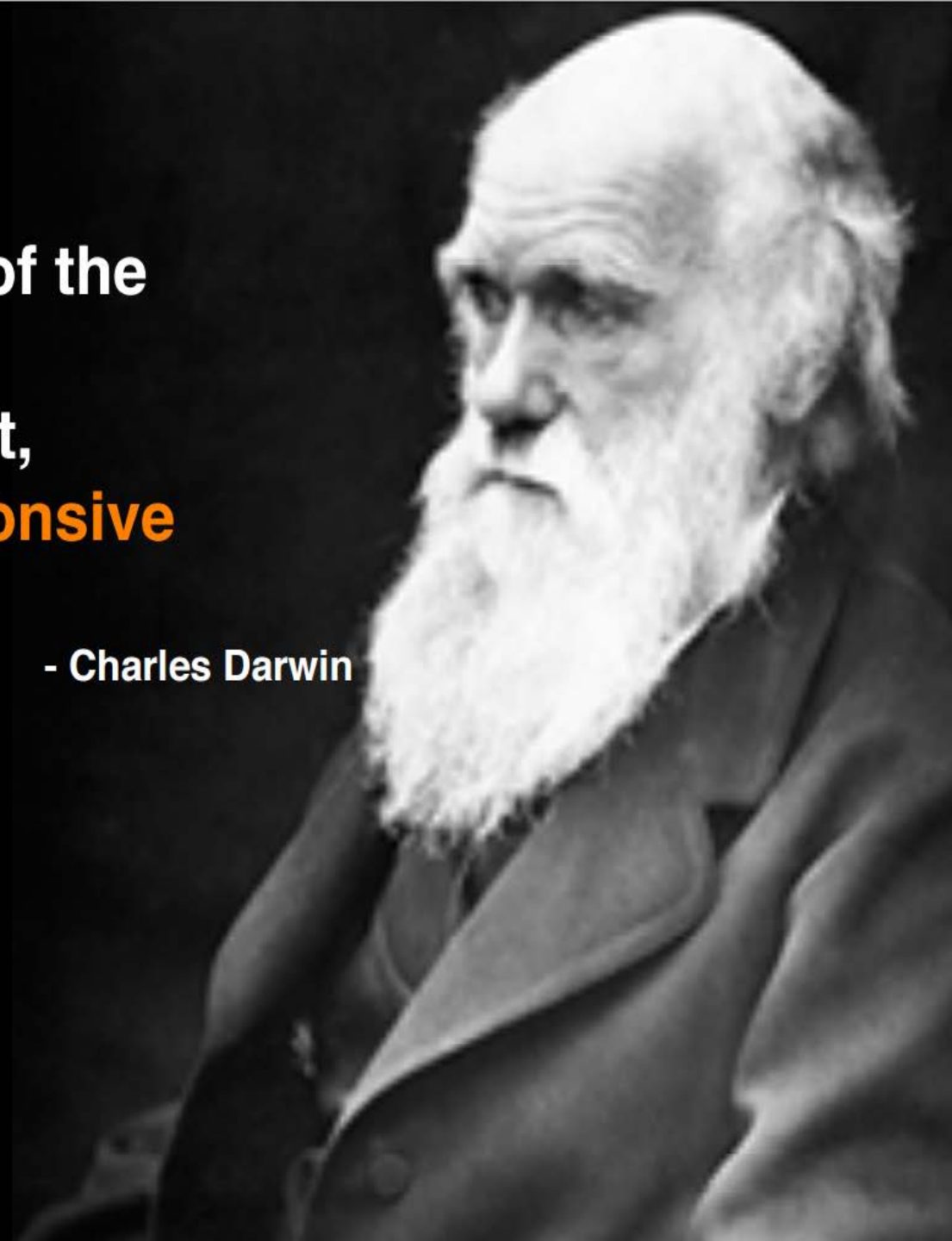


HiPPOs

Highest Paid Person's Opinion

It is not the strongest of the species that survive, nor the most intelligent, but **the one most responsive to change.**

- Charles Darwin



A piece of brown cardboard with a hole and a rolled-up piece of cardboard. The hole is irregularly shaped and reveals a white background. The rolled-up piece of cardboard is on the left side of the hole. The text "Make it happen!" is written in bold black font on the white background.

Make it happen!

Thank you!

