

## Fundación SERES presents *Roadmap for Companies*, a new guide for the implementation of SDGs in the business

- The document inspires and guides companies in the process of identification and implementation of the SDGs. The 5 steps are: map of social impact, identify impact on SDGs, discuss and select, design a plan and project it, take action and assess.
- SDGs entail a spirit of collaboration and pragmatism to choose the best options in order to improve life in a sustainable way for future generations. They provide clear guidelines and targets for acceptance by all countries in accordance with their own priorities and the environmental challenges of the world at large.



Madrid, May 26<sup>th</sup> of 2017 – Fundación SERES presented yesterday in the auditorium of the law firm Uría Menéndez, the guide elaborated by the foundation based on the experience of 16 companies active in the achievement of the Sustainable Development Goals (SDG). The document is specially designed for companies that have already begun to work on SDGs and fulfills the function of being a roadmap for their implementation.

The guide includes 5 steps, which would capture the different stages in which a company can be found during its journey to achieve the SDGs: from the most preliminary phase, through the process of identifying the SDGs that are relevant to the organization or the implementation of action plans and evaluation of the impact generated.

The presentation was attended by: Ana Antequera Pardo, Communication and CSR Director of Ebro Foods, S.A.; Carlos Ruiz Alonso, Manager of Sustainability and Environment of Enagás; Gonzalo Sales Genovés, Responsible for CSR Programs at Ferrovial;

Ana Benavente Rodríguez, Sustainability Manager of ACCIONA and Miguel Laloma, Business Director of Fundación SERES. Ana Sainz, Secretariat of Fundación SERES has stated that "SDGs, regardless of the profile of each company, represent a unique opportunity to work strategically on activities that are directly linked to the core of the business, favoring that the actions carried out have a high impact and are sustainable (endure over time). SDGs are also an excellent opportunity to access new markets, so companies can ensure the sustainability of their value chain and create stronger links in the communities where they operate." In order to inspire companies in the development of their CSR strategy and help focus their actions around SDGs, we have considered it necessary to build a roadmap that inspires companies and guides them towards achieving the SDGs.

SDGs cover 17 areas of economic, social and environmental progress, affecting not only developing countries but also developed countries, and they play a major role in ensuring that traditional development actors – agencies, NGOs, governments...- must pay attention to partnerships with the private sector and civil society, in order to reach such goals.

The first step has been to create an international advisory group - note that more than 30% of the selected companies are Spanish. Since its inception in 2014, the SDG Fund has invited companies to the planning and creation of all their programs. Since that period, joint programs in 21 countries in Latin America, Africa, the Middle East and Asia are already underway, where the participation of companies is a fundamental. Most are micro, small and medium-sized companies (mipymes), entrepreneurs and local cooperatives, adding several hundred among the different programs.

#### **About Fundación SERES:**

Fundación SERES, a non-profit organization, promotes the commitment of companies in the improvement of society with responsible actions aligned with the company's strategy and generating value for all. Today, there are 135 companies and institutions that are part of this project. The objective pursued by the foundation is to promote social actions of companies and transform business reality to build a better and healthier society and a stronger company.

In order for this message to be heard in society and become relevant, we recognize with the SERES Awards for Innovation and Social Commitment of the Company, innovative social initiatives aligned with the company's strategy.

For further information:

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