

Report 2016



We generate value by connecting social and economic progress

About this document.

This annual document reflects the activities and areas of action of Fundación SERES during the 2016 financial year. The periodicity of the document is annual and it has been published uninterruptedly since the creation of the foundation in 2010. This report has been produced with qualitative and quantitative tools and reviewed by different areas of the foundation to ensure the maximum transparency of the published data.

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VALUE BUSINESS VALUE+
SOCIAL VALUE=
SHARED VALUE



Francisco Román
presidente de Fundación SERES



Letter
FROM THE CHAIRMAN



VALUE CREATION AND RESPONSIBLE LEADERSHIP.

Dear friend,

Klaus Schwab, stated in the last edition of the Davos economic forum that "there has to be an acknowledgement that we are in uncharted territory, which questions the status quo and by extension leaders themselves. To accomplish this task leaders need to show sensitivity and empathy, to serve with a radar and compass in hand. Since without a radar system, "leaders cannot respond, and without a compass, they cannot exercise responsible leadership." Creating shared value means meeting a social need with a business model in a way that makes it sustainable. To make this possible, the momentum of leaders in organisations is indispensable.

Therefore, each company must contribute what it knows best: its business, to achieve the development we all seek. In SERES, we defend shared value as an essential strategic element in organisations and we think it is essential in order to transform business reality and build a stronger and healthier society.

Although the challenge is to take action and do it in a collaborative way, it is equally important to offer mechanisms to build up satisfied clients and businesses. The only guarantee of balance and success, which is creation of responsible value.

For us, companies are agents of change, able to implement new work processes, improve efficiency and achieve results that are sustainable over

time. The ambition of SERES is to weave a solid network between society and company. We are made up of 137 united companies, because we understand that shared value is the essence of our actions. We involve Top Management so that Social Responsibility is present in company strategy. We cooperate; we are united by a transforming vocation of wanting to be a catalyst for change. We measure the impact of efforts on the intangible through the development of tools, while transforming through social innovation. We do all this in order to approach unexplored fields.

The consolidation of responsible leadership is indispensable in this case. We need leaders who focus on people, whose goal is not to maximize utility, but to achieve the common good. We understand that fortunately this world has become demanding, also from the point of view of citizens, consumers, customers and employees who we want with us. Civil society, as a sum of individuals and organisations, a kind of collective intelligence operation, will be indispensable in the future, in order to provide flexibility, promptness and pragmatism when facing social challenges.

Responsible leadership will have more to do with being an art, and no so much to do with being a technique. The art of turning social actions into opportunities and exploring new solutions at the crossroads of social and business needs.

Francisco Román.
Chairman of Fundació SERES.



Letter
FROM THE DIRECTOR GENERAL



COLLABORATION AS A KEY TO COMPETITIVENESS IN COMPANIES.

We add another year of activity, of fulfilled objectives and also of new challenges.

Almost a decade ago, SERES was born in a context of change and in a world which was connecting up in real time. Today we face the challenge of transforming corporations, with the focus always placed on people. We have an ambitious strategic plan, which aims to position SERES as a benchmark for excellence, transformation and social innovation. In short, we meet the challenge of setting society and company at the same table in order to create and share value, because it is important to solve a social problem while also having a positive impact on the profit and loss account. Organisations are making an effort to be part of the solution. A kind of connection between social and economic progress: shared value as a sum of social value and business value.

This, in addition to making the social engagement of companies sustainable, has a direct consequence on the generation of alliances and, ultimately, on another essential concept for company competitiveness: collaboration.

The value proposition of companies is not the same as it was years ago. It is imperative that including social engagement gains weight within the company's purpose.

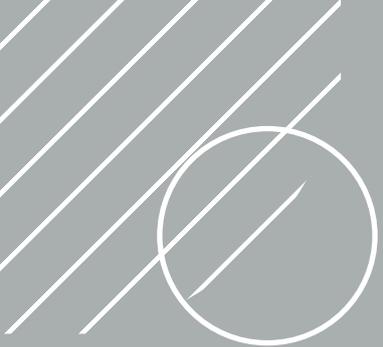
In SERES, we pursue a cultural change, we believe in the role of the company as an agent of change, to implement new work processes, improve efficiency and achieve results that are sustainable over time. We work so that social issues are embedded in the strategy of the company. We are convinced of the importance of multiplying impacts, collaborating and building bridges that allow us to think about strategy in an innovative way and transform decision making in the business world.

Laurence Fink, CEO of BlackRock, asked in April 2015 in his letter to S&P500 CEOs to stop worrying about the short term. Sustainable corporations are increasingly needed, which are committed to strengthening the company and thinking about the future. In SERES, we aim to conceive of social innovation as an opportunity, to transform business reality, to identify trends and seek an innovative and practical application based on our market and its needs. It is unquestionable that it is a natural tool to unite social and financial profitability. Let's open the way to companies with responsible DNA. We are not facing a trend, it is a revolution.

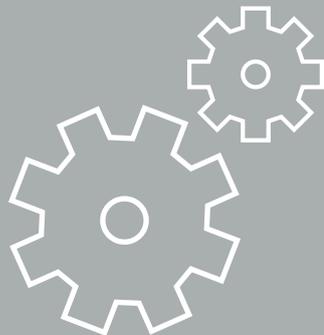
I should also like to thank you for your support. Thanks to the companies that are part of SERES. Thanks to the Executive Committee that directs and guides the foundation's every step. Thanks to the team that works every day to meet your expectations and those of the foundation.

Ana Sainz.

Director General of Fundación SERES.



Our COMMITMENT



It is registered in the Registry of the Protectorate of the Ministry of Health and Social Policy No28-1580 · CIF G8583270.

WHAT?

GROUP of companies, which seek the betterment of society While at the same time making the company stronger, through social actions integrated into its business strategy.



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

WE SEEK TO

TRANSFORM business reality in order to build a better and healthier society and a stronger company.



HOW?

SOCIAL INNOVATION as an indispensable element to face up to the economic and social challenges that are presented to current business managers.

SHARED VALUE we promote the engagement of companies in the improvement of society with responsible actions aligned with the company's strategy and generating value for all. We inspire strategic social management



companies
137



Our ACTIVITY

WE WORK

To transform business reality and to achieve a better society. Our 2015-2018 strategic plan with even more challenges for the years ahead.

Acting on the company

We promote the interaction between society and company, generating value for both, and we favour the social transformation of companies.

Communicating with the outside.

Interacting with other **social agents**.

Transferring knowledge of the **social reality**.

“

“One of the main points of interest in SERES for our company is how it accompanies us in a personalised way and brings knowledge that allows us to transfer the concept of shared value within the organisation.”

“SERES offers a consolidated model, which should favour progress in the integration of CSR in the business and in the value chain.”

“The focus on an evolution of concept, from CSR to an integrated business model, which is permeable to all stakeholders is very important for an organisation like ours.”

”



2016 CALENDAR



jan

- We talked in the IEB with experts, investors and entrepreneurs about the importance of the management and measurement of social projects as an indicator of value for the different stakeholders.

26/01
MEASUREMENT



feb



- We share the main advances in social matters of TED2016 Dream (Vancouver 15-19 February).

23/02
INNOVATION

- We debated at the presentation of the Joint Responsibility Yearbook in Madrid.

25/02
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

mar

- We talked about leadership, employability and new technologies at the 4th Forum of Economics of Tres Cantos.

01/03
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- We debated at the presentation of the Joint Responsibility Yearbook in Barcelona.

02/03
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- SERES-ESADE Cycle: "Responsible product co-creation".

03/03
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- We reflected on matters with the Coordinating organisation Trabajando en Positivo (Working Positively) and companies engaging with groups at risk.

- of exclusion at the II Meeting of responsible companies regarding HIV and AIDS in Spain.

11/03
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- We analysed leadership models with top management along the lines of CEO.

18/03
TOP MANAGEMENT

- We met with Directors and reviewed the recommendations of the CNMV's Code of Good Governance to reflect on and discuss with some companies the role of the board of directors in relation to CSR. SERES-KPMG Report.

31/03
TOP MANAGEMENT

apr

- With the Volunteer Platform Spain and with companies, we debated the Law on Volunteering: what response are we giving to the social and economic changes of recent times?

06/04
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- Implementing improvements in the csr2 measurement tool.

12/04
MEASUREMENT

- We evaluated good practices and diversity trends with Dircoms. Day on diversity SERES-Llorente and Cuenca.

26/04
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- SERES-ESADE Cycle: "What have we learned from the evolution of CSR over the last few years of the crisis?"

28/04
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE



may



- We participated in training sessions for students at the IE's postgraduate courses in Communication, in order to tell them about success stories and good practices in companies which are agents for change.

05/05
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- SERES-ESADE Cycle: "CSR and HR: flexibility and conciliation."

24/05
BUSINESS CULTURE AND
SOCIAL KNOWLEDGE

- Sharing New solutions. Annual meeting point for socially innovative companies like SERES.

25/05
INNOVATION

jun

- We met with Directors and reviewed the recommendations of the CNMV's Code of Good Governance to reflect on and discuss with some companies the role of the board of directors
- in relation to CSR. SERES-KPMG Report.

07/06

TOP MANAGEMENT

- Multiactor Alliances Workshop for development in Spanish cooperation. Companies, sustainable development and the fight against poverty. AECID and ONGAWA

16/06

BUSINESS CULTURE AND SOCIAL KNOWLEDGE

- SERES Conversations. Open space between Directors to share challenges for the future.

30/06

TOP MANAGEMENT



jul



- Workshop on the universality of SDGs (Sustainable Development Goals). We discussed the contribution of private enterprise to a universal agenda for sustainable development.

05/07

INTERNATIONAL ALLIANCES

- Bringing together trends in social innovation to create a space for dialogue and learning: Fundación SERES - Fundación EY innovation table.

11/07

INNOVATION

- Implementing improvements in the csr2 measurement tool Barcelona.

14/07

MEASUREMENT

sep

- We foster innovation in business purpose and CSR strategies with companies and in partnership with the Singularity University.

26/09

INNOVATION



oct

- Measuring social impact with IC-EADA SERES in Madrid.

04/10

MEASUREMENT

- We facilitate different and innovative ideas, conversations and debates in order to unite the social and business world. South Summit 2016.

05/10

INNOVATION

- Implementing improvements in the csr2 measurement tool.

06/10

MEASUREMENT

- Talking to senior management at Burson Marsteller: A drink with... Dialogue with Paco Román, Chairman of Fundación SERES

19/10

TOP MANAGEMENT

- Measuring social impact with IC-EADA SERES in Barcelona.

20/10

MEASUREMENT

- SERES Awards. In recognition of the best innovative strategic actions that generate value for society and the company.

27/10

AWARDS

nov

- III Report on the social impact of companies SERES - Deloitte.

07/11

MEASUREMENT

- SERES-ESADE Cycle: "How does CSR strengthen the environment to favour business development?".

08/11

BUSINESS CULTURE AND SOCIAL KNOWLEDGE

- Universality and SDGs: a business perspective.

11/11

INTERNATIONAL ALLIANCES

- We analysed changes in social processes in the Great Social Challenges Cycle with the Foundation of the Autonomous University of Madrid.

21/11

BUSINESS CULTURE AND SOCIAL KNOWLEDGE

- We talked to companies about CSR and value creation. ADEIPA, Gijón.

22/11

BUSINESS CULTURE AND SOCIAL KNOWLEDGE

- We shared conclusions on the tool for measuring the economic impact of social actions, csr2.

25/11

MEASUREMENT

dec

- We debated innovation, responsible business, and what we learn from the exploratory trip to Silicon Valley. Ship2B. Impact Forum.

05/12

INNOVATION

- We shared conclusions on the tool for measuring the economic impact of social actions, csr2.

08/12

MEASUREMENT

- We analysed business actions with social impact. SERES-PwC Report *The Company in the light of new social challenges*.

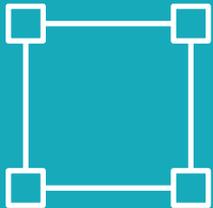
16/12

BUSINESS CULTURE AND SOCIAL KNOWLEDGE





We work **WITH...**



KNOWLEDGE

MEASUREMENT





1. We work with... KNOWLEDGE

We share business and social knowledge. SERES is committed to excellence through good practices and the active role of companies as agents of change.

Campus

A meeting point where companies observe, learn and share: knowledge, experience, good practices and innovative trends. We are known for our firm commitment to excellence through good practices and the active role of companies as agents of change.

We group ourselves around the SERES campus, where we have access to the best business practices and we make it easy to meet and work with fellow travellers, such as social entities, entrepreneurs and the administration.

Workshops / training. With the aim of bringing knowledge and tools to companies.



Reports. In collaboration with SERES companies, we bring you current studies of interest. The company facing new social challenges SERES-PwC, III Report on the *Social Impact of SERES-Deloitte Companies*.

Reports with third parties. We detect and analyse references in international institutions and themes. To explore and find out if these new trends can be replicated and can be piloted to enable progress towards better results. *Universality and the SDGS: A business perspective, F-ODS-Harvard's Kennedy School-Fundación SERES*.

Original version. Supported in audiovisual format, we give access to those responsible for highlighted CSR projects and strategies.

Good practices and lessons learned. We approach the projects and initiatives of companies through our meetings and also through digital channels.

Academic cycles. We hold a cycle of presentations on business engagement with society between SERES and ESADE and collaborations in knowledge and postgraduate courses with IE, IESE, EADA and ESADE.





2. We work on... MEASUREMENT

We build value for all and we also measure it. We want to guarantee the strategic vision of projects and position social actions as key initiatives for organisations, capable of offering value for the company and for society.

III Report on the Social Impact of Companies

The III Social Impact Report aims to add the impact of companies and the value they generate for society. Through this model of analysis it is possible to measure, analyse and assess the real contribution of business to society.

The investment of the participating companies and institutions exceeded 741 million euros in their CSR actions. Taking into account the average investment per project, 13% of companies dedicate more than 100,000 euros to each of the CSR projects. 64% of the investment in CSR has been concentrated in Spain, while the remaining 36% has been earmarked for international projects. In addition, 60% of companies have a plan at their disposal to extend



their CSR policies along their value chain. This shows that their engagement goes beyond mere dissemination, that they are looking to actively engage the agents with which they relate in their value chain.

In collaboration with Deloitte.

crs2

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 and generation of value for shareholders and society.

In collaboration with McKinsey & Company.

IC SERES

Measuring the social impact of CSR programs developed by companies, based on the concept of capabilities of Amartya Sen.

In collaboration with EADA.





3. We work with... TOP MANAGEMENT

We enhance the role of top management in the process of the transformation of organisations, as a key element in cultural change, capable of transmitting their responsible vision to the rest of the organisation.

SERES Conversations

Meeting and debate between leaders of different organisations which reflect on social innovation to anticipate changes and contribute to the consolidation of a better society and stronger companies in the future. The engagement of top management, their rigour and ability to measure the impact of CSR, alliances with other organisations and the search for large-scale models are the common denominators of the most important companies.

In collaboration with Prisa and Fundación EY.

CSR: a manual for board members

Guide for corporate governance bodies with the objective of highlighting CSR value-generating capacity, its long-term success factor and its importance for investor confidence.

This guide helps to identify the level of participation of directors and sheds light on the implementation of the CNMV's Code of Good Governance.

In collaboration with KPMG.

CEO Challenges

Tables of dialogue and discussion with the participation of top management to reflect on the challenges of the future and, therefore, to have more competitive, sustainable and responsible organisations.

A formula in order to include through top management, commitment in company strategy and generate opportunities and competitive advantages.

In collaboration with APD.



“For a company to be sustainable, it is necessary for it to have economic and social KPI's. SERES works to provide these tools.”

“SERES does a great job, it helps us to think big and take the next step forward in cultural change so as to have successful companies, responsible companies, companies of excellence.”





4. We work on... SOCIAL INNOVATION

In SERES, we identify trends and help the connection between society and company to grow in concert. We are an observatory of international models, which provide solutions to social challenges and seek their innovative and practical application based on our market and its needs.

Sharing

Annual event on social innovation that permits the identification and sharing of good practices and knowledge to face social challenges. Social innovation is a natural tool, to unite social and financial profitability. In SERES, we strive to find new ways of creating solutions to social problems and solving them.

InnovAcción Newsletter

Latest quarterly news on new initiatives, projects and good practices.

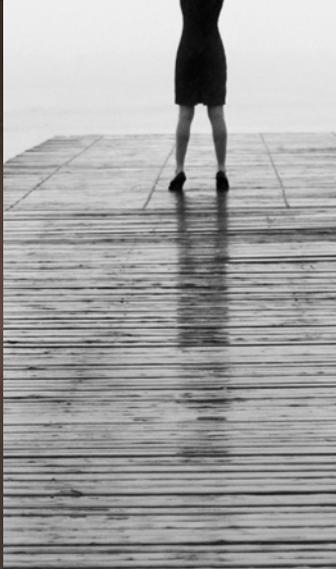
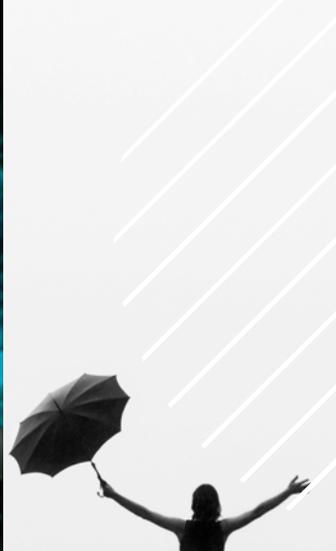
Exploratory journey

We seek new horizons and explore more ways of doing things, to build models which are more sustainable and capable of responding to the social challenges that exist in our country.

Trends

We are an observatory of national and international trends. We try to bring you new paths to follow, paying attention to innovation forums such as TED, Singularity University, great business schools, with the premise of seeking a better understanding and collaboration with society.





The figures from 2016 spæk for **US**

130

SERES COMPANIES



SERES WEB

2.671 users

380.919 page views
3,20 pages/session



SOCIAL NETWORKS

4.760

followers on Twitter



6.113 tweets

915 followers on LinkedIn

IMPACTS

+2.800

impacts on digital and printed media



TRAINING DAYS/SEMINARS

19+1.000 ATTENDEES



These awards are given to help promote social engagement through the communication of real cases that different companies develop, by spreading these ideas to other companies in order to initiate a path along which value is created for society and the company.

AWARD WINNING COMPANIES



ACCENTURE

Together for the employment of the most vulnerable. One program that has been awarded is this program for the search of new forms of business collaboration in the employment/self-employment ecosystem, which provides knowledge and financing and establishes common languages with the third sector. This project has served to a great extent, to jointly identify needs, set collective goals and generate collaborative, innovative and open solutions.

Juntos por el empleo de los más vulnerables (Together for the employment of the most vulnerable)



DISJOB.COM

Awarded for its online employment platform for professionals with disabilities, where those offering employment can meet up with those looking for it. The primary objective of this project is to facilitate the access to employment of people with disabilities.

DisJob.com



PRISA. PLANET FUTURE OF EL PAÍS

This section of EL PAÍS with contents dedicated to sustainable development has won recognition. Among other topics it addresses: the effects of globalisation, the challenges in the areas of food, health, employment and education, and innovation as a driver for development or climate change.

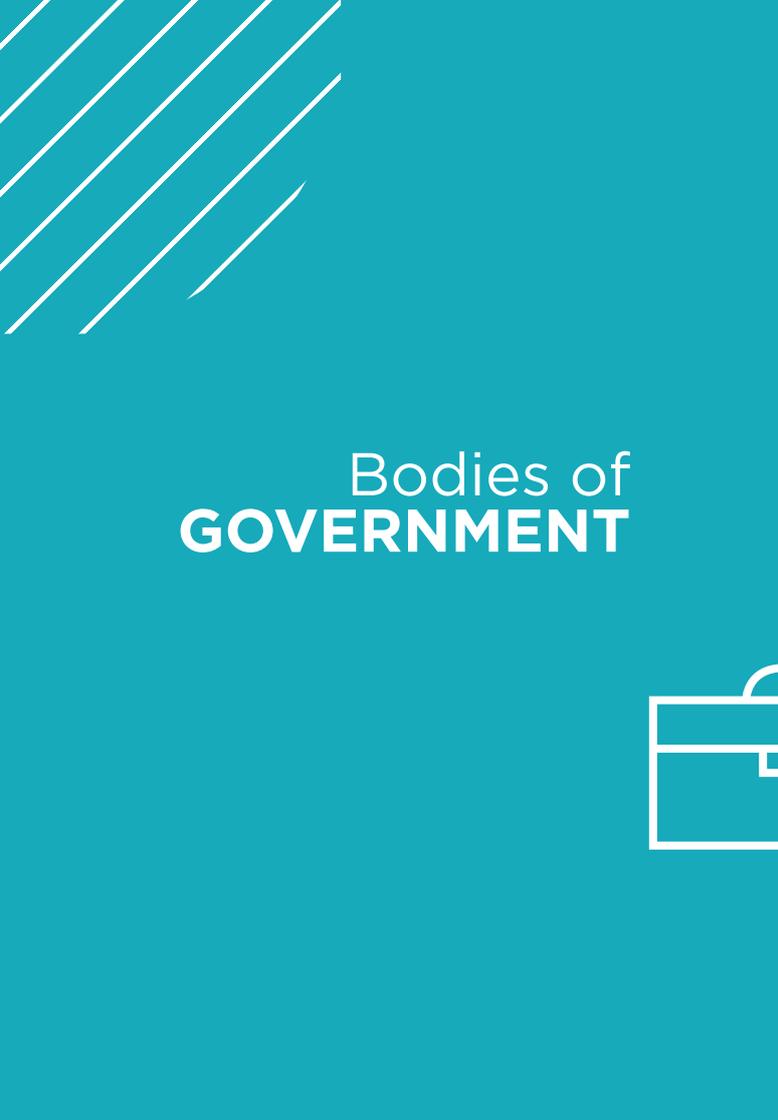
Planeta Futuro de EL PAÍS (Planet Future of EL PAÍS)



REPSOL AND ITS FOUNDATION. DIVERSITY AND INCLUSION.

The Jury has awarded the initiative of the company and its foundation that promotes the inclusion of diversity from an integral perspective and that incorporates people with different capacities in a standardised environment.

Diversity and inclusion



Bodies of **GOVERNMENT**



PATRONS AND PARTNERS

137
SERES COMPANIES 

patrons

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
Microsoft Ibérica
Philip Morris Spain

PwC
quirónsalud
Red Eléctrica
Seur
Telefónica
The Boston Consulting Group
Unidad Editorial
Uriá Menéndez
Vodafone

partners

ABANCA Corporación
Bancaria
Acciona
Adea
Aguirre Newman
Altadis
Astrazéneca
Atresmedia
Atrevia
Azkar DASCHER Group
Bankia
Burson-Marsteller
Caja Rural Castilla - La Mancha
Canal de Isabel II Gestión
Campofrío Food Group
Capgemini
Capsa Food
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 Adecco
Fundación Aon España
Fundación Ebro Foods
Fundación Merck Salud
Fujitsu
Gonvarri

Google
Grupo Altamar
Grupo Banco Popular
Grupo BLC
Grupo Cortefiel
Grupo Interonomía
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
Metro de Madrid
Metroscopia
NH Hotel Group
Ogilvy Public Relations
Orange
Perez-Llorca
Prisa
Ramón y Cajal Abogados
Randstad
Restalia
Sacyr
Salesforce
Santalucia
Santander

Schindler
Siemens
Spencer Stuart
Supracafé
Técnicas Reunidas
Telecinco
Transportes Azkar
Vocento
Universidad Europea
Willis Iberia

business schools

EADA
ESADE
IE
IESE

EXECUTIVE COMMITTEE

chairperson

Francisco Román

first vice-chairperson

Asís Martín de Cabiedes
executive chairperson
Europa Press

secretariat

Ana Sainz
general director
Fundación SERES

vice-chairperson

Maite Arango
vice-chairperson board of directors
Grupo Vips

Tomás Calleja
partner-director
McKinsey&Company

María Garaña
vice-chairperson business solutions
Microsoft EMEA

Vicente Moreno
chairperson
Fundación Accenture

board-member

Juan Arena
founder of
Fundación SERES

Ignacio Eyries
general director
Grupo Caser

Inmaculada García
chairperson **Loterías y Apuestas del Estado**

Juan Manuel González Serna
chairperson
Grupo Siro

Fernando Ruiz
chairperson
Deloitte

Javier Vega de Seoane
chairperson
DKV Seguros

guests

Jesús Alonso
chairperson
FORD España

Jose Miguel de Andrés
board-member
BBVA

Rosa García
chairperson
Siemens

Marta Martínez
chairperson
IBM Spain, Portugal, Greece and Israel

Ignacio Muñoz Pidal

founders

Jaime Castellanos
chairperson
Willis Iberia

Felipe Oriol
chairperson
Corpfin Capital

The Executive Committee is the foundation's administrative body, which, under the leadership of the Chairman, ensures that activities are carried out to achieve the foundational objective. One of the main differences about SERES and its strengths, is the implication that exists on the part of the top management of all the companies. This involvement is reflected in the Executive Committee.

22 June 2017

ADVISORY COMMITTEE

Antoni Ballabriga
*Global head of responsible
business* **BBVA**

Julio Carlavilla
public affairs officer **Citi**
in Spain

Miguel García Lamigueiro
*director of communications
and responsible business*
DKV

Javier Garilleti
director general
Fundación EY

Natalia González-Valdés
*Director of Corporate
Communications and CSR*
L'Oréal España

Juan José Litrán
*director of corporate
relations* **Coca-Cola España**
and director **Fundación
Coca-Cola**

Bárbara Manrique de Lara
*director of corporate
communication, marketing
and institutional relations*
PRISA

Cristina Moral
CR Manager **Ferrovial**

Elisabeth de Nadal
*partner attached to
directorate general*
**Cuatrecasas, Gonçalves
Pereira**

Ángel Pes
deputy director general
CaixaBank *and director
of corporate social
responsibility and
reputation*

Lourdes Ripoll
*VC attached to the
CEO & CSR* **Meliá Hotels
International**

Carlos Ruiz
*Environment and
Sustainability Manager*
Enagás

José Manuel Sedes
*manager of sustainability
and quality* **Vodafone
España**

Juan Ramón Silva
*director general of
sustainability*
Acciona

Ester Uriol
*communication and
external relations*
El Corte Inglés

Elena Valderrábano
*global director of
reputation and
sustainability* **Telefónica**

Lucila García
*assistant director
general* **Fundación SERES**

COMMUNICATION COMMITTEE

chairperson

Francisco Román

secretariat

Sofía Martín
*communications
director* **Fundación
SERES**

members

Amalia Blanco
*deputy director general
communications and
external relations* **Bankia**

Camille Cochy
*director of communications
& digital marketing*
Grupo VIPS

Miguel García Lamigueiro
*director of communications
and responsible business*
DKV

Francisco Hevia
*director of corporate
responsibility and
communications*
Calidad Pascual

Bárbara Manrique de
Lara *director of corporate
communications and
institutional relations*
PRISA

Alberto Mariñas
director **Estudio de
Comunicación**

Ida Gutiérrez de Escofet /
Marta Martín
*communications and
corporate responsibility*
NH Hoteles

Eva Pavo
*director communications
and marketing department*
**Loterías y Apuestas del
Estado**

José Romero
communications director
Vodafone España

CORPORATE GOVERNANCE COMMITTEE

chairman

Juan Arena
founder of **Fundación SERES**

guests

Ignacio Gil Casares
chairman **Spencer Stuart**

board- members

Pedro León y Francia
director of **Fundación KPMG**

Felipe Oriol
chairman of **Corpfin Capital** and
founder of **Fundación SERES**

Anthony Pralle
*senior partner and managing
director* **BCG Madrid**

functions

**Evaluation of committee,
chairperson and director
general**

**Monitoring of Strategic
Plan**

**Criteria of Good
Governance (succession,
rotation on management
bodies...)**



ALLIES



Fundacion SERES makes an effort to identify, get to know, bring together and establish alliances with international reference organisations.

In order to get an in-depth understanding of international trends in social innovation and to understand its scope, it is necessary to explore what is being carried out in other settings and geographic areas. For this reason, SERES has an observatory mission regarding best practices. Based on the experience and excellence of its allies, SERES strengthened its knowledge and new alliances in 2016:

APD.

AEF. Asociación Española de Fundaciones (Spanish Association of Foundations).

CERSE, Consejo Estatal de RSE (State Council on Corporate Social Responsibility).

Círculo de Empresarios (Spanish Circle of Entrepreneurs) and Fundación Santa María La Real (Santa María La Real Foundation).

Advisory Council of the Fund for the United Nations' Sustainable Development Goals.

CSR360, Business in the Community.

DIRCOM. Asociación de Directivos de Comunicación (Association of Directors of Communication).

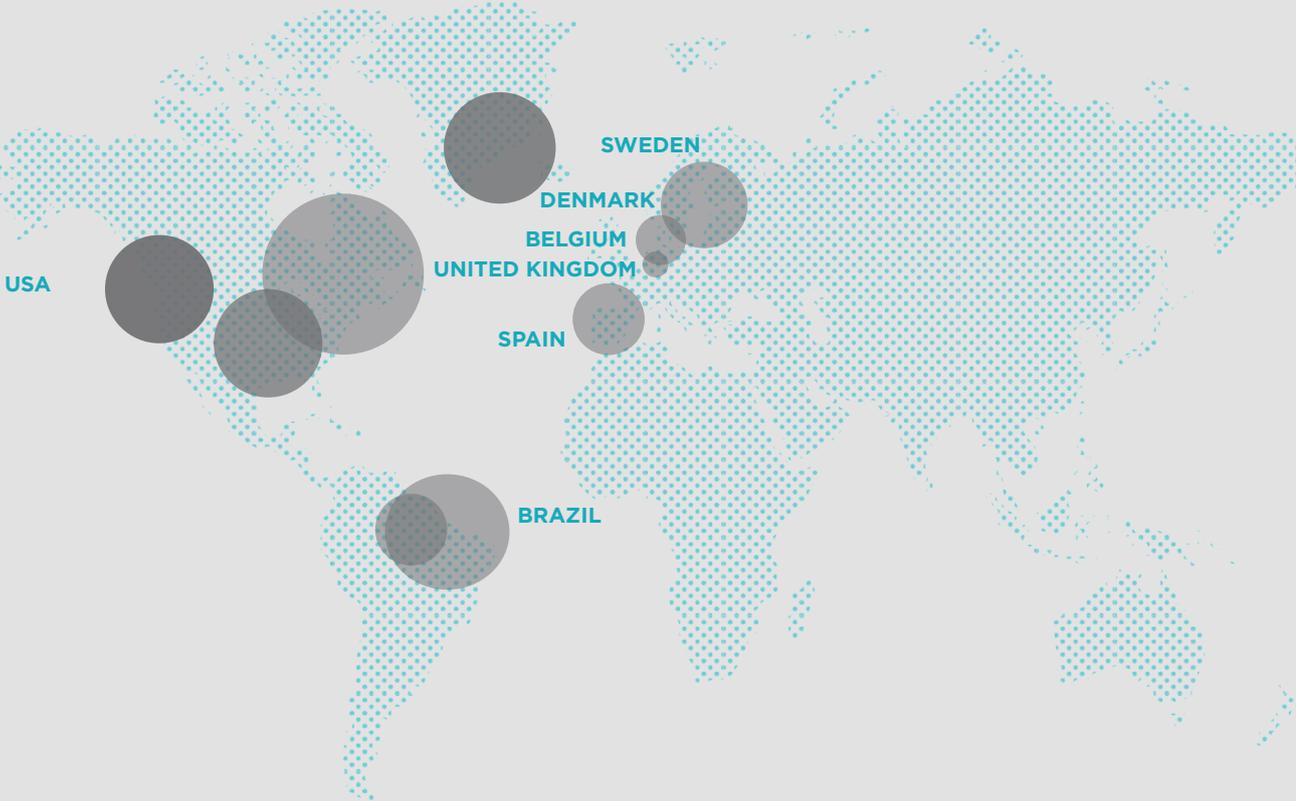
DIRSE.

Foro de Foros. FORO DE ENCUENTROS. Foro de pensamiento, debate y acción ciudadana (Forum of thought, debate and citizen action).

Ship2B.

Exploratory trips to monitor trends and build a repository of international actors.

WE MONITOR WITH ALLIES





Economic
DATA



INFORME DE AUDITORÍA INDEPENDIENTE DE CUENTAS ANUALES ABREVIADAS

Al Patronato de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE;

Hemos auditado las cuentas anuales abreviadas adjuntas de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE, que comprenden el balance abreviado a 31 de diciembre de 2016, la cuenta de resultados abreviada y la memoria abreviada correspondientes al ejercicio terminado en dicha fecha.

Responsabilidad del Comité Ejecutivo de la Fundación en relación con las cuentas anuales

Los miembros del Comité Ejecutivo son responsables de formular las cuentas anuales abreviadas adjuntas, de forma que expresen la imagen fiel del patrimonio, de la situación financiera y de los resultados de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE, de conformidad con el marco normativo de información financiera aplicable a la entidad en España, que se identifica en la nota 2 de la memoria abreviada adjunta, y del control interno que consideren necesario para permitir la preparación de cuentas anuales libres de incorrección material, debida a fraude o error.

Responsabilidad del auditor

Nuestra responsabilidad es expresar una opinión sobre las cuentas anuales abreviadas adjuntas basada en nuestra auditoría. Hemos llevado a cabo nuestra auditoría de conformidad con la normativa reguladora de la auditoría de cuentas vigente en España. Dicha normativa exige que cumplamos los requerimientos de ética, así como que planifiquemos y ejecutemos la auditoría con el fin de obtener una seguridad razonable de que las cuentas anuales están libres de incorrecciones materiales.

Una auditoría requiere la aplicación de procedimientos para obtener evidencia de auditoría sobre los importes y la información revelada en las cuentas anuales. Los procedimientos seleccionados dependen del juicio del auditor, incluida la valoración de los riesgos de incorrección material en las cuentas anuales, debida a fraude o error. Al efectuar dichas

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AUDITSEGAR, S.L. CORPORACIÓN EMPRESARIAL RONDA *Desde 1992*
DOMICILIO FISCAL: BOBES DE CERVANTES, 28 (BARCELONA) 08001 SUZARNA

EMPRESA RONDA - RONDA DE ATENEA, 57 (BARCELONA) 08012 TEL:91 068 56 82 / 987 26 32 FAX:91 550 56 50 - AUDITSEGAR@CORPORACIONRONDA.COM

valoraciones del riesgo, el auditor tiene en cuenta el control interno relevante para la formulación por parte de la entidad de las cuentas anuales, con el fin de diseñar los procedimientos de auditoría que sean adecuados en función de las circunstancias, y no con la finalidad de expresar una opinión sobre la eficacia del control interno de la entidad. Una auditoría también incluye la evaluación de la adecuación de las políticas contables aplicadas y de la razonabilidad de las estimaciones contables realizadas por la dirección, así como la evaluación de la presentación de las cuentas anuales tomadas en su conjunto.

Consideramos que la evidencia de auditoría que hemos obtenido proporciona una base suficiente y adecuada para nuestra opinión de auditoría.

Opinión

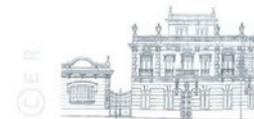
En nuestra opinión, las cuentas anuales abreviadas adjuntas expresan, en todos los aspectos significativos, la imagen fiel del patrimonio y de la situación financiera de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE a 31 de diciembre de 2016, así como de sus resultados correspondientes al ejercicio anual terminado en dicha fecha, de conformidad con el marco normativo de información financiera que resulta de aplicación y, en particular, con los principios y criterios contables contenidos en el mismo.

AUDITSEGAR, S.L.P.



José Sevilla García-Prieto
Auditor de Cuentas
ROAC N° S1124

Madrid, 13 de junio de 2017



AUDITSEGAR, S.L. CORPORACIÓN EMPRESARIAL RONDA *Desde 1992*
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ECONOMIC DATA

BALANCE ABREVIADO A 31 DE DICIEMBRE DE 2016

ACTIVO	NOTAS	2016	2015
A) ACTIVO NO CORRIENTE		30.173,86	50.484,74
I. Inmovilizado Intangible.	5	154,27	18.725,84
II. Bienes del Patrimonio Histórico.			
III. Inmovilizado material.	5	8.419,59	10.158,90
IV. Inversiones inmobiliarias.			
V. Inversiones en empresas y entidades del grupo y asociadas a largo plazo.			
VI. Inversiones financieras a largo plazo.	6.1	21.600,00	21.600,00
VII. Activos por impuesto diferido.			
B) ACTIVO CORRIENTE		390.148,90	383.120,61
I. Existencias.			
II. Usuarios y otros deudores de la actividad propia.		6.000,00	
III. Deudores comerciales y otras cuentas a cobrar.	6.1	24.200,00	16.353,79
IV. Inversiones en empresas y entidades del grupo y asociadas a corto plazo.			
V. Inversiones financieras a corto plazo.			
VI. Periodificaciones a corto plazo.			2.300,46
VII. Efectivo y otros activos líquidos equivalentes.		359.948,90	364.466,36
TOTAL ACTIVO (A+B)		420.322,76	433.605,35

Fdo. D. Francisco Román Riechmann
Presidente



Fdo. D^a. Ana Salazar Martín
Secretaria del Comité Ejecutivo



PATRIMONIO NETO Y PASIVO	NOTAS	2016	2015
A) PATRIMONIO NETO		286.114,01	300.226,14
A-1) Fondos propios	7	262.114,01	282.225,14
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		-58.914,63	-11.139,15
IV. Excedente del ejercicio	3	-20.111,13	-47.775,48
A-2) Ajustes por cambio de valor			
A-3) Subvenciones, donaciones y legados recibidos	10	24.000,00	18.000,00
C) PASIVO CORRIENTE		134.208,75	133.380,21
I. Provisiones a corto plazo.			
II. Deudas a corto plazo	6.2	868,52	1.234,51
1. Deudas con entidades de crédito		868,52	1.234,51
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.	6.2	260,00	110,00
V. Acreedores comerciales y otras cuentas a pagar	6.2	133.080,23	132.035,70
1. Proveedores			0,00
2. Otros acreedores		133.080,23	132.035,70
VI. Periodificaciones a corto plazo			
TOTAL PATRIMONIO NETO Y PASIVO (A+B+C)		420.322,76	433.605,35

Fdo. D. Francisco Román Riechmann
Presidente



Fdo. D^a. Ana Salazar Martín
Secretaria del Comité Ejecutivo



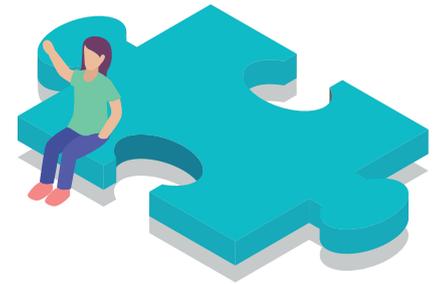
ECONOMIC DATA

CUENTA DE RESULTADOS ABRREVADA CORRESPONDIENTE AL EJERCICIO TERMINADO EL 31 DE DICIEMBRE DE 2016

Familias y Subfamilias	NOTAS	2016	2015
A) Excedente del ejercicio			
1. Ingresos de la actividad propia	9.1	1,121,924.49	1,042,824.82
2. Costos de cobros y afilados			
3. Asesorías de cuentas	9.1	6,000.00	0.00
4. Ingresos de promociones, patrocinios y colaboraciones			
5. Subvenciones, donaciones y legados imputados al excedente del ejercicio	9.1 y 10	1,056,729.24	977,750.00
6) Retiro de audits y asignaciones			
7) Prestación de servicios afilados a la actividad propia		59,175.16	64,874.82
8. Ventas y otros ingresos ordinarios de la actividad mercantil			
9. Gastos por ayudas y otros	9.2	-73,811.00	-59,750.00
10. Ayudas monetarias		-73,811.00	-59,750.00
11. Ayudas no monetarias			
12. Gastos por colaboraciones y de órgano de gobierno			
13. Retiro de subvenciones, donaciones y legados			
14. Variación de existencias de productos terminados y en curso de fabricación			
15. Trabajos realizados por la entidad para su activo			
16. Aprovisionamientos			
17. Otros ingresos de la actividad	9.3	-453,887.00	-438,115.42
18. Gastos de personal	9.4	-371,321.48	-359,608.99
19. Otros gastos de la actividad	11	-21,195.95	-40,529.64
20. Ampliación del Inmovilizado			
21. Subvenciones, donaciones y legados de capital traspasados al ejercicio del ejercicio			
22. Exceso de provisiones			
23. Deterioro y resultado por emisiones del revalorizado			
A) EXCEDENTE DE LA ACTIVIDAD (1+2+3+4+5+6+7+8+9+10+11+12+13)		-29,115.13	-47,372.23
24. Ingresos financieros			
25. Gastos financieros			
26. Variación de valor razonable en instrumentos financieros			-403.25
27. Diferencias de cambio			
28. Deterioro y rdo por emisiones de instrumentos financieros			
A) EXCEDENTE DE LAS OPERACIONES FINANCIERAS (14+15+16+17+18)		0.00	-403.25
A.1) EXCEDENTE ANTES DE IMPUESTOS (A.1+A.2)		-29,115.13	-47,775.48
29. Impuestos sobre beneficios	9.2		
A.2) EXCEDENTE DEL EJERCICIO PROCEDENTE DE OPERACIONES CONTINUADAS (A.2+19)		-29,115.13	-47,775.48
B) Operación de revalorización			
30. Excedente del ejercicio procedente de operaciones interrumpidas neto de impuestos			
31. Variación de patrimonio neto imputado en el excedente del ejercicio (B.1+B.2)		-29,115.13	-47,775.48
C) Ingresos y gastos imputados directamente al patrimonio neto			
1. Subvenciones recibidas		1,056,729.24	977,750.00
2. Donaciones y legados recibidos			
3. Otros ingresos y gastos			
4. Efecto Impuesto			
5) Variación de patrimonio neto por ingresos y gastos reconocidos directamente en el patrimonio neto (C.1+C.4)		1,056,729.24	977,750.00
D) Revalorización al excedente del ejercicio			
1. Subvenciones recibidas		-1,056,729.24	-977,750.00
2. Donaciones y legados recibidos			
3. Otros ingresos y gastos			
4. Efecto Impuesto			
5) Variación de patrimonio neto por revalorización al excedente del ejercicio (D.1+D.2+D.4)		-1,056,729.24	-977,750.00
6) Variación de patrimonio neto por ingresos y gastos imputados directamente al patrimonio neto (C.1+C.2)		0.00	0.00
F) Ajustes por cambios de criterio			
G) Gastos por errores			
H) Revalorización en la gestión fundacional			
1) Otros revalorizaciones			
J) RESULTADO TOTAL VARIACION DEL PATRIMONIO NETO EN EL EJERCICIO (A.2+E+H+G+H)		-29,115.13	-47,775.48

Fdo. D. Francisco Roman Redruaga
Presidente

Fdo. Dñ. Ana María
Secretaria de



2016 Report