

Series of conferences Fundación SERES - ESADE "Creating value from social action"

Managers from ManpowerGroup, Esteve and Ingeus Daleph meet at ESADE to discuss best practices in CSR and HR.

- **These meetings, organized jointly by Fundación SERES and ESADE, aim to analyze best practices in terms of talent involvement and management.**
- **The director of Communication and CSR from Manpower Group, Montse Moliner, states that "CSR has gone from being a specific issue of HR to getting integrated into the company's business strategy."**

Madrid. February 23rd - "Corporate Social Responsibility (CSR), in addition to helping companies become key players in social transformation, protect the brand and promote it," said Ignasi Carreras, director of ESADE's Institute of Social Innovation, during the "CSR and HR: Involvement and management of talent " conference, organized by the ESADE and Fundación SERES in Barcelona, which has brought together executives from ManpowerGroup, Esteve and Ingeus Daleph to discuss best practices in RSC and HR.

Miguel Laloma, Business Director at Fundación SERES, stated that "at Fundación SERES, we want to address today's challenges, as it is time to face problems and create a competitive and healthy environment for all. Therefore, we believe in the role of the company as key player for change and enhancement of business' commitment to the improvement of society. Companies are able to create value for all and encourage the development of other change players. For this reason, one of the most relevant issues for us is how companies attract and retain talent, how they focus on people. "

Evolution of CSR policies, priority and transformative

"From the HR department it is necessary to connect with external concerns in order to assimilate them within the company", commented Mireia Marimon, head of CSR at Esteve. Esteve is a company that manages several projects along with this strategy among which we can highlight: integration of vulnerable groups, the promotion of healthy habits and the creation of an ethical code for training its employees. "Intangible assets are increasingly valued as potential elements for making a difference," added the head of CSR Esteve.

On the other hand, Montse Moliner, Director of Communications and CSR of ManpowerGroup and participant in the series of conferences Fundación SERES - ESADE, said that "CSR has gone from being a specific issue of HR to getting integrated into the company's business strategy with the aim of creating and developing more sustainable and high-quality workplaces." The American multinational currently has more than 30 CSR measures taking place, such as its programs to facilitate training to vulnerable groups and measures to improve harmony between work and with family life. "The key to success is to place people in the core and know social needs," explained ManpowerGroup Communication and CSR director.

CSR: results and future perspectives

"Companies cannot disregard the most vulnerable groups and the problems of their environment as they have the capacity to do things for them," said Gregori Cascante, CEO of Ingeus Daleph. CSR projects can help solve problems at hand and are very efficient in terms of return, which translates as knowledge and satisfaction for workers. This idea has also been defended by Mireia Marimon: "Investing in this type of projects reverts to creativity in the employee, which means an improvement for the company," she concluded.

About Fundación Seres:

Fundación SERES, is a non-profit organization which promotes the commitment of companies in the improvement of society with responsible actions aligned with the company's strategy and generating value for all. There are now 130 companies that are part of this project. The aim of the Foundation is to drive companies to carry out social actions and transform the business context to build a better and healthier society and a stronger company.

SERES strives to promote individual and collective learning, encouraging more and better social action, solving real social problems and creating value for companies. The Foundation promotes social innovation as an essential element for business managers to face current challenges, through: creation of value, metrics and long-term sustainability. In order to get this message through society and give it relevance, with the SERES Awards for Innovation and Social Commitment of the Company, we recognize innovative social initiatives aligned with the company's strategy.

About ESADE:

Founded in 1958, ESADE Business & Law School has a campus in Barcelona and Madrid and is also present in São Paulo, Lima, Mexico City, Bogotá, Santiago de Chile and Buenos Aires. It has signed collaboration agreements with more than one hundred universities and business schools around the world. Each year, more than 11,000 students participate in their courses

(MBA, Executive Education, degrees and masters courses in Business Management and Law). ESADE Alumni, the alumni association of ESADE, has a network of 60,000 former students, who hold positions of responsibility in companies from five continents. Through 72 professional groups, it promotes continuous training, professional development and entrepreneurship. It has an international network with alumni of up to 126 nationalities, present in more than 100 countries. Since 2007 they carry out the ESADE Alumni Solidario project, pioneer in Europe, thanks to which more than 1,500 alumni have contributed their talent, experience and capacity of management in a voluntary way to more than 200 entities of the third sector. The organisation relies on the ESADE BAN investor network, named the best private business angels network in Europe by the European Business Angels Network (EBAN). ESADE also participates in the business park ESADECREAPOLIS, a pioneer center dedicated to innovation where university and companies merge. With clear international vocation, ESADE remains systematically at top positions in the world's main rankings of business schools (Financial Times, Bloomberg Businessweek, The Economist and America Economía). ESADE is a member of the Ramon Llull University (www.url.edu).

For further information:

Fundación SERES

Sofía Martín

Director of Communications

smartin@fundacionseres.org

91 575 84 48

ESADE

Verónica Rodríguez

Prensa

veronica.rodriguez1@esade.edu

93 495 20 99