

## 77% of managers see companies as key players of social change

- The event was attended by managers of different corporations such as Banc Sabadell, Esteve, Unilever and Cellnex Telecom.
- 63% of consumers can stop buying unsustainable products, according to Unilever.



**Barcelona, March 15<sup>th</sup> of 2017.** Fundación SERES and PwC have presented the conclusions of the report 'Business facing the new social challenges' drawn up jointly from the analysis of 70 corporate actions with social impact, and the results of a survey carried out through 330 Managers and a series of personal interviews with 16 presidents, executives and experts.

Main conclusions:

- Private business, key player to improving the social environment. Spanish society faces important social challenges such as unemployment, loss of purchasing power, and the risk of poverty. In this context, 77% of executives surveyed believe that large companies are a key player in facing these challenges. In addition, the same percentage - 77% - believes that the response to these social needs must be integrated into the company's own activity, through each link in the value chain (page 9).
- Improve the employability of the most vulnerable. When defining the actions of social impact, 48% indicates that Human Resources are the priority area of action within companies. Within this area, 36% are inclined to promote measures to include groups at risk of social exclusion, 24% for actions that guarantee the professional development of workers, and 14% for modifying the company's remuneration policy ( Page 10).
- Obstacles to social action. For almost half of the executives surveyed -49% - the main obstacle on starting social initiatives is the fact that it is not considered an obligation for the company to act beyond its own economic activity. 36% believe that the lack of

resources (economic, material and human) is the most important obstacle, while the same percentage believes that the absence of a defined corporate social responsibility strategy is the biggest drag (page 24 ).

The event was attended by the following CSR managers responsible for companies in Barcelona, in a panel discussion lead by the president of the PwC Foundation, Jesús Díaz de la Hoz:

- Ana Palencia. UNILEVER Communication and CSR Director
- Mireia Marimón. Director of RSC of ESTEVE
- Albert Carné. Director of Corporate Social Responsibility of BANC SABADELL
  - Antoni Brunet. Director of Public and Corporate Affairs of CELLNEX TELECOM

In the words of Ana Sainz, general director of Fundación SERES: "The time has come to create corporate environments designed for all people to prosper, both within organizations as in society at large. That includes thinking about strategy in an innovative way and transforming decision-making in the business world. In SERES we defend shared value as an indispensable strategic element in organizations and we believe in the creation of shared value, to transform business reality and to achieve a better society. Business is a key player in responding to inequity, population growth, aging, precariousness or today's geopolitical tensions. To this day it is an unstoppable concept that no one turns their back on. It is important to resolve a social problem at the same time as it has a positive impact on the income statement. For Marta Colomina, general manager of the PwC Foundation, "Through our own businesses, we are a key player in responding to social challenges."

#### 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 133 companies and institutions 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 solving real social problems and creating value for companies. The Foundation commits to social innovation as an essential element to face challenges that current managers may face, through: value creation, 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.

For further information: <http://www.fundacionseres.org>

**About PwC:**

The purpose of PwC is to build trust in society and solve important problems. We are a network of firms present in 157 countries with more than 223,000 professionals committed to providing quality services in auditing, tax and legal advice, consulting and transactions. Tell us what you are worried about and find out how we can help you at [www.pwc.es](http://www.pwc.es).

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