

Managers and experts reflect on the challenges of responsible consumption and how companies can adopt business models which have greater social engagement

- The day organised by SERES Foundation, APD and Bankia (*Responsible consumers and sustainable companies, the rules of the game are changing*) has addressed the main questions about the new ecosystems and markets in the field of responsible consumption.
- Different organisations share their learning about opportunities and challenges in the new dialogue with consumers and other stakeholders.



Madrid, 27 September. Those at the meeting were welcomed by Ana Sainz, General Director of SERES Foundation, Enrique Sánchez de León, General Director of APD, and David Menéndez of Bankia.

Francisco Román, Chairman of SERES Foundation and of Vodafone España and Jesús Alonso, President and CEO of Ford, discussed the changes in the consumption model and the new rules of the game in existing and changing markets. Complying with legislation, taking on ethical commitments which are compatible with society and responsibly managing the impact of their activities are some of the points which have been reflected on today's session.

Francisco Román, stressed that "society (understood as consumers, workers and citizens) demands and wants to become part of responsible projects. Companies that look at the long term, that are sustainable and stimulate change are the key to the connection between social progress and economic progress that generates efficient, effective and scalable solutions while being sustainable."

The event included a debate in which different companies took part, with Ana Sainz, General Director of SERES Foundation as chairperson. Among the participants were: María José Gálvez Cardona, Sustainability Director at BANKIA; Francisco Ariza, Director of CSR and Systems at ECOEMBES; Mauricio Domínguez-Adame, Director of CSR at HEINEKEN; Ignacio Sierra, Corporate General Director CCO, GRUPO CORTEFIEL.

They reflected on and discussed trends that anticipate a profound and irrevocable change in the functioning of organisations and in the relationships they maintain with their stakeholders.

About SERES Foundation

SERES Foundation, a non-profit organisation, promotes the engagement of companies in the improving of society with responsible actions aligned with the company's strategy and generating value for all. Today 137 companies and institutions are part of this project. The aim of the Foundation is to promote the social actions of companies and to transform business reality 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 is committed to social innovation, it sees it as an indispensable element in meeting the challenges that are presented to current business managers, through: the creation of value, metrics and sustainability over time. In order that this whole message is heard by society and is relevant, the SERES Awards for Innovation and Social Commitment in the Company, we recognise innovative social initiatives which are aligned with the strategy of the company.

About APD

The Association for Progress in Management (APD), created in 1956, aims to build up the Common Good through the professional and personal development of managers and entrepreneurs, together with companies and professionals who believe, like us, in the need for a stronger, more dynamic and well prepared society to face present and future challenges. Far from any political approach or whatever might represent defending

corporate and professional interests, the APD has managed to become, thanks to its objectivity and independence, one of the most prestigious forums for debate and contacts at national and international level.

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