

Yesterday, in Sharing, SERES presented the importance of alliances, their scalability and impact through 7 collective projects

- The annual event on social innovation, organised by SERES Foundation (Sharing), involved 7 initiatives, which allowed us to explore and discuss the potential of alliances, collaboration between companies and with organisations from civil society as well as differential scales of impact.
- The projects were classified according to their purpose: employment, diversity, culture and poverty. The following companies have participated: Accenture, Bankia, Danone, Ecoembes, IBM, Salesforce and Telefónica.
- The event has facilitated the space needed for the presentation of different projects, debates to explore the best ecosystems to promote the creation of collaborative projects and it has been closed by Francisco Román, president of SERES Foundation.



Madrid, September 20, 2017. SERES celebrated the 5th edition of its annual innovation event in Deloitte's Greenhouse space: Sharing Alliances. This day was dedicated to collective projects, analysed under the Boston Consulting Group's model, which provides for collaboration between different agents in various phases of work, maturity and leadership:

- 1- Sensitisation
- 2- Preparation
- 3- Ideas incubator
- 4- Presentation of project proposals
- 5- High-level project design
- 6- Detailed definition
- 7- Pilot tests

The fundamental premises of this type of project, which SERES contemplated in its 2015-2018 strategic plan is the generation of social and economic impact, collaboration between companies, strategic projects and a model of mutual benefit for the collaborating agents.

Juan Luis Díez Calleja, the partner in charge of HR at Deloitte, welcomed the participants and stated that "one of the maxims of Deloitte culture is precisely that of collaboration. For a Firm like ours, which is multidisciplinary and has an increasingly diverse portfolio of services, it is very important to maintain and foster a collaborative spirit, share knowledge and generate value for our clients and for society."

Lucila García, Deputy Director General of SERES Foundation, opened the day and acknowledged the participation, while expressing the importance of collaboration as an indispensable element to face challenges and create a competitive and healthy environment for all. She emphasized "that we very often work in collaborative environments and initiatives. Identifying them means having to relax assumptions in order to carry out a project of these characteristics. There are more examples of success, if we reduce Target Project restrictions. In many cases, the recommendation is to implement an ecosystem to promote the creation of collaborative projects, rather than focusing on who represents leadership from start to finish."

Francisco Román, Chairman of SERES Foundation, wanted to close the event with some of the great conclusions of the debate and the day. He highlighted: "we have a collective challenge, which requires the sustained and permanent efforts of institutions, individuals and governments. The role of business is fundamental to economic progress and social progress. As the speed of change has increased, the role of companies has become greater. In SERES we choose to think big, to move forward, and to favour opportunities of real collaboration in the face of social challenges, to implement new work processes, to improve effectiveness and sustainability in results; although it is not an easy task. Social problems are increasing and clearly demand everyone's participation. To promote a healthier society and company, an ecosystem of collaboration would serve as a good hotbed, where companies, administrations and NGOs would take part. We often say that

what is really important is knowing how to weave a joint network between all those actors and sit them down at the same table."

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.

For more information:

SERES Foundation

Sofía Martín

Director of Communications

smartin@fundacionseres.org

91 575 84 48