

SERES recognises the social innovation and business engagement of Ebro Foods, Ilunion Hotels and McKinsey in the latest edition of its awards

- **On 25 October SERES Foundation held the 8th edition of the SERES Awards at Casa de América (Madrid) at 7.00pm.**
- **SERES has awarded three projects, which are engaged in collaboration between society and business. In this 8th edition, the jury has awarded three prizes to projects for the technical training of farmers through rural schools, for the integration into the labour market of disabled people in the tourism sector and for the qualification of young people for their entry into the labour market.**

Madrid, 23 October 2017 - SERES Foundation celebrated its annual awards ceremony, the prizes being given in recognition of the best strategic and innovative actions, generating value for society and for companies. Throughout the eight editions of these awards, SERES has promoted the social actions of companies and has become a benchmark in the exchange of good practices in this area.

Francisco Román, president of the SERES Foundation, stressed that "facing the challenge of transforming companies when it comes to assuming their position in the face of social problems is a crucial task for the business sector of our country. Social innovation is the result of incorporating within business management the idea of creating value for companies and society. The 84 projects, which are candidates in this edition demonstrate that generating social value is possible and is seen as an opportunity to offer economic results, as well as a positive social impact."

For Ana Sainz, General Director of the SERES Foundation "a sustainable and responsible business model does not depend on the type of company, but on its engagement with society. At SERES, we argue that the social engagement of companies generates a competitive advantage for them as well as healthier society. Therefore, we work to transform reality, to achieve company business strategies that act as a driver of change, as a source of social innovation, as a necessary transformation capable of creating a better society and a stronger company."

AWARD WINNING COMPANIES

EBRO FOODS. EKTA (Ebro India Kisan Training & Awareness Program).

The programme was developed in Haryana, India, where the company has been supplying Basmati rice since 2013, and aimed at training local farmers in sustainable farming techniques, with an emphasis on the use of pesticides (one of the main problems of rice cultivation in the country).

Ilunion Hotels.

More than 25 years ago, it started its activity as a hotel company that generates employment for people with disabilities, guaranteeing social, economic and environmental responsibility. In 2014, it launched a new project: converting a four-star hotel in Madrid into a Special Employment Centre (CEE, in its Spanish initials, percentage of disabled professional employees greater than 70%).

McKinsey&Company. Generation.

Intended for unemployed young people between 18 and 29 years of age with limited professional experience and few job opportunities. It aligns competencies (existing and demanded), identifies areas of greater demand (lack of profiles or high turnover), training young people and supporting their search for work. It segments the profile based on the educational levels demanded. More than 1,000 graduates in 8 cities: (Madrid, Barcelona, Seville, Valencia, Malaga, Las Palmas, Bilbao, La Coruña). 40 programmes (15 in 2016): digital marketing, web development, sales, excellence at point of sale and insurance agent. Employment rate of 85%, which is maintained at 6 months (84% in 2016), 52% with permanent contracts. The result was higher than that of the EU in 2015: 53% employed at 6 months. Selected as one of the best practices in the use of European Social Funds.

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 138 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 Engagement 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