

## The investment in CSR in Spain - €439M - has increased by 22% compared to the previous year

- Three out of four companies analysed have developed projects aimed at improving employment, 11% more than in the previous edition.
- Eighty-two percent of companies include Sustainable Development Goals in their CSR strategy, a sign of their importance in the organisation and articulation of CSR within organisations.



**Madrid, 1 December 2017** - The SERES Foundation and the professional services firm Deloitte presented the fourth edition of the SERES-Deloitte Report, which measures the impact and real contribution of companies on society through an analysis model developed by the Firm. In this year's edition, 79 companies participated, contributing the results of their activity in terms of corporate social responsibility (CSR) in 2016.

Among the main conclusions drawn from the report, the scope of activity in company CSR is clear, with an investment of more than €712 million in CSR, favouring 31.4 million people, of which 18 million are direct beneficiaries, 21% more than in the previous year. It also highlights the economic investment in projects developed in Spain, which this year has increased by 22% compared to the previous year, reaching €439 million; as well as the area to which companies have directed their efforts: of the 8,221 CSR projects undertaken during 2016, 67% were destined to cover social needs.

Francisco Román, president of the SERES Foundation declared, "One of the main objectives of the Foundation is to measure the social impact that companies have. We know that today the weight of intangible aspects in organisations is a fundamental asset and accounts for 80% of listed companies. The information we are presenting today and that which emerges from this report is an excellent example of how companies are an element of society's transformation."

For his part, Javier Parada, managing partner of Deloitte's Clients and Industries said, "The responsibility of organisations is not limited to their financial statement or their shareholders, but, above all, concerns the society which they form a part. For this reason, it is a great satisfaction for Deloitte to be able to work with the SERES Foundation on this report, with which, through a measurement model developed by Deloitte, we can grasp the social scale of the activity of large Spanish companies."

### The number of companies supporting CSR programmes has multiplied by 3

Likewise, it is worth highlighting the engagement of companies with regard to initiatives aimed at employment and labour integration. Thanks to the activity undertaken by companies in the field of CSR, 64,248 people were integrated into the labour market as of 31 December 2016. In addition, the number of companies that support CSR programmes is three times higher than the previous year.

### Social engagement of companies

The promotion of CSR strategy and the implementation of its policies has a direct impact on organisations and the people in them. In the fourth edition of the SERES-Deloitte Report, workers participated greatly in the development of CSR projects, specifically, 194,000 employees were actively involved in initiatives related to CSR during the previous year, and one in three companies managed to attract funding from other agents.

Greater engagement is promoted from organisations, with the number of companies offering internal volunteering programmes going up to 87%.

### Methodology of the study

The social and economic contribution model used to obtain these conclusions (Global Impact Model), developed by Deloitte enables the evaluation of companies' CSR objectives to see if they are in line with their activities. To carry it out, five parameters were taken into account: personal, organisational, relational, economic and social capital, in addition to 16 contribution axes and 138 defined indicators.

### 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 140 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 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 in line with the strategy of the company. More information at: [www.fundacionseres.org](http://www.fundacionseres.org)

### About Deloitte

Deloitte is the leading firm in the area of professional services. Oriented towards business excellence, training, promotion and the promotion of human capital, Deloitte provides audit, consulting, tax and legal advice services and advising on transactions and restructuring to national and multinational organisations in the main business sectors, and it has more than 200,000 professionals and a presence in 150 countries around the world.

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