



## Meliá Hotels International, Leroy Merlin and NTT Data debate about social impact at RADARSERES

- The experts of Meliá Hotels International, Leroy Merlin and NTT Data share knowledge, challenges and learnings about social impact in the third edition of RADARSERES.
- The debate has focused on human rights, economic and inclusive development from the supply chain and digital transformation.
- RADARSERES has started with a new knowledge space -Sabereres SERES- that makes visible and promotes the activity of companies in their impact and social commitment.

**Madrid, December 1st, 2021.** Fundación SERES has gathered this morning experts of Meliá Hotels International, Leroy Merlin and NTT Data at Sabereres SERES, a virtual meeting where they have shared knowledge, challenges and learnings about social impact. During the day they analyzed their management strategies in the areas of human rights, responsible supply chains and digital transformation.

Susana Posada, CSR, Sustainability & Corporate communications Manager of Leroy Merlin, has shared the strategy of supply chain management and responsible consumption of Leroy Merlin as a model to generate local economic development, in collaboration with Fundación Comercio para el Desarrollo (COPADE): "The collaboration with COPADE is a clear example that CSR can and should bring profitability to the company. In Leroy Merlin we have it clear, and on this conviction is based our purpose as a company: awaken in each person the motivation to create environments where to live better".

During the 60-minute session, Rufino Hernández, Iberia Quality & CSR Leader by Leroy Merlin and Javier Fernández, COPADE's founder and CEO, have also highlighted examples of sustainable products with social impact and inclusive employment generation ranging from the villages of emptied Spain to native communities in Guatemala. "Our goal is to grow in harmony with society and nature and, therefore, our steps are firm as in this case, acting as a platform company and creating synergies to promote social providers," said Susana Posada.

### **HUMAN RIGHTS AND DIGITAL TRANSFORMATION**

"The integration of human rights management into corporate governance is based, on the one hand, on an understanding of the areas covered by the concept and, on the other, on an understanding of the potential of corporations to protect them along their value chain", said Tomás Franquet, Sustainability Director of Meliá Hotels International who, together with Pedro Vázquez, Director of the Meliá Cala d'Ór, explained how they have carried out the integration of human rights into the business model of Meliá Hoteles, analyzing the step-by-step process carried out to achieve integration: from the diagnosis and involvement of internal stakeholders, to the formalization of the governance structure and metrics used.



Finally, Roberto Fernández Hergueta, Director of Technology & Advanced Solutions and Head of Digital Ecosystems at NTT DATA EMEAL, explained how the company works on digital transformation, focusing on the enormous potential that exponential technologies have to contribute to solving the challenges we face as humanity. "The combined impact of exponential technologies will radically transform the way organizations and institutions can generate impact and shared value in the new digital economy, based on the digital values of transparency, horizontality, diversity, Empathy, openness and generosity". In addition, it has given the keys to the organization of the 21st century, which "is one who incorporates the long term (vs. rabid short-term) into her daily routine, is human and people-oriented, has a purpose and a dream as a goal and seeks members who are constantly learning and unlearning ("Betaholic Company")".

### **SABERES SERES**

Saberes SERES is launched for the first time this year within RADAR SERES, the annual event of Fundación SERES to make visible and boost the social impact of companies, which this year celebrates its third edition on December 1 and 2. In 60 minutes, a company shares with others, in a practical and testimonial way, the knowledge acquired in a specific field of social impact. A format that allows companies to value the work done to achieve a more just and inclusive society while fostering collaboration.

### **ABOUT FOUNDATION SERES**

Fundación SERES, a non-profit organization with more than ten years, accompanies the transformation of companies and promotes their leadership in the face of social challenges. As a pioneering movement, with 150 member companies, representing 30% of GDP and 75% of Ibex 35, it addresses the social commitment of companies from a strategic and practical approach based on innovation. In SERES companies find answers to the challenge of leading their social impact. To this end, it has launched RADAR SERES, a unique space where companies that want to take the lead in the face of major social problems anticipate, reaffirm commitment and share challenges and best practices with other companies and social actors. To detect these best practices, the Foundation annually convenes the SERES Awards for Innovation and Social Enterprise Commitment.

### **Further information:**

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