

## RADARSERES, social innovation forum, analyzes the keys to social reconstruction through the reflection of leaders, international experts and the media

- Fundación SERES celebrates the third edition of RADARSERES, its reference forum on social innovation, where the CEOs of the main Spanish companies and national and international experts have reflected on a fair and inclusive reconstruction.
- On the second day of RADARSERES, leading companies, Spanish and international experts and journalists analyze the levers for a just economic and social reconstruction.
- The SERES 2021 Awards for Social Innovation recognize Correos Market, Generación Sacyr Senior and Samsung Smart School for their innovative character by focusing on emptied Spain, senior talent and the world of education.

**Madrid, December 2nd, 2021.** Fundación SERES has celebrated the third edition of RADARSERES, the foundation's annual social innovation space. Fernando Ruiz, president of the Fundación SERES, welcomed the event and stressed that "the role of the company in terms of social commitment has evolved over time. Until a few years ago, it was not as present among the priorities of business management as it is today. I am sure that we are heading towards the construction of more humane companies, in which the weight of intangibles determines their sustainability more in time, but above all that in the 4th industrial revolution no one is left behind".

This edition has brought together several CEOs, executives and Spanish and international experts with social impact such as Gabriel Escarrer, Executive Vice President & CEO of Meliá Hotels International; António Calçada, Vice President of Fundación Repsol; Sergi Biosca, CEO of NNT Data; Sergio Rodríguez, President and CEO of Pfizer Spain and Eric Li, CEO of Huawei Spain. In their interventions, they have delved into how to lay the foundations for a just economic and social recovery that leaves no one behind in a panel moderated by Ana Sainz, Director of Fundación SERES. Sainz stressed the need for responsible leadership as one of the cornerstones of business transformation. "Engaging with social challenges and being able to focus on people as organizations should not be out of the ordinary. The drive, leadership and dedication of the CEOs and presidents of the SERES companies that had the business will to create and build a "new social contract" has been decisive to have a project like SERES today".

### **LEADERSHIP WITH THE S FOR SOCIAL**

The business leaders of our country are working, from a responsible management, to position their companies as agents of change in the reconstruction of a fair society, always putting the person at the center. This was highlighted by Gabriel Escarrer, Executive Vice President & CEO of Meliá Hotels International, who today inaugurated RADAR SERES: "We want to turn our hotels into generators of social value and positive impact, and therefore, at Meliá we have given priority to the recovery and

"re-engagement" of our collaborators, involving them in the cultural transformation that the company needs in the post-Covid".

In this sense, António Calçada, Vice President of Fundación Repsol, shared his vision of impact investment and explained how the entity works on projects with a focus on energy transition and society, highlighting that "the energy transition must be fair and inclusive, and for that it must protect the economy and employment". In this sense, Fundación Repsol has entered the sector of impact investment, based on "commitment, profitability and scale", said António Calçada, to grow, with a business vision, companies that bring a benefit to society, the environment and the economy.

The pandemic has taught all businesses that there are other ways to work. Sergi Biosca, CEO of NTT Data, highlighted in his speech that employment is the most important social impact strategy that exists, focusing on breaking the gender gap in STEM (Science, Technology, Engineering and Mathematics): "Not only now that we are NTT DATA, we have always been a company that is committed to people. Because generating employment is the most important social impact strategy that exists".

For his part, Sergio Rodríguez, president and CEO of Pfizer Spain, has assured that "the pharmaceutical industry has shown that it responds to the needs of the population, finding solutions to a health emergency, emphasizing that it is a strategic sector for the country". During his speech, he also explained that, in the specific case of Pfizer, "sustainable innovation is established as a cross-cutting principle in our work to contribute to society and provide responsible solutions for the benefit of all, developing this sustainable innovation in 4 areas: scientific, technological, social and environmental".

To conclude, the round table on Leadership with the S for Social, Eric Li, CEO of Huawei Spain, has reflected on challenges and learnings for the reconstruction: "In its 20 years in Spain, Huawei has tackled important challenges such as reducing the digital divide, the resilience of digital infrastructures, the promotion of talent, and the promotion of a more competitive and sustainable Spain. Through collective efforts and public-private partnerships, we continue to put people and sustainability at the heart of change in order to achieve a more cohesive and inclusive Spain".

## **INTERNATIONAL AND MEDIA PERSPECTIVE**

The session featured a panel of international experts formed by Kari Niedfelt Thomas, Managing Director, Corporate Strategy & Impact of Chief Executives for Corporate Purpose (CECP), Momo Mahadav, President and CEO of Maala, and Maria Serena Porcari, Chairperson of Dynamo Academy Social Enterprise and Chairperson of Dynamo Camp Foundation, to examine initiatives in three different countries and regions (Israel, Italy, United States) to accelerate recovery with more inclusive models and tools to compare the impact of business. As Keynote speaker, Sara Bernow, partner at McKinsey & Company Stockholm, has offered her perspective on the new paradigm in which corporate engagement is a central element of decision-making for investors around the world.

In addition, RADAR SERES has launched a space for debate with the media and together with Marta García Aller, journalist and author of *“Lo impredecible”* and Lola Huete, Section Chief of *Planeta Futuro* of EL PAÍS, He has covered the learning of the media after the COVID-19 and its important role in the midst of a reconstruction that has put the focus on the social.

### **SERES AWARDS FOR SOCIAL INNOVATION**

The day ended with the presentation of the SERES Awards 2021 for social innovation, which this year celebrates its twelfth edition. The three initiatives awarded this year focus on different groups: the emptied Spain, senior talent and the world of education. The first award-winning project has been Correos Market, the online market for Spanish companies, artisans and micro-SMEs of emptied Spain of Correos, for its innovative character by focusing on producers and artisans, as well as Spanish companies, and serving as a loudspeaker to the problem of depopulation and the need to demand the quality of national products produced in a responsible manner. Juan Manuel Serrano, President of Correos, has shown his gratitude for this SERES Award, "as he recognizes the two qualities that characterize Correos Market since its launch. Innovation, because our aim was to provide Spanish companies, particularly local producers and entrepreneurs, with a technological platform that would allow them to bring their products to all consumers. And social commitment, because this initiative is a way to put the logistics and distribution capacity of Correos at the service of the local economy, to promote the development of businesses that help to establish population in the territory and contribute to social and territorial cohesion".

The second award-winning initiative has been Samsung Smart School, a Samsung technology project serving the education community in public schools with a high dropout rate and digital divide. "We are proud to receive this award from Fundación Seres. We have been working for many years in the field of education, the great commitment and commitment of Samsung to improve society and that we frame within our Technology Strategy with Purpose. Specifically, this award recognizes the work of Samsung Smart School, a project with which we help schools at risk of digital divide to develop key competences and skills of the 21st century, "said Alfonso Fernandez, Director of Marketing and Digital Transformation Samsung Electronics Iberia, which has also contributed some key data from the initiative: "During this time we have managed to methodologically transform 108 classrooms of 5th and 6th Primary Education, we have trained more than 700 teachers and we have impacted more than 4,000 students from 40 public centers throughout Spain".

Finally, Senior Sacyr Generation, Sacyr's generational diversity project, has been the third performance awarded at the SERES 2021 Awards. An innovative proposal that ensures the management and use of multigenerational talent, recognizing, respecting and integrating the different characteristics of individuals in the working environment. "This award helps us reaffirm our commitment to diversity, in this case to generational diversity. With the Senior Sacyr Generation project we have integrated different generations into our workforce, where each brings a differential value that makes us more efficient and competitive." , said Manuel Manrique, president of Sacyr.



Lucila García, deputy director of the SERES Foundation, closed the event, noting that "RADAR goes beyond a meeting. RADAR catalyzes the work we do every day of the year, mobilizing companies to increase their social impact" and highlighted the fundamental role of companies in reconstruction: "They must be protagonists in the transition to an economy that is at the service of the great challenges of the 2030 Agenda".

#### **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 RADARSERES, 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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