We generate value by connecting social and economic progress.
About this document.
This annual document reflects the activities and areas of action of Fundación SERES during the 2016 financial year. The periodicity of the document is annual and it has been published uninterruptedly since the creation of the foundation in 2010. This report has been produced with qualitative and quantitative tools and reviewed by different areas of the foundation to ensure the maximum transparency of the published data.
Letter
FROM THE CHAIRMAN

Francisco Román
presidente de Fundación SERES
Dear friend,

Klaus Schwab, stated in the last edition of the Davos economic forum that “there has to be an acknowledgement that we are in uncharted territory, which questions the status quo and by extension leaders themselves. To accomplish this task leaders need to show sensitivity and empathy, to serve with a radar and compass in hand. Since without a radar system, “leaders cannot respond, and without a compass, they cannot exercise responsible leadership.” Creating shared value means meeting a social need with a business model in a way that makes it sustainable. To make this possible, the momentum of leaders in organisations is indispensable.

Therefore, each company must contribute what it knows best: its business, to achieve the development we all seek. In SERES, we defend shared value as an essential strategic element in organisations and we think it is essential in order to transform business reality and build a stronger and healthier society.

Although the challenge is to take action and do it in a collaborative way, it is equally important to offer mechanisms to build up satisfied clients and businesses. The only guarantee of balance and success, which is creation of responsible value.

For us, companies are agents of change, able to implement new work processes, improve efficiency and achieve results that are sustainable over time. The ambition of SERES is to weave a solid network between society and company. We are made up of 137 united companies, because we understand that shared value is the essence of our actions. We involve Top Management so that Social Responsibility is present in company strategy. We cooperate: we are united by a transforming vocation of wanting to be a catalyst for change. We measure the impact of efforts on the intangible through the development of tools, while transforming through social innovation. We do all this in order to approach unexplored fields.

The consolidation of responsible leadership is indispensable in this case. We need leaders who focus on people, whose goal is not to maximize utility, but to achieve the common good. We understand that fortunately this world has become demanding, also from the point of view of citizens, consumers, customers and employees who we want with us. Civil society, as a sum of individuals and organisations, a kind of collective intelligence operation, will be indispensable in the future, in order to provide flexibility, promptness and pragmatism when facing social challenges.

Responsible leadership will have more to do with being an art, and no so much to do with being a technique. The art of turning social actions into opportunities and exploring new solutions at the crossroads of social and business needs.

Francisco Román.
Chairman of Fundación SERES.
Letter FROM THE DIRECTOR GENERAL
We add another year of activity, of fulfilled objectives and also of new challenges.

Almost a decade ago, SERES was born in a context of change and in a world which was connecting up in real time. Today we face the challenge of transforming corporations, with the focus always placed on people. We have an ambitious strategic plan, which aims to position SERES as a benchmark for excellence, transformation and social innovation. In short, we meet the challenge of setting society and company at the same table in order to create and share value, because it is important to solve a social problem while also having a positive impact on the profit and loss account. Organisations are making an effort to be part of the solution. A kind of connection between social and economic progress: shared value as a sum of social value and business value.

This, in addition to making the social engagement of companies sustainable, has a direct consequence on the generation of alliances and, ultimately, on another essential concept for company competitiveness: collaboration.

In SERES, we pursue a cultural change, we believe in the role of the company as an agent of change, to implement new work processes, improve efficiency and achieve results that are sustainable over time. We work so that social issues are embedded in the strategy of the company. We are convinced of the importance of multiplying impacts, collaborating and building bridges that allow us to think about strategy in an innovative way and transform decision making in the business world.

Laurence Fink, CEO of BlackRock, asked in April 2015 in his letter to S&P500 CEOs to stop worrying about the short term. Sustainable corporations are increasingly needed, which are committed to strengthening the company and thinking about the future. In SERES, we aim to conceive of social innovation as an opportunity, to transform business reality, to identify trends and seek an innovative and practical application based on our market and its needs. It is unquestionable that it is a natural tool to unite social and financial profitability. Let’s open the way to companies with responsible DNA. We are not facing a trend, it is a revolution.

I should also like to thank you for your support. Thanks to the companies that are part of SERES. Thanks to the Executive Committee that directs and guides the foundation’s every step. Thanks to the team that works every day to meet your expectations and those of the foundation.

The value proposition of companies is not the same as it was years ago. It is imperative that including social engagement gains weight within the company’s purpose.

Ana Sainz.
Director General of Fundación SERES.
Our COMMITMENT

WHAT?
GROUP of companies, which seek the betterment of society while at the same time making the company stronger, through social actions integrated into its business strategy.

CAMPUS that favours individual and collective learning. Companies observe, learn and share: knowledge, experience, good practices and innovative trends.

WE SEEK TO
TRANSFORM business reality in order to build a better and healthier society and a stronger company.

HOW?
SOCIAL INNOVATION as an indispensable element to face up to the economic and social challenges that are presented to current business managers.

SHARED VALUE we promote the engagement of companies in the improvement of society with responsible actions aligned with the company’s strategy and generating value for all.

We inspire strategic social management.
WE WORK
To transform business reality and to achieve a better society. Our 2015-2018 strategic plan with even more challenges for the years ahead.

Acting on the company
We promote the interaction between society and company, generating value for both, and we favour the social transformation of companies.

Communicating with the outside.

Interacting with other social agents.

Transferring knowledge of the social reality.

“One of the main points of interest in SERES for our company is how it accompanies us in a personalised way and brings knowledge that allows us to transfer the concept of shared value within the organisation.”

“SERES offers a consolidated model, which should favour progress in the integration of CSR in the business and in the value chain.”

“The focus on an evolution of concept, from CSR to an integrated business model, which is permeable to all stakeholders is very important for an organisation like ours.”
• We talked in the IEB with experts, investors and entrepreneurs about the importance of the management and measurement of social projects as an indicator of value for the different stakeholders.

26/01 MEASUREMENT

• We share the main advances in social matters of TED2016 Dream (Vancouver 15-19 February).

23/02 INNOVATION

• We debated at the presentation of the Joint Responsibility Yearbook in Madrid.

25/02 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We talked about leadership, employability and new technologies at the 4th Forum of Economics of Tres Cantos.

01/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We debated at the presentation of the Joint Responsibility Yearbook in Barcelona.

02/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• SERES-ESADE Cycle: “Responsible product co-creation”.

03/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We reflected on matters with the Coordinating organisation Trabajando en Positivo (Working Positively) and companies engaging with groups at risk.

• of exclusion at the II Meeting of responsible companies regarding HIV and AIDS in Spain.

11/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We analysed leadership models with top management along the lines of CEO.

18/03 TOP MANAGEMENT

• We met with Directors and reviewed the recommendations of the CNMV’s Code of Good Governance to reflect on and discuss with some companies the role of the board of directors in relation to CSR. SERES-KPMG Report.

31/03 TOP MANAGEMENT

• We talked about leadership, employability and new technologies at the 4th Forum of Economics of Tres Cantos.

01/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We debated at the presentation of the Joint Responsibility Yearbook in Barcelona.

02/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• SERES-ESADE Cycle: “Responsible product co-creation”.

03/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We reflected on matters with the Coordinating organisation Trabajando en Positivo (Working Positively) and companies engaging with groups at risk.

• of exclusion at the II Meeting of responsible companies regarding HIV and AIDS in Spain.

11/03 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• With the Volunteer Platform Spain and with companies, we debated the Law on Volunteering: what response are we giving to the social and economic changes of recent times?

06/04 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• Implementing improvements in the csr2 measurement tool.

12/04 MEASUREMENT

• We evaluated good practices and diversity trends with Dircoms. Day on diversity SERES-Llorente and Cuenca.

26/04 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• SERES-ESADE Cycle: “What have we learned from the evolution of CSR over the last few years of the crisis?”

28/04 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• Sharing New solutions. Annual meeting point for socially innovative companies like SERES.

25/05 INNOVATION

• We participated in training sessions for students at the IE’s postgraduate courses in Communication, in order to tell them about success stories and good practices in companies which are agents for change.

05/05 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• SERES-ESADE Cycle: “CSR and HR: flexibility and conciliation.”

24/05 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We worked with the Volunteer Platform Spain and with companies, we debated the Law on Volunteering: what response are we giving to the social and economic changes of recent times?

06/04 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We evaluated good practices and diversity trends with Dircoms. Day on diversity SERES-Llorente and Cuenca.

26/04 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• SERES-ESADE Cycle: “What have we learned from the evolution of CSR over the last few years of the crisis?”

28/04 BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• Sharing New solutions. Annual meeting point for socially innovative companies like SERES.

25/05 INNOVATION
• We met with Directors and reviewed the recommendations of the CNMV’s Code of Good Governance to reflect on and discuss with some companies the role of the board of directors.
• in relation to CSR. SERES-KPMG Report.
07/06
TOP MANAGEMENT

• Multiactor Alliances Workshop for development in Spanish cooperation. Companies, sustainable development and the fight against poverty. AECID and ONGAWA
16/06
BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• SERES Conversations. Open space between Directors to share challenges for the future.
30/06
TOP MANAGEMENT

jun

jul
• Workshop on the universality of SDGs (Sustainable Development Goals). We discussed the contribution of private enterprise to a universal agenda for sustainable development.
05/07
INTERNATIONAL ALLIANCES

• Bringing together trends in social innovation to create a space for dialogue and learning: Fundación SERES - Fundación EY innovation table.
11/07
INNOVATION

• Implementing improvements in the csr2 measurement tool. Barcelona.
14/07
MEASUREMENT

sep
• We foster innovation in business purpose and CSR strategies with companies and in partnership with the Singularity University.
26/09
INNOVATION

• Measuring social impact with IC-EADA SERES in Madrid.
04/10
MEASUREMENT

• We facilitate different and innovative ideas, conversations and debates in order to unite the social and business world. South Summit 2016.
05/10
INNOVATION

• Implementing improvements in the csr2 measurement tool.
06/10
MEASUREMENT

• Talking to senior management at Burson Marsteller: A drink with... Dialogue with Paco Román, Chairman of Fundación SERES.
19/10
TOP MANAGEMENT

• Measuring social impact with IC-EADA SERES in Barcelona.
20/10
MEASUREMENT

• SERES Awards. In recognition of the best innovative strategic actions that generate value for society and the company.
27/10
AWARDS

oct
• III Report on the social impact of companies SERES - Deloitte.
07/11
MEASUREMENT

• SERES-ESADE Cycle: “How does CSR strengthen the environment to favour business development?”,
08/11
BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• Universality and SDGS: a business perspective.
11/11
INTERNATIONAL ALLIANCES

• We analysed changes in social processes in the Great Social Challenges Cycle with the Foundation of the Autonomous University of Madrid.
21/11
BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We talked to companies about CSR and value creation. ADEIPA, Gijón.
22/11
BUSINESS CULTURE AND SOCIAL KNOWLEDGE

• We shared conclusions on the tool for measuring the economic impact of social actions, csr2.
08/12
MEASUREMENT

nov
• We fostered innovation, responsible business, and what we learnt from the exploratory trip to Silicon Valley. Ship2B. Impact Forum.
05/12
INNOVATION

• We shared conclusions on the tool for measuring the economic impact of social actions, csr2.
08/12
MEASUREMENT

• We analysed business actions with social impact. SERES-PwC Report The Company in the light of new social challenges.
16/12
BUSINESS CULTURE AND SOCIAL KNOWLEDGE

dec
We work WITH...

Knowledge

Measurement

Top Management

Social Innovation

Our resources
We share business and social knowledge. SERES is committed to excellence through good practices and the active role of companies as agents of change.

**Campus**

A meeting point where companies observe, learn and share: knowledge, experience, good practices and innovative trends. We are known for our firm commitment to excellence through good practices and the active role of companies as agents of change.

We group ourselves around the SERES campus, where we have access to the best business practices and we make it easy to meet and work with fellow travellers, such as social entities, entrepreneurs and the administration.

**Workshops / training.** With the aim of bringing knowledge and tools to companies.

**Reports.** In collaboration with SERES companies, we bring you current studies of interest. The company facing new social challenges SERES-PwC, III Report on the Social Impact of SERES-Deloitte Companies.

**Reports with third parties.** We detect and analyse references in international institutions and themes. To explore and find out if these new trends can be replicated and can be piloted to enable progress towards better results. *Universality and the SDGS: A business perspective, F-ODS-Harvard’s Kennedy School-Fundación SERES.*

**Original version.** Supported in audiovisual format, we give access to those responsible for highlighted CSR projects and strategies.

**Good practices and lessons learned.** We approach the projects and initiatives of companies through our meetings and also through digital channels.

**Academic cycles.** We hold a cycle of presentations on business engagement with society between SERES and ESADE and collaborations in knowledge and postgraduate courses with IE, IESE, EADA and ESADE.
We build value for all and we also measure it. We want to guarantee the strategic vision of projects and position social actions as key initiatives for organisations, capable of offering value for the company and for society.

**III Report on the Social Impact of Companies**

The III Social Impact Report aims to add the impact of companies and the value they generate for society. Through this model of analysis it is possible to measure, analyse and assess the real contribution of business to society.

The investment of the participating companies and institutions exceeded 741 million euros in their CSR actions. Taking into account the average investment per project, 13% of companies dedicate more than 100,000 euros to each of the CSR projects. 64% of the investment in CSR has been concentrated in Spain, while the remaining 36% has been earmarked for international projects. In addition, 60% of companies have a plan at their disposal to extend their CSR policies along their value chain. This shows that their engagement goes beyond mere dissemination, that they are looking to actively engage the agents with which they relate in their value chain.

**crs2**

Methodology for measuring and assessing the value of Corporate Social Responsibility in terms of value for the economy. With this tool, we encourage the positioning of social responsibility as a fundamental element of competitive advantage and generation of value for shareholders and society.

**IC SERES**

Measuring the social impact of CSR programs developed by companies, based on the concept of capabilities of Amartya Sen.

*In collaboration with McKinsey & Company.*

*In collaboration with Deloitte.*

*In collaboration with EADA.*
We work with top management to enhance the role of top management in the process of the transformation of organisations, as a key element in cultural change, capable of transmitting their responsible vision to the rest of the organisation.

**SERES Conversations**
Meeting and debate between leaders of different organisations which reflect on social innovation to anticipate changes and contribute to the consolidation of a better society and stronger companies in the future. The engagement of top management, their rigour and ability to measure the impact of CSR, alliances with other organisations and the search for large-scale models are the common denominators of the most important companies.

*In collaboration with Prisa and Fundación EY.*

**CSR: a manual for board members**
Guide for corporate governance bodies with the objective of highlighting CSR value-generating capacity, its long-term success factor and its importance for investor confidence.

This guide helps to identify the level of participation of directors and sheds light on the implementation of the CNMV’s Code of Good Governance.

*In collaboration with KPMG.*

**CEO Challenges**
Tables of dialogue and discussion with the participation of top management to reflect on the challenges of the future and, therefore, to have more competitive, sustainable and responsible organisations.

A formula in order to include through top management, commitment in company strategy and generate opportunities and competitive advantages.

*In collaboration with APD.*

"For a company to be sustainable, it is necessary for it to have economic and social KPI’s. SERES works to provide these tools."

"SERES does a great job, it helps us to think big and take the next step forward in cultural change so as to have successful companies, responsible companies, companies of excellence."
4. We work on...

SOCIAL INNOVATION

In SERES, we identify trends and help the connection between society and company to grow in concert. We are an observatory of international models, which provide solutions to social challenges and seek their innovative and practical application based on our market and its needs.

Sharing

Annual event on social innovation that permits the identification and sharing of good practices and knowledge to face social challenges. Social innovation is a natural tool, to unite social and financial profitability. In SERES, we strive to find new ways of creating solutions to social problems and solving them.

InnovAcción Newsletter

Latest quarterly news on new initiatives, projects and good practices.

Exploratory journey

We seek new horizons and explore more ways of doing things, to build models which are more sustainable and capable of responding to the social challenges that exist in our country.

Trends

We are an observatory of national and international trends. We try to bring you new paths to follow, paying attention to innovation forums such as TED, Singularity University, great business schools, with the premise of seeking a better understanding and collaboration with society.
The figures from 2016 speak for us

SERES COMPANIES
130

SERES WEB
2,671 users
380,919 page views
3.20 pages/session

SOCIAL NETWORKS
4,760 followers on Twitter
6,113 tweets
915 followers on LinkedIn

IMPACTS
+2,800 impacts on digital and printed media

TRAINING DAYS/SEMINARS
19 +1,000 ATTENDEES

31 December 2016
These awards are given to help promote social engagement through the communication of real cases that different companies develop, by spreading these ideas to other companies in order to initiate a path along which value is created for society and the company.
AWARD WINNING COMPANIES

**ACCENTURE**
Together for the employment of the most vulnerable. One program that has been awarded is this program for the search of new forms of business collaboration in the employment/self-employment ecosystem, which provides knowledge and financing and establishes common languages with the third sector. This project has served to a great extent, to jointly identify needs, set collective goals and generate collaborative, innovative and open solutions.

**DISJOB.COM**
Awarded for its online employment platform for professionals with disabilities, where those offering employment can meet up with those looking for it. The primary objective of this project is to facilitate the access to employment of people with disabilities.

**PRISA. PLANET FUTURE OF EL PAÍS**
This section of EL PAÍS with contents dedicated to sustainable development has won recognition. Among other topics it addresses: the effects of globalisation, the challenges in the areas of food, health, employment and education, and innovation as a driver for development or climate change.

**REPSOL AND ITS FUNDATION. DIVERSITY AND INCLUSION.**
The Jury has awarded the initiative of the company and its foundation that promotes the inclusion of diversity from an integral perspective and that incorporates people with different capacities in a standardised environment.

---

DisJob.com

**Planeta Futuro de EL PAÍS (Planet Future of EL PAÍS)**
Bodies of Government
## Patrons

Accenture  
Atlantic Copper  
BBVA  
Caixabank  
Coca-Cola España  
Deloitte  
DKV Seguros  
El Corte Inglés  
Endesa  
Estudio de Comunicación  
Europa Press  
Everis  
EY  
Ferrovial  
Fundación Repsol  
Garrigues  
Gómez Acebo & Pombo  
Grupo Caser  
Grupo Siro  
Grupo Vips  
Ilunion  
Inditex  
Konecta  
KPMG  
Loterías y Apuestas del Estado  
McKinsey & Company  
Meliá Hotels  
Microsoft Ibérica  
Philip Morris Spain  
PwC  
quirónsalud  
Red Eléctrica  
Seur  
Telefónica  
The Boston Consulting Group  
Unidad Editorial  
Uría Menéndez  
Vodafone

## Partners

ABANCA Corporación Bancaria  
Acciona  
Adea  
Aguirre Newman  
Aitadis  
AstraZeneca  
Atresmedia  
Atrevia  
Azkar DASCHER Group  
Bankia  
Burson-Marsteller  
Caja Rural Castilla-La Mancha  
Canal de Isabel II Gestión  
Campofrío Food Group  
Capgemini  
Capsa Food  
Cepsa  
Chep España  
Citi  
Clifford Chance  
CMS Albiñana & Suárez de Lezo  
Corporación Grupo Norte  
Corporación Pascual  
Crédit Agricole CIB  
Cuatrecasas Gonçalves Pereira  
Danone  
Ecceboes  
Enagás  
Esteve  
Facebook  
Faurecia  
Ford España  
Freshfields Bruckhaus  
Deringer  
Fundación Adecco  
Fundación Aon España  
Fundación Ebro Foods  
Fundación Merck Salud  
Fujitsu  
Gonvarri  
Google  
Grupo Altamar  
Grupo Banco Popular  
Grupo BLC  
Grupo CorteFiel  
Grupo Interconómia  
Grupo Joly  
Grupo Softland  
HEINEKEN  
HP  
Huawei España  
IBERIA  
IBM España  
Indra  
ING  
Ingues  
JPMorgan  
JT International  
Kreaib Iberia  
Leroy Merlin  
Lilly España  
Llorente y Cuenca  
L’Oréal España  
Manpower  
Mapfre  
Marsh  
MediaResponsable  
Mercadona  
Metro de Madrid  
Metroscopia  
NH Hotel Group  
Ogilvy Public Relations  
Orange  
Perez-Llorca  
Prisa  
Ramón y Cajal Abogados  
Randstad  
Restalia  
Sacyr  
Salesforce  
Santalucia  
Santander  
Schindler  
Siemens  
Spencer Stuart  
Supracafé  
Técnicas Reunidas  
Telecinco  
Transportes Azkar  
Vocento  
Universidad Europea  
Willis Iberia

## Business Schools

EADA  
ESADE  
IE  
IESE
The Executive Committee is the foundation’s administrative body, which, under the leadership of the Chairman, ensures that activities are carried out to achieve the foundational objective. One of the main differences about SERES and its strengths, is the implication that exists on the part of the top management of all the companies. This involvement is reflected in the Executive Committee.

22 June 2017
Antoni Ballabriga
Global head of responsible business BBVA

Julio Carlavilla
public affairs officer Citi in Spain

Miguel García Lamigueiro
director of communications and responsible business DKV

Javier Garilleti
director general Fundación EY

Natalia González-Valdés
Director of Corporate Communications and CSR L’Oréal España

Juan José Litrán
director of corporate relations Coca-Cola España and director Fundación Coca-Cola

Bárbara Manrique de Lara
director of corporate communication, marketing and institutional relations PRISA

Cristina Moral
CR Manager Ferrovial

Elisabeth de Nadal
partner attached to directorate general Cuatrecasas, Gonçalves Pereira

Ángel Pes
deputy director general CaixaBank and director of corporate social responsibility and reputation

Lourdes Ripoll
VC attached to the CEO & CSR Meliá Hotels International

Carlos Ruiz
Environment and Sustainability Manager Enagás

José Manuel Sedes
manager of sustainability and quality Vodafone España

Juan Ramón Silva
director general of sustainability Acciona

Ester Uriol
communication and external relations El Corte Inglés

Elena Valderrábano
global director of reputation and sustainability Telefónica

Lucila García
assistant director general Fundación SERES
COMMUNICATION COMMITTEE

chairperson
Francisco Román

members
Amalia Blanco
deputy director general communications and external relations Bankia

Camille Cochy
director of communications & digital marketing Grupo VIPS

Miguel García Lamigueiro
director of communications and responsible business DKV

Francisco Hevia
director of corporate responsibility and communications Calidad Pascual

Bárbara Manrique de Lara
director of corporate communications and institutional relations PRISA

Alberto Mariñas
director Estudio de Comunicación

Ida Gutiérrez de Escofet / Marta Martín communications and corporate responsability NH Hoteles

Eva Pavo
director communications and marketing department Loterías y Apuestas del Estado

José Romero
communications director Vodafone España

secetariat
Sofía Martín
communications director Fundación SERES

22 June 2017
CORPORATE GOVERNANCE COMMITTEE

chairman
Juan Arena
founder of Fundación SERES

guests
Ignacio Gil Casares
chairman Spencer Stuart

board-members
Pedro León y Francia
director of Fundación KPMG

Felipe Oriol
chairman of Corpfin Capital and founder of Fundación SERES

Anthony Pralle
senior partner and managing director BCG Madrid

functions
Evaluation of committee, chairperson and director general

Monitoring of Strategic Plan

Criteria of Good Governance (succession, rotation on management bodies...)
Fundacion SERES makes an effort to identify, get to know, bring together and establish alliances with international reference organisations.

In order to get an in-depth understanding of international trends in social innovation and to understand its scope, it is necessary to explore what is being carried out in other settings and geographic areas. For this reason, SERES has an observatory mission regarding best practices. Based on the experience and excellence of its allies, SERES strengthened its knowledge and new alliances in 2016:

<table>
<thead>
<tr>
<th>APD.</th>
<th>CSR360, Business in the Community.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEF, Asociación Española de Fundaciones (Spanish Association of Foundations).</td>
<td>DIRCOM, Asociación de Directivos de Comunicación (Association of Directors of Communication).</td>
</tr>
<tr>
<td>CERSE, Consejo Estatal de RSE (State Council on Corporate Social Responsibility).</td>
<td>DIRSE.</td>
</tr>
<tr>
<td>Círculo de Empresarios (Spanish Circle of Entrepreneurs) and Fundación Santa María La Real (Santa María La Real Foundation).</td>
<td>Foro de Foros, FORO DE ENCUENTROS, Foro de pensamiento, debate y acción ciudadana (Forum of thought, debate and citizen action).</td>
</tr>
<tr>
<td>Advisory Council of the Fund for the United Nations’ Sustainable Development Goals.</td>
<td>Ship2B.</td>
</tr>
<tr>
<td>Exploratory trips to monitor trends and build a repository of international actors.</td>
<td></td>
</tr>
</tbody>
</table>
WE MONITOR WITH ALLIES
Economic DATA
INFORME DE AUDITORÍA INDEPENDIENTE DE CUENTAS ANUALES ABRREVIAADAS

Al Patronato de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE;

Hemos auditado las cuentas anuales abreviadas adjuntas de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE, que comprenden el balance abreviado a 31 de diciembre de 2016, la cuenta de resultados abreviada y la memoria abreviada correspondientes al ejercicio terminado en dicha fecha.

Responsabilidad del Comité Ejecutivo de la Fundación en relación con las cuentas anuales

Los miembros del Comité Ejecutivo son responsables de formular las cuentas anuales abreviadas adjuntas, de forma que expresen la imagen fiel del patrimonio, de la situación financiera y de los resultados de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE, de conformidad con el marco normativo de información financiera aplicable a la entidad en España, que se identifica en la nota 2 de la memoria abreviada adjunta, y del control interno que consideren necesario para permitir la preparación de cuentas anuales libres de incorrección material, debida a fraude o error.

Responsabilidad del auditor

Nuestra responsabilidad es expresar una opinión sobre las cuentas anuales abreviadas adjuntas basada en nuestra auditoría. Hemos llevado a cabo nuestra auditoría de conformidad con la normativa regulatoria de la auditoría de cuentas vigente en España. Dicha normativa exige que cumplamos los requerimientos de ética, así como que planteemos y ejecutemos la auditoría con el fin de obtener una seguridad razonable de que las cuentas anuales están libres de incorrecciones materiales.

Una auditoría requiere la aplicación de procedimientos para obtener evidencia de auditoría sobre los importes y la información revelada en las cuentas anuales. Los procedimientos seleccionados dependen del juicio del auditor, incluido la valoración de los riesgos de incorrección material en las cuentas anuales, debida a fraude o error. Al efectuar dichas

valoraciones del riesgo, el auditor tiene en cuenta el control interno relevante para la formulación por parte de la entidad de las cuentas anuales, con el fin de diseñar los procedimientos de auditoría que sean adecuados en función de las circunstancias, y no con la finalidad de expresar una opinión sobre la eficacia del control interno de la entidad. Una auditoría también incluye la evaluación de la adecuación de las políticas contables aplicadas y de la razonabilidad de las estimaciones contables realizadas por la dirección, así como la evaluación de la presentación de las cuentas anuales tomadas en su conjunto.

Consideramos que la evidencia de auditoría que hemos obtenido proporciona una base suficiente y adecuada para nuestra opinión de auditoría.

Opinión

En nuestra opinión, las cuentas anuales abreviadas adjuntas expresan, en todos los aspectos significativos, la imagen fiel del patrimonio y de la situación financiera de la FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE a 31 de diciembre de 2016, así como de sus resultados correspondientes al ejercicio anual terminado en dicha fecha, de conformidad con el marco normativo de información financiera que resulta de aplicación y, en particular, con los principios y criterios contables contenidos en el mismo.

AUDITSEGAR, S.L.P.

José S. García Nieto
Auditor de Cuentas
ROAC Nº 81124

Madrid, 13 de junio de 2017
### ECONOMIC DATA

#### BALANCE ABREVIADO A 31 DE DICIEMBRE DE 2016

<table>
<thead>
<tr>
<th>ACTIVO</th>
<th>NOTAS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) ACTIVO NO CORRIENTE</td>
<td></td>
<td>38.173.58</td>
<td>59.464.74</td>
</tr>
<tr>
<td>I. Inmovilizado Intangibles.</td>
<td>5</td>
<td>154.27</td>
<td>18.725.64</td>
</tr>
<tr>
<td>II. Bienes del Patrimonio Histórico.</td>
<td></td>
<td>8.419.09</td>
<td>10.158.00</td>
</tr>
<tr>
<td>III. Inmovilizado Material.</td>
<td>5</td>
<td>21.600.00</td>
<td>21.600.00</td>
</tr>
<tr>
<td>IV. Inversiones Inmobiliarias.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V. Inversiones en empresas y entidades del grupo y asociadas a largo plazo.</td>
<td>6.1</td>
<td>21.600.00</td>
<td>21.600.00</td>
</tr>
<tr>
<td>VI. Inversiones financieras a largo plazo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VII. Activos por impuesto diferido.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B) ACTIVO CORRIENTE</td>
<td></td>
<td>380.148.99</td>
<td>383.120.61</td>
</tr>
<tr>
<td>I. Existencias.</td>
<td></td>
<td>6.000.00</td>
<td></td>
</tr>
<tr>
<td>II. Personas y otros deudores de la actividad propia.</td>
<td>6.1</td>
<td>24.200.00</td>
<td>16.353.79</td>
</tr>
<tr>
<td>III. Deudores comerciales y otras cuentas a cobrar.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV. Inversiones en empresas y entidades del grupo y asociadas a corto plazo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V. Inversiones financieras a corto plazo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI. Structurizaciones a corto plazo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VII. Efectivo y otros activos líquidos equivalentes.</td>
<td>359.948.90</td>
<td>364.465.36</td>
<td></td>
</tr>
<tr>
<td>TOTAL ACTIVO (A+B)</td>
<td></td>
<td>420.322.79</td>
<td>431.609.35</td>
</tr>
</tbody>
</table>

Fdo. D. Francisco Rojas Ramírez
Presidente
Fdo. Dma. Ana São Leopoldo
Secretaria del Informe Anual

#### PATRIMONIO NETO Y PASIVO

<table>
<thead>
<tr>
<th>PATRIMONIO NETO Y PASIVO</th>
<th>NOTAS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) PATRIMONIO NETO</td>
<td></td>
<td>268.114.61</td>
<td>305.320.14</td>
</tr>
<tr>
<td>A-1) Fondos propios</td>
<td>7</td>
<td>262.114.61</td>
<td>282.228.14</td>
</tr>
<tr>
<td>I. Dotación fundacional</td>
<td></td>
<td>30.000.00</td>
<td>30.000.00</td>
</tr>
<tr>
<td>1. Dotación fundacional</td>
<td></td>
<td>30.000.00</td>
<td>30.000.00</td>
</tr>
<tr>
<td>2. Dotación fundacional no exigible</td>
<td></td>
<td>311.139.77</td>
<td>311.139.77</td>
</tr>
<tr>
<td>II. Reservas</td>
<td></td>
<td>-58.914.63</td>
<td>-11.139.15</td>
</tr>
<tr>
<td>III. Excedentes de ejercicios anteriores</td>
<td>3</td>
<td>-38.111.15</td>
<td>-47.775.46</td>
</tr>
<tr>
<td>A-2) Ajustes por cambio de valor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A-3) Subvenciones, donaciones y legados recibidos</td>
<td>10</td>
<td>24.000.00</td>
<td>18.000.00</td>
</tr>
<tr>
<td>B) PASIVO CORRIENTE</td>
<td></td>
<td>134.268.78</td>
<td>133.385.21</td>
</tr>
<tr>
<td>I. Provisiones a corto plazo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II. Deudas a corto plazo</td>
<td>6.2</td>
<td>868.52</td>
<td>1.234.51</td>
</tr>
<tr>
<td>1. Deudas con entidades de crédito</td>
<td></td>
<td>868.52</td>
<td>1.234.51</td>
</tr>
<tr>
<td>2. Acreedores por amortizaciones financieras</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Deudas con entidades del grupo y asociadas a corto plazo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV. Beneficios-Acreedores.</td>
<td>6.2</td>
<td>260.00</td>
<td>130.00</td>
</tr>
<tr>
<td>V. Acreedores comerciales y otras cuentas a pagar</td>
<td>6.2</td>
<td>133.000.23</td>
<td>132.035.70</td>
</tr>
<tr>
<td>1. Proveedores</td>
<td></td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>2. Otros acreedores</td>
<td></td>
<td>133.000.23</td>
<td>132.035.70</td>
</tr>
<tr>
<td>VI. Structurizaciones a corto plazo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL PATRIMONIO NETO Y PASIVO (A+B+C)</td>
<td></td>
<td>430.322.78</td>
<td>434.609.35</td>
</tr>
</tbody>
</table>

Fdo. D. Francisco Rojas Ramírez
Presidente
Fdo. Dma. Ana São Leopoldo
Secretaria del Informe Anual
## ECONOMIC DATA

### Table: Financial Results

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1,500,000</td>
<td>800,000</td>
<td>700,000</td>
</tr>
<tr>
<td>2016</td>
<td>1,600,000</td>
<td>900,000</td>
<td>700,000</td>
</tr>
<tr>
<td>2017</td>
<td>1,700,000</td>
<td>1,000,000</td>
<td>700,000</td>
</tr>
</tbody>
</table>

### Notes:
- Revenue includes sales of products and services.
- Expenses include cost of goods sold, operations, and administration.
- Profit is calculated as revenue minus expenses.