

Series of conferences Fundación SERES - ESADE "Creating value from social action"

Atlantic Copper, KPMG, Lilly and NH Hotel Group agree at ESADE on the importance of transferring an ethical culture throughout its value chain

- **Today, experts from large companies gathered in the Fundación SERES-ESADE series of conferences to discuss active anti-corruption policies, designed in each of their organizations.**
- **These meetings organized jointly by Foundation SERES and ESADE aim to look into the relevance of social action for society and business from the point of view of value creation. Both entities collaborate since 2011 in the organization of this type of events.**

Madrid. February 1st - Ana Sainz, director of Fundación SERES, has opened the conference and has emphasized the crystallization of anti-corruption measures and levers in Spanish organizations with a solid commitment, to account for good practices. She also highlighted the relevance of one of the axes of the World Economic Forum in Davos in 2017, which has focused on responsible and responsive leadership of governments, companies and civil society, to set a roadmap for next year.

Ignasi Carreras, director of ESADE's Institute for Social Innovation and moderator of the event, presented the following speakers of the conference: **Javier Targhetta**, president of Atlantic Copper and senior vice president for Marketing & Sales of Freeport-McMoRan; **José Luis Blasco**, partner responsible for the Government, Risks and Compliance Area of KPMG; **Javier Ellena**, president of Lilly Spain, Greece and Portugal; **Marta Martín**, Director of Corporate Responsibility and Internal Communication at NH Hotel Group.

"Adequate leadership management is needed to deal with corruption," said Ignasi Carreras, director of ESADE's Institute for Social Innovation.

Measures and policies adopted to fight corruption

"Corruption is a relevant issue that needs to be tackled," said Marta Martín, Director of Corporate Responsibility and Internal Communication at NH Hotel Group. "It is part of the ethical management of our company." The company has created a model of compliance and an ethical code, two actions that directly affect the corporate governance of the

company and which aim to "create a culture of responsibility and transfer it to our day to day, within our different stakeholders and members of our company," said Martin.

Javier Targhetta, president of Atlantic Copper and senior vice president of Marketing and Sales of Freeport-McMoRan, explained that there is "greater regulation" in the sector to which they belong [mining], and therefore they have "a figure of the compliance officer in each unit and a monitoring committee reporting directly to the Board of Directors." Under his point of view, the fundamental values of anti-corruption policies are: "integrity, respect, excellence, commitment, adaptation and anticipation of change".

Also, from the Lilly pharmaceutical industry, they share the vision of transferring and promoting throughout their value chain ethical policies to create a culture rather than disclosure, that is, "not a matter of faith or trend, but a constant theme which is present in the speech of our leaders at the highest level" has recognized Javier Ellena, president of Lilly Spain, Greece and Portugal. As an example, Ellena has mentioned "the voluntary publication of value transfers between organizations and health professionals". A step that from his point of view, has been "necessary" and "which other sectors should replicate."

José Luis Blasco, responsible partner for the Government, Risks and Compliance Area of KPMG, understands that corruption "is the main limitation for the exercise of people's rights". "If we look at trends in anti-corruption policies, it is necessary to think of four big blocks: international cooperation, implementation of self-report, voluntarism and outsourcing of CSR," he added. In this sense, he emphasized that "changing the way we communicate and work on risk areas is key to transferring ethical culture into our value chains."

As a conclusion, the director of the Institute of Social Innovation of ESADE, Ignasi Carreras, explained that there are two attitudes that companies take to deal with corruption: some "commit themselves and take decisive steps to end corruption" while others "simply adjust to it."

About Fundación Seres:

Fundación SERES, is a non-profit organization which promotes the commitment of companies in the improvement of society with responsible actions aligned with the company's strategy and generating value for all. There are now 130 companies that are part of this project. The aim of the Foundation is to drive companies to carry out social actions and transform the business context 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 promotes social innovation as an essential element for business managers to face current challenges, through: creation of value, metrics and long-term sustainability. In order to get this message through society and give it relevance, with the SERES Awards for Innovation and Social Commitment of the Company, we recognize innovative social initiatives aligned with the company's strategy.

About ESADE:

Founded in 1958, ESADE Business & Law School has a campus in Barcelona and Madrid and is also present in São Paulo, Lima, Mexico City, Bogotá, Santiago de Chile and Buenos Aires. It has signed collaboration agreements with more than one hundred universities and business schools around the world. Each year, more than 11,000 students participate in their courses (MBA, Executive Education, degrees and masters courses in Business Management and Law). ESADE Alumni, the alumni association of ESADE, has a network of 60,000 former students, who hold positions of responsibility in companies from five continents. Through 72 professional groups, it promotes continuous training, professional development and entrepreneurship. It has an international network with alumni of up to 126 nationalities, present in more than 100 countries. Since 2007 they carry out the ESADE Alumni Solidario project, pioneer in Europe, thanks to which more than 1,500 alumni have contributed their talent, experience and capacity of management in a voluntary way to more than 200 entities of the third sector. The organisation relies on the ESADE BAN investor network, named the best private business angels network in Europe by the European Business Angels Network (EBAN). ESADE also participates in the business park ESADECREAPOLIS, a pioneer center dedicated to innovation where university and companies merge. With clear international vocation, ESADE remains systematically at top positions in the world's main rankings of business schools (Financial Times, Bloomberg Businessweek, The Economist and America Economía). ESADE is a member of the Ramon Llull University (www.url.edu).

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