

# SERES EXPLORATORY TRIP 2017



We are a group of companies, looking to improve society while at the same time making companies stronger, through social actions built into their business strategy.

In SERES we champion social activities that form part of a company's business strategy and act as an engine for change, as a source of social innovation and as a necessary transformation that is capable of impacting positively. This is very different from perceiving these actions as simple expenditure. They are elements that transform, the key to generating innovation, contribution and impact, and are committed to the long-term. SERES believes in social innovation as an element, which is essential to meeting the challenges faced by today's business managers.

The exploratory trip is an important contribution within the value proposition of SERES. We believe that being in contact with the different nuclei of social innovation and knowledge is a great way to be inspired by the passion of the front runners in social innovation using this to promote real change in the workplace.

Scandinavian countries have been working for a long time in a context of value creation and growth by keeping in mind the different interests of the stakeholders. This way of working is also present in companies where creating share value is seen as way of gaining a competitive advantage.

Some other factors make Scandinavian countries a great scenario for social growth and innovation. For example they have been the first countries to have specific regulations for CSR adoption, and furthermore they are the least corrupt countries in the world.<sup>1</sup>

1. According to the "Corruption perception INDEX 2016" of Transparency International

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	29	30	31	1	2
8.30-9		H&M (8.30-10)			
9-9.30					
9.30-10					
10-10.30	Ericsson (10-12)		Danish Business Authorities (10-12)	Lecture CBS CSR (Maersk AP Moller 10-11.15)	KPH (10.00-11.30)
10.30-11		Swedish Fintech Hub (10.30-12)		Steen Vallentin (11.30-13)	
11-11.30					
11.30-12					
12-12.30		Lunch			
12.30-13	Lunch (Buffet Scandic Grand Central)	Vinnova (12.30-13.30)	Lunch		
13-13.30					
13.30-14				DIEH (Danish Initiative for Ethical Trade)(13.30-14.30)	
14-14.30		Kreab (Fika) (14-15.30)			
14.30-15					
15-15.30	Silicon Vikings Workshop (15-18)		Novo Nordisk Fonden (15-16.30)	Lunch	
15.30-16					
16-16.30				Velux Fonden (15.30-16.30)	
16.30-17					
17.30-18		Airport			
18-18.30					
18.30-19	Dinner with entrepreneurs				
19-19.30		Flight to Copenhagen			
19.30-20				Closing Session	

STOCKHOLM

COPENHAGEN

# AGENDA

TIME	MONDAY	EVENT	LOCATION
10 - 12		Ericsson	Ericsson Studio, Grönlandsgången 4, 164 40 Kista (Stockholm)
12.30 -13.30		Lunch	Scandic Grand Central
15 - 18		Silicon Vikings Workshop	Sup46, Regeringsgatan 65, 111 56 Stockholm
18 - 20.30		Dinner with entrepreneurs	
	TUESDAY		
8.30 - 10		H&M	Mäster Samuelsgatan 56 (Zenit) SE-106 38 Stockholm
10.30 - 12		Swedish Fintech Hub	Stockholm Central Station, Centralplan 15, 111 20 Stockholm
12 - 12.30		Lunch	
12.30 - 13.30		Vinnova	Mäster Samuelsgatan 56 101 58 Stockholm
14.00 - 15.30		Kreab (Fika)	Mäster Samuelsgatan 17, 114 75 Stockholm
15 - Rest of the day		Airport & Flight to Copenhagen	
	WEDNESDAY		
10 - 12		Danish Business Authority	Dahlerups Pakhus, Langelinie Allé 17 2100 København
12.30 - 14		Lunch	
15 - 16.30		Novo Nordisk Fonden	Novo Nordisk Fonden, Tuborg Havnevej 19, 2900 Hellerup
	THURSDAY		
10 - 13		Lecture at CBS   CSR Maersk AP Moller & Steen Vallentin	Copenhagen Business School, Porcelaenshaven 18A DK-2000 Frederiksberg
13.30 - 14.30		DIEH (Danish Initiative for Ethical Trade)	Overgaden Oven Vandet 10, st.   DK-1415 København
14.30 - 15.30		Lunch	
15.30 - 16.30		Velux Fonden	Tobaksvejen 10, 2860 SØBORG
17 - 20		Closing Session	
	FRIDAY		
10 - 11.30		Copenhagen Project House	Enghavevej 80C. 3 sal Copenhagen

END OF THE TRIP

# COMPANIES

## ERICSSON

Has a vision of conceiving a networked society where every person and every industry is empowered to reach their full potential. The potential of the Networked Society lies in the transformation through mobility, in the context that we work, share information, and the way they do business, in the way that we consume and in the way that we create.

**Source: Report 2016**

[Presentation led by Sami Dob Program Director, Sustainability and Corporate Responsibility, for the Ericsson Group worldwide.](#)



The aim of Ericsson is to provide develop, produce and offer products and services with excellent and sustainable performance at a cost. Conducting business responsibly is the foundation of their approach to sustainability and corporate responsibility.

## H&M

H&M wants to contribute to the positive development to the society giving a unique reach and ability to contribute to positive change for people and the environment throughout the value chain. They are working with their stakeholders to create a sustainable future pushing for fair working conditions and greater transparency.

Their value chain is made up of every stage, using a circular approach and sustainability is an integral part of their business, therefore having an efficient value chain is fundamental.

**Source: Annual report 2016**

[Presentation led by Jonah Wigerhall, Sustainability Business Expert of H&M.](#)

H&M group is one of the world's largest users of organic cotton, recycled polyester and lyocell. Their global garment collecting contributes to increase recycling and reduced environmental impact. Responsible use of resources such as water, energy and chemical is very important for the group, in this sense H&M is trying to manage as they grow their greenhouse emissions from their operations, manly by using renewable sources of energy.



## KREAB

Kreab is a team of dedicated communications professionals offering our clients solutions to complex communications issues through global insights and local knowledge. They adopt a long-term and sustainable perspective to what we do, both for ourselves and our clients. They are specialists in corporate communications, financial communications and public affairs, with the ability to integrate all three areas in order to fully comprehend our client's entire business and complete stakeholder base.

**Source: "Who we are" Corporate information of web page**  
[www.kreab.com/who-we-are/](http://www.kreab.com/who-we-are/)

Presentation led by Mark Boutros Senior Partner, Business Development and Head of CSR of Kreab.



## MAERSK: AP MOLLER

A.P. Moller - Maersk is an integrated transport & logistics company with multiple brands and is a global leader in container shipping and ports. Including a stand-alone Energy division, the company employs roughly 88,000 employees across operations in 130 countries.

A.P. Moller - Maersk company structure and strategy has made its mark on all corners of the company, as organizational structures, strategic priorities and governance frameworks are being aligned with the new reality of the company. One immediate consequence for Maersk's sustainability work is that a review and update to our sustainability strategy will be initiated in 2017.

In the interim, some adaptations of the 2014-2018 Sustainability Strategy have taken effect. This strategy focuses on unlocking growth for business and society, by leveraging our capabilities to deliver impact and drive change within energy efficiency, trade and education

**Source: Sustainability report 2016**

Presentation led by Lene Serpa, Head of Governance and Research, Group Sustainability of A.P. Moller-Maersk Group.



## NOVO NORDISK FONDEN

Novo Nordisk is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. This heritage has given them experience and capabilities that also enables them to help people defeat other serious chronic conditions: hemophilia, growth disorders and obesity. Headquartered in Denmark, Novo Nordisk employs approximately 42,000 people in 77 countries and markets its products in more than 165 countries.

**Novo Nordisk Foundation**

The Novo Nordisk Foundation is an independent Danish foundation with corporate interests. The objective of the Novo Nordisk Foundation is twofold: To provide a stable basis for the commercial and research activities conducted by the companies within the Novo Group and to support scientific and humanitarian purposes.

Nordisk Foundation awards grants and Novo A/S, the

Foundation's wholly owned subsidiary, manages the Foundation's commercial activities. The objective of Novo A/S is to manage the Foundation's endowment and its controlling interests in Novo Nordisk A/S and Novozymes A/S, thereby ensuring that the Foundation obtains a satisfactory financial return. The Novo Nordisk Foundation primarily awards grants for research within biomedicine, biotechnology, general practice and family medicine, nursing and art history at public research institutions.

**Source: Web page**  
[novonordiskfonden.dk/en](http://novonordiskfonden.dk/en)

Presentation led Alexandra Lichtenstein Kaarsen, Specialist and Nickie Spile, Program Manager and responsible for the social and humanitarian donations of Novo Nordisk Foundation and Novo A/S.



## VELUX FONDEN

Velux is one of the strongest brands in the building industry, headquartered in Denmark and employs 9,500 people at sales and production sites in 40 countries. Velux provides its Group's purpose to establish a number of Model Companies which cooperate in an exemplary manner.

By Model Company they mean a company working with products useful to society which treats its customers, suppliers, employees of all categories and shareholders better than most other companies.

A Model Company makes a profit, which can also finance growth and maintain financial independence. (Villum Kann Rasmussen, 1965).

The essence of the Model Company Objective is that the VELUX Group must create value for both company and society, while behaving responsibly towards our stakeholders. In that way, the Model Company Objective (from 1965) mirrors

the EU definition of Corporate Responsibility (from 2011): that a company must take responsibility for its impact on society, maximizing shared value for owners, other stakeholders and society at large, while minimizing adverse impacts.

**Velux Foundation**

The foundation supports scientific, cultural, social and environmental projects that seek to advance an informed, open, inclusive and sustainable society. The foundation's priority areas are: active senior citizens, ophthalmology and gerontology.

**Source: CSR Report 2016, The Velux Foundations web page**  
[veluxfoundations.dk/en/about/fondsfamilien](http://veluxfoundations.dk/en/about/fondsfamilien)

Presentation led by Charlotte Korsager Winther, Head of Communications of the Velux Foundations.




# INNOVATION & ENTREPRENEURSHIP

## STOCKHOLM FINTECH HUB

Is Swedens independent physical space for the financial technology ecosystem. Is the second largest fintech hub in Europe enabling professional investors to intelligently source and match early stage Nordic fintech companies to their investment criteria without having to open a local office.



**Source: Web page information**  
[stockholmfin.tech/](http://stockholmfin.tech/)

Presentation led by Lan-Ling Fredell, Head of Operations of Stockholm Fintech Hub.

## VINNOVA SWEDISH GOVERNMENTAL AGENCY FOR INNOVATION SYSTEMS

Vinnova promotes sustainable growth by funding needs-driven research and stimulating collaborations between companies, universities, research institutes and the public sector. We are also the national contact agency for the EU framework programme for research and innovation.

Vinnova's vision is for Sweden to be a world leader in research and innovation and an attractive place to invest and do business in.

Vinnova has the national responsibility for providing information and advice on the Horizon 2020 - EU Framework Programme for Research and Innovation.

Their programmes and calls target actors in society who are important for Sweden's innovativeness such as research-focused companies, universities, research institutes and public sector organisations.

**Source: Web page**  
[www.vinnova.se/en/](http://www.vinnova.se/en/)

Presentation led by Joakim Appelquist Director, Head of International Division of Vinnova.



## INNOVATION & ENTREPRENEURSHIP

## SILICON VIKINGS

Silicon Vikings is a 40,000+ network headquartered in Silicon Valley with nodes throughout the Nordic and Baltic region including Greater Copenhagen, Gothenburg, Helsinki, Norrland, Oslo, Reykjavik, Riga, Stockholm, Tallinn, and Vilnius. Silicon Vikings mission is to build a borderless community supporting Nordic and Baltic innovation and entrepreneurship in accordance with global best practices, with a close connection to Silicon Valley's unique and leading innovation and entrepreneurship ecosystem.

**Source: About Silicon Vikings**  
[web.page.siliconvikings.com](http://web.page.siliconvikings.com)

### AGENDA OF THE WORKSHOP

**Innovation partners:**

- Spotify - Stockholm innovation environment (Diversity, Innovation, CSR)
- King - Stockholm innovation environment

### Innovation Entrepreneurs:

- Kaching - Future of Retail - [kaching.mobi](http://kaching.mobi)
- Pix8 - Digital rights of pictures, streamed films and the upcoming virtuelle reality - [pix8.se](http://pix8.se)
- DRKN - Innovation in fashion - [www.drkn.com](http://www.drkn.com)
- Fairtrail - IoT innovations around water leaks [fairtrail.me](http://fairtrail.me)

### Social Entrepreneurship:

- Norrsken Foundation - Niklas Adalbert
- Watt-s - Our planet needs our support - we need to produce more renewable energy. Watt-s make it easy for you to contribute to solar energy production. <http://watt-s.com/en>



SILICON VIKINGS



## ALBERT BENGSTON

Albert Bengston will lead the workshop with Silicon Vikings, he is the Enterprise Business Development Manager of Apple, Sweden. He communicates Apple's core value messaging in the Enterprise Market mostly the iOS platform and particularly iPad. Bringing Apple's broad propositions for growth into the Enterprise space, to provide a scalable execution model to support our sales growth in this market focus on opportunities in the broad enterprise markets. He has worked previously as business developer in Logica. He holds a master in economics by the University of Södertörn.



## COPENHAGEN PROJECT HOUSE

KPH is a community for innovative startups and small growing businesses. In KPH, they work to improve our society, and the businesses, organizations and associations who join KPH, work with social, cultural or environmental objectives.

KPH is not just an office community for social, cultural and environmental entrepreneurs. KPH is the meeting between different industries with a shared vision.

A vision of a sustainable future, where people can inspire each other to think of creative solutions for a society facing changes and great challenges. With respect and care for the differences of one another. And room for change and curiosity.

KPH is a space where creative entrepreneurs can develop from visionaries to business-oriented entrepreneurs. From a good idea to the entrepreneurs of tomorrow. A process facilitated by KPH.

This, basically, means that KPH offers support for an easier start for start-ups. A system of shared competencies to ensure that knowledge flows freely between our members.

**Source: Web page**



## KNOWLEDGE

### CENTRE FOR CORPORATE SOCIAL RESPONSIBILITY OF THE BUSINESS SCHOOL OF COPENHAGEN

cbsCSR is one of Europe's top research centers on Corporate Social Responsibility (CSR) and related issues such as corporate citizenship and corporate sustainability. cbsCSR has become an internationally recognized knowledge hub for CSR research, teaching, and outreach activities that are of relevance for researchers, students, and business practitioners. Moreover, a constant inflow of international visiting scholars helps ensure that cbsCSR is always on the forefront with new insights about the role of business in society.

**Source: web page**  
[www.cbs.dk/en/research/departments-and-centres/departments-of-management-society-and-communication/centre-corporate-social-responsibility](http://www.cbs.dk/en/research/departments-and-centres/departments-of-management-society-and-communication/centre-corporate-social-responsibility)



### STEEN VALLENTIN

The seminar will be led by Steen Vallentin Associate professor at the Department of Management, Politics and Philosophy, Director of the Centre for Corporate Social Responsibility and Coordinator of CBS Sustainability at Copenhagen Business School. His research interests are centered on corporate social responsibility as a social and political phenomenon in the broadest sense, including studies of the role of government and of the political-ideological aspects of CSR. He regularly contributes to international journals in his field of study.



# GOVERNMENT

## DANISH BUSINESS AUTHORITY

The Danish Business Authority is determinate to create the best conditions for growth in Europe and to make it easy and attractive to run a business in Denmark. In relation with CSR the Danish Government is among the global frontrunners when it comes to promoting corporate social responsibility. The government has a comprehensive strategy for CSR with initiatives ranging from several CSR tools and multistakeholder dialogue to legal requirements on CSR reporting.

The Danish Business Authority coordinates the Government initiatives implementing the Government's action plan for CSR, and also develops and communicates knowledge and tools for businesses and other parties with an interest in CSR Legislation.

On 16th December 2008 the Danish parliament adopted an "Act amending the Danish Financial Statement Act (Accounting for CSR in large businesses)".



The aim of the law was to inspire businesses to take an active position on CSR and communicate this to the outside world. The statutory requirement is part of the first National Action Plan for Corporate Social Responsibility (May 2008) and is intended to improve the international competitiveness of Danish businesses. The law requires large businesses in Denmark to account for their work on Corporate Social Responsibility (CSR). In addition in 2013 a new requirement was introduced into the law making it mandatory for businesses to also expressly account for their policies for respecting human rights and for reducing their climate impact.

Danish businesses are free to choose whether or not they wish to work on CSR. However, the statutory requirement means that the businesses must account for their policies on CSR, or state that they do not have any.

**Source: Danish Business Authority web page danishbusinessauthority.dk/**

## RUNE GOTTLIEB SKOVGAARD



The meeting will be led by Rune Gottlieb Skovgaard, he is senior adviser at the Danish Business Authority, Ministry of Industry, Business and Financial Affairs, where he has worked with CSR since 2008. Currently in a secretariat capacity for the Danish Multi-Stakeholder Forum on CSR that is advising the government on CSR, including Sustainable Development Goals. He has a background in both private and public sector.



In addition we will have the participation of Sara Krüger Falk, responsible for corporate social responsibility in Confederation of Danish Industry. She has a background

in private sector, public sector and civil society working with partnerships and development.



Morten Lehmann, Head of CSR at Confederation of Danish Enterprise. He is has experience from advising a number of industries and international brands. Experienced in CR implementation, development of partnership strategies and flagship programmes, Responsible Value Chain Management, CR communication and crisis management. International working experience from a number of countries in Asia, Africa and Europe for both companies, NGOs and the UN.

# INSTITUTIONS

## DIEH DANISH INITIATIVE FOR ETHICAL TRADE

As a multi-stakeholder organization, they gather Danish companies, public organizations, trade unions and NGO's to tackle ethical challenges by developing sustainable solutions that result in responsible production, responsible purchasing practices, and responsible supply chain management in global value chains. Their goal is to advance and promote international trade in accordance with human - and labor rights, and to facilitate companies and organizations in their efforts to foster a sustainable development in developing countries and growth economies. They gather 44 different companies, 9 business associations, 15 CSOs, 4 trade unions and 9 public institutions.

**Source: Web page www.dieh.dk/about-dieh/vision-mission-strategy/**







## SERES EXPLORATORY TRIP 2017

### PARTICIPANT INFORMATION

BBVA



Aida Pérez. Responsible Business

**Aida Pérez Cadenas has a bachelor's degree in Environmental Sciences and a master's degree in Sustainability and Corporate Responsibility from Escuela de Organización Industrial (EOI, Madrid). She joined BBVA's global Responsible Business team in 2009.**

**Since then, she has been mainly in charge of the global sustainability reporting process and the engagement and dialogue with ESG analysts, investors and other stakeholders, such as NGOs. Additionally, she works close to other areas of the Bank to promote responsible business policies and practices within the organization, including responsible investment and financing principles, human rights, eco-efficiency and diversity.**



BBVA is a global financial group with presence in 35 countries, more than 133,000 employees and 70 million customers worldwide.



**Miguel García. Manager of the Department of Communication and Corporate Responsibility**

Miguel currently works in DKV Seguros where he designed the strategy and execution of management of intangible assets (brand, culture, values, etc). In the field of corporate responsibility he manages the company's reputation: plan of relationship with stakeholders, monitor of reputation, ranking MERCO, awards and companies-parliament program in collaboration with Círculo de Empresarios.

He has a huge experience in planning, control and execution of projects and campaigns, promotion of products, public relations, organization of events, etc.; market research and ROI of all kinds of advertising activities and sponsorship, management of the press cabinet, creation of all kinds of corporate communications materials, and development of local communication actions all over the country.



**Silvia Agulló. Responsible Business and Reputation Director**

Silvia currently works as Responsible Business and Reputation Director at DKV Seguros. She has previously worked in Marketing and Sales departments at the multinational pharmaceutical company Pfizer, in the large consumer multinationals Unilever and Pepsico, and also as an innovation consultant working together with Inteligencia Creativa, Esade Creápolis, IESE.

Silvia also holds the Innovation Greenbelt Certificate Innovation Partners. In 2002, she published the book "Étikos" on the theory and practice of business ethics, sold in Spain and Mexico.

She holds a degree in Business Administration (BA), an MBA from Ramón Llull University, and in 2009 she obtained a PhD in BA in which she furthered Business Responsibility and Ethical Management. She is a member of BGS, this membership is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB international.

Her passion is to awaken consciousness in the corporate world by developing an innovative approach to CSR and reputation management that will bring a positive ethical, social and environmental impact through business activities.



DKV Seguros Group has 5 companies covering different areas in the field of healthcare in Spain: DKV Seguros, specialising in health and prevention, ERGO Seguros, life, home and funeral insurance, DKV Integralia Foundation, a special employment centre staffed by disabled people, Marina Salud, health care provider subsidiary of DKV Seguros, UMLF: Unión Médica La Fuencisla, health insurance.

## FUNDACIÓN VODAFONE



**Estibaliz Ochoa. Innovation Project Manager Director**

Ms. Estibaliz Ochoa Mendoza, Innovation Project Manager, Fundación Vodafone España Estibaliz Ochoa is Technical Telecommunication Engineer from the Polytechnic University of Alcalá and Industrial Organization Engineer by European University of Madrid. She has worked in several national and European R&D project, mainly in fields related to e-Health and e-Inclusion, focused on user experience research. Participation in projects using ICT for the elderly and people with special needs: blind, deaf and intelligence disabilities.

Currently she is project manager within the Innovation Area of Fundación Vodafone España (FVE). FVE is an autonomous and non for profit institution dedicated to research and development within the field of mobile communication. FVE contributes to the “Connecting for Good” vision of the Vodafone Foundation Group with the promotion of ICT in order to enhance the living conditions and integration of special groups of people: people with disabilities, elderly and chronic patients among others, under the concepts of Independent Living, Personal Empowerment, Active Ageing and Health Promotion.



The Vodafone Spain Foundation is a private, non-profit, research institution the protectorate of the Ministry of Education. It dedicates its activity to promote ICT support and solutions for people with disabilities and for the elderly through the units of Innovation and Social Projects.

## GRUPO INDUKERN



**Anna Llopis. Coordinator of Corporate Social Responsibility**

Anna Llopis graduated in Pharmacy at the University of Barcelona and after a few years in retail pharmacy, she studied a Masters in Pharmaceutical Marketing at Pompeu Fabra University in Barcelona.

In 2000, Anna joined Kern Pharma, currently one of the leading Spanish generic pharmaceutical company in the Marketing department as Product Manager, launching more than 30 products a year from all therapeutic areas.

In 2008, Anna introduced sustainability in her marketing plan by initiating collaboration with several NGOs, linking her client pharmacy to solidarity projects and introducing more sustainable drug packaging materials.

Since 2015, Anna works as head of CSR of the Indukern group, a national business group that has already reached 50 years of age, benchmark in chemical distribution and in the development, manufacture and marketing of pharmaceutical and veterinary products. Anna works transversally in the areas of environment, human resources with the integration and support to people with disabilities, supply chain and commercial area giving support with patient associations and social actions aligned with the business.



Indukern is the worldwide leader in the fine chemical trading and distribution has an extensive network of international offices with a presence on four different continents. It stands out for its strong and long-standing presence in China and India which, together with its various subsidiaries across Asia, Eastern Europe and Latin America.

## PRISA



**Bárbara Manrique de Lara. Chief Corporate Communications and Marketing Officer**

Bárbara Manrique de Lara. Chief Corporate Communications and Marketing Officer of PRISA. She holds a degree in Spanish Philology from the Autonomous University of Madrid, a General Management Program from IESE Business School, a Masters in Publishing from ICADE University and a Masters in Communications and Marketing from ESIC Business School.

She began her professional career at the bookstores Crisol and working on projects for Axel Springer and Zenith Media. In 2000 she was made head of the press office at the publishing houses Taurus and Alfaguara. In 2005 she was appointed Director of Atman Foundation, an NGO for intercultural dialogue. In 2007 she became Director of Communications at PRISA and member of its Executive Committee. In 2012, she brought her skills to the Corporate Marketing Division, and since 2015 she has also headed PRISA's Cultural Transformation project. She is a member of the Iberoamerican Forum, the

European Association of Communication Directors and the Association of Directors of Corporate Social Responsibility (DIRSE). She sits on the Executive Committee of the Spanish UN Global Compact Network and on the Steering and Communications Committees of the Fundación SERES, the Communications Committee of the Fundación CYD and the Media Committee of the FAD. She is also actively involved in different platforms of a social and cultural nature such as WWF, UNESCO, FAO, among others. She has lectured in Cultural Communications and Marketing at several of academic centers.



PRISA is the world's leading Spanish and Portuguese-language media group in education, news and information, and entertainment present in 23 countries.

## GRUPO VIPS



**María Calvo. CSR Director**

María Calvo works in Grupo Vips since 2011 as CSR Director, integrating the Corporate Responsibility into the business strategy and making it transversal to all operational areas through the design and implementation of the strategic plans 2012-14 and 2015-17. Since January 2015 she is the CSR and Talent Management Director.

From 2008 to 2011, she was the General Manager of Ashoka Spain, a global community of social entrepreneurs seeking to advance social change, working in the identification of innovative ideas with high potential for social impact and supporting the entrepreneurs behind these ideas to scale their initiatives.

Previous professional experience were Country manager at eBay Spain Intl., Marketing Director in Telepizza S.A and Marketing Director in Bausch & Lomb, Spain, Mediterranean and Middle East.

She holds a Degree in Business and Economics, Majored in Marketing, and MBA by IE Business School.



Grupo Vips is a multi-brand and multi company that manages owned or franchised a total of 9 trademarks including 6 chains: Vips (coffee - restaurant, shop and VIPSmart), Ginos, Starbucks Coffee in Spain and Portugal, Fridays and Wagamama.



**Carmen Ferreró.** Sustainability ING Spain & Portugal

Carmen is the head of Sustainability area of ING Spain & Portugal from November 2010, her position includes the retail and wholesale banking activities. Among its responsibilities, she is in charge of defining the Sustainability strategy and managing the actions and communication to achieve the goals, more and more focus to integrate Sustainability into business.

She has worked for more than 17 years in Communication areas, focused to improve the reputation and brand of the companies among its stakeholders in several sectors: Repsol, Ericsson, Spanish telecom trade association, Telefónica, Codere. Her approach to the

communication has a global perspective developing her activity in the areas of media relations, crisis management, public affairs and sustainability, always align with the needs of the business.

Carmen has a degree in Journalism and an extensive training in digital business (#MIBer).



ING is a global financial institution with a strong European base, offering banking services with 52,000 employees offering retail and wholesale banking services to customers in over 40 countries.



**Natalia González-Valdes.** Corporate Communication and CSR director

Natalia González-Valdés is the corporate communication and CSR director of L'Oréal Spain since 2013. Natalia joined L'Oréal in 2003 as Head of Media Relations and in 2007 she was expatriate to Paris where she spent 6 years until 2013. The first 4 years as International Coordinator Director for External Communication & the last 2 as Internal Communication Director for the Group.

Previously, she has spent 3 out of the 6 years at Burson-Marsteller in Chile and 2 and half year as corporate account Director in Weber Shandwick, the two of them main communication consultancy firms.

Natalia is journalist and has a Master in Business Communication in Corporación Multimedia, an institution of the CEOE with a part link with Georgetown University in Washington.





**Iñigo Larraya. CSR and Sustainability Director**

Iñigo Larraya has a long path in Marketing and Sustainability. Since May 2017 he has rejoined the L'Oréal group as the new CSR and Sustainability Director in Spain. Previously he was the Head of E-Business for EMEA at LATAM Airlines, where he was responsible of implementing the marketing and e-business plans in the region. Before LATAM Airlines, he had spent 7 years at L'Oréal, where he both managed different brands for the Spanish market and also developed and launched new products as part of the international development team in Paris.

In regards to Sustainability, Iñigo holds a Master's of Science in Sustainability Management at the University of Columbia in New York. After graduating he worked in one of the first B Corporations in the USA (Mission Markets), a pioneer online platform for impact investing. Since then he has been involved in the B Corp movement, promoting its launch and growth in the Spanish market. He's taught classes at the international MBA at DEUSTO Business School and now he is a professor at the IE Business School.



L'Oréal the world leader in beauty, L'Oréal is present in 130 countries on five continents. The group's mission is to provide the best in cosmetics innovation to women and men around the world with respect for their diversity.



**Maria Rubiños. Associate Director and Responsible for Reputation and Intangible Assets Management**

María Rubiños is Associate Director and Responsible for Reputation and Intangible Assets at the Swedish Communications at KREAB. She is a Professor at the M.S. in Public Communication at the National Institute for Public Administration, where she coordinates a module on intangible assets management in the public sector and teaches the subject of institutional transparency.

In KREAB, she leads the Business Unit dedicated to intangible assets, where she develops projects focused on reputation management, stakeholders relationships management, Corporate Social Responsibility and leadership development.

**She has previously worked on reputation management projects (Villafañe & Asociados), institutional**

**communications (Trade Commission of the Embassy of Spain in Australia) and corporate communications (Marco de Comunicación).**

She holds a degree in Media and Communications (UCM) and she is a PhD Candidate at UCM where she is researching on the link between transparency and trust in institutions. She has also completed a Masters in Political and Institutional Communication (Fundación Ortega y Gasset - USC), a Postgraduate in Communication and Journalism on International Trade (CECO - ICEX) and a Postgraduate Course in Media and International Relations (Birbeck University of London).



KREAB is a Swedish Communications, Reputation and Public Affairs consultancy firm with more than four decades of experience in strategic communications. Kreab identifies issues and solutions that facilitate better decision making, allowing your business to operate to the best of its ability.

## TELEFÓNICA



**Arancha Díaz-Lladó.** Director of Sustainable Innovation at Telefónica S.A.

Arancha Díaz-LLadó has a double degree in Business from the European Business Programme in France and Spain. She also holds a Master's Degree on Development Studies by the London School of Economics and Political Sciences (LSE, London).

Since January 2016, Arancha is Director of Sustainable Innovation at Telefónica S.A. Before that, she was Director of Public Affairs and held different positions in Telefonica Latin America, at the President's office, at the strategic planning department and at the financial and management control area.

She began her professional career in the United Nations system, where she worked for short periods in different agencies (UNESCO, UNICEF, UNIDO). After that, she worked as a consultant for the Commercial Office of the Spanish Embassy in Sydney (Australia) and at the Institute of Management Resources (IMR, France). She joined the Telefonica Group in 2000.



Telefónica S.A. is a Spanish multinational telecommunications company, with headquarters in Madrid, Spain, located as the most important telecommunications company in Europe and the fifth in the world.

## UNIVERSIDAD EUROPEA



**José María Palomares.** Director of Communications and Public Affairs for Spain & Portugal

José María Palomares is an experienced communications, marketing, public affairs & CSR senior executive. He has played different senior executive positions in three highly regulated sectors: Telefónica (Information Technologies) as Head of Communications & Relational Marketing of the B2B division, ING (Banking) as VP of Communications, Public Affairs and Sustainability for Spain & Portugal and Laureate International Universities (Higher Education) where he currently serves as Director

of Communications and Public Affairs for Spain & Portugal and member of the Executive Committee.

He is professor of reputation management (currently in graduate programs at Universidad Europea and previously at IE Business School and ICADE Business School). Public speaking coach. Author of two books on public speaking. Member of the Board of Dircom and Multinacionales por Marca España.



Universidad Europea is private university committed to the holistic development of each and every one of our students, both as individuals and as professionals.

It has 5 campuses in three cities. 16.000 students from 200 different countries. Forms part of the Laureate International Universities network, the undisputed leader in the Higher Education market, with over 800,000 students and more than 75 institutions spanning 30 countries all over the world.

## FUNDACIÓN SERES



Ana Sainz. Managing Director

Ana Sainz is Managing Director of SERES. SERES is a foundation that promotes corporate's commitment to improve the society through social responsible actions that are aligned with the core business strategy creating shared value.

In addition, she is a trustee of Fundacion Bequal and a member of Grupo de Coordinación Colectiva de Juntos por el Empleo and Consejo Estatal de Responsabilidad Social de las Empresas (CERSE). Furthermore she also takes an active member of various initiatives like the Advisory Group of the Sustainable Development Goal Fund Group (SDG-F) of UNDP; among others.

Moreover, Ana has developed part of her career at Bankinter as chief of the Cabinet of the Board of Directors, directing the board of Corporate Banking and directing different departments at the stage of launching Bankinters digital transformation.

Likewise Ana has a master of Leadership and Management Development and a Strategic Management and Social Leadership Program at IESE Business School and holds a Creating Shared Value program at Harvard Business School. She holds a Creating Shared Value program at Harvard Business School (2014). She graduated in Business Administration at Universidad Autónoma of Madrid.

## FUNDACIÓN SERES



Lucila García. Executive Director

Lucila holds an Executive MBA from IESE Business School. She graduated in Business Administration from Universidad Complutense de Madrid. She attended the Creating Shared Value Program at Harvard Business School and 2016 she participated in the International Leadership Visiting Program. U.S. Department of State.

She started her career at Bankinter, S.A. in 2000 where she had the opportunity to work in different business areas, managing P&L, in several customer segments, such as Corporate and Private Banking. In 2011 she moved from Bankinter to Fundación SERES

and is now the Executive Director. Her responsibilities are: strategic planning for organization development, strategy development for recruiting and capturing talent, asset and resource management: budgets, teams, projects and creating a value proposition for the Patronage, the Executive Committee and the Operative Committee of the foundation.

Areas of expertise: corporate strategy, cultural change, shared value programs, social innovation, stakeholder engagement.



## FUNDACIÓN SERES



**Araceli Pacheco. International affairs and company social innovation coordinator**

**Araceli Pacheco holds a MBA specialized in entrepreneurship and international business from EOI, Madrid, and a Bachelor degree in Sustainable Tourism and Service Management from the Complutense University, Spain, and JAMK University, Finland.**

**She currently works in Fundación SERES as an international affairs and SDGs responsible and company coordinator aggregating the effort of SERES addressing social innovation.**

**She has an international profile having studied abroad and worked in different countries for different institutions. Previously she has worked as a climate change consultant creating several vulnerability plans for different economic sectors and cities. Also she has taken the role as project hospitality and service coordinator in Finland, and she has worked in the tourism and retail industry in Spain. Her knowledge achieved through those years inspired her to cofound a startup of sustainable intelligent clothing.**



Fundación SERES promotes corporate's commitment to improve the society through social responsible actions that are aligned with the core business strategy creating shared value. This foundation gathers more than 135 companies.

## INTERESTING LECTURES

Copenhagen Business School. (2012). The Scandinavian Cooperative Advantage: Theory and Practice of Stakeholder Engagement in Scandinavia. En R. S. Freeman.

Lund University, Malmö University, Center för Entreprenörskap Sverige. (November de 2014). An Ecosystem for Social Innovation in Sweden . Obtenido de A strategic research and innovation agenda: <https://www.mah.se/upload/FAKULTETER/KS/Urban%20Studier/Urban%20forskning/An%20Ecosystem%20for%20Social%20Innovation-final.pdf>

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Vallentin, S. (2015). Governmentalities of CSR: Danish Government Policy as a Reflection of Political Difference.

## CONTACT INFORMATION

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