

## **#SERESResponsables, an initiative to find and offer solutions to specific problems arising from the COVID-19 health emergency in Spain**

- SERES Foundation promotes the commitment of companies to improve society. Today there are already 150 companies, which represent about 70% of the companies in the Spanish trade, the IBEX 35, and approximately 30% of GDP.
- A space for information on the social improvement projects that companies and NGOs have underway to alleviate the COVID-19 crisis in Spain is now available.

**Madrid, March 23, 2020.** In the face of the global health emergency of the coronavirus outbreak (COVID19) that has affected hundreds of thousands of people, SERES Foundation has launched the movement #SERESResponsables. An initiative that supports companies and NGOs in their response to the current health emergency by showing the projects that are underway and that contribute to the COVID-19 crisis in Spain. At the same time, this initiative allows the identification of new needs that can be covered thanks to the contribution of the organizations participating in this project. A way of offering solutions to specific problems arising from the COVID-19 crisis.

SERES Foundation, which was born 10 years ago in a context of change and in a world connected in real time, has as its main objective to achieve a greater positive impact of companies in society. The 150 companies that form part of SERES, face the challenge of business transformation, thanks to the social commitment as a strategic element.

In SERES companies find: access to social knowledge, paths for the integration of social commitment in business strategy, tools that provide measurement of the intangible, a radar of international trends in permanent search of the participation of all areas of the organizations, as well as a network where to share and access the best practices in this matter.

Francisco Román, president of SERES Foundation, stated “that we are facing a moment to act and to do so in collaboration, to respond to the challenges posed by the current situation. There is no doubt that the strength of companies is materialized, in many cases, in the solidity of the communities of which they belong to”.

On the other hand, Ana Sainz, General Director of SERES Foundation has emphasized “that in SERES we have a group of socially committed companies and we believe that, as the meeting point that we are, it is time to join forces. The role of the company is essential in the improvement of society and at this time it is even more evident and necessary”.

You can find #SERESResponsables at: <https://www.fundacionseres.org/Publicaciones/seres-responsables/>

### **SERES Foundation**

SERES Foundation, a non-profit organization, born 10 years ago, 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 the GDP and 75% of the IBEX 35, it addresses the social commitment of companies from a strategic and practical approach based on innovation.

## **Nota de prensa**

In SERES, companies find an answer to the challenge of leading their social impact. To do so, it has launched RADARSERES, a unique space where companies want to assume leadership in the face of major social problems anticipate, reaffirm their commitment and share challenges and best practices with other companies and social agents. In order to detect these best practices, the Foundation annually announces the SERES Awards for Innovation and the Social Commitment of the Company.

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