

The logo for Fundación SERES, featuring the word "seres" in a bold, lowercase, red sans-serif font.

fundación sociedad
y empresa responsable

A group of ten diverse people, including men and women of various ages, standing together and smiling. They are dressed in professional and casual attire. The background behind them is a large, light blue "seres" logo.

Fundación SERES

Established in 2009, Fundación SERES is an entirely privately-funded institution whose mission is to promote corporate commitment to societal improvement in line with their business strategy and while generating value for all stakeholders involved. It is a non-profit body that brings together 129 of the largest companies based in Spain to address social needs and promote shared value models and changes in corporate culture.

In their view, a key value of the SDGs is their universality, which provides a common language and shared framework for coordinating the sustainability and development efforts of all the companies they work with.

“The mission of the Foundation is aligned in many ways with the objectives of the SDGs which is to promote the transformation of the business reality to create better societies. Moreover, the SDGs are the universal language and vehicle that can facilitate the path to achieve these goals.”

Case Study: Annual Compartiendo event and Informe del impacto social de las empresas

A horizontal bar composed of 17 colored segments, each representing one of the 17 Sustainable Development Goals (SDGs).

In 2016, Fundación SERES held its fourth annual Compartiendo (Sharing, in English) business conference. Past iterations have focused on sharing solutions, sharing challenges and sharing opportunities. This year the conference focused on sharing new models and had as its key focus the presentation of an innovative social model by Action Tank.

By bringing together representatives from various companies associated with SERES as well as groundbreaking speakers such as Action Tank for discussions, roundtables and presentations, SERES works to improve knowledge and build awareness throughout the private sector of different and effective ways to engage with ideas of development and social

SERES shares the SDG Fund’s mission to raise awareness of the SDGs. The Foundation helps communicate the importance of companies adopting the SDGs through events, workshops and the publication of numerous reports. It is specially important their work with senior management, where they engage and work with major challenges with relation to social value creation.

They believe that companies who do not adopt these ideas regarding sustainable development are missing the opportunity to expand their business, reach new markets and innovate.

change. They also act as a valuable platform for sharing experiences and best practices. In this way, Fundación SERES are helping make the SDGs a widespread and everyday part of business strategy.

Moreover SERES along with Deloitte annually publish a report Informe del impacto social de las empresas (Social impact of enterprises, in English) to show the aggregated impact of the actions carried out by companies. This report aims to communicate the work that they do and show how they positively generate value for the society. This report also encourages many other companies that have not yet participated to measure their activities in social action, report them and communicate them.