

ORGANISATION NAME:

FUNDACIÓN SERES

seres

fundación sociedad
y empresa responsable

Fundación SERES, a network focused on responsible business and society, was formed in 2010 and today includes more than 110 multinational companies. Fundación SERES believes that companies should create economic value while solving social needs. The organisation's global objective is to boost the inside-out transformation process of business to create shared value with society.





*1. Toolkit to help business measure value of social responsibility initiatives.

*2. Teaching shared value model to companies.

Fundación SERES was created around the idea of shared value and with the belief that companies are critical actors in development. It has contributed to involving private sector actors in the development agenda and has found that there is increasingly a movement of stakeholders, from investors and clients to suppliers, that are contributing to a move forward with respect to companies' engagement with society.

Working with shared value models may have benefits in terms of the relationships businesses have with their stakeholders.

Fundación SERES feels that there is considerable scope for partnerships with the UN. Working with the organisation can help companies structure their reporting, set long-term goals and align themselves with the global agenda. For companies operating in development, measurement is key. Companies want and need to see key performance indicators and must be able to quantify and justify their involvement.

“Measurement is key. As long as things are not measured, companies do not take them into consideration. Show companies that the resources they're putting in match both financial and social impact outcomes,” said Ana Sainz Martin, Chief Executive Officer of the Foundation.

SUPPORTING THE SDGS

The following are two illustrative examples of initiatives that are supporting the SDGs.

Measuring Impact Tools

SERES has developed a key strategy on “shared value impact measurement”. This strategy is based on three pillars:

- 1) csr^2 : a measuring tool for shared value initiatives from SERES’ companies that permit them to quantify the economic return of shared value projects in Net Present Value (NPV) terms.
- 2) Social impact measurement: a tool to measure the external social impact of the companies’ activity. This tool identifies the impact of business projects and their contribution to improve the capacities of individuals (beneficiaries).
- 3) Added value reporting: this tool consists of a calculation of SERES’ companies’ main indicators to show how companies contribute to society in socio-economic terms.

Shared Value Campus

Fundación SERES has developed a model of a shared value campus, an innovative network through which they inspire companies to adopt shared value models. Fundación SERES pursues this goal through three features.

1. Benchmarking and exchange of experiences to inspire companies to move forward in their commitment to the creation of shared value. The already-mentioned tools (internal, external and added value) make up part of this goal.
2. The “SERES Campus” experience implemented through academic initiatives such as meetings in business schools, exchanges of perspectives, business cases, new trends and innovative events. An example of a SERES Campus project is “Together for Employment” (Juntos por el Empleo), an initiative that puts together social entities, companies, business foundations and public institutions to adopt practical solutions to boost employment and opportunities for the most vulnerable social groups.
3. Communication of both SERES’s work and those of SERES’s member companies. Communication is handled through annual SERES prizes, reports on businesses’ social impact, conferences and meetings. SERES organised an event in collaboration with the SDG Fund and UNDP with about 100 companies to present the post-2015 agenda in Madrid and is designing a workshop for companies to show them how to apply the SDGs in practice, and has launched an event called “SERES Conversations” with Presidents and CEOs. The overall strategy is based on communicating the roles of companies as “agents for change.”