

## **VOLUNTEERS FROM TELEFÓNICA, “LA CAIXA” AND SAP JOIN TO SUPPORT SOCIAL ENTITIES THAT FAVOR EMPLOYABILITY**

- The project is part of 'IMPACT 2030', a coalition led by companies in collaboration with the UN, which aims to promote the Sustainable Development agenda through corporate volunteering.
- Physicists, mathematicians, computer scientists and auditors of these three multinationals have collaborated in the project, contributing their time, their professional experience and different and complementary knowledge that have contributed to enrich the initiative.
- The specialists have developed four projects for Fundación Adsis, Fundación Tomillo, Santa María la Real and Fundación Integra with the aim of helping to improve internal management, create collaborative networks or fundraising campaigns.
- The initiative is a sample of the possibilities offered by collaboration among companies from different sectors, but with a common goal: social commitment.

**Madrid February 20th 2017.-** Between January 20 and February 16, volunteers from Telefónica, "la Caixa" and SAP, worked together to develop a project for four Spanish social entities that promote employability: Fundación Adsis, Fundación Santa María la Real, Fundación Tomillo and Fundación Integra, all under the coordination of Voluntariado y Estrategia.

This initiative is the result of IMPACT 2030, a coalition led by companies, in collaboration with the UN, which aims to promote the Sustainable Development agenda through corporate volunteering.

Telefónica, "la Caixa" and SAP have come together in an example of collaboration among companies that belong to different sectors but share the same objective: social commitment. To that end, they have launched this initiative, that supports one of the 17 United Nations Sustainable Development Goals for 2030, number eight, which seeks to promote decent work and economic growth.

A total of 12 volunteers, four from each company, have contributed during these 15 days their knowledge, experience and time to the challenges that have been exposed to them. After an initial training day, in which the objectives and the dynamics of the initiative were explained to the volunteers, they began to work together on February 6th, divided into four teams, one per project. Each group has been formed by three professionals, one by each of the companies promoting the initiative.

For **Fundación ADSIS**, a non-governmental organization made up of more than 750 volunteers and around 250 employees working since 1996 for the integral promotion of impoverished individuals and groups, mainly young people, the project has consisted of a diagnosis and a proposal of ideas for improving the information and communication system, that the company implemented recently, to respond to their needs.

**Fundación Santa María La Real** develops in Spain a very innovative project called "Lanzaderas de empleo" to promote employability and it needed to create an ecosystem so that all the unemployed people who have participated in the different "Lanzaderas" could be connected, both with each other and with Institutions, leaders, trainers, etc. involved in the project.

**Fundación Tomillo** was born in 1983 with the purpose of contributing to the development of the person and the social integration of the most vulnerable individuals and groups, through education, prevention of school failure, improvement of employability, strengthening of social networks, analysis and innovation. The objective of the project developed for them has been the creation of an awareness campaign to raise funds for school support programs for young people at social risk.

And finally, for **Fundación Integra**, which is dedicated to the labor insertion of people at risk of social exclusion and people with disabilities, a volunteer plan has been developed in order to improve recruitment, loyalty, management, etc., for both, individual and corporate volunteers.

### **Volunteers from Telefónica**

Telefónica has one of the main corporate volunteer programs worldwide, with 27,000 active participants in 2016 among all the countries in which it is present. In total, the employees of Telefónica, have spent 210,121 hours to carry out more than 2,100 social activities last year. More information in: [www.voluntarios.telefonica.com](http://www.voluntarios.telefonica.com)

### **Volunteers from "la Caixa"**

The "la Caixa" commitment to volunteering has remained firm in the last eleven years, in which it has managed to encourage volunteering among the group's employees. Currently, more than 9,200 volunteers participate in more than 2,000 activities that are organized each year. The company has facilitated them to carry out voluntary actions for the benefit of a society that, in addition to demanding quality goods and services, demands a responsible behavior from companies in line with the values of solidarity and service. Volunteering satisfies this social demand.

### **Volunteers from SAP**

SAP maintains a Corporate Social Responsibility strategy that encompasses its employees - through volunteer programs –technology and strategic allies in order to have a long-term social and sustainable impact that will help the world to work better. Their efforts are focused on creating a sustainable future for SAP, their customers and society. SAP is one of the 17 founding companies of the "IMPACT 2030" coalition. More information [here](#).

### **IMPACT 2030**

It is a coalition led by the private sector, in collaboration with the United Nations, the public, the social sector and the academia, which aims to promote the Sustainable Development agenda through corporate volunteering. For more information: [www.impact2030.com](http://www.impact2030.com)

### **Information (press):**

#### **Comunicación Fundación Telefónica**

Luis Rojo: 91 580 8 741 / 646 03 24 42 [luis.rojomardones@telefonica.com](mailto:luis.rojomardones@telefonica.com)

<http://www.fundaciontelefonica.com/prensa/>

#### **Comunicación Obra Social "la Caixa"**

Andrea Pelayo: 93 404 40 87 / 618 12 66 85 [apelayo@fundaciolacaixa.es](mailto:apelayo@fundaciolacaixa.es)

<http://www.lacaixa.es/obrasocial>

Sala de prensa multimedia: <http://prensa.lacaixa.es/obrasocial>

Twitter: @FundlaCaixa

#### **Comunicación SAP España**

**Departamento de comunicación:**

*Telefonica*

FUNDACIÓN



Obra Social "la Caixa"

Belén Martínez Millán: 91 456 72 20 [belen.martinez@sap.com](mailto:belen.martinez@sap.com)

Twitter: [@SAPSpain](https://twitter.com/SAPSpain)

