

# EADA organizes the first CSO Day in Spain to empower key leaders in business sustainability

- The event will bring together Chief Sustainability Officers for the first time to analyse their most relevant roles and challenges in their transformative mission within organisations.
- EADA Business School creates the first CSO Award in Spain to recognise professionals who are leading in an exemplary way the impact and transformation towards business sustainability.

**Barcelona, December 12, 2024.** EADA Business School organizes the first edition of [CSO Day](#), a pioneering event that will bring together Chief Sustainability Officers (CSOs) from different companies and organizations to understand their core competencies, discuss the most relevant challenges and highlight the transformative power they have to generate a positive impact on their organizations. The event will take place on **Tuesday, February 18**, at the Student Hub of **the new EADA campus** in the city (Campus 2 - Provença Street, 216).

CSO Day will offer a platform for CSOs to share experiences, innovative strategies and collaborate in the search for solutions and improvements to the current challenges that companies face in terms of sustainability.

*“CSO Day 2025 represents a unique opportunity to bring together Chief Sustainability Officers in a transformative dialogue. At EADA Business School, we firmly believe that sustainability is a business imperative, and this event is a reflection of our commitment to accompany and empower those who are leading this change”* says the Chair of the event, **Ainhoa Grandes**.

The CSO Day 2025 will begin with a welcome by **Ainhoa Grandes**, Chair of CSO Day, President of the MACBA Foundation, member of the Board of Trustees of the EADA Foundation and its impact committee. The official opening will be carried out by **Cristina Sánchez**, Executive Director of the UN Global Compact Spain and Global Network Council Co-Chair at the United Nations Global Compact, who will share her vision on the "Challenges and opportunities of the CSO professionals", and will reflect on the key role of these professionals in the transition towards positive impact from organizations.

The **CSO Day 2025** will focus on three key moments that will structure the day: **learning**, **integrating** and **impacting**. Each of these phases will be led by experts who will address the fundamental issues of corporate sustainability and the impact of Chief Sustainability Officers in organizations.

The first debate will analyze the skills, abilities and challenges that CSOs face, as well as the new trends that shape their work. **Ferran Velasco**, PhD, Professor and Researcher at EADA, will moderate this debate in which **Ana Palencia**, Director of Communication and Sustainability at Unilever, **Sonia Quibus**, General Manager of Banco Sabadell & Director of People and Sustainability, and **Marta Puyuelo**, Corporate Affairs and Sustainability Director at PepsiCo South West, will participate.

The next round table will focus on the strategic role of the CSO within the organization, analyzing its impact at executive level and how its decisions influence corporate culture and policies. This panel will be moderated by **Desirée Knoppen**, PhD, Professor, Researcher, as well as director of the Sustainability Hub and the Senior Management Program in Sustainability at EADA. Participants will include **Elena Valderrábano**, Global CSO at Telefónica, who will provide her vision on the integration of sustainability in a large company along with another closing presentation.

Finally, the debate will focus on evaluating the role of governance in the transition towards sustainable economic models. Moderated by **Federica Massa-Saluzzo**, CSO, PhD and Researcher at EADA, it will feature the participation of **Manuel Puig**, Vice President, Member of the Board of Directors and President of the ESG Commission at PUIG, who will share his vision on how the actions of CSOs can generate a real and lasting impact on companies.

### **CSO Award**

The event will not only be a space for exchanging ideas and improving practices, but it will also include the presentation of the **CSO Award**. This award is aimed at management professionals who hold the position of CSO in large and medium-sized companies with headquarters in Spain, the European Union or the United Kingdom, recognizing their commitment and contribution to sustainable development.

Applications for this recognition may be submitted until January 7, 2025, either through self-nomination or by nominating a third party.

**More information about CSO Day and the CSO Award, as well as access to the attendance form at:** <https://cso-day.eada.edu/>

### **EADA Business School is a pioneer in its commitment to sustainability**

*EADA Business School Barcelona* was created in 1957 by a group of businessmen and professionals as an independent institution both from an ideological and economic point of view. Recognized by the main international rankings such as the Financial Times, it has EQUIS accreditation as well as AMBA, which recognizes the quality of its MBA programs.

In the last decade, the institution has made a firm commitment to sustainability, promoting research and training in this critical area. In 2017, the school created its first program in business sustainability, the [Master in Sustainable Business and Innovation](#), a pioneer in Spain and Europe. Since then, thanks to the knowledge they obtain from research and an expert academic team, they have launched up to 6 specific programs in sustainability in business. The manifesto [Leading What Matters](#) defines the purpose of EADA Business School.

#### **For more information Roman:**

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