

Eleven leading Spanish companies, with a presence in more than a hundred countries, make up this forum

THE DEPUTY PRIME MINISTER CHAIRS THE FIFTH ANNIVERSARY OF THE CORPORATE REPUTATION FORUM

- **The association consolidates its position as a clear reference point in business management of corporate reputation.**
- **Antonio Brufau, CEO of Repsol, reports on the activities carried out by the CRf and hands over the annual chairmanship of the forum to Abertis.**

Madrid, 11th February 2008. The Deputy Prime Minister, M^a Teresa Fernández de la Vega, today chaired the events held to celebrate the 5th Anniversary of the Corporate Reputation Forum (CRf) at the headquarters of Repsol YPF in Madrid.

The Chairman of the Corporate Reputation Forum in 2007, Antonio Brufau, emphasised the commitment made to society by the companies forming the CRf and added that *“the reputation of companies will increasingly depend on how they handle the global challenges of business management”*.

The CEO of Repsol, Antonio Brufau, handed over the Chairmanship of the Corporate Reputation Forum for 2008 to Abertis, represented at the event by its CEO, Salvador Alemany.

The celebration of the 5th Anniversary of the CRf saw contributions made by the Spanish Deputy Prime Minister, M^a Teresa Fernández de la Vega, the CEO of Repsol and Chairman of the Corporate Reputation Forum in 2007, Antonio Brufau, the vice-chairman of the Spanish UNICEF Committee, Juan Ignacio de la Mata, and the Director of the ESADE Social Innovation Institute and former General Manager of Intermón Oxfam, Ignasi Carreras.

Also present were representatives of some of the companies forming the CRf: CEO of Iberdrola, Ignacio Sánchez Galán; CEO of Iberia, Fernando Conte; General Director of the Technical Secretariat of the Telefónica Chairman's office, Luis Abril; Director of the Chairman's Office and External Relations Cabinet for the Grupo Agbar, Andreu Claret Serra; Director of Corporate Responsibility and Reputation at BBVA, Antoni Ballabriga; Chairman of the Code of Conduct Commission and Director of Internal Auditing for Gas Natural, Carlos Ayuso and the Director of Corporate Communication and Institutional Relations for the Grupo Novartis España, Montserrat Tarres.

During his contribution, Antonio Brufau highlighted the intense activity carried out by the CRf in 2007, a year which saw the consolidation of major projects such as the Cooperation Agreement with UNICEF for dissemination of, and support for, its programmes in favour of children. Brufau also presented the actions carried out in the framework of the campaign "2015: A better world for Joana", the aim of which is to promote and disseminate the United Nations 8 Millennium Development Goals (MDG) for improvement in quality of life around the world.

The CRf, a global benchmark for businesses in corporate reputation

The companies in the CRf form part of the Global Compact, a United Nations initiative designed to get global companies acting like socially responsible citizens and as motors for corporate responsibility policies in the countries in which they operate.

The CRf also stimulates the achievement of the Millennium Development Goals (MDG), promoting better knowledge and increased awareness of them.

In 2007 the Corporate Reputation Forum carried out major cooperation projects with international bodies such as UNICEF. It also developed the Reprtrak project for measuring corporate reputation, was involved in setting up the Reputation Forum in Mexico and took part in the London Benchmarking Group (LBG) Spain, a working group which adapts

the LBG standard to Spanish companies to measure their commitment to the community.