

Corporate Responsibility Policies

Social Commitment Policy

ATRESMEDIA



Positive contribution to society

- We actively contribute to society's well-being, by providing specific human and economic resources to effectively develop and implement projects that aim to improve society, particularly the plight of children and young people.

Transparency and maximizing impact

- We strive to make our projects as transparent as possible, and therefore we disclose the main impacts, benefits and resources used for our projects.
- We try to ensure that our social projects are effective and efficient. To achieve this, we select those projects that have the greatest impact on society and we assess their effectiveness in order to optimise the benefit for society.
- We have set social targets in line with the Foundation's Mission and ATRESMEDIA Corporate Responsibility Policy.
- In order to guarantee the economic sustainability of our Foundation, we have diversified our sources of financing with funds obtained through sponsorships, public aid and private donations.

Raising awareness

- We generate public debate on many subjects that affect young people and we provide society with rigorous, reliable and objective information on concrete problems in order to find ways to deal with these concerns.
- We put special emphasis on hospitalized children, as well as the disabled.
- We are aware of the power of ATRESMEDIA stars, and they actively collaborate in raising awareness through the Atresmedia Foundation's social projects.