

Nueva Pescanova receives the DIVEM Award for Large Company with the Best Social Impact for its documentary “The City Born from the Sea”

- **The Nueva Pescanova Group has been acknowledged in the category of Large Company with the Best Social Impact for this audiovisual project about their activity in Lüderitz, Namibia**
- **The DIVEM Awards: Socially Responsible Company are promoted by Accem with the financing of the Ministry of Labor, Migrations and Social Security and the European Social Fund**
- **The initiative is part of the CSR policy of the Group, thanks to which it has developed a total of 226 projects and has become established as the top fishing company for its contribution to the United Nations Sustainable Development Goals (SDGs).**

Vigo, on November 29, 2019.- The Nueva Pescanova Group has received the DIVEM Award in the category of Large Company with the Best Social Impact for [“The City Born From the Sea”](#), an audiovisual project about the impact of this multinational's activity in Lüderitz, Namibia. Through it, Nueva Pescanova tells the story of overcoming and dreams realized which takes place in the small coastal town of Lüderitz, which has been reborn thanks to the promotion of the Spanish multinational through its subsidiaries Novanam and Lalandii.

This is the first edition of the [DIVEM Awards: Socially Responsible Company](#), and its award ceremony took place on November 28. These awards are part of a project developed by Accem with the financing of the Ministry of Labor, Migrations and Social Security and the European Social Fund. Its objective is to recognize companies committed to diversity, equal opportunities and non-discrimination in the workplace.

“We are proud to receive this award which reflects the firm commitment of the Nueva Pescanova Group to the sustainability of natural resources and the communities in which we operate,” says Tesa Díaz-Faes, Communications Director of the Nueva Pescanova Group. “Respect for the Planet and the Communities where we are present, the people who make up the Nueva Pescanova Group and the commitment to the markets through our products are the pillars that form our Corporate Social Responsibility strategy,” she adds.

DIVEM explains that the multinational has been awarded “due to promoting the creation of wealth and employment in the developing countries where it operates and which directly affects migratory processes. And due to showing this kind of initiative to other citizens from the viewpoint of empowerment of these communities.”

Along with Nueva Pescanova, Coca-Cola European Partners Iberia, Endesa, Huete & Co, Tiebel, Alimerka and the Provincial Association of Installation Companies of Seville (EPYME) have also been recognized.



About “The City Born from the Sea”

“The City Born From the Sea” is an audiovisual project including [a 30-minute documentary](#) and 7 clips lasting 1 minute which narrate the progress of Lüderitz. The protagonist is Nelago Kwedhi, the first woman from Namibia to receive the title of ship captain. The documentary shows the path she follows from her birthplace in the north of the country, in Ondanwga, to Lüderitz, guided by the call of the sea in search of a better future. It is a story of overcoming, of dreams realized, of respect for nature and of the values with which Nueva Pescanova identifies itself as a company.

Lüderitz, a small abandoned town in Namibia between the desert and the sea, has been reborn thanks to the momentum of the fishing industry after the arrival of the Nueva Pescanova Group almost 30 years ago. Since then, the company has boosted its growth through the development of infrastructures and services to cover the entire community, making it a groundbreaking company in terms of equality and sustainability. This fact, along with the development of the fishing sector, has turned Lüderitz into a land of opportunity where people and the progress of their communities come first. The life of this town has been reactivated and it now offers work, education and opportunities to people who decide to grow within it.

More than 2,000 people are currently working for Nueva Pescanova in Namibia, which offers scholarships for the children of its employees and has built homes, kindergartens and playgrounds. In Lüderitz, in addition to fishing ships, about 1,500 people work in the Nueva Pescanova Group factory, which has become the largest hake processing center in Africa. The initiative is part of the Corporate Social Responsibility policy of the Group, thanks to which it has developed a total of 226 projects and has become established as the top fishing company for its contribution to the United Nations Sustainable Development Goals (SDGs), according to the *Seafood Stewardship Index* (SSI) drafted by the World Benchmarking Alliance.

To see the documentary and find out more about the project, please visit www.thecitybornfromthesea.com

About the Nueva Pescanova Group

The Nueva Pescanova Group is a multinational Company leader in the seafood sector; it is engaged in fishing, farming, processing and trade of seafood products, whether fresh, chilled or frozen.

Founded in 1960, it employs more than 10,000 people and is present in more than 20 countries in four continents. The Nueva Pescanova Group sells its products in more than 80 countries worldwide.