

## **Nueva Pescanova receives the international Questar Award for "The City Born from the Sea"**

- **This recognition adds to the five already awarded to this project and positions the Nueva Pescanova Group as a company committed to the development of the communities in which it is present.**

**Vigo, June 10, 2020** - The Nueva Pescanova Group has won an award at the **Questar Awards 2020**, an international competition based in the United States that recognizes the best corporate video projects globally.

The audiovisual project ["The City Born from the Sea"](#) has received the silver award in the **Corporate Video Storytelling** category: for the way the company conveys its CSR work in Namibia through video. This is the sixth award it has received for this documentary - the third internationally - which helps to position the Nueva Pescanova Group as a company committed to the development of the communities in which it is present.

"The City Born from the Sea" tells the story of the town of Lüderitz which, thanks to the arrival of the Galician company over 30 years ago, has been reborn thanks to the boost given to the fishing industry in the region. The protagonist is Nelago Kwedhi, the first Namibian woman to be awarded the title of ship captain. In addition to Nelago's success story, the documentary brings together the testimony of different local residents who, through their experiences, show how the Group has helped economic, social and professional development through the creation of jobs, the promotion of training and the construction of housing or day-care centres for the 2,000 people who work in the company.

In the words of Tesa Díaz-Faes, the Group's Chief Communications Officer: "Through this documentary, we wanted to show our commitment in the different countries where we operate and demonstrate how by acting ethically, maintaining the trust of the communities and creating value, we can help drive the development of towns like Lüderitz, which until 1990 was practically abandoned, promoting the economic prosperity and professional growth of its people".

Organized by Mercomm Inc, an independent international entity based in the United States created to promote excellence in the field of communication, the prestigious Questar Awards has recognized the best audiovisual projects worldwide for the past 25 years.

In recent months this project has received numerous national and international awards such as the Premio Galicia Alimentación (Galicia Food Award), the Premio DIVEM de Empresas Socialmente Responsables (DIVEM Award for Socially Responsible Companies), the Mercury Award for excellence in communication professionals, the Communicator Award for creativity in communication or the Social Enterprise Award for the best CSR project in the food sector.



## **Nueva Pescanova Group CSR**

The multinational company is aware of the value that seafood products can create in the communities where it is present. In the 19 countries in which it operates it seeks not only to create local employment but to promote prosperity by generating wealth. Its work with communities is based on local employment, investment in quality assets and social work.

Its commitment to the promotion and generation of stable and quality local employment is the basis of the company's DNA, which is complemented by the continuous training and professional development of each of its 10,000 employees worldwide.

Moreover, the Group is committed to continuous investment in quality assets to enhance productivity, efficiency, and the working environment wherever it is present.

Finally, the improvement of environmental quality of life is fundamental and to this end, with the help of actions and programmes to improve education and welfare and investment in the necessary infrastructure, it carries out a fundamental social task in economic and social development.

As a result, the Nueva Pescanova Group has been recognized as the world's leading fishing company for its contribution to the United Nations' Sustainable Development Goals (SDA), thanks to the 668 CSR projects it carries out in eight of the 19 countries in which it operates.

## **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 19 countries in four continents. The Nueva Pescanova Group sells its products in more than 80 countries worldwide.