

## Nueva Pescanova's documentary 'The City Born from the Sea' wins the "IPRA Golden World Awards 2020".

- These international awards are considered some of the most prestigious communication and public relations awards in the world.
- The documentary "[The City Born from the Sea](#)" has been recognized in the category of Corporate Social Responsibility.

**Vigo, 31st July 2020** - Nueva Pescanova Group has been awarded the [IPRA Golden World Awards 2020](#), one of the most prestigious communication and public relations awards in the world, for its documentary "[The City Born from the Sea](#)" which has won in the CSR category

"The City Born of the Sea" tells the story of the progress of Lüderitz, a small town between the desert and the sea in southern Namibia, which has been reborn thanks to the impetus of the fishing industry following the arrival of the Nueva Pescanova Group almost 30 years ago.

Based on real characters and stories, **Nelago Kwedhi** is the driving force leading documentary, as the first woman in Namibia to become boat captain. The documentary begins in her small village in the north and continues with a journey through the Namibian desert, following the call of the sea to Lüderitz, where Nelago has found a better future.

With the arrival of the Nueva Pescanova Group and the development of the fishing sector, Lüderitz has become a place of opportunity where people and the development of their communities come first. Life has been reinvigorated in this town, which now offers work, education and opportunities to those who decide to grow up here.

In the words of Tesa Díaz-Faes, Nueva Pescanova Group's CCO and Chief Institutional Relations Officer, "*it is a particular point of pride for all of us in the Nueva Pescanova family, and our 668 CSR actions in 8 of the 19 countries where we operate, to receive this recognition. This documentary brings to the screen the story of Nelago Kwedhi, a story of courage and self-improvement that we hope will inspire many other women around the world*".

This is the seventh award the company has received for this documentary - the fourth internationally - which highlights Nueva Pescanova's commitment to the development of the communities in which it is present. Its work and commitment, in addition to its contribution to the United Nations' Sustainable Development Goals (SDA), makes it the first fishing company in the world.



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

### **About IPRA Golden World Awards**

IPRA Golden World Awards (GWA) is an international awards program that recognizes the excellence of great public relations professionals around the world in a variety of categories. It has been held annually since 1990 and honours top professionals in the industry awarding them for meeting international standards of ethics and social responsibility in public relations practice. While there are many awards in this field, the [IPRA Golden World Awards](#) are among the most prestigious communications and public relations awards in the world.