

PRESS RELEASE

## **Nueva Pescanova Group receives the prestigious Stevie Award for its documentary "The City Born from the Sea"**

- Organised by The International Business Awards, the Stevie Awards are one of the most prestigious international business awards.
- This audiovisual production, which has already won eight awards around the world, has been recognised in the category of Best Communication and Public Relations Campaign in the field of CSR.

**Vigo, September 11th 2020** - Nueva Pescanova Group has received a Stevie Award in the 17th edition of the International Business Awards, one of the most important business awards at international level, for its audiovisual project ["The City Born from the Sea"](http://www.thecitybornfromthesea.com) ([www.thecitybornfromthesea.com](http://www.thecitybornfromthesea.com)).

The company has been awarded Silver in the category of Best Communication and Public Relations Campaign in the field of Corporate Responsibility, as a result of the documentary showing the CSR work that the Nueva Pescanova Group has been carrying out in Namibia for more than 30 years.

Out of more than 3,800 nominations from 63 countries, The City Born from the Sea has managed to position itself among the most outstanding communication and public relations campaigns in the business world. This year, exceptionally due to the current situation of the Covid-19, the award ceremony will be held for the first time in history virtually on Tuesday 1 December.

As stated by Tesa Díaz-Faes, Director of Communication and Institutional Relations of Nueva Pescanova Group: *"With this documentary we are proud to be helping raise awareness of the ethical and social commitment that companies have with the communities in which we are present. We hope that our documentary will inspire to continue improving the quality of life of people within our sphere of influence"*.

Empresa Social Awards, Galicia Alimentación Award, Divem Award, Mercury Excellence Awards, The Communicator Awards, Questar Award, IPRA Golden Awards and now Stevie Awards, are the eight awards the company has received for this documentary. These awards have shown Nueva Pescanova's commitment to the development of the communities in which it operates. In fact, its efforts have led to it being recognised as the world's leading fishing company for its contribution to the United Nations' Sustainable Development Goals (SDAs), with 668 CSR actions in eight countries.

### **The City Born from the Sea**

"The City Born from the Sea" tells the story of Lüderitz, a Namibian town situated between the desert and the sea, which has been reborn thanks to the impetus of the fishing industry following the arrival of Pescanova almost 30 years ago. Based on real characters and stories, its guiding thread is **Nelago Kwedhi**, the first Namibian woman to earn the title of ship captain.

Currently more than 2,000 people work for Nueva Pescanova in Namibia. The arrival of the company has boosted the growth of the town of Lüderitz by building houses, day-care centres for the children



of its employees and playgrounds. In addition, a fish shop has been opened to bring the consumption of seafood closer to the population and a commitment has been made to train its workers, giving them opportunities for professional growth in a region that had no future. This has turned this fishing village into a place of opportunity, which now offers work, education and possibilities to those who decide to live there.

### **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 the Stevie Awards**

The International Business Awards were created in 2002 in the United States to honour and generate public recognition of the positive achievements and contributions of organizations and professionals working around the world. In a short time, the "Stevie" has become one of the most prestigious business awards in the world.