



**MARTA DINARÈS FERNÁNDEZ**  
*Sustainability researcher and consultant*

## EDUCATION

**Ph.D. in Environmental Science and Technology.** (2010-2016). Autonomous University of Barcelona-UAB (Spain). Institute of Environmental Science and Technology –ICTA-.

Ph.D. Thesis: “Evaluation of urban sustainability through the metabolic study of nutrient food flows: The case of the Grand Nador, Morocco, city-region”.

**M.Sc. Joint European Master in Environmental Studies (JEMES). Erasmus Mundus Masters Degree.** (2007-2009). JEMES Consortium Universities (ECIU): Autonomous University of Barcelona-UAB (Spain), Technische Universität Hamburg-Harburg-TUHH (Germany), Aalborg Universitet (Denmark) and Universidade de Aveiro (Portugal). Recipient of the 2-year JEMES Consortium Grant of the European Consortium of Innovative Universities – ECIU.

M.Sc. Thesis: “Water Conservation Measures and Drought: An empirical analysis in the Barcelona’s hotel industry” a quantitative analysis on drought management through water conservation measures.

**BS. Degree in Economics and Business Administration.** (1995-1999). Pompeu Fabra University (Spain).

## WORK EXPERIENCE

### Research

**Supported by the European Commission:** Main role and tasks performed included: scientific output production through the writing of academic articles, case studies, deliverables, and milestones of the projects; stakeholder mapping identification; organization and participation to regional workshops, and thematic and project meetings; presentation of research conclusions, results, and deliverables at internal and external meetings; administrative and financial reporting; communication and coordination organization within my group, and with the coordinator.

- “**Marine Ecosystem Dynamics and Indicators for North Africa**”, acronym MEDINA (ENV.2011.4.1.4-2). Funded under FP7-Environment, R&D. Autonomous University of Barcelona (UAB). Department of Geography. (2012-2017). (Additional info. at: <https://cordis.europa.eu/project/id/282977>).
- “**Social Capacity Building for Natural Hazards: Toward More Resilient Societies**”, acronym CapHaz-Net (ENV.2008.1.3.2.1). Funded under FP7-Environment, R&D. Autonomous University of Barcelona (UAB). Institute of Environmental Science and Technology (ICTA). (2009-2010). (Additional info. at: <https://cordis.europa.eu/project/id/227073>).
- “**Responsible Competitiveness in Europe: Enhancing European Competitiveness through Corporate Responsibility**”. Funded by the European Commission with additional support from IBM, Microsoft, Novo Nordisk, SAM Group, and the European Academy of Business in Society (EABIS). ESADE Business School. Ramon Llull University. Institute for Social

Innovation (IIS). (2006-2007). (Additional info. at: [http://www.csinfo.org/wp-content/uploads/2016/07/responsible\\_competitiveness\\_in\\_europe\\_summary-1.pdf](http://www.csinfo.org/wp-content/uploads/2016/07/responsible_competitiveness_in_europe_summary-1.pdf)).

**Supported by the Generalitat de Catalunya Regional Government (Dptmts. of Economy and Finance, Labour and Environment and Housing, and COPCA) and the Barcelona Provincial Council:** I was responsible for the design and development of a specific CSR management model for small and medium-sized companies in the national territory. The model was based on a methodological agreement among the country's main agents linked to SMEs, who had, in turn, participated in its development. I conducted in-depth case studies in different Catalan SMEs that stood out for their social and environmental practices to evaluate the implementation of the model.

- **“RScat, the social responsibility network for SMEs”.** The Catalan Corporate Social Responsibility (CSR) Framework among SMEs business network. ESADE Business School. Ramon Llull University. Institute for Social Innovation (IIS). (2006-2008). (Additional info. at: [http://itemsweb.esade.es/wi/research/iis/RSEPIMES/PDF/guia\\_eng.pdf](http://itemsweb.esade.es/wi/research/iis/RSEPIMES/PDF/guia_eng.pdf) and <https://www.esade.edu/en/faculty-and-research/research/knowledge-units/institute-social-innovation/research/csr-responsible-leadership>)

## Consulting

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**Corporate Social Responsibility (CSR):** I was responsible for the analysis and definition of the organization's strategic orientation in sustainability. Work carried out through the application and development of GRI report content principles of materiality, stakeholder inclusiveness, sustainability context, and completeness. Likewise, I developed the indicators, and wrote the sustainability report, through collecting, analysing, and processing the information provided by the different areas of the organization.

- Autonomous University of Barcelona (UAB). Institute of Environmental Science and Technology (ICTA). (2008-2013). Projects developed:
  - **The “La Caixa” Foundation** (Not-for-profit banking/finance foundation based in Spain). **Sustainability Reports 2011 and 2010.**
  - **La Seda de Barcelona. LSB Group** (An industrial plastic packaging -PET- and basic chemicals group operating internationally across Europe, Turkey and North Africa and based in Spain). **Sustainability Report 2008.**

All sustainability reports were developed in accordance with the Global Reporting Initiative guidelines (GRI) and with application of the sector supplement protocols. (Additional info. at : [https://fundacionlacaixa.org/documents/10280/955711/memoria\\_sostenibilidad\\_2011\\_es.pdf/58258267-e869-9c22-4384-51b74555cd0f?t=1538584071155](https://fundacionlacaixa.org/documents/10280/955711/memoria_sostenibilidad_2011_es.pdf/58258267-e869-9c22-4384-51b74555cd0f?t=1538584071155), and at : [https://fundacionlacaixa.org/documents/10280/955711/memoria\\_sostenibilidad\\_2010\\_es.pdf/32ac4dba-ae64-6c35-f146-6f39f04e959c?t=1538584970120](https://fundacionlacaixa.org/documents/10280/955711/memoria_sostenibilidad_2010_es.pdf/32ac4dba-ae64-6c35-f146-6f39f04e959c?t=1538584970120)).

**Strategic Planning:** I was responsible for the definition of the organization's strategic plan. Work carried out involved the collection, analysis, and processing, of information supplied by all departments of the organization; head-department interviews; SWOT analysis; in-depth study of the sector; director's committee retreat; presentation and communication of the results; implementation and monitoring tools definition.

- COMTEC Quality S.A. (2006-2007). (Strategy and management consulting company). Completed projects:
  - The Plato Hospital Foundation. Strategic plan 2007-2010.
  - Sant Pere Claver Hospital Foundation. strategic plan 2008-2011. (Additional info at: <https://www.santpereclaver.org/pdf/Pla-Estrategic2008-2011.pdf>)
- NÓOS Institute. (2005-2006). (Institute of Strategic Studies on Sponsorship, Patronage and Corporate Social Responsibility). Completed projects:
  - Strategic Plan for Social Action in Latin America for BBVA Group.
  - Development Project of the Adapted Sailing Timberland School.

## Teaching

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**Environmental Accounting.** Undergraduate course in Business Studies. (2011). Autonomous University of Barcelona (Sabadell Campus).

## Business and Administration

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**DURBAR (India) y ECOAMAZON (Brazil).** (2004-2005) Marketing Manager. Functions performed: Design, implementation and monitoring of the strategic and marketing plan. Design and implementation of direct marketing campaigns, market research and consumer awareness. Sponsorship management and participation in fairs.

**GRUPE SEB IBÉRICA** World leader Group Company in small household equipment (Tefal, Rowenta, Moulinex, Krups). (1999- 2004). Senior Product Manager in Marketing. Responsible for the Cookware and Beauty care product lines. Functions performed: Marketing plan, development, presentation to headquarters and commercial force, implementation and monitoring. Development of the annual budget.

## PERSONAL SKILLS AND COMPETENCES

**Language:** Spanish/ Catalan and Italian: Mother tongue(s).  
 English: High level written and spoken.  
 French: Middle level written and spoken.

**Social:** Used to work in multicultural and multidisciplinary working environments. Strong team spirit and ability to establish and maintain effective relationship with partners and colleagues. Ability to communicate effectively. Used to manage projects and approach problems with a positive attitude and with an “open minded mentality”.

**Organisational:** Used to organize my work autonomously to complete tasks on time. Used to work under deadline pressure with a results-oriented strategy.

**Technical:** Environmental and CSR consulting. Statistical analysis. Economic valuation. Managing of project budgets and work plans. Good competence in analysis of data set and assessment work. Ability to carry out scientific review and write scientific papers and reports.

**Computer:** Microsoft Office command (Word, Excel, Access, Power Point), internet and local networks. Proficiency in SPSS software. High ability to self-learning new software.

## PUBLICATIONS:

- Dinarès, M.; Sauri, D. (2015). Water consumption patterns of hotels and their response to droughts and public concerns regarding water conservation: The case of the Barcelona hotel industry during the 2007-2008 episode. Documents d'anàlisi geogràfica / [publicacions del Departament de Geografia, Universitat Autònoma de Barcelona] 61(3):623. DOI:10.5565/rev/dag.255
- Dinarès, M. (2014). Urban Metabolism: A review of recent literature on the subject - (Metabolisme urbà: una revisió de la literatura recent sobre el tema). Documents d'anàlisi geogràfica / [publicacions del Departament de Geografia, Universitat Autònoma de Barcelona] 60(3). DOI:10.5565/rev/dag.134
- Breton, F.; Baeta, M.; Dinarès, M. et al. (2014). D5.3. Technical report on scenario and risk assessment. The MEDINA Project (FP7/2007-2013 grant agreement no 282977).
- Marin, A.; Garmendia, M.; Dinarès, M.; et al. (2014). D5.2. Technical report on ecosystem status assessment. The MEDINA Project (FP7/2007-2013 grant agreement no 282977).
- Dinarès, M. The Barcelona drought 2007/8, Spain. Empirical example 3. In: Walker, G; Whittle, R; Medd, W & Watson, N. (2010): Risk Governance and Natural Hazards. CapHaz-Net WP2 Report, Lancaster Environment Centre, Lancaster University: Lancaster (available at: [https://giam.zrc-sazu.si/sites/default/files/caphaz-net\\_wp2\\_risk-governance2.pdf](https://giam.zrc-sazu.si/sites/default/files/caphaz-net_wp2_risk-governance2.pdf)).
- Dinarès, M. 2010. Solar Energy Systems (SES). In: Murillo, D. and Sureda, M. (Coords.). (2010): CSR Sectoral Guidelines in SMEs: The solar energy sector. Institute for Social Innovation. ESADE. Ramon Llull University. (available at: Sector-specific CSR guidelines for SMEs; <https://www.esade.edu/en/faculty-and-research/research/knowledge-units/institute-social-innovation/research/csr-responsible-le> or at: <https://www.esade.edu/en/faculty-and-research/research/knowledge-units/institute-social-innovation/publications/csr-responsible-leadership>).
- Vilanova, M.; Dinarès, M.; Sureda, M. and Murillo, D. (2009). CSR indicators model for SMEs: Managing social responsibility (CSR) in SMEs Manual. Institute for Social Innovation. ESADE. Ramon Llull University.
- Murillo, D. and Dinarès, M. (2007). Fifteen case studies of CSR in SMEs. Institute for Social Innovation. ESADE. Ramon Llull University.
- Vilanova, M. and Dinarès, M. (2007). Managing Corporate Social Responsibility (CSR) among Small and Medium-sized Companies (SMEs). CSR Indicators for SMEs. Handbook. (available at: [http://itemsweb.esade.es/wi/research/iis/RSEPIMES/PDF/guia\\_eng.pdf](http://itemsweb.esade.es/wi/research/iis/RSEPIMES/PDF/guia_eng.pdf)).
- Vilanova, M.; Lozano, J.M. and Dinarès, M. (2006). Accountability. Communication and reporting in the field of CSR. Edited by Forética Notebooks.