

Xavier Ginesta, new director of the *Capitalismo Consciente* Foundation

- **Barcelona is the only city in Europe that has encourage this movement.**
- **The objective of Ginesta is to broad the impact of the Foundation to the corporate environment of Barcelona. He pretends to gather 5,000 associates.**
- **Directors of Holaluz, Habitissimo, Cyberclick, HappyForce and ESADE are taking part of the project.**

Barcelona, August 7, 2019. Xavier Ginesta, President at Voxel Group, is the new director of the *Capitalismo Consciente* Foundation, the Barcelona's Chapter of the global movement Conscious Capitalism. Ginesta has replaced the former Director Sebastian Ross, who was in charge of the Fundation since its creation in 2016.

Conscious Capitalism is an international movement created by Raj Sisodia and John Makcey that wants to flourish confidence, compassion, and collaboration and add value to the fundamentals of Capitalism – voluntary exchange, entrepreneurship, competition, freedom to trade and the rule of law. According to the Conscious Capitalism Credo, “conscious businesses have cultures built in trust and innovation and are authentic and affectionate. They are a source of personal growth for their employees and they endeavor to create financial, intellectual, social, cultural, emotional, spiritual, physical and ecological wealth for all their stakeholders”.

At the moment, the Chapter of Barcelona is formed with more than 80 business owners, such as Holaluz, Habitissimo, Cyberclick, Conversia, Aladina, HappyForce, HP, Valkiria, InboundCycle or ESADE. The common objective is to divulge this movement in the corporate environment and spread it across the Spanish society.

“My main purpose as director of the Foundation is to create a community of 5,000 associates and get funds to increase our impact”, explains Xavier Ginesta. *“In the long term, we want the Foundation to be sustainable and present not only in Barcelona but also in Spain and Europe”,* concludes.

Xavier Ginesta is also President at Voxel Group; company specialized in electronic invoicing transactions and B2B payments leader in the travel sector. Voxel Group's corporate culture is based on Conscious Capitalism, and its main purpose as a company is to create a happy business network. Ginesta has been encouraging this movement inside and outside the company.

Conscious Capitalism is a movement with a great significance in the United States, where it has more than 20 years of history and 26 chapters in different cities. However, in Europe, the movement is incipient, Barcelona is the first and only Chapter founded.

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