

## PHOTONEWS



### Sixteen writers share their vision of the future in '2030', the book sponsored by Iberdrola

Authors Arturo Pérez Reverte and Soledad Puértolas have launched a book entitled '2030', a collaboration of 17 Spanish and Latin American writers who harness their imaginations to talk about the future in the year 2030 sponsored by Iberdrola and published by Zenda.

The book, which can be downloaded free of charge, is a collection of stories with the common theme of 2030, the target year for achieving the [Sustainable Development Goals](#) (SDGs) defined by the United Nations.

The book includes stories by Alberto Olmos, Ana Iris Simón, Andrés Trapiello, Antonio Lucas, Cristina Rivera Garza, Espido Freire, Eva García Sáenz de Urturi, José Ángel Mañas, Karina Sainz Borgo, Luisgé Martín, Luz Gabás, Manuel Jabois, María José Solano, Pedro Mairal, Rubén Amón and Soledad Puértolas, with a prologue by Leandro Pérez.

At the book launch, which took place at the headquarters of the Royal Academy of Fine Arts of San Fernando, the Secretary of Iberdrola's Board of Directors, Julián Martínez Simancas, said that this



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latest collaboration between Zenda and Iberdrola has "succeeded in uniting the company's commitment to the 2030 Agenda with the promotion of culture and the digital transformation in the same publishing project".

"The 2030 Agenda forms an integral part of the company's strategy, and is a central area of decision-making", said Martínez Simancas, who highlighted Iberdrola's stand-out goal to build "a more electric, healthy and accessible energy model" in collaboration with society and its stakeholders.

Pérez Reverte praised Iberdrola's support for the Zenda publishing house, which is celebrating its fifth anniversary with more than one million monthly readers. Soledad Puértolas said that partnerships such as that between Zenda and Iberdrola should be more common in Spain, while Karina Sainz Borgo added that, "private companies are essential for culture to work".

Iberdrola and Zenda have also launched their second youth competition, with a theme set in the year 2030, which is worth 3,000 euros and is open to young people born between 2004 and 2008.

