

# la fundación

Fundación MAPFRE magazine#51  
June 2020  
[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

In First Person

***We interview  
Victoria Camps,  
Alejandra Vallejo-Nágera  
& Marta Sanz***

Art

**RODIN Y GIACOMETTI  
DIALOG IN MADRID**

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# VISITA NUESTRAS EXPOSICIONES

## VISIT OUR EXHIBITIONS

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Fundación **MAPFRE**

### RODIN-GIACOMETTI

#### Lugar

Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

#### Fechas

Del 06/02/2020 al 23/08/2020

#### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.  
Acceso gratuito los lunes

*Alberto Giacometti dans le parc d'Eugène Rudier au Vésinet, posant à côté des Bourgeois de Calais de Rodin* [Alberto Giacometti en el parque de Eugène Rudier en Vésinet, posando junto a Les Bourgeois de Calais (Burgueses de Calais) de Rodin], 1950  
Fotografía: Patricia Matisse  
Fondation Giacometti, París  
Foto: Fondation Giacometti, París



### RODIN-GIACOMETTI

#### Location

Fundación MAPFRE Recoletos Exhibition Hall  
Paseo de Recoletos 23, 28004 Madrid

#### Dates

From 06/02/2020 to 23/08/2020

#### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

### ESPACIO MIRÓ

#### Lugar

Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

#### Exposición Permanente

#### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.

Acceso gratuito con la compra de la entrada a las salas  
Fundación MAPFRE Recoletos



### ESPACIO MIRÓ

#### Location

Fundación MAPFRE Recoletos Exhibition Hall  
Paseo de Recoletos 23, 28004 Madrid

#### Permanent Exhibition

#### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.

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# *the picture*



## **Our exhibition halls open once again**

It would appear that the ‘new normal’ figure is 2. We reopened the doors on 2 exhibitions – Rodin-Giacometti and Espacio Miró – after being closed for 2 months. But with a new variable that is clearly here to stay, namely the 2 meter safety distance separation.

In order for everyone to enjoy art without fear and prevent the spread of COVID-19, we adopted all the

measures necessary to ensure your safety. The signs will indicate what you must do and our staff will be at your disposal to resolve any doubts you may have.

We look forward to seeing you again in our halls, enjoying art as before. We will take care of everything else. ☒

**la fundación** Fundación MAPFRE magazine Chairman of the Editorial Board Ignacio Baeza Director Javier Fernández González Published by MAPFRE Corporate Communication Editorial & Advertising Dept. Ctra. de Pozuelo 52. 28222 Majadahonda. Madrid T 915 815 359 - 915 815 . comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Pº de Recoletos, 23. 28004 Madrid. informacion@fundacionmapfre.org Editorial Production Moonbook S.L. contenidos@moonbook.es Printed by Edipack Grafico, S.I. Legal Deposit M-26870-2008 ISSN 1888-7813 The publication of this magazine does not necessarily imply agreement by Fundación MAPFRE with the contents of the articles and works therein. The reproduction of articles and news is duly authorized, provided express authorization is sought from the publishers and the source is acknowledged. Cover Barcelona Photography Center

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BARCELONA, PHOTOGRAPHY CAPITAL



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# Three voices in times of crisis

TEXT: NURIA DEL OLMO @NDELOLM074 IMAGES: ALBERTO CARRASCO & EFE SERVICIOS

**Three great women from different generations reflect on the current situation we are facing, offering their perspectives from their fields of health, culture and ethics. The psychologist Alejandra Vallejo-Nágera, the writer Marta Sanz and the philosopher Victoria Camps were willing to share their experiences during lockdown and offer their personal view of how this crisis is changing the world around us, what opportunities and threats have arisen, and what challenges are yet to come.**





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## **Victoria Camps:** “Uncertainty is positive as it forces us to think”

She admits that she is fine and managed to endure this quarantine period, during which she did not have to deal with small children and telework at the same time; and that, as soon as her agenda was empty, it started filling up with video conferences. Victoria Camps (Barcelona, 1941), philosopher, author of treatises on ethics and politics, emeritus professor at the University of Barcelona and a member of the Council of State since 2018, is accustomed to staying at home and working alone. She now moves around less and reads more, which is ultimately what she likes best.

### **What do you feel about the situation we are experiencing?**

Sadness and confusion, though the word most repeated is uncertainty, an uncomfortable condition as it prevents us planning for the future and we have to confront the situation head on. Even though we are in the de-escalation phase, we still don't know what we'll

be able to do in the coming months. Everything has been disrupted. Governments have to face the really complex task of rebuilding everything that was lost and, above all, be efficient and avoid making too many mistakes. On an individual level, we must assume our responsibilities and keep protecting ourselves, helping ensure the world can reset itself, insofar as this is





possible. It's not easy, because we were so used to fierce individualism and to prioritizing our personal interests over and above any collective interest.

**What have you been able to reflect on these days?**

Uncertainty is positive as it forces us to think. It forces us to admit our ignorance and impotence, and question a way of living that, from what we've seen, can lead to disaster. The fear of contagion has entered our lives and has become the most pressing concern for many. Lockdown has made us realize that it's possible to dispense with many of the supposed 'needs' we had. We've discovered the invisible work of many people who have remained on the front line throughout the toughest months. There have been contradictions; for example, evident intergenerational generosity, as we have felt highly protected by our children. However, at the same time, we've discovered that the conditions in our nursing homes leave a great deal to be desired.

**Do you feel the current crisis is changing the world around us?**

The crisis alone isn't changing – nor will it change – anything. In any case, we will change, but, I fear, not that much. We have a short memory and we immediately forget what we felt was a catastrophe at the time. Fortunately, the restrictions are being eased and we have more freedom. But, if we are to be able to truly maintain that freedom we've been missing, we must find the right balance with health protection, which must remain a concern. We are free to leave our house, but not to do so any way we like. Until there is a safe vaccine, the threat of the virus is still out there.

**What should change?**

We've confirmed the need to maintain a public health system and correct all the shortcomings that were laid bare when it came to dealing with this pandemic. There are reforms that need to be undertaken right away, without delay. Given that the experts say this will not be the last pandemic, we must ensure we are better prepared and with greater protection measures the next time round. It's possible that climate change policies will garner greater support from now on. Architects and town planners should rethink our cities, and investment in research and know-how is fundamental.

At the individual level, there's little we can do to change that reality, but we can indeed support moves designed to achieve a more habitable, rational world.

**Do you think this pandemic represents a second chance in some way?**

I tend to be optimistic – as I believe the world has always progressed – so long as we don't stick to short-term fixes. For example, it's obvious that, despite the uncertainty, COVID-19 has been dealt with much more effectively than the 1918 flu pandemic. I'm less optimistic about the economic turmoil, as I think it's unlikely we'll see a real desire to reduce the huge inequalities, which grow – rather than shrink – with each crisis.

**They say philosophers help find the way out of crisis situations and that, when times are tough, they have more work. Do you believe we'll see the light?**

Philosophers often complicate matters further and even turn common sense on its head, as they never stop challenging and questioning anything we've always taken for granted. What philosophy can offer, precisely because it never stops churning ideas over, is that readiness to reflect, to seek the reasons for what we do and, even, to introduce doubts whenever everything seems perfectly clear. Complexity is a characteristic of our modern world and striving to understand it is an endless task. Philosophers never tire of inquiring and questioning.

**Do you believe democracy is being affected by the COVID-19 crisis?**

Democracy can emerge stronger if we are capable of demonstrating that joining forces and cooperation are essential when it comes to tackling major crises.

**Your latest book, *The Pursuit of Happiness*, is a philosophical work. How is happiness related to ethics?**

Totally, because, as Aristotle said, happiness is the goal of human life and pursuing it entails living a good life, that is to say, a virtuous life. ⊗





**Alejandra Vallejo-Nágera:**  
“When the going gets tough,  
we unite more.  
It’s a way of protecting ourselves”

The psychologist, writer and researcher, Alejandra Vallejo-Nágera (Madrid, 1958) remains prudent and calm these days, learning to reinvent her way of working, in the hope that the current crisis will change the world. Because, otherwise, this would all have been meaningless and for nothing. She was alone during lockdown and, for her classes, was forced to change the way she teaches and connects with her students. She admits that online classes are a good resource, but that your ability to concentrate is reduced when you have to keep focusing on a screen for hours on end.

**Over the last few months you’ve taught many people to reduce their anxiety and anguish levels. What was your secret for emotional survival during the COVID-19 lockdown measures?**

I stuck to highly rigorous schedules, ensuring I always got up and went to bed at the same time, while making a distinction at the weekend, when I completely disconnected from the telephone, computer, news and work matters. I was also pretty careful with what I ate



“In the history of mankind, this experience has been repeated many times and we’ve always come through all right”



and I took exercise every day with a group on Zoom, which helped me a lot to keep in contact with other people. In addition, I took good care of my appearance, dressing every day as though I was going out to work, and sleeping seven to eight hours a night. For the first time, I remembered my dreams and I had a few nightmares.

**What must we learn in order to feel better?**

This confinement has given us the chance to devote time to what we have close at hand, something that perhaps previously went unnoticed, as we were focused on fulfilling a huge number of professional tasks and social engagements. What was really impressive was how much we connected via the telephone and video conferences with our loved ones. Some people have spoken more than ever with their parents and siblings, and I believe we’ve all received messages and phone calls from people with whom we had lost contact. When the going gets tough, we unite more. It’s a way of protecting ourselves.

**You say that a good part of the ailments we suffer have an emotional cause. What do you mean?**

Medical science has thousands of studies supporting the correlation between body and mind. The problem is that our unconscious does not distinguish between past traumatic experiences and what is happening at present, which means very weak signals lead it to anticipate negative situations. Fear prevents us from sleeping, accelerates our heart rate and totally disrupts our eating and drinking habits. Our cortisol and adrenaline levels shoot up and, after a while, we start suffering all kinds of injuries.

**And in a crisis alert, is the situation worse?**

In these circumstances, we are unable to see the solutions. COVID-19 has put our lives at risk and totally upset all our plans, agendas, projects, jobs, relationships... in fact, almost every facet of our lives we were pretty good at. This has been a full-blown crisis, in which we have had to unlearn long-established habits in order to learn new ones. The strange thing is that, just when we had begun to readapt, we now have to get back to normal, but, of course, it’s no longer normal out there. In the history of mankind, this experience

has been repeated many times and we’ve always come through all right. And we’ll do so again now. I’m sure of that.

**What gives meaning to life?**

For me, everything that motivates me to get up in good spirits every morning, although there may be no reason to be cheerful. This is what enables people to keep fighting when they have a cancer, to maintain a positive attitude when they have had a leg amputated. This is the reason why we don’t take our own lives, even when we’re going through a tough period. In my case, the people I love have always given meaning to my life. Emotional ties have helped me feel useful and do things for some reason and for someone. I have no fear of death, but I do fear pain and decrepitude.

**What great lesson would you like to pass on to others?**

Say and demonstrate what you love and who you love. And do it in good time.

**What do you make of the new panorama? What opportunities for change do you see?**

Above all else, I’m positive, which means that things may get better if we do something to make it happen. I don’t feel capable of predicting anything in particular, but I believe we’ve recovered the idea of the importance of the family as a social good and the profound need to connect with others. Before COVID-19, we were engulfed in a constant hectic rush with everyone in their own little world. These attitudes led to us sending an email to a colleague instead of going over to their desk to speak to them.

**As a psychologist, you accompany people in those final moments of their lives, write and give lectures. What projects have you lined up for this year?**

Reinventing myself, which means learning to work in the virtual world. I think I’m going to find it pretty difficult to adapt to a therapeutic or teaching relationship via a screen. I don’t know if I’ll be able to enjoy giving virtual classes as much as when I’m interacting directly with students. We’ll see. ⊗





## Marta Sanz:

“Culture provides us with a critical sense, beauty and curiosity”

A Nadal literary prize finalist in 2006 and winner of such major awards as the Herralde de Novela or the Vargas Llosa de Relatos, she has no doubt that each day that passes is a day free from disease. For Marta Sanz (Madrid, 1967), lockdown had its ups and downs. She published her latest work, *Small Red Women* (Anagrama), on March 3 and, ten days later, the bookshops closed. According to her, she turned into a cockroach belly up trying to regain its original position. Since then, this doctor in Philology has done everything possible to keep her book alive. She has realized the importance of the solidarity of the people and that she had to share with others the privilege of her health, with imagination, respect and a sense of humor.

### **What have you been thinking about these months?**

I've reflected on many things, among them the need for public healthcare systems; the fact that countries cannot operate as businesses; radicalization and the

persistent threat of misogynist violence in extreme situations; the origins of our economic and ethical precariousness; the exploitation of our planet; the poor health of a population subjected to a turbo-capitalist

“My thoughts are gloomy, yet I’m still keen to keep active.  
That’s why I write”

logic that impoverishes and kills us; and the hazards of teleworking.

**What do you feel has to change in our lifestyle?**

This is a good opportunity for a rational total rethink and abandoning excessive consumerism. I feel we need to fully understand what we mean when we aspire to returning to normal, because, as Naomi Klein says, our normal was a crisis. So I sometimes fear the adoption of puerile forms of nostalgia and complacency. Nor do I think it would be healthy for us to throw ourselves into that dystopian fantasy of an apocalyptic society where the face mask is the eternal dress code, and all classes and cultural events take place via Zoom. I believe we have to learn from what has happened and strive to address the inequality gaps that define our system: gaps regarding class, gender, race, health possibilities and culture, ecological gaps... Quite possibly these are all the very same gap.

**Are you optimistic or pessimistic about this new scenario?**

My thoughts are gloomy, yet I’m still keen to keep active. That’s why I write, because I believe writing is worthwhile. Literature reflects reality, but also builds it, while focusing on the darker, out-of-shot nooks and crannies. The language used encourages reflection and sparks emotions that are the extreme opposite of those commonly portrayed in advertising. However, I feel that, from a standpoint that is simultaneously artistic and civic, we will remain incapable of having something interesting to say until quite some time has passed. Meanwhile, I feel a little bit out of kilter. I don’t know whether to write with a sense of humor and naive good vibes, or in anger. I have to think hard to find the perfect tone.

**The health crisis has paralyzed economic activity in all sectors, including the world of culture. How do you feel our country’s cultural fabric could be maintained and its professionals helped to overcome the worst moments of this crisis?**

With the culture ministries offering assistance, which translates into subsidies for the more audacious projects which, at the same time, are those furthest removed from market expectations. For me, culture is a phenomenon about shows and entertainment,

but it’s also a channel for knowledge and intellectual clarity. There are so many of us and we all like very different things. But in these times of cultural fast food consumption, hoaxes and rapid skim reading, I guess it wouldn’t be a bad idea to promote a slower, more in-depth style of reading, thus fostering critical thinking in the mind of the reader. A type of participatory, attentive, civic reading.

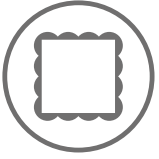
**Do you feel society should be more firmly committed to culture?**

As I said earlier, culture provides us with a critical sense, knowledge and entertainment. As well as beauty, pleasure and curiosity. Good cultural artifacts foster inquiring minds, pose questions and even risk responses which, bringing to the fore things we perhaps do not want to see, can lead to our happiness. Good books help us call our prejudices into question and walk in the shoes of others, seeking that conflictual intersection between individuals and the life they have been dealt. Such inquiry causes us to learn and feel things that change us. Reading is exposing yourself to metamorphosis. There are books that do not necessarily make us better people.

**Many of your books are a nod to the liberation of women and the defense of liberties. Do you believe we are on the right path toward effective equality between men and women?**

In the world of work, the gender difference is much more evident than we like to think. Women’s wages are lower than those of their male counterparts, our rates of unemployment and involuntary temporary work are higher, and we are at greater risk of exclusion and poverty. These data all reflect a structural violence that seeps into our homes and bedrooms, fostering abuse and femicide, and validating the maxim that the personal is political. So, when they say that these murdered women are cases of domestic violence, I am deeply saddened. We are talking about systemic, economic, social violence, crystallized in a cultural and educational melting pot from which we women drink, conjuring up an imaginary world and desires that we often believe are our own, but which, in fact, respond to male expectations. This is not what I say, but rather the French sociologist Pierre Bourdieu. ☒





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# Art: Another View of the World

TEXT: LEYRE BOZAL CHAMORRO IMAGES: FUNDACIÓN MAPFRE

It was over three months ago that the global health crisis caused by COVID-19 started. It was then we were told that the schools had to close and that children could not attend classes, but we were not yet fully aware of the situation we would shortly be experiencing. The days went by and the news updates came fast and furious. It all seemed like a sci-fi movie, but it was not. Empty streets, cities practically closed down, grief for the deceased and the thousands of patients. But there were also heartfelt expressions of support for all those who were protecting society through these harsh times: applauses at eight in the evening from the balconies, solidarity with those most in need, neighbors offering to do the shopping for those unable to do so, video calls to see our loved ones... and so we drew up our new daily routine during the quarantine.

From Fundación MAPFRE's Culture Area we also wanted to do our bit to alleviate matters in this complicated situation. Given our overriding passion, we have always believed that culture is an open window onto the world and that it can help us, if not to be better people, at least to make us feel a little bit happier. We swiftly set about the task in hand and, thanks to the exchange of ideas, the enthusiasm of all those of us who make up the team, and the love we feel for art, we created a small haven on the website and our social media to enable users, quarantined in their homes, to enjoy cultural contents they would normally visit in person.

We had to adapt, just like everyone else. Staying at home is not always simple and it severely

disrupted our routines, the way we manage our free time. The activities we proposed from this new digital outlet with the hashtag #stayathome aimed to provide a recreational area where people could devote five minutes to themselves. A private individual space for each of us, something rather hard to find in these difficult times.

This new tab offered an in-depth analysis of the works in our collections with the section 'One day, one work of art'. At the start of lockdown, reading was one of the enjoyable options we had to spend our leisure time; literature and art are intimately linked and, as a result, we felt it would be interesting to couple the works from our collections with a short text or poem that could prove thought-provoking and act as a bridge between the two: Picasso and the poetess Ingeborg Bachmann, Egon Schiele and Pedro Salinas, or Baudelaire's windows together with those of Juan Gris, those



windows that have proved so important during this period. These reflections may help us discover distinct aspects, both of their authors and the piece in question, but also of ourselves, given that, as many artists remind us, art and life go hand in hand.

Every week in the section entitled 'creative challenges for adults', we put forward a suggestion for an activity based on our temporary exhibitions, both current and past. In this way, adults could give free rein to their

imagination and, making use of a collection of tools provided, could, for example, take a picture of everyday objects to be found around their home, following in the footsteps of the photographer Stephen Shore, who was featured in one of our past photography exhibitions. Another possibility was to do a drawing, just as Rodin and Giacometti did, before using their sketches to guide them when it came to completing their sculptures. This could be clearly seen at the exhibit

dedicated to these two artists which we opened last January.

Nor did we forget the children. We gave them the chance to experiment and model clay figures so as to feel like Alberto Giacometti, as well as take part in our competition #dibujamiro. Each week we suggested a work from the Espacio Miró so that the little ones in the house could be inspired to do a drawing, learning from the vision of this brilliant 20th-century artist. Come the final date, a

## *Red hair, bright eyes. Poetry to decipher a feeling*



Egon Schielle  
*The Sleeping Girl*, 1909  
 Watercolor, pastel and graphite on paper  
 © Fundación MAPFRE Collections

The Austrian painter **Egon Schiele** (1890-1918) studied at the Academy of Fine Arts in Vienna and, shortly afterward, he founded the New Art Group, along with other dissatisfied students. He then started setting up solo exhibitions.

When he was still in Vienna, he met Gustav Klimt, who became his friend and mentor, and introduced him to one of his most famous models, Valerie Neuzel, known as Wally, whose red hair and bright shining eyes are easily identifiable. Likewise, her long eyelashes and seductive red lips, which remind us of Nabokov's Lolita.

Schiele's life was complicated and tortuous. His drawings were deemed pornographic on several occasions, but that has not prevented him from being considered, despite his untimely death, one of the leading exponents of Austrian Expressionism.

"Forgive me for seeking you this way  
 so clumsily, inside of you  
 Forgive the hurting, at times.  
 It's that I want to take out  
 of you the best you.  
 The one you did not see and I see,  
 A swimmer through your delicious sea depths."

Pedro Salinas, *My Voice Because of You*, 1933.

## *Always Edith. Emmet Gowin, a world of intimate perceptions*

We curators or exhibition organizers are truly fortunate. Of course, there are good and bad times, as in any job, but we are lucky enough to work shoulder to shoulder – sometimes for years on end to prepare a new project – with the artists we most admire. Those who had always seemed unreachable and, suddenly, or after a period of time, have now become friends for life. Gaining more profound knowledge of the work of each artist has that to offer. You end up enjoying a highly enriching personal relationship with them in every respect. That was how it was with Emmet Gowin (Danville, Virginia, 1941) when we organized his exhibition at Fundación MAPFRE in 2013.

Gowin is highly accessible and a great conversationalist who has earned the respect of all who know him, whether as an artist or as a teacher. One word perfectly sums up his nature: *bonhomie*, i.e. affability, simplicity, kindness and decency in both his character and behavior. With the ease and clarity of a philosopher, his declarations and interviews demystify the most subtle and complex aspects of art and life. And they also reveal his artistic and literary tastes, as well as why and how, with the help of photography, he constructed his world. Over all these years he has developed a poetic voice unlike any other, without wishing to draw attention to himself. With his rather solitary enthusiasm, he paid no heed to the pressures of current artistic movements and remained firmly bound to reality, to life. That is why, when Gowin's work draws us in, it is like good poetry: it is never tiring, we always like to revisit it, given its ability to explain and convey sensations, the physical experience of emotions. It could be said that Gowin's photographs are like poems that contain traces of his innermost thoughts. "This is not an object seeking to make a thought 'visible', by visibly translating it; rather, this is about what we are unable to think with our own thoughts, nor see with our own eyes," Régis Durand explained.

One of my favorite Gowin pictures is this portrait of Edith, his wife: taken from behind, her hair gathered in a bun and head slightly cocked, revealing her naked neck. Edith, his subject for numerous portraits and the leitmotiv not only of his work, but also of his life. Let's pause for a moment and consider this transparent photograph, with its somewhat prophetic quality. It reveals so much about Gowin's world, a universe crafted



Emmet Gowin  
*Edith. Chincoteague, Virginia, 1967*

© Emmet Gowin, courtesy of Pace/MacGill Gallery, New York  
© Fundación MAPFRE Collections

on the basis of intimate perceptions that materialize in each image. This photographic instant is a biographical moment and, like all his work, is related to his whole life; and just like his life, it rises from the depths of his soul and passes into Edith's so as to see through her eyes, the two fusing into one single soul. It is surprising how he manages to put us in her shoes, in the place of Edith; with her gaze lost in that blurred landscape, she turns in on herself, toward that fleeting, unique moment of communion, which passes as briefly as a breeze, making this photograph's theme fade away into invisibility. "For me, photos are a way to intensely retain a moment of communication between one human being and another," Gowin wrote in 1967.

**Carlos Gollonet,**  
chief curator of Photography, Fundación Mapfre





Joan Miró  
*Personnage / Personage, 1977*  
 Private collection on temporary loan  
 © Miró Estate 2020



Joan Miró  
*Personnage et oiseau / Personage and Bird, 1969*  
 Private collection on temporary loan  
 © Miró Estate 2020



compilation was made of the creations uploaded by parents on Instagram and a specialist jury awarded a prize to the drawing that best expressed the Majorcan painter's driving interests.

In 'Conferences à la carte' you can still enjoy our previous talks on photography, literature and art, imparted by some of the most renowned experts from the world of culture, among them Estrella de Diego, Carlos Martínez Shaw, Alejandro Castellote, Manuel Vicent, Rafael Argullol, Valeriano Bozal or Francisco Calvo Serraller, to name but a few. These videos, freely available on Fundación MAPFRE's *YouTube* channel, can truly become a gift, offering a new way of comprehending the artistic world.

All of these contents continue to this day filling both our website and a good part of our social networks, as we wish to maintain a dialog with the spectator, based on their interests and needs. We therefore present different ways of observing, so as to encourage an active, autonomous attitude on the part of visitors and enable them to identify and explore their own interests and predilections. We are aware that art is contemplative and, for this reason, we urge you to explore our contents from home; but it is also interactive and we therefore propose a range of activities we trust will become

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### Conferences on demand

This is the time to learn, to satisfy your curiosity

PAZ ERRÁZURIZ  
Nicholas Nixon  
BERENICE ABBOTT

We hope that the series of conferences that we have recovered for this section will be useful. We also hope to enhance your sensibility and knowledge of different artistic disciplines from the end of the 19<sup>th</sup> century to the present day. Outstanding artists, curators, art historians and many other experts share their **knowledge, experiences and sensations**. We are share their passion for painting, sculpture and photography with you.

**SEVEN MOMENTS IN SPANISH ARCHITECTURE: A CONTEMPORARY VIEW OF ITS HISTORY**  
In this series of conferences, architects and historians lead us on a journey through the history of architecture in Spain, from the Middle Ages through to the mid-twentieth century. **We invite you to discover some of the country's most unique monuments.**

Further information

**ENCOUNTERS WITH THE HISTORY OF PHOTOGRAPHY IV. THE 20TH CENTURY (2): THE IMAGE OF EXPERIENCE**  
In the twentieth century, **photography** entered a point of no return that broke the traditional modes of representation and renewed our view of the world thanks to its **ability to invent and to make any object or situation worthy of interest.**

Further information

a source of entertainment and enjoyment for all those who, like us, #stayathome.

We must realize that society is changing and Fundación MAPFRE is ready and willing to change with it. Digital content, websites and social networks such as Facebook, Twitter or Instagram have become indispensable tools for all of us. That is why we have employed all these media outlets, expanding and disseminating

our activities in order to be able to continue offering the best cultural content possible. Digital technology is here to stay and we will not forget its importance when the time comes to finally open our exhibition halls. We therefore hope that both will happily co-exist and be enriched day by day, enabling culture to reach as many people as possible, which is one of the prime goals of your Foundation. ✕

The Rodin-Giacometti exhibition reopened its doors on June 2 and can be visited through August 23. As a sign of our gratitude for their work fighting COVID-19, all healthcare personnel, as well as members of the security forces and the fire department, are welcome to visit and enjoy this exhibition free of charge.

Leyre Bozal is the curator of the MAPFRE Collections.





**KBr**  
Fundació MAPFRE

Barcelona Photo Center

Fundació





# Barcelona, photography capital

TEXT: ALEJANDRA FERNÁNDEZ IMAGES: **Fundación MAPFRE**

This October, **Fundación MAPFRE** will be launching its new cultural project in the city of Barcelona – the KBr photography center. This initiative reinforces its commitment to this artistic practice, ongoing for over a decade now.

Our Foundation will be taking yet another step in its support and promotion of photography with the opening of its new premises, the KBr **Fundación MAPFRE** Photography Center. As well as continuing with the range of exhibitions currently offered, there will be new initiatives never before envisaged within the Foundation’s photographic activity. These include organizing exhibitions of photographic collections with a Catalan theme, thus protecting, promoting and disseminating the region’s heritage, and strengthening **Fundación MAPFRE**’s presence as a cultural force in its capital city. In this sense, next year will see the first exhibition organized in collaboration with the CRDI (Center de Recerca i Dissemination of Imatge) – Girona Town Council.

In addition, there will be a permanent educational program which, rather than offering explanations related to a specific exhibit, is designed to train the future generations to better understand the photographic language and its artistic dimension. The schedule will also include seminars and series of conferences. Due to the health crisis caused by COVID-19, and following the measures established to prevent it spreading, these initiatives will be launched from 2021 onward.

In addition to all these activities and exhibitions, a prize with an international dimension is to be created. In the words of Nadia Arroyo, **Fundación MAPFRE** culture manager:

“following four satisfactory years actively present in the cultural life of the city, this new project clearly expresses **Fundación MAPFRE**’s interest in reinforcing its contribution to the dynamism and visibility of Barcelona through a medium – artistic photography – so closely associated with the cultural excellence of contemporary Catalonia.”

## The Center

This new space, which replaces the current premises – Casa Garriga Nogués, located in the Eixample [Expansion] district and a fine example of Catalan Modernism – will be housed in one of the most representative buildings of modern-day Barcelona: the **MAPFRE** Tower, in the Olympic Port district. Located specifically in an annex known as the Vela [Sail], this distinctive curved building with street-level access boasts a total of 1,400 m<sup>2</sup> with two exhibition halls, an area for educational activities, an auditorium and a bookstore. This is certainly an iconic setting that clearly states **Fundación MAPFRE**’s intention to have a marked presence in Barcelona. Check out all the information at <https://kbr.fundacionmapfre.org/>

## And why KBr?

KBr is the chemical symbol for potassium bromide, a salt used in the analog photography development process. Its main function is to restrain or delay

**1,400 m<sup>2</sup>**

DEVOTED EXCLUSIVELY  
TO THE ART OF PHOTOGRAPHY





Paul Strand  
*Blind Woman, New York, 1916* (negative),  
 1940s (print)  
 Gelatin silver print  
 Fundación MAPFRE Collections, FM000886  
 © Aperture Foundation Inc., Paul Strand Archive



Bill Brandt  
*Parlourmaid and Under-parlourmaid Ready to Serve Dinner, 1938*  
 © Bill Brandt / Bill Brandt Archive Ltd.

the action of the developing agent, so as to prevent the formation of what is known as chemical fogging, thus enabling a greater purity of whites to be obtained in the image. The name expresses the continuity of our institutional track record paying special attention to the tradition of the grand masters of photography. Moreover, the universality of the symbol reflects photography's significance as a shared contemporary language and

**This new project clearly expresses Fundación MAPFRE's interest in reinforcing its contribution to the dynamism and visibility of Barcelona through artistic photography**

the profound international vocation with which the Center was conceived.

**Bill Brandt and Paul Strand, two fundamental artists of modern photography**  
 The new premises will be opened with two major exhibits. The main hall will be housing photographs by Bill Brandt (Hamburg, 1904 – London, 1983).

An apprentice in Man Ray's studio and influenced by his contemporary Brassai,

These new premises are located within one of the most representative buildings of modern-day Barcelona: the MAPFRE Tower, in the Olympic Port district

Brandt is currently considered one of the founders of modern photography, together with Walker Evans or Cartier-Bresson. His pictures, which explore society, the landscape and English literature, are indispensable for

understanding the history of photography and, even, British life in the mid-20th century.

The second, on display in hall two, is the first time we have dedicated an exhibit to showcasing our collection of photographs by

Paul Strand, the most extensive of this artist's oeuvre outside the United States.

Over 100 works that offer an overview of the whole career of one of the 20th century's most important photographers. ✕



## *Passion for photography*

The list of photographers is impressive: from grand masters such as Walker Evans, Eugène Atget, Lewis Hine, Álvarez Bravo, H. Cartier-Bresson, Garry Winogrand, Emmet Gowin or Paul Strand, to photographers of great renown such as Fazal Sheikh, Ana Malagrida, Lynne Cohen, Stephen Shore, Hiroshi Sugimoto or Richard Learoyd, among others. Over the past decade, Fundación MAPFRE's exhibition halls have hosted memorable exhibitions of the greatest names in photography.

Fundación MAPFRE's passion for this art form lead to its acquisition of *The Brown Sisters* by Nicholas Nixon in

2008 and, in 2009, Fundación MAPFRE held the first major retrospective on Walker Evans in the Azca Hall in Madrid. Since then, it has not stopped expanding. Proof of this can be seen in the opening of the Bárbara de Braganza Hall in Madrid devoted exclusively to photography and, in 2015, the Garriga Nogués Hall in Barcelona.

This commitment is today an integral part of our Foundation's DNA, not just because of the important photography collection it has built up over the years, but also its ability to produce exhibitions that travel around the world so that many other places can enjoy these works of art. Our foundation is now

considered a benchmark photographic institution on the international stage and has forged strong links with entities such as the Museum of Modern Art in San Francisco, the Morgan Library in New York, the Philadelphia Museum of Art or the Art Institute of Chicago, leading to the co-production of major exhibitions such as those of Garry Winogrand, Paul Strand or Peter Hujar, to name but a few.

The opening of the photography center in Barcelona is one step further in the consolidation of this institution's commitment to art and, in particular, photography.






# Neighborhood Superheroes

## Princesses seeking a tale with a happy ending

TEXT: FRANCISCO JAVIER SANCHO MAS IMAGES: LEAFHOPPER



 You can read the full article in our digital edition

 More information on the Sé Solidario program's Neighborhood Superheroes on our website

Rett syndrome (RTT) is a rare disease that primarily affects the development and nervous system of little girls, given that it is caused by a problem with a gene located on the X chromosome. Sara is one of the princesses in this tale, a girl who, one fine day, stopped interacting with others, and locked herself in her own little world. Seven years later the diagnosis arrived: Rett syndrome.

I would like to present one of the true protagonists of this story. A princess who came from the Far East 12 years ago and lives in Calle Embajadores in Madrid. In Spain she is called Sara, but her Chinese name is Xiaoying (which means transparent dawn). Her father, Jaime Alcacer, is 48 years old. It is half past seven on a cool morning in Madrid and Sara is having breakfast with the help of Carol, another of the key people in this tale in which everyone is determined to do all they can to battle Rett syndrome. But, what exactly is Rett?

“It’s a real bitch,” Jaime sums it up succinctly to explain what it means to come face to face with a reality far removed from the expected happy ending.

This syndrome primarily affects the development and nervous system of little girls, given that it is caused by a problem with a gene located on the X chromosome. As females have two X chromosomes, the healthy one enables the girl to keep living. It is not often found in boys, as they only have one X chromosome, and so it generally leads to a miscarriage or premature death. It is related to autism spectrum disorders. Baby girls with Rett syndrome usually do not have any symptoms for several months or even years. There is no cure.

And, while life expectancy is long, they constantly require special care and attention.

And we ask him – well, we do not ask, but rather insinuate – that a life like that must be tough. “My life with Sara, you mean? It’s the greatest happiness I’ve ever known,” Jaime responds categorically.

#### **The princess in the parlor**

Sara is in the parlor, having breakfast. With a mischievous smile, as though seeking something hidden in Carol’s gaze. This 32-year-old therapist lends Jaime a hand in the morning and, in addition, is the one who coordinates the therapy sessions with horses that Sara has some evenings.

“She focuses everything in her gaze,” Carol tells us, “it’s really penetrating, for both positive and negative expressions. They have developed it that way, as it’s their way of communicating”. Sara has the usual signs of a Rett syndrome princess: the stereotypical sign – repetitive hand movements – as though she was constantly rinsing them. Sometimes she even sticks them into her mouth, as though she does not know what to do with them.

Sara arrived in Madrid in 2007 after a lengthy adoption process. At first, they did not notice anything

unusual. She related to her surroundings like any other child: she was speaking and playing with her dolls. But, one fine day, she stopped and locked herself in her own little world.

Her parents did not receive a diagnosis until seven years later, thanks to a research team in Barcelona. Most doctors know little about this Rett syndrome and tend to identify it with autism or other general developmental disorders.”

Every Tuesday, Sara has hippotherapy and physiotherapy sessions; Wednesdays, music therapy, and she visits an osteopath every other week; Thursdays are for physiotherapy and numerous other activities. The cost of all these therapies and treatments can reach 1,500 euros a month.

#### **The special school**

We accompany Sara to her special education school ‘Fray Pedro Ponce de Leon’. There are a total of 122 students in this center, aged three to 21, attended by 34 teachers and 25 other professionals, between physiotherapists and ancillary and administration staff. Its director, María del Carmen Fernández (Mamen), welcomes us with some of her teachers and they show us around the facilities with Sara and Jaime. We see the





auditorium where they usually hold two functions each year and other areas such as the stimulation rooms, where the kids experience other sensations, such as musical vibrations, on a thermal mattress. Jaime asks Mamen to show us Tobii, a visual communication eye-tracking application that enables Sara to move the mouse pointer with her eyes. A teacher starts a game and she moves the pointer around the screen with her eyes, selecting one figure or another. This prototype is expensive and is on loan at the school for Sara and her classmates to use. “Thanks to Tobii, a girl managed to communicate that the desserts she liked were vanilla flavored, and not the chocolate ones they were always being given,” Jaime recalls with a smile.

That a Rett syndrome princess can communicate her dessert preferences is no small feat; rather, it is one of the greatest advances and aids that technology and research can bring to these people with special needs. This communicator was developed by the firm BJ Adaptaciones.

### **The emotional intelligence of horses**

Carol, the therapist, receives us at La Finca Venta La Rubia, a former stud farm in Alcorcón. “The first time I worked with a girl with Rett was 18 years ago. I’ve known Sara since she was six, and the therapy with horses is really good for her.” The first thing the children feel when they mount a horse is that the temperature rises slightly. Horses give off a very pleasant heat. And

the movement of their legs means that the children exercise the left and right sides of their body as though they could walk. Today, Sara is also exercising her arms with Carol’s help, as they brush the horse together.

### **The Rett dads**

Jaime has been in the Mi princesa Rett [My Rett Princess] association for five years. “We fight for more research and the daily well-being of our girls. The vast majority of what we raise goes to research, which is so expensive, but we also offer grants to families with Rett syndrome girls. The therapies are very expensive and an average-income family could not afford them.” Thanks to the funds they raise, 17 Rett syndrome girls receive 1,200 euros for extracurricular activities in various locations around Spain. “They include hippo-, physio-, hydro- and music therapies,” says Jaime. “Their memory is reset every day. They forget everything they learn from one day to the next. Thanks to these therapies, they retain some skills.”

A therapeutic center for girls with Rett syndrome and other kinds of disabilities will be opening in Madrid shortly, thanks to the support of private companies and donors. Located in Villaverde Alto, it is similar to the first one opened in Badajoz, where the association run by Francisco Santiago was founded. In Madrid alone, there are 50 girls diagnosed with Rett syndrome, and some 3,000 in the rest of Spain.

Researchers are not dreaming of a cure in the short term, but rather an early treatment that can be adapted to each developmental stage of the affected person.

The association enjoyed a great boost thanks to the support of an exceptional patron, the flamenco dancer Sara Baras, later joined by others such as the actors Dani Rovira and Clara Lago, and the Ochotumbao foundation or the TV presenter Eva González, for example. Thanks to the funds raised with the help of events, calendars sales and contributions such as that of Fundación MAPFRE through its Sé Solidario program, a research team at the Sant Joan de Deu Hospital in Barcelona is striving to find a therapy for girls with Rett syndrome. Whether the team can keep working depends on the fundraising endeavors of these parents.

We met up later in Barcelona with a group of Rett dads. It was a special day. They were about to hand over one of the checks they give the Barcelona research team several times a year.

### **Once upon a time... the researchers**

Àngels Garcia and Alfonso Oyarzabal are two of the thousands of researchers who spend hours in obscure laboratories, often with insufficient recognition of their work. We enter the only laboratory in Spain investigating a possible treatment for the Rett disorder. Àngels is a neuropediatrician and Alfonso is a biochemist.

Àngels explains that they are seeking treatments based on both existing and new ones, in combination with natural products. “Working in the rare diseases research sector is difficult given how much remains unknown;



however, in recent years, we have seen significant progress, thanks to advances in our knowledge of the genome, and we are seeing light at the end of the tunnel.”

Together with a small team which receives the assistance of a laboratory technician and a post-doctoral student, the result they are pursuing is to achieve a combination of drugs and nutritional supplements that attack the mechanisms whereby this disease causes such damage. They are not dreaming of a cure in the short term, but rather an early treatment that can be adapted to each developmental stage of the affected person.

Without the funds raised by Mi Princesa Rett – some 50,000 euros a year mainly earmarked for this research team – they would

only achieve 40 percent of what they manage. Today the Rett dads are here to hand over a check for 20,000 euros, fruit of their latest fundraising drive.

### **Keeping up the spirits**

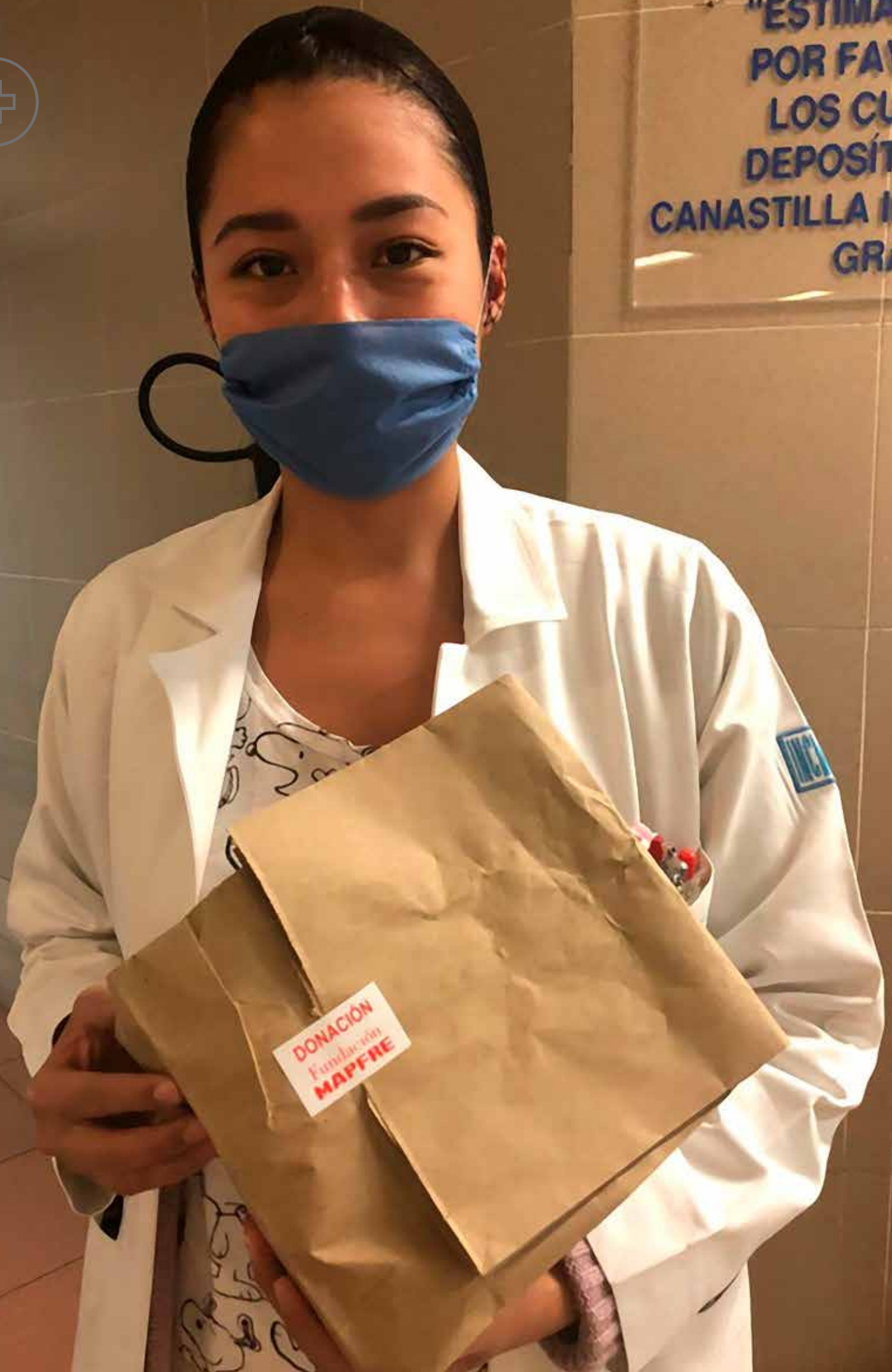
The protagonists of this tale of princesses know that there is still much to tell. Jaime, for example, is aware that he will possibly never see a cure, but he at least hopes that Sara can improve her motor skills thanks to the therapeutic research and treatment. And that she will be able to sleep better without suffering dangerous bouts of apnea.

As we prepare to leave, Jaime tells us about the wheel of happiness. “If I see Sara happy, I’m happy; and if she sees me happy, she’s happier, and that’s the ending all princesses deserve.” ✕





"ESTIMADO  
POR FAVOR  
LOS CUBI  
DEPOSITEL  
CANASTILLA IND  
GRAC



DONACIÓN  
Fundación  
MAPFRE



# The important thing is to act

TEXT: CRISTINA BISBAL IMAGES: COURTESY OF FUNDACIÓN MAPFRE

As soon as we fully comprehended the scale of the healthcare issues we were facing, we launched various initiatives in 27 countries to combat the greatest pandemic our society has ever known, setting aside a total of 35 million euros to undertake this mammoth task. Many of them have already finished, but others are still in full flow, given that the fight goes on.

What, at the start of the year, was supposed to be a period of economic recovery and relative political stability, in March turned out to be one of the most difficult periods in our recent history. As a result, we set aside our scheduled exhibitions and all our usual activities in order to focus on combating COVID-19, this terrible disease that has changed our lives overnight and taken the lives of thousands of people across the world. With the quantity and variety of initiatives we launched from the very start of the pandemic, we aimed to protect ourselves from the virus, help the disadvantaged, and come out of this crisis as soon as possible. And, yes indeed, we can be hopeful.

To understand the sheer size of the projects we are talking about here, a few numbers suffice: 5 million euros for research; 10 million

to purchase healthcare material and protective equipment; and 20 million for social welfare activities targeting the most vulnerable in society. But the figures are just the start. Because behind them are human beings. Those to whom we dedicated all our resources. For example, the elderly and patients in the nursing homes and hospitals where they were admitted; or self-employed workers who have benefited from the advice and support placed at their disposal. Because there are a great many sectors which have been – and are being – affected, and which need all the help and means we can possibly offer them.

“The important thing now is to act.” The words of Antonio Huertas, president of Fundación MAPFRE, leave no room for doubt. Nor does the tradition of an institution that has spent

45 years “striving to make the world a better place, committed to enhancing people’s quality of life and support those who need it most.”

## **Research: seeking a solution**

Altogether, there are 12 principal actions which focus on three basic lines of action. The first is supporting the team of researchers at the CSIC (Spanish Scientific Research Council) in their quest to gain further knowledge of the disease and obtain a vaccine.

To this end we donated five million euros which the CSIC may freely use in order to conduct a comprehensive study of this pandemic and acquire in-depth knowledge of the virus and its transmission mechanisms. This can not only lead to a vaccine, but also provide a scientific basis for how to better protect the population





Disinfection equipment donated to the police in Spain



Healthcare material in Mexico

from future pandemics. “We are very proud to contribute to this research headed up by the CSIC and we trust that more institutions will sign up to this endeavor to achieve a vaccine that is so essential for the world’s population,” Antonio Huertas declared.

But the situation also called for immediate solutions, given the shortage of materials. For this reason, 100,000 euros was pumped into developing and manufacturing The Open Ventilator, a respirator designed by a team of Spanish

researchers, thanks to support from the King Juan Carlos University and Celera. It features low production costs, which makes it a good alternative when there is a lack of standard respirators, for example in Latin American countries where we are actively present. There was also a pressing need for personal protective equipment (PPE) so that frontline healthcare workers could keep themselves absolutely safe. With this in mind, 30,000 euros was donated to the Francisco de Vitoria

University. With the help of the E-Rescue company, its volunteers took charge of its manufacture.

**Emergency plans for 27 countries**

After years dedicated to national and international aid, we have the experience and capacity needed to implement emergency plans swiftly and efficiently in various countries around the world. And that is exactly what we did when it became apparent that the pandemic was growing faster than the medical material

The figures are just the start. Because behind them are human beings. Those to whom we dedicated all our resources



The Open Ventilator respirators in Spain

needed; and that the crisis had caught health services in most countries off guard. So it was decided to donate a total of 20 million euros in 27 countries to purchase medical, protection and respiratory equipment, to start up emergency medical units and field hospitals, and conduct PCR diagnostic confirmation tests in order to detect COVID-19. And this was all done in coordination with the authorities of each country and with the support of a significant volunteer network, as well as the logistics we possess

in many countries where we are present.

Peru, Brazil and the Dominican Republic are three of the countries that have benefited from such aid. But also Spain, where medical supplies have been distributed to many nursing homes, hospitals and healthcare social enterprises. Altogether, the material distributed included 50 respirators, 100,000 FFP2 masks, 525,000 surgical masks, 3,000 protective goggles, 130,000 disposable gowns and 750,000 nitrile gloves. In addition, Spain's National Police were provided with two portable

disinfection units worth 15,000 euros each. The high cost of these units is because they are based on state-of-the-art technology designed by the University of Alcalá de Henares, which allows for much more effective, comprehensive disinfection than conventional equipment.

#### **Tackling the economic crisis**

For numerous small businesses and self-employed workers, the stoppage caused by lockdown is leading to an unprecedented crisis which will prove hard to overcome. To support job



After many years dedicated to national and international aid, we have the experience and capacity needed to implement emergency plans swiftly and efficiently in various countries around the world



Boston Medical Center (USA)

creation, the Accedemos program finances the hiring of both full-time and part-time workers for nine months. Nor did we wish to forget those schoolchildren who,

unable to attend classes, have been left without their main daily meal. Because not only are they losing out on learning, but also health. To alleviate this terrible

situation, a micro-aid program was developed to enable them to purchase basic necessities, such as food and cleaning and personal hygiene products.

Our aim has been to work hard (teleworking in the vast majority of cases, so as to guarantee safety), striving to ensure that hope can reach every corner of the countries where we are present. Thanks to all these efforts, in the words of Antonio Huertas, we can say that “we are confident we will overcome this terrible situation and that we will do so with that which best defines us, solidarity. And let’s do it being realistic, perfectly aware of what we are dealing with, so that, in the shortest possible time, we can achieve what appears impossible as of today.”



IMG aid arrives in Venezuela



Mater Dei Betim-Contagem Hospital



## ***Help with socially-distant mourning***

Losing a loved one during the toughest times of this pandemic was a terrible experience. The sadness of the loss is compounded by the impossibility of bidding farewell, which can be the start of incomplete grief. To alleviate the pain of these people, we implemented a psychological aid plan for all those who have lost a family member to COVID-19. In collaboration with Grupo Luria Psicología and PANASEF (Spanish Funeral Services Association), the plan consists in providing some 45 minutes of telephone support to anyone who needs it.

Although this disease has affected everyone regardless of sex or age group, Lucila Andrés, a grief counseling specialist at Grupo Luria Psicología, comments that there has been a “greater prevalence of calls from women over the age of 60 who had lost their husbands. But there were also quite a few adults seeking advice about how to deal with their parents and grandparents.” The loneliness of confinement, being unable to share with any degree of normalcy the sad loss of relatives and loved ones, the speed of the fatal outcome, and the absence of any farewell ritual “have led to a tremendous need to be accompanied, listened to and understood in this painful process,” the psychologist adds.

Much of their work at the other end of the line has been to “normalize their emotions and help them to better understand what they have just been through. In many cases, users have been able to express the pain without the emotional contagion that occurs if they do so in front of family members (‘I don’t want to cry in front of my son so he doesn’t suffer’).” It is also important for the relatives of

the deceased “to put their suffering into words and share it with someone capable of offering them guidance and comprehension. That experience has comforted them a lot.” And, for this reason, the expressions of gratitude have been numerous, highly sincere and moving.

It is not easy to console those who have been through such a traumatic experience. “We must not forget that the loss of a loved one is one of the toughest experiences anyone goes through,” Andrés remarks. That’s why it’s so important to “accompany the person, fully understanding their emotional state: guilt, grief, anger...” All these feelings are even harder to digest when they were not even able to bid farewell to loved ones. That is why “we put forward ideas regarding the many ways to pay your last respects and that this is just a postponement. The day will come when they are able to bid farewell in a fitting manner.”

“It’s vital to convince them of the importance of organizing their daily life and maintaining adequate schedules for meals, rest, exercise and relationships. Likewise, it is advisable to be able to incorporate, little by little, the memory of the deceased person and the life shared with them. Every individual and every family will manage this through their prayer rituals (where they practice these), conversations or looking at photos of family events,” continues the psychologist, for whom the idea of going to the doctor, if need be, cannot be ruled out. Even more so in the case of elderly people, given that the shock of losing a loved one may prove too much for them.





Pablo Brandi, MAPFRE Uruguay



# Professionals and More

TEXT: GABRIELA DE NICOLÁS IMAGES: COURTESY OF THE VOLUNTEERS

During the pandemic, well aware of the critical situation many people around us were facing, Fundación MAPFRE volunteers have been organizing actions to assist and stand by the most vulnerable in the face of COVID-19. Providing company and food collection and distribution were two of the most repeated tasks during these months. Thanks to them, many citizens in a disadvantaged situation or at risk of social exclusion have managed to live a little better. In this section, dedicated to all those who altruistically devote their time and resources to others, we wish to pay them a small tribute.

Throughout the lockdown declared as a result of the COVID-19 pandemic, there were many people whose social and/or economic situation called for more help than ever before. And it was during this time that the Fundación MAPFRE volunteers did everything possible in an attempt to mitigate their hardship a little.

The VOLUNTEERS Program is an initiative of our Foundation designed to improve the living conditions of the most underprivileged individuals and population groups. According to 2019 figures, this program boasts no less than 11,300 volunteers in the 28 countries where the institution is present. Five of these generous individuals have related their experience helping others at the height of the pandemic.

For all of them, this was a highly rewarding experience

that really helped them get through such a difficult time. Francisco García López, in charge of Issuing and Risk Underwriting for personal insurance lines at one of MAPFRE's regional management offices in Spain, expresses it in these words. "At a time when going out on the street was scary and generated insecurity, putting on the Volunteer vest and face mask helps you forget the pandemic and set aside that insecurity. I believe that happens when you help people who most likely have those same fears, but with far greater problems than yours." Problems such as loneliness.

Precisely in order to alleviate this, the A Friendly Voice program was set up. The aim was for volunteers to interact with elderly people who were living through lockdown on their own. Francisco Irena, Business

Administration manager in Mexico, did exactly that. "Within this program, I was assigned two outstanding, lovely ladies, Guadalupe and María Luisa. For six weeks, I maintained warm, fraternal conversations with them once a week." Over this period, the volunteer and the elderly women struck up an intense friendship from which all three benefited. "The relationship with them gradually evolved as they merged into one voice, complementing my emotional outlet with experiences from another generation and another time, a Mexico I never knew. This provided me with another viewpoint that was coherent and, of course legitimate, that I'd never have had without them. I thank them both for sharing with me that past – a first-hand history lesson, their story – in the context of the pandemic of this century," a grateful Francisco declares.





Francisco Irena, MAPFRE México



Mar Morant, MAPFRE España



Vanessa Murciano, MAPFRE España

Also clearly enthusiastic about the experience is Pablo Brandi, Human Resources advisor at MAPFRE Uruguay. His volunteer work was threefold, although he underscores the delivery of “2,000 baskets of non-perishable food to people who found themselves in a critical social and economic situation.” They appealed to the generosity of volunteers and the engagement of the company to accomplish this task: each MAPFRE Uruguay Seguros and Uruguay Asistencia collaborator, as well as the delegates and brokers, voluntarily donated the amount they wanted or were able to – and the company doubled their contribution. But the most moving part was the delivery: “Under pouring rain, we formed a chain with volunteers

and foundation personnel. It was tough work, with a lot of responsibility. The coordinated teamwork progressively gained in efficiency with every passing minute. The words of encouragement, swapping roles, the continuous help and the toast afterwards marked a day of volunteering filled with passion, satisfaction and pride.”

This kind of delivery operations also took place in Spain. Francisco García López worked as a volunteer in several of them. One of them was with AMFREMAR, a soup kitchen in the east of Malaga. Another was with the Altamar association. For him, these tasks were really rewarding, but complex to take on: “It’s so frustrating knowing there are people living just a few minutes away, who have nothing

to eat and lack clothing or a decent place to sleep. It makes you feel powerless knowing there are people who need you and that you can help, and yet you are confined to your home.” But the lack of food is not everything and so Francisco also worked on another project: “Exchanging handwritten letters between children of MAPFRE employees and children at risk of social exclusion. I was responsible for preparing and coordinating the activity. This is still ongoing, given that, in principle it was to be a letter from one child to another and their reply, but some have already sent two or three letters,” explains this highly satisfied volunteer, for whom “any volunteering activity generates a tremendous level of personal satisfaction. You feel a different

For all our volunteers, this was a highly rewarding experience that really helped them get through such a difficult time



Francisco García López, MAPFRE España

person, more compassionate and useful,” despite the impotence of not being able to do more.

This is the same feeling experienced by Mar Morant, who works in one of MAPFRE’s Health insurance departments. “Especially at first, when I was collaborating in the delivery and manufacture of protective equipment for health workers.” But, for her, it is thrilling “to receive so much gratitude from people, when you have so much to thank them for... That frees you a little from how helpless you feel in these situations.” The impotence that makes you think “you can do much more, as you see people exhausted from working so hard, without enough time to do everything they’d like to, and yet they don’t hesitate to keep working. That example

made me think that what each of us does, no matter how little, is important. That everything has been of some use.”

Helping out in this pandemic was almost Vanesa Murciano Sepulveda’s first volunteering experience (on one occasion she had helped clean the beaches of her native Valencia). This MAPFRE Health and Life advisor dedicated some two hours a week to her work as

a volunteer throughout the pandemic. And she is certain to repeat the experience as “being able to help others has proved to be a highly rewarding experience. It makes you feel something very special. Moreover, the family I was assigned to were really nice. They thanked me every time I contacted them. So I felt someone extra special” she declares, clearly moved. ✖

### ***Proud of our volunteers***

Fundación MAPFRE volunteers responded with all their might to this pandemic. More than 1,000 volunteers have participated in 65 activities designed to assist food banks, senior citizens and the aged, children admitted to hospitals and their relatives, children and youngsters at risk of social exclusion, and people with disabilities. They have also been teaching people

how to use the new technologies, so that no one is left behind. This program was created to channel the spirit of solidarity of those who place their time and energy at the disposal of others, involving their families in the task, and who believe that generosity is essential to make this world a better place. This is to show that we appreciate their effort.





# The persistent complicity of risks and insurance

TEXT: MARIA FERNANDA ROLLO IMAGES: ISTOCK

In this article we wish to offer a complete overview of the history and heritage of insurance in Portugal. Join us on this journey between recollections of the past and wishes for a more sustainable future.

Insurance is “an agreement whereby, having agreed the price of a risk, one person takes upon himself another’s misfortune”<sup>1</sup>. The Portuguese jurist Pedro de Santarém defined it thus over 500 years ago, in what is internationally considered the oldest insurance treaty and duly recognized as the first legal study dedicated to marine insurance, in which specific references are made to the relationship between risk and premium.

The text was written in 1488 and published in 1552. At that time, there was already widespread insurance activity among Portuguese merchants. In fact, the first form of insurance in Portugal dates back to the end of the 12th century, when king Dionysius I ordered the merchants to create a protection fund for the victims of losses

<sup>1</sup> Pedro de Santarém, *Tractatus de Assecurationibus et Sponsionibus / Insurance Treaty by Pedro de Santarém*, Prensa Nacional Casa de la Moneda, Lisbon, 2018. Part 1, No. 2, P 117.

of vessels or products, inspired in some way by the practices adopted in the contracts of Italian merchants involved in maritime trade, so as to protect themselves against shipwrecks, piracy and theft.

The aim and, indeed, the responsibility to preserve and appreciate this historic legacy, together with its contribution to the comprehension of the insurance activity, and the importance of insurance and insurance companies in today’s society, led the Portuguese Association of Insurers (APS for its initials in Portuguese) and its associate members to draw up the program *History, Memory and Heritage of Insurance and Insurers in Portugal* and create the *Permanent Exhibition of the Memory of Insurance (EPMS)*.

*History, Memory and Heritage of Insurance and Insurers in Portugal* is designed to organize, promote and disseminate the historical heritage (documents, collections of

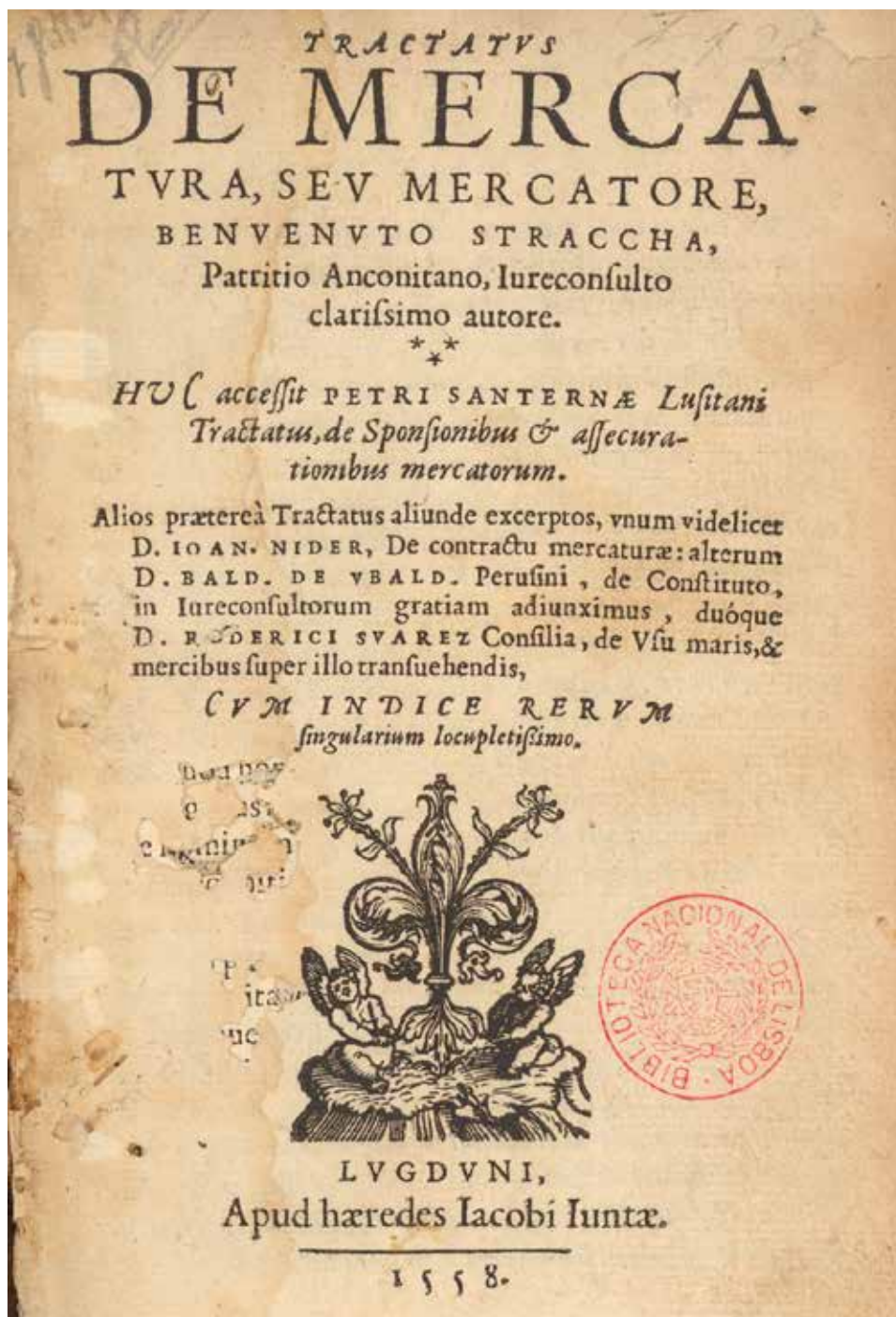
objects, photographs...), compile memorabilia and testimonies, foster further awareness of, and research into, the history of insurance in Portugal, and promote knowledge and regard for the insurance activity.

This is a collaborative project which actively seeks the involvement and participation of all those – institutions or individuals – who wish to support, contribute or collaborate in this program dedicated to furthering knowledge and appreciation of the historical memory of the insurance activity.

The truth is that the history of insurance – the insurance activity, the companies and the various actors who helped build it – is mixed up in, forms part, and is a reflection of our global history, with obvious specific features if we take into account the European context.

Portugal has long assumed the affirmation and pioneering spirit of the insurance activity as something inherently Portuguese,





dating back as it does in the country's history to the first dynasty. It has left its mark and accompanied Portugal in its most significant, defining moments and junctures. This is well illustrated

in the era of the 'Discoveries' and hazardous navigation ventures. At the end of the day, it all belongs to this important cultural heritage that forms part of the national identity.

This is the commitment assumed and the stance adopted by the APS and the various insurance companies, with regard to the infinite diversity of its expressions and configurations throughout the centuries; in short, the insurance industry, as heir and possessor of a past and a tangible and intangible heritage of incalculable value for the history of Portugal, which must be preserved, valued and promoted.

Being aware of, and recognizing, the role of insurance in our society, with its ever-growing propensity to risk – e.g. through the action of climate change and our new habits and life styles – adapting the activity to the needs of individuals, businesses and the country, promoting accident prevention through responsible and socially committed awareness campaigns... this is all fundamental if we are to adequately prepare for the future.

The program *History, Memory and Heritage of Insurance and Insurers in Portugal* includes a wide range of activities:

- **Collaboration and Co-responsibility (All Insured):** the organization of actions that particularly involve the professionals of the sector, with collaborative dynamics designed to promote and assess the insurance activity, the identity of the sector and its component communities, together with society at large;

- **Conservation (*Heritage Insured*):** the identification and organization, conservation and promotion of the adoption of good practices, study and assessment of collections and of the historical heritage;
- **Participation and Exhibition (*Insurance for All*):** dissemination of the information compiled and open-access research conducted, and exhibition of the collections and heritage;
- **Research (*Better Insurance*):** promoting study, research and further in-depth knowledge of the history and current relevance of the insurance activity;
- **Dissemination (*More Insurance*):** undertaking increasingly dynamic initiatives and scientific and cultural activities, including the preparation of historical studies and dissemination activities, together with the scientific community and the general public;
- **Knowledge and Social Responsibility (*All Insured*):** activities together with the general public, especially the school community, related to the insurance activity and the importance of insurance and insurers in society today. ✕

Maria Fernanda Roll is a professor in the Faculty of Social Sciences and Humanities at the New University of Lisbon and coordinator of the program *History, Memory and Heritage of Insurance and Insurers in Portugal*

## ***Recollections and Testimonies***

The project *Recollections and Testimonies* is dedicated to the compilation and reproduction of the recollections and testimonies of people related to the history of insurance and its activity. These people are invited to participate in interviews, sharing their memories and testimonies (with

photographs, objects, documents...), which are duly registered and digitized. The project to compile these memories is undertaken in collaboration with the program "Memory For All" (<https://memoriaparatodos.pt/portfolio/memorias-dos-seguros/>).



## ***Discover the world of insurance***

The *Permanent Exhibition of the Memory of Insurance (EPMS)* includes the principal aspects associated with the insurance activity. Most noteworthy are risk awareness, its *raison d'être*, and how insurance seeks to mitigate its effects, promoting accident prevention, safety and protection. The exhibition, which includes a range of multimedia resources, evokes the landmark moments in the history of the insurance activity, dating right back to the 13th century. This was when the first contracts of Italian merchants involved in maritime trade appeared to protect themselves against shipwrecks, piracy and theft and, in Portugal, Dionysius I ordered the merchants to create a protection fund for the victims of losses of vessels or products. The

EPMS is a space dedicated to the community, which provides a series of supporting and accompanying materials for visits to schools. It is ready and willing to support activities that focus on promoting greater proximity and awareness, especially among the younger generations, on issues such as financial knowledge, risk, disasters and the importance of being safe. <http://memoriadoseguro.pt>

In all such activities, the educational component and 'literacy' on insurance questions is essential, as the goal is to achieve commitment to civic and social responsibility, together with the search for a dynamic of responsibility in terms of sustainability and well-being.





-2.09 kcal.

-1.98 kcal.

-1.87 kcal.

-1.76 kcal.

-1.65 kcal.

-1.54 kcal.

-1.43 kcal.

-1.32 kcal.

-1.21 kcal.

-1.10 kcal.

# Miracle diets, dangerous diets

TEXT: ISABEL PRESTEL IMAGES: ISTOCK

These kinds of dietary treatments pose serious harm to health in the medium and long term: cardiovascular, kidney and liver problems. In addition to the so-called yo-yo effect.

With the advent of spring, the so-called bikini challenge inevitably rears its ugly head. Probably because we cover up more during the winter, it is only then that we start worrying about the extra weight we have gained since the end of the previous summer. The problem is that there are just a few weeks before summer arrives and it is time to get out our swimming costumes, as well as light dresses, shorts, etc. Even more so this year, as rare is the person who has not put on an extra kilo or more during the quarantine period.

Given this scenario, what is needed is a system that helps us lose enough weight to avoid feeling ridiculous in our swimsuit. This is when the fad or miracle diets make their appearance. Yes, those that “promise effective results in a very short space of time with minimum effort”, as defined by Doctor Giuseppe Russolillo Femenias, a dietitian-nutritionist with a PhD from the University

of Navarra and president of the Spanish Academy of Nutrition and Dietetics.

## Ineffective in the medium and long term

Indeed, these kinds of dietary treatments work when it comes to losing weight in a short period

of time. And Dr. Russolillo goes on: “Today we know that, for example, low-carb, high-protein diets, such as that of Dr. Atkins or the Dukan diet – which consist in avoiding carbohydrates and eating mainly food that is rich in protein – cause rapid weight loss in patients and, in some cases, this is even greater than with balanced hypocaloric (low-calorie) diets.” Who could resist the temptation...

But you should not let yourself be fooled; rather, look for effects beyond the short term, i.e. the following six months. “When we analyze such weight loss in the medium and long term (between six and 12 months), we realize that those who went on a low-carb, high-protein diet have lost the same amount of weight as people who stuck to a balanced hypocaloric diet. In other words, they are more effective in the short term; but, in the medium and long term, weight loss is the same for both groups.” Viewed thus, it would



The report *Miracle Diets in Spain*, produced by the Spanish Academy of Nutrition and Dietetics in collaboration with Fundación MAPFRE





seem that both diets produce identical results. Nothing could be further from the truth.

Miracle diets pose serious harm to the health of those who go on them. “It has been found that, in the group following a low-carb, high-protein diet, the risk of mortality from any cause, particularly cardiovascular disease, increases significantly.” But there is yet more, as Giuseppe Russolillo explains: “Kidney failure, liver failure, malnutrition, eating disorders, depression, loss of libido, hypotension, loss of muscle mass and bone mass, delayed

wound healing, infertility and menstrual irregularities.” He also underscores the so-called ‘yo-yo effect’ – swiftly regaining the lost weight (or even more) – once you quit the diet. Dr. Russolillo offers data to confirm this: 90 percent of those who lose weight regain it within a year. The percentage rises to 97 percent after 18 months.

**Addictive and misleading**

That is to say, they are very harmful to health and ineffective in the long term. And yet, a high percentage of the population has tried

one or various miracle diets at least once in their life. The President of the Spanish Academy of Nutrition and Dietetics explains further: “If people were diagnosed with a kidney problem or had liver pain four or five days after starting a miracle diet, nobody would follow it.” But they are also highly addictive: “They are effective in the short term, so those who go on them for the first six months of the year will have lost enough weight by the summer, and they can forget the diet till the following January...” And they start over again.

Sticking to this routine for five years means they will have spent a total of two and a half years eating badly. Bear in mind that many of these weight-loss methods restrict the intake of certain foods that are essential for the body, such as fruit, vegetables, carbohydrates, etc.

Then, what should we do to lose weight without risking our health? The dietitian is perfectly clear: “Overweight and obesity must be understood as diseases which call for long-term treatment. Anyone who has attempted to lose weight in a correct fashion knows that it involves great effort and sacrifice. This is because overweight or obese people tend to maintain that excess weight and, therefore, face a lifelong struggle to keep a close watch on their diet and level of physical activity. It’s frustrating and that’s where these gurus see their business opportunity, at the expense of the expectations and desperation of millions of people battling this disease every day.” The recommendation is clear: patients should visit a nutritionist who can help them “plan their diet and contextualize it within their personal, family, professional and labor environment. A nutritionist is not going to indicate how many grams of each type of food to eat, nor force you to weigh each item. Nutritionists teach us how to cook and how to incorporate certain foods into our daily lives.”

### Primary Care Nutritionists

A problem faced by those who want to follow a healthy diet to lose weight in the medium and long term is that they must pay for the treatment out of their own pocket. Dr. Russolillo states that “Spain is the only country in the European Union that doesn’t have nutritionists in its Primary Care

system. Including them would lead to major savings in healthcare and pharmacological spending in the medium term. Politicians really must get their act together on this issue.” These professionals would not only help improve the lives of overweight and obese people. But also patients with diabetes, cholesterol and even cancer. ✕



### *Fundación MAPFRE is committed to healthy eating*

The report *Miracle Diets in Spain*, produced by the Spanish Academy of Nutrition and Dietetics in collaboration with Fundación MAPFRE, gives a good idea of what Spaniards know about miracle diets. It includes the results of an exhaustive survey on the awareness, attitudes, and practices related to this kind of weight-loss methods. The results are curious. 76 percent of respondents identified fad diets correctly as diets which “produce no long-term results unless you also change your habits and lifestyle.” 84 percent agreed

that “the results do not last forever”, although this belief was not so widespread among the youngest in the sample, the 18-25 age group.

Close to 80 percent of those surveyed admit that going on a miracle diet is “very or quite dangerous for their health” and that “it has negative effects”. Moreover, 90 percent of the sample recognize that these kinds of diets do not work. The problem is that a large part of the population (46 percent) are unable to identify them as such.





# The most vulnerable age

TEXT: CRISTINA BISBAL IMAGES: ISTOCK

When it comes to getting hooked to digital screens, there are also gender differences. This is indicated by a study conducted by the Gambling and Technological Addictions Unit at the University of Valencia, in collaboration with Fundación MAPFRE.

Anyone who knows a mother or father of a teenager knows full well that, if there is one common reason for a “misunderstanding” between the two that causes parents to despair more than any other, this is the use of smartphones and other electronic devices. The kids can spend hours in front of the computer, tablet, smartphone or console screen, playing, talking with friends and checking their social media as though their life depended on it. Rare is the father or mother who is not concerned about their children’s use of these devices. And it is no surprise that, as soon as they start spending more time together with them (or confronting them), household harmony deteriorates considerably. It must be said that, considering such use excessive is not exclusively a fixation of parents; experts declare that this can pose a real risk of addiction. Even more so when it comes to Internet gaming, with the added risk of gambling.

### Up to three times more risk

Evidence of this has been provided by Mariano Chóliz and Marta Marcos, from the Gambling and Technological Addictions Unit at the University of Valencia. They are the authors of the

study entitled Early Detection and Prevention of Technological Addictions in Adolescents, conducted in collaboration with Fundación MAPFRE prior to the declaration of the State of Alarm due to the coronavirus pandemic. One of the most surprising conclusions of this study has to do with the difference between the sexes as regards being hooked to the screen. The data leave no room for doubt: adolescent males, especially 15 and 16-year-olds, are three times more likely to develop an online gambling addiction.

Alicia Rodríguez, from Fundación MAPFRE’s Health Promotion Area, confirms this: “Both in the case of video games and online gaming, adolescent males reveal significantly higher dependency scores than their female peers.” To be specific, some 18 percent of the boys, compared to 2.2 percent of the girls. As for the reasons, Marta refers to the fact that “it allows them to demonstrate strategic, competitive and winning abilities. Those who choose this form of entertainment opt for massively multiplayer online role-playing games (MMORPGs), potentially more addictive than offline gaming.” Moreover, the researcher mentions that video games “are marketed using the main male stereotypes”.

Something similar happens in the case of Internet gambling: “This is principally a male activity, given that, above all else, it appeals to their competitive streak which, boosted by the characteristics of these technologies, tremendously increases the addictive potential of traditional games.” It is also true that companies in this sector have not yet found a way to attract the female population to games of chance.

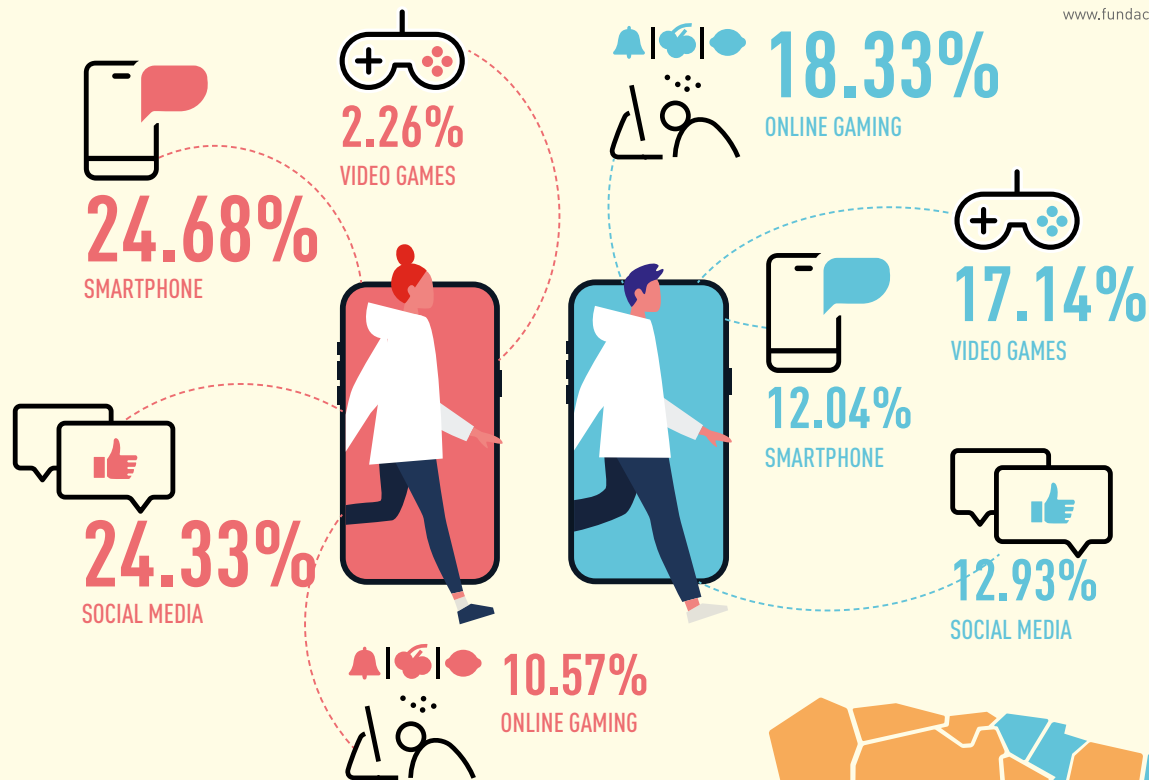
### The most vulnerable age

Any addiction is dangerous at any age; however, in the case of teenagers, it is even more worrying. Mariano Chóliz, co-author of the study, explains it thus: “Adolescents are particularly vulnerable because of the evolutionary stage of their lives they are in. The planning and control areas of their brain are not yet fully formed and this influences their decision-making process, leading to them taking greater risks, without being aware of the consequences arising from the way they use technologies or how they relate to them. In addition, the characteristics the new technologies bring to these games increase the addictive potential they inherently possess: the fascination with screens and playing games on the Internet,

# EARLY DETECTION AND PREVENTION OF TECHNOLOGICAL ADDICTIONS IN YOUNGSTERS

Fundación MAPFRE

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## EDAD

	Dependency test	Risk of addiction	Smartphone addiction
<b>SMARTPHONE</b>			
Early	21.72	11.58	3.68
Average	29.98	23.07	7.00
<b>Late</b>	<b>30.20</b>	<b>22.25</b>	<b>7.51</b>

## VIDEO GAMES

Early	23.63	9.25	12.93
Average	23.57	10.53	14.93
<b>Late</b>	<b>14.59</b>	<b>4.62</b>	<b>7.23</b>

## SOCIAL MEDIA

Early	19.34	12.93	4.31
Average	29.70	24.33	8.27
<b>Late</b>	<b>26.42</b>	<b>17.92</b>	<b>6.94</b>

## ONLINE GAMING

Early	0.53	15.80	5.08
Average	0.46	12.77	4.73
<b>Late</b>	<b>0.28</b>	<b>15.85</b>	<b>1.22</b>

Aged 11 - 14 (early adolescence)  
 Aged 15 - 17 (mid-adolescence)  
 Aged 17 - 18 (late adolescence)

## RENTA

	Dependency test	Risk of addiction	Smartphone addiction
<b>SMARTPHONE</b>			
High	26.30	19.35	5.93
Average	27.74	18.87	5.47
<b>Low</b>	<b>25.41</b>	<b>16.70</b>	<b>6.61</b>

## VIDEO GAMES

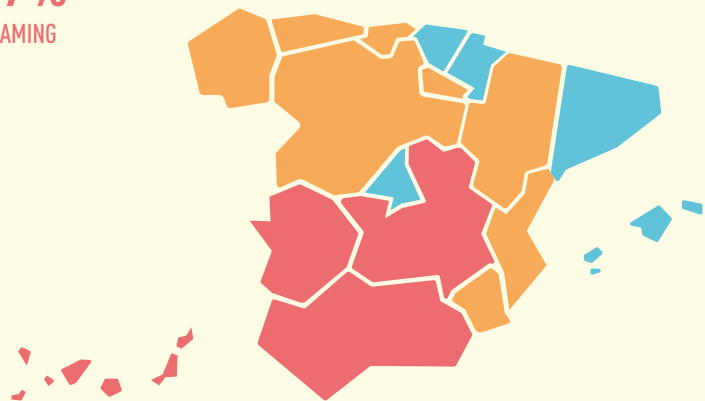
High	26.58	10.85	15.21
Average	21.18	8.87	12.87
<b>Low</b>	<b>19.54</b>	<b>8.26</b>	<b>11.01</b>

## SOCIAL MEDIA

High	24.83	19.80	7.94
Average	26.11	19.27	5.87
<b>Low</b>	<b>24.18</b>	<b>18.35</b>	<b>6.24</b>

## ONLINE GAMING

High	0.51	18.94	4.04
Average	0.38	10.18	4.27
<b>Low</b>	<b>0.56</b>	<b>16.67</b>	<b>5.04</b>



Autonomous Communities	Average Household Income 2018	Autonomous Communities	Average Household Income 2018
Basque Country	35,049	Asturias	27,069
Balearic Islands	34,007	Cantabria	26,888
Navarre	33,556	Valencia	25,207
Madrid	33,055	Murcia	24,801
Catalonia	32,763	Castile - La Mancha	24,401
Aragon	28,886	Andalusia	24,091
La Rioja	28,549	Canaries	23,048
Castile & Leon	27,665	Extremadura	21,006
Galicia	27,658	<b>Total</b>	<b>28,417</b>

● High ● Average ● Low      ● alta; ● media; ● baja;

The data reflected here predate the State of Alarm declared for COVID-19



which is the main problem with video games and the new online gambling modalities.”

To all this we must add the fact that they feel completely impervious to danger, as Chóliz remarks: “Adolescence is a developmental phase in which risks are not perceived as clearly as in other age groups and this makes them feel invulnerable. The false belief that *this won't happen to me* tips the motivational scales toward the benefits of continuing with the activity, even where problems have already arisen, as they don't admit this or they attribute them to other circumstances.” However, the symptoms are there, even when they believe it is something that affects others and they know that those who have problems may even lose everything.

### It is not a question of time

It is interesting to note that, of all the symptoms, the time the teenager spends staring at the device is not as important as we tend to believe. As Marta Marcos, co-author of the study, explains: “It's not so much the number of hours the person spends online, as the relationship established with an activity that becomes an uncontrolled, irrepressible pastime.” So much so that the person who is already addicted feels an ever-growing need to use technology in order to achieve the same benefits as at the start; negative emotional reactions arise in the event of being unable to use technology or once a considerable

amount of time passes without being able to use it, i.e. withdrawal syndrome. The excessive use of technologies interferes in every sphere of the patients' lives and may result in them finding it difficult to stop using electronic devices, despite being aware

of the negative consequences; and their mood undergoes modifications as a strategy adopted in order to escape from the hardships of everyday life, even reaching the extreme of missing out on academic and/or job opportunities. ❌



## How to know if you have an addict at home

It is not easy to discern whether the behavior of our teenagers warrants *concern* or whether it is within *normal parameters* for their age. With that in mind, Mariano Chóliz and Marta Marcos have conducted a pioneering test in Spain which enables us to assess and swiftly detect addiction to smartphones, social media, video games and gambling among adolescents aged 11 to 20. Called TecnoTest, it consists of 24 questions – 12 of them key – which enable us to discover whether there is a real problem. It takes just a few minutes to complete and offers clear guidelines to help prevent addiction to each of these technological phenomena, as well as gambling.

The test distinguishes between those who use the new technologies

properly, i.e. those that show no signs of addiction, namely the majority of our teenagers. It also reveals those that meet some criterion which indicates that they may be at risk of addiction and, therefore, should follow certain guidelines and adopt preventive measures with the help of a counselor or teacher. And those suspected of having an addiction problem, which means that not only do they use the new technologies excessively, but also that this is hindering their personal development. The ones in this latter group require a more in-depth evaluation by a specialist in order to help them regain control of their habits.

TecnoTest is available free of charge from the website of Fundación MAPFRE: [www.fundacionmapfre.org](http://www.fundacionmapfre.org)





# New opportunities in post-COVID-19 mobility

TEXT: ISABEL PRESTEL IMAGES: ISTOCK

With the advent of the ‘new normal’, the road safety challenge becomes even more complex for enterprises. The aim is to safeguard the health of employees commuting to work by avoiding contamination and possible accidents. However, we have an advantage: everything we have learned throughout the toughest period of this pandemic.

Companies and organizations involved in and concerned about mobility – Fundación MAPFRE being one of them – have long been striving to achieve a society that is ever closer to the *three s’s* when it comes to mobility issues: safe, salutary and sustainable. This has been their aim for some time now... until COVID-19 appeared and, in almost every sector, the whole world came to a grinding halt. So much so that, during the lockdown period, mobility was drastically reduced to unheard-of levels, with the consequent effect on traffic accident figures. Specifically, the data indicate a reduction of 80 percent in victims for light vehicles, a percentage that has progressively diminished as lockdown measures are de-escalated, slowly recovering pre-pandemic levels. With regard to heavy vehicles, the reduction in the accident rate was much lower, given the need to transport basic commodities. “In fact, during that period, the most frequent type of

accident was professional drivers going off the road,” according to Alvaro Gómez, from the DGT (Spanish traffic authority).

The benefits reaped from the reduced mobility during lockdown are not merely limited to a lower frequency of traffic incidents. The reduced pollution figures in major cities were truly surprising. Although, as recently commented by Inger Andersen, director of the UN Environment Program, these are “but temporary improvements on the back of human distress.” Despite this, it is possible to learn from these experiences when it comes to getting back to normal or, as it has been called, the emergence of the ‘new normal’. A different scenario that will lead to a new mobility, particularly as regards work habits.

Precisely in order to discern what commuting to work will look like in the coming months, Fundación MAPFRE organized a virtual seminar in June entitled Exchanging Labor Mobility

Experiences in the COVID-19 Era. Moderated by Jesús Monclús, Fundación MAPFRE’s manager of Accident Prevention and Road Safety, those present included Álvaro Gómez, director of the National Road Safety Observatory at the DGT; Javier González López, in charge of Training, PRL and Projects at CEPYME (Spanish Confederation of Small and Medium-Sized Enterprises); Eduardo Mayoral Maestro, Safety, Quality and Processes manager at ALSA; Rafael Fernández Matos, from the Technical Activity area of Quirón Prevención’s Business Management; and Gloria Ortíz Heras, head of Accident Prevention at MAPFRE’s Joint Prevention Service. Around 35 percent of the seminar’s several hundred attendees were from Latin America and there was a high level of interaction, with questions and comments exchanged throughout the broadcast.

The event had a twofold objective. Firstly, to analyze



It is possible to learn from these experiences when it comes to getting back to normal or, as it has been called, the emergence of the ‘new normal’. A different scenario that will lead to a new mobility, particularly as regards work habits.



in what way labor mobility changed with the emergence of COVID-19: secondly, to outline several initiatives designed to reduce traffic accidents. Always on the basis of the notion held by Jesús Monclús that “we are in an unknown situation undergoing continuous change” and that this extraordinary situation has taught us many things, among them to embrace the new concept of ‘in itinere health’.

One of them is the importance of the role of mobility management. Álvaro Gómez: “We have rediscovered the fact that, by managing the mobility demand, we can make a really strong impact on the road safety hazards faced by the general population, as well as by commuters. Less commuting means less time spent on the road and, therefore, reduced road risk issues.” This remains one of the leading

challenges facing us in this new scenario. But it is not the only one. Ensuring that all commuting trips are COVID-19 free is the other major challenge for the coming months. It is true that, in this area, the recommendation has been to use private vehicles, but the fact remains that nobody wants to return to the pre-pandemic situation in terms of traffic jams and pollution.

This is the conclusion of a study published recently by Transport & Environment, a European umbrella for NGOs that promote sustainable transport. There is no going back: European Public Opinion in the COVID-19 Era is the title of this major survey (7,545 participants) conducted in 21 European cities. The results leave no room for doubt: 80 percent of those surveyed would support measures to restrict automobiles entering

our cities; and 64 percent do not want their city to return to its levels of contamination prior to the pandemic. Data from two of Spain’s major cities reveal similar parameters: 74 percent of the Spaniards surveyed did not want their city to return to pre-pandemic contamination levels; and 82 percent demand that their city be protected from pollution.

The measures that need to be adopted to ensure there indeed is no return to the pollution, traffic jams and accidents we suffered prior to March 14 calls for a change of habits. Javier González López feels that a good solution lies in opting for new individual vehicles. In particular, electric scooters and bicycles. According to the Transport & Environment survey, the person responsible for training at CEPYME is not far wrong. The study reflects the fact that 21 percent of Europeans plan to use the bicycle more; and 35 percent to walk to work more often. In this sense, González López highlights two fundamental questions. Firstly, safety: “It’s important to ensure that these new forms of transportation can coexist in our cities without any problems. Public spaces would need to be adapted so that such traffic can flow freely, with more bike or scooter lanes, new charging points for electric vehicles, etc. But these systems may pose new hazards and this calls for new guidelines and a review of road safety regulations. Secondly, we believe that the Government should encourage the

purchase of these new modes of transportation, many of which are not particularly cheap.”

So far, measures ordinary citizens can adopt. But the companies also have an essential role to play in preventing the spread of SARS-CoV-2 when their employees are on their way to work. Rafael Fernández Matos advocates teleworking and videoconferencing as systems to reduce both *in itinere* and *in mission* trips and, as a result, increase the safety of workers and, incidentally, reduce costs. “Spain’s recently published Royal Decree-Law 21/2020, the regulations to be approved by the autonomous communities and the population’s “collective memory” will condition the evolution of mobility in the coming months. Teleworking and disinfecting the interior of vehicles in some sectors will most likely become permanent features.”

In Spain, MAPFRE has also adapted itself to the new mobility scenario with numerous measures. Gloria Ortiz Heras tells us about this: “We continue with our company bus routes, on which wearing masks is obligatory, but we have reduced the capacity; we’ve worked intensively on our communications, producing illustrated safety measure leaflets; and we drafted a strict protocol for taxi use.” There has also been a temporary reduction in “the number of employees in our offices thanks to teleworking; flexible work schedules and

staggered start/finish times have been encouraged and business trips and visits eliminated... The number of employees returning to the office will be progressively increased, but always adapted

to the current situation.” All these measures are summarized in a philosophy which Ortiz Heras expresses thus: “Mobility is another aspect of our occupational hazards.” ✕



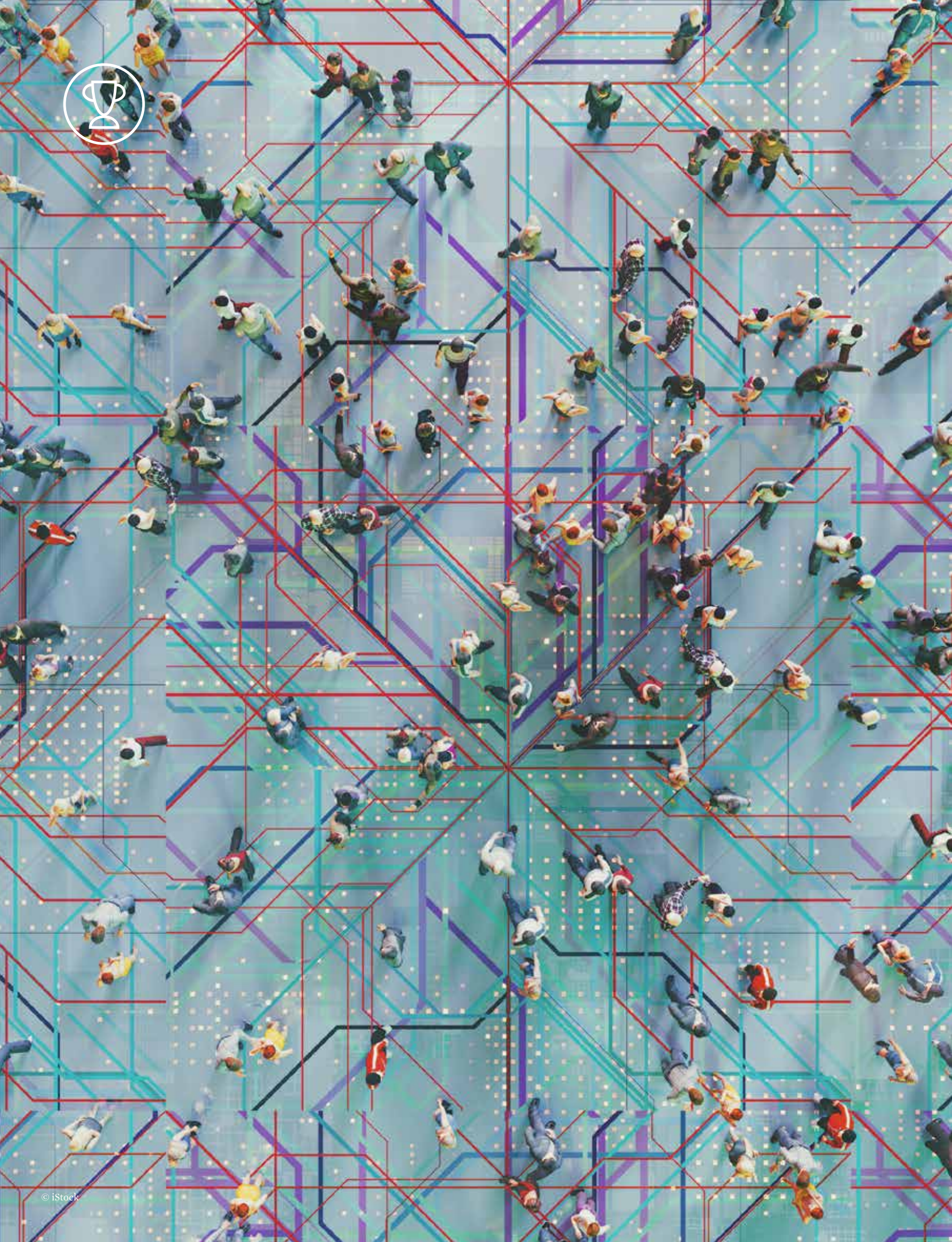
### *And what about public transit?*

Jesús Monclús is aware that it is fundamental: “Public transit is the only alternative for the mobility of a great many people.” That is why our top priority must be to ensure that those who use it for commuting to work can do so with total peace of mind. Álvaro Gómez: “The priority now is for workers to have access to public transit that can guarantee limited occupancy levels, sufficient frequency of service and safe sanitary conditions.” In this regard, some companies have already adopted measures to achieve this. Alsa is one of them, as Eduardo Mayoral Maestro explains: “We’ve implemented a whole battery of measures to reduce risks. Organizing the flow of travelers on our bus station platforms, prioritizing online ticket sales and constantly providing information. We’ve updated our vehicle fleet, seeking the best possible technologies and implementing those protocols we feel are the safest. We’ve

installed bioactive carbon filters that eliminate 99 percent of interior air particles and air purification equipment; we’ve also installed screens and alcohol hand gel dispensers; and limited the occupancy levels on our buses.

For its part, MAPFRE is offering free psychological support for its workers so that returning to their workplace can be as stress and anxiety-free as possible. “Many will wonder why we offer psychological support and what it has to do with safety in the workplace. The relationship exists because, after being stuck at home for three months, some employees are afraid to use public transit to return to work.” In this sense, Rafael Fernández Matos has no doubts about the future: “I’m convinced that citizens will regain confidence in our public transit services.”









# An ecosystem to boost social entrepreneurship

TEXT: RAMÓN OLIVER IMAGES: RED INNOVA

For an entrepreneur to receive an international award, especially if it is granted by a prestigious institution, quite apart from the interesting economic injection, it provides a real boost in terms of recognition, contacts and visibility. And that is, undoubtedly, the case of the Fundación MAPFRE Social Innovation Awards. But, what happens next? How can such recognition keep helping these entrepreneurs once the spotlights at the award ceremony have been switched off? The answer is the Innova Network.

After two editions and the third now in its final phase, we ask: how have the projects that reached the semifinals progressed since this adventure started? And how have they positioned themselves within the social entrepreneurship innovation ecosystem? Precisely to answer these questions, Fundación MAPFRE and the IE University Business School created the Innova Network, a global community of social innovators who share the experience of having participated in the Fundación MAPFRE Social Innovation Awards. Paula Torres, director of these awards, tells us: “The Innova Network is the distinguishing feature of our Awards; it enables us to forge a closer, long-term relationship with the social entrepreneurs who form part of it, the true

protagonists of the positive paradigm shift we are seeking. It gives us the opportunity to continue offering them that close support we’ve always striven to provide. They keep us informed of their concerns and successes, which we take on board and celebrate as our own, a sign of the family we are building around these Awards.” “Innova Network was born from the aim of continuing to support and assist the semifinalist and

finalist projects in each edition to keep growing, even once the official events are over. Through Innova Network we stay connected with our members and support them in far more ways than the mere cash prize,” Laura McDermott, director of Innova Network, explains to us.

Innova Network currently consists of 66 entrepreneurs working on 60 social innovation projects on two continents, in addition to a team of 15 members from MAPFRE, Fundación MAPFRE and IE, and a cadre of 29 international mentors providing support to the various semifinalist and finalist projects before, during, and after the contest. “In February we celebrated our first Innova Network encounter, with the participation – whether on-site or online – of a score of

**66**

ENTREPRENEURS

WORKING ON

**60**

PROJECTS CURRENTLY MAKE UP

THE INNOVA NETWORK

“The geographical diversity fosters greater creativity, as ideas that work in one country can be adapted to another context. The Network’s members benefit from mutual feedback, sharing their battles and successes”



Joaquín Garralda, Murilo Casagrande, Andrew Wong, Laura McDermott, Oscar Lozano and Nuria Fructuoso make up the Impact Investing CIC (Collective Intelligence Committee). They contact each other frequently to develop ideas and share know-how.

entrepreneurs from Mexico, Brazil, Chile and Colombia from the first two editions. It was amazing to see how the community is truly alive, coming up with synergies between the various projects, breaking down any language barriers and building bridges between the various regions involved and, even, between the different award categories,” Paula Torres explains.

A global nature which, as Joaquín Garralda, IE dean and member of the Innova Network, points out, is one of the project’s hallmarks. “The geographical diversity fosters greater creativity, as ideas that work in one country can be adapted to another context. The Network’s

members benefit from mutual feedback, sharing their battles and successes.”

Nuria Fructuoso, marketing manager at the Spanish company NaviLens, is one of the Network’s members. Their project was the European winner in the 2019 edition, in the sustainable mobility and road safety category. NaviLens is a universal Intelligent digital signage system for the blind and visually impaired that enables them to find their way around and obtain accessible information in an unknown environment, without the help of third parties or the need for additional hardware or devices apart from their cell phone. For this social entrepreneur, Innova Network is the feature that really

sets these awards apart and makes them unique. “There’s a tremendous level of engagement, follow-up and assistance after winning the award, all channeled through Innova Network. We’ve found a team of incredible people in the Innova Network, all constantly ready and willing to help us and our projects whenever needed,” she remarks.

This permanent attention is reflected in a comprehensive program of initiatives and activities coordinated from the Network. “We try to help these enthusiastic entrepreneurs to scale up the impact of their projects, affording them greater visibility, helping them build connections and opportunities, or offering them training with





© Image courtesy of Navilens

renowned experts,” McDermott explains.

As for the specific kind of support each member of the Network receives, this varies according to their particular requirements. Funding, digitization, operational aspects... There is no single recipe. “In some cases, they need advice on how to frame their business plan before presenting it to potential investors, in such a way that they can not only put forward social impact metrics, but also forecast the key business metrics. In other cases, the chief shortcoming is their scant level of visibility and the need to be connected with other key partners within the Network,” the IE expert spells out for us.

A semifinalist In 2018, the first edition of the Awards, the Brazilian organization Aromeiazero (or simply ‘Aro’, as it is more commonly known) is

**The Network connects semifinalists and finalists from the previous editions of the Awards, helping them scale their projects up beyond the moment they receive recognition**

already a veteran member of the Innova Network. This initiative turns to the bicycle to reduce social inequalities and to help make our cities more sustainable. Ever since 2011, Aro’s endeavors have promoted a holistic view of the bicycle, enhancing cultural and artistic expressions, generating revenues and fostering healthy lifestyles. For Murilo Casagrande, its founder and director, and the person in charge of Institutional Development, the Innova Network provides a springboard for growth and learning. “Because it gives us the chance to learn about initiatives in other countries and sectors, participate in challenging training activities that force us to think outside the box, and be closer to possible funding



© Image courtesy of Aro

opportunities.” And he reflects: “In a world shaped according to maximum competitiveness criteria, learning to work together is a challenge for everyone.”

### Collective intelligence

The ‘collective’ concept acquires full significance and is of huge importance in the Innova Network. With this spirit of cooperation and collaboration, the Network has created the Collective Intelligence Committees (CIC), small working groups made up of Network members with common interests and complementary skills, who share their experiences and exchange know-how for the benefit of the whole Network.

One of these committees focuses on an aspect that may prove essential for the survival

and future sustainability of social entrepreneurship projects: impact investing. “Broadly speaking, impact investment refers to the motives of those investors who not only seek financial returns, but also prioritize the impact their investment may have on key aspects such as environmental protection, social growth or enhanced governance,” is how Laura McDermott sums up the concept.

Between them, the seven members of this committee boast over 100 years’ experience in innovation, corporate social responsibility, entrepreneurship, finance and teaching. With their combined efforts they seek to help Network members optimize their access to funding rounds, “sharing our experiences

and connecting investors with entrepreneurs,” declares the Innova Network director and a member of this committee. Another of its members, Joaquín Garralda, is clearly convinced that sustainability will be an increasingly relevant factor in the future, something that will be made evident thanks to “the growing influence of impact investment in many social entrepreneurship projects,” he predicts.

### Combating COVID-19

The impact of initiatives undertaken by social entrepreneurs and their essential nature as organizations have really stood out during this coronavirus crisis. “Social innovation is incredibly important in these times, and we have seen how many of our members have adapted and pivoted their models to help in the fight against this pandemic,” McDermott stresses. This expert believes that “the passion, perseverance and dedication shown by social entrepreneurs and innovators to improve the world to some degree will prove fundamental for the reconstruction period that will follow this coronavirus crisis.”

This is the case of, for example, NaviLens, which is adapting its technology “to the new ways users relate to public services and helping maintain social distancing,” Nuria Fructuoso points out. To achieve this, the Spanish startup is





The members of the Innova Network connecting and sharing experiences in the encounter following the grand final of the second edition at the Reina Sofia Museum.

working on various developments such as greater labeling options that will enable users to reduce the time they have to spend outdoors, or new technological features such as remote payment transactions or virtual museum tours.

They are also working hard to help mitigate the healthcare crisis. For example, as Murilo Casagrande explains, with the ‘Pedal against Corona’ campaign “we distributed over 300 kits with masks and alcohol gel sanitizer for delivery riders.” Another of their initiatives is the #DeliveryJusto campaign, designed to “show how bikes can help small restaurants and

neighborhood stores deliver their products.”

According to Joaquín Garralda, one of the most satisfactory aspects of collaborating in the Innova Network is, precisely, the opportunity to “work with people who show great enthusiasm, commitment to their project and the hope that they can contribute to society something more than a mere economic benefit.” That intangible aspect they call ‘purpose’ is summed up perfectly by Murilo Casagrande when talking about their project. “I feel compelled to build a different reality, one that is fairer than what we had before. Returning to the former normalcy is not an option.”

To conclude, Paula Torres wishes to emphasize the fact that “the health and social crisis unleashed by this pandemic has demonstrated that social innovation has an important role to play when it comes to dealing with this crisis and the subsequent recovery. If it was needed before, it will be more necessary than ever from now on. We’ve seen many proactive Network members employ all their resources to help respond to the pandemic. Today, more than ever before, we must focus on people and work on their behalf. We’re facing a tremendous challenge and we must rise to it.”



Civil society has mobilized itself to mitigate the consequences of the COVID-19 pandemic. Here are some simple actions to help make the world a better place

# Another way to help

TEXT: LAURA SÁNCHEZ IMAGES: ISTOCK

## Do you have salt? Strangers who become neighbors

Sonia Alonso recalls that, when she was a child, her neighborhood was like a huge spontaneous help network. If her mother had to go out, there were neighbors to look after her; and, if she needed salt to cook a meal, nobody hesitated about calling next door to ask for some. In the street, everyone knew each other. “This is usually no longer the case,” Sonia

states. We are losing that sense of neighborly help and contact with those living close to us.” Through a friend, Sonia discovered that an online tool was working well in Germany, helping to achieve close-knit neighborhood networks. And she did not think twice about developing the idea in Spain. In 2018, first in Madrid and then in Barcelona,

the network ‘Do you have salt?’ was born. The idea was to connect neighbors to share recommendations, to ask for and do favors, to get to know each other... until the coronavirus outbreak reduced everything to one single objective: mutual aid and protection. Over these few months the pandemic has been with us, interactions

have doubled within the network, which now has over 6,000 users. Neighbors are offering to do the shopping, fetch medication, take out the trash or walk the dogs for the most vulnerable individuals. We have seen musical initiatives from the balconies, games for children and also many professionals – psychologists, doctors, lawyers, etc. – who have not hesitated to offer their services in an altruistic fashion. In ‘Do you have salt?’ they now want to create a helpline for elderly people who may not be so connected to the Internet. “We are now more convinced than ever that strong, united neighborhoods can act on a small scale and benefit each individual. Together we are stronger!” Sonia declares.  
<https://tienes-sal.es/>



## Adopt a Teacher: education is indeed a game

This initiative arose as a solidarity movement of teachers committed to offering support and providing resources to children and their parents during lockdown. “We were a little tired of reading negative news about the amount of assignments pupils were being given during the quarantine. So, we offered ourselves to the children to help them in their daily routines with educational content related to their courses, presented in a more enjoyable, creative manner.” These are the words of Irene Alegría, the Valencian teacher behind this idea which has already managed to make over 300 teachers enthusiastic about forming part of ‘Adopt a Teacher’, including some of the top ten in the innovative education sector in Spain.

To adopt a teacher, those interested simply have to visit the page created on Facebook or Instagram using the hashtag #AdoptaUnMaestro. From there, they can access all the publications the teachers have been uploading. “This health crisis has turned into an opportunity



to rethink our teaching methods and reflect on the importance of innovation in this field,” Irene Alegría explains. We will remain active once all this is over, given that this is but the start, what triggered us to set this in motion. The children and their families will still be able to adopt us. We want to spread this new way of educating.”

<https://adoptaunmaestro.com/>

## Cooking for others: giving your time

Sometimes there is an overwhelming desire to help, but a lack of ideas. This is what struck the journalist Paloma García Ovejero and the culinary blogger Susana Pérez (@webosfritos). You have the time and feel like cooking for people who need a plate of food. Perfect. But, what do you prepare? Where do you start? This is precisely the idea behind ‘Cooking for others: twenty recipes’: “it’s a kind of guide which aims to offer a helping hand in those kitchens that want to get to work and offer hot or cold dishes, made with love, safe in the knowledge that they will assist



and offer comfort to those most in need,” Susana Pérez explains. “Many of them are just like you and me; you don’t have to seek out marginal populations. Whoever is having a hard time, a dish of

homemade food always warms the heart and the stomach.” All the recipes in this free e-book meet four requirements: they have a limited budget; they meet the needs of carbohydrates, proteins and vegetables; they are easily transportable; they can be prepared in large quantities in one go, and then reheated in storage containers, if necessary. The book’s authors invite everyone who downloads it to decide what the publication is worth and to donate that amount to the Caritas NGO.

<https://online.flowpaper.com/7a47075b/Cocinarparaotros/#page=1>

## Solidarity résumé: making others shine

Gonzalo Rodríguez works as an art director in an advertising agency in Madrid. The coronavirus crisis has taken its toll on his work. He went from working eight hours a day to three. With more free time, he decided to touch up his résumé, “just in case”. “I mentioned the idea to my girlfriend and my friend Javier Garcia, who was also working in advertising, in Valencia: “Send me yours and I’ll redo it too.” And then, following the initial impact on the health service, when the first terrible job-loss figures that COVID-19 was leaving in its wake started to surface, the idea arose: “We felt that, in the end, if everyone was in this terribly sad, exceptional situation, if we use social media, if we have friends working in the artistic design world... Why don’t we set up a group to design beautiful, attractive résumés for those who have lost their job because of this pandemic?” No sooner said than done. That was how the Solidarity Résumé came about. Although the epicenter was Madrid, in no time at all Gonzalo and Javier were receiving requests from other parts of Spain and, even, from South America. The team is now made up of 40 professionals handling requests from over 100 countries.

<https://www.instagram.com/cvsolidario/>



## When solidarity means milk

“If you know someone who needs milk, we’re giving it away today.” With this message on social media, Alvaro Ramón, a livestock and dairy farmer in the Amazon region of Ecuador, became a source of great help for dozens of families in the area. The emergence of the coronavirus pandemic forced the closure of the local dairy supply centers in the region, with the result that Alvaro could no longer sell his milk. “I realized that it would go off and that it was too vital a product for many people to allow that to happen.” So Alvaro Ramón obtained the travel permit document required in order to freely circulate with his truck and distribute 50 liters of milk

to some 20 families in his community.

In Ecuador, as in many other countries, the lockdown measures resulted in the total loss of income for many people and limited access to food or even drinking water. These restrictions also made it difficult for small producers to reach local markets, leading to shortages in some towns and cities. With his daily round, Alvaro distributes milk safely to low-income families, pregnant women and mothers with small children.

Information obtained from <https://news.un.org/es/story/2020/06/1475252>



## Convidarte: the art of collaborating

Recoleta District. Buenos Aires. Argentina. A married couple on their balcony wonder with quite some concern how the most vulnerable and the homeless will survive this pandemic. The next day, they share their concern with a friend, a psychiatrist who works as a volunteer in one of the poorest neighborhoods in the city. And they have an idea: cooking extra meals so that he can take them to the most vulnerable groups with which he is in touch. Very soon, more neighbors and acquaintances sign up to the idea. They go from preparing 60 meals a day to 1,800. The people cook in their homes to while away the quarantine and those who are not good cooks take charge of distributing the meals. Thus the Convidarte movement was born. Today it consists of a network of over 4,000 volunteers who



distribute 6,800 meals a day to 30 shelters in Buenos Aires. A fine example of how easy it is to move from being concerned to taking action.

<https://www.instagram.com/convidarte31>

<https://www.linkedin.com/company/convidarte/>

## Pets in times of coronavirus

El Refugio is a prestigious organization in Madrid which has been helping rescue and recover abandoned pets for years. The coronavirus severely tested its ability to tackle particularly delicate

situations and it responded with two initiatives. Firstly, 'Home Alone': pets are often the only company for many people who had to be admitted to hospital and are left defenseless until their owner is cured and

discharged. An especially distressing circumstance for both of them. The volunteers at El Refugio took care of searching for these animals left 'home alone' and taking them to the home of a relative or acquaintance of the owner. Where this possibility is not feasible or, even, when the owner unfortunately passes away, El Refugio takes in these animals to find them a new owner. This marks the start of the second initiative called 'Life Goes On', an attempt to find them a new home. "An abandoned dog is not the same as a

pet that has just lost its owner," explains Nacho Paunero, president of El Refugio. Until recently, this pet had all the love and attention of its owner. Most probably it didn't suffer from malnutrition or a lack of affection, nor aggressiveness, but it will be sad for some time. They will need a lot of love." Taking into account the fact that 40 percent of households in Madrid have a pet, it is no wonder that El Refugio is making a heartfelt appeal for collaboration.

<https://elrefugio.org>



## Seen on the web

Learn about all our activities on social media. In this section you will find a selection of the best posts on Facebook, Twitter and Instagram.

### f FACEBOOK

@FundaciónMapfre  
@fundaciónmapfrecultura  
@FMobjetivocero

### 🐦 TWITTER

@fmapfre  
@mapfreFcultura  
@FMobjetivocero  
@FMculturaCat

### 📷 INSTAGRAM

@mapfrecultura

### THE BEST TWEET

@fmapfre

Covering basic food needs is becoming a complicated task for many families. That is why we have issued the Fundación MAPFRE Family Food Card through @CarrefourES.



If you are traveling on public transit with your children, ensure they always keep their hands clean.

Explain the situation and always have some alcohol gel sanitizer to clean their hands.

#FM\_WithYou #Health #childcare



Estamos conectados por la solidaridad, aunque no nos conozcamos

Fundación MAPFRE

This situation has shown us that we are all connected. We depend on brave, anonymous heroes who keep us going every day and, by being responsible, we can save and improve the lives of many people we do not know. Thank you!

#FM\_WithYou #Solidarity



How much is six feet? If a bike fits lengthwise between two of you, you are at the right distance. Also, if you stretch out your arms and do not touch each other. By keeping your distance, you protect yourself and others.

#FM\_WithYou #bicycle  
#Health #bike  
#COVID19



Recommendations for restaurants and bars in the post-COVID world

You are surely looking forward to returning to your favorite restaurant or having a cool drink on the terrace of a bar, but you still have doubts about how to do it. In this video we clarify how you can enjoy yourself with family and friends, while minimizing the risks. Always follow the indications of the employees and maintain the safety distance. Combating COVID-19 is everyone's responsibility. Protect yourself and protect others.





*The Walking Man* by Giacometti has returned home: he had a pressing engagement. From tomorrow, and for the first time, all the sculptures of “The Walking Man” can be seen together in @ [fondation\\_giacometti](#).

@repost  
@fondation\_giacometti

© Bo Boustedt, view of the Venice Biennale exhibition, 1962, Giacometti Foundation Archives.



#albertogiacometti  
#welovegiacometti  
#biennale  
#photo  
#sculpture



#FM\_WithYou  
#PlanesMadrid

We want to see your face again. Discover the glint in your eyes before enjoying Rodin and Giacometti at our exhibition halls. Every Friday, those of you who take a selfie at the entrance to our exhibition and share it on Twitter or Instagram will gain free access to the hall by showing it at the ticket office. Isn't that great? Looking forward to seeing you!



## FM - Delivery



Are you worried about not having a table when your favorite restaurant reopens? They're sure to have a home delivery service! Take advantage of this option and enjoy their best dishes at home. Follow these tips

which we have drawn up with SEMES and FACYRE to enjoy your favorite food risk and stress-free.

#FM\_WithYou  
#wellbeing



While the corporeality of the Rodin figures fills the premises, Giacometti speaks to us of the essential and transcendental.

#ColeccionesFM  
#Cultura  
#RodinGiacometti







Fundación MAPFRE

@fmapfre



Now that we are back using public transit, let us remember the importance of respiratory etiquette. You know, the safety distance, use of mask and gloves... Take care of yourself and others!

#FM\_WithYou  
#RoadSafety



Fundación MAPFRE

In 'My Abilities Cook Today', we present María's recipe

María teaches us how to cook her favorite recipe: stuffed potato pie. María has the ability to cook, fend for herself and work, and she manages to overcome the limitations that, on occasions, others presuppose will hinder her. With this project ('Mis capacidades cocinan hoy' in Spanish), we wish to promote the autonomy and independence of youngsters with intellectual disabilities. Let them teach you, they can do it.



Fundación MAPFRE



With the Now For Them campaign, 50,000 senior citizens were not alone

Thanks to you and your support for this campaign ('Ahora por ellos' in Spanish), an initiative of the Sé Solidario program, we raised 150,000 euros with which we managed to accompany thousands of elderly people during lockdown. We undertook a number of actions, including volunteers taking food and medicines to 1,851 people or making 16,000 calls to them in order to break through their social isolation. Thanks to you we have ensured that our senior citizens were not so lonely and received assistance in the most difficult moments. Thanks to you, because you did not look away during lockdown. Thank you for helping us achieve this.



Fundación MAPFRE

## FM - Practicooking

What is your favorite tomato for a salad? Dani Garcia gives us a really refreshing idea for the summer.

#FM\_WithYou  
#Food  
#Summer



# We allocated **35 MILLION EUROS** to fight **COVID-19**



We allocated 30 million euros for the **purchase of medical equipment, welfare aid and employment support.**



**Commitment to Research** with a donation of 5 million euros to the Spanish National Research Council (CSIC).



**Psychological assistance,** provision of **basic necessities** and **advice to recover employment** and for the **self-employed.**



**Micro-donations and volunteering** to support the elderly.



**#FM\_TogetherApart**

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Fundación  
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[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

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**ENU**/CHECK OUR ONLINE MAGAZINE

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