

Report

2016

> *enhance
quality
of life*

Fundación
MAPFRE



General Interest ↑

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Fundación MAPFRE

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Fundación MAPFRE GUANARTEME

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↑ ↑ Culture



Fundación
MAPFRE

Introduction

Producing this annual report of activities is a legal obligation. However, apart from respecting the law, it is also an opportunity to look back on what has been achieved. The reader now has the opportunity to read this document, which explains in detail the 363 activities carried out in 2016, from which 5,159,342 people benefitted directly, with almost 12 million beneficiaries in total when the digital environment is incorporated. This report gives a reader's perspective, whereas for those of us who work in Fundación MAPFRE, it is only a part of what we have done. We have embarked on many paths, along with some we cannot yet report on; there are others that are only an idea, a proposal for something that may appear in next year's edition, if everything goes to plan. The foundation's work is constant and thorough; it is neither urgent nor expects to be immediately profitable. It is a task in which everyone wins. Firstly, ourselves, because with our efforts and those who share our activities, we make the world a better place.

Fundación MAPFRE has been working on this commitment for over forty years. During this time, we have been concerned about improving the social and financial conditions of the most underprivileged; making culture, art and literature available to everyone; increasing people's quality of life, supporting research, and educating society about healthy lifestyles and accident prevention, as well as raising awareness of insurance and social protection.

The work we did in 2016 was carried out in 29 countries around the world. We are a committed team, and relatively small in size, with around a hundred people. However we are able to establish synergies with professionals and the companies with which we work, and particularly with our thousands of volunteers who enable us to geometrically multiply our reach. We base our actions on solid, ethical principles, with an ongoing vocation to serve society, to be efficient in our expenditure and to maintain a constant spirit to innovate and

improve, all with absolute transparency. We believe that public dissemination goes beyond demonstrating the correct use of resources and results achieved with employment: it guarantees that everyone has the same opportunities to benefit from our work. This is the ultimate goal of this annual report.

It would be impossible to summarize in this introduction everything we do, not even the most significant tasks. We ask readers to be patient and find whatever they need on the following pages, depending on their interests. However, this does not prevent us from mentioning some of the activities of which we are particularly proud, because they are the result of years of effort, or because it is a new path that we are taking, which excites us tremendously. They are all a clear example of what we do.

For the past 25 years, we have been constantly organizing exhibitions at our halls, first in Madrid, and since 2015, in Barcelona. We have been great disseminators of contemporary art, and collaborate closely with major artistic institutions from all over the world. The result of this collaborative experience is the Espacio Miró, which was created this year. It is a permanent space at our exhibition halls at Paseo de Recoletos 23, in the heart of Madrid. The Espacio Miró holds over seventy works by the universally acclaimed Catalan artist, and his unparalleled contribution to 20th century art can be enjoyed by all. This new initiative is just another example that has led us to become an international benchmark in the world of contemporary art. We now have a set of masterpieces under our care that further enrich our already significant art collection.

For the past twenty years, we have been supporting the efforts of the research team at Hospital Puerta de Hierro in Madrid. The team is developing stem-cell therapy to enable people to recover their mobility after suffering spinal injuries. By implanting stem cells, tissue that had been permanently damaged recovers and reappears. This year, clinical trials

have shown encouraging results. Over 50 percent of patients have recovered their motor function, and 80 percent their sphincter control. We are aware that the ultimate solution to this type of ailment is still a long way off, but we are definitely on the right path.

Education offered by Fundación MAPFRE covers all areas of knowledge that mark the aims of the foundation. They all fall within the Educa tu Mundo (Educate your World) program, which is committed to pedagogic innovation, education in values and to bring contents outside the regulated syllabus into the classroom. We understand that they are essential for preparing students to face the coming challenges in life. This year we established two teaching initiatives of which we are particularly proud: The El Seguro está en el Aula (Insurance is in the Classroom) workshop, and the PlayPension game, through which students aged 12 to 16 can gain knowledge on the importance of saving, in an easy, fun way, so that they are fully aware when making financial decisions in the future.

The traffic accident rate continues to be a major problem in today's society. As a result of the various awareness campaigns, the number of victims has gradually decreased, but we must not lower our guard. This year, we started up Goal Zero, a program comprising street-level actions to raise public awareness of the five main causes behind traffic accidents. Most of us can assess the consequences of the wrong decisions we make when behind the wheel. Avoiding these consequences is our chief concern, and we fully support the aspiration that in the future, the traffic accident rate will simply be a reminder of problems in the past.

In 2016 we began work on a series of initiatives that make you an active element of our work. Our volunteering programs have ensured that charity quickly reaches those, who for one reason or another, live in disadvantaged situations. We have wide experience in how things should be done,

and this year we started to share this knowledge with various entities and companies, so that they can start their own volunteering projects, and in turn, make you an agent of social transformation. With the Emoción project, we presented a wide range of micro-donation campaigns, which we invited you to participate in. Many of you did just that, and our sincere thanks go to one and all. Beyond the financial goal, we would like you to be aware of the problems, so that you and others like you, form part of the solution through your contributions. This same spirit has for years been inspiring our charity market, held every December. It is increasingly becoming less our market and more your market, as well as that of all the institutions that collaborate with us in some way or another.

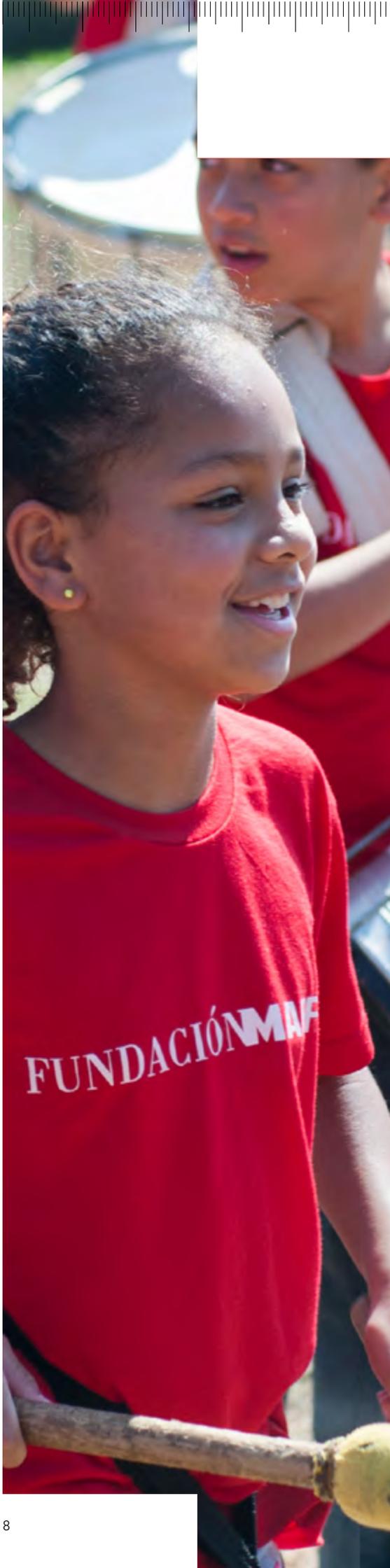
In this partial and rushed review of what we have done, we would like to dedicate a few words to an initiative of which we are particularly pleased. Thanks to the generosity of many, the Orquesta Barroca of the Real Conservatorio Superior de Música and the Escuela Superior de Canto of Madrid, last December 1 we celebrated the first Charity Concert in the parish of San Jerónimo El Real. This event is definitely here to stay, as it put the sublime beauty of music to the service of those who need it most.

We invite you to continue reading this report. If you have been one of the many who have participated in our activities or who have made them possible, our sincere thanks. The following pages will tell you all about them. And if you haven't yet decided to give us a hand to make the world a better place, we hope that what we have done in 2016 will encourage you to join us. We'll be waiting for you.

(Solid principles)

01

Governing bodies



Board of Trustees

PRESIDENT	Antonio Huertas Mejías
FIRST VICE PRESIDENT	Antonio Núñez Tovar
SECOND VICE PRESIDENT	Luis Hernando de Larramendi Martínez
MEMBERS	<p>Ángel Alonso Batres</p> <p>Ignacio Baeza Gómez</p> <p>José Barbosa Hernández</p> <p>Rafael Casas Gutiérrez</p> <p>Montserrat Guillén i Estany</p> <p>José Manuel Inchausti Pérez</p> <p>Andrés Jiménez Herradón</p> <p>Ana López-Monís Gallego</p> <p>Francisco José Marco Orenes</p> <p>Rafael Márquez Osorio</p> <p>Antonio Miguel-Romero de Olano</p> <p>Alfonso Rebuelta Badías</p> <p>Esteban Tejera Montalvo</p>
NON-MEMBER SECRETARY	Ángel Luis Dávila Bermejo
NON-MEMBER VICE SECRETARY	Claudio Ramos Rodríguez
GENERAL MANAGER	Julio Domingo Souto

Honorary Presidents

Julio Castelo Matrán

José Manuel Martínez Martínez

Honorary Trustee

Carlos Álvarez Jiménez

Management Committee

CHAIRMAN	Antonio Núñez Tovar
VICE CHAIRMAN	Julio Domingo Souto
MEMBERS	<p>Ángel Alonso Batres</p> <p>Aristóbulo Bausela Sánchez</p> <p>Antonio Guzmán Córdoba</p> <p>Luis Hernando de Larramendi Martínez</p> <p>José Manuel Inchausti Pérez</p> <p>Pablo Jiménez Burillo</p> <p>Rafael Márquez Osorio</p> <p>Jesús Monclús González</p> <p>Daniel Restrepo Manrique</p> <p>Mercedes Sanz Septién</p>
NON-MEMBER SECRETARY	María Luisa Linares Palacios
GENERAL MANAGER	Julio Domingo Souto

Activity Areas

	SOCIAL ACTION
MANAGER	Daniel Restrepo Manrique
	CULTURE
MANAGER	Pablo Jiménez Burillo
	HEALTH PROMOTION
MANAGER	Antonio Guzmán Córdoba
	ACCIDENT PREVENTION AND ROAD SAFETY
MANAGER	Jesús Monclús González
	SEGURO Y PREVISIÓN SOCIAL
MANAGER	Mercedes Sanz Septién

Composition of the governing bodies on the date of issue of the Annual Report.



02

General information

Overview

Fundación MAPFRE is a non-profit institution created by MAPFRE in 1975 that carries out activities of general interest in Spain and in other countries to contribute to social well-being through accomplishing the following objectives:

- Improving the economic, social and cultural conditions of the most disadvantaged people and sectors of society.
- Ensuring the safety of people and their assets, with a special focus on road safety, accident prevention and health.
- Improving people's quality of life.
- Promoting culture, the arts, literature and historical research
- Raising awareness of the culture of insurance and social protection.

Activities

To achieve its objectives, Fundación MAPFRE carries out a wide range of activities all over the world, through five specialized areas: Social Action, Culture, Accident Prevention and Road Safety, Health Promotion and Insurance and Social Protection. Its activities, which in 2016 were executed in 29 countries, include:

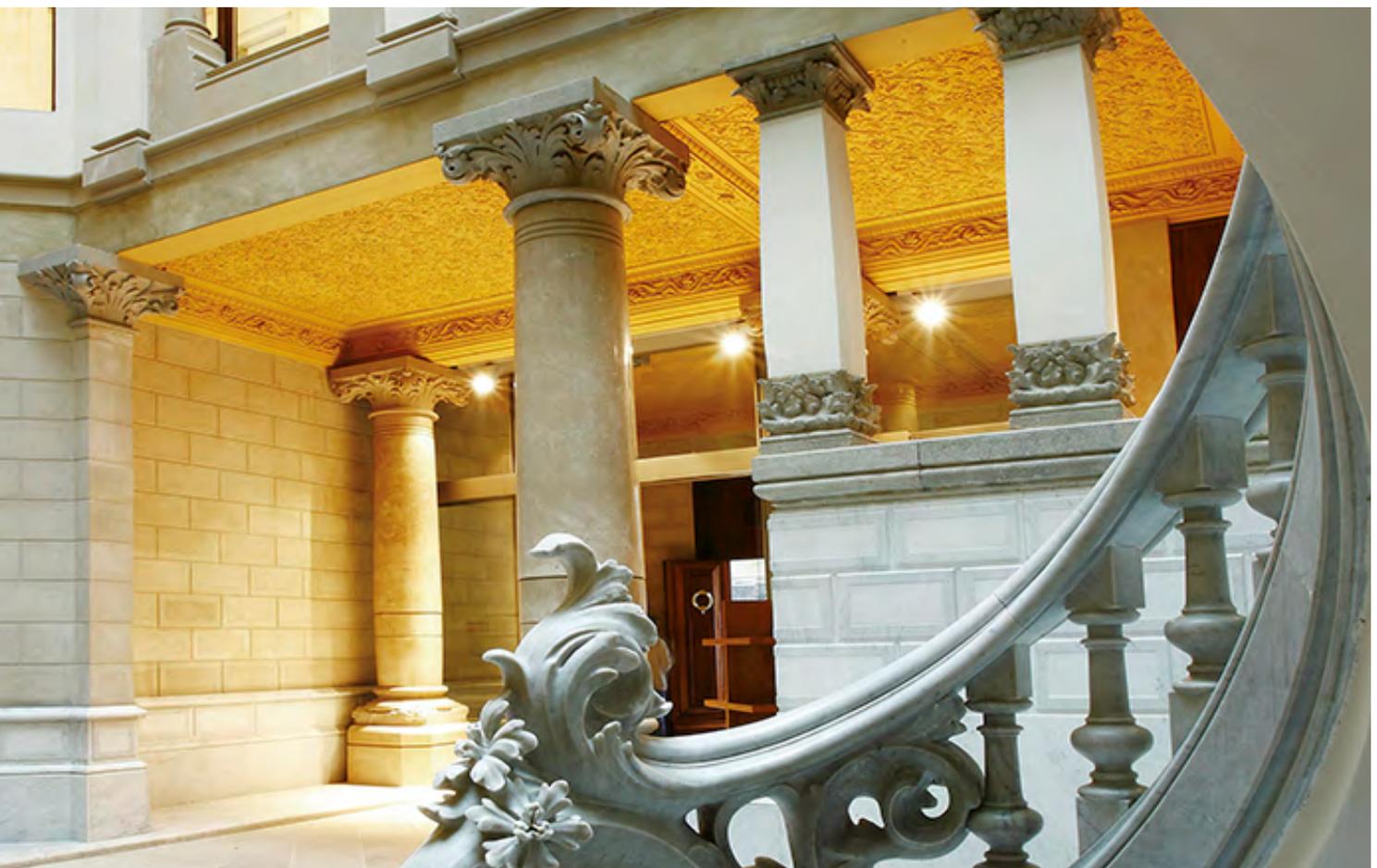
- Awarding scholarships and research grants.
- Carrying out research projects and studies on subjects related to the aims of the foundation.
- Organization of art exhibitions.
- Specialized teaching and training activities.
- Conferences, symposiums, seminars and other events.
- Campaigns and programs directed at accident prevention, road safety and healthy lifestyle choices.
- Publications, both monographic and periodical.
- Assistance for the most disadvantaged people or groups in society.
- Management and distribution of knowledge through Fundación MAPFRE's Digital Library and a specialist documentation center.

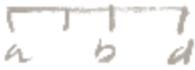


The following table summarizes activities for 2016:

ITEM	Number of activities	Number of events	BENEFICIARIES		DISSEMINATION
			On-site	Remote	Other Web Access
Courses, conferences and similar events	21	218	21,982	17,485	0
Prizes and scholarships	11	20	256	n/a	126,450
Publications	79	234	1,550,054	549,322	611,290
Dissemination, educational and awareness-raising programs	122	3,929	1,669,212	8,889,495	10,612,279
Exhibitions	25	26	1,751,607	50,097	65,083
Documentation Center	1	1	30	178,452	186,764
Project and Social Assistance	104	158	166,201	1,941,261	2,351,159
TOTAL	363	4,586	5,159,342	11,626,112	13,953,025

VOLUNTEERING	Number of activities	Number of events	Number of volunteers	Number of people taking part	Number of beneficiaries	Other web accesses
Exclusive volunteering activities	178	910	6,074	13,949	555,277	54,081
Cross-sectional volunteering activities	28	184		1,403	111,349	
TOTAL	206	1,094	6,074	15,352	666,626	54,081





Awards

Fundación MAPFRE has this year granted the following international awards, allocating a prize of 30,000 euros to each of them, thereby recognizing and stimulating appropriate actions by people and institutions for the benefit of society .

The Lifetime Achievement Award, recognizing the social and professional career in the service of society of a person over 70 years old, went to Her Majesty Queen Sofia (Psykhikó, 1938) for the 50-plus years she has devoted to defending the interests of the disadvantaged, in particular children.

The Best Social Action Initiative Award, to reward exceptional work in benefiting the most disadvantaged, was presented to Fundación Promoción Social de la Cultura, the only Spanish NGO working in the Zaatari camp for Syrian refugees in Jordan.

The Best Health Promotion Initiative Award, directed at those institutions or individuals that have made an important contribution towards improving health and the quality of people's lives, was won by Action Against Hunger in Peru, for the effectiveness and multiplier effect of its Anemia No program.

The Best Accident Prevention Initiative Award, which recognizes a significant contribution to help avoid and reduce accidents, was awarded to the European Federation of Road Traffic Victims, an organization that not only puts the spotlight on deaths caused by traffic accidents but also on the seriously injured and the families of the victims.

The Julio Castelo Matrán International Insurance Award, recognizing important contributions made by individuals or institutions in improving social perceptions of insurance through innovation, knowledge and exposure, went to the Ohio Insurance Institute, a small American employer association that has made a significant contribution to boosting employment in the sector through its website www.insurancecareers.org.



On 6 June, Fundación MAPFRE held its prize-giving ceremony in Madrid

Publications

Fundación MAPFRE's editorial plan is linked to the activities of the five specialist areas in which it works. A total of 79 titles were published in 2016, many of them both physically and digitally, on subjects related to art, history, health, accident prevention and road safety. In addition to Spanish, this year saw the publication of several books in English, Portuguese and French.

Fundación MAPFRE publishes *La Fundación* every quarter, with versions in Spanish (in print and electronic format), English and Portuguese (electronic).



La Fundación Magazine

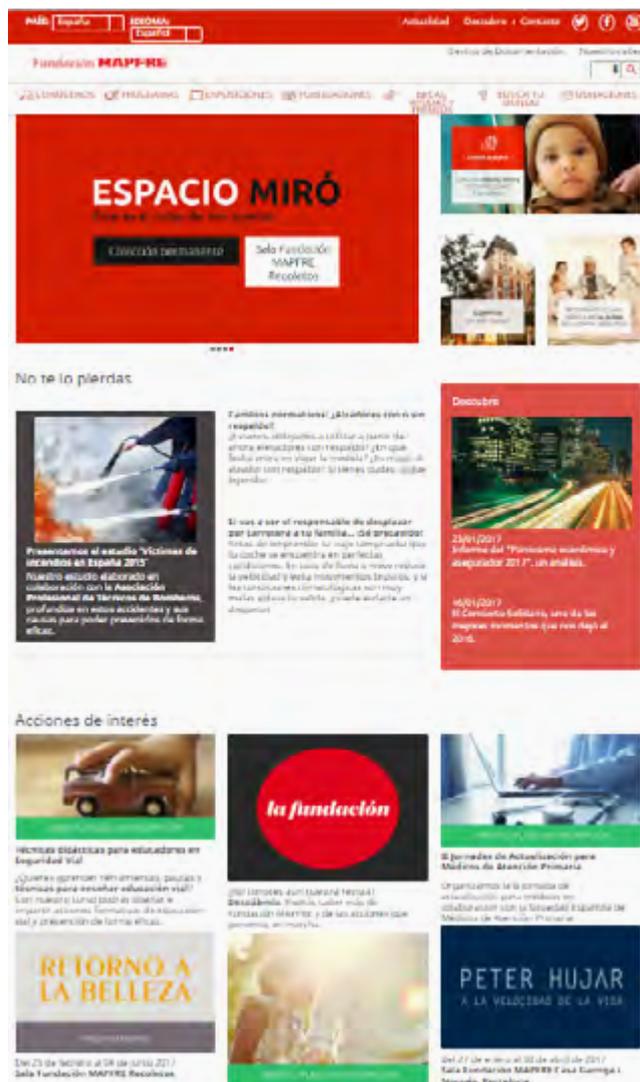
Website

Fundación MAPFRE promotes the use of information and communication technologies. Our website (www.fundacionmapfre.org), which this year has undergone a complete transformation, and the social networks constitute one of the primary methods of communicating and rolling out our activities. Our presence on social networks (Facebook, Twitter, LinkedIn, YouTube, Instagram and Flickr) helps us fulfill our legal obligation to spread the word about our activities at the same time as contributing to strengthening our communication, creating a community and establishing mechanisms for collaboration based around the activities we undertake.

The following table gives a clearer picture of the traffic on the internet and social networks.

AREA	Visits 2016	Visits 2015	% Variation 2016/2015
Social Action	3,076,163	4,318,237	-28.8%
Culture	662,185	1,005,523	-34.1%
Health Promotion	477,559	1,199,087	-60.2%
Accident Prevention and Road Safety	7,240,314	6,254,437	15.8%
Insurance and Social Protection	865,309	2,810,323	-69.2%
Multiarea	1,990,931	1,093,740	82.0%
Fundación MAPFRE	14,312,461	16,681,347	-14.2%

PROFILES	Followers 2016	Followers 2015	% Variation 2016/2015
Facebook	509,033	338,372	50.4%
Twitter	87,602	107,510	-18.5%
YouTube (channel subscribers)	5,183	3,653	41.9%
LinkedIn (contacts)	n/a	2,364	n/a
Instagram	10,800	3,500	208.6%
Fundación MAPFRE	612.618	451.899	35,6%



This year we updated the Fundación MAPFRE website

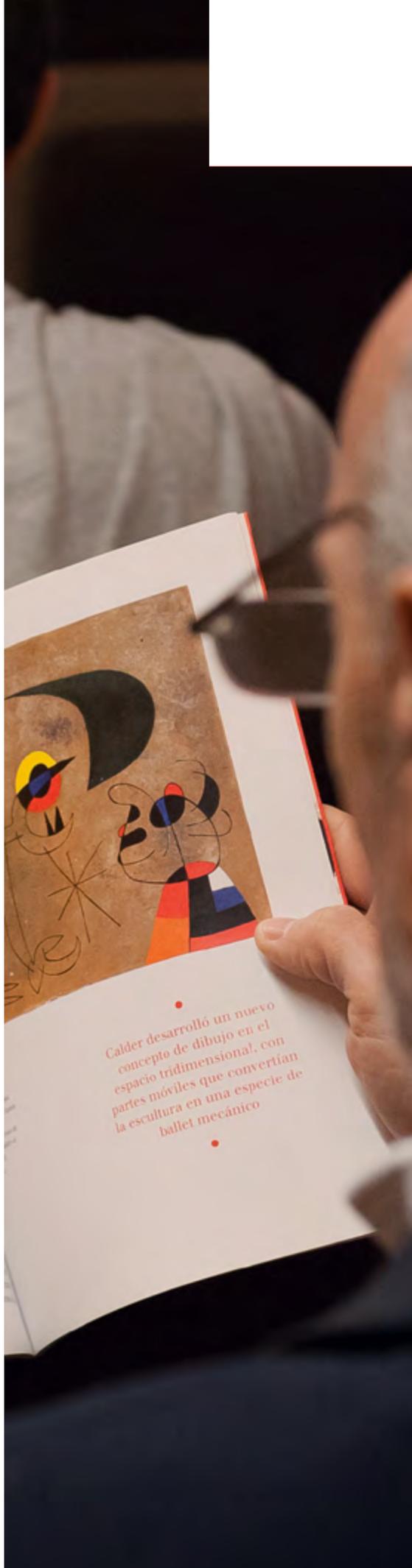
Geographical location of activities by country in 2016





03

Recognitions and awards received



• Calder desarrolló un nuevo concepto de dibujo en el espacio tridimensional, con partes móviles que convertían la escultura en una especie de ballet mecánico •

Social Action

- The AUTELSI Awards, in the Social and Environmental Commitment category, for the Soy Cappaz application.
- The Supercuidadores Award 2016, in the category covering Patient and Medical Associations and the Disability and/or Dependency sector as well as Foundations, NGOs and the Third Sector in general for the Soy Cappaz application.
- The Corresponsables Award, for promoting the autonomy of people with intellectual disabilities, for the Soy Cappaz application.
- The Spanish Confederation of Education and Training Centers Award. Recognition by CECE of Social Values.
- “Hacemos Málaga” Business Awards in the Social Action category, for the job-seeker social program Accedemos that supports unemployed people who are having difficulties in finding a job.
- Cocemfe Valencia Award 2016, recognizing the support given by a private organization to social projects.
- Recognition from the International Congress on Recovery and Employment, (Mental Illness and/or Drug Addiction) and from the 1st Inclusive Employment Fair in Murcia, for the employment social program Juntos Somos Capaces (Together We Can) for its collaboration with the service that seeks to integrate people suffering from mental illness within the labor market.
- The Ikslan Prize, from the Vocational Training Public Centers Association, for the Descubre la FP (Discover Vocational Training) program, in recognition of its work in bringing vocational training to the attention of society.
- Finalists in the Corresponsables Awards, together with the Atresmedia Foundation, in the Large Company category, for the vocational training program Descubre la FP Discover Vocational Training).



Presentation of the Autelsi Award for the Soy Cappaz app



The Soy Cappaz app also received the Corresponsables award

↑ (a)

↑ (c)

Culture

- São Paulo Association of Art Critics Award for the best international exhibition of the year.
- Capital Arte magazine's award for patronage presented to Fundación MAPFRE for rolling out its program of photographic exhibitions.
- National Publishing Award from the Ministry of Education, Culture and Sport for *La herencia de Cristóbal Colón. Estudio y colección documental de los mal llamados pleitos colombinos (1492-1541)*, jointly published by Fundación MAPFRE and the High Council of Scientific Research.



The Soy Cappaz app also received the Corresponsables award

Accident Prevention and Road Safety

- Motor Institution award, as part of the Readers' Car of the Year Awards, organized by the newspaper *La Vanguardia* and publishers Editorial Prensa Ibérica, in recognition of the altruistic work carried out by Fundación MAPFRE since 1975, and more particularly since 1996, in the fields of education and road safety.
- The BRAKE Award, in the Global Road Safety category, which recognizes organizations and institutions that contribute towards improving road safety, for our Objetivo Cero Accidentes (Goal Zero Accidents) initiative.
- Silver Medal presented by the Spanish Motorway Association in acknowledgment of our commitment to research and training on road safety and accident prevention.
- Best Ideas Award, presented by *Diario Médico* for the *Study on Drowning and Other Life-Threatening Events in Aquatic/ Marine Environments*.
- Recognition by the World Health Organization (WHO) in its *Improving Global Road Safety* report, of three projects by Fundación MAPFRE aimed at reducing traffic accidents and raising social awareness on the importance of road safety.



Award from *Capital Arte* magazine for our photography exhibition program

- Recognition from the Mayoral Department of Mobility in the Colombian city of Itagüí for the road safety educational activities carried out in the area.
- Recognition from the City Council of Alcorcón for organizing and administrating the International Congress on Intervention in Major Disasters.
- Recognition for the Civil Protection volunteers of Alcobendas for organizing and carrying out accident prevention and road safety activities in the city.
- Finalist in the 2016 Mini Nico Awards, organized by Mundo Mayor TV, for our activities on road safety and accident prevention for senior citizens.

Health Promotion

- ABC award for the best work in healthcare presented to the neurological surgery team at the Hospital Puerta de Hierro, led by Dr. Vaquero, for the treatment of spinal cord injury with stem cells, which Fundación MAPFRE has been supporting for more than 20 years.
- Immaculate Conception Plaque of Honor from the CEU San Pablo University for our work in the field of health promotion.



ABC Best in Health award for the project run by Jesús Vaquero



Diario Médico Award for one of the 100 Best Ideas, for the study on drowning



effort = results ↑↑

04

Foundation Activities



Social Action

The Foundation's social action is aimed at helping society's most disadvantaged individuals and communities. Its main lines of action are as follows:

- _ The promotion of employment in Spain through programs aimed at the occupational integration of people with intellectual disabilities and mental illnesses, and encouraging their employment by small and medium enterprises.
- _ Support for people with mental disabilities and their families by means of different programs and grants.
- _ International cooperation involving more than 85 projects on education, nutrition, health and training, carried out in 23 countries.
- _ Volunteering through global programs and actions implemented worldwide.
- _ Fostering solidarity through microdonation campaigns.

Most significant activities carried out in 2016

Promotion of employment (Spain)

– Program: **Juntos Somos Capaces** (Together We Can), aimed at the social and occupational integration of people with intellectual disabilities and mental illnesses. To achieve the program's aims, we continued to collaborate with companies, social organizations and public bodies during 2016. Since 2008, 2,400 people have benefited from this program and over 3,000 companies and institutions have come on board.

– The employment program **Accedemos** (We Access) is aimed at small and medium-sized enterprises that need to recruit staff, and has become established as a great initiative to support occupational insertion and strengthen the business sector. This program also has an important multiplier effect within society as a whole. Thanks to Accedemos, more than 400 people managed to get a stable job contract in 2016, with genuine possibilities of it becoming a permanent contract.

– The **Descubre la FP** (Discover Professional Training) program, rolled out in collaboration with the Atresmedia Foundation, promotes and publicizes vocational training as a very valuable educational option for finding a job.

Family support

Throughout 2016, Fundación MAPFRE supported various activities organized by nonprofit institutions devoted to helping individuals and groups associated with intellectual disabilities. We also collaborated with sports and social clubs to facilitate their social integration through sport.

We have developed tools to facilitate the integration of people with disabilities such as the **Soy Cappaz** app, which has won numerous awards and commendations.

Education

Through the **Educa tu Mundo** (Educate your World) program, we convened the Fundación MAPFRE Storytelling Competition. More than 3,600 children took part in this year's edition, a considerable increase compared to previous years.

In 2016 we embarked on a process of standardizing the educational content of our website.

Schoolchildren from 19 countries participated in the short story competition

International cooperation

through the **Formando Comunidad** (Developing Communities) program we collaborated with more than 85 projects in 23 countries, with the main objective of encouraging comprehensive education, this being understood as all the education an individual needs to fully realize their potential.

Thanks to this program, in 2016 Fundación MAPFRE provided daily nutritional support to more than 78,300 people, channeled healthcare to over 79,800 people, provided education for more than 90,000 children and young people, and facilitated training to help make over 44,000 people more employable.

Particularly worthy of mention is the **MAPFRE Community** project in Mexico, developed in conjunction with the UP IPADE Foundation, which provides comprehensive services to the Community of Santa Fe in Mexico D.F. to meet their nutritional, health, legal advice, education and training needs.



Our number one objective is to promote education

“Emoción” Program

The aim of this program is to encourage social solidarity through microdonation projects. During 2016, a total of six projects were implemented which managed to raise €100,000. These were:

- **Colonia de Santa Fe Canteen** (Mexico City). With this project we helped to provide food for disadvantaged children in Mexico.
- **Ayudemos a Ecuador** (Helping Ecuador). This project helped to alleviate the most urgent needs of earthquake victims in Ecuador.



Canteen for children in Mexico

- Drinkable water for **Syrian refugees** in Lebanon. This project helped to supply families in a refugee camp with a source of drinkable water.
- **Brittle Bone Disease** (Osteogenesis Imperfecta). This project is backing the development of a prototype child seat specially designed for children suffering from this disease.
- Mobile unit for **Syrian refugees in the Zaatari refugee camp** in Jordan. This project involved buying a mobile unit for transporting disabled patients from one of the most over-populated refugee camps in Jordan.
- Equipment for the **Aladina Juan Casado ICU at the Niño Jesús Hospital**. Through this project we bought beds and equipment for the cancer ICU in a children’s hospital.

Volunteering

Our Volunteering Program acts as a tool for social transformation via its solidarity actions, and works across five basic lines of action: nutrition, health, education, the environment and emergency aid.

This program was rolled out in 23 countries where we carried out 206 activities as part of 1,094 events, in which 6,074 volunteers participated, with a total of 666,626 beneficiaries.



Our volunteers transform society through their altruistic actions

Institutional actions and contacts

In 2016, we carried out activities in 23 countries, in collaboration with more than 100 institutions and nonprofit organizations.

Main challenges for 2017

In 2017 we want to concentrate our efforts on some very specific lines of action, focusing essentially on the promotion of social employment and the integration of disadvantaged groups in Spain, the management of international cooperation programs, and implementing volunteering actions that strengthen and support existing initiatives.

We will be putting the **Fundación MAPFRE Social Employment Program** into action, which will include the *Accedemos* project, and we will expand it with 500 direct grants for both employers and employees, along with the *Juntos Somos Capaces* project for people with intellectual disabilities and mental illnesses. This program will also include other actions aimed at fostering employment in different sectors of society through the promotion of vocational training, providing grants for institutions that promote employment, and organizing sector meetings.

We will also be promoting support for social causes and projects in Spain by means of charitable initiatives orchestrated through the **Emoción** program and other complementary actions of a similar nature, such as **Euro Solidario**, **Concierto Solidario** and **Mercadillo Solidario**.

In addition, we will continue to play a part in over 80 international projects through the **Formando Comunidad** program, putting an emphasis on those of most significance and interest, and which have an association with local volunteering actions.

Lastly, we should highlight the development of volunteering programs with various different entities that are keen to form part of the projects offered by Fundación MAPFRE.

(1)

(3)

Culture

Our main activity in this area is the organization of fine art exhibitions revolving around international avant-garde movements from the late 19th century through to the Second World War, complemented by a contemporary artistic photography program. Some of these exhibitions travel to galleries and museums in Europe, North America and Latin America.

We also organize various educational workshops for children and young people.

The activities of the Culture area are publicized internationally on the Internet via the Fundación MAPFRE website, themed portals and social media.



Most significant activities carried out in 2016

During the course of 2016, the Culture area organized a total of 23 exhibitions, nine of which were held in our own exhibition halls in Madrid and Barcelona, and 14 in venues belonging to other institutions we work closely with.

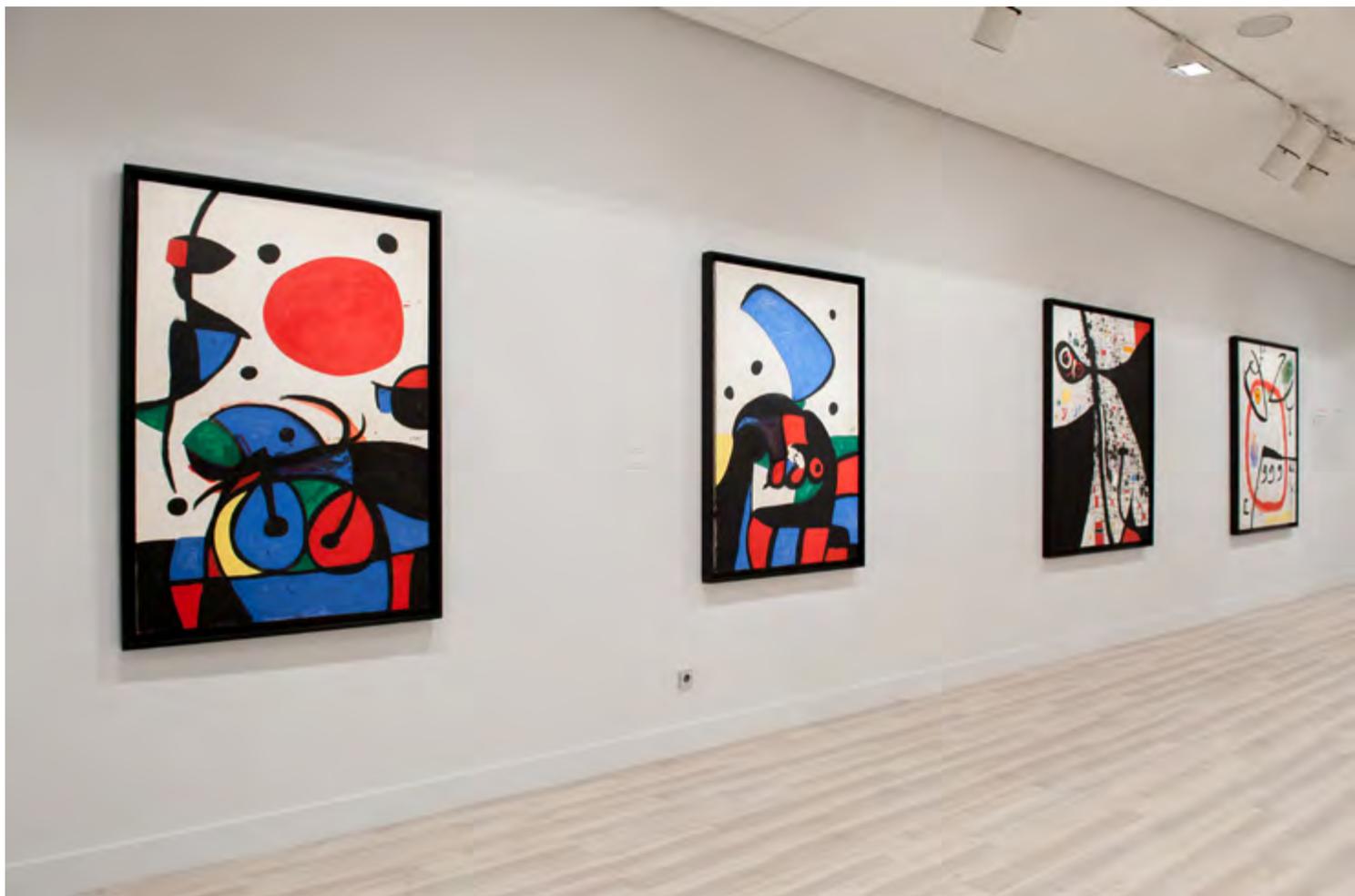
This year we should highlight the presentation of two major exhibitions in the Recoletos exhibition halls of Fundación MAPFRE in Madrid. The first of these was devoted to the Italian painters in the movement that laid the foundations of Futurism: **From Divisionism to Futurism. The Dawn of Modern Art in Italy**. The second celebrated the first great avant-garde movements of the 20th century, Fauvism: **The Fauves. Passion for Color**.

With regard to our Barcelona exhibition halls, we would like to highlight an exhibition that presented a retrospective of Renoir

from a fresh perspective based on different interpretations of the feminine image through his work: **Renoir Among Women. From the Modern to the Classic Ideal. Collections from the Musée d'Orsay and the Musée de l'Orangerie**.

It is also worth highlighting the very active **program of contemporary artistic photography** we have been putting on at our Madrid and Barcelona exhibition halls. Hiroshi Sugimoto, Julia Margaret Cameron and Bruce Davidson are three of the great names we have had the pleasure of showcasing. The result is that Fundación MAPFRE has become a point of reference in Spain when it comes to exhibitions of contemporary artistic photography.

During 2016 we put on 14 exhibitions in other venues, both in Spain and internationally, including: **The Triumph of Color. From Van Gogh to Matisse. Collections from the Musée d'Orsay and the Musée de l'Orangerie in Paris**, in collaboration with the Musée d'Orsay, shown at the Banco do Brasil Cultural Centre in Rio de Janeiro and São Paulo, which



One of the rooms in the new Espacio Miró



The Hiroshi Sugimoto exhibition, *Black Box*, was shown in Barcelona and Madrid

was recognized by the São Paulo Association of Art Critics as the best international exhibition of the year.

All our exhibitions are supported by catalogs, which are sometimes produced in different language versions. In this respect we would like to highlight *I segni nel tempo. Dibujos españoles de los Uffizi*, a publication that culminated an ambitious project we started in 2013 to inventory and publicize the significant collection of Spanish drawings from the 16th and 17th centuries held in the Uffizi Gallery in Florence. The work was completed thanks to the García Viñolas grant. A selection of the drawings was exhibited at the Fine Arts Academy of San Fernando.

In December we opened the **Espacio Miró** which, for Fundación MAPFRE, is an achievement that fills us with tremendous satisfaction as it houses more than sixty works that will be shown on a permanent basis in our exhibition halls on Paseo Recoletos, 23 in Madrid.

100%



O Triunfo da Cor, the best international exhibition of the year in Brazil

Institutional actions and contacts

In 2016 we carried out various activities in different countries in collaboration with over 70 institutions.

Main challenges for 2017

Our aims for 2017 include running a simultaneous program in all three exhibition halls with the presentation of eight different exhibitions; improving the flow of knowledge through new communication channels, with a particular emphasis on everything relating to the Espaço Miró; and maintaining both visitor numbers and ticket-related revenues.



Italian Art: Toward Modernity was one of the major exhibitions of 2016



Accident Prevention and Road Safety

The Accident Prevention and Road Safety area is tasked with contributing to people's well-being through the prevention of accidents, with a particular focus on road safety. Within this context, our activities concentrate on:

The **prevention of accidents** at home, during leisure activities and free time, and the prevention of fires, paying special attention to the most vulnerable groups.

With the goal of preventing and reducing the still high rates of traffic accidents, we carry out a large number of actions in the fields of education, training, research, communication and awareness-raising that deal with values relating to social commitment, cooperation and innovation.

Our commitment goes beyond national boundaries - we increasingly carry out international road safety and prevention campaigns. At present **we are operating in 23 countries**, mainly Latin America, Portugal, Turkey and Malta, where we run numerous activities.

The Accident Prevention and Road Safety area channels its efforts toward education and raising awareness within society, to which end its actions are directed at different risk groups, from schoolchildren through to the elderly. As a result of the action carried out over these years, we have become an international benchmark in the field of accident prevention and, in particular, road safety.



Most significant activities carried out in 2016

During 2016 we set up new programs on accident prevention and road safety, among which we would like to highlight **Goal Zero**, which included on-site sessions to promote the use of helmets when riding bicycles and motorcycles; the correct use of child restraint systems and seat belts; and the effects of drugs and alcohol on driving. We also rolled out the **Programa de Prevención de Ahogamientos** (a drowning prevention program) during the summer on the beaches of Andalusia, Cantabria and Galicia. Another of the new projects was the **Parque de Prevención**, an accident prevention initiative featuring an evacuation house, consisting of an inflatable structure simulating a smoke-filled house, where children learn how to react in the event of a house fire and how to orientate themselves in rooms where smoke impedes their visibility. In addition to these new activities, we continued with our programs that have a major impact on accident prevention and road safety, such as **Fire Prevention Week** and the mobile road safety education unit, **Caravana de Educación Vial**.

In the field of education, we brought together all our activities and publications under the umbrella of **Fundación MAPFRE Educa tu Mundo** (Educate your World). Of particular note in this area is our program **Innovar para Educar** (Innovate to Educate), aimed at promoting the teaching of accident prevention and road safety in the classroom. We also continued our e-learning training as part of the new MAPFRE Campus platform.

In 2016 we **organized and took part in numerous seminars and conferences**, most notably the international congress, Vulnerable Road Users Focus Workshop, along with the Global Road Safety Partnership (GRSP); the conference on making Intelligent Speed Assistance (ISA) standard in all vehicles as part of the European i-SAFER Project, and the General Assembly of the OBA (Organization of American Firefighters), all held in Madrid, and the international PRAISE seminars on road safety at work, held last October in Lisbon (Portugal) and Madrid.

In the international arena, we **took part in various international congresses**, such as the PRESEVILAB Congress in Paraguay, FISEVI in Santiago de Chile, the international OBA–Fundación MAPFRE Congress in Argentina on reducing the risk of disasters entitled: Reducción de Riesgo de Desastres: Prevención y Respuesta; the book launch of the *Manual de medidas de segurança viária* as part of the II Encontro Nacional DETRANS conference, in São Paulo, as well as participating in various working groups at the meetings of the United Nations Road Safety Collaboration

in New York and Geneva. We would also like to highlight our participation in the road safety forum Foro Milenio de Seguridad Vial where, on a prime-time television program, nine global experts discussed the major traffic problems experienced in Mexico City.

Mention should also be made of the international awareness-raising campaign, Goal Zero Traffic Accident Victims, which was rolled out in conjunction with the MAPFRE Volunteering Program. This action was held in all the countries in which MAPFRE and Fundación MAPFRE have a presence and culminated in a huge event in each country on 20 November to commemorate the World Day of Remembrance for Road Traffic Victims, in collaboration with numerous national associations.

We would also like to mention the start of the **activities we are undertaking with the Boston Children's Hospital**, in the state of Massachusetts, where in the near future we will be holding workshops on accident prevention and road safety in several of the city's communities. We should also mention our activities in Turkey to organize theatrical plays on road safety aimed at the families taking the Bandırma–Yenikapı line ferries.

In the field of research, we published the following studies: *Conducción y Drogas: factores subyacentes a los comportamientos de riesgo; Informe de inspección de seguridad vial en centros escolares de Ciudad Real; O Manual de medidas de segurança viária; La contribución de la velocidad a la prevención de accidentes en España; Panorama de la seguridad infantil en el automóvil (años 1990–2015); Priorización del potencial en seguridad de la conducción autónoma en Europa; Guía Iberoamericana de atención integral a víctimas de siniestros de tránsito; Niños en los automóviles y el golpe de calor en la infancia; Guía para padres sobre la prevención de lesiones no intencionadas en la edad infantil; El papel de la Unión Europea en la promoción de la seguridad en los desplazamientos en bicicleta; Análisis del estado de los vehículos; Reducing road risk at work through procurement (in Spanish, English and Portuguese); Dossier Fundación MAPFRE 2016 de seguridad vial infantil en el automóvil en España y Latinoamérica: sillitas infantiles (report on the situation in Spain and Chile); Taxis más seguros: gestión de los riesgos para taxistas, pasajeros y los demás usuarios de las carreteras; and Cómo gestionar la seguridad de la flota gris: breve guía para empresas cuyo personal utiliza su propio coche para el trabajo and the Informe sobre la seguridad de los motociclistas en Latinoamérica.*

Institutional actions and contacts

Our efforts are geared toward positioning Fundación MAPFRE as an international benchmark in the field of accident prevention and road safety.

We have numerous contacts with governmental institutions both in Spain and the other countries where we work. We collaborate actively with national organizations such as the certification body, AENOR, to promote the ISO 39001 standard; the Professional Association of Firefighter Technicians (APTB); the Spanish Association of Pediatrics (AEP); the Spanish Midwives Associations Federation (FAME); the Spanish General Directorate of Traffic and Directorate General of Civil Protection; and international bodies such as the United Nations Road Safety Collaboration (UNRSC); Johns Hopkins University, Safe Kids, the Global Road Safety Partnership (GRSP), the European Transport Safety Council (ETSC), the International Development Bank (IDB); the Ibero-American Observatory on Road Safety (OISEVI); the Latin NCAP; the Development Bank of Latin America (CAF); the National Road Safety Agency (ANSV) of Argentina; the National Commission for Road Safety (CONASET) of Chile, the Mobility Secretariat of Mexico City, the Portuguese Ministry of Health; the Maltese Ministry of Education; and the firefighter association Organización de Bomberos Iberoamericanos (OBA).



We put a particular focus on child car passengers

Main challenges for 2017

Our main goals for 2017 are as follows:

Accident Prevention and awareness-raising programs and campaigns

- To continue with our educational campaigns on road safety and accident prevention.
- To expand our drowning prevention campaign in Europe and other countries.
- To strengthen our occupational road safety program, which includes the organization of workshops in at least six countries.
- To consolidate our Goal Zero awareness campaign in line with World Road Safety Week, to be organized by the World Health Organization in May 2017, with a particular emphasis on the safety of child passengers.

Study and research programs

- To conduct studies in Spain based on the in-house information of Fundación MAPFRE and MAPFRE: accidents, diagnoses, call-outs, etc.
- To promote studies with international scope: occupational road safety, road safety education, road safety training, etc.
- To match the topics of the studies to the activities relevant to the area, such as programs and campaigns on road safety, child injuries, drownings and fires, among others.
- To increase the impact of studies in both the media and the international networks of which Fundación MAPFRE is a member (e.g. the United Nations Road Safety Collaboration, UNRSC).

Training, education and innovation

- To promote global online training through courses for professionals on road safety and accident prevention.
- To explore new participative training tools such as gamification and challenges on new technologies.



Awards and scholarships

- Fundación MAPFRE Awards. The Best Accident Prevention and Road Safety Initiative Award is aimed at acknowledging a significant contribution by companies or individuals to the prevention or reduction of accidents.
- Research prizes and grants. Follow-up of research grants in the field of accident prevention selected at the end of 2016.
- Driving license grants: We expect to launch a new call for 120 grants, aimed at youngsters trying to get their driving license.

Internet-social networks

- To continue analyzing opportunities to integrate web content on the corporate page of Fundación MAPFRE and, whenever possible, promote existing content beyond the site.
- To develop high-interest content for the websites and social networks in at least five countries: Spain, Brazil, Mexico, Portugal and the United States.
- To continue promoting information and interaction on social networks, reaching the maximum possible number of beneficiaries both nationally and internationally.

The international arena

- To share and implement best practices arising from national experiences.
- To increase our activities in key countries with the greatest opportunities for action: the United States, Brazil, Mexico and Turkey.



The drowning prevention campaign was rolled out at numerous Spanish beaches



Aiming for zero bicycle accidents too

Collaborations

- To play an increasingly active part in national and international working groups in order to strengthen our role as a global point of reference in the areas in which we work.
- To maintain and promote our alliances with public organizations and private institutions as a means of maximizing the impact of all our activities.

Transversal activities

- To complete the development of an international disaster response plan.
- To develop the action plan for funding and prizes that was designed in 2016.
- To help implement an improved global system for managing and coordinating activities.



Health Promotion

The goal of the Health Promotion area is **to improve people's health and quality of life**. To this end, we focus our efforts on the prevention of lifestyle-related non-communicable diseases (which are responsible for three out of four deaths worldwide). We achieve this by promoting healthy lifestyle habits in collaboration with public administrations, educational entities and scientific societies. We pay special attention to the prevention of cardiovascular diseases and to urgent action to reduce mortality and morbidity.

Our activities are present during all stages of life, through the development of educational programs at schools, health promotion activities in the workplace and family-oriented activities. Our projects are international in scope - in 2016 we operated in 13 different countries, primarily in Latin America, but also in Spain, Malta, Portugal and Turkey.

In the professional realm, **we promote scientific research and specialized training** for professionals by awarding scholarships and grants, calls for e-learning courses and organizing or participating in meetings and scientific congresses related with non-communicable diseases, the assessment of physical injuries, and clinical safety of patients.

Most significant activities carried out in 2016

Among the most significant activities of the year was the presentation of the **results of the first clinical trial of personalized cell therapy** on patients with complete chronic spinal cord injury, opening up a window of hope for thousands of people around the world.

This medical research, which Fundación MAPFRE has been supporting for more than 20 years, has been developed by the team led by neurosurgeon Dr. Jesús Vaquero at the University Hospital of Puerta de Hierro in Madrid (Spain). All the patients who took part in the clinical trial have reported improvements in their sensitivity and spasticity (muscular rigidity), with 80% of them able to control their sphincters and 50% showing signs of recovering some motor function.

Worthy of special mention is the launch of the **SOS Respira** (SOS Breathe) campaign, aimed at spreading the word on what action to take in the event of choking, which was

organized in collaboration with the Federation of Chefs and Pastry Chefs (FACYRE) and the Spanish Society of Emergency Medicine (SEMES). The campaign enjoys the support of renowned chefs such as Mario Sandoval, Samantha Vallejo-Nájera, Ángel León, Javier Peña, Pepa Rodríguez, Ricard Camarena, Koldo Royo, Luis Veira and Fernando Canales and has visited more than 5,000 hotels and restaurants in the cities of La Coruña, Cáceres, Granada, Madrid, Palma de Mallorca, San Sebastian, Seville, Toledo and Valladolid.

Other important activities were those falling under the umbrella of **Juega Seguro** (Play Safe), aimed at preventing soccer-related sudden deaths, and organized in collaboration with the FIFA Medical Center of Excellence in Ripoll and the Prado Sport Clinic. This campaign forms part of the prevention program for properly managing cardiac arrest and other medical emergencies on the pitch, and was developed by FIFA-FMARC (Medical Assessment and Research Center). It enjoys the support of more than one hundred professional soccer players, referees, and trainers including Luis Figo, Kaká, Marcelo Salas, Pato, Pepe, Marcelo,



On 21 September, the results of the first clinical trial on personalized cell therapy was presented

Thiago, Paco Alcácer, Rivelino, Pauleta and Hugo Sánchez, among others.

In 2016, Juega Seguro reached Mexico and has continued in Brazil, Chile and Spain in collaboration with leading soccer clubs such as Real Madrid, Atlético de Madrid, Cadiz, Elche, Hércules, Oviedo, Pachuca de México and Universidad Católica de Chile. Cardiopulmonary resuscitation courses have also been held for trainers, referees and linesmen and young players in collaboration with the soccer federations of Castile & Leon, Madrid, Murcia and Valencia. The campaign also features an application called CPR11, which is available in Spanish, English, Portuguese, German and French.

It is also worth highlighting the actions of the **Mujeres por el Corazón** (Women for the Heart) campaign, whose main objective is to prevent cardiovascular disease, the leading cause of death in women, by attending simple medical checks-up and spreading information on risk factors and the symptoms of heart attacks in women. In 2016, the Mujeres por el Corazón campaign reached Brazil and Colombia and continued in Panama with the support of the Ministry of Health; in the Dominican Republic in collaboration with the First Lady's Office and the Sociedad Dominicana de Emergencia; and in Spain, where sessions were held in Alcalá de Henares, Alcobendas, Alcorcón, Aldea del Fresno, Collado Vilalba, Colmenar Viejo, Córdoba, Coslada, El Molar, El Vellón, Fuenlabrada, Galapagar, A Coruña, Jaen, Leganés, Loeches, Madrid, Majadahonda, Navalcarnero, Parla, Pinto, Puertollano, Seville, Villa del Prado and Zaragoza. During the year, some 34,543 women around the world benefited from these activities.

Our educational programs have been imparted in situ to more than 275,471 schoolchildren in 13 countries. Here are some of the highlights:

– **ControlaTic**, aimed at promoting the proper use of new technologies and the prevention of addictions. This year, the campaign was launched in Peru and was also rolled out in schools in Andalusia, Aragon and Catalonia, with more than 46,819 students taking part.

– **The Vivir en Salud** (Healthy Living) campaign aims to encourage healthy lifestyles by including good habits from an early age, focusing especially on diet and regular physical activity. In 2016 the campaign was rolled out in schools in Brazil, Spain, Malta, Mexico, Panama, Paraguay, Puerto Rico and Turkey. Most notably, the educational program was presented in Mexico along with the support of the Secretariat of Health and the collaboration of the Secretariat of Health of the State of São Paulo (Brazil) and the Ministry of Health, and in Malta with the support of the Ministry of Health. A total of 228,652 schoolchildren took part in this program.

We would also like to highlight the start of actions geared toward promoting health in the workplace. As part of this program, we started up the **Empresa Saludable** (Healthy Company) portal, which helps companies to promote healthy habits among its employees as well as running our informative and educational programs in their facilities.

We continued to promote **the training of healthcare professionals**. To do so, we organized the following seminars: "Valoración del Daño Corporal" (Evaluation of Bodily Injury) in Cadiz, Badajoz, Jaen, Murcia, Seville, Valencia, Valladolid and Zaragoza; a course on updates for primary care doctors in collaboration with the Spanish Society of Primary Care Doctors; a seminar on Medical Care for Travelers; another on Emotional Wellbeing and Occupational Health as part of the SICUR International Security, Safety and Fire Exhibition; a workshop on Prediction; Prevention and New Technologies: their impact on safety, as part of the XXIV Congreso Nacional de Derecho Sanitario, organized by the Spanish Association of Sanitary Law; and the VII Encuentro sobre Salud y Trabajo: Bienestar emocional y salud laboral, a conference on health and wellbeing in the workplace held in Valladolid.

In the sphere of **research**, we awarded ten grants to the sum of approximately 500,000 euros, and presented research studies entitled *Estudio de tecnoadicciones en adolescentes in Peru*, and *Lesiones más frecuentes en el tenis y su prevención*, the latter directed by Dr. Ruiz Cotorro.



The Mujeres por el Corazón (Women for the Heart) campaign provides information on how to prevent cardiovascular disease

Institutional actions and contacts

We executed our activities in 13 countries, in collaboration with almost 100 associations, foundations and public institutions.

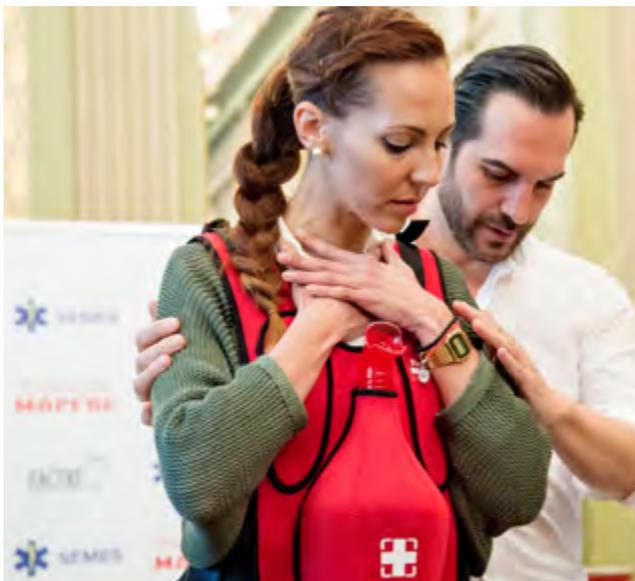
Main challenges for 2017

For 2017, our objectives include the development of educational and awareness activities, directed at preventing non-communicable diseases through the promotion of healthy lifestyle habits. The main challenges in this respect will be:

- Developing actions for **collaboration with the private sector** in the promotion of healthy lifestyle habits.
- Promoting awareness of good practices so people know how to **act in emergency situations** caused by choking and cardiorespiratory failure.
- Instigating actions to promote **cardiovascular health**, with a particular emphasis on women.
- Encouraging alliances with public and private organizations that can **increase the scope of our activities**.
- Implementing **global and gamifiable platforms** in our education programs to increase their scope.



To prevent sudden deaths in football, we rolled out the Juega Seguro (Play Safe) campaign



Renowned chefs took part in the new SOS Respira campaign

- Preparing **international research studies** aimed at more fully understanding the factors that cause non-communicable diseases.
- Giving impetus to our programs through the **Internet and social networks**.
- Stimulating our **e-learning training offer** aimed at professionals in education and primary healthcare.

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Insurance and Social protection

The aim of this area is to **promote knowledge of insurance and social protection**. In this context, our activities are mainly focused on:

- Organizing and distributing informative projects on the **culture of insurance**: workshops for schoolchildren, conferences, board games, initiation courses on insurance, informative guides, a course for secondary education teachers and all of the resources available on our website Seguros y Pensiones para Todos (Insurance and Pensions for All).
- Issuing calls for **training scholarships** so that students from all over the world can take a postgraduate course in Spain specializing in insurance.
- **Publishing** and distributing books, reports, rankings, research studies and informative guides.
- Contributing to knowledge about insurance and social protection through **conferences, seminars and the bugaMAP simulation game**.
- Issuing calls for **research grants** on matters relating to our activity with the purpose of boosting scientific investigation.

Our activities took place in 11 countries over the course of 2016.



Most significant activities carried out in 2016

We organized various activities related to insurance culture, most of which fell under Fundación MAPFRE's Educa tu Mundo (Educate your World) program.

Particularly relevant were the workshops for schoolchildren entitled **El Seguro está en el Aula** (Insurance in the Classroom), which set out to explain in a fun way the role insurance plays in the economy and society. There were 971 workshops held in schools and institutes across 25 Spanish provinces attended by 23,195 secondary school students.

Also with education centers in mind, we launched the **PlayPension** board game, the purpose of which is to make young people aware of the importance of long-term saving. In this case the target audience was high school students. The game was sent to over 600 teachers, trainers and other professionals.

The **Museo del Seguro** (Insurance Museum) welcomed 868 visitors from different associations, cultural and senior citizen centers and student groups, as well as 50,000 visits to its online site.

We continued our collaboration with the Interactive Museum of Economics (MIDE) in Mexico City. Throughout 2016, over 1,000 people took part in the introductory workshops on insurance and 143,727 visitors passed through the Finance in Society space.

In October, we took part in the celebratory events for the second edition of the **Día de la Educación Financiera en España** (Financial Education Day in Spain), as collaborating members of the Financial Education Plan, by holding our own event in various locations aimed at raising societal awareness of the importance of having an adequate level of financial and insurance knowledge.

We continue to produce and publish **informative guides** on different aspects concerning insurance and social protection. In 2016 we updated the retirement guide, *Guía para tu jubilación*, (in Spanish, Catalan and a version for the Basque Country and Navarre) of which over a million copies have been distributed. We also produced an adaptation of the family protection guide, *Guía para la protección de tu familia*, for Peru, and published the *Guía para la protección de tu familia* (in Basque and Catalan), the *Guía para asegurar tu salud* (a health awareness guide) and the vehicle protection guide, *Guía para la protección de tu vehículo*.



Presentation of the PlayPension game to intermediate-level students



We distribute various informative guides



The Insurance Museum website received more than 5,000 visits

In terms of our contribution to **specialized training**, we worked together with a number of universities and institutions, where we delivered seminars on Management and Decision-Making in Insurance Companies (bugaMAP Non-Life and Life) aimed at university students and professionals in the sector with a total of 1,367 participants from nine countries. We organized eight technical conferences, seminars and webinars, which saw 777 people taking part.

In addition, we granted **postgraduate scholarships** amounting to 150,000 euros for insurance-related studies at 13 Spanish universities. These scholarships have benefited students from Colombia, Ecuador, Spain, Honduras, Mexico, Peru and the Dominican Republic. Three of them were selected through the Fundación Carolina.

We awarded six grants as a consequence of the call for **Ignacio H. de Larramendi research grants**. We also collaborated with MAPFRE Economic Research in the publication and presentation of some of their reports and rankings. In 2016, 21 new publications were released and are available both in hard copy and electronically as a free download. We gave 19 presentations in both Spain and Latin America to boost their distribution, which attracted a total of 1,580 people.

In the field of online activities, the following are worth highlighting:

– **Seguros y Pensiones para Todos (Insurance and Pensions for All)** has continued to spread the culture of insurance to the general public. Our website received over 300,000

visits. We refreshed its content to reflect new activities and created a section to explain what insurance education is all about and reflect on the events related to it, such as the Día de la Educación Financiera en España. We incorporated information on our workshops for schoolchildren, increased the multimedia content on retirement and savings and expanded our educational section with two new initiation courses on automobile insurance and life insurance. We maintained contact with high school economics teachers, schools, professional and business associations, as well as university course directors and coordinators of postgraduate insurance studies. This year we integrated the social network profiles with those of Fundación MAPFRE. **Seguros y Pensiones para Todos** formed part of various events in Spain and Latin America, such as November's Insurance Company Congress held in Costa Rica, and in local events, conferences and seminars in Madrid, Alcalá de Henares, Segovia, La Coruña and Santiago de Compostela.

– The Documentation Center collects, processes and distributes specialist documentation on insurance, risk management and prevention. Currently, its stock of documents stands at more than 143,000 bibliographical references, comprising reports, legislation, rankings, statistics, over 96,500 selected articles and a collection of 388 journal titles. As the single repository of Fundación MAPFRE publications, it facilitates both document consultation and download.

The online catalog is translated into English and Portuguese, and registered 187,000 visits in 2016. The documentalists dealt with 5,600 inquiries from researchers, students, companies and insurance industry professionals.

The Documentation Center also offers the Biblioteca FM mobile application for both IOS and Android, allowing you to consult the most recently updated catalog, download freely accessible documents and consult them offline.

– The **Diccionario MAPFRE de Seguros** (MAPFRE Insurance Dictionary) remains an effective tool for contributing to insurance knowledge. Work was started on the Portuguese version of the dictionary, which will be launched in 2017.

Institutional actions and contacts

We carried out activities in 11 countries in collaboration with 58 institutions, universities, professional and business associations, public administrations and third sector organizations.

Main challenges for 2017

In order to achieve our foundational objective, which is to promote insurance knowledge and culture throughout society, we will continue working on the following aspects:

- Providing **information and raising awareness** directed at the general public; particularly young people and teachers.
- Initiating **debate** so that professionals and experts in the field can put forward different opinions and ways of approaching Social Protection; ultimately so that this knowledge can be transferred to the general public in a practical way.

Our area also proposes **approaching new groups** and fields with specific activities:

- Consumers and users in general. We will support educational activities as a base for producing “responsible and knowledgeable consumers of insurance”, and we will provide information to increase knowledge of the mechanics of insurance claims so that they can be approached in a better way.

We will continue bolstering our line of work with new activities among groups we are already involved with:

- Schoolchildren and teachers. We will direct our efforts toward a better practical knowledge of risk and insurance for younger people, providing them with the tools they need related to managing their resources and savings. As a new departure, we will be using gamification to boost concentration, hard work, loyalty and other positive values.
- Universities. We will be offering employment information on this sector, providing information on the different positions available and the profiles required, as well as direct opportunities to hire recent graduates, and supporting professional practices in the insurance industry.
- Professionals in the insurance sector, experts and researchers. The world is changing more quickly than ever, and the insurance sector faces extremely important challenges over the coming years that will need to be addressed: the autonomous car, the Internet of Things, the appearance of new players on the scene (InsurTech and FinTech), the use of virtual currency,

cyber risks, the personalization of insurance, the rise of sharing economies, the goods transportation via drone or autonomous vehicles, etc. All these issues and many more, fueled by innovation, will require forums for information, work and debate.

As a complement to research grants, we promote **entrepreneurial activity** in order to develop start-ups related to the insurance sector.

In summary, the Insurance and Social Protection area will continue:

- Transmitting **the social dimension of insurance**, emphasizing the correct management of risks to improve the quality of people’s lives.
- Expanding the impact of our foundational activity through **diversifying our activities geographically** and increasing the number of beneficiaries.
- Always working **innovatively** to contribute practical solutions to people’s everyday lives.

In addition to continuing with the activities outlined above we are proposing the following lines of action:

- Implementation of a gamification platform to spread **the word about the culture of insurance in schools**. The main objective is to provide teachers with an online tool that allows them to do classwork with their students (ideally high school level) on the subjects of risk, insurance and protection including a gaming element.
- Promotion of innovation in insurance and InsurTech generating **high level debates and fostering information exchanges** between the different actors.





Track record

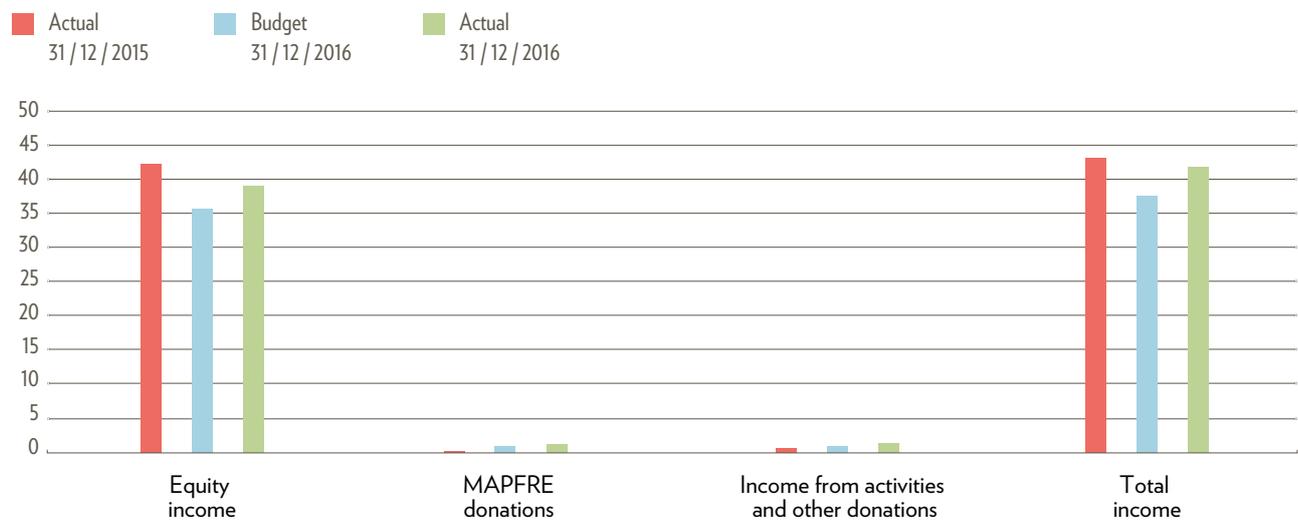
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Financial information

In fiscal 2016, the revenue of Fundación MAPFRE totaled 42.1 million euros, a figure that represents a decrease of 3.2 percent with respect to the previous year. The reduction in revenue, which was incorporated into the initial budget, came about as the result of applying positive surpluses from previous years to the foundation's activities.

Income

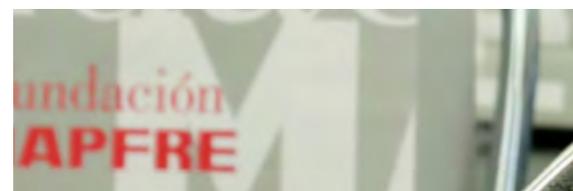
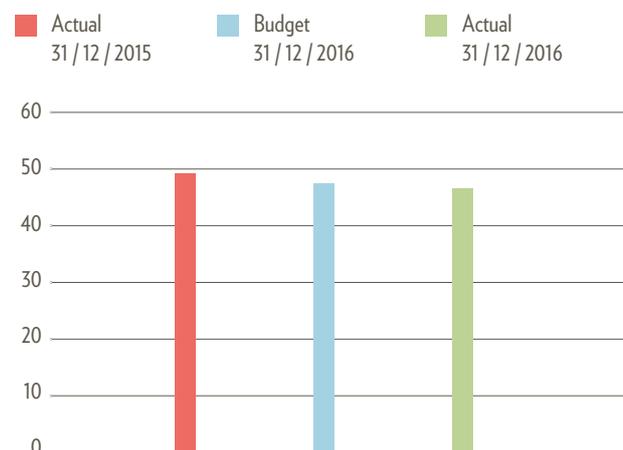
Data in millions of euros



Foundational activities, including administrative expenses, incurred total costs of 47 million euros, a 5.4 percent decrease compared to the previous year.

Activities and expenses

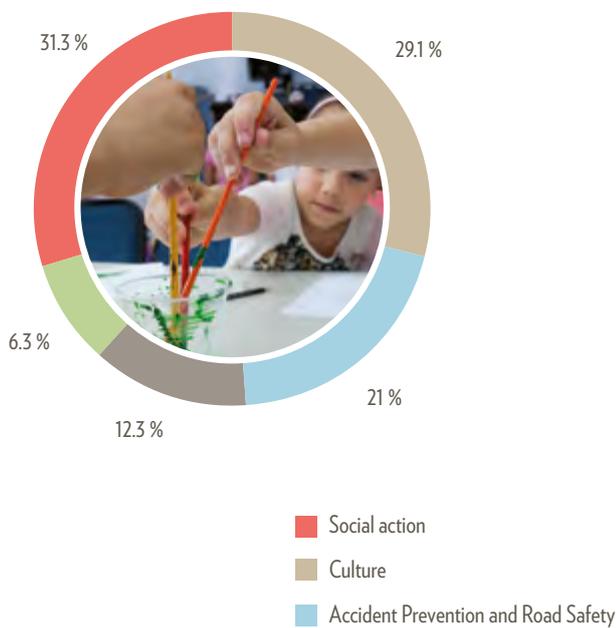
Data in millions of euros



This amount was primarily allocated to activities related to Social Action (31.3 percent), Culture (29.1 percent), Accident Prevention and Road Safety (21 percent), Health Promotion (12.3 percent) and Insurance and Social Protection (6.3 percent).

Allocation of funds by area of activity

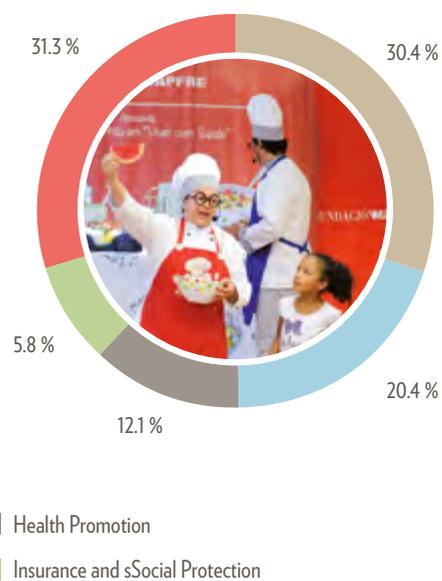
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The budget approved by the Board of Trustees for 2017 will be allocated to activities related to Social Action (31.3 percent), Culture (30.4 percent), Accident Prevention and Road Safety (20.4 percent), Health Promotion (12.1 percent) and Insurance and Social Protection (5.8 percent).

Allocation of funds by area of activity

Budget 2017



The deficit for the fiscal year 2016 amounted to 4.9 million euros.

At December 31, 2016, Fundación MAPFRE's equity stood at 2,752.9 million euros.



Balance sheet

ASSETS	31/12/2015	31/12/2016
NON-CURRENT ASSETS	2,744.1	2,879.5
Intangible Assets	0.1	0.1
Historical Heritage Assets	20.2	19.4
Property, plant and equipment	80.0	78.0
Tangible investments	43.5	181.3
Long-term investments in Group and associated companies	2,600.2	2,600.2
Long-term financial investments	0.1	0.5
CURRENT ASSETS	24.3	44.9
Users and other accounts receivable from own activities	0.1	0.1
Trade debtors and other accounts receivable	0.1	0.7
Short-term financial investments	6.8	11.0
Short term accruals/deferrals	0.3	0.3
Cash and other liquid asset equivalents	17.0	32.8
TOTAL ASSETS	2,768.4	2,924.4
Data in million of euros		

LIABILITIES	31/12/2015	31/12/2016
EQUITY	2,759.1	2,752.9
Endowment	2,630.5	2,630.5
Reserves and others	127.1	120.6
Result for year	(6.2)	(4.9)
Subsidies, donations and legacies received	7.7	6.7
NON-CURRENT LIABILITIES	0.6	146.9
Long-term provisions	0.5	1.1
Long-term payables	0.1	0.6
Long-term debts with Group companies and associated entities	0.0	145.2
CURRENT LIABILITIES	8.7	24.6
Short-term provisions	2.4	1.6
Short-term payables	0.4	0.4
Creditors	0.5	1.0
Short-term debts with Group companies and associated entities	0.0	14.9
Trade and other payables	5.4	6.7
TOTAL LIABILITIES	2,768.4	2,924.4
Data in million of euros		

(2) Financial result ↑

Statement of financial performance

INCOME STATEMENT	31/12/2015	31/12/2016
Own-activity entity income	0.9	2.7
Financial aid and other	(12.6)	(12.2)
Other operating income	2.2	2.4
Personnel costs	(9.4)	(9.2)
Other operating income	(23.9)	(21.8)
Amortization of fixed assets	(3.5)	(3.6)
Subsidies moved to results	0.1	1.1
Impairment losses and income on disposal of fixed assets	(0.1)	2.0
RESULT FROM OPERATIONS	(46.3)	(38.6)
Financial income	40.3	33.8
Exchange rate differences	(0.2)	(0.1)
FINANCIAL RESULT	40.1	33.7
RESULT FOR THE PERIOD	(6.2)	(4.9)
Data in million of euros		

Budget Outturn 2016

ITEM	31/12/2016	
	Budget	Actual
Equity income	36.0	39.4
MAPFRE donations	1.0	1.3
Income from activities and other donations	0.9	1.4
Activities and administration expenses	47.9	47.0
Surplus/(Deficit)	(10.0)	(4.9)
Data in million of euros		

^^ Enthusiasm



06

Chronological list of activities by country

Spain and Portugal

SPAIN

ANNUAL

Volunteering: We completed 146 activities in 2016, mainly within the lines of education, nutrition and health, with over 85,000 beneficiaries. One of the highlights was the Corazón de Mapi activities, held at different points throughout Spain. They involved the young children of volunteers, and our aim was to encourage education in values. This year was the first one where we set up an ongoing activity for two months, visiting child cancer patients. Apart from this, the volunteers and employees combined raised over 26,000 euros through various collection campaigns. **SOCIAL ACTION**

– Descubre la FP (Discover Vocational Training). From all the initiatives in 2016, we would like to highlight the meeting in San Sebastián, with the Deputy Minister of FP of the Basque Country, and the participation in the Salón de la Enseñanza de Cataluña. **SOCIAL ACTION**

– Grants for young people to help them get their driver's license - 200 grants awarded. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Comité Sistema de Gestión Seguridad Vial (Road Safety Management System Committee): We held several meetings with this committee, which in accordance with Standard ISO 39001, helps to reduce the possible impact of traffic accidents on Fundación MAPFRE employees and visitors to our exhibition halls. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Comité Asesor Técnico de Prevención y Seguridad Vial (Accident Prevention and Road Safety Technical Advisory Committee). We created this Committee with the aim of establishing permanent communication and knowledge of MAPFRE's accident prevention and road safety activities. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Programa educativo de Prevención y Seguridad Vial (Accident Prevention and Road Safety education program). We have adapted the education program on Accident Prevention and Road Safety, in response to the needs put forward by the new education scenario, in which innovation and new technologies drive the development of pupils, teachers and parents. Within this program, we highlight workshops for families on robotics and road safety, which we have done in Madrid, Valencia and Orense, along with the child accident prevention workshops in Zaragoza,

Asturias and Ciudad Real. We continue our provision of e-learning training for teachers. As an innovation, we have incorporated face-to-face training, in which we place great importance on innovative methodologies, particularly those that promote inclusion in the classroom. These courses are certified by the corresponding departments of education. 16,096 people have benefited from this program. The education program also encompasses a collection of children's and youth literature, to develop the transmission of knowledge and values through reading. It also includes guidelines for teachers, and a selection of classroom activities that teachers can develop independently. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Caravana de Educación Vial (Road Safety Education Fleet) (Road Safety Education Fleet): In 2016 we visited Aranjuez, Linares, Cáceres, Morón de la Frontera, Arganda, Pozuelo, Murcia, Puente Genil, Talavera, Albacete, Ávila, Lugo, Orense and Villafranca del Penedes. A total of 18,512 pupils from these towns received instruction. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Victims: in September 2015, Fundación MAPFRE launched its international Goal Zero program. The chief aim is to reduce the number

of mortal accident victims to zero. The activities address raising awareness in society about this, and encouraging people to join our commitment to reduce the possibility of suffering an accident. As of November 13, 2016, 70,000 people had participated in these actions all over Spain. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention Week: during 2016, we carried out this activity in La Coruña (capital and province), the province of Cáceres, Oviedo, Ponferrada, province of Palencia, Santander, Badajoz (capital and province), Cantabria, Guadalajara, Ávila, province of Toledo, Ciudad Real, Castellón, the Levante Almeriense region, the Poniente Almeriense region, Albacete, Alcorcón, Móstoles, Fuenlabrada, Alcobendas, San Sebastián de los Reyes, Arganda del Rey, Córdoba, Murcia, Linares, Madrid, Island of Lanzarote, Gran Canaria, Isle of La Palma, Bajo Cinca region, Cinca Medio region, Huesca, province of Málaga, Marbella and province of Huelva, where around 230,000 people have participated. The Prevention Week site also received 3,884 visits. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Parque de Prevención de Incendios: in 2016 we visited Madrid, Narón, Pozuelo, Sanxenxo, Santander, Guadalajara, Torremolinos, Sevilla la Nueva and Alcorcón, with the participation of

20,025 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Programa de Prevención de Ahogamientos (Drowning Prevention program). We started activities in the summer of 2016, and our aim was to provide society with the main prevention guidelines to prevent accidents in the water environment, and if they do occur, to teach the basic steps to take in an emergency. This took place on the beaches of Galicia, Cantabria and Andalucía, with the participation of 14,750 people. The website received 1,211 unique visits. The program was also presented in December at the Juvenalia Fair. **ACCIDENT PREVENTION AND ROAD SAFETY**

– E-learning training. In 2016 we have made four calls for our courses: Auditorías de Seguridad Vial, Planes de Seguridad Vial, Técnicas Didácticas para Educadores en Seguridad Vial y Actualizaciones Metodológicas para la Enseñanza de la Seguridad Vial, Prevención de Accidentes y Primeros Auxilios, with a total of 224 students. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Publications: in 2016, a number of publications were released, practically all in electronic format, in order to distribute internationally through the Fundación MAPFRE website. In the first quarter, we published the latest issue of

the journal *Seguridad y Promoción de la Salud*, Throughout 2016, books and guides were published, so as to be used as a back-up for our educational and awareness programs, along with the books *De Bruces*, *Conectarse a la vida*, *Horas de viaje*, *Los duendes exploradores* and *Guía bebés y niños seguros en el coche*. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Collaboration in road safety courses, with a participation of 3,641 students and youths, at the Children's Traffic Park at Soto de Dueñas in Lérida. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Training courses in Road Safety, with the participation of over 4,899 schoolchildren and youths, at the Centro de Formación of Alcalá de Henares, both during the morning and at weekends. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Si Controlas, Vuelves campaign, carried out in collaboration with the Asociación para el Estudio de la Lesión Medular (AESLEME), aimed at preventing youth consumption of alcohol and drugs while driving. The campaign was rolled out in the provinces of Guadalajara, Toledo, Extremadura, Galicia, Asturias, Madrid and Aragon. In 2016, 450 conferences were held with the participation of 24,000 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Te Puede Pasar: a collaboration with the Asociación para el Estudio de la Lesión Medular (AESLEME), where talks with young people about traffic education were held in various cities -Almería, Asturias, Cádiz, Córdoba, Granada, Galicia, Huelva, Ján, Málaga, Seville and Toledo. Over 1,200 conferences were held, with the participation of 55,700 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road Safety for Businesses: online training courses in the work environment, via the website www.seguridadvalienlaempresa.com Some of the companies where we have been



A group of volunteers from Spain

present this year include El Corte Inglés, Arval, Accem and FCC. A total of 164 new companies registered and 2,200 employees enrolled on the courses, and the website received a total of 515,286 unique visits. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Doctors for Road Safety:** a program for professionals and society in general, in which we establish the important relationship existing between road safety and various pathologies and their treatment, in order to facilitate preventive intervention through advice for patients and families. This program was distributed online at www.medicosporlaseguridadvial.com, which received a total of 339,408 unique visits, with 2,861 document downloads. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Youth for Road Safety:** a website that allows youngsters to apply for a grant to get their driver's license, after passing a course. In 2016 3,774 youths took the course, out of a total of 415,828 website visits. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Children and Road Safety:** a portal targeting children aged 3 to 5 years, which received a total of 5,886 visits in 2016. This website will be integrated in the Families and Road Safety website in



Around 30 employees took part as volunteers in the organization of the first Solidarity Concert

2017. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Children and Road Safety:** a website aimed at children aged 6 to 11, which received a total of 152,758 visits in 2016. This website will be integrated in the Families and Road Safety website in 2017. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Child Restraint Systems:** a fully updated, specialized portal, which received a total of 276,572 visits in 2016. It includes teaching support guidelines, of which we have distributed 200,000 copies. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Family and Road Safety:** a portal for families, which received a total of 166,482 visits in 2016. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Teachers and Road Safety:** website with proposals and resources for the classroom, which received a total of 123,331 visits in 2016. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Blog Circula Seguro:** aimed at society in general, which published 245 articles in 2016, and which received 3,387,787 unique visits (Spanish version), and 373,683 (Portuguese version) respectively. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Road Safety for the Elderly:** Targeted at people over 65, which received a total of 170,317 visits. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **Organization of seminars and congresses.** Within the different programs, the area of Accident Prevention and Road Safety organize, participate and collaborate in a number of congresses and technical seminars, both at national and international level. **ACCIDENT PREVENTION AND ROAD SAFETY**

– **El Seguro está en el Aula (Insurance in the Classroom)** for high school pupils. Annual activities carried out in Álava, Alicante, Badajoz, Barcelona,



Promoting the use of crash helmets is part of the Goal Zero campaign.

Cáceres, Cádiz, Ciudad Real, Cuenca, Gerona, Guadalajara, Guipúzcoa, La Coruña, La Rioja, Lérida, Lugo, Madrid, Murcia, Navarra, Orense, Pontevedra, Seville, Tarragona, Toledo, Valencia and Vizcaya. We ran 971 workshops with the participation of 23,195 students.

INSURANCE AND SOCIAL PROTECTION

– Insurance museum. Permanent exhibition and visits. In 2016 we received 868 visitors. **INSURANCE AND SOCIAL PROTECTION**

– E-learning training. We ran two courses in 2016, which enjoyed the participation of 140 students. **HEALTH PROMOTION**

– Vivir en Salud (Healthy Living) Education Program, which promotes healthy lifestyles. Activities were developed in schools of Albacete, Ciudad Real, Cuenca, Guadalajara and Toledo, with the participation of 30,103 schoolchildren. **HEALTH PROMOTION**

– ControlaTIC Education Program, aimed at disseminating the correct use of new technologies, and the prevention of addiction, in schools of Cádiz, Córdoba, Huelva and Seville, in collaboration with the Junta de Andalucía. Almost 43,000 schoolchildren participated in these activities. **HEALTH PROMOTION**

JANUARY

Adhesion to the labor integration program for people with disability, Juntos Somos Capaces (Together We Can), of the city councils of Esplugues de Llobregat, Huelva, Valencia, Logroño, Torrejón de Ardoz, San Martín de Valdeiglesias, Zafra, Megabril, Rodeiro, Salamanca, Sabadell and Ibiza.

Awareness business seminars have been held in all these towns, apart from at the Universidad de la Rioja. **SOCIAL ACTION**

– Este Invierno Protege tu Hogar Protect your home this summer) program, in collaboration with the Madrid Subway. Posters giving advice on preventive measures were hung at 60 areas in different subway stations. Videos were also screened (30-second information clips on the prevention of fires) every 30 minutes. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Accident Prevention Program in Hospitals: this program was carried out in the month of January, in collaboration with the Firefighting Services of the Madrid City Council and the Community of Madrid, in which 1,500 people took part. **ACCIDENT PREVENTION AND ROAD SAFETY**



Social commitment to people with disabilities

– Presentation to the media of the study *Conduccion y drogas: factores subyacentes a los comportamientos de riesgo*. **ACCIDENT PREVENTION AND ROAD SAFETY**

JANUARY 4

– Pilot activity on the Prevention of fires in Hospitals of the Comunidad de Madrid, in collaboration with the Fire Department. **ACCIDENT PREVENTION AND ROAD SAFETY**

JANUARY 14

– Presentation to the media of the Goal Zero Campaign and the Research Study *Conducción y Drogas*, in collaboration with the Fundación de Ayuda contra la Drogadicción. **ACCIDENT PREVENTION AND ROAD SAFETY**

JANUARY 20

Reading of the doctoral thesis of Olavo Salles: *Medición de la eficiencia técnica de las aseguradoras no vida en Brasil mediante analítica de datos, analítica social y herramientas de Inteligencia artificial*, at Universidad Pontificia de Salamanca. **INSURANCE AND SOCIAL PROTECTION**

JANUARY 21

Reading of the doctoral thesis of Cristina Martínez: *Caracterización de la gestión*



Presentation of the *Driving and Drugs* report

del riesgo en la empresa española: el cuadro de madurez del riesgo, at the Universidad Pontificia de Salamanca.

INSURANCE AND SOCIAL PROTECTION

– Renewal of the Agreement on Mobility with the Barcelona City Council.

ACCIDENT PREVENTION AND ROAD SAFETY

JANUARY 28

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for students of the Master's in Tort Law of Universitat de Girona.

INSURANCE AND SOCIAL PROTECTION

JANUARY 29

Publication in Madrid of the book, *Tipos de interés para valorar las provisiones técnicas de seguros*.

INSURANCE AND SOCIAL PROTECTION

FEBRUARY

FEBRUARY 5

Presentation of the campaign Juega Seguro (Play Safely) and the CPR11 application at the I Jornada Andaluzas sobre Cardioprotección held in Seville.

HEALTH PROMOTION

FEBRUARY 8

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the Faculty of Occupational Sciences of the Universidad de Sevilla.

INSURANCE AND SOCIAL PROTECTION

FEBRUARY 11

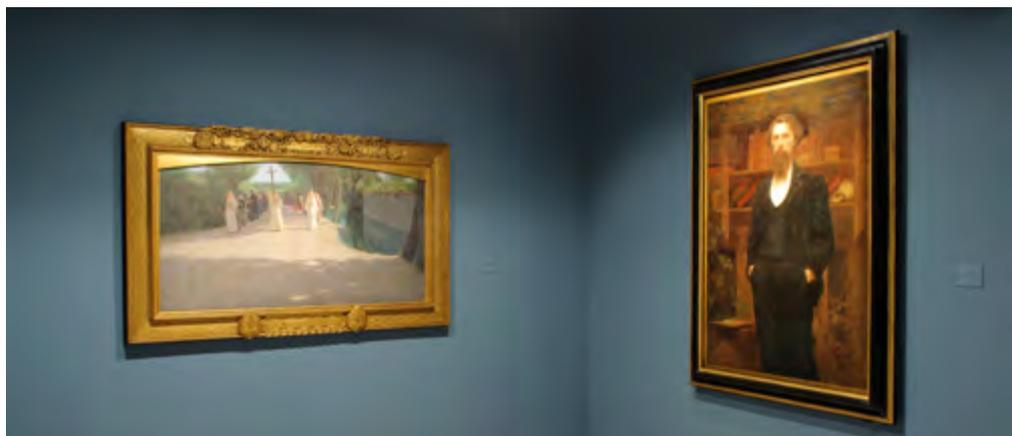
Reception in Madrid for beneficiaries of the Ignacio H. de Larramendi Research grants.

FUNDACIÓN MAPFRE

FEBRUARY 15 - JUNE 5

Opening of the exhibition, *From Divisionism to Futurism. The dawn of modern art in Italy*. Recoletos exhibition hall, Madrid.

CULTURE



From Divisionism to Futurism exhibition. Italian Art: Toward Modernity



Hiroshi Sugimoto at the exhibition held to celebrate his work

FEBRUARY 15

Publication of the catalog and teaching guide of the exhibition *From Divisionism to Futurism. The dawn of modern art in Italy*.

CULTURE

– Activities for children and youths of the exhibition *From Divisionism to Futurism. The dawn of modern art in Italy*.

CULTURE

– Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-life) at the Faculty of Mathematics of the Universidad de Sevilla.

INSURANCE AND SOCIAL PROTECTION

FEBRUARY 17 - MAY 8

Opening of the Hiroshi Sugimoto exhibition, *Black box*. Sala Fundación MAPFRE Casa Garriga Nogués, Barcelona.

CULTURE

FEBRUARY 17

Publication of the catalog (Spanish, Catalan and English) and teaching guide (Spanish and Catalan) of the exhibition *Hiroshi Sugimoto. Black box*.

CULTURE

FEBRUARY 18

Presentation to the media of the study on safe school environments in Ciudad Real, in collaboration with the City Council.

ACCIDENT PREVENTION AND ROAD SAFETY

FEBRUARY 18 - 19

Refresher Course for Primary Care Physicians, in collaboration with Semergen. Madrid. **HEALTH PROMOTION**

FEBRUARY 19

III Jornada de psicólogos voluntarios de atención al programa Apoyo on Line, in collaboration with Fundación Eduardo Punset in Madrid. **SOCIAL ACTION**

– Launch of the awareness program on the reduction of high school dropout rates. **SOCIAL ACTION**

FEBRUARY 23

Trustees Meeting. **FUNCIÓN MAPFRE**

– Participation in the Semana del seguro 2016, held in Madrid and organized by INESE, where we presented and delivered the report *El estudio social de la jubilación* and *Guía para tu jubilación*. **INSURANCE AND SOCIAL PROTECTION**

– Jornada Valoración del Daño Corporal: Criterios generales del nuevo



baremo: valoración de daños y perjuicios, in collaboration with the Asociación de Médicos Forenses de Castilla y León and the Ilustre Colegio Oficial de Médicos de Valladolid. **HEALTH PROMOTION**

FEBRUARY 24

Jornada Bienestar Emocional y Salud en la Empresa, held in Madrid, in collaboration with Instituto Nacional de Seguridad e Higiene en el Trabajo (National Institute of Workplace Security and Hygiene), within the framework of SICUR. **HEALTH PROMOTION**



The Real Madrid Foundation presented the Juega Seguro (Play Safe) campaign



We developed the Intelligent Speed Assistant (ISA) in collaboration with the DGT

100%

FEBRUARY 26

Organization and celebration in Madrid of the Asamblea General de la Organización de Bomberos Americanos (OBA). **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY 29

Presentation of the Campaign, Juega Seguro (Play Safely), in collaboration with the Fundación del Real Madrid. **HEALTH PROMOTION**

– Presentation in Madrid of the Juega Seguro (Play Safely) campaign and the CPR11 application, at the I Curso Intensivo de Medicina del Fútbol, organized by the Real Federación Española de Fútbol and the Asociación Española de Médico de Equipos de Fútbol. **HEALTH PROMOTION**

MARCH

Presentation to the media of the study *La contribución de la velocidad a la prevención de accidentes en España*. **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 1

Publication of issue 34 of La Fundación. **FUNCIÓN MAPFRE**

– Participation in technical seminar on road safety at work, ICA 2016, in Madrid. **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 3

Participation in the Infant Safety Workshop with a course on SRI at the Hospital La Fe de Valencia. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Participation in the seminars on Road Safety at Colegio de Gestores Administrativos of Madrid. **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 4

Presentation in Madrid of the book *Gamificación: un nuevo modelo de gestión de comportamientos deseados*. **INSURANCE AND SOCIAL PROTECTION**



El Seguro está en el Aula (Insurance is in the Classroom) activity at a Madrid school

MARCH 7

Presentation of Caravana de Educación Vial (Road Safety Education Fleet), and its tour around the country, in Pozuelo de Alarcón (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 9

Organization and implementation in Madrid of the seminar EIAstistente de Velocidad Inteligente (ISA) as a standard feature in all vehicles, within the European Project– SAFER, in collaboration with the DGT. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for students of the Master Degree in Financial Sciences of Universidad Carlos III de Madrid. **INSURANCE AND SOCIAL PROTECTION**

MARCH 10 - 12

Presentation of the Juega Seguro (Play Safely) campaign and the CPRII application at the III Congreso Internacional de Prevención de Lesiones deportivas, held in Murcia. **HEALTH PROMOTION**

MARCH 11

Publication of the Annual Report 2015. **FUNDACIÓN MAPFRE**

MARCH 14

Activities of the Mujeres por el Corazón (Women for the Heart) campaign, in collaboration with the Majadahonda City Council, on the occasion of the European Day for the Prevention of Cardiovascular Risks. **HEALTH PROMOTION**

MARCH 15 - MAY 15

Opening of the Julia Margaret Cameron exhibition. Bárbara de Braganza exhibition room, Madrid. **CULTURE**

MARCH 15

Publication of the catalog and teaching guide of the *Julia Margaret Cameron* exhibition. **CULTURE**

– Activities for children and youths at the Julia Margaret Cameron exhibition. **CULTURE**

– Seminar on Management and Decision-making of Insurance Entities (bugaMAP Non-Life) in the Master Degree of Quantitative Techniques of Universidad Carlos III de Madrid. **INSURANCE AND SOCIAL PROTECTION**

MARCH 16

Publication of the Manual de empresa saludable (Healthy company handbook). **HEALTH PROMOTION**

MARCH 16 - 17

Presentation of the Soy Cappaz (I Can) application at the General Territorial Management of MAPFRE in the Canary Islands. **SOCIAL ACTION**

– Presentation of the Autelsi Award in the Social and Environmental Commitment category, for the Soy Cappaz (I Can) application. **SOCIAL ACTION**

MARCH 17

Presentation of the PlayPension board game at the Nazaret Oporto school of Madrid. **INSURANCE AND SOCIAL PROTECTION**

MARCH 30

– Publication of the latest issue of *Seguridad y Promoción de la Salud*. **ACCIDENT PREVENTION AND ROAD SAFETY / HEALTH PROMOTION**

– Workshop on the PlayPension game for senior high school students of Natividad school in Madrid. **INSURANCE AND SOCIAL PROTECTION**

APRIL

Launch of the VII Call for program grants for underprivileged groups. **SOCIAL ACTION**

– Adhesion to job integration program for people with disability, Juntos Somos Capaces (Together We Can), of the city councils of Teruel, Denia and Almería plus business awareness seminars with the Alicante Chamber of Commerce and Foment Cataluña. **SOCIAL ACTION**

APRIL 5

Jornada sobre Medicina Legal: Ciencias sin Fronteras, held in Badajoz. **HEALTH PROMOTION**

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life), for students of the Master's Degree in Finance and Banking of Universidad Pablo de Olavide (Seville). **INSURANCE AND SOCIAL PROTECTION**

APRIL 6

Presentation of the program, Descubre la FP (Discover Vocational Training), for teachers of Escuelas Católicas of Madrid during the seminar, Presente y Futuro de la FP in the CAM: Innovation and good practice. **SOCIAL ACTION**

– Publication of *El enfoque de Solvencia II para las pensiones ocupacionales españoles*. **INSURANCE AND SOCIAL PROTECTION**

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for students of Economic Analysis, Finance and Accountancy of Universidad Pablo de Olavide. **INSURANCE AND SOCIAL PROTECTION**

APRIL 7 - JUNE 9

Opening of the Paz Errázuriz exhibition. Photography. Antiguo Instituto Jovellanos, Gijón. With the collaboration of Fundación Municipal de Cultura, Educación and Universidad Popular of Gijón. **CULTURE**

APRIL 7 - 8

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Leganés. **HEALTH PROMOTION**

APRIL 11

Presentation in Madrid to the media of the Juega Seguro (Play Safely) Campaign with Fundación del Atlético de Madrid. **HEALTH PROMOTION**

APRIL 12

Results of the Fundación MAPFRE Internacional de Seguros Julio Castelo Matrán award. **INSURANCE AND SOCIAL PROTECTION**

APRIL 13 - 14

I Jornada de Gestores Fundación Konecta for training of the Alianzas, Educa tu Mundo and Empleo projects. **SOCIAL ACTION**

APRIL 14

Training workshops held in Madrid for children, on cardiorespiratory resuscitation, in collaboration with the Fundación del Real Madrid in Valdebebas. **HEALTH PROMOTION**

APRIL 15 - JULY 17

Opening of the Solana Grabador exhibition. Fundación MAPFRE Collections. Fundación MAPFRE Guanartemen exhibition hall of Las Palmas de Gran Canaria. With the collaboration of MAPFRE Guanarteme. **CULTURE**

APRIL 18

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for Physical Science, Mathematics and Computing students of Universidad CEU Cardenal Herrera of Valencia. **INSURANCE AND SOCIAL PROTECTION**

APRIL 19

Results of the Fundación MAPFRE Award for Best Health Promotion Initiative. **HEALTH PROMOTION**

APRIL 21

Presentation during the Conde de Godó Trophy of the results of the study on *Lesiones más frecuentes en el tenis y su prevención*. **HEALTH PROMOTION**

– Results of the Fundación MAPFRE Award for Best Accident Prevention and Road Safety Initiative. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 21 - 23

Presentation of Descubre la FP (Discover Vocational Training) within the Congreso de Formación y Orientación Laboral de País Vasco. **SOCIAL ACTION**



Presentation of the study *Most frequent tennis injuries and how to prevent them*



Jury of the Julio Castelo Matrán International Insurance Award

APRIL 25 - 28

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Puertollano and the Repsol Refinery. **HEALTH PROMOTION**

APRIL 26

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) held in Bilbao at the MAPFRE North Territorial Division (Bilbao). **INSURANCE AND SOCIAL PROTECTION**

APRIL 27

Jornada Aspectos Médico- Jurídicos en Valoración del Daño Corporal: El traumatismo raquídeo menor en la nueva ley 35/2015, held in Cádiz with the collaboration of Ilustre Colegio Oficial de Médicos of Cádiz. **HEALTH PROMOTION**

APRIL 29

Awareness seminar for MAPFRE employees for Mother's Day, with craft and gift workshops hosted by people with intellectual disabilities and mental health illnesses. **SOCIAL ACTION**

– Jornada Nuevo Baremo de Valoración del Daño Corporal, held in Murcia in collaboration with Instituto de Medicina Legal of Murcia and Alicante and Tribunal Superior de Justicia of the Region of Murcia. **HEALTH PROMOTION**

MAY

Jornadas de Escuela de Familias addressed to families with disability. 4 sessions were held in May in Salamanca, Zaragoza, Seville and Valencia. **SOCIAL ACTION**

– Adhesion to the Juntos Somos Capaces (Together We Can) job integration program for people with disability, at the city councils of Valladolid, Gandía, Lugo, Toledo, Consejería de Igualdad of Granada, and the Diputación of Zaragoza. Business awareness seminars in Águilas, Universidad de Almería, AJE Burgos, Huesca City Council, Confederación de Asociaciones Empresariales de Baleares (CAEB) and Petita i Mitjana Empresa d'Eivissa i Formentera (Pimeef). **SOCIAL ACTION**

– Presentation to the media of the *Panorama de la seguridad infantil en el automóvil (años 1990-2015)* study. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 3

Publication of the rules and call for Accedemos 2016. **SOCIAL ACTION**

– Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of El Vellón. **HEALTH PROMOTION**

MAY 4

Trustees meeting **FUNDACIÓN MAPFRE**

– Results of the Fundación MAPFRE Lifetime Achievement Award. **FUNDACIÓN MAPFRE**

– Celebration and recognition of company number 3,000 in Logroño, and insertion 2,000 in Badajoz, and the signature of the agreement with Universidad Rovira i Virgili of Tarragona of the Juntos Somos Capaces (Together We Can) program. **SOCIAL ACTION**

MAY 5

Results of the Fundación MAPFRE Award for Best Social Action Initiative. **SOCIAL ACTION**

– Organization and implementation in Madrid of the I Jornada de Seguridad Vial en la Empresa, in collaboration with Arval. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 6

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Coslada. **HEALTH PROMOTION**

MAY 6 - 7

Participation in the II Encuentro Estatal sobre Intercambio de Experiencias en la Promoción de la Actividad Física y Salud en la Escuela, held in Madrid in collaboration with the Faculty of Physical Activity and Sports Science (INEF), Universidad Politécnica of Madrid and Grupo de Investigación en Nutrición, Ejercicio y Estilo de Vida Saludable (ImFINE). **HEALTH PROMOTION**

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The Mujeres por el Corazón (Women for the Heart) campaign traveled the whole of Spain

the project started in 2013 by Fundación MAPFRE, to catalog and disseminate an important collection of Spanish drawings from the 16th and 17th centuries, preserved at the Galleria degli Uffizi in Florence. This work was undertaken with Ayuda García Viñolas. **CULTURE**

– Course for public employees of the Murcia Autonomous Region. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 11 - 12

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Galapagar. **HEALTH PROMOTION**

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) in the Master Degree in Insurance and Risk Management of ICEA– UPSA of Madrid. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 15

Miniolimpiadas de Vivir en Salud, in collaboration with the Humanes City Council. **HEALTH PROMOTION**

MAY 16

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Aldea del Freno. **HEALTH PROMOTION**

MAY 17 - 18

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Collado Villalba. **HEALTH PROMOTION**

MAY 18

Seminar held in Seville on Aspectos Médico– Jurídicos en Valoración del Daño Corporal: El traumatismo raquídeo menor in the new Law 35/2015. **HEALTH PROMOTION**

– Delivery of PlayPension games to winning students and teachers of the VIII Olimpiada de Economía of Madrid. **INSURANCE AND SOCIAL PROTECTION**



Seminar on Medical and Legal Aspects of Evaluating Bodily Damage

MAY 9

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Villa del Prado. **HEALTH PROMOTION**

– Presentation in Madrid of the *Tendencias de crecimiento de los mercados de América Latina para 2016* and *El mercado asegurador latinoamericano 2014– 2015* reports. **INSURANCE AND SOCIAL PROTECTION**

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Master Degree in Actuarial Sciences of Universidad de Alcalá. **INSURANCE AND SOCIAL PROTECTION**

MAY 11 TO JULY 24

Opening of the I Segni nel Tempo exhibition. Spanish drawings at the Uffizi gallery. Exhibition room of the Real Academia de Bellas Artes de San Fernando. The exhibition is the result of

MAY 19

Presentation in Bermeo of the book, *Modelo de gestión integral del riesgo para el sector atunero*. **INSURANCE AND SOCIAL PROTECTION**

MAY 20

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Universidad de Barcelona. **INSURANCE AND SOCIAL PROTECTION**

MAY 20 - 22

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Colmenar Viejo. **HEALTH PROMOTION**

MAY 23

Act of Recognition to companies collaborating in the Juntos Somos Capaces (Together We Can) Program in Valladolid. **SOCIAL ACTION**

MAY 23 - 24

Presentation of the Juega Seguro (Play Safely) campaign and the CPR11 application at the XX Congreso de la Asociación Española de Médicos de Equipos de Fútbol, held in Palma de Mallorca. **HEALTH PROMOTION**

MAY 25

Presentation in Madrid of *Guía para la protección de la pequeña empresa en España* and *Estudio 360° Empresas* in collaboration with CEPYME. **INSURANCE AND SOCIAL PROTECTION**

MAY 25 - 26

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Alcorcón. **HEALTH PROMOTION**

MAY 26 - AUGUST 28

Opening of the Bruce Davidson exhibition. Sala Fundación MAPFRE Casa Garriga Nogués, Barcelona. **CULTURE**

MAY 26

Publication of the catalog (Spanish, Catalan and English) and teaching guide (Spanish and Catalan) Bruce Davidson. **CULTURE**

– Activities for children and youths at the Bruce Davidson exhibition. **CULTURE**

MAY 27 - 28

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Navalcarnero. **HEALTH PROMOTION**

MAY 30 - 31

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Alcobendas. **HEALTH PROMOTION**

JUNE

Visits to entities with which we collaborate: Fundación Recal, Fundación Caballo Amigo and Asociación Dianova. **SOCIAL ACTION**

– Visits to hotel and catering businesses to give training on the SOS Respira Campaign, in the cities of Alcobendas, Barcelona, Bilbao, Madrid, Málaga, Seville and Valencia. **HEALTH PROMOTION**

– Results of the VII Convocatoria de Ayudas a Programas de Apoyo a Colectivos Desfavorecidos. **SOCIAL ACTION**

– Adhesion to the Juntos Somos Capaces (Together We Can) job integration program for people with disability, of the city councils of Puerto Santa María, Tres Cantos, Santa Perpetua de la Moguda, Vitoria and León, and business awareness seminars with the Chamber of Commerce of Valencia and the city councils of Seville, Lalín, las Rozas, Gines and AJE Álava. **SOCIAL ACTION**

– Presentation to the media of the following studies, *Priorización del potencial en seguridad de la conducción autónoma en Europa* and *El papel de la Unión Europea en la promoción de la seguridad en los desplazamientos en bicicleta*. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 1

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the MAPFRE Luchana. **HEALTH PROMOTION**

JUNE 1 - 3

Organization and implementation in Madrid of the International Congress, Vulnerable Road Users Focus Workshop, together with the Global Road Safety Partnership (GRSP). **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 2

National Presentation in Madrid of the SOS Respira campaign, in collaboration with Facyre and Semes and chefs Mario Sandoval and Pedro Larumbre. **HEALTH PROMOTION**

JUNE 2 - 4

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Fuenlabrada. **HEALTH PROMOTION**

JUNE 6

Award ceremony of the Fundación MAPFRE Awards (Madrid). **FUNDACIÓN MAPFRE**

– Presentation in Madrid of the PlayPension game at ICEA, Investigación Cooperativa entre Entidades Aseguradoras. **INSURANCE AND SOCIAL PROTECTION**





FUNDACIÓN MAPFRE HAS BECOME
A BENCHMARK INSTITUTION FOR ITS CONTEMPORARY
ARTISTIC PHOTOGRAPHY PROGRAM



Her Majesty Queen Sofía receiving the Lifetime Achievement Award

JUNE 7 - 9

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Pinto. **HEALTH PROMOTION**

JUNE 9

Presentation to the media of the dossier, *Niños en los automóviles y el golpe de calor en la infancia*. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Participation in the technical seminar on road safety and the elderly, held in Granada. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Jornada de Valoración del Daño Corporal in collaboration with Ilustre Colegio Oficial de Médicos of Zaragoza. **HEALTH PROMOTION**

JUNE 10

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with Repsol in Móstoles. **HEALTH PROMOTION**

JUNE 13 - 14

Start of face-face Goal Zero activities, addressed to safe cycling, held in Pamplona. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 14

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Loeches. **HEALTH PROMOTION**

JUNE 15

Jornada Atención Médica al Viajero, held in Madrid, in collaboration with Fundación IO. **HEALTH PROMOTION**

– Presentation of the SOS Respira campaign to the media in Malaga, with the collaboration of chef Diego Gallegos. **HEALTH PROMOTION**

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council El Molar. **HEALTH PROMOTION**

JUNE 17

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with Repsol of Tres Cantos. **HEALTH PROMOTION**

JUNE 18

Miniolimpiadas de Vivir en Salud in collaboration with the City Council of Vilaseca de la Sagra. **HEALTH PROMOTION**

JUNE 21 - SEPTEMBER 25

Opening of the Hiroshi Sugimoto exhibition. Black box. Recoletos exhibition hall, Madrid. **CULTURE**

JUNE 22

Speech at UNESCO Day, organized by the UNESCO chair of Sustainability of the UPC, on its 20th anniversary, held in Tarrasa. **SOCIAL ACTION**

JUNE 27

Official presentation of the new Apoyo On Line site, with the participation of Eduard Punset. **SOCIAL ACTION**

JUNE 28

Seminar on Alimentación y Salud en el Entorno Laboral held in Barcelona, in collaboration with the Fundación Española de Dietistas– Nutricionistas. **HEALTH PROMOTION**

JUNE 29

Down España Seminar to present the results of two research projects related to the response of families to the notice, along with the protocol to attend to new parents, promoted by Fundación Garrigou and Down España. **SOCIAL ACTION**

– Participation in the technical seminar on occupational road safety at the Laboralia Fair, held in Valencia. **ACCIDENT PREVENTION AND ROAD SAFETY**

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JULY

Accedemos. Provision of 400 aid schemes. **SOCIAL ACTION**

– Adhesion to Juntos Somos Capaces (Together We Can), the job integration program for people with disabilities, of the city councils of Almassera, Alcántara, Mata de Alcántara and Uncastillo and Universidad de Almería. Business awareness seminars in: Uncastillo, Huesca, Lalín, Lorca, Santo Domingo de la Calzada, Sentmenat, Cádiz, Valencia, Sanlúcar de Barrameda, Verín, Balearic Islands, Albacete, Las Rozas y Villalba, León, Almería and Granada. **SOCIAL ACTION**

– Presentation to the media of the study *Guía Iberoamericana de atención integral a víctimas de siniestros de tránsito*. **ACCIDENT PREVENTION AND ROAD SAFETY**

JULY 1

Awarding of the prize for best publication by the Ministry of Education, Culture and Sport for *La herencia de Cristóbal Colón. Estudio y colección documental de los mal llamados pleitos colombinos (1492-1541)*, in the general interest category. **CULTURE**

JULY 7

Celebration of the IV Jornada de Expertos, within the Descubre la FP (Discover Vocational Training) program. **SOCIAL ACTION**

JULY 12

Presentation to the media in Malaga of the Programa de Prevención de Ahogamientos. **ACCIDENT PREVENTION AND ROAD SAFETY**

JULY 12 - 15

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Life and Non-Life) for the Master Degree in Professional Insurance Management at ICEA (Madrid). **INSURANCE AND SOCIAL PROTECTION**

JULY 22 TO SEPTEMBER 24

Opening of the Vanessa Winship exhibition. Centro de Arte La Regenta Las Palmas de Gran Canaria. In collaboration with Fundación MAPFRE Guanarteme. **CULTURE**

JULY 26

Trustees Meeting. **FUNCIÓN MAPFRE**

JULY 28

Training workshops in cardiorespiratory resuscitation, in collaboration with the Federación Madrileña de Fútbol y SEMES. **HEALTH PROMOTION**

JULY 30

Publication of issue 35 of *La Fundación*. **FUNCIÓN MAPFRE**

AUGUST

Presentation to the media of the study *Análisis del estado de los vehículos*. **ACCIDENT PREVENTION AND ROAD SAFETY**

AUGUST 8 TO 9

Start of face-to-face activities of Goal Zero, devoted to the Use of Motorcycle Helmets, held in San Cugat del Vallés. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER

Reorganization of the educational program activities, with Comité de Actividades Pedagógicas, for the purpose of unifying the various existing programmes. These include the prevention of school dropouts program, El Fracaso Escolar es Tarea de Todos, the educational inclusion program and the innovation Recapacita program. **SOCIAL ACTION**

– Management of the VII Convocatoria de Ayudas a Proyectos Sociales, addressed to improving the living conditions of people at risk of social exclusion. **SOCIAL ACTION**



Promoting the use of crash helmets on motorcycles as part of the Goal Zero campaign

– Presentation to the media of the studies *Guía para padres sobre la prevención de lesiones no intencionadas en la edad infantil* and *Seguridad vial infantil, use of restraint systems: analysis of the situation in Latin America and the Caribbean*. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Visits to hotel and catering establishments, to give training on the SOS Respira Campaign in the cities of Alcalá de Henares, Barcelona, Bilbao, Las Palmas de Gran Canaria and Valencia. **HEALTH PROMOTION**

SEPTEMBER 2

Work of the PlayPension game for UNESPA staff, held in Madrid. **INSURANCE AND SOCIAL PROTECTION**

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the training group and staff of Information Technology of MAPFRE Madrid. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 3

Start of the educational prevention and road safety program in the city of Valencia. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 7 - 10

Congress of the International Confederation of Dietician Associations, held in Granada, in collaboration with the Fundación Española de Nutricionistas–Dietistas. **HEALTH PROMOTION**



The Renoir Among Women exhibition was a huge success

SEPTEMBER 9 -10

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Parla. **HEALTH PROMOTION**

SEPTEMBER 13

Presentation of the SOS Respira campaign to the media in Valencia, in collaboration with chef Ricard Camarena. **HEALTH PROMOTION**

SEPTEMBER 14

Presentation in Madrid of the MAPFRE Economic Research report *The Spanish insurance market in 2015*. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 15 - JANUARY 8, 2017

Opening of the Renoir exhibition. Collection from the Musée d'Orsay and the Musée de La Orangerie. Sala Fundación MAPFRE Casa Garriga Nogués, Barcelona. **CULTURE**



Presentation of the IX Fundación Reina Sofia-MAPFRE research scholarship

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SEPTEMBER 15

Publication of the catalog and teaching guide (both in Spanish and Catalan) *Renoir. Collection from the Musée d'Orsay and the Musée de La Orangerie*. **CULTURE**

– Activities for children and youths at the Renoir exhibition. Collection from the Musée d'Orsay and the Musée de La Orangerie. **CULTURE**

SEPTEMBER 20 - JANUARY 15, 2017

Opening of the Bruce Davidson exhibition. Bárbara de Braganza exhibition hall (Madrid). **CULTURE**

– Pedagogical activities in conjunction with the Bruce Davidson exhibition. **CULTURE**

SEPTEMBER 21

Presentation of results of the research study on Terapia Celular para la Discapacidad de Causa Neurológica, directed by Dr. Vaquero of Hospital Universitario Puerta de Hierro of Madrid. **HEALTH PROMOTION**

SEPTEMBER 22

Presentation of the SOS Respira campaign to the media in Bilbao, in collaboration with chef Fernando Canales. **HEALTH PROMOTION**

SEPTEMBER 23

Presentation to the media of Accident Prevention Week, in the city of La Coruña. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 23 - 27

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Madrid. **HEALTH PROMOTION**

SEPTEMBER 23, 26 AND 27

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with MAPFRE centers of Madrid. **HEALTH PROMOTION**

SEPTEMBER 24

Participation in La Carrera de Corazón, organized by the Fundación Española del Corazón in Madrid. **HEALTH PROMOTION**

SEPTEMBER 28

Presentation of the SOS Respira campaign to the media in Santa Cruz de Tenerife. **HEALTH PROMOTION**

– Training to staff of the Parador Nacional de Alcalá de Henares (Madrid) within the framework of the SOS Respira campaign. **HEALTH PROMOTION**

SEPTEMBER 29

Presentation of the SOS Respira campaign to the media in Las Palmas de Gran Canaria. **HEALTH PROMOTION**



Presentation of the work *The Legacy of Columbus* at the Royal Academy of History

SEPTEMBER 29

Miniolimpiadas of Vivir en Salud in collaboration with the Leganés City Council. **HEALTH PROMOTION**

SEPTEMBER 30

Publication of issue 36 of *La Fundación*. **FUNCIÓN MAPFRE**

– Participation in the seminar held in Toledo: La Formación Profesional del Futuro: movilidad y empleo. **SOCIAL ACTION**

– Jornada de Valoración del Daño Corporal in collaboration with the City Council of Jaén, Ilustre Colegio de Médico and Ilustre Colegio de Abogados de Jaén. **HEALTH PROMOTION**

– Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Alcalá de Henares. **HEALTH PROMOTION**

OCTOBER

Activities of the program on employment for people with disability, Juntos Somos Capaces (Together We Can). Visits to companies, entities and the development of seminars and collaboration agreements with public and private entities in Albacete, Valencia, Valladolid, Baleares, Cádiz, Vigo, Mérida, Cieza and Águilas. **SOCIAL ACTION**

– Visits to hotel and catering establishments, to give training on the SOS Respira Campaign in the cities of La Coruña, Palma de Mallorca, Santa Cruz de Tenerife and Seville. **HEALTH PROMOTION**

– Presentation to the media of the studies *Reducción del riesgo vial en el trabajo a través del proceso de contratación* (in Spanish, English and Portuguese) and *Gestión de jóvenes conductores en el trabajo*. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 2 - JUNE 25, 2017

– Julio Castelo Matrán Naval Model Museum. Permanent exhibition. Tocado y Hundido: workshops for families. ¡Zarpando al Pasado!: workshops for children aged 3 to 6. Descubre la Carta Esférica: workshops for children aged 7 to 12. **CULTURE**

OCTOBER 2

Results of the IV call for Accdemos aids for employment. **SOCIAL ACTION**

OCTOBER 3

Participation in the VI edition of the financial education program Awards, where winning teams were given the PlayPension game. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 3 - 7

Activities of the Mujeres por el Corazón campaign in collaboration with the Inditex Centers of La Coruña. **HEALTH PROMOTION**

– Seminar on management and Insurance Entities (bugaMAP Non-Life) for Degree students of Finance, Banking and Insurance of Universidad Complutense de Madrid. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 5 - 6

Presentation of the study *Los millennials y el seguro en España* at the universities of La Coruña and Santiago de Compostela, in collaboration with Fundación Inade. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 6

Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Torrejón. **HEALTH PROMOTION**

OCTOBER 6, 13, 20 AND 27

Training to referees of the Federación de Fútbol de la Región de Murcia within the Juega Seguro (Play Safely) campaign, in Murcia, Lorca and Cartagena. **HEALTH PROMOTION**



Presentation of the report *The Spanish Insurance Market in 2015*



Exhibition: The Fauves. A Passion for Color

OCTOBER 7

Publication of postgraduate grants for insurance studies in Spain. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 8

Seminar of the Escuela de Familias y Discapacidad program, addressed to families with disability, in Santiago de Compostela. **SOCIAL ACTION**

OCTOBER 10

Start of the e-learning course on Prescripción de Ejercicio Físico para Sanitarios, in collaboration with Escuela Nacional de Médicos del Trabajo, Consejo Superior de Deportes, Instituto Carlos III, Agencia Española de Protección de la Salud en el Deporte and Fundación Española para la Cooperación Internacional, Salud y Política Social. **HEALTH PROMOTION**

OCTOBER 10 - 11

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Jaén. **HEALTH PROMOTION**

OCTOBER 13

Presentation of educational workshops on child road safety in Asturias. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Presentation in Barcelona and Lérida of the *Guía para la protección de la pequeña empresa* and *Estudio 360° empresas* in collaboration with Federación patronal de micro, pequeña y mediana empresa de Cataluña (FEPIME) and Confederación de organizaciones empresariales de Lérida (COELL). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 13 - 14

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Córdoba. **HEALTH PROMOTION**

OCTOBER 15

Distribution of over one million copies of *la Guía de la jubilación* through six national newspapers. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 17 - 21

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Zaragoza. **HEALTH PROMOTION**

OCTOBER 18

Presentation to the media in Seville of the SOS Respira campaign, in collaboration with chef Pepa Muñoz. **HEALTH PROMOTION**

OCTOBER 20 - JANUARY 29, 2017

Opening of the exhibition The Fauves: Passion for color. Recoletos exhibition hall, Madrid. **CULTURE**

OCTOBER 20

Publication of the catalog and teaching guide of the exhibition, *The Fauves: Passion for color*. **CULTURE**

– Activities for children and youths of the exhibition The Fauves; Passion for color **CULTURE**

– End of the call for Primitivo de Vega Research grants. **HEALTH PROMOTION**

OCTOBER 21

Participation in the II Congreso Iberoamericano sobre Cooperación, Investigación y Discapacidad in collaboration with the Instituto Iberoamericano de Investigación y Apoyo a la Discapacidad Intelectual in Guadalupe. **SOCIAL ACTION**

– Workshop on Prediction, prevention and new technologies: the repercussions for insurance, held in Madrid within the XXII Congreso Nacional de Derecho Sanitario, organized by the Asociación Española de Derecho Sanitario. **HEALTH PROMOTION**

– Technical seminar held in Valladolid: Responsabilidad Civil de los Directivos y Consejeros en las Empresas. Aspectos prácticos, in collaboration with the Asociación de Empresas Familiares de Castilla-León and MAPFRE. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 24

Start of e-learning course, Competencias sobre Nutrición y Dietética en el Manejo de Pacientes, held in Madrid. **HEALTH PROMOTION**

OCTOBER 25

Technical seminar in Pamplona on Previsión Complementaria Empresarial: an international comparative study at Universidad Pública de Navarra. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 26

Presentation to the media of the Fundación MAPFRE dossier 2016 on child safety in automobiles in Spain and Latin America: child car seats (report on conditions in Spain and Chile). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 27

Presentation to the media in Palma de Mallorca of the SOS Respira campaign, in collaboration with chef Koldo Royo. **HEALTH PROMOTION**

– Presentation in Vigo of the report *El mercado español de seguros en 2015* in collaboration with Fundación INADE. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 27 - 28

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in Seville, in collaboration with the MAPFRE Center. **HEALTH PROMOTION**

OCTOBER 27 - 29

Activities of the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with the City Council of Seville. **HEALTH PROMOTION**

OCTOBER 28

Start of face-to-face activities of Goal Zero dedicated to seat belts and child restraint systems, in Arroyomolinos. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 31

Accident Prevention and road safety workshops to children of MAPFRE employees, in Alcalá de Henares, with the participation of 87 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER

Activities of the employment program for people with disabilities, Juntos Somos Capaces (Together We Can), visits to companies, entities and development of seminars and collaboration agreements with public and private entities for occupational inclusion, in: San Martín de Valdeiglesias, Diputación de Teruel and Mallorca for insertion in practicals. **SOCIAL ACTION**

– Visits to hotel and catering establishments, to give training on the SOS Respira Campaign in the cities of Cáceres, San Sebastián, Toledo and Valladolid. **HEALTH PROMOTION**

– Training in PlayPension for staff of Voluntariado Senior de Asesoramiento Empresarial (SECOT) in Madrid. **INSURANCE AND SOCIAL PROTECTION**

– Within the child Road Safety campaign, the donation of 68 car seats to MAPFRE Service Centers throughout Spain, to be used in replacement cars when needed. **ACCIDENT PREVENTION AND ROAD SAFETY**



The international campaign Súmate al Rosa (Think Pink for Breast Cancer) was also a success in Spain, thanks to MAPFRE volunteers

100%

– Presentation to the media of the studies *Taxis más seguros: gestión de los riesgos para taxistas, pasajeros y los demás usuarios de las carreteras* and *Cómo gestionar la seguridad de la flota gris: breve guía para empresas cuyo personal utiliza su propio coche para el trabajo* and *Report on motorcycle safety in Latin American*.

ACCIDENT PREVENTION AND ROAD SAFETY

NOVEMBER 2

Presentation of Accident Prevention Week at the City Council of Madrid.

ACCIDENT PREVENTION AND ROAD SAFETY

NOVEMBER 5

Training referees of the Federación de Fútbol de la Región de Murcia, as part of the Juega Seguro (Play Safely) campaign, in Cehegín.

HEALTH PROMOTION

NOVEMBER 8

Trustees Meeting.

FUNDACIÓN MAPFRE

NOVEMBER 12

Seminar of the Escuela de Familias y Discapacidad program addressed to families with disability in Barcelona.

SOCIAL ACTION

NOVEMBER 14

Presentation of Accident Prevention Week with the Comunidad de Madrid.

ACCIDENT PREVENTION AND ROAD SAFETY

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for degree students of Business Management and Administration of the Toledo campus of Universidad de Castilla-Mancha.

INSURANCE AND SOCIAL PROTECTION

NOVEMBER 15 TO JANUARY 22, 2017

Opening of the exhibition Portraits. Fundación MAPFRE Collections. Esteban Vicente Museum of Contemporary Art, Segovia. In collaboration with the Esteban Vicente Museum of Contemporary Art.

CULTURE



Presentation of the book *A Historical Perspective of Savings*

– Technical conference for entrepreneurs: Civil Liability for Entrepreneurs, Executives and Managing Directors, in collaboration with the City Council of Talavera de la Reina and the Federación Empresarial Toledana Fedeto.

INSURANCE AND SOCIAL PROTECTION

– Savings and retirement supplement, with 200,000 copies distributed in the *20 Minutos* newspaper.

INSURANCE AND SOCIAL PROTECTION

NOVEMBER 16

Participation in the II Foro Nacional de Educación Financiera of the Asociación para la Defensa de Consumidores y Usuarios de Bancos, Cajas y Seguros – Adicae, held in Madrid, in which we presented a paper on insurance culture, and handed out copies of the *Guía para tu jubilación*.

INSURANCE AND SOCIAL PROTECTION

– Presentation to the media in La Coruña of the SOS Respira campaign, in collaboration with Chef Luis Veira.

HEALTH PROMOTION

NOVEMBER 17

VII Encuentro sobre Salud y Trabajo held in Valladolid in collaboration with the Junta de Castilla y León and the Facultad de Medicina.

HEALTH PROMOTION

– Jornada sobre Valoración del Daño Corporal in collaboration with Generalitat Valenciana and Instituto de Medicina Legal y Ciencias Forenses.

HEALTH PROMOTION

NOVEMBER 19

Institutional action with volunteering in collaboration with Dorel. Preparation and donation of layettes to ONG Maternity in Barcelona.

ACCIDENT PREVENTION AND ROAD SAFETY

NOVEMBER 20

Act of remembrance of traffic accident victims, in collaboration with the City Council of Madrid and the Asociación de Víctimas de Accidentes de Tráfico Stop Accidentes.

ACCIDENT PREVENTION AND ROAD SAFETY

– Participation in the Mujeres por el Corazón (Women for the Heart) and Vivir en Salud campaigns at the Trinidad Alfonso Marathon held in Valencia.

HEALTH PROMOTION

NOVEMBER 22

Participation with the Confederación de Asociaciones Empresariales de Baleares (CAEB) in its I Congreso Empresarial de Responsabilidad Social de Baleares, Palma de Mallorca, with a paper entitled: «Integración laboral de personas con capacidades diferentes». **SOCIAL ACTION**

– Participation in the V Congreso Nacional de Empleo: Las tendencias de empleo en España, together with the Asociación Nacional de Agencias de Colocación (ANAC), held in Madrid. **SOCIAL ACTION**

– Presentation to the media in Valladolid of the SOS Respira Campaign, in collaboration with chef Javier Peña. **HEALTH PROMOTION**

NOVEMBER 23

Presentation in Alicante of the Juega Seguro (Play Safely) Campaign and the CPR11 application, in collaboration with Hércules C.F and Elche C.F. **HEALTH PROMOTION**

– Presentation in Madrid of the book *El ahorro en perspectiva histórica. Una herramienta para el progreso de las personas y la sociedad*. **INSURANCE AND SOCIAL PROTECTION**

– Visit by 4th grade high school students of Colegio Nazaret Oporto of Madrid for a talk on insurance culture and to visit the Museo del Seguro. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 24

Development of the seminar 3.0 Descubre la FP (Discover Vocational Training), held in Madrid, in which experts in training and employment analyze the current situation of access to the labor market. **SOCIAL ACTION**

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for postgraduate students of the Toledo campus of Universidad Castilla-La Mancha. **INSURANCE AND SOCIAL PROTECTION**

– Technical seminar in Barcelona: Compliance, Responsabilidad de Administradores y Pólizas de D&O, in collaboration with Seaida Cataluña and Uceac. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 29

Presentation in Cádiz of the Juega Seguro (Play Safely) campaign and the CPR11 application, in collaboration with Cádiz, C.F. **HEALTH PROMOTION**

NOVEMBER 30

Start of face-to-face activities of Goal Zero dedicated to Drugs when driving, in Valencia. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Presentation to the media in Toledo of the SOS Respira campaign, in collaboration with chef Iván Cedeño. **HEALTH PROMOTION**

DECEMBER

DECEMBER 1

Celebration of the I Solidarity Concert of Fundación MAPFRE at Parroquia San Jerónimo el Real of Madrid. **SOCIAL ACTION**

– Presentation in Valencia of the Juega Seguro (Play Safely) Campaign and the CPR11 application in collaboration with Valencia, C.F. **HEALTH PROMOTION**

DECEMBER 2

Awareness seminar with the Sale of Poinsettias in all MAPFRE General Territorial Divisions, within the Occupational Program for people with disability, Juntos Somos Capaces (Together We Can). **SOCIAL ACTION**

– Collaboration in Seminars on Education and occupational inclusion, organized by the Down Entity of La Rioja– Arsido in collaboration with Universidad de La Rioja. **SOCIAL ACTION**

– Participation in the social employment program, Juntos Somos Capaces (Together We Can), at the I Congreso Internacional de Innovación social para el Cambio, which took place in Valencia. **SOCIAL ACTION**

DECEMBER 6 -11

Accident Prevention and Road Safety programs at the JUVENALIA Fair for children and youths, in Madrid. **ACCIDENT PREVENTION AND ROAD SAFETY / HEALTH PROMOTION**



The new Espacio Miró was opened in December



OUR PUBLICATIONS PLAN IS ALIGNED WITH THE ACTIVITIES CARRIED OUT BY THE FIVE AREAS



...sionismo, entregándose
...la en el lenguaje. Su mo-
...tura fue la poesía visual de
...né, Guillaume Apollinaire,
...oy y Joan Salvat-Papasseit,
...la cual Miró desarrolló una
...ción de la línea dibujada como
...scritura visual.
...nte volveré sobre el «otro» Miró,
...pintor». De momento, merece
...stacar que las estructuras consi-
...artista guardan afinidades signi-
...on el trabajo de Vasily Kandinsky,
...e y, más estrechamente, con el de
...er Calder.

Miró y Calder se conocieron en París
de 1928. El americano llevaba conociendo
ris desde 1926 y, al igual que Miró, ya
había demostrado interés por la forma
formal y la abstracción. En sus primeras
culturas con alambre, muy experimentales
El circo de 1926-1931, Calder desarrolló
nuevo concepto de dibujo en el espacio
tridimensional, con partes móviles que
la escultura en una especie de ballet me-
co. Miró había trabajado anteriormente
Max Ernst en los decorados para el es-
je de Romeo y Julieta de los Ballets Rusos
que se estrenó en Montecarlo el 4 de junio
de 1928. La idea de adaptar sus figuras

•
Calder desarrolló un nuevo
concepto de dibujo en el
espacio tridimensional, con
partes móviles que convertían
la escultura en una especie de
ballet mecánico
•

↑ ↑ ↑ (x2)



Opening of the Espacio Miró

– Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for degree students in Finance, Banking and Insurance of Universidad de Valladolid. **INSURANCE AND SOCIAL PROTECTION**

DECEMBER 20

Trustees Meeting. **FUNCIÓN MAPFRE**

– Award ceremony of the VIII convocatoria del Concurso de Fotografía para Jóvenes Visitantes. **CULTURE**

DECEMBER 26

Presentation in Santiago de Compostela of the Juega Seguro (Play Safely) campaign and the CPR11 application, in collaboration with the Fundación Vero Boquete. **HEALTH PROMOTION**

DECEMBER 27

Training to young players and their families in cardiopulmonary resuscitation, held in Santiago de Compostela within the Juega Seguro (Play Safely) campaign, in collaboration with the Fundación Vero Boquete. **HEALTH PROMOTION**

DECEMBER 30

Publication of issue number 37 of *La Fundación*. **FUNCIÓN MAPFRE**



Fundación MAPFRE's first Charity Concert was held at the church of San Jerónimo el Real in Madrid

DECEMBER 7

Presentation to the media of the results of the survey «Opinión de los españoles sobre el sistema de pensiones».

INSURANCE AND SOCIAL PROTECTION

DECEMBER 14

XIV Jornada sobre Trastorno de Déficit de Atención e hiperactividad: La importancia de intervenir en el TDAH, held in Madrid within the Apoyo a las Familias program. **SOCIAL ACTION**

– Opening of the permanent Espacio Miró exhibition. Recoletos exhibition hall, Madrid. **CULTURE**

– Publication of the *Espacio Miró* brochure. **CULTURE**

DECEMBER 15

Workshop of the PlayPension game for students of Universidad de Santiago de Compostela. **INSURANCE AND SOCIAL PROTECTION**



The fourth Charity Market managed to raise 30,000 euros for worthy causes

PORTUGAL

ANNUAL

Continuation of the project Bolsa de Manuais Escolares with Direcc3on General de Establecimientos Escolares de Portugal. **SOCIAL ACTION**

– Version in Portuguese of the Circula Seguro Blog, with 373,683 unique visitors in 2016. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Caravana de Educaci3n Vial (Road Safety Education Fleet) in the cities of Lisbon, Pombal, Faro, Oliveira and Valena. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educational activities for youths, Vai uma Voltinha, in Lisbon, with a participation of 970 people and over 91,000 visitors. **ACCIDENT PREVENTION AND ROAD SAFETY**



Our Goal Zero campaign was also rolled out in Portugal



International Seminar on Road Safety for Companies (PRAISE)

– Implementation of the Seguridad Vial para Mayores program, with a participation of 574 professionals and 26,150 elderly people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Child Restraint Systems program, with a participation of 7,405 families. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 3

International seminar on road safety at work, Praise, held in the city of Lisbon. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 20

Action with volunteers on Remembrance Day for Traffic Accident Victims. We handed out material and commemorative bracelets to MAPFRE employees, and at 3 REPSOL service stations (3 in Lisbon, 1 in Oporto, 1 in Set3bal and 1 in Faro). A total of 6,500 people participated in this action. **ACCIDENT PREVENTION AND ROAD SAFETY**



Rest of Europe

GERMANY

FEBRUARY 1 AND 2

Participation in the Group of occupational road safety experts of the European Transport Safety Council, in Lubeck (Germany). **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY 5 TO APRIL 8

Opening of the Stephen Shore exhibition. Photography. C/O Berlin Foundation. **CULTURE**

BELGIUM

FEBRUARY 25

Participation in the working group of the European Transport Safety Council (ETSC), in Brussels. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 28

Participation in the Annual Conference on Road Safety and the General Assembly, organized by ETSC, in Brussels. **ACCIDENT PREVENTION AND ROAD SAFETY**

FINLAND

SEPTEMBER 16 AND 17

Participation in the Global Network Meeting of Safe Kids Worldwide, in Tampere. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 18 TO 21

Participation in the Safety 2016 World Conference, in Tampere. **ACCIDENT PREVENTION AND ROAD SAFETY**

GREAT BRITAIN

MARCH 16 - JULY 3

Opening of the exhibition Paul Strand- Photography and Film for the 20th Century. Victoria & Albert Museum, London, in which we participated and provided an important selection of photographs from our collection. **CULTURE**

APRIL 8 TO 10

Workshop held in London of the Juega Seguro (Play Safely) Campaign at the 25th Isokinetic Conference. Football Medicine Strategies. RTP 2016. **HEALTH PROMOTION**



The Juega Seguro (Play Safe) campaign being presented in London

ITALY

JUNE 24 - OCTOBER 9

Opening of the exhibition, From Divisionism to Futurism. Museo D'Arte Moderna e Contemporanea di Trento e Rovereto. in collaboration with the Museo d'Arte Moderna e Contemporanea di Trento e Rovereto (MART), presented in February at our Recoletos exhibition hall. **CULTURE**

AUGUST 27 TO 31

Presentation at the European Society of Cardiology in Rome of the Juega Seguro (Play Safely) campaign and the CPR11 application. **HEALTH PROMOTION**

MALTA

ANNUAL

Implementation of a children's television series on road safety, with 13 episodes of 10 - 15 minutes. It will be broadcast by television, and it will also be distributed to schools of the country during 2017.

ACCIDENT PREVENTION AND ROAD SAFETY

– Vivir en Salud campaign: We have carried out educational workshops on healthy lifestyles in schools, with a participation of 2,400 pupils. **HEALTH PROMOTION**

FEBRUARY 12

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the University of Malta and Middlesea employees. **INSURANCE AND SOCIAL PROTECTION**

APRIL

Seminar in collaboration with the Equal Partners Foundation, for the integration in society of children with some type of disability. **SOCIAL ACTION**

SEPTEMBER 5

Signing of the agreement to present the Suite Vollard exhibition in 2018 in La Valletta, European capital of culture. **CULTURE**

NETHERLANDS

JUNE 10 - SEPTEMBER 4

Stephen Shore exhibition. Huis Marseille, Amsterdam. In collaboration with Huis Marseille. **CULTURE**

DECEMBER 16 - MARCH 8, 2017

Opening of the Hiroshi Sugimoto exhibition. Black Box. Fotografiemuseum FOAM, of Amsterdam, in collaboration with the FOAM. **CULTURE**

SWEDEN

OCTOBER 26 - JANUARY 29, 2017

Opening of the Graciela Iturbide photography exhibition. Mindepartamentet Art and Photography, Stockholm. **CULTURE**

SWITZERLAND

NOVEMBER 17 - 18

Meeting of the United Nations Road Safety Collaboration (UNRSC), in the city of Geneva. **ACCIDENT PREVENTION AND ROAD SAFETY**

TURKEY

ANNUAL

Continuation of the Grant Program project, in collaboration with Bilgili Education and Culture and Ensenler Anatolian Medical High School Grant for successful second-grade students, with insufficient financial resources for the 2016-2017 academic year. **SOCIAL ACTION**

– Continuation of the Support Program for Families of Children with Cancer, undertaken with the Hope Foundation for Children with Cancer (KAÇUV). The project aims to reach 3,000 children diagnosed with cancer in Turkey. **SOCIAL ACTION**

– Continuation of the TEV Scholarship Project for Undergraduate Students, carried out with the Turkish Education Foundation (TEV) for 33 university students, 10 with disability, to receive a scholarship for the 2016-2017 academic year. **SOCIAL ACTION**



Signing the agreement to present Picasso's Suite Vollard exhibition in Malta



MAPFRE volunteers in Turkey

– Volunteering: We performed 24 activities in 2016, mainly in the lines of education and nutrition, with over 8,400 beneficiaries. Our activities have focused on support to children, and have been developed with the TEV. With their pupils, we have held picnics, cooking with youths with disability of the Dreams Academy, and a spring festival with the Turkish Foundation for Children with Special Needs (KORUNCUK). **SOCIAL ACTION**

– Goal Zero Victims Campaign, consisting of theater on road safety, addressed to families who are ferry passengers of the Bandirma– Yenikapi line. The activity was also held in theaters of Istanbul. In 2016, the campaign reached 1,300 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER

– Continuation of the Corporate Training Program for People with Disabilities, in collaboration with the Turkish Insurance Institute (TSEV). Within the project, 9 people with disability received basic training in insurance. One of them has been hired by MAPFRE Sigorta and the resumes of the remaining participants were sent to various insurance companies to promote their recruitment in the sector. **SOCIAL ACTION**

DECEMBER

Vivir en Salud. We have developed educational workshops on health lifestyles and the promotion of physical exercise in four schools, with the participation of 1,250 children aged 5 to 7. **HEALTH PROMOTION**



A family activity involving volunteers in Turkey



USA and Puerto Rico

UNITED STATES

ANNUAL

Continuation of the United Way of Webster and Dudley project, in collaboration with Webster & Dudley of Massachusetts. **SOCIAL ACTION**

– Volunteering: We carried out 24 activities in 2016, mainly in the lines of education and health, with over 15,000 beneficiaries. The United States volunteers have done commendable work in maintaining installations and building houses for young people at risk of social exclusion, and hence improve living conditions. They will be able to attend school, be registered as citizens and benefit from health care. **SOCIAL ACTION**

FEBRUARY 6 - MAY 15

Opening of the Pierre Bonnard exhibition. Fine Arts Museum of San Francisco. **CULTURE**

APRIL

Participation in the UN Road Safety Collaboration meeting in New York. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER

Signing of the collaboration agreement with Boston Children Hospital, to undertake road safety and prevention activities. **ACCIDENT PREVENTION AND ROAD SAFETY**

PUERTO RICO

ANNUAL

Continuation of the Becas para la Educación y Desarrollo para Niños en Alto Riesgo project, in collaboration with Casa de Niños Manuel Fernández Juncos. **SOCIAL ACTION**

– Continuation of the Educación y Desarrollo Integral de Niñas Maltratadas project, in collaboration with Hogar de Niñas Cupey. **SOCIAL ACTION**

– Continuation of the Servicios Educativos Integrales project, in collaboration with Asociación Vidas Servicios Episcopales Inc. **SOCIAL ACTION**

– Continuation of the Juventud Adelante project, in collaboration with Hogares Teresa Toda Politécnico Teresiano Inc. **SOCIAL ACTION**

– Volunteering: Puerto Rico performed 117 volunteering activities in 2016, mainly in the lines of health, education and the environment, with 43,979 beneficiaries. We would like to highlight the support campaign to the Liga Puertorriqueña contra el Cáncer, which has given aid to 32,000 people. Another activity with a high impact was the collection of food for the Banco de Alimentos, which has reached over 4,000 people, as a result of the work of volunteers and other MAPFRE employees. Volunteering activities have been done in collaboration with the Goal Zero campaign, in the Area of Accident Prevention and Road Safety of the Foundation, with the aim of helping to guide the public in Road Safety. Another important activity was professional volunteering in the Hogar Fortaleza al Caído, where a prevention of gender abuse workshop was given. **SOCIAL ACTION**

– Seguros en las Vías, an activity aimed at vulnerable groups, with the participation of 6,943 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Actividad Parque Rodante de educación vial Villa Segura, in which 10,787 schoolchildren participated. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educational activities, talks and workshops with the participation of 11,243 people (children, youths, adults and professionals). **ACCIDENT PREVENTION AND ROAD SAFETY**

– MAPFRE Week: Frena el vicio del celular en el carro video distributed via Facebook, with a reach of 650,000, 408,852 views, 3,059 interactions and 2,943 shares. It was also presented as public service at the movies, reaching thousands of people in addition. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention campaign, attended by 5,570 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Victims campaign, with over 2,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Distribution of Jugamos Todos material for schoolchildren. In 2016, educational material was distributed to 3,500 students, with activity notebooks and pictograms, and 33 teaching guides. **HEALTH PROMOTION**

– Distribution of road safety material for schoolchildren. In 2016, educational material was distributed to around 5,000 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Informative stands on road safety: Participation in activities held in various cities of Puerto Rico, with the attendance of around 1,500 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Vivir en Salud educational program addressed to promoting healthy lifestyles in schools, with the participation of 8,405 pupils. **HEALTH PROMOTION**

FEBRUARY

Vivir en Salud. Eight educational workshops were carried out on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Fire Prevention. Three educational workshops were offered to children on the prevention of accidents and fires. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Seguros en las Vías, six educational workshops for children on the prevention of accidents. **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY 11 - 12

Participation at the Cumbre de Escuelas Privadas of Puerto Rico. School teachers and principals were given guidance on Fundación MAPFRE and its areas of action, particularly Road Safety and Health Promotion, which are offered free for schools. More than 400 people participated. **FUNDACIÓN MAPFRE**

MARCH

Vivir en Salud. An education workshop was offered on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Fire Prevention. Three educational workshops were offered to children on the prevention of accidents and fires. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Seguros en las Vías, two educational workshops for children on road safety. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL

Vivir en Salud. Three educational workshops were offered on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Fire Prevention. Two educational workshops were offered to children on the prevention of accidents and fires. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Seguros en las Vías, four educational workshops for children on road safety. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY

Vivir en Salud. Two educational workshops were run on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Fire Prevention. Three educational workshops were offered to children on the prevention of accidents and fires. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 9

Participation in the lighting of the Capitolio in commemoration of the 5th Anniversary of the Decade of Action for Road Safety, which took place in San Juan, Puerto Rico. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 11

Participation in the 5th Anniversary of the Decade of Action for Road Safety, which took place in San Juan, Puerto Rico. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE

Vivir en Salud. Two educational workshops were run on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Fire Prevention. Three educational workshops were offered to children on the prevention of accidents and fires. **ACCIDENT PREVENTION AND ROAD SAFETY**

AUGUST

Vivir en Salud. Educational workshops were run on healthy lifestyles and promoting physical exercise, with the participation of 140 teachers. **HEALTH PROMOTION**

SEPTEMBER

Vivir en Salud. We carried out five educational workshops on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

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– Fire Prevention. Two educational workshops were offered to children on the prevention of accidents and fires.
ACCIDENT PREVENTION AND ROAD SAFETY

– Seguros en las Vías, four educational workshops for children on road safety.
ACCIDENT PREVENTION AND ROAD SAFETY

OCTOBER

Vivir en Salud. Four educational workshops were carried out on health lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Fire Prevention. An educational workshop was run for children on the prevention of accidents and fires.
ACCIDENT PREVENTION AND ROAD SAFETY

– Seguros en las Vías, an educational workshop for children on road safety.
ACCIDENT PREVENTION AND ROAD SAFETY

OCTOBER 17

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Universidad de Puerto Rico (Río Piedras). **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER

Vivir en Salud. An educational workshop was run on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Seguros en las Vías, two educational workshops for children on road safety.
ACCIDENT PREVENTION AND ROAD SAFETY

NOVEMBER 4

Participation in the Cumbre por la Seguridad Vial, where the Road Safety Week campaigns “Todos Somos Peatones” and the “Frena el vicio del celular en el carro” were presented with 200 participants. **ACCIDENT PREVENTION AND ROAD SAFETY**



The Vivir en Salud (Healthy Living) campaign continued to be rolled out in Puerto Rico

NOVEMBER 14,16 AND 17

Participation of Schools in the Entornos Escolares Seguros survey. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 17

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for Universidad Interamericana in Ponce. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 21

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for Pontificia Universidad Católica of Ponce. **INSURANCE AND SOCIAL PROTECTION**

DECEMBER

Christmas Campaign **ACCIDENT PREVENTION AND ROAD SAFETY**

– Vivir en Salud. Two educational workshops were run on healthy lifestyles and the promotion of physical exercise. **HEALTH PROMOTION**

– Seguros en las Vías, an educational workshop for children in accident prevention. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Christmas Campaign. Videos were promoted on Facebook, with a message on the prevention of alcohol and driving. **ACCIDENT PREVENTION AND ROAD SAFETY**

Latin America

ARGENTINA

ANNUAL

Continuation of the Hogares Male project, in collaboration with Asociación Civil Mensajeros de la Paz. **SOCIAL ACTION**

– Continuation of the Un Entorno Familiar para Cada Niño project, in collaboration with Asociación Aldeas Infantiles SOS. **SOCIAL ACTION**

– Continuation of the Con Educación y Salud Construimos Comunidad project with Centro Comunitario Jesús y María, in collaboration with Tres isletas. **SOCIAL ACTION**

– Volunteering: We performed 39 activities in 2016, mainly within the lines of education, environment and health, with over 291,000 beneficiaries. The donation of medical material to Hospital Cecilia Grierson is noteworthy, in order to help in the care of over 280,000 patients in 2016. **SOCIAL ACTION**

– Payasos en peligro traveling theater, with an estimated audience of 5,600 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Seguridad Vial en la Empresa, with activities via the website and a campaign in which 256 diagnoses were made. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Conducción Segura de Motos Activity with the participation of 1,154 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Training talks on Child Restraint Systems, with the participation of 1,111 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Médicos por la Seguridad Vial: **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire prevention campaign, with the participation of 10,735 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Victims, with the participation of over 3,000 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– III Congreso de Fundación MAPFRE-OBA, Gestión del Riesgo y Prevención, with the participation of 600 people. **ACCIDENT PREVENTION AND ROAD SAFETY**



The Jesús y María Center works to support the most disadvantaged communities



Hogares Male project in Argentina

MAY 17

Presentation in Buenos Aires of the report *El mercado latinoamericano de seguros 2014– 2015*. **INSURANCE AND SOCIAL PROTECTION**

AUGUST 4 - 5

Presentation of the Escuela de Familias y Discapacidad at the IV Simposio Iberoamericano de Empleo con Apoyo. Buenas prácticas y nuevos interrogantes, held in Buenos Aires. **SOCIAL ACTION**

BRAZIL

ANNUAL

Continuation of the Educación Comunitaria y Desarrollo Familiar project, in collaboration with Fundación Fe y Alegría de Santa Catarina. **SOCIAL ACTION**

– Continuation of the Programa Einstein e MAPFRE na Comunidade Vila Santa project, carried out with the Sociedade Beneficente Israelita Hospital Albert Einstein. **SOCIAL ACTION**

– Continuation of the Programa Crianças e Adolescentes, carried out with Liga de las Señoras Católicas. **SOCIAL ACTION**

– Continuation of the Centro de Recuperación y Educación Nutricional project, in collaboration with Asociación de Combate a la Desnutrición, Nutrir. **SOCIAL ACTION**

– Continuation of the Escola Jatobazinho project, carried out with Acaia Pantanal. **SOCIAL ACTION**

– Continuation of the Direitos Promovidos, Crianças, Adolescentes e Jovens com Qualidade de Vida project, in collaboration with Asociación Movimiento Pro-crianza. **SOCIAL ACTION**

– Continuation of the Casa Lar-Um ambiente acolhedor project, carried out with Asociación Aldeas Infantiles SOS. **SOCIAL ACTION**

– Continuation of the Alfabetización en Destaque project, in collaboration with Centro de Promoción Social Bororé. **SOCIAL ACTION**

– Continuation of the Crecer project, carried out with Asociación Acción Comunitaria de Brasil en São Paulo. **SOCIAL ACTION**

– Continuation of the Educación para los Niños del Colegio Mano Amiga project, carried out with Instituto VIS Foundation (Mano Amiga). **SOCIAL ACTION**

– Continuation of the Programa Expedição Vaga Lume project, carried out with Asociación Vaga Lume. **SOCIAL ACTION**

– Continuation of the Semear project, in collaboration with Asociación Morumbí. **SOCIAL ACTION**

– Continuation of the Educação e Arte para Todos project, carried out with the Acríca entity. **SOCIAL ACTION**



Classroom in Acaia Pantanal, Brazil

(2)



The O Triunfo da Cor exhibition in Rio de Janeiro

– Continuation of the Rehabilitar project, in collaboration with Asociación de Asistencia a la Crianza Deficiente. **SOCIAL ACTION**

– Volunteering: We performed 155 activities in 2016, mainly within the lines of education, nutrition, the environment and health, with over 34,000 beneficiaries. The role of volunteers should be underlined in the foundation initiative of the Concurso de Cuentos, which enabled over 500 underprivileged children to participate. The actions of professional volunteers are also noteworthy, aimed at providing financial education for underprivileged youths. **SOCIAL ACTION**

– Continuation of the Parques Infantiles project, in collaboration with the IFAN entity. **SOCIAL ACTION**

– Continuation of the Centro Social de Educação e Cultura Marambaia project, carried out with Asociación Fe y Alegría de Rio (Novo Iguazú). **SOCIAL ACTION**

– Na Pista Certa Activity, with the participation of 25,570 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Continuation of the Rede de Educação Popular pelos Direitos das Crianças e Jovens da Amazônia project, in collaboration with Ceaps. **SOCIAL ACTION**

– Continuation of the Ciranda de Ensino Orquestral project, carried out with the Instituto Ciranda – Música e Cidadania. **SOCIAL ACTION**

– Fire prevention campaign, with the participation of 20,350 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Continuation of the Aprender sin Miedo 2.0 project, in collaboration with Asociación Civil Plan Internacional.2.0 **SOCIAL ACTION**

– Continuation of the Fútbol-Net en Praia Grande y Rio de Janeiro project, in collaboration with Fundación Fútbol Club Barcelona. **SOCIAL ACTION**

– Educación Vial para Mayores program, with 2,300 elderly beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Continuation of the Escuela Providencia project, in collaboration with Hijos de la Providencia. **SOCIAL ACTION**

– Continuation of the Proyecto Apoema, in collaboration with Centro Social de Educação e Cultura Grande Vitoria - Fundação Fe e Alegria-AM. **SOCIAL ACTION**

– Educación Vial es Vital program, developed in schools and in which 16,851 school children took part. **ACCIDENT PREVENTION AND ROAD SAFETY**



The Education and Art for All project



The Juega Seguro (Play Safe) campaign was also rolled out in Brazil

– Road Safety for Businesses program, with the participation of 553 employees. **ACCIDENT PREVENTION AND ROAD SAFETY**

– CuidadoSOS activity, with the participation of 9,329 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Médicos por la Seguridad Vial program, through the Fundación MAPFRE website. **ACCIDENT PREVENTION AND ROAD SAFETY**

– The Eduque seu Mundo website project has been started up. It has three sections addressed to children, educators and families, where information and contents can be found, to promote the acquisition of preventive and healthy habits. It includes the Preveland educational game. **HEALTH PROMOTION**

– Mujeres por el Corazón (Women for the Heart). A program developed in collaboration with Hospital del Corazón de São Paulo. We distributed information material at two sports events specifically for women, in which 22,000 women took part. **HEALTH PROMOTION**



The Mujeres por el Corazón (Women for the Heart) campaign

– Juega Seguro (Play Safely). With the support of the Federación Brasileña de Fútbol, we carried out informative actions and workshops on cardiopulmonary resuscitation, in collaboration with FIFA medical centers of excellence of Brazil. **HEALTH PROMOTION**

MARCH 31
Presentation of the book *Medidas de Seguridad Vial*, Portuguese edition, in São Paulo. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 19
Presentation of the study *El seguro en la sociedad y la economía brasileña* in São Paulo. **INSURANCE AND SOCIAL PROTECTION**

MAY 3 TO JULY 7
The Triumph of Color. From Van Gogh to Matisse exhibition. Centro Cultural del Banco do Brasil in São Paulo, in collaboration with the Musée d'Orsay and the Musée de l'Orangerie. **CULTURE**

MAY 9
Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the Faculdade de Economia, Administração e Contabilidade of Universidade de

São Paulo. **INSURANCE AND SOCIAL PROTECTION**

JULY 19 - OCTOBER 17
The Triumph of Color. From Van Gogh to Matisse exhibition. Centro Cultural del Banco do Brasil in Rio de Janeiro, in collaboration with the Musée d'Orsay and the Musée de l'Orangerie. **CULTURE**

SEPTEMBER
Presentation of the research study on healthy lifestyles and aging called Escola Gero Saude, in collaboration with the Faculty of Medicine of Universidade de São Paulo. **HEALTH PROMOTION**

SEPTEMBER 12 - 30
Traffic week in Brazil, training 6,816 educators in better road safety and accident prevention measures. **ACCIDENT PREVENTION AND ROAD SAFETY**

DECEMBER 6 - 7
Presentation of Escola de Familias y Discapacidad at the Jornada Internacional de Inclusión. Belo Horizonte. **SOCIAL ACTION**

CHILE

ANNUAL

Continuation of the Reforzamiento Escolar a Niños en Riesgo Social project, in collaboration with the Fundación Padre Semería. **SOCIAL ACTION**

– Continuation of the Reinserción Escolar de Estudiantes en Situación de Enfermedad project, undertaken with the entity Nuestros Hijos. **SOCIAL ACTION**

– Volunteering: We have performed 15 activities in 2016, mainly in the lines of education and nutrition, with over 1,400 beneficiaries. It is important to note the 700 hours of volunteering dedicated to school support for pupils of Colegio Padre Pedro Arrupe, along with a reforestation activity with relatives of volunteers. **SOCIAL ACTION**

– Goal Zero Victims campaign, with over 2,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Juega Seguro (Play Safely). We have carried out actions and workshops with the Club de la Universidad De Chile, Club Palestino, Club Unión Española, Universidad Andrés Bello, Universidad Técnica Federico Santa María and San Carlos de Apoquindo on the steps to take in the event of cardiorespiratory arrest, in collaboration with Clínica MEDS de Medicina Deportiva, with 480 beneficiaries. **HEALTH PROMOTION**



Support for the Padre Semería Foundation to help children at risk

JUNE

Campaña de Educación Vial en Colegios campaign, in collaboration with CONASET, with the participation of 3,465 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 16 - 17

Organization and participation in the II Foro Internacional de Seguridad Vial Infantil (FISEVI), in Santiago de Chile, with over 30 experts in Road Safety from all over the world. Fundación MAPFRE was represented by Jesús Monclús. The event was attended by more than 300 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 20

En Invierno me Protejo Campaign, in coordination with the Cuerpo de Carabineros de Chile, Tercera Comisaría de Lota. Support with safety elements (armbands, bicycle lamps, reflective vests). This action has benefitted over 500 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

JULY

Campaña CuidadoSOS in 5 schools of Santiago, with a total of 2,061 beneficiary students and 57 teachers, who attended talks on the prevention of accidents in the classroom. **ACCIDENT PREVENTION AND ROAD SAFETY**

JULY 5

Campaña Ciclistas Seguros in the eighth region, in coordination with the agrupación Ruta por la Vida, who organized the seminar «Ruta por la prevención». This activity was developed within the framework of the Commemoration of International Accident Prevention Day, where reflective vests and armbands were handed out and messages were given about the Ciclistas Seguros, Peatones Seguros and Goal Zero campaigns. Over 500 people participated in the event. **ACCIDENT PREVENTION AND ROAD SAFETY**



II International Forum on Child Road Safety (FISEVI) in Santiago de Chile



Volunteers working on a reforestation project

SEPTEMBER 3

Ciclistas Seguros campaign in the Comuna de Quilicura, in Santiago in coordination with the Oficina Municipal de la Juventud. Intervention with the Corpóreo Bakinano and a Fundación MAPFRE stand, where reflective vests and armbands were handed out, along with bicycle lamps and leaflets with prevention and road safety advice. Over 800 people participated in the activity.

ACCIDENT PREVENTION AND ROAD SAFETY

NOVEMBER 20

Goal Zero campaign. Participation in the International Commemoration of Traffic Accident Victims, in collaboration with CONASET, Ministerio de Transportes, Carabineros de Chile and OSVEI. Reflective wristbands, vests and armbands were handed out, along with bicycle lamps and leaflets and materials with road safety advice. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 22

Presentation at Pontificia Universidad Católica de Chile of the book *Normas sobre la protección de los derechos de los consumidores en el contrato de seguro en Chile*. **INSURANCE AND SOCIAL PROTECTION**

COLOMBIA

ANNUAL

Continuation of the projects Contribuyendo a la Empleabilidad de Madres Adolescentes en Condiciones de Pobreza and Salvando la Vida de Bebés en Riesgo de Muerte, in collaboration with Fundación Juan Felipe Gómez Escobar (Cartagena de Indias). **SOCIAL ACTION**

– Continuation of the project Patrocinio de Líneas de Acción los Niños y Niñas que están bajo la protección de la Fundación para la Asistencia de la Niñez Abandonada (FANA) during the year, with the Fundación para la Asistencia de la Niñez Abandonada. **SOCIAL ACTION**

– Continuation of the project Programa Integral Niños, Niñas y Adolescentes con Oportunidades Proyecto Estrategia Cultura con Valores, in collaboration with FUCOLDE. **SOCIAL ACTION**

– Continuation of the Hogar para Niños y Jóvenes con Cáncer project, in collaboration with Fundación Dharma. **SOCIAL ACTION**

– Continuation of the Apoyo al Sostenimiento para la Atención Integral a Niños en Situación de Riesgo project, in collaboration with Fundación Ayuda a la Infancia Bambi. **SOCIAL ACTION**

– Continuation of the project Intervención Socio-comunitaria para la Atención de 500 Niños, Niñas, Jóvenes, Adultos y Adultos Mayores, de los barrios Bella Flor, San José de los Sauces y Brisas del Volador localidad de Ciudad Bolívar y Arrayanes, localidad de Usme de la Ciudad de Bogotá D.C, in collaboration with Fundación Laudes Infantis. **SOCIAL ACTION**

– Volunteering: We have performed 14 volunteering activities throughout the year, mainly in the line of education, with over 3,500 beneficiaries. The start up of a two-month professional volunteering program has been particularly important. This program is to train vulnerable people in risk of social exclusion (women who are the head of the family and people with motor disabilities) so they can access training certified by SENA and by CESVI Colombia. The best applications are offered an employment opportunity. **SOCIAL ACTION**

– Road Safety Campaign in Schools, during the month of July in 8 schools of Medellín, with the participation of 3,725 teachers and pupils. **ACCIDENT PREVENTION AND ROAD SAFETY**

– CuidadoSOS campaign carried out in 4 schools of Medellín, with a participation of 1,329 teachers and pupils. **ACCIDENT PREVENTION AND ROAD SAFETY**



A photograph showing two young children sitting at a bright yellow table. The child on the right is eating from a blue plate with a spoon. The child on the left has their arm resting on the table. In the foreground, there is a white plate of food with beans, rice, and green beans, and a red plastic cup. The background is a plain, light-colored wall.

HEALTHY EATING IS ONE OF OUR
CORE OBJECTIVES

↑ (x2)

– Goal Zero Victims campaign, in collaboration with the National Police, the Secretary for Mobility of Bogotá, the Filarmónica Infantil of Bogotá and the Liga contra la Violencia Vial, with over 3,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 29 - APRIL 1

Participation in the V Asamblea General del OISEVI in the city of Cartagena, with the presentation of the Goal Zero Traffic Accidents. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 21

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for employees of MAPFRE Colombia. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER - DECEMBER

Prevention of Cardiovascular Risks with the “Si lates bien, vives bien” campaign, developed mainly in the business environment. The aim is to raise awareness in society on the risk factors of cardiovascular disease and the detection of heart attack symptoms. In collaboration with the Fundación Clínica Shaio, the campaign has been developed in 20 companies with the participation of 2,862 beneficiaries. **HEALTH PROMOTION**

OCTOBER 14

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Universidad del Externado de Colombia. **INSURANCE AND SOCIAL PROTECTION**



We provide training for women who are the heads of their families

COSTA RICA

ANNUAL

Continuation of the Mejorando la Calidad de Vida para Jóvenes con Cáncer project, in collaboration with Asociación Proyecto Daniel. **SOCIAL ACTION**

– Continuation of the Centro Integral Infantil project, in collaboration with Asociación Manos Amigas Llevando Esperanza. **SOCIAL ACTION**

– Volunteering: We have performed 15 activities in 2016, mainly in the lines of education and health, with over 3,500 beneficiaries. The educational work of volunteers should be highlighted, on road safety aspects. These include talks addressed to over 2,700 people; a special Christmas celebration shared with 200 people of the Reserva Indígena; aid to victims of Hurricane Otto; and the significant ongoing work by volunteers in their collaboration with the Proyecto Daniel, to assist youths with cancer. **SOCIAL ACTION**

– Tú Decides por tu Vida campaign, with the participation of 1,700 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Presentation of the roadshow in the cities of Cartago, San José and Alajuela. **ACCIDENT PREVENTION AND ROAD SAFETY**



Collaboration with the Bambi Ayuda a la Infancia Foundation



Proyecto Daniel to improve the quality of life of young Costa Ricans

– Meeting with road safety advocates.
ACCIDENT PREVENTION AND ROAD SAFETY

– Congreso Nacional de la Cruz Roja, Youth Program. ACCIDENT PREVENTION AND ROAD SAFETY

– Goal Zero Victims campaign, with over 1,000 beneficiaries. ACCIDENT PREVENTION AND ROAD SAFETY

AUGUST 24

Presentation in San José of the report *Tendencias de crecimiento de los mercados de América Latina para 2016*. INSURANCE AND SOCIAL PROTECTION

NOVEMBER 22

Participation in the XXVI Congreso de Aseguradores de Centroamérica, Panamá y Caribe held in San José de Costa Rica with the conference: *Cultura y educación en seguros*. INSURANCE AND SOCIAL PROTECTION

ECUADOR

ANNUAL

Continuation of the *Acompañando a una Generación: espacios familiares de desarrollo infantil* project, in collaboration with Fundación Cesal. SOCIAL ACTION

– Volunteering: We have performed 20 volunteering activities in 2016, focused mainly on aid after the earthquake that devastated the country, with over 93,500 beneficiaries. The important work of volunteers should be highlighted, in the coordination and immediate action in view of the consequences of the earthquake. This has not been just isolated work, but has continued by giving aid to affected families over the year. SOCIAL ACTION

– Goal Zero Victims campaign, with over 3,000 beneficiaries. ACCIDENT PREVENTION AND ROAD SAFETY

– Education program in road safety, with the estimated participation of 3,500 pupils. ACCIDENT PREVENTION AND ROAD SAFETY

– Road Safety for Businesses program, with the participation of 80,000 people. ACCIDENT PREVENTION AND ROAD SAFETY

JANUARY - OCTOBER

Dibujando Sonrisas campaign. Hospital visits to children with catastrophic diseases in Quito and Guayaquil. SOCIAL ACTION

APRIL

Two water treatment plants were provided, in order to alleviate the serious consequences of the earthquake on April 16. SOCIAL ACTION

AUGUST - SEPTEMBER

Ilusión campaign. Visits to gerontology centers and homes in Quito and Guayaquil. SOCIAL ACTION

NOVEMBER - DECEMBER

Fire prevention campaign, with the estimated participation of 30,000 people. ACCIDENT PREVENTION AND ROAD SAFETY

DECEMBER

Juguetes por Sonrisas campaign. Collection of toys at national level. SOCIAL ACTION



Collaboration activity with the Cesal Foundation in Ecuador



Sending two water treatment plants to Ecuador

EL SALVADOR

ANNUAL

Continuation of the Atención Educativa y Nutricional Integral project, which benefited 375 children aged 2 to 15, in the municipalities of Soyapango and Mejicanos, in collaboration with Fundación Cinde. **SOCIAL ACTION**

– Continuation of the projects Programa de Atención Integral para Personas con Graves Discapacidades y otros Síndromes, Hogar Mensajeros de La Paz and Niñez y Adolescencia Portadores de VIH Hogar Reina Sofía, all in collaboration with Asociación Mensajeros de la Paz. **SOCIAL ACTION**

– Volunteering: We performed 12 activities in 2016, mainly in the lines of education and nutrition, with 1,904 beneficiaries. We should also highlight the goal reached by the volunteers through the Alimentos con Corazón campaigns, reaching over 1,200 beneficiaries with nutritional needs. **SOCIAL ACTION**

– Traffic education campaign in different cities, with a total participation of 3,620 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Accidents campaign. A giant poster was made, which included advice on prevention and road safety, and placed on the facade of La Centroamericana building. Commemorative bracelets were handed out on international traffic victims day, with over 1,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Dissemination of over one million prevention and road safety messages in the media of the country. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 21

Presentation in San Salvador of the main conclusions of the report *Tendencias de crecimiento de los mercados de América Latina para 2016*. **INSURANCE AND SOCIAL PROTECTION**

GUATEMALA

ANNUAL

Continuation of the Educación para Construir Futuro project, in collaboration with Casa Guatemala NGO. **SOCIAL ACTION**



Nutritional and educational care, in collaboration with the Cinde Foundation in El Salvador



Casa Guatemala

– Volunteering: We have performed 19 activities in 2016, mainly in the lines of nutrition and health, with over 2,000 beneficiaries. With the activities of the Alimentos con Corazón campaign, we have reached over 1,500 people, including elderly people accommodated in the Casa Hogar Cabecitas de Algodón. **SOCIAL ACTION**

– Fire Prevention Campaign, with the participation of 4,880 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Victims campaign, under the name of Ángel Custodio, with more than 1,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

HONDURAS

ANNUAL

Continuation of the Formación y Orientación Juvenil para Emprendedurismo Comunitario project, in collaboration with Aldeas Infantiles SOS. **SOCIAL ACTION**

– Volunteering: We have performed 39 activities in 2016, mainly in the lines of health and with particular emphasis on professional volunteering. We have been able to reach over 9,700 beneficiaries thanks to the dedication of our volunteers. Our volunteering activities have focused on teaching in financial subjects and prevention campaigns, food donations, maintenance of installations in schools and reforestation. The Corriendo por una Vida activity, with the participation of around 2000 people, collects funds for the neonatal nurseries of Hospital Materno Infantil. **SOCIAL ACTION**

– Goal Zero Victim campaign. Talks and a commemoration event of traffic accident victims. **ACCIDENT PREVENTION AND ROAD SAFETY**



Presentation of the Goal Zero campaign in Honduras

– Verano Seguro 2016. Dissemination has been done on radios, newspapers and social networks of Tegucigalpa and San Pedro Sula. This activity supports the Dirección Nacional de Tránsito, to prevent and educate the public, with the aim of reducing road traffic accidents during Easter week. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY

Semana de Seguridad Vial campaign, with the participation of 2,984 people in the educational program with various activities (talks and walks). **ACCIDENT PREVENTION AND ROAD SAFETY**

MEXICO

ANNUAL

Continuation of the Comunidad MAPFRE project, in collaboration with Fundación UP-IPADE. **SOCIAL ACTION**

– Continuation of the Alimenta a un Niño de Hornos project, in collaboration with Fundación CMR- Comedor Santa Maria. **SOCIAL ACTION**

– Continuation of the Alimenta a un Niño – Santa Fe project, in collaboration with Fundación CMR- Comedor Santa Maria. **SOCIAL ACTION**

– Continuation of the Transformando la Niñez y la Juventud project, in collaboration with Fundación Mano Amiga de Chalco. **SOCIAL ACTION**



Participation in the Millennial Forum on Road Safety in Mexico City



Marca España seminar, in collaboration with the Real Madrid Foundation in Mexico

– Continuation of the Acompañando a una Generación project, in collaboration with Fundación Cesal. **SOCIAL ACTION**

– Continuation of the Una Apuesta de Futuro project, in collaboration with Universidad Popular Autónoma del Estado de Puebla. **SOCIAL ACTION**

– Start of the Campeones de la Vida project, in collaboration with Escuela Nariz Roja for children with cancer. **SOCIAL ACTION**

– Continuation of the Programa Psicoeducativo para los Niños de Casa de la Amistad project, in collaboration with Casa de la Amistad for Children with Cancer. **SOCIAL ACTION**

– Volunteering: We performed 125 volunteering activities throughout the year, mainly in the lines of health, education and nutrition, with over 26,800 beneficiaries. It should be highlighted that volunteers of Mexico have brought happiness to over 2,000 children through activities of the Un Juguete, una Alegría campaign,

which included children's parties and the delivery of toys. Psychosocial aid has been given to 600 elderly people, through activities especially designed for them. The work carried out in the donation of hair initiative is also important. This is so that underprivileged children undergoing chemotherapy treatment can wear a wig.

SOCIAL ACTION

– Caravana de Educación Vial (Road Safety Education Fleet) in different cities of Mexico, with the participation of 20,411 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Caravana de Educación Vial (Road Safety Education Fleet) in different cities of Mexico, with the participation of 23,799 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Payasos en Peligro tour in the State of Chihuahua, during the November and December, for over 8,000 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention Campaign, with actions in schools, play libraries, and Pabellón No te quemes. 60,881 people have participated in the program. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Specialized course in road safety for Cruz Roja México, within the Road Safety actions in Companies. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educational program for youths, Está en tus Manos, with the participation of 4,543 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero campaign, under the motto «Unidos por Cero Accidentes», together with the Gobierno de la Ciudad de México and Grupo Milenio. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Activities in the area dedicated to insurance in the Personal Finances room of the Museo Interactivo de Economía (MIDE), which have been visited by over 143,000 people. 613 “¿Cómo prevenir el riesgo?” workshops have also been given both in the museum and other Mexican institutions, for 1,080 people. **INSURANCE AND SOCIAL PROTECTION**

JANUARY 27

We presented the Vivir en Salud campaign, which forms part of the Secretaría de Salud Mexicana strategy. During this academic year, we have held activities in schools in Mexico City, with the participation of over 106,000 children. **HEALTH PROMOTION**

FEBRUARY 25

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Actuary Degree of Universidad Marista. **INSURANCE AND SOCIAL PROTECTION**

MARCH 8

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Actuary Degree of Universidad La Salle. **INSURANCE AND SOCIAL PROTECTION**

MARCH 11

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Actuary Degree of Universidad Anáhuac del Sur. **INSURANCE AND SOCIAL PROTECTION**

MARCH 17

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Instituto Tecnológico Autónomo de México - ITAM. **INSURANCE AND SOCIAL PROTECTION**

APRIL 5

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the Faculty of Sciences of Universidad Nacional Autónoma de México. **INSURANCE AND SOCIAL PROTECTION**

APRIL 6

Presentation in Mexico City of the report *El mercado latinoamericano de seguros 2014– 2015*. **INSURANCE AND SOCIAL PROTECTION**

APRIL 8

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Universidad Anáhuac del Norte. **INSURANCE AND SOCIAL PROTECTION**

APRIL 12

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the Facultad de Estudios Superiores Acatlán of Universidad Nacional Autónoma de México. **INSURANCE AND SOCIAL PROTECTION**

APRIL 27

Presentation of the Escuela de Familias y Discapacidad project, with La Atención Educativa de la Diversidad, un derecho humano symposium, organized by Dirección de Educación Especial of the Gobierno del Estado de México. **SOCIAL ACTION**

JULY 13

Training course in action to take in the event of cardiorespiratory arrest, addressed to coaches and players of sports schools, which have an agreement with Club Pachuca. **HEALTH PROMOTION**

AUGUST 25

Participation in the Road Safety Forum, where 9 international experts, including Fundación MAPFRE, debated on a primetime TV program about the major traffic problems in Mexico City. **ACCIDENT PREVENTION AND ROAD SAFETY**



The Vivir en Salud (Healthy Living) campaign in Mexico



The Interactive Museum of Economics (MIDE) in Mexico City has a space dedicated to Fundación MAPFRE

SEPTEMBER 13

Participation in the Segunda Campaña Nacional contra Incendios (at the I Congreso de Protección Nacional Contra Incendios), with the Prevención de Incendios school work, during the opening of the Congress. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 22

Morning and evening semifinals of the IV Campeonato interuniversitario de bugaMAP between university teams of UAEM Cuautitlán Izcalli, Universidad Marista, Universidad Anáhuac del Sur, Facultad de Ciencias de la UNAM, Universidad La Salle, Universidad Tecnológica Americana (UTECA), FES Acatlán, UAEM Toluca, ITAM and Universidad Anáhuac del Norte. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 23

Final of the IV Campeonato interuniversitario de bugaMAP in which the winning team was ITAM. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 30

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the Facultad de Estudios Superiores Acatlán of UNAM. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 25

Participation at the meeting La Cooperación, Elemento Clave de la Marca España: el caso de la Fundación Real Madrid”, an event organized by Foro de Marcas Renombradas Españolas, to discuss the collaboration of Fundación MAPFRE in the Oaxaca sports school. **SOCIAL ACTION**

NOVEMBER

Participation in the XXVI Seminario Internacional de la Comisión Nacional de Seguros y Finanzas CNSF of Mexico. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 7

Juega Seguro (Play Safely). Presentation to the media, in collaboration with the Federación Mexicana de Fútbol and the FIFA medical centers of excellence of CEMA Pachuca and SportMed Guadalajara. **HEALTH PROMOTION**

NOVEMBER 9

Participation en el Congreso Internacional de Ciencias del Deporte, organized by Universidad del Fútbol y Ciencias del Deporte, CEMA and Club Pachuca, with the conference on the prevention of sudden death, in collaboration with Centro de Excelencia FIFA Ripoll and Prado in Pachuca. **HEALTH PROMOTION**

NICARAGUA

ANNUAL

Continuation of the Educando a los Niños sin Oportunidad de Educación and Niños Vendedores de la Calle projects, in collaboration with Asociación Pan y Amor. **SOCIAL ACTION**

– Volunteering: We have performed 35 activities throughout 2016, mainly within the lines of education, nutrition and health, with 5,700 beneficiaries. Our participation in a telethon is noteworthy, raising more than €3,000 for people with disabilities in the country, in collaboration with the National Traffic Police, with a road safety walk in which around 3,000 people participated. We would also like to underline the Corta tu Cabello y Cambia una Vida campaign to cut off braids. We were able to donate to Comisión Nicaragüense de Ayuda al Niño con Cáncer (CONANCA) a total of 61 braids in order to make wigs for children admitted to this institution. **SOCIAL ACTION**

– Goal Zero Victims campaign, with various actions, such as a walk for road safety, or actions addressed to moped or motorcycle users. One of the most important actions within this project was a TV spot aimed at raising awareness on the importance of driving with precaution. It will be disseminated through the media at national level. **SOCIAL ACTION / ACCIDENT PREVENTION AND ROAD SAFETY**



We collaborate with the Pan y Amor Association in Nicaragua



– Road Safety in Schools campaign, with the donation of guidelines to primary and secondary students of the department of Chinandega, in collaboration with the Policía Nacional de Nicaragua. **ACCIDENT PREVENTION AND ROAD SAFETY**

PANAMA

ANNUAL

Continuation of the Mejorando la Calidad de la Educación en la Ciudad del Niño project, in collaboration with the entity Ciudad del niño. **SOCIAL ACTION**

– Continuation of the project Programa Las Claras: Liberando el potencial de las madres adolescente, in collaboration with Asociación Voces Vitales. **SOCIAL ACTION**

– Continuation of the Un Rayito de Luz para Cañazas project, in collaboration with Asociación Pro Niñez Panameña. **SOCIAL ACTION**

– Volunteering: We have performed 38 activities in 2016, mainly in the lines of education and nutrition, with 4,605 beneficiaries through charity canteens, food collections, etc. **SOCIAL ACTION**



Fire prevention campaign in Panama

– Parque Infantil de Educación Vial, Panama City, with the participation of 9,940 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety education program at public and private schools, in collaboration with the Panama National Police and the participation of 62,066 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire prevention campaign, with the participation of 48,000 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– The Club Activo 20-30 were handed out 516 children's books, which will form part of the Bibliometro project, an initiative to encourage reading among users of the Panama Subway, while traveling. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Victims campaign throughout the country. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Mujeres por el Corazón (Women for the Heart). In the month of September, we started actions of this awareness program, in collaboration with the Ministerio de Salud Panameño. We developed actions at different Subway stations and public places, in which 10,380 people have taken part. **HEALTH PROMOTION**

– Vivir en Salud. Educational Program to promote healthy lifestyles. Activities were developed in public and private schools with the participation of 6,440 schoolchildren. **HEALTH PROMOTION**



We help to improve children's development in Gurambaré, Paraguay

PARAGUAY

ANNUAL

Continuation of the Área de Esparcimiento a Niños/as y Padres Beneficiados por Asoleu and Jugando, Dibujando y Sanando projects, undertaken with Fundación de Ayuda al Niño/a y Adolescente con Cáncer y Leucemia, Asoleu. **SOCIAL ACTION**

– Continuation of the Mejorado el Nivel de Desarrollo project for Boys and Girls aged 2 to 14 of 3 settlements of the Municipality of Guarambaré, in collaboration with Fundación ALDA. **SOCIAL ACTION**

– Volunteering: We carried out 23 activities in 2016, mainly in the lines of health: blood donation campaign, campaign in commemoration of Solidarity Month - Sos Respira, charity campaigns collecting food, clothing and toys. The main beneficiaries were children at risk and children with acute diseases. There were also activities aimed at the indigenous population. It is important to note the activities carried out by volunteers on the occasion of Children's Day and Christmas, both in the capital and the interior of the country. A day was shared with children of various charity institutions and their families, full of educational and leisure activities. Food was also provided for attendants, making it a wonderful day for children of families with limited resources. Volunteering work has reached 2,235 people. **SOCIAL ACTION**

– Traffic education campaign in schools in different cities in Paraguay, with the participation of 3,168 schoolchildren.

ACCIDENT PREVENTION AND ROAD SAFETY

– Clown tour through different cities in Paraguay, with the attendance of 1,688 children. ACCIDENT PREVENTION AND ROAD SAFETY

– Road Safety for Businesses program, with the participation of 31 people. ACCIDENT PREVENTION AND ROAD SAFETY

– Fire Prevention Campaign, with the participation of 8,927 people. ACCIDENT PREVENTION AND ROAD SAFETY

– Gaol Zero Victims campaign, focused on children’s safety in the car, and on the occasion of the World Remembrance Day for road traffic victims. This action was carried out with the MAPFRE internal public and customers, and reached 872 people. ACCIDENT PREVENTION AND ROAD SAFETY

– Vivir en Salud. We have developed activities and educational workshops on healthy lifestyles in schools, in collaboration with the Ministerio de Salud, with a participation of 2,061 pupils. HEALTH PROMOTION

MARCH 19

– Goal Zero campaign, with an activity targeted at families and children, entailed a visit to a shopping mall for a mass meeting. A presentation was made with videos, a demonstration was done on the use of car seats, and an area was dedicated to road safety for schoolchildren, in which over 200 families have benefited. ACCIDENT PREVENTION AND ROAD SAFETY

JUNE 2

– Organization and participation in the Congreso PRESEVILAB on Occupational Road Safety in Asunción. ACCIDENT PREVENTION AND ROAD SAFETY



Comprehensive educational support in Peru

PERU

ANNUAL

Continuation of the Programa de Apoyo Educativo Integral de Huachipa project, with Fundación Cesal. SOCIAL ACTION

– Continuation of the Acercándonos, Formando a Formadores project, in collaboration with Asociación Hogares Nuevo Futuro. SOCIAL ACTION

– Continuation of the Programa de Becas Da un Chance project, in collaboration with Asociación Civil Da un Chance. SOCIAL ACTION

– Volunteering: We carried out nine activities in 2016, mainly in the line of health, with over 400 beneficiaries, through our collection of clothing and toiletries campaigns. We would also like to highlight the blood donation campaign to aid Fundación Peruana de Cáncer. SOCIAL ACTION

– La Práctica de la Educación Vial program in different cities of Peru, with the participation of 229 teachers and 6,664 schoolchildren. ACCIDENT PREVENTION AND ROAD SAFETY

– Fire Prevention campaign, during November and December, with an estimated participation of 12,000 people. ACCIDENT PREVENTION AND ROAD SAFETY

– Goal Zero Victims campaign, with over 2,000 beneficiaries. ACCIDENT PREVENTION AND ROAD SAFETY

SEPTEMBER - NOVEMBER

ControlaTIC Educational Program aimed at educating on the good use of technologies and the prevention of addiction in schools, with a participation of 3,826 schoolchildren. HEALTH PROMOTION

DOMINICAN REPUBLIC

ANNUAL

Continuation of the Programa educativo para Niños, Niñas y Jóvenes project in slum areas of Sabana Yegua, Azua, in collaboration with Fundación Amanecer Infantil. SOCIAL ACTION

– Continuation of the Construyendo Caminos, Escuela Inclusiva project, in collaboration with Intered. SOCIAL ACTION



The Amanecer Project in the Dominican Republic

- Continuation of the Programa Nutricional para Niños con Problemas de Salud y Déficit Nutricional Acogidos y/o Atendidos por NPH project in the Dominican Republic, in collaboration with Fundación Nuestros Pequeños Hermanos. **SOCIAL ACTION**
- Continuation of the Programa Educativo para Niños y Jóvenes project, in collaboration with Fundación Nuevos Caminos. **SOCIAL ACTION**



Presentation of the Trends 2016 report

- Volunteering: We have carried out six activities in 2016, mainly focused on the line of health, with over 700 beneficiaries. We would like to highlight our aid to children activity for 60 children of Fundación Nuevos Caminos and the attention provided to 100 elderly people of Hogar de Ancianos San Francisco de Asís. **SOCIAL ACTION**
- Traffic education program in schools, with the participation of 10,000 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**
- Agreement with Oficial de Transporte of the Dominican Republic, to publish and distribute 4,500 copies of the book *El manual del buen conductor*. **ACCIDENT PREVENTION AND ROAD SAFETY**
- Goal Zero Victims program, with over 1,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**
- Road Safety on Motorcycles Program, with a participation of 1,000 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**



Working with children in the Dominican Republic

– Mujeres por el Corazón (Women for the Heart). Within the framework of Semana del Corazón, we performed different actions, in collaboration with Sociedad Dominicana de Emergencia, with over 1,000 youngsters participating. **HEALTH PROMOTION**

JUNE 29

Presentation in Santo Domingo of the report *Tendencias de crecimiento de los mercados aseguradores de América Latina para 2016*. **INSURANCE AND SOCIAL PROTECTION**

JULY 2

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Universidad Pedro Henríquez Ureña. **INSURANCE AND SOCIAL PROTECTION**

URUGUAY

ANNUAL

Continuation of the Una Opción para los Jóvenes de Casavalle project, in collaboration with Asociación Cultural y Técnica. **SOCIAL ACTION**

– Traffic education campaign in schools, with the participation of 4,834 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Goal Zero Victims, with over 1,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER-DECEMBER

Fire prevention campaign, with the estimated participation of 4,000 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

VENEZUELA

ANNUAL

Volunteering: In 2016, we carried out 49 activities, mainly in the lines of health, education and the environment. Over 3,000 people benefited from these activities, mainly children and teenagers. One of the most important activities was the cleaning up of natural areas. The work of volunteers at national level should be highlighted, in collaboration with Fundación para la Defensa de la Naturaleza (FUDENA). They reported the achievements made to Ocean Conservancy, as the global organization dedicated to marine conservation, such as the 2,700 liters of waste collected. Similarly, as it is an activity that has remained stable and consistent, the line of professional volunteering should be mentioned, focused on giving classes to high school children of U.E. Dr. Fernando Bravo Pérez. In this way MAPFRE Venezuela gives training to youths with low incomes. **SOCIAL ACTION**

– Goal Zero Victims campaign, with over 3,000 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**



Campaign for young people in Uruguay

Rest of the word and global activities

REST OF THE WORLD

PHILIPPINES

ANNUAL

Continuation of the Semillas de Esperanza project, in collaboration with Eugenia Ravasco Day Care Center.

SOCIAL ACTION

– Continuation of the Residential Care Program, carried out with Kalipay Negrense Foundation Inc. **SOCIAL ACTION**

– Volunteering: We performed four activities in 2016, mainly in the line of health, with over 350 beneficiaries. We would like to underline the Nutrition Program for children of the day center of the Semillas de Esperanza project, in collaboration with Entidad Eugenia Ravasco. **SOCIAL ACTION**



The Semillas de Esperanza (Seeds of Hope) project

GLOBAL ACTIVITIES

ANNUAL

Continuation of the Escuelas Sociodeportivas project of Fundación Real Madrid, which is developed in Brazil, USA, El Salvador, Philippines, Mexico, Panama, Paraguay, Peru and the Dominican Republic. **SOCIAL ACTION**

– Continuation of the Proyecto Iberoamericano de Inclusión Educativa como Prevención del Fracaso Escolar project, in collaboration with Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura. **SOCIAL ACTION**

– Continuation of the Fondo de Ayuda Emergencias project for Ecuador. **SOCIAL ACTION**

– Call for Ignacio H. de Larramendi research grants in accident prevention and road safety, health promotion and insurance and social protection, in collaboration with the Johns Hopkins Center for Injury Research and Policy. **FUNDACIÓN MAPFRE**



Global educational project

JANUARY

Awards ceremony of the III Edición del concurso iberoamericano de cuentos El Futuro en Nuestras Manos, carried out in 18 countries, to encourage reading and writing for children, through writing a story on the future. **SOCIAL ACTION**

– Call for the the XI RED CUMES Concurso de Microrrelatos en Seguros. **INSURANCE AND SOCIAL PROTECTION**

– Publication of the report *El Mercado asegurador latinoamericano 2014-2015* **INSURANCE AND SOCIAL PROTECTION**

– Publication of the book *The risk of longevity and its practical application to solvency II / El riesgo de longevidad y su aplicación en solvencia II* (bilingual publication in English and Spanish). **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY

Course on Insurance Education at School for high school education teachers. **INSURANCE AND SOCIAL PROTECTION**

– Publication of the *Guía para la protección de tu familia* in Catalan and Basque. **INSURANCE AND SOCIAL PROTECTION**

MARCH

Webinar: El coche Autónomo: de la ficción a la realidad. Su impacto en el seguro. **INSURANCE AND SOCIAL PROTECTION**

APRIL

Launching of the 2016 call of Cuentos Fundación MAPFRE through the transversal, educational program Educa tu Mundo. **SOCIAL ACTION**

– Publication of the book *O seguro na sociedade e na economia do Brasil*. **INSURANCE AND SOCIAL PROTECTION**

MAY

III Global United Nations Week with Safe Kids, dedicated to child road safety, support and dissemination of information. **ACCIDENT PREVENTION AND ROAD SAFETY AUGUST**

– Invitation for applications for post-graduate grants to help university graduates around the world benefit from specialized training on insurance and social protection at Spanish universities and institutions. **INSURANCE AND SOCIAL PROTECTION**

– Launching of Curso de Iniciación al Seguro de Automóvil. **INSURANCE AND SOCIAL PROTECTION**

– Publication of the report *Tendencias de crecimiento de los mercados de América Latina para 2016*. **INSURANCE AND SOCIAL PROTECTION**

MAY 31

Webinar: Tendencias y Perspectivas del Sector Asegurador en Latinoamérica.
INSURANCE AND SOCIAL PROTECTION

JUNE

Publication of the book *Previsión complementaria empresarial: estudio internacional comparado*. INSURANCE AND SOCIAL PROTECTION

– Publication of the book *Ámbito de aplicación en Chile de las normas sobre protección*. INSURANCE AND SOCIAL PROTECTION

– Launching of the Curso de Iniciación al Seguro de Vida in Spanish, English and Portuguese. INSURANCE AND SOCIAL PROTECTION

– Call to Ignacio H. de Larramendi research aid in prevention and road safety, promotion of health and insurance and social protection. INSURANCE AND SOCIAL PROTECTION

– Results of the XI Concurso de Microrrelatos en Seguros of RED CUMES. INSURANCE AND SOCIAL PROTECTION

– Publication of the book *Previsión complementaria empresarial: estudio internacional comparado*. INSURANCE AND SOCIAL PROTECTION

JULY

Publication of the book *El impacto de las últimas reformas en materia de jubilación*. INSURANCE AND SOCIAL PROTECTION

– Publication of the *Ranking of the largest European non-life Insurance Groups in 2015*, in Spanish and English. INSURANCE AND SOCIAL PROTECTION

– Publication of the *Ranking of the largest European non-life Insurance Groups in 2015*, in Spanish and English. INSURANCE AND SOCIAL PROTECTION

AUGUST

Call for the Ignacio Hernando de Larramendi research grants, together with the Health Promotion and Accident Prevention and Road Safety areas. HEALTH PROMOTION/ACCIDENT PREVENTION AND ROAD SAFETY/INSURANCE AND SOCIAL PROTECTION

SEPTEMBER

Publication of the report *El mercado español de seguros en 2015*. INSURANCE AND SOCIAL PROTECTION

– Publication of the report *Los millennials y el seguro en España*. INSURANCE AND SOCIAL PROTECTION

– Launch of the new Fundación MAPFRE website. FUNDACIÓN MAPFRE

– Launch of the collections website. CULTURE

OCTOBER

Publication of the book *La cualificación del actuario de seguros*. INSURANCE AND SOCIAL PROTECTION

– Publication of the book *El seguro de responsabilidad civil derivada de la navegación de buques*. INSURANCE AND SOCIAL PROTECTION

– Publication of the *Guía para la protección de tu familia* (Peru version) INSURANCE AND SOCIAL PROTECTION

OCTOBER 7

Publication of the results of the postgraduate in insurance grants. INSURANCE AND SOCIAL PROTECTION

OCTOBER 13

End of the call for Ignacio H. de Larramendi y Primitivo de Vega research grants. FUNDACIÓN MAPFRE

OCTOBER 27

Webinar: Insurtech: un nuevo entorno tecnológico del sector asegurador” in collaboration with AGERS. INSURANCE AND SOCIAL PROTECTION

NOVEMBER

Volunteering. Participation in the Fundación MAPFRE Solidarity Month. SOCIAL ACTION

– Publication of the report *The Spanish Insurance market 2015*. INSURANCE AND SOCIAL PROTECTION

– Publication of the book *El ahorro en perspectiva histórica. A tool for the progress of people and society*. INSURANCE AND SOCIAL PROTECTION

– Publication of the *Ranking of insurance groups in Latin America 2015 in Spanish and English*. INSURANCE AND SOCIAL PROTECTION

DECEMBER

Course on insurance education in school for high school teachers in collaboration with UNED. INSURANCE AND SOCIAL PROTECTION

– Publication of the results of the Ignacio H. de Larramendi Research Aids in prevention, road safety, promotion of health and insurance and social protection. HEALTH PROMOTION / ACCIDENT PREVENTION AND ROAD SAFETY / INSURANCE AND SOCIAL PROTECTION

– Publication of Lo bueno si breve: Winners and finalists of the Fundación MAPFRE micro-stories competition. INSURANCE AND SOCIAL PROTECTION

DECEMBER 1

Webinar: Economía Latinoamericana y Seguro: evolución y perspectivas. INSURANCE AND SOCIAL PROTECTION

DECEMBER 5

Volunteering. Celebration of International Volunteer Day. SOCIAL ACTION

DECEMBER 14

Announcement of the recipients of the Ignacio H. de Larramendi research grants. FUNDACIÓN MAPFRE



Cooperation

07

Institutional relations

Fundación MAPFRE carries out its work by cooperating with a large number of institutions. This collaboration usually leads to signing agreements. Below we detail the main institutions with which we have developed relationships throughout 2016, in alphabetical order and grouped by geographic area.

International Organizations

- Association Defending Insured and Harmed in Accidents
- Banco Interamericano de Desarrollo (BID)
- BP Petrolleri A.S.
- Child Injury Prevention Alliance (CIPA)
- European Transport Safety Council (ETSC)
- Evonik Industries
- Federación Iberoamericana de Asociaciones de Víctimas contra la Violencia Vial (FICVI)
- Fédération Internationale de l'Automobile
- Fédération Internationale de Motocyclisme
- FedEx Services
- FIFA
- Directorate General for Mobility and Transport. European Commission
- Global Alliance of NGOs for Road Safety
- Global Road Safety Partnership (GRSP)
- Interactive Driving Systems
- International Motorcycle Manufacturer's Association
- International Road Federation
- Network of Employers for Traffic Safety (NETS)
- Observatorio Iberoamericano de Seguridad Vial (OISEVI)
- Organización Bomberos Americanos (OBA)

- Organization of Ibero-American States for Education, Science and Culture (OEI)
- International Labour Organization
- Organización Panamericana de Salud (OPS)
- P.A.U. Education
- Safe Kids Worldwide
- Special Olympics
- Toyota Motor Europe NV/SA
- UN Road Safety Collaboration (UNRSC)
- United Nations Economic Commission for Europe
- Verband der TÜV e.V.
- World Health Organization

- Ayuntamiento de Chantada
- Ayuntamiento de Cieza
- Ayuntamiento de Ciudad Real
- Ayuntamiento de Collado Villalba
- Ayuntamiento de Coslada
- Ayuntamiento de Don Benito
- Ayuntamiento de El Molar
- Ayuntamiento de El Vellón
- Ayuntamiento de Espluges de Llobregat
- Ayuntamiento de Ferrol
- Ayuntamiento de Fuenlabrada
- Ayuntamiento de Galapagar
- Ayuntamiento de Gandía
- Ayuntamiento de Gines
- Ayuntamiento de Granada
- Ayuntamiento de Huelva
- Ayuntamiento de Humanes
- Ayuntamiento de La Línea de la Concepción
- Ayuntamiento de Leganés
- Ayuntamiento de Lérida, Policía Local / Educación vial
- Ayuntamiento de Loeches
- Ayuntamiento de Logroño
- Ayuntamiento de Lugo
- Ayuntamiento de Madrid, Servicio de Bomberos
- Majadahonda City Hall
- Ayuntamiento de Málaga
- Ayuntamiento de Mengabril
- Ayuntamiento de Navalcarnero
- Ayuntamiento de Pinto
- Ayuntamiento de Puertollano
- Ayuntamiento de Rodeiro
- Ayuntamiento de Salamanca
- Ayuntamiento de Salobreña
- Ayuntamiento de San Martín de Valdeiglesias
- Ayuntamiento de Sentmenat
- Ayuntamiento de Sevilla
- Ayuntamiento de Silla
- Ayuntamiento de Son Servera
- Ayuntamiento de Talavera de la Reina
- Ayuntamiento de Torrejón de Ardoz
- Ayuntamiento de Tres Cantos
- Ayuntamiento de Uncastillo
- Ayuntamiento de Valladolid
- Ayuntamiento de Vúcar
- Ayuntamiento del Puerto de Santamaría
- Ayuntamiento Villa del Prado
- Banco de España

Spain and Portugal

SPAIN

PUBLIC ADMINISTRATIONS

- Agencia Española de Cooperación Internacional y Desarrollo (AECID)
- Agencia Española de Protección de la Salud en el Deporte
- Agrupación de Tráfico de la Guardia Civil
- Alcaldía de Albacete
- Alcaldía de El Tiemblo
- Alcaldía de Sotillo de la Adrada
- Área de Salud de Ibiza y Formentera, Gobierno Balear
- Ayuntamiento de Águilas
- Ayuntamiento de Alcalá de Henares-Concejalía de Educación
- Ayuntamiento de Alcántara
- Ayuntamiento de Alcobendas
- Ayuntamiento de Alcorcón
- Ayuntamiento de Aldea del Fresno
- Ayuntamiento de Almassera
- Ayuntamiento de Barreiros
- Ayuntamiento de Cádiz
- Ayuntamiento de Carbajosa
- Ayuntamiento de Carballedo.
- Ayuntamiento de Castroverde
- Ayuntamiento de Cehegín

- Comisión Nacional del Mercado de Valores (CNMV)
- Comunidad Castilla-La Mancha
- Consejería de Economía, Empresas y Empleo de Castilla la Mancha
- Consejería de Educación de la Comunidad de Madrid
- Consejería de Educación del Gobierno de La Rioja
- Consejería de Empleo de la Generalitat Valenciana
- Consejería de Igualdad de Granada
- Consejería de Política Social de Ferrol
- Consejería de Política Social e Igualdad del Gobierno de La Rioja
- Consejería de Presidencia y Justicia de la Comunidad de Madrid
- Consejería de Empleo de la Junta de Castilla y León
- Consejero de Economía, Trabajo e Industria de Ferrol
- Consejo Superior de Deportes
- Consell Insular Ibiza
- Delegación de Gobierno de Extremadura
- Diputación de Badajoz
- Diputación de Huelva
- Diputación de Málaga
- Diputación de Teruel
- Dirección General de Emergencias del Consell de Mallorca
- Dirección General de la Mujer de la Comunidad de Madrid
- Dirección General de Protección Ciudadana de la Comunidad de Madrid
- Dirección General de Seguros y Fondos de Pensiones
- Feria Internacional de Madrid (IFEMA)
- Fiscalía de Sala de Seguridad Vial
- Generalitat Valenciana
- Instituto Asturiano de Prevención de Riesgos Laborales
- Instituto Nacional de Seguridad e Higiene en el Trabajo (INSHT)
- Junta de Andalucía
- Junta de Castilla y León
- Junta de Extremadura
- Ministerio de Sanidad de España
- Parque móvil Regional de Murcia
- Presidencia Ciudades Patrimonio de la Humanidad

- Presidencia Junta de Comunidades de Castilla la Mancha
- Protección Civil del Ayuntamiento de Alcobendas
- Ibero-American Secretariat General (SEGIB)
- Servei Catalá de Transit
- Tribunal Superior de Justicia de la Región de Murcia
- Xunta de Galicia
- Xunta de Galicia-Consejería de Cultura, Educación e Ordenación Universitaria

SPORTING ASSOCIATIONS

- Cádiz Club de Fútbol
- Club Atlético de Madrid
- Club Balonmano Mar Alicante
- Elche Club de Fútbol
- Federación de Fútbol de Castilla y León
- Federación de Fútbol de la Región de Murcia
- Federación Guipuzcoana de deporte adaptado
- Federación Madrileña de Fútbol
- Federación Madrileña de Tenis
- Hércules de Alicante Club de Fútbol
- Real Betis Balompié
- Real Madrid Club de Fútbol
- Real Oviedo SAD

BUSINESS, COMPANY AND PROFESSIONAL ASSOCIATIONS

- ALSA
- ANFAC
- ARRIVA
- Arval
- Asociación de Comerciantes de Águilas
- Asociación de Comerciantes de Cieza
- Asociación de Comerciantes de Sentmenat
- Asociación de Dinamización Rural de Medellín
- Asociación de Empresarias y Profesionales, Valencia (EVAP)
- Asociación de Empresarios de Industrias Agroalimentarias de la Comunidad de Madrid (ASEACAM)
- Asociación de Empresarios de Zafra
- Asociación de Empresarios del Alberche, Castilla y León (ACEVAL)

- Asociación de Empresarios Polígono el Montalvo I Carbajosa
- Asociación de Empresas Familiares de Castilla y León
- Asociación de Especialistas en Prevención y Seguridad Vial (AEPSAL)
- Asociación de Hosteleros de Águilas
- Asociación de Hosteleros de Cieza
- Asociación de Jóvenes Empresarios de Madrid
- Asociación de Jóvenes Empresarios de Salamanca
- Asociación de Jóvenes Empresarios de Toledo
- Asociación de Jóvenes Empresarios de Valladolid
- Asociación de la Pequeña y Mediana Empresa de La Línea de la Concepción
- Asociación de Médicos Forenses de Castilla y León
- Asociación de Profesionales y Autónomos de Extremadura
- Asociación de Víctimas de Accidentes de Tráfico Stop Accidentes
- Asociación Empresarial Torrejón de Ardoz (UNICEM)
- Asociación Española de Derecho Sanitario
- Asociación Española de Fundaciones
- Asociación Española de Gerencia de Riesgos y Seguros (AGERS)
- Asociación Española de la Carretera (AEC)
- Asociación Española de Nutricionistas y Dietistas
- Asociación Española de Pediatría
- Asociación Española de Renting de Vehículos
- Asociación Industrial de Cieza
- Asociación Madrileña de Empresarios de Alimentación y Distribución
- Asociación Mutua Motera (AMM)
- Asociación Nacional de Agencias de Colocación (ANAC)
- Asociación para la Defensa de Consumidores y Usuarios de Bancos, Cajas y Seguros (ADICAE)
- Asociación Parque Empresarial de Don Benito
- Asociación Profesional de Técnicos de Bomberos (APTBB)



- Asociación Provincial de Hostelería Albacete (AFAEPS)
- Asociación Riojana para el Síndrome de Down (ARSIDO)
- Asociaciones Patronales de Enseñanza Pública y Privada de Barcelona
- ATOS
- Avanza
- AVIS
- Barcelona
- Bimbo
- Cámara de Comercio de Pontevedra, Vigo y Vilagarcía de Arousa
- Cámara de Zaragoza
- Centre Metalurgic Sabadell (CENTREM)
- Centro Médico de Excelencia FIFA Ripoll y de Prado
- Colegio de Médicos de Badajoz
- Colegio Oficial de Administradores de Fincas de Madrid
- Colegio Oficial de Ingenieros Técnicos Industriales de Madrid
- Confederación de Asociaciones Empresariales de Baleares (CAEB)
- Confederación de Empresarios de Castilla-La Mancha (CECAM)
- Confederación de Empresarios de Ferrol (COFER Ferrol)
- Confederación de Organizaciones Empresariales de Castilla y León (CECALE)
- Confederación de Organizaciones Empresariales de Lérida (COELL)
- Confederación Empresarios Málaga (CEM)
- Confederación Española de la Pequeña y Mediana Empresa (CEPYME)
- DBLAS
- DEKRA España
- Diario Médico
- El Corte Inglés
- ENEL
- FCC Servicios ciudadanos
- Federación de Asociaciones de Matronas de España (FAME)
- Federación de Cocineros y Reposteros de España (FACYRE)
- Federación de Empresarios de Industria y Comercio de Alimentación de Sevilla (FEICASE)
- Federación de Empresarios de la Rioja (FER)
- Federación de Organizaciones Empresariales Sorianas (FOES)
- Federación Empresarial Toledana (FEDETO)
- Federación Hotelera Ibiza y Formentera (FHEIF)
- Federación Patronal de Micro, Pequeña y Mediana Empresa de Cataluña (FEPIME)
- FREMAP Servicio de prevención
- Gonvarri
- IDC-Salud
- Ilustre Colegio Oficial de Médicos de Cádiz, Jaén y Sevilla
- Ilustre Colegio Oficial de Médicos de Valladolid
- Ilustre Colegio Oficial de Médicos de Zaragoza
- Inese
- Instituto de Actuarios Españoles
- Instituto de Estudios Bursátiles
- Investigación Cooperativa entre Entidades Aseguradoras (ICEA)
- Marcotrans
- Michelin
- Petita i Mitjana Empresa d'Eivissa i Formentera (Pimeef)
- PRL Innovación
- Real Academia Nacional de Medicina
- Repsol
- Sección Española de la Asociación Internacional de Derecho de Seguros (SEAIDA).
- Sociedad Española de Medicina de Urgencia y Emergencias (SEMES)
- Sociedad Española de Médicos de Atención Primaria (SEMERGEN)
- Sociedad Mediterránea de Medicina Legal
- Trébol
- Unespa
- Unión Catalana de Entidades Aseguradoras (UCEAC)
- YMCA. Agencia de Colocación
- Centro de Transfusiones de la Comunidad Valenciana
- Centro Regional de Transfusión Sanguínea de Málaga
- CEU Cardenal Herrera de Valencia
- Colegio Natividad
- Colegio Nazaret Oporto
- Escuela Nacional de Médicos del Trabajo
- Facultad de Ciencias de la Actividad Física y del Deporte (INEF)
- Hospital La Fe de Valencia
- Hospital Ramón y Cajal
- Hospital Universitario Fundación Jiménez Díaz
- Hospital Universitario Puerta de Hierro
- Hospital Universitario Severo Ochoa
- Institut Guttmann
- Instituto Canario de Hemodonación y Hemoterapia
- Instituto Carlos III
- Instituto de Medicina Legal de Murcia y Alicante
- Instituto de Medicina Legal y Ciencias Forenses
- Instituto Iberoamericano de Investigación y Apoyo a la Discapacidad
- Museo de Arte Contemporáneo Esteban Vicente (Segovia)
- Real Academia de Bellas Artes de San Fernando
- Salus Infirorum
- Successió Miró
- Universidad Carlos III de Madrid
- Universidad Complutense de Madrid
- Universidad de Alcalá
- Universidad de Barcelona
- Universidad de Castilla-La Mancha (campus de Toledo)
- Universidad de Comillas
- Universidad de Girona
- Universidad de La Coruña
- Universidad de La Rioja
- Universidad de las Islas Baleares
- Universidad de Málaga
- Universidad de Salamanca
- Universidad de Santiago de Compostela
- Universidad de Sevilla
- Universidad de Valencia
- Universidad de Valladolid
- Universidad del País Vasco
- Universidad Europea de Valencia

ACADEMIC, SCIENTIFIC AND CULTURAL INSTITUTIONS

- Centro de Arte La Regenta
- Centro de Hemoterapia y Hemodonación de Castilla y León
- Centro de Transfusiones de Galicia

- Universidad Nacional de Educación a Distancia (UNED)
- Universidad Pablo de Olavide
- Universidad Politécnica de Madrid
- Universidad Politécnica de Valencia
- Universidad Pontificia de Salamanca
- Universidad Pública de Navarra
- Universidad Rey Juan Carlos de Madrid
- Universidad Rovira i Virgili
- Universidad San Pablo-CEU (Madrid)

THIRD SECTOR INSTITUTIONS

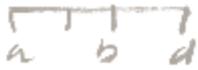
- Aldeas Infantiles SOS
- Altamar Educación y Familia
- Asociación de Estudios Sociales por la Igualdad de la Mujer (AESIM)
- Asociación de Familiares de Niños con Cáncer de la Región de Murcia (AFACMUR)
- Asociación de Familias de Niños Diferentes con Cuidados Especiales (AFANDICE)
- Asociación de Padres y Amigos de Personas con Discapacidad de Rivas Vaciamadrid (ASPADIR)
- Asociación de Donantes de Sangre de Bizkaia.
- Asociación Española Contra el Cáncer (AECC)
- Asociación Infantil Oncológica de Madrid (ASIÓN)
- Asociación para el Estudio de la Lesión Medular Espinal (AESLEME)
- Asociación para el tratamiento de personas con Parálisis Cerebral y Patologías Afines de Murcia (ASTRAPACE)
- Asociación Pro Enfermos Mentales A Coruña (APEM)
- Asociación Protectora de Personas con Discapacidad Intelectual (APROSUBA)
- Asociación Provincial de Familias de Personas con Discapacidad y del Desarrollo (APANAS)
- Asociación Síndrome de Down Sevilla (SPANRI)
- Asociación Tutelar Asistencial de Discapacitados de Huesca (ATADES)
- Banc de Sang i Teixits
- Banc dels Aliments de les Comarques de Girona

- Cáritas Parroquia S. Fernando y Santa Isabel
- Casal d'Infant del Raval
- Casal dels Infants
- Centro Comunitario de Sangre y Tejidos de Asturias
- Confederación de Padres de Alumnos (COFAPA)
- Confederación Española de Asociaciones de Padres y Madres de Alumnos (CEAPA)
- Cruz Roja Española
- Cuida-T
- Federación Española de Banco de Alimentos (FESBAL)
- Federación Española Down
- Federación Provincial de Organizaciones en favor de Personas con Discapacidad Intelectual, Parálisis Cerebral y Autismo de Cádiz (FEPROMI)
- Fundació Mosen Frederic Bara Cortiella
- Fundación Abracadabra
- Fundación Abulense para el Empleo (FUNDABEN)
- Fundación Accenture
- Fundación Aladina
- Fundación Asistencial Nuestro Padre Jesús
- Fundación Asociación de Padres de Alumnos de Collado Villalba (APASCOVI)
- Fundación ATRESMEDIA
- Fundación Banc de Sang i Teixits de les Illes Balears
- Fundación Bancaja
- Fundación Caballo Amigo
- Fundación Clínica Shaio
- Fundación de Ayuda contra la Drogadicción (FAD)
- Fundación Deporte y Desafío
- Fundación Eduardo Punset
- Fundación Educación Activa
- Fundación Emilio Sánchez Vicario
- Fundación Española de Dietistas-Nutricionistas en Barcelona
- Fundación Española del Corazón
- Fundación Española para la Seguridad Vial (FESVIAL)
- Fundación Fupar
- Fundación INADE
- Fundación IO

- Fundación Konecta
- Fundación Novaterra
- Fundación para la Formación de la Organización Médico Colegial
- Fundación para la Investigación del Hospital Universitario de Puerta de Hierro
- Fundación Pere Tarrés
- Fundación Personas (Grupo Lince)
- Fundación PONS
- Fundación ProCNIC
- Fundación Real Madrid
- Fundación Recal
- Fundación Reina Sofía
- Fundación Rosa Oriol
- Fundación Theodora.
- Fundación Vero Boquete
- GMP Fundación
- Intersocial
- La Casa Grande de Martiherrero
- Lantegi Batuak
- Madre Coraje
- Mater Misericordiae
- ONG Maternity
- Rebost Vilafranca (Associació Ressor)
- S.O.S. Ángel de la Guardia
- Sociedad San Vicente de Paul
- Talismán
- UEDTO Vivero Aspandem
- Una Ciudad para Todos

PORTUGAL

- Direção-Geral dos Estabelecimentos Escolares
- Dorel
- Fundação Luis Figo
- Ministério de Saúde
- Re-food
- Santa Casa da Misericórdia



Rest of Europe

BELGIUM

- Belgian Road Safety Institute
- Belgisch Instituut voor de Verkeersveiligheid BIVV
- Flemish Foundation for Traffic Knowledge (FFT)

DENMARK

- National Gallery of Denmark

FRANCE

- Centre National d'Art et de Culture Georges Pompidou
- Fondation Georges Rouault
- Fondation Pierre Gianadda, Martigny
- Galerie AB
- Galerie Louise Leiris
- Grimaldi Forum Mònaco
- Magnum Photos
- Musée Cantini
- Musée d'Art moderne de la Ville de Paris
- Musée d'Art Moderne de Troyes
- Musée d'Art Moderne André Malraux (MuMa)
- Musée d'Orsay
- Musée de l'Orangerie
- Musée de l'Annonciade
- Musée des Beaux-Arts de Béziers
- Musée des Beaux-Arts de Bordeaux
- Musée des Beaux-Arts de Nice
- Musée des Beaux-Arts de Reims
- Musée Granet
- Musée Joseph Déchelette
- Musée Matisse, Le Cateau-Cambrésis
- Musée Matisse, Nice
- Musée National Picasso, Paris
- Musée Paul-Dini
- Musée Regards de Provence
- Musée Toulouse-Lautrec
- Musée Ziem

GERMANY

- C/O Berlin Foundation
- German Road Safety Council (DVR)
- Kunsthaus Bühler
- Kunstsammlung Nordrhein-Westfalen, Düsseldorf
- Staatsgalerie Stuttgart
- Wallraf-Richartz-Museum & Fondation Corboud

GREAT BRITAIN

- Brake the Road Safety Charity (BRAKE)
- Gagosian Gallery
- Health and Safety Authority (HAS) Ireland
- Leeds Art Gallery
- Road safety Authority (Ireland)
- Stoppenbach & Delestre
- Tate Modern
- Victoria & Albert Museum

ITALY

- Automobile Club d'Italia.
- Galleria de Arte Moderna Milano
- Galleria degli Uffizi a Firenze
- Museo de Arte Moderna e Contemporanea di Trento e Rovereto,

MALTA

- Equal Partners Foundation
- Ministry for Education and Employment
- Ministry for Health
- University of Malta

NETHERLANDS

- Foam Fotografiemuseum Amsterdam
- Huis Marseille, Museum for Photography
- Nederlands Fotomuseum, Rotterdam.
- Youth for Road Safety (YOURS)

SLOVENIA

- Slovenian Traffic Safety Agency

SWEDEN

- Mindepartamentet, Art and Photography

SWITZERLAND

- Kunstmuseum Winterthur
- Musée du Petit Palais, Genevax

TURKEY

- Beykoz Vocational School of Logistics
- Bilgi Education and Culture Foundation
- Dreams Academy
- Embarq Türkiyr
- Esenler Anatolian Medical High School
- Hope Foundation for Children with Cancer (KAÇUV)
- Intercity Sürüs Akademisi
- Istanbul Bilgi University
- MAPFRE Social Clubs (MASK)
- Şanlıurfa Siverek Sofice Primary School
- Turkish Education Foundation (TEV)
- Turkish Foundation for Children in Need (KORUNCUK)
- University of Istanbul



USA and Puerto Rico

UNITED STATES

- American Diabetes Association
- American Red Cross
- Backpack Collection
- Boston Children Hospital
- Boys and Girls Club of Webster
- Champion Food Pantry
- Columbus Crew SC Youth Soccer Clinic
- Columbus Museum of Art
- Courageous Sailing
- Cradles to Crayons
- Crew Soccer Team
- Dress to Impress, NY
- Emergency and Minor Home Repair
- Fine Arts Museum of San Francisco
- Garden City Island Harvest
- Houston Fire Department
- Intern Day of Caring
- Johns Hopkins University
- Milwaukee Art Museum
- Mitchell-Innes & Nash Gallery
- Ohio Insurance Institute
- Philadelphia Museum of Art
- Ronald McDonald House of Central Ohio
- Soccer Clinic, in association with Crew Soccer Team
- Southwest Human Development
- The Ohio State University
- United Way of Webster & Dudley
- Uxbridge Support the Troops Drive

PUERTO RICO

- Agencia Federal de Alimentación y Nutrición
- Asociación de Distrofia Muscular (MDA)
- Asociación de Educación Privada de Puerto Rico
- Banco de Alimentos de Puerto Rico
- Casa de Niños Manuel Fernández Juncos
- Casa Juan Bosco
- Casa Ronald MacDonalds
- Departamento de Educación

- Departamento de Educación de Puerto Rico
- Departamento de Transportación y Obras Públicas de Puerto Rico
- Escuela Dr. Julio Henna
- Hogar de Niñas de Cupey
- Hogar El Ave María
- Hogar Fortaleza del Caído
- Hogar San Miguel
- Hogar Santa Teresita del Niño Jesús
- Hogares Teresa Toda Politécnico Teresiano
- Iglesia Cristiana Mensajeros del Señor
- Iglesia Nación Santa
- Instituto Ponceño Syndrome Down
- Instituto Santa Ana
- Life Link de Puerto Rico
- Liga Puertorriqueña Contra el Cáncer
- March of Dimes
- Nuestra Escuela
- Pontificia Universidad Católica de Ponce
- Pr Childrens Foster Home
- Second Change Animal Rescue
- SER de Puerto Rico
- Universidad de Puerto Rico-Río Piedras
- Universidad Interamericana de Ponce
- Universidad Interamericana de Puerto Rico
- Universidad Politécnica de San Juan de Puerto Rico
- US Federal Highway Administration
- Vidas, Servicios Episcopales, Inc.

Latin America

ARGENTINA

- Agencia Nacional de Seguridad Vial de Argentina (ANSV)
- Asociación Aldeas Infantiles SOS
- Asociación Civil Mensajeros de la Paz
- Asociación Civil Payamédicos
- Casa del Niño Barrio Agustoni
- Centro Comunitario Jesús María (Tres Isletas)
- Cilsa
- Club Los Pinos
- Cuerpo de bomberos de Argentina
- Escuela Camila Cáceres de Ballarini N° 76
- Escuela N° 1-395 Pedro de Mendoza
- Escuela Pascual Lauriente de Rodeo de la Cruz
- Fundación Altius Mano Amiga
- Fundación Todavía es Tiempo
- Fundación Uniendo Caminos
- Hogar de Abuelos Santa Rita
- Hogar San José
- Hospital Cecilia Grierson
- Hospital Garrahan

BRAZIL

- AACD
- Acaia Pantanal
- Ação Comunitária
- Acrica
- Aldeias Infantis
- Alternativa-Associação de Assistência ao Excepcional
- Associação Assistência á Criança Deficiente.
- Associação Comunitária Casa dos Deficientes de S.M. Paulista (ACDEMSP)
- Associação Cristã de Moços (ACVM)
- Associação das Comunidades de Vida Mariana (ACVM)
- Associação de Combate à Desnutrição
- Associação Fala Mulher
- Associação Monte Azul
- Associação Morumbi, AMIS
- Associação para o Desenvolvimento Integral do Down (ADID)

- Associação Recife
- Associação Sonhar e Acreditar
- Associação Vagalume
- Associação Viver Melhor
- Association of Self-Mobilized Citizens (ACA-M)
- Banco de Sangue Paulista
- Biblioteca Municipal Professor Olegário Ferreira
- Biblioteca Pública Donatilla Dantas
- Biblioteca Pública Municipal Amadeu Amaral
- Biblioteca Pública Municipal Euclides da Cunha
- Caixa Escolar da Escola Municipal Clívia Marinho Lopes
- Cantinho Fraterno-São Carlos
- Casa Amigos da Vida
- Casa de Apoio à Criança com Câncer Durval Paiva
- Casa de Repouso Santa Clara de Santo Amaro
- Casa de Repouso Solar em Parelheiros
- Casa dos Menores de Campinas
- Ceaps
- Centro Cultural Banco do Brasil Rio de Janeiro
- Centro Cultural Banco do Brasil São Paulo
- Centro de Excelencia FIFA, Instituto Ortopedia, Reabilitação e Medicina do Esporte de São Paulo. Hospital do Coração de São Paulo
- Centro de Hemofílicos do Estado de São Paulo
- Centro de Promoção Social Bororé
- Centro de Solidariedade da Prefeitura de Franca
- Colégio Mão Amiga.
- Coletivo Autônomo dos Trabalhadores Sociais (Catsó)
- Cruz Vermelha
- EMEI Vila Leopoldina
- Escola EMEI Casa Verde
- Escola EMEI Isabel Colombo
- Escola Municipal Clívia Marinho Lopes
- Federación Brasileña de Fútbol
- Filhas da Providencia
- Fundação Fé e Alegria
- Fundação Julita
- Fundación Fútbol Club Barcelona.
- Grupo de Apoio ao Adolescente e à Criança com Câncer (GRRAC)

- Grupo de Apoio Dona Benedita
- Hospital Clínico da Faculdade de Medicina de São Paulo
- Hospital do Câncer de Cuiabá
- Hospital do Coração de São Paulo
- Hospital Itaci-GRAACC
- Hospital Municipal Dr. Moysés Deutsch-M'boi Mirim
- IFAN
- Instituição Fraternidade Irmã Clara-Barra Funda
- Instituição Lar Mãe Divino Amor
- Instituto Ciranda-Música e Cidadania
- Instituto Educacional Mano Amiga
- Instituto Techmail
- Lar Deus é Fiel em Cipó
- Lar Pousada do Sol em Embu-Guaçu
- Lar São Francisco de Assis em Embu-Guaçu
- Liga das Senhoras Católicas de São Paulo
- Liga Solidária
- Ministério das Cidades. Departamento Nacional de Trânsito-Denetrans
- Ministério das Relações Exteriores
- Ministério de Saúde. Assessoria de Assuntos Internacionais-ASIN
- Movimento Pró-Criança
- Não houve
- Plan International
- Projeto Arrastão
- Projeto Castração Solidária
- Projeto Casulo
- Proyecto en el Área Amazónica
- Rede Feminina de Combate ao Câncer de São Carlos
- Secretaria de Educação do Estado de São Paulo
- Sindicato das Auto Moto Escolas e Centros de Formação de Conductores no Estado de São Paulo
- Sociedade Beneficente Israelita Hospital Albert Einstein
- Universidade de São Paulo

CHILE

- Asociación aldeas Infantiles SOS
- Centro de Excelencia FIFA MEDS de Santiago
- Clínica MEDS de Medicina Deportiva
- Consejo Nacional de Seguridad del Tránsito de Chile (CONASET)

- Cuerpo de Bomberos de Chile
- Down 21 Chile
- Fundación Nuestros Hijos
- Fundación Padre Semería
- Pontificia Universidad Católica de Chile
- Sociedad Chilena de Medicina del Deporte
- Universidad de Chile

COLOMBIA

- Banco de Sangre
- CESVI Colombia
- Colsanitas
- Federación Colombiana de Fútbol
- Fucolde. Fundación Desarrollo
- Fundación Ayuda a la Infancia Hogares Bambi
- Fundación Carvajal
- Fundación Dharma
- Fundación Juan Felipe Gómez Escobar
- Fundación Laudes Infantis
- Fundación para la Asistencia de la Niñez Abandonada (FANA)
- Fundación Sahio
- Secretariado Social de Soacha
- Servicio Nacional de Aprendizaje (SENA)
- Universidad del Externado de Colombia
- Universidad Javeriana

COSTA RICA

- Asociación Aldeas Infantiles SOS.
- Asociación de Aseguradores privado de Costa Rica
- Asociación Manos Amigas Llevando Esperanza
- Banco Nacional de Sangre
- Colegio de Ángeles
- Colegio Técnico Profesional Dulce Nombre
- Cruz Roja juvenil
- Fundación Nuestros Hijos
- Ministerio de Obras Públicas y Transportes
- Municipalidad de Cartago-Aliarse
- Proyecto Daniel

CUBA

- República de Cuba. Ministerio de Transporte

DOMINICAN REPUBLIC

- Centro de Diagnóstico y Medicina Avanzada (CEDIMAT)
- Despacho de la Primera Dama en República Dominicana
- Fundación Amanecer Infantil
- Fundación Nuestros Pequeños Hermanos
- Fundación Nuevos Caminos
- Hogar de Ancianos San Francisco de Asís
- Intered
- Ministerio de Educación de República Dominicana
- Sociedad Dominicana de Cardiología
- Sociedad Dominicana de Emergencia
- Universidad Pedro Henríquez Ureña

ECUADOR

- Albergue de Adultos Mayores San Juan de Dios
- Casa de Acogida para Niños con Cáncer Soldadito de Dios
- Comunidad de ayuda a niños de América del Sur (CANDAS)
- Cooperación Internacional NGO
- Cuerpo de Bomberos de Guayaquil
- Cuerpo de Bomberos de Quito
- Fundación Ayuda en Acción
- Fundación Casa del Hombre Doliente de Gye
- Fundación Cesal
- Fundación Meridional
- Hospital Francisco Icaza Bustamante (Hospital del Niño).

EL SALVADOR

- Asilo Sara Zaldivar
- Asociación Mensajeros de la Paz
- Centro Escolar Chapupo Rodríguez
- Centro Escolar San Antonio Abad
- Escuela de Educación Parvularia Antiguo Cuscatlán
- Escuela Juan Ramón Ramírez
- Fundación Cinde

- Fundación El Valle
- Hogar de Ancianos San Vicente de Paul

GUATEMALA

- Banco de Sangre SOS
- Casa Guatemala ONG.
- Casa Hogar Cabecitas de Algodón
- Casa Hogar el Ángel
- Casa Hogar Nuestra Señora de Los Remedios
- Cuerpo de Bomberos de Guatemala
- Defensores de la Naturaleza
- Escuela Oficial Rural Mixta JM
- Fundación Fundal
- Fundación Mi ARCA
- Hogar nuestra Señora Consoladora
- Obras sociales del hermano Pedro

HONDURAS

- Aldeas Infantiles.
- Centro Básico León Alvarado
- Centro de Salud CESAMO el Manchen
- Coalianza
- Correduría Cosepro
- Correduría Secorre
- Correduría Seguro Total
- COVI de Honduras
- Cruz Roja Hondureña
- Dirección de Juventud República de Honduras (DIJUVE)
- Dirección Nacional de Tránsito
- EPS Medical
- Fundación Comercio para el Desarrollo, COPADE
- Instituto Hondureño para la Prevención del Alcoholismo, Drogadicción y Farmacodependencia (IHADFA)
- Instituto Nacional de Formación Profesional (INFOP)
- Instituto Nacional de la Mujer (INAM)
- Jardín y Escuela José Cecilio Baide
- Ministerio de Educación
- Scouts de Tegucigalpa
- Secretaría de Educación Pública de Honduras (SEDUC)
- Secretaria del Trabajo
- United Nations Population Fund (UNFPA)

MEXICO

- Abraza un Corazón IAP
- Alianza Anticancer Infantil
- Amanc
- Asilo Asunción de María
- Asilo Brunet Celarain
- Asilo Divina Misericordia
- Asociación Mexicana de Instituciones de Seguros (AMIS)
- Casa Cuna Sagrado Corazón de Jesús.
- Casa de la Amistad para Niños con Cáncer.
- Casa Hogar Belén
- Casa Hogar Escalar
- Casa Hogar Hogares por el Amor de Dios
- Casa Hogar La Alegría de los Niños
- Casa Hogar Margarita
- Casa Hogar San Nicolas de Bari
- Centro de Apoyo Educativo Especial
- Centro de Excelencia Médica en Altura
- Centro Geriátrico Sinankay
- Centro Médico de Excelencia FIFA Dr. Francisco Arroyo
- Colegio Mano Amiga Conkal
- Colegio Mano Amiga de Chalco
- Colegio Mano Amiga Monterrey
- Consejo Nacional para la Prevención de Accidentes (CONAPRA)
- Cruz Roja Mexicana
- Escuela Nariz Roja
- Escuela Rafael Moguel Gamboa
- Federación Mexicana de Fútbol
- Fundación Cesal
- Fundación CMR
- Fundación Mano Amiga de Chalco
- Fundación Matías Romero
- Fundación Techo
- Fundación Universidad Panamericana-IPADE
- Hogar Dulce Hogar
- Instituto Tecnológico Autónomo de México (ITAM)
- Juconi
- Mamá A. C.
- Misterios de Vida
- Museo Interactivo de Economía-MIDE de México
- Nutre a un Niño

- Parroquia Nuestro Señor de la Misericordia
- Paseo a Ciegas
- Playa Chabihau
- Secretaría de Movilidad de la Ciudad de México
- Secretaría de Salud de México
- Secretaría del Trabajo y Previsión Social
- Universidad Anáhuac del Norte de México
- Universidad Anáhuac del Sur de México
- Universidad Autónoma del Estado de México
- Universidad de Fútbol de Pachuca
- Universidad La Salle de México
- Universidad Marista de México
- Universidad Nacional Autónoma de México
- Universidad Popular Autónoma del Estado de Puebla.
- Universidad Tecnológica Americana-UTECA de México
- UPAEP Munic. Colotzingo, Puebla
- Valora AC

NICARAGUA

- Asociación Antorcha
- Asociación Pan y Amor
- Centro Niños Ángeles
- CONANCA
- Cruz Roja Nicaragüense
- División de Tránsito Policía Nacional

PANAMA

- ANAM
- ANREH
- Asociación Pro Niñez panameña
- Asociación Voces Vitales
- Benemérito Cuerpo de Bomberos de la República de Panamá
- Ciudad del Niño.
- Comedor Divino Niño
- Comedor Santa Rita, David
- Costa Recicla
- Escuela Ciricito Arriba de Capira
- Fundación Nueva Generación
- IPHE (Colegio Gran Bretaña)
- La Bonga de Capira
- Madre Teresa de Calcuta

- Ministerio de Educación
- Ministerio de Salud Panameño
- Minou Holding
- Movimiento Sociocultural Nueva Generación
- Policía Nacional de Panamá

PARAGUAY

- Asociación Aldeas Infantiles SOS
- Cuerpo de Bomberos de Asunción
- Fundación ALDA
- Fundación Asoleu
- Gobernación del Departamento Central-Paraguay
- Guardería y Comedor Niño Jesús
- Hogar Luz y Vida
- Manos Solidarias
- Ministerio de Salud Pública y Bienestar Social
- Misión para la Educación y el Deporte
- Touring y Automóvil Club Paraguay

PERU

- Aldeas Infantiles SOS
- Asociación Civil Da un Chance
- Asociación de Hogares Nuevo Futuro
- Entreculturas, Fe y Alegría
- Fundación Almenara
- Fundación Cesal
- Fundación Harena
- Fundación Peruana de Cáncer
- Hogar de las Bienaventuranzas
- Instituto Nacional de Enfermedades Neoplásicas
- Liga Peruana de Cáncer
- Ministerio de Educación

URUGUAY

- Asociación Acondroplasia
- Asociación Cultural y Técnica
- Asociación Uruguaya de Escuelas Familiares Agrarias
- Fundación Gonzalo Rodríguez

VENEZUELA

- Alcaldía de Chacao
- Amor, Fe y Esperanza (AFE)
- Asociación Civil Camurí Grande

- Asociación Benefactora Ayuda al Niño Sin Asistencia (ABANSA)
- Asociación Civil Amigos del Niño Especial
- Asociación Civil Centro Comunal Don Bosco de Chapellin
- Asociación Damas Salesianas
- Banco del Libro
- Banco Municipal de Sangre
- Casa Hogar Santa María Goretti
- Centro de Educación Inicial Comunidad Camurí Grande
- Centro de Enseñanza Integral Dugarbin
- Comunidad Cristiana Jesús es Señor
- Doctor Yaso
- FUDENA
- Fundación María Auxiliadora
- María Luisa Casar Foundation
- Fundación Orquesta Infantil y Juvenil de Duaca
- Fundana
- Hogar San Vicente de Paúl
- Montañas Verdes
- U.E. Dr. Fernando Bravo Pérez

Rest of World

AUSTRALIA

- The University of New South Wales (UNSW)

CANADA

- VKS Art Inc., Ottawa

JAPAN

- The National Art Center, Tokyo

PHILIPPINES

- Asian Development Bank
- Asian Hospital
- Eugenia Ravasco Day Care Center
- Kalippay Negresse Foundation
- SFCCFI Claretian Fathers

↑
↑ Unity (+)

08

Acknowledgments

At Fundación MAPFRE we are a team of approximately one hundred people who are firmly committed to improving people's lives, but it is the people who actually take part in our activities who manage to make the world a better place. Our first recognition goes to the 17 million people who shared in our efforts in 2016.

Nothing that we achieved last year would have been possible without the companies and self-employed professionals with whom we work. They have been our essential allies, bringing us their knowledge and helping to make our projects a reality. Thank you.

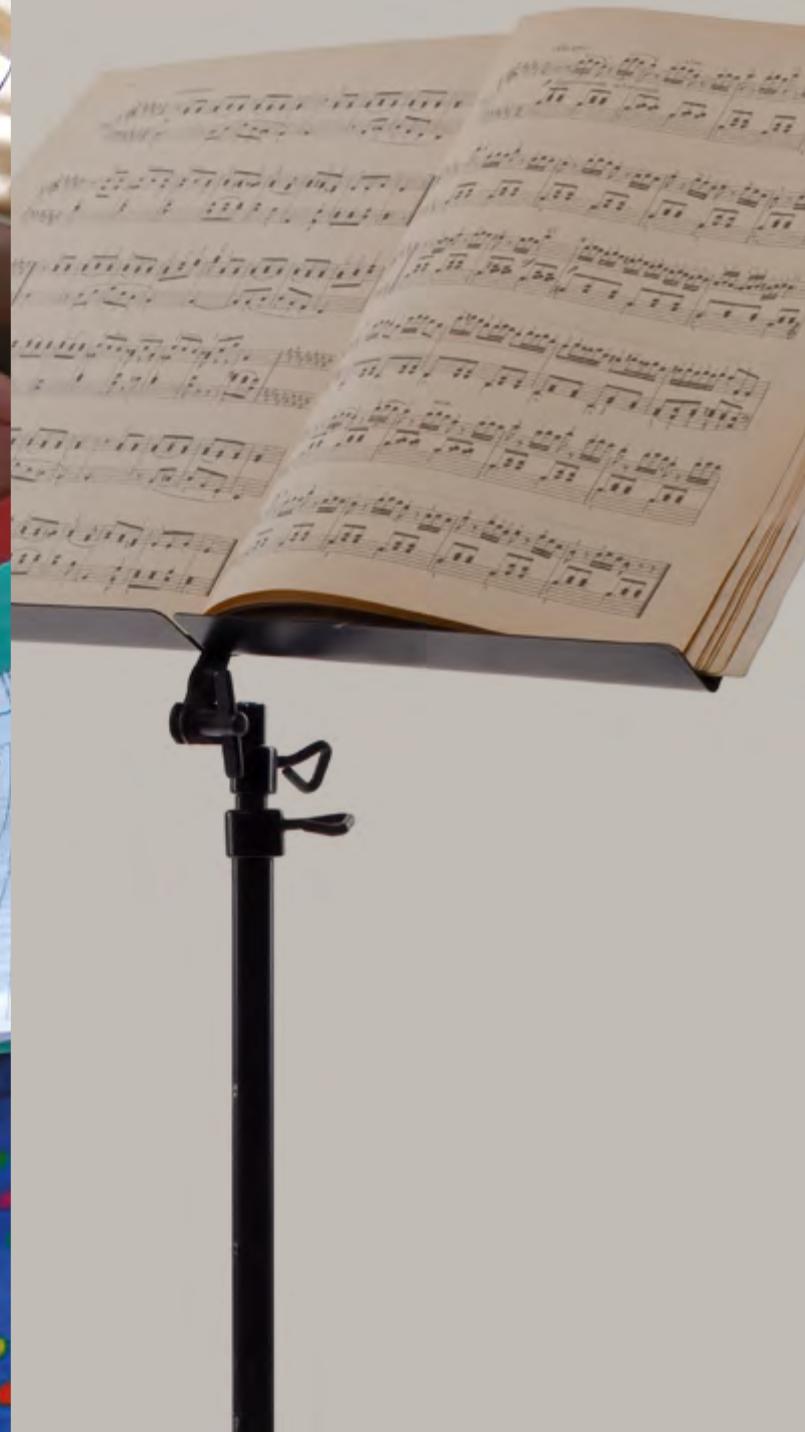
At the same time, numerous institutions have selflessly joined our cause or allowed us to make their causes our own. Many of our activities have emerged from this close collaboration. All these institutions - 870 in 2016 - and their work are mentioned in the pages of this report. We would like to be able to thank each of them individually, but given that this would be impossible at this juncture, we must content ourselves with at least naming some of them in recognition of all.

The Eduardo Punset Foundation, Redes para la Comprensión Pública de la Ciencia (Networks for the Public Understanding of Science) and Eduardo Punset himself have provided invaluable support in the design and development of the APOL program, which has been fighting since 2011 to eradicate the social stigma of people suffering from any form of disability. The Miró family believed that

Fundación MAPFRE was the best cultural institution to exhibit part of the artistic legacy of the brilliant Catalan artist. Without their generosity, the Espacio Miró would never have seen the light of day. With the team at the University Hospital of Puerta de Hierro in Majadahonda, headed by Jesús Vaquero, we have supported years of research in the search for a treatment to alleviate the consequences of traumatic paraplegia; efforts which, thanks to stem cell therapy, are finally beginning to bear fruit. The Public Prosecutor for Road Safety and its prosecutor, Bartolomé Vargas, who in the last ten years have managed to standardize procedures and actions, generate knowledge and defend the rights of victims and the most vulnerable highway users, whose exemplary action has been a huge motivation for our projects, especially in relation to child car passengers suffering from brittle bone disease (osteogenesis imperfecta). Finally, we would like to recognize the work of the National Stock Market Commission, the Bank of Spain and the Directorate-General of Insurance and Pension Funds, whose financial education plan has been of huge support and guidance in our projects and activities aimed at promoting a culture of insurance.

To all these institutions, professionals and companies we have worked with in 2016, and to everyone who has taken part in any of our activities, our sincere thanks. We are confident that our shared work is well worth the effort and that between all of us we will manage to make our world a better one.

Training Activities



Fundación
MAPFRE
Guanarteme

Initiatives

01

Governing bodies



Board of Trustees

PRESIDENT	Ignacio Baeza Gómez
VICE PRESIDENT	José Barbosa Hernández
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	Fundación Ignacio Larramendi (Representative: Miguel Hernando de Larramendi Martínez)
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	Isabel Suárez Velázquez
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MANAGER	Esther Martel Gil

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VICE CHAIRMAN	José Barbosa Hernández
MEMBERS	Julio Domingo Souto
	Humberto Pérez Hidalgo
	Julián Pedro Sáenz Cortés
	Isabel Suárez Velázquez
	Antonio Vigil-Escalera del Pozo
NON-MEMBER SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

Composition of the governing bodies on the date of issue of the Annual Report.

02 General information

We are a private non-profit organization that was established in 1985.

We contribute toward and provide support for sociocultural development and training through programs and activities designed and adapted to the reality of the Autonomous Region of the Canary Islands.

The following table shows a numerical summary of the activities carried out by Fundación MAPFRE Guanarteme in 2016:

	Number of activities	On-site beneficiaries
Seminars, courses and other events	129	4,381
Educational activities	22	62,555
Publications	16	8,947
Awards, scholarships and competitions	17	88
Art exhibitions	20	44,909
Concerts	26	8,006
Social action	36	28,307
TOTAL	266	157,643

03 Recognitions and awards received

- ECCA Award 2016.
- Bronze Medal for Social Penitentiary Merit.



04

Foundation activities

Scholarships

With the goal of promoting talent and supporting the training of youth in 2016, we granted the following scholarships:

- Five scholarships for the development of the **Programa de Internacionalización y Prácticas Profesionales en Estados Unidos** in collaboration with Advanced Leadership Foundation. The scholarships are addressed to university graduates wishing to widen their career horizons, through internships in companies and entities based in Washington DC.
- Three scholarships to carry out **postgraduate studies in music**: Master Degree in Music at Universidad de Ciencias Aplicadas Fontys in Tilburg, The Netherlands; Master Degree in the Viola at Musikhochschule Lübeck Germany; Master Degree in Advanced Studies in Violin Music Interpretation at Conservatorio de la Svizzera Italiana Lugano, Switzerland.
- 24 scholarships to help cover living and travel expenses of students pursuing university studies in the European Union and Associated Countries, as part of the **Erasmus+ program** of the University of La Laguna, the University of Las Palmas de Gran Canaria and the Royal Conservatory of Music of the Canary Islands.
- Three scholarships to fourth grade **ESCOEX** students.
- We continue to support medical research in the field of diabetes, in collaboration with Hospital Universitario de Gran Canaria Dr. Negrín and Fundación Canaria de Investigación y Salud. We also support the area of humanities, with the digital conversion and preventive preservation of documentary collections of El Museo Canario, and in the social area with the addiction treatment.



July 29, 2016. Las Palmas de Gran Canaria. Official presentation of credentials of the different scholarship programs of Fundación MAPFRE Guanarteme, awarded by the President of the Foundation, Ignacio Baeza Gómez.

Social projects

Within the **Programa ABRAZOS para el fomento de la Acción Social** 2016, we united all actions performed with the aim of developing Social Action. In our goal to contribute to social and cultural development of the Canary Islands, we enabled people of these groups (disabled, elderly, children and youths at social risk, along with professionals that support them), to participate in various activities and areas. This is to encourage their integration in society, and at the same time, safeguard their rights, improve their quality of life, that they become known and create synergies.

In May we organized the **Jornada ABRAZOS**, when all groups forming part of the program met, in order to assess the results achieved in 2015. Experiences were contrasted and shared, and new lines of action and collaboration were set.

This year, with the agreement signed with the Servicio Canario de Salud of the Gobierno de Canarias, a project called **Musicoterapia Hospitalaria: intervención musical y orientación terapéutica** has been established, focused on long-term children at Hospital Materno Infantil de Gran Canaria; and is also aimed at adults admitted for palliative and onco-hematology services at Hospital Insular de Gran Canaria, Hospital Universitario de Gran Canaria Doctor Negrín and Hospital de la Candelaria en Tenerife.

In Gran Canaria and Tenerife, we continue supporting the **Barrios Orquestados** project in the districts of Tamaraceite, Las Palmas de Gran Canaria and La Cuesta, La Laguna, Tenerife.

We collaborate with the **Nuevo Futuro Christmas Flea Market**, a meeting point for leisure and solidarity for the children and youth who are members of the institution.



Music therapy hospital project





Concerts

Once again, we launched an open competition for musical projects with the aim of promoting and enhancing awareness of music by Canarian interpreters and composers. Apart from the selected projects, we organized two concerts around the **Solana grabador exhibition** and **Fundación MAPFRE collections**; we sponsored the **Internacional Bach Festival Gran Canaria**, and we collaborated in the **V Festival Internacional de Saxofón y Jazz Villa de Teror 2016**, with the **II Concurso de Interpretación de Música de Cámara Villa de Moya 2016**, and with **I Semana Canaria de Música Coral 2016**. These concerts were performed in the Aula Magna.

This year, a concert was also given at Las Palmas de Gran Canario head offices, by the soprano **Tania Lorenzo Castro**, who completed a postgraduate in music during the 2015/2016 academic year, with a scholarship awarded by the foundation.



Master classes given by international artist Michael Gieler and the Famous Contemporary Musicians concert, as part of the International Bach Festival



Exhibitions

Among the exhibitions that took place in our halls, mention should be made of those selected in public calls of exhibition projects with artists Dulce Abreut, Pilar Boullosa, Ana de la Puente and Julia María Martín.

Other exhibitions held in our **exhibition halls included** Anne Frank, A Living History; Manolo Millares Illustrator. Divertimentos de identidad; Solana Grabador. Fundación MAPFRE Collections; Selected works of Certamen Atrium 16; Menos es Nada, by Teresa Arozena; Heave Away, by Janek Zamoyski (Fotonoviembre15); and Cartografías del Gusto. Vivencias con el Arte.



Solana Engravings Exhibition. Fundación MAPFRE Collections in Las Palmas de Gran Canaria





Exhibition on illustrator Manolo Millares,
Divertimentos de Intimidad, in Las Palmas de Gran
Canaria



(1)

(3)

100%

Training activities

We continue to design activities to analyze and broaden all aspects of the language and the discipline of artistic creation.

We organize courses aimed at professionals in the third sector (teachers, psychologists, psycho-pedagogues, social educators, social workers, psychomotor specialists, etc.). The aim is to provide tools to deal with and prevent violence in schools, mediation and the development of multiple intelligences.

We continue organizing our workshops for the elderly within the **Estimulación de los procesos de envejecimiento** and **Movimiento para la salud y el bienestar** programs.

Of the **activities** developed by **Fundación MAPFRE Guanarteme**, we would highlight the following: in January, the seminar **El humanismo emocional. Filosofía, psicoterapia**

e inteligencia emocional; in February, the celebration of **Foro Ser Canarias-Fundación MAPFRE Guanarteme** entitled **Estrategias contra la desigualdad y la pobreza**; in March the seminars **Derechos de las Personas con Discapacidad: de los derechos a los hechos**, in which the **Soy Cappaz** application, developed by **Fundación MAPFRE**, was presented; in April, the seminar **La Obra Fotográfica y su Protección por los Derechos de Autor**; in June, the conference **10 Ideas que cambiarán el mundo** by **Alfons Cornella**; from October to December, the celebration of the **Ciclo Conmemorativo a Cervantes y las Artes**; and in November, the sponsorship of the **I Foro Internacional para la inclusión de los menores** and the **UP2UProject**, plus the organization of the seminar **La Ciudad Escuchada**, with the premiere of seven musical works.



The Feminine and The Masculine in Art course session, held in La Laguna

Educational activities

We continue offering school community talks on preventing addictions, guided visits to our exhibitions and the **TEATRAE** theater activities.

The workshop **Seguridad Vial con iPad. Bicis y cascos** was run for primary school children on the seven islands, with the aim of providing different resources to schoolchildren, to help them cycle safely.

During the last quarter of the year, the workshop **El Seguro está en el Aula (Insurance in the Classroom)**, was started in Gran Canaria, aimed at raising awareness among first and second grade high school students of the importance of saving and planning for the future, so as to protect themselves against unforeseen risks that may occur.

Fundación MAPFRE Guanarteme participated in the tourist forums Culinaria 2016 in Tenerife and Overbooking 2016 in Gran Canaria with the **SOS Respira campaign**. The purpose of this campaign is to reduce the number of deaths caused by obstructed airways, which can be avoided by following some simple steps.

Publications

Once again, we published the papers of the seminars given and the stories emerging from the competitions held, such as Cuentos desde la Celda, corresponding to the Ángel Guerra Short Story Competition. We widened the Colección Canarias en Letras with two more books of poems by the authors María Valerón Romero and Belén Lorenzo Francisco. We also published a new volume of *Historia Natural de las Islas Canarias, Phytographia Canariensis, Sectio III* by P. Barker Webb and Sabin Berthelot, plus a new title of the Cuentos Solidarios collection, WI, by authors Sandra Franco Álvarez and Daniel Martín Castellano, both of whom have given the profits made from sales of this publication to the Centro de Atención a la Mujer Lugo de Caritas Diocesana de Canarias.



iPad road safety workshop: Bikes and Helmets



Presentation of the poetry books *La pequeña vida*, (The Small Life) by María Valerón Romero and *Leo en las calles* (Leo on the Streets) by Belén Lorenzo Francisco



05

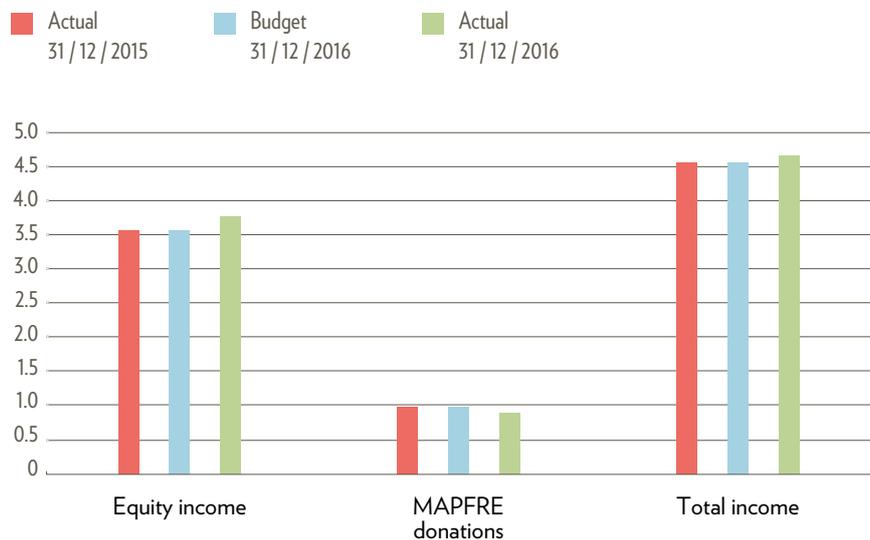
Financial information

During the 2016 fiscal year, the revenue of Fundación MAPFRE Guanarteme totaled 4.7 million euros, this figure showing an increase of 1.5 percent with respect to the previous year.

Total funds employed to run our activities, including administration expenses, amounted to 3.6 million euros, representing a 4.4 percent increase on the previous year.

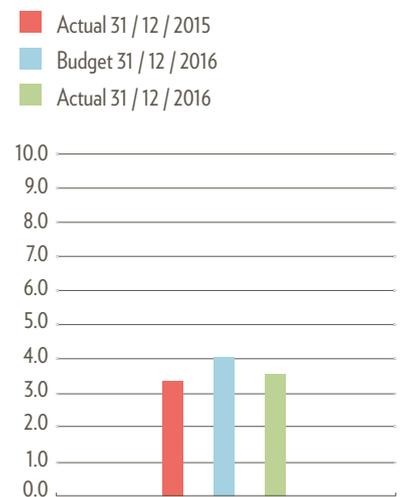
Income

Millions of euros



Activities and expenses

Millions of euros



The amounts used to finance the various foundation activities in 2016 were allocated primarily to Culture (42 percent), Social Action (56 percent) and Road Safety (2 percent), as presented in the accompanying table.

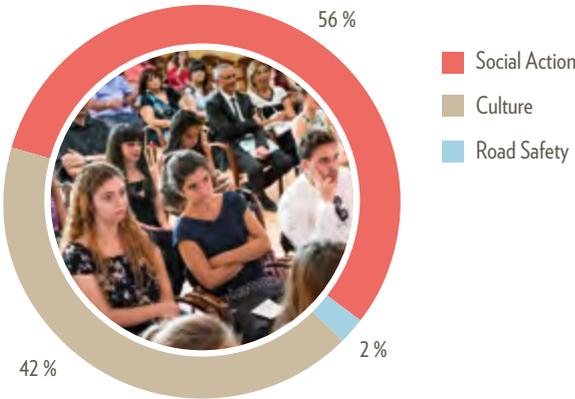
The fiscal year 2016 produced a surplus of 1.1 million euros.

The budget approved by the Board of Trustees for 2017 will be allocated to activities related to Training for Excellence (64 percent), the Abrazos program (21 percent) and Culture and Talent (15 percent).

At December 31, 2016, Fundación MAPFRE Guanartermé's equity stood at 86.1 million euros.

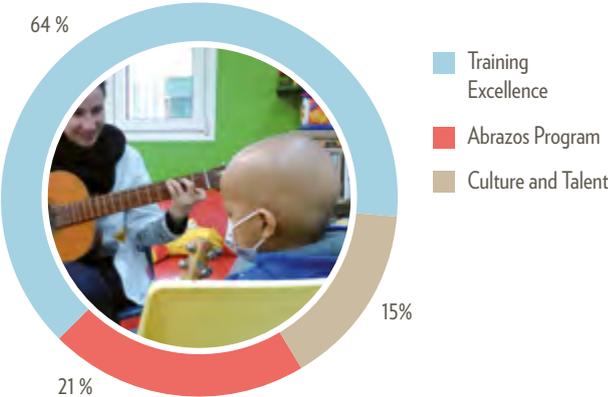
Allocation of funds by area of activity

31 / 12 / 2016



Allocation of funds by area of activity

Budget 2017





ASSETS	31/12/2015	31/12/2016
NON-CURRENT ASSETS	81.4	81.9
Fixed Assets	7.4	7.1
Long-term financial investments	74.0	74.7
CURRENT ASSETS	3.9	4.6
Short-term financial investments	3.6	2.4
Cash and other equivalent liquid assets	0.3	2.2
TOTAL ASSETS	85.3	86.5
Millions of euros		

LIABILITIES	31/12/2015	31/12/2016
EQUITY	84.9	86.1
CURRENT LIABILITIES	0.4	0.4
Creditors and other payables	0.5	0.4
TOTAL LIABILITIES	85.3	86.5
Millions of euros		

ITEM	31/12/16	
	BUDGET	ACTUAL
Fundación MAPFRE donation	1,0	0,9
Financial and other income	3,6	3,8
Activities and administration expenses	4,1	3,6
Surplus/(Deficit)	0,5	1,1
Millions of euros		



06

Activities by country

In addition to the actions implemented in the Canary Islands, we executed the following projects in two countries in Africa given its geographical proximity:

SENEGAL

– **Children and youths of Senegal**, since 2006 the maintenance of the children’s home built by Fundación MAPFRE Guanarteme in Mbar and upkeep of the boarding school in Dakar of Orden Franciscana Misioneras de María in Senegal.

– **Health Education in Senegal**, since 2011. training actions in awareness of health issues, in coordination with Asociación de Puestos de Salud Privados Católicos, las Hermanas Franciscanas

MOZAMBIQUE

– **Grants for students and/or teachers of the Facultad de Ciencias de la Salud de la UniZambeze**. The grants were to enable them to move to the Canary Islands to provide them with the required methodology tools, to work as specialist teachers at UniZambeze and to hence guarantee the sustainability of the Facultad de Ciencias de la Salud Unizambeze–FCS UniZambeze project, from 2015.



Welcome ceremony at the University of Las Palmas de Gran Canaria and tour of the facilities of Fundación MAPFRE Guanarteme for students and lecturers in the Faculty of Health Sciences of UniZambeze (FCSUniZambeze) Mozambique, supported by a Foundation scholarship



07

Institutional relations

The main institutions with which we have developed specific collaborations throughout 2016 are as follows:

- Advanced Leadership Foundation
- Asociación ASPERGER Islas Canarias (ASPERCAN)
- Asociación Bela Bartok
- Asociación Benéfica Centro Padre Laraña
- Asociación Canaria de Enfermos Medulares (ASPAYM Canarias)
- Asociación canaria de familiares y personas con enfermedad mental (AFES)
- Asociación Canaria de Personas con Trastornos Generalizados del Desarrollo (ACTRADE)
- Asociación Comarcal de Familias de Personas con Enfermedades Mentales Crónicas.
- Asociación Conexión Musical Canarias
- Asociación Cultural Pinolere «Proyecto Cultural»
- Asociación Cultural Raíz del Pueblo
- Asociación de Caridad San Vicente de Paúl
- Asociación de Discapacitados de Fuerteventura (ADISFUERT)
- Asociación de familiares de enfermos de Alzheimer de Tenerife AFESur
- Asociación de integración laboral y social a las personas con discapacidad intelectual en edad adulta (ADEPSI).
- Asociación de Padres de Alumnos con Discapacidad en Aulas en Clave de la Provincia de Las Palmas (APAELP)
- Asociación de padres de disminuidos físicos y psíquicos Orobal
- Asociación de padres y madres con hijos con discapacidad, (APADIS).
- Asociación de Personas Sordas de Gran Canaria (ASPGC)
- Asociación El Pinar
- Asociación Libertad y vida
- Asociación para el Progreso de la Investigación del Hospital Universitario de Gran Canaria Doctor Negrín
- Asociación Protectora de Personas con Discapacidad Intelectual de Las Palmas (APROSU).
- Asociación Veterinaria para la Atención de la Fauna Exótica y Salvaje (AVAFES Canarias)
- Town and Island Councils
- Cáritas Diocesana de Canarias
- Cáritas Diocesana de Tenerife
- Club Deportivo San Fernando de Maspalomas
- Complejo Hospitalario Universitario Insular- Materno Infantil de Gran Canaria
- Consejería de Educación y Universidades del Gobierno de Canarias.
- Consejo General del Poder Judicial
- Conservatorio Profesional de Música de Las Palmas de Gran Canaria
- Conservatorio Superior de Música Canarias
- Centro de rehabilitación y estimulación Valle de La Orotava (CREVO)
- Culturalink, S.L.
- Escuela de Actores de Canarias
- Escuela de Arte y Superior de Diseño de Gran Canaria
- Escuela de Arte y Superior de Diseño Fernando Estévez
- Federación de Asociaciones de Personas Sordas de las Islas Canarias (FASICAN)
- Fundación Aequitas
- Fundación Bravo Murillo
- Fundación Canaria Cáritas para la Integración Sociolaboral
- Fundación Canaria de Artes Escénicas y de la Música de Gran Canaria del Teatro Cuyás
- Fundación Canaria Hogar Santa Rita
- Fundación FORJA
- Fundación Pere Tarrés
- Fundación Tutelar Canaria de Down Las Palmas (FUTUCAN)
- Fundación Universitaria de Las Palmas
- Gestión Insular para el Deporte, la Cultura y el Ocio
- Gobierno de Canarias
- Hospital Juan Carlos I
- Hospital Universitario de Canarias
- Hospital Universitario de Gran Canaria Dr. Negrín
- Hospital Universitario Nuestra Señora de Candelaria
- Instituto de Estudios Hispánicos
- Ministerio del Interior. Secretaría General de Instituciones Penitenciarias
- Museo Canario
- Nuevo Futuro
- Obisposados de Canarias

- Obra Social de Acogida y Desarrollo- Centro Dr. O´Shanahan
- Obra Social San Benito
- Orden Franciscanas Misioneras de María. Senegal
- Parroquia de Añaza
- Parroquia de la Sagrada Familia
- Parroquia de San Bernardo
- Parroquia de San José
- Probosco. Asociación de Proyectos de Acción Social Don Bosco
- Asociación pro Minusválidos del Sur (PROMINSUR)
- Radio ECCA Fundación Canaria
- Real Academia Canaria de Bellas Artes de San Miguel Arcángel
- Real Academia de Medicina de Santa Cruz de Tenerife
- Real Sociedad Económica de Amigos del País de Tenerife
- Secretaría General de Instituciones Penitenciarias
- Unicef Comité Español
- Universidad de La Laguna, Tenerife
- Universidad de Las Palmas de Gran Canaria
- Unión Deportiva Las Palmas



08

Acknowledgments

Fundación MAPFRE Guanarteme would like to express its sincere appreciation to all the people and institutions involved in our activities, who as a result of our commitment to the well being and progress of Canarian society, help us to remain the benchmark Foundation in the Canary Islands.

Fundación
MAPFRE



REPORT
2016