

Report 2017



Fundación
MAPFRE

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Fundación
MAPFRE

Introduction

The beginning of the year is a time for making resolutions. We take a look back over the year and see what we have done, what we have unfortunately not achieved, and make plans for what we intend to do going forward. The best resolutions are those which become a reality the following year. At Fundación MAPFRE, this time of year always brings with it the preparation of this report.

2017 was a different year for us, given that we carried out this stocktaking exercise as the year progressed. Our reflections not only covered the previous twelve months, but also spanned a longer period of time, from 2006 to 2016, and with good reason. Fundación MAPFRE was founded in 1975. Under this first institution others then arose out of it, maintaining the name MAPFRE but changing their second name: Estudios, América, Cultural, Guanarteme, etc. They all shared the same origin but each one had its own purpose and enjoyed its own specific dynamics. All of these institutions were leaders in their respective spheres although Fundación MAPFRE became indistinguishable from each one of the foundations of which it was comprised. For this reason, in 2006 we decided to create a more centralized structure that would allow our actions to have more of an impact. We redefined our purpose, we specified them very clearly and, most importantly of all, we also redefined the way in which we acted in order to strengthen synergies. In 2006, we expanded our scope to deliver more value, and in 2017 we decided to look back and take stock of over 10 years of activity in order to evaluate to what extent our good intentions and resolutions had, over time, become a reality.

We do not plan to bore you all with too many figures, but the following numbers truly speak for themselves: 500 million euros invested, a presence in more than 30 countries and a total of more than 46 million direct beneficiaries directly, and another 100 million indirectly, who have made use of some of our awareness-raising campaigns, our courses and conferences, our grants and scholarships, our exhibitions and our social projects and actions. We increased our budget in order to help those most in need, despite it being during some of the worst years of the global financial crisis.

We are proud of what we have achieved over these last ten years: from half a million direct beneficiaries in 2016 this figure has risen to more than three million in the last year. In 2006, we carried out activities in 15 countries and in 2017 we were in 34. Over all these years, we have discovered how to be where we were most needed, providing resources to those most in need. We have promoted healthy lifestyles and taught people how to avoid accidents, making education an engine of progress, both individually and collectively. We demonstrated the importance of financial literacy, savings and social protection. We also brought masterpieces from around the world to an engaged

public. In 2006 we wanted to make the world a better place. We do not know for certain whether we have achieved that, but we have no doubt that if Fundación MAPFRE did not exist, the world would be a worse place for many. Antonio Huertas, Chairman and CEO of MAPFRE and President of Fundación MAPFRE, encapsulated this perfectly when he stated that: "thanks to Fundación MAPFRE, we can be the main actors and promoters of this impetus for commitment and effort to help others".

The pages that follow are full of commitment and effort, from all the people working at Fundación MAPFRE and our volunteers who selflessly make our projects their own and bring them into being. In 2017 we had a total of 7,333 volunteers, who carried out 1,263 activities in 26 countries from which 93,672 people directly benefited.

A volunteer's work is defined as selflessly seeking to achieve a particular purpose, due to a real need. All of our voluntary activities live up to this premise and improve our society day by day behind the scenes. Their work only comes to the public's attention when the challenges they take on are urgent, conclusive and definitive, and when they are the only and most immediate solution. Sadly, this year we suffered three major natural disasters - the effects of El Niño Costero in Peru, the earthquake in Mexico and hurricanes Irma and María, which devastated Puerto Rico. We delivered assistance as part of our Emergencies and Natural Disasters Plan, in which our volunteers and the institutions with whom we collaborate, have had to be, regretfully, highly visible.

In Peru, in collaboration with the NGO Cesal, the Consortium of Malaga Firefighters, the Peruvian Fire Service and MAPFRE PERU, we installed four water purification plants, each able to provide for the needs of 16,000 people, and we delivered 2,850 food bags with enough basic foodstuffs for three people to last for three days. In Mexico, the actions of our volunteers focused on distributing medicines and household necessities such as blankets, mattresses and tarpaulin to shelters in Mexico City and other populations in the states of Puebla, Morelos and Chiapas. In Puerto Rico, 45 volunteers handed out essential food to 800 families in Yabucoa, one of the hardest hit centers.

It would be impossible and unfair to attempt to summarize all that we have done in 2017 in this introduction. All of our social programs on health and risk prevention, on education, art and culture, year on year, with this past 2017 being no exception, have fulfilled their objectives. I encourage you to continue reading and judge for yourself. However, we would not want to bring this introduction to a close without mentioning two innovations of this year that both have a common denominator: solidarity.

With the Solidarity Euro campaign, MAPFRE employees in Spain can donate one euro from their paycheck to two social projects chosen by the employees. This year more than half the workforce got involved, and our contribution was channeled into two projects, one being the Butterfly Skin Association (DEBRA España), which helps to alleviate the effects of epidermolysis bullosa, a rare genetic disease, and the other project chosen was the Soup Kitchens of the St Vincent de Paul Society.

A few years ago we started a *mercadillo solidario* (solidarity market) that we always hold before Christmas, which arose out of an initiative by Fundación MAPFRE employees. This activity continued to grow steadily, and out of this was born the 1st Solidarity Fair in 2017, in collaboration with 18 social **voluntary organizations**, held at the beginning of December in the Pabellón Satélite of the Casa de Campo park exhibition site in Madrid. We welcomed over 10,000 people, thanks to whom we raised more than 30,000 euros and collected 2,000 toys, one ton of food and more than 1,500 kilos of clothing, all of which was allocated to various voluntary projects.

William Shakespeare wrote that "What's past is prologue". This serves as a brief summary of the most innovative events of 2017. If you would like to find out more, please keep reading.

Fundación MAPFRE



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Governing bodies



Board of Trustees

President	Antonio Huertas Mejías
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General Manager	Julio Domingo Souto
Social Action	Daniel Restrepo Manrique
Culture	Pablo Jiménez Burillo
Health Promotion	Antonio Guzmán Córdoba
Accident Prevention and Road Safety	Jesús Monclús González
Insurance and Social Protection	Mercedes Sanz Septién

Composition of governing bodies at the date of issue of the report



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General information



Corporate data

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:

Ensuring the safety of people and their property, with a special focus on road safety, accident prevention and health.

Improving people's quality of life.

Promoting culture, the arts and literature. Researching and disseminating knowledge related to history.

Raising awareness of the culture of insurance and social protection.

Improving the economic, social and cultural conditions of the most disadvantaged persons and sectors of society.



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 it conducted in 34 countries in 2017, include:

Providing grants to the most disadvantaged persons and communities in society.

Awarding scholarships and research grants.

Organizing art exhibitions.

Specialist teaching and training activities.

Conferences, symposiums, seminars and other similar events.

Campaigns and programs focusing on accident prevention, road safety and healthy lifestyle choices.

Monographs and periodic publications.

Carrying out research projects and studies on subjects related to the aims of the Foundation.

Managing and sharing knowledge via communications technologies and a specialized documentation center.



Activities undertaken in 2017

	more than 300 activities	more than 8,400 events	beneficiaries: more than 3.2 million direct	more than 20 million indirect	more than 16 million Web visits
Courses, conferences and similar	21	257	18,138	15,568	0
Grants and scholarships	9	14	139	0	262,571
Publications	60	98	210,722	436,361	492,391
Dissemination, educational and awareness-raising programs	113	7,856	2,019,037	17,442,232	13,472,266
Exhibitions	28	28	785,767	3,204	5,615
Documentation Center	1	1	46	250,092	224,551
Social Projects and Assistance	108	178	203,385	1,885,929	1,395,027
Total	340	Total 8,432	Total 3,237,234	Total 20,033,386	Total 15,852,421

Evaluation of volunteering activities

Volunteering	Activities	Events	Volunteers	Participants	BENEFICIARIES		Other Web Accesses
					Direct	Indirect	
Exclusively volunteering activities (linked to the social action area)	269	1,226	7,333	14,886	92,348	2,660,178	46,536
Transversal volunteering activities (linked to other areas)	16	37		354	1,324	9,451	0
Total	285	1,263	7,333	15,240	93,672	2,669,629	46,536

Awards

This year, Fundación MAPFRE 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 to the benefit of society.

The Lifetime Achievement Award, recognizing an individual's social and professional career, went to Valentín Fuster, in recognition of more than four decades dedicated to research into combating cardiovascular diseases.

The Best Social Action Initiative Award, which recognizes exceptional work in benefitting the most disadvantaged in society, was presented to Fundación Aladina for their psychological care program for children and adolescents with cancer.

The Best Health Promotion Initiative Award, for those institutions or persons who have made an important contribution toward improving health and people's quality of life, was awarded to Luis Rojas-Marcos for Project Help which helps to improve the situation of homeless people with mental health problems.

The Best Accident Prevention and Road Safety Initiative Award, which recognizes a significant contribution to helping to avoid and reduce accidents, was awarded to ALSA Group for their World Class Driver program, which has a range of measures designed to constantly improve their drivers' skills.

In the last quarter of 2017 we launched the first edition of the Fundación MAPFRE Social Innovation Awards, with the intention of promoting ideas and solutions to help resolve the problems in today's society; these are challenges aligned with some of our foundation's objectives: mobility and road safety, insurance innovation and health improvement and technology (e-health). The awards have an international scope and are located in three geographic areas, Latin America, Brazil and Europe, where three semifinals will be held during 2018. The grand finale will take place in Madrid on 17 October 2018. Entry is open from December 2017 to April 2018.

Both semi-finalists and finalists will enjoy a number of channels through which they can promote their projects, which will help them to spread the word to potential investors. They will be offered support, guidance and assistance through mentoring (semi-finalists) and coaching (finalists). The winners of each of the three categories will receive an additional cash prize of 30,000 euros from Fundación MAPFRE.

In order to roll out these awards we have been supported by Instituto de Empresa.



Fundación MAPFRE awards prize-giving ceremony



La Fundación magazine

Publications

Fundación MAPFRE's editorial plan is linked to the activities of the five specialist areas in which it works. In 2017, apart from this report, our institutional magazine and our miscellaneous volumes, we published a total of 58 titles, with 28 relating to the arts, 2 on accident prevention and road safety, 6 on health and 22 on insurance and social protection. Apart from the art monographs, the rest of the publications are available in print and digital format. In addition to Spanish, several books in English, Portuguese, Italian and Catalan were also published in 2017.

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

Website

Fundación MAPFRE promotes the use of information and communications technologies. Our website www.fundacionmapfre.org and social networks constitute one of the main methods of publicizing and developing our activities. Our presence on social networks (Facebook, Instagram, LinkedIn, Twitter and YouTube) help 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 provides a clear picture of internet and social media traffic.

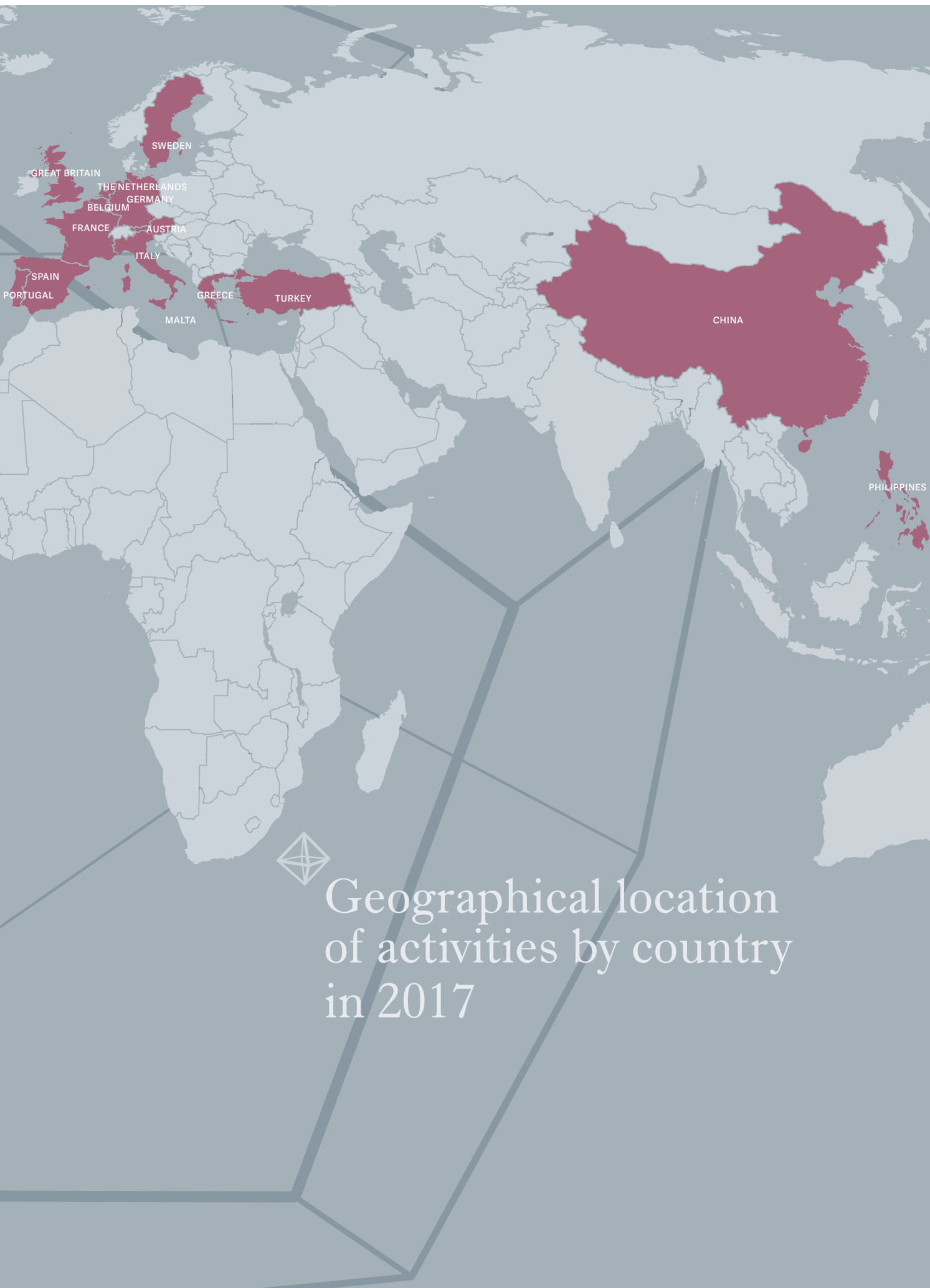
Areas	Visits 2017	Visits 2016	% Var. 17/16
Social Action	1,481,152	3,076,163	(51.9)%
Culture	833,336	662,185	25.8%
Health Promotion	361,919	477,559	(24.2)%
Accident Prevention and Road Safety	6,703,858	7,240,314	(7.9)%
Insurance and Social Protection	695,727	865,309	(19.6)%
Multi-area	2,037,962	1,990,931	2.4%
Fundación MAPFRE	12,113,954	14,312,461	(15.4)%

Profiles	Followers 2017	Followers 2016	% Var. 17/16
Facebook	541,157	509,033	6.3%
Twitter	93,177	87,602	6.4%
YouTube (channel subscribers)	7,050	5,183	36.0%
LinkedIn (contacts)	n/a	n/a	n/a
Instagram	20,626	10,800	91.0%
Fundación MAPFRE	662,010	612,618	8.1%



Facebook, un ejemplo de nuestra presencia en redes sociales

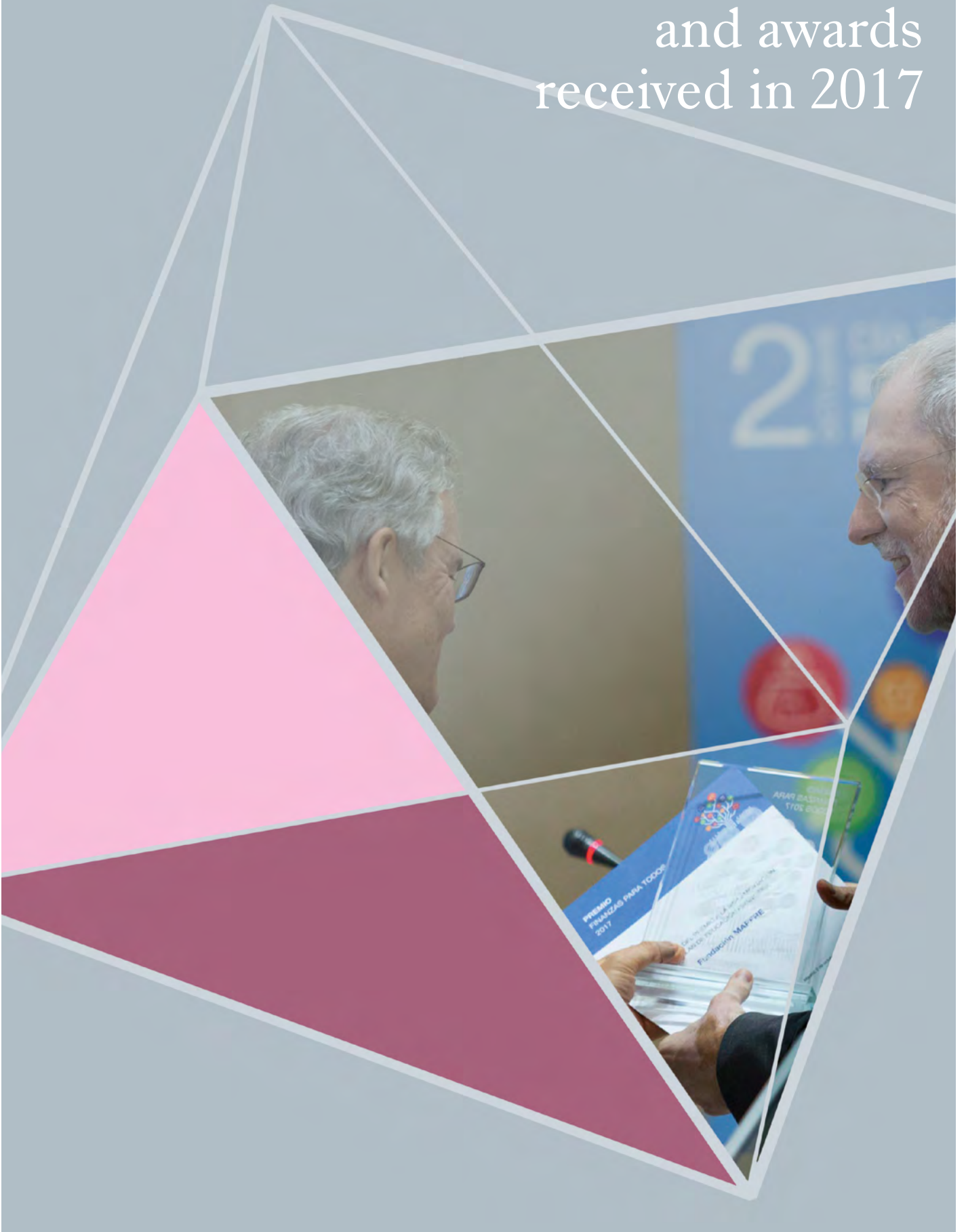




Geographical location of activities by country in 2017

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Recognitions and awards received in 2017



Fundación MAPFRE carries out a selfless role for the benefit of society as a whole. Our greatest reward is knowing that we are helping to build a better future for everyone. However, we would of course like to thank all the public and private institutions that have seen fit to recognize our work.

> Selected as one of the 10 best photography books of the year by *The New York Times*, for the English language edition of Paz Errázuriz's exhibition catalog.

> Award for Fundación MAPFRE's social employment program for the Juntos Somos Capaces (Together We Can) project aimed at the occupational integration of people with disabilities, given by the Seville Asperger's Association.

> I Fundación Mahou Award in the category of best youth employment promotion in the third sector for Fundación MAPFRE's social employment program, for the Juntos Somos Capaces and Accedemos projects.

> Stela Award for Fundación MAPFRE's Juntos Somos Capaces social employment project, aimed at the occupational integration of people with disabilities, awarded by the Madrid Down's Syndrome Foundation.

> Acknowledgements from the Narón and Majadahonda Town Halls, for installing the Road Safety Education Roadshow.

> Compromiso Empresarial and CAF-Banco de Desarrollo de América gave us the award for the Ten Most Innovative Social Initiatives in 2016 for the SOS Respira project.

> Acknowledgements from the Torremolinos Town Hall for holding the 2nd Accident Prevention Roadshow in their city.

> Award for Fundación MAPFRE's social employment program for the Juntos Somos Capaces project aimed at occupational integration of people with disabilities, awarded by the Fundación Randstad.

> Recognition of Fundación MAPFRE's social employment program for the Juntos Somos Capaces project aimed at occupational integration of people with disabilities, awarded by the Fundación Síndrome de Down de Valencia (Asindown).

> Madame Figaro-Rencontres d'Arles Photography Award 2017, for best exhibition, by Paz Errázuriz.



Premios Stela 2017 awards



Safekids award, presented to Fundación MAPFRE for being the best global actor in the prevention of child injuries

> Outstanding Global Network Member Award, awarded by Safekids. This award recognized Fundación MAPFRE as the best prevention entity of children's injuries worldwide.

> The Chilean National Arts Award went to the photographer Paz Errázuriz for her entire career.

> The Finance for Everyone 2017 award, granted by the Bank of Spain and the Spanish Securities Commission for the implementation of the financial education plan for the Seguros y Pensiones para Todos (Insurance and Pensions for Everyone) project.

> We received the iMujer Award in the category of innovation, research, information, entrepreneurship, social collaboration and health initiatives, sponsored by Gedeon Richter, a leading pharmaceutical company in women's health, for the Mujeres por el Corazón (Women for the Heart) campaign.

> Award for Sustainable Development from the 9th Corporate Social Responsibility Marketplace, in the category of Health and Well-being for the Vivir en Salud (Healthily Living) project in Turkey. The goal of the project was to raise awareness of the importance of healthy food and exercise for children from 5 to 7 years old.



Finance for All 2017 award, for the rollout of our finance educational program



Fundación Randstad award for best workplace integration program for people with disabilities

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Foundation Activities in 2017



Social Action

The purpose of this area is to help the most disadvantaged groups and people through specific actions and the adequate allocation of resources. We take action in all countries where Fundación MAPFRE operates, in line with clear and consistent guidelines. Furthermore, we promote volunteering and solidarity as fundamental values for coexistence.

Our strategic aims are:

- > Fostering the employability and integration of disadvantaged groups into the working world.
- > Collaborating on the eradication of poverty and the exclusion of children and young people worldwide through comprehensive educational, nutritional, health and training programs.

The strategy of this area is carried out through five programs:

- > The social employment program, carried out in Spain, which includes several projects aimed at collectives at risk of exclusion.
- > International social programs, undertaken in 23 countries, encompassing more than 90 projects in collaboration with social entities in order to eradicate childhood and young people's poverty in urban areas by providing them with education, nutrition, health and training.
- > A volunteering program, which promotes and manages the collectives of companies and entities that form part of our volunteering plan.
- > The #SéSolidario program, which channels solidarity in Spain through supporting small social entities. We intend to progressively roll out this program in all countries in which Fundación MAPFRE operates.
- > An educational program, which carries out a number of activities both in-person and online, in order to promote educational and employment innovations.



Most significant activities carried out in 2017

Social employment program

We provided and managed grants to small and medium-sized companies, which has enabled 600 people to find employment. Together with various social entities and public bodies, we have facilitated the integration of 400 people with mental disabilities and mental illness into the workforce. Furthermore, throughout 2017 we held 30 workshops designed for families to learn about the employability of people with disabilities.



We carry out a Social Employment Program in Spain for groups at risk of exclusion

International social programs

Brazil, the United States and Turkey are three countries where we have boosted the action of our social projects, which we have also started to carry out in Germany. In 2017, we took part in 87 projects in 24 countries with 151,155 direct beneficiaries. These projects have provided education, nutrition and health to children and adolescents.

Furthermore, in the Social Action area we have managed to carry out, in collaboration with the Accident Prevention and Road Safety area, action to help those affected by El Niño Costero in Peru, by the earthquakes that hit Mexico and by hurricanes Irma and María, which devastated the island of Puerto Rico.



We participated in the Einstein project in Paraisópolis, São Paulo

Volunteering program

In 2017, we carried out more than 1,200 activities in 26 countries, with 7,333 volunteers. Our activity priority areas are nutrition, education, health, environmental protection and emergency assistance. The overall benefits of the actions of our volunteers have reached more than 93,000 people at risk of social exclusion (children, the elderly, persons with disabilities, etc.) and played a crucial role in assisting in emergencies in Mexico, Puerto Rico and Peru.



Helping those affected by floods caused by El Niño Costero in Peru

#SéSolidario Program

During 2017 we carried out five solidarity campaigns that raised more than 145,000 euros (10% received through the micro-donations program), carried out in collaboration with five humanitarian organizations and through seven projects. We also organized the first Feria Solidaria Fundación MAPFRE (Solidarity Fair) which nearly 10,000 people attended and in which 22 voluntary organizations took part. We raised 30,000 euros and collected more than 2,000 toys, one ton of foodstuffs and more than 1,500 kilos of clothing, which were all sent to several voluntary projects.

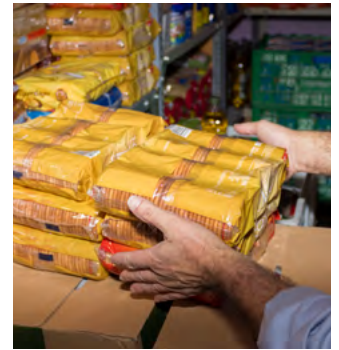
Educational Program

Education was one of our main priorities in 2017. We reorganized the educational materials available on our website and we included three online courses on inclusive education on the UNED Fundación MAPFRE platform. Over 6,000 children across the globe took part in the International Short Story Competition, which had a central theme of solidarity and was carried out in 20 countries.

Through the Descubre la FP (Discover Vocational Training) program: working together to promote youth employment and education, developed in collaboration with Fundación Atresmedia, which was accomplished thanks to the awareness-raising campaigns undertaken for more than 200 families, teachers and students.



Our international projects deliver education, nutrition and health services to children and adolescents



The Yellow Duck project forms part of the SéSolidario program

Institutional actions and contacts

In 2017, we conducted activities in 26 countries, working with more than 300 institutions and non-profit organizations.

Main challenges for 2018

- > To consolidate the #SéSolidario program in Spain and roll out its activities to Brazil and Mexico.
- > To complete the task of implementing the volunteering program management systems worldwide and get new companies and entities on board.
- > To manage more international humanitarian projects that contribute to eradicating poverty and educating children from disadvantaged families.



#SéSolidario presentation in Madrid

Culture

Our main area of action involves organizing fine arts exhibitions at our Madrid and Barcelona facilities that focus on the study and knowledge of the international avant-garde in a continuous chronological order, spanning the middle of the 19th century to the mid-20th century. We also hold photography exhibitions featuring prestigious international artists.

At the same time, with the aim of promoting the content of our activities, we hold a series of children's and young adult's activities, conferences, art courses and publications that complement our exhibition program.

Parts of our exhibitions tour prestigious international institutions, which means we can extend their influence beyond our exhibition hall and thereby extend Fundación MAPFRE's international reach.



Most significant activities carried out in 2017

During the course of 2017, the Culture area organized a total of 26 exhibitions, of which nine were held in our own exhibition halls in Madrid and Barcelona and 17 traveled to the venues of other institutions with whom we work closely.

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 *Retorno a la Belleza* (Return to Beauty). Italian masterpieces of the pre-war period, dedicated to transalpine artists who, in the first few decades of the 20th century, turned their gaze to the classical tradition as a way of recapturing a place and a time dominated by values of beauty and harmony. With Zuloaga in *Belle Époque Paris, 1889-1914*, we showcased a new vision of the Basque painter whose work, largely produced in the French capital, demonstrates a perfect harmony with the modern world in which he lived.

From our Barcelona exhibition hall we would like to highlight *El Infierno según Rodin* (Hell according to Rodin), an exhibition that invites us to take a fresh look at an iconic work of art: *The Gates of Hell*, which had an important influence on sculpture in particular and on 20th century art in general.

In our Madrid and Barcelona exhibition halls, we presented retrospectives of six great photographers: Peter Hujar, Lewis Baltz, Duane Michals, Albert Renger-Patzsch and Nicholas Nixon. Thanks to these exhibitions and the program that we have been steadily developing since 2008, Fundación MAPFRE has become an international benchmark in contemporary artistic photography.

In 2017 we presented 17 exhibitions in other national and international headquarters, among which we would highlight the Paz Errázuriz photography exhibition at the Festival Rencontres d'Arles, France, for which we received the Madame Figaro-Rencontres d'Arles award.

All our exhibitions are supported by catalogs, many of which are often produced in different languages. We would like to draw your attention to the *Paz Errázuriz* catalog, the English language version of which was ranked by the *New York Times* as one of the ten best photography books of 2016.

Finally we would like to mention that the Espacio Miró has completed its first year of activity. This is a source of great satisfaction to Fundación MAPFRE, as it houses more than seventy loaned works which are on permanent display in our exhibition halls at Paseo Recoletos, 23 in the center of Madrid.



Albert Renger-Patzsch, *A node from the latticework bridge in Duisburg-Hochfeld* [Ein Knotenpunkt der Fachwerkbrücke Duisburg-Hochfeld], 1928. © Albert Renger-Patzsch / Archiv Ann und Jürgen Wilde, Zülpich / VEGAP, Madrid 2017



Nichola Nixon, *The Brown Sisters* 1975. Fundación MAPFRE collection

Institutional actions and contacts

In 2017 we carried out various activities in nine countries in collaboration with over 80 institutions.

Main challenges for 2018

In 2018 we plan to maintain the program for the three exhibition halls as well as opening eight new exhibitions. We will continue assisting Fundación MAPFRE's international work through our exhibitions and catalogs, as well as extending their influence as widely as possible. We also intend to establish new alliances and reinforce existing ones with prestigious international institutions.

We intend to double our efforts to disseminate our activities through new channels of communication and to maintain visitor numbers.



Ignacio Zuloaga, *Portrait of the Countess Mathieu de Noailles*, 1913. Bilbao Fine Arts Museum. Foto: © Bilboko Arte Ederren Museoa-Museo de Bellas Artes de Bilbao © Ignacio Zuloaga, VEGAP, Madrid, 2017



The Paz Errázuriz exhibition was also shown in Puebla, Mexico



Ignacio Zuloaga, *Eve of the bullfight*, 1898. Royal Museum of Fine Arts of Belgium, Brussels. Photo: Royal Museum of Fine Arts of Belgium, Brussels © Ignacio Zuloaga, VEGAP, Madrid, 2017



Felice Casorati, *Concerto*, 1924. RAI. Direzione Generale, Turin. © Felice Casorati, VEGAP, Madrid, 2017



Lewis Baltz, *Monterey*, from the series *The Prototype Works*, 1967. Galerie Thomas Zander, Cologne © The Lewis Baltz Trust

Accident Prevention and Road Safety

The Accident Prevention and Road Safety area aims to prevent unintentional injury of all kinds because we are convinced that the vast majority of such injuries are avoidable. We pay particular attention to road safety as this is where the greatest number of injured persons and fatalities occur.

Our main aims are the following:

- > To educate children and young people on how to prevent injuries caused by traffic accidents, fires, domestic accidents, drowning, etc.
- > To raise awareness and convince those in charge of public policy, technical experts and professionals, workers in general and, ultimately, society as a whole, that it is possible to arrive at goal zero in terms of serious or fatal injuries.
- > To do research into injury prevention in order to devise objective, cost-effective actions and also in order to attract media attention in order to spread the message in society.

Our activities are carried out through several educational programs and awareness campaigns on road safety and on preventing injuries in the home, drowning and fires. We would like to highlight the Goal Zero campaign whose road safety component includes specific actions regarding child car seats for cars and encourages good practices on the part of young people, cyclists and motorcyclists. In general, this campaign attempts to deal with some of the main risk factors

Our influence is not restricted to Spain as we have carried out actions and accident prevention and road safety campaigns in 23 countries where we have rolled out numerous activities, mainly in Latin America, Portugal, Turkey and Malta.



Most significant activities carried out in 2017

In 2017 we strengthened our accident prevention and road safety programs such as the Road Safety Education Fleet or the Accident Prevention Week. We also extended other programs such as the Prevención de Ahogamientos (Prevention of Drowning) program which visited more than 72 beaches throughout Spain. We also updated our Jóvenes Seguros (Safe Young People) program through our gamification platform on which, after completing a training course, you can get a grant to obtain a driving license.

We also conducted our Goal Zero program with actions centered on using helmets on bikes and motorcycles, the consequences of drug and alcohol use on driving, using seat belts on public buses, driving at a sensible speed and vulnerable users and safe driving for cyclists.

Within our training section we would like to highlight the launch of a course on Protection, Self-protection, Road safety and First aid training, for teachers, in conjunction with the Community of Madrid. With the support of the National Distance Learning University (UNED) we gave the Infant and Child Safety in Cars course and the Detection and Causes of Fires course. We also continued our *e-learning* training as part of the new MAPFRE Campus platform.

Within the children's road safety program we designed and presented a child car seat prototype for children with brittle bone disease. We also held discussions in hospitals on the safe use of child restraint systems, together with the Federación de Asociaciones de Matronas de España y Dorel.

In the international arena we would like to underscore the implementation of a children's injuries prevention program in the United States, together with the Boston Children's Hospital, as well as our participation in the Save Lives #SlowDown Campaign, an initiative of the United Nations Road Safety Collaboration (UNRSC). In addition, working together with the European Federation of Road Traffic Victims (FEVR), we made and distributed the official WoR2017 video commemorating the World Day of Remembrance for Road Traffic Victims.

We would also like to make mention of the Colombian Road Safety Park and the Child Restraint System programs in Argentina as well as Goal Zero Accidents in Turkey.

In 2017 we organized and took part in a number of national and international workshops and congresses, such as the III Congreso Nacional - I Congreso Internacional de Seguridad, Emergencias y Socorrismo, in Barcelona; the Praise International Conference and the workshop on Seguridad de los Vehículos y



We held infant accident prevention workshops in schools



Prototype of infant restraint system for children suffering from brittle bone disease

el nuevo Plan Estratégico de Seguridad Vial, both of which were held in Madrid; the Child Restraint Systems Congress in Lisbon and the IV Emergencias and Prevention International Congress in Montevideo.

In the field of research, we published the following studies: *Víctimas de incendios en España en 2015: resultados definitivos*, *Informe sobre el uso del cinturón de seguridad en autobuses*, *Contribución a la supervisión de la norma a la seguridad vial*, *Jóvenes y seguridad vial en España*, *Jóvenes y conducción en Canarias*, *Víctimas de incendios en España en 2016*, *Dossier Fundación MAPFRE 2016 sobre seguridad vial infantil en el automóvil en España y Latinoamérica: sillitas infantiles 2016 en Chile*, *Uso de drogas y conducción en Canarias*, *Jóvenes y seguridad vial en Latinoamérica, Caribe y España*, *Informe sobre la seguridad de los motociclistas en Latinoamérica*, *Uso de drogas y conducción en Uruguay* and *Velocidad y usuarios vulnerables*.

In terms of transversal activities, we would highlight the document drawn up regarding the international coordination of Fundación MAPFRE's activities.

Institutional actions and contacts

Our efforts are geared towards 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 in other countries in which we work. We collaborate actively with national organizations such as the certification body AENOR to promote the ISO 39001 standard; the Spanish Department of Traffic and the 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 Inter-American Development Bank (IDB); the Ibero-American Observatory on Road Safety (OISEVI); the Latin NCAP; the Andean Development Corporation (CAF); the National Road Safety Agency (ANSV) of Argentina ; the National Commission for Road Safety (CONASET) of Chile, the Secretariat of Mobility of Mexico City, the Portuguese Ministry of Health; the Maltese Ministry of Education; and the Ibero-American firefighters association (OBA).



Our Accident Prevention Roadshow is an effective learning tool

Main challenges for 2018

Addressing our most important areas of activity, our main goals for 2018 can be specified as follows:

Accident prevention and awareness-raising programs and campaigns

- > To continue road safety and unintentional injury prevention educational campaigns. Devising a new overall program that includes the following three themes: 1. Everyone is vulnerable, 2. Injury prevention (traffic, fires, drowning and homes) and 3. First aid.
- > To consolidate the Prevention of Drowning in Spain campaign and extend it to Brazil. With regard to the Fire Prevention Campaign, we want to emphasize promoting the use of smoke detectors.
- > To reinforce the occupational road safety campaign, including the rolling out of a new intranet, together with the Health Promotion Department, for companies in at least four countries.
- > To continue the awareness drive for Goal Zero and extend it to other areas of prevention such as fires and drowning. In terms of road safety, to emphasize specific aspects such as the safety of automobiles and of cyclists.

Study and research programs

- > To strengthen studies that have an international scope regarding safe school environments and safe cities, the state of road safety education and training, and injuries due to fires, among others.
- > To increase the impact of these studies in the media and international networks in which Fundación MAPFRE participates, such as the United Nations Road Safety Collaboration, the Global Road Safety Partnership, the European Transport Safety Council, the U.S. Firefighters Organization and Safekids.
- > To carry out studies in Spain with the information gathered by Fundación MAPFRE and MAPFRE on topics such as claims, diagnoses and call-outs.



Our drowning prevention campaign visited beaches all over Spain



The Ve, Vuelve road safety campaign

Training, education and innovation

- > Promote online training through courses for professionals on accident prevention and road safety, specifically in children's road safety for midwives and accident prevention and emergencies for teachers.
- > Deepen our understanding of new training and participation tools such as gamification, virtual reality and competitions and challenges for new technologies.

Grants and scholarships

- > Fundación MAPFRE Awards: The Award for the Best Accident Prevention Initiative category is aimed at acknowledging a significant contribution by companies or individuals to the prevention or reduction of injuries.
- > To participate in the new Social Innovation Challenge put in place by Fundación MAPFRE towards the end of 2017.
- > Research grants and scholarships: Follow-up of research grants in the field of accident prevention selected at the end of 2016.
- > Grants in order to obtain a driving license: we expect to launch a new call for grants designed to help young people obtain their driver's license.

Internet – social media

- > To achieve broader social reach for Fundación MAPFRE's institutional website through high-quality and up-to-date content.

- > To explore the possibility of expanding blog tools to other countries such as Turkey.
- > To consolidate and reinforce Internet exposure of websites on child car seats and road safety in companies.
- > To enhance information and interaction on social media in order to reach as many people as possible.

The international arena

- > To strengthen the exchange and implementation of best practices learnt from experiences in this country.
- > To make progress in the design and implementation of programs with increasing global reach and coordination.
- > To expand our activities in key countries with the greatest opportunity for action: including the United States, Brazil and Turkey.

Collaborations

- > To strengthen our participation in national and international working groups, and reinforce our role as a global benchmark within our areas of activity.
- > To implement educational and awareness programs in collaboration with public bodies and professionals directly related to injury prevention, such as medical professionals, the police and firefighters.
- > To actively facilitate collaborations with other institutions in the third sector in order to maximize the scope of Fundación MAPFRE's programs.

Transversal activities

- > To review and update the international disaster response plan.
- > To continue the funds and grants action plan drawn up in 2017.

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 do this by promoting healthy lifestyle habits in collaboration with public administrations, educational institutions and scientific societies. We pay particular attention to the prevention of cardiovascular diseases and carry out urgent action in health emergencies to reduce mortality and morbidity.

Our activities are present during all stages of life, through the development of educational programs in schools, health promotion activities in the workplace and family-oriented activities. Our projects have an international focus. In 2017 we had a presence in 12 countries, mostly in Latin America, in addition to Spain, Malta and Turkey.

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



Most significant activities carried out in 2017

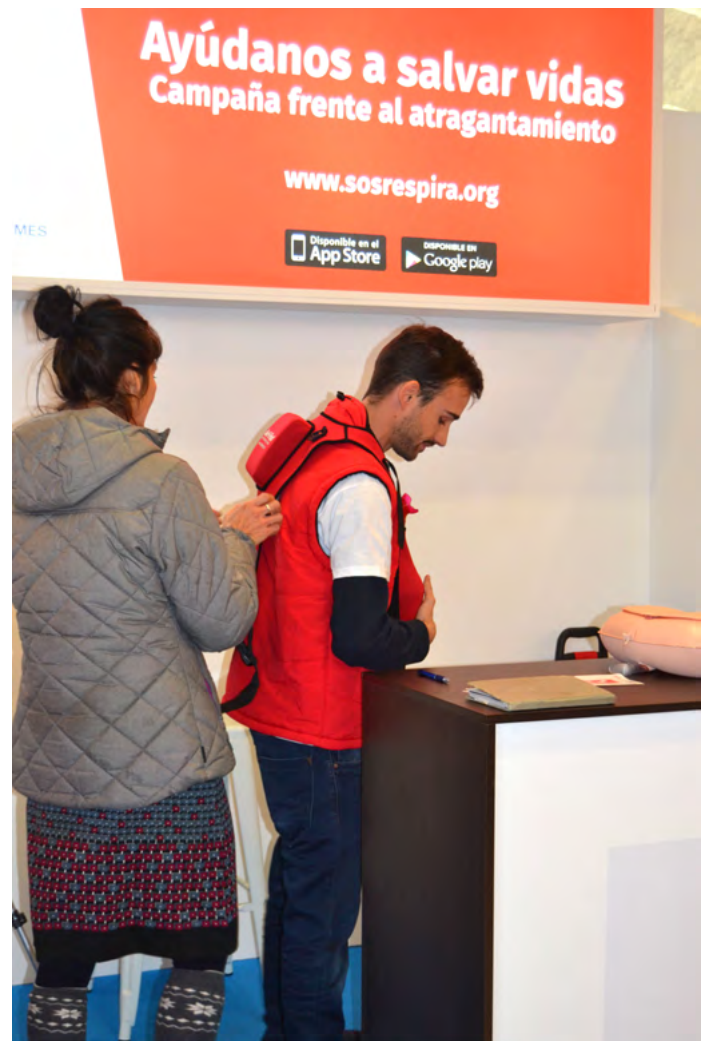
Among the new activities carried out this year, we can point out the Elige Salud (Choose Health) program, designed to promote in-company health. We designed a content portal, materials on good practice (posters, leaflets) and developed on-site workshops on emotional well-being, healthy eating and physical activity. More than 65 companies took part in Elige Salud in 2017.

We have spent over twenty years supporting the research undertaken by Dr. Jesús Vaquero and his team at the Hospital Puerto Hierro in Madrid on personalized cell therapy treatment in patients with complete chronic spinal cord injuries. This year, the process with the Spanish Medicines Agency to be able to treat patients outside the scope of the research with this consolidated medical treatment began.

We continued with our SOS Respira (SOS Breathe) campaign, aimed at spreading the word on what action to take in the case of choking, organized in collaboration with the Federation of Chefs and Pastry Chefs (FACYRE) and the Spanish Society of Emergency Medicine (SEMES). The campaign is supported by renowned chefs who have taken on the campaign as their own. In 2017 we visited more than 4,200 catering establishments and restaurants and provided training for more than 25,000 people in the cities of Alicante, Barcelona, Cadiz, Cordoba, Leon, Logroño, Vigo, Madrid, Malaga, Murcia, Oviedo, Palma de Mallorca, Pamplona, Salamanca, Santander, Sevilla, Tarragona, Valencia, Valladolid and Zaragoza. We also conducted training in catering schools, educational centers and companies such as Paradores, Sol Meliá and Balearia.

We would also like to highlight the training and awareness-raising activities of the Juega Seguro (Play Safely) campaign aimed at preventing sudden death in soccer and organized in conjunction with the FIFA Medical Centre of Excellence in Ripoll and the Prado Sport Clinic, as part of the prevention program for properly handling cardiac arrest and other medical emergencies on the field, developed by FIFA-FMARC (Medical Assessment and Research Center) with the support of over a hundred famous professional soccer players, referees and coaches.

In 2017, two new countries, Argentina and Colombia, joined us, and we continued our actions in Chile, Mexico and Spain in collaboration with leading soccer clubs such as: Real Betis Balompié, U.D. Las Palmas and C.D. Tenerife. Cardiopulmonary resuscitation courses were also held for coaches, referees and players in collaboration with the soccer federations of



The SOS Respira campaign raises awareness of different choking hazards

Castile and Leon, Madrid, Murcia and Valencia. The campaign



The Vivir en Salud campaign in action in Turkey



Tecnoadicciones. Guía para familias cover

has an app called CPR11 which is available in Spanish, English, Portuguese, German, French and Russian.



Cardiopulmonary resuscitation workshop at the VI Cardiomarathon in Almeria

Within the framework of Cardiopulmonary Resuscitation, in collaboration with the Spanish Cardiopulmonary Resuscitation Council (CERP) we made several videos and materials, and collaborated on the "cardiomarathons" organized by the Andalusian Public Company for Health Emergencies in which around 15,000 school children took part.

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 among women, by attending simple medical checks-up and spreading information on risk factors and the symptoms of heart attacks in women. This year we had ambassadors such as Ana Rosa Quintana, Mónica Naranjo and Ruth Beitia, who kindly agreed to feature in an informative video. The ambassadors appointment ceremony took place on 13 February and was chaired by Dolors Montserrat, Health, Social Services and Equality Minister. The campaign was carried out in 26 locations where we combined actions on the streets with activities in the workplaces of large companies.

Internationally, Mujeres por el Corazón was active in Brazil, Colombia, Dominican Republic and Panama, where we were supported by the Ministry of Health again this year. More than 15,000 people have benefited from our activities.

Our educational programs reached 12 countries, with more than 300,000 school children taking part. Among these, we would like to highlight:

> ControlaTIC, aimed at educating people on the proper use of communication technologies and how to avoid getting addicted to them. This year we continued our activities in Peru and were involved in educational centers in Castile and Leon, and Madrid, with the participation of 25,000 students.

As part of this program and in collaboration with the General Police Directorate, we produced guides, leaflets and posters on bullying at school and internet safety aimed at teachers and students in primary and secondary education.

> Vivir en Salud (Healthy Living), designed to promote healthy lifestyle choices for students in primary education, particularly in relation to food and doing physical exercise. In 2017 we went to schools in Brazil, Spain, Malta, Mexico, Panama, Paraguay, Puerto Rico and Turkey. We would like to highlight that the presentation of the program in Malta enjoyed the support of the Prime Minister Marie-Louise Coleiro Preca, and our activities in Brazil, Mexico and Paraguay had the collaboration of the Secretariat of the State of São Paulo (Brazil), the Mexican Ministry of Health, the Paraguayan Ministry of Health and the company Itaipu. A total of 275,000 schoolchildren took part in this program.

In 2017, the educational materials for the Vivir en Salud and ControlaTIC programs were adapted to a gamification platform through which teachers will have tools at their disposal to help motivate students to learn in a collaborative and enjoyable way.

> We continued to promote the training of health professionals, through the organization of the following workshops and on-site courses: Ejercicio Físico y Salud (Physical Exercise and Health), together with Fremap and the Consejo Superior de Deportes; Prevención de Ictus (Preventing a Stroke), in collaboration with Cofares; II Curso de Actualización de Médicos de Atención Primaria (2nd Update Course for Primary Care Physicians) in Madrid, organized with the Sociedad Española de Médicos de Atención Primaria (SEMERGEN) (The Spanish Primary Care Physicians Society); and the XII Jornada sobre Valoración del Daño Corporal. Aspectos médico-prácticos. (12th Conference on Physical Injury Assessment. Medical and Practical Aspects). There have also been a number of different *e-learning* courses on physical activity, in collaboration with Ministerio Sanidad, Consejo Superior de Deportes and Instituto Carlos III, and on emergencies in schools. All in all, our training activities have reached some 4,267 professionals.

> In the research field, we provided five grants for an amount of nearly €250,000. We published the following studies: *El coste de la enfermedad potencialmente prevenible con cambios de estilos de vida en España*, carried out in collaboration with Universidad de las Palmas de Gran Canaria and led by Beatriz González López-Valcárcel; *Salud en la vida adulta y su relación con el envejecimiento saludable: Tendencias actuales, oportunidades y retos futuros en España* in collaboration with Universidad Nacional Española a Distancia (UNED) and led by the teacher Rosa M^a Gómez Redondo; and *Impacto de las TIC en el aula desde la perspectiva del profesorado*, with Universidad Autónoma de Barcelona and led by Profesor Joaquín Gairín. Our publications program in 2017 was completed by the reference manual *La gestión sanitaria orientada hacia la calidad y seguridad de los pacientes*, led by Dr. Jesús María Aranz Andrés.

Institutional actions and contacts

We undertook activities in 12 countries, working together with over 100 institutions, public entities, associations and foundations.

Main challenges for 2018

During 2018, our objectives include the development of educational and awareness activities, directed at preventing non-communicable diseases through the promotion of healthy lifestyle habits. Our main challenges are:

- > To take action to collaborate with companies in promoting healthy lifestyle choices.
- > To design actions to raise awareness of the symptoms of a stroke and prevent the risk factors.
- > To promote knowledge of best practices so people know how to act in emergency situations caused by choking and cardiorespiratory failure.
- > To instigate actions to promote cardiovascular health, with a particular emphasis on women.



Training on cyber risks for schoolchildren

- > To foster alliances with public and private organizations that can increase the reach of our activities.
- > To implement global and gamified platforms in our educational programs to increase their scope.
- > To prepare international research papers designed to improve our knowledge and understanding of the factors that cause non-communicable diseases.
- > To continue to boost our programs through the internet and social media.
- > To stimulate our e-learning training offer aimed at professionals in education and primary healthcare.



Mujeres por el Corazón bus



SOS Respira campaign workshops



Insurance and Social Protection

The aim of this area is to promote knowledge and the culture of insurance and social protection through the following lines of action:

- > Spreading the word about the culture of insurance in society, especially among young people. We carry out our activities through educational programs such as school workshops, game-based learning, gamification, courses for teacher and through all the resources available on our Seguros y Pensiones para Todos website (Insurance and Pensions for All).
- > Boosting research and innovation in insurance through our grants and awards.
- > Publishing and distributing works, reports and research papers, as well as informative guides on insurance and social protection. We also have a documentation center specialized in this topic.
- > Organizing conferences, online seminars (*webinars*) and company simulation games (*bugaMAP*).

Most significant activities carried out in 2017

Dissemination of insurance culture

Our activities are mainly carried out within Fundación MAPFRE's Educa tu Mundo (Educate your World) program aimed at teachers and students.

We organized workshops in Spain for students from 14 to 16 years old, with the aim of teaching them about insurance and what it is for. This year we held 979 workshops in Almeria, Ceuta, Cordoba, Granada, Jaen, Huelva, Huesca, Madrid, Malaga, Mallorca, Teruel and Zaragoza.

We also offer teachers a support tool for their classes, in the shape of the PlayPension board game, designed for the 16 to 21 year old age range. The game teaches young people about the importance of long-term saving. Some one thousand games were sent to schools and universities throughout Spain.

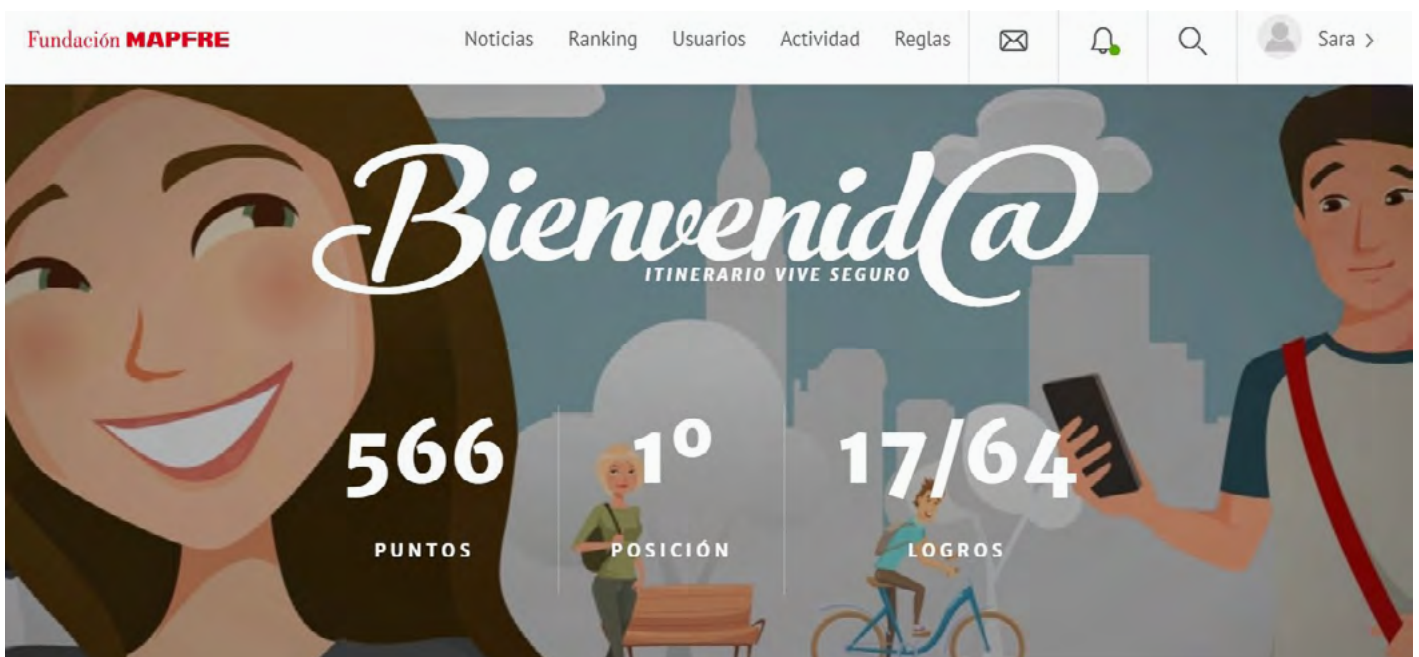
This year we rolled out a gamification platform that brings together the Vive Seguro itinerary designed for students from 14 to 16 years old. It is designed to help teachers train their students in the basic concepts of risk, savings and insurance. The students try to pass each stage individually, while at the same time learning as they play. It has features such as recognitions, classification in rankings and winners. The



The Seguros y PS guide was distributed all over Spain

platform features a discussion forum where students can share their experiences.

In November, we held workshops on Educational Innovation in collaboration with the Organization of Ibero-American States (OEI) aimed at teachers around the world, with the idea of spreading content and activities from Fundación MAPFRE's Educa tu Mundo project. There were five sessions broadcast via *streaming* which dealt with the following topics: latest trends for introducing changes in the classroom, responsible use of ICT in the school environment, Flipped Learning and gamification and game-based learning. More than 2,500 people signed up for these workshops.



We have developed a gamification program for teachers that deals with risk, saving and insurance



El Seguro está en el Aula workshop for high school students

We held two calls for the MOOC Educación Aseguradora en la Escuela (Insurance Education in Schools) which we organized in conjunction with UNED, with the intention of training Secondary School teachers in the insurance activity field, in order to be able to include this topic in the teaching and learning process of their students.

The Museo del Seguro (Insurance Museum) welcomed 2,017 visitors from various associations and cultural centers, student groups and other organizations, to its exhibition hall in Madrid. Its online site received 5,000 visits.

We continued our collaboration with the Museo Interactivo de Economía (MIDE) in Mexico. We organize introductory workshops on insurance with them and we inaugurated the Sala Patrimonio, Riesgo y Seguros in the museum itself in Mexico City, which has been visited by over 170,000 people.

We took part, for the first time, in the X Semana de la Educación Financiera (10th Financial Education Week) in Mexico, where we set up a stand to organize several activities and received around 1,000 people.

In October we launched the 2017 Pensions Campaign, through three large communications groups in Spain: Vocento, Prensa Ibérica and La Vanguardia. The aim is to promote financial literacy, particularly in terms of savings and social protection, and insurance knowledge. This campaign was conducted in all the Spanish provinces through national newspapers such as ABC and through the main local newspapers. 35 pieces of published content were produced both in print and in digital format. In addition, we carried out two expert forums in Barcelona and Valencia and launched a *site* with informative content featured on the websites of the Prensa Ibérica group's newspapers. All of this was further boosted by social media. Moreover, the Valencian forum featured on the local Levante TV station's news.

Insurance and Pensions for All has continued to spread information about insurance culture in society, culminating in the award for implementing the Financial Education Plan we received from the Bank of Spain and the Spanish Securities Commission. We have updated our website with a more dynamic and interactive interface, and have developed the itineraries corresponding to a program for young people, based on gamification, which will complement the workshops that are being developed by the schools.

Supporting insurance research and innovation

This year we created two new studies on what citizens think about the pension systems in Spain and Mexico. We financed five projects as a consequence of the call for Ignacio H. de Larramendi Research Grants.

We also launched the 9th edition of the Julio Castelo Matrán International Insurance Award aimed at innovative projects and scientific works and the results will be out in 2018.

Publications and documentation center

We published four new titles in our informative guides series: *Guía para la protección del trabajador autónomo*, *Guía para la protección de tu comunidad*, *Guía para la protección de restaurantes, bares y cafeterías* and the *Guía para protegerse de los ciberriesgos*. Furthermore, there are new updated versions of the *Guía para tu jubilación* (in Spanish, Catalan and Basque Country and Navarra versions) and we have adapted the *Guía para la protección de tu familia* for Argentina and the *Guía para tu jubilación* for Mexico.



El Seguro está en el Aula workshop for high school students



New call for the Julio Castelo Matrán international insurance prize



Our Documentation Center specializes in insurance and social protection



Guía para la protección del trabajador cover

We continue spreading knowledge through the expert reports and work of the Economic Research. In 2017 we featured 10 new titles in Spanish and English, disseminated through workshops, *webinars* and press conferences.

In our Cuadernos de la Fundación series we featured four new titles, to which we can add two extra monographs: *Longevidad y envejecimiento en el tercer milenio. Nuevas perspectivas* and *La responsabilidad civil en el ámbito de los ciberriesgos*, a work arising out of one of our research grants and which was awarded the 2017 AGERS Award.

Our Documentation Center collects, processes and makes publicly available information and documentation on insurance and risk prevention-related topics. These resources are often available for free on our website. Users can consult our collections by appointment. The Documentation Center is also the single repository of all of Fundación MAPFRE's publications.

Due to our constant drive to improve user services, in 2017 we continued to spread targeted information, using RSS and simple automatic set-up and subscriptions to mailing lists. We also published monthly recommended bibliographies, specialist articles written by collaborators, and newsletters featuring the most prominent publications received.

There were 11,673 consultations made, coming from universities, researchers, companies, individuals and insurance sector professionals. We registered 224,551 website visits, with over 36,000 downloads of digital documents.

> The *Diccionario MAPFRE de Seguros* (MAPFRE Insurance Dictionary) remains an effective tool for contributing to insurance knowledge through consultation of its terminology online. We launched the Portuguese version in print and online in 2017. We also began work on updating and reviewing all the terms in the Spanish version, thanks to the invaluable support of specialists in these fields. This is going to be one of our biggest projects in 2018.

Workshops, online seminars (*webinars*) and bugamap

We held 53 seminars on management and decision-making in insurance companies (bugaMAP Non-Life and Life) principally aimed at university students, with 1,500 participants from six countries. We also organized or took part in workshops, seminars, and *webinars* for which we had over 1,730 attendees.

Together with the Fundación Carolina, we provided a postgraduate scholarship for a student of the Máster en Ciencias Actuariales y Financieras (Masters in Actuary and Financial Sciences) at the Universidad de Barcelona.

Institutional actions and contacts

We carried out activities in 10 countries in collaboration with 67 institutions, universities, professional and business associations, public administrations and third sector organizations.

Main challenges for 2018

In 2018 we are going to focus our efforts on adapting contents and tools in order for them to have a higher uptake and broader reach:

- > Developing digital versions of bugaMAP and PlayPension in order to increase the number of people who can access these resources.
- > Adapting PlayPension to an online format, with the aim of organizing competitions for high school students.
- > In gamification, launching the itinerary designed and tested in 2017, *Vive Seguro*; and designing and implementing a new itinerary aimed at a different target audience.
- > Reviewing and updating the Spanish version of the *Diccionario MAPFRE de Seguros*. This will be the fifth edition since 2008.
- > Developing the Ahorro y Previsión Social (Savings and Social Protection) campaign model carried out at the end of 2017, expanding its development throughout 2018 and organizing seven expert forums in Spain.
- > We also want to position ourselves as a benchmark in insurance innovation through the various calls for grants and awards which will take place throughout the year: IX Julio Castelo Matrán International Insurance Award, Ignacio H.



Inauguration of the Property, Risk and Insurance room at the Interactive Economics Museum in Mexico

de Larramendi Research Grants and the first edition of the Fundación MAPFRE Awards for Social Innovation.

> Call for submissions for the first edition of the Fundación MAPFRE Award in the Agricultural Sector, which will occur every two years and will be a worldwide call. The award is open to agricultural and agroindustry producers, regardless of their legal structure, from individual or family enterprises to production networks, cooperatives and associations, that stand out for the following: the design and implementation of innovative processes, either in production, transformation and/or marketing of their products in the last year. There is a 30,000 euro prize, and it will signify a recognition and incentive for entrepreneurs, manufacturers and professionals that have been innovative in their companies and have achieved an increase in profitability thanks to their innovation.

Transversal activities

Regarding transversal activities and within the training activities and Educa tu Mundo:

- > To improve contacts within the Departments of Education in the autonomous communities in order to promote and broaden the reach of the Educa tu Mundo project activities.
- > To implement two new MOOC courses in collaboration with UNED on the introduction to insurance for university students and social protection and the challenge of sustaining public pensions.
- > To position Fundación MAPFRE in 2018 as a driving force and benchmark in social innovation in the three strategic regions in which we organize awards.
- > To set up a vast network of networks that enables us to follow-up on the candidates from each edition and their future plans (red Innova FM), facilitating contact between the different participants and the main players in the innovation ecosystem.

5

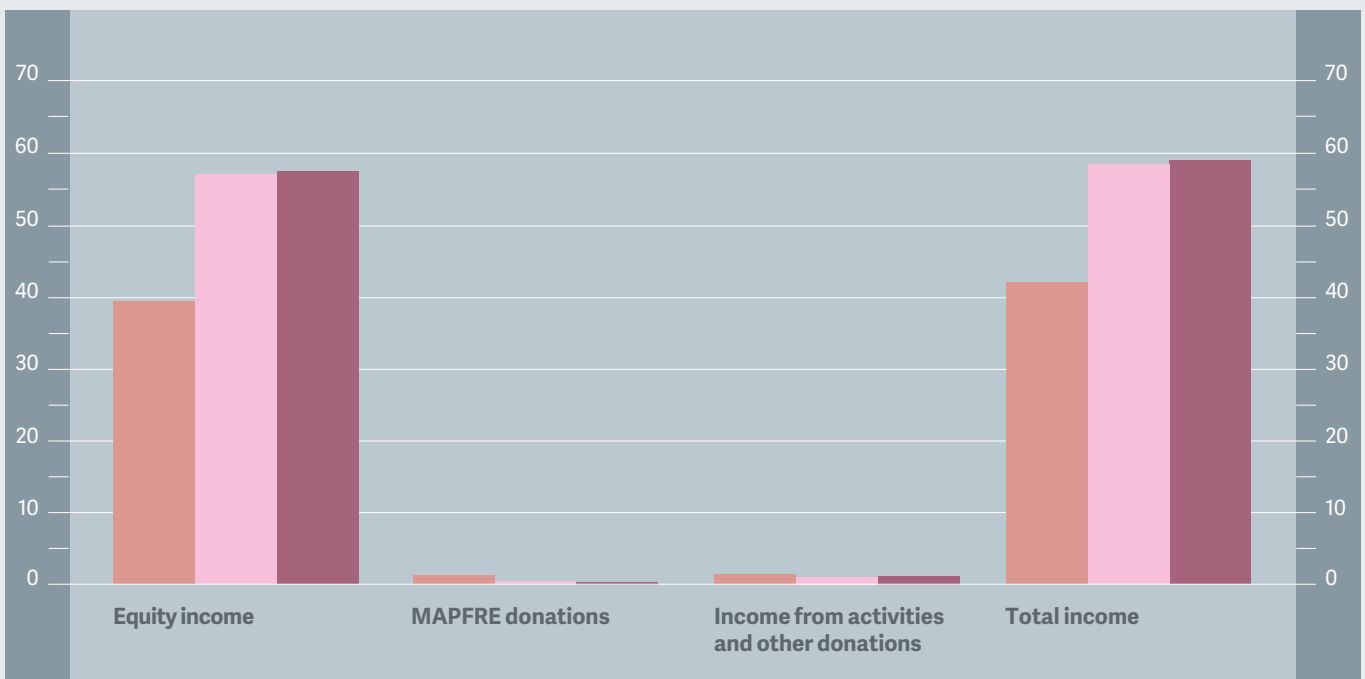
Financial information



In fiscal 2017, Fundación MAPFRE's revenues totaled 59 million euros, a figure that represents an increase of 40.1 percent with respect to the previous year. The revenue increase, which was incorporated into the initial budget, came about as a result of an increased dividend from Cartera MAPFRE.

Income

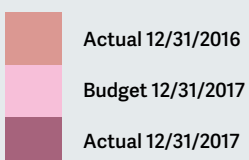
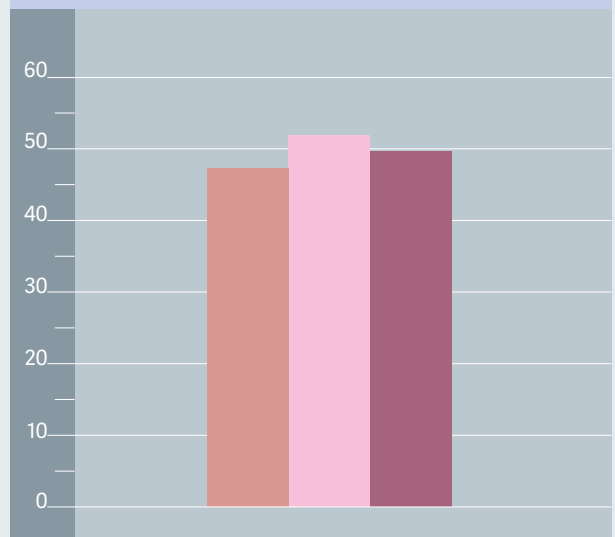
figures in millions of euros



The amount used to execute foundational activities, including administration expenses, was 49.8 million euros, 6 percent higher than the previous year.

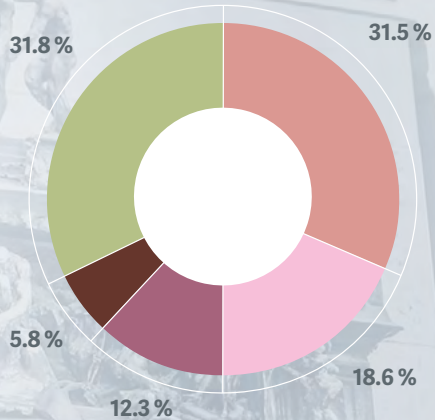
Activities and expenses

figures in millions of euros



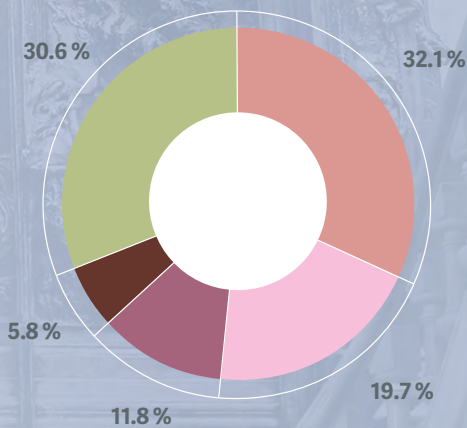
Allocation of funds by area of activity

2017



Allocation of funds by area of activity

Budget 2018



This amount was primarily allocated to activities related to Social Action (31.8 percent), Culture (31.5 percent), Accident Prevention and Road Safety (18.6 percent), Health Promotion (12.3 percent) and Insurance and Social Protection (5.8 percent).

The surplus for fiscal 2017 amounted to 9.2 million euros.

The budget approved by the Board of Trustees for 2018 will be allocated to activities related to Social Action (30.6 percent), Culture (32.1 percent), Accident Prevention and Road Safety (19.7 percent), Health Promotion (11.8 percent) and Insurance and Social Protection (5.8 percent).

At December 31, 2017, Fundación MAPFRE's equity stood at 2,761.9 million euros.



Fundación MAPFRE's equity totals
2,761.9
million euros

Balance sheet

ASSETS	12/31/2016	12/31/2017
NON-CURRENT ASSETS	2,879.5	2,881.3
Intangible fixed assets	0.1	0
Historical heritage assets	19.4	19.4
Property, plant and equipment	78.0	80.4
Tangible investments	181.3	180.6
Long-term investments in Group and associated companies	2,600.2	2,600.2
Long-term financial investments	0.5	0.7
CURRENT ASSETS	44.9	35
Users and other accounts receivable from own activities	0.1	0
Trade debtors and other accounts receivable	0.7	0.6
Short-term financial investments	11.0	25.1
Short-term accruals/deferrals	0.3	0.2
Cash and other liquid asset equivalents	32.8	9.1
TOTAL ASSETS	2,924.4	2,916.3

Figures in millions of euros

LIABILITIES	12/31/2016	12/31/2017
EQUITY	2,752.9	2,761.9
Endowment	2,630.5	2,630.5
Reserves and other	120.6	115.6
Result	-4.9	9.2
Subsidies, donations and bequests received	6.7	6.6
NON-CURRENT LIABILITIES	146.9	132.2
Long-term provisions	1.1	1.3
Long-term payables	0.6	0.7
Long-term payables to Group and associated companies	145.2	130.2
CURRENT LIABILITIES	24.6	22.2
Short-term provisions	1.6	1.3
Short-term debt	0.4	0.1
Creditors	1.0	0.9
Short-term payables to Group and associated companies	14.9	15.2
Trade and other payables	6.7	4.7
TOTAL LIABILITIES	2,924.4	2,916.3

Figures in millions of euros

Statement of financial performance

INCOME STATEMENT	12/31/2016	21/31/2017
Own-activity entity income	2.7	1.5
Financial aid and other	(12.2)	(12.7)
Other operating income	2.4	4.5
Personnel costs	(9.2)	(8.3)
Other operating costs	(21.8)	(22.4)
Depreciation of fixed assets	(3.6)	(3.8)
Subsidies transferred to results	1.1	0
Impairment losses and income from disposal of fixed assets	2	0
RESULT FROM OPERATIONS	(38.6)	(41.2)
Financial income	33.8	53.3
Financial expenses	0	(2.7)
Foreign exchange differences	(0.1)	(0.2)
FINANCIAL RESULT	33.7	50.4
RESULT FOR THE PERIOD	(4.9)	9.2

Figures in millions of euros

Budget outturn 2017

ITEMS	12/31/2017	
	Budget	Actual
Equity annuity	57.1	57.8
MAPFRE donations	0.4	1.2
Income from activities and other donations	1.0	0.3
Activities and other costs, including administration	51.6	50.1
Surplus	6.9	9.2

Figures in millions of euros



6

Chronological activity report by country



25.02 / C4.06

Fundación
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Spain and Portugal



Spain

ANNUAL

We continued with our SOS Respira campaign aimed at heightening awareness about how to act in the event of choking, organised in conjunction with the Federación de Cocineros y Reposteros (FACYRE) and the Sociedad de Emergencias Médicas (SEMES).

_Educational, outreach and awareness programs

Family and Disabled School program activities. ***_Social projects and assistance***

Activities in the Juntos lo Logramos sports program in collaboration with Special Olympics. ***_Social projects and assistance***

Activities in the Sports School program to promote physical activity among people with disabilities. ***_Social projects and assistance***

Activities in the social skills training program through the course run by Elsa Punset, Rutas para la Vida y el Trabajo. ***_Social projects and assistance***

120 grants for young people to help them obtain their driver's license. ***_Grants and scholarships***

Road Safety Management System Committee. Participation in meetings with this Committee, which in accordance with Standard ISO 39001, helps to reduce the possible impact on traffic of Fundación MAPFRE employees and visitors to their exhibition rooms. ***_Courses, workshops and training***

Accident Prevention and Road Safety Technical Advisory Committee. Participation in meetings by this organisation to increase awareness on highway safety and accident prevention activities by MAPFRE. ***_Courses, workshops and training***

Education Program on Accident Prevention and Road Safety. We renewed this program in accordance with the others established in the current educational scenario, in which innovation and new technologies drive the development of pupils, teachers and parents. We held child accident prevention workshops for children, teachers and parents in Madrid, Salamanca and Valencia, with participation by 9477 children. We continued with the robotics workshops for families and training for teachers on programming, robotics and road safety. These workshops were held in Salamanca, Madrid, Cuenca, Castellón, Valencia, Albacete, Guadalajara, Toledo, Ciudad Real, Alicante, Badajoz and Granada, and were attended by 270 families and 333 teachers. We continued our e-learning courses for teachers, all of which are certified by the education councils of each regional authority. This year our interest focussed on innovative classroom inclusion methodologies. 600 people directly benefited from this initiative. This educational program features support material: a collection of children's books, educational guides and activity suggestions for teachers, which this year have been translated into English and Portuguese. We distributed this support material to over 2500 students. ***_Educational, outreach and awareness programs***

Caravana de Educación Vial [Road Safety Roadshow]: In 2017 we were present in Guadalajara, Ferrol, Zaragoza, Pamplona, Almuñécar, Mataró, Móstoles, Irún, Salamanca, Majadahonda, Burriana, Antequera, Dos Hermanas, Huelva, Roquetas de Mar, Narón, Elde, Mataró, Sant Cugat, Madrid and Cuenca where 20,978 school children were trained in road safety. ***_Educational, outreach and awareness programs***



European Cardiac Arrest Day

Goal Zero Victims. The principal activities in 2017 were:

- The use of helmets on motorcycles and bicycles, and drugs/alcohol when driving, through our safe cycling circuit and our Helmets with History exhibition.

- The use of seatbelts in buses, through the campaign #tefaltaalgo [#youremissing something]

- Responsible speed and vulnerable users, through a first hand running over simulation in the centre of Madrid, and participation in the 4th World Week of Road Safety, by the Save Lives #SlowDown Campaign, an initiative by the United Nations Road Safety Collaboration (UNRSC), the World Health Organisation for promoting road safety, that we are members of.

- The use of drugs and alcohol when driving, through the activity See, Come Back and Live.

- Safe riding for cyclists, with the campaign #enmispedales [#onmypedals]. We also organised some road safety "micro-spaces" to encourage safe co-existence between drivers and cyclists, in conjunction with Mediaset, broadcast on the television program presented by Ana Rosa Quintana.

42,000 people took part in the aforementioned activities carried out throughout Spain, either in person first hand or through our on-line activities.

_Educational, outreach and awareness programs

Fire Prevention Week. This year we visited Castellón, Huesca, La Coruña, Gijón, Oviedo, Santander, Bilbao, Lugo, Palencia, Soria, Guadalajara, Salamanca, Talavera de la Reina, Toledo, Alcorcón, Fuenlabrada, Móstoles, Arucas, Badajoz, Cáceres, Almería, Ciudad Real, Huelva, La Palma, Linares, Madrid, Benalmádena, Málaga, Irún, Cerro and Fuengirola. We managed to achieve participation by 320,000 people, and our website recorded 3741 visits. ***_Educational, outreach and awareness programs***

Fire Prevention Park. In 2017 we were in Lumbrales, Linares, Torremolinos, Rivas, Puente Genil, Oviedo, Málaga, Madrid and Bilbao, with participation by 23,976 people. ***_Educational, outreach and awareness programs***

Choking Prevention Program. This activity explains how to avoid drowning/choking and what to do when it happens. In summer 2017 we visited 72 beaches in Spain, with participation by 31,965 people. The website received 1,613 unique visits.

_Educational, outreach and awareness programs

Child Restraint Systems. A specialised program for children's safety when travelling. In 2017 we updated the contents of the internet portal, where we logged 353,414 unique visits.

As part of the program, we cooperated with Dorel and the Spanish Midwives' Association, and at the ante-natal courses we informed about best practices for child restraint systems. These talks were supported by a complete guide "Baby and Child Safety in the Car", distributing over 400,000 copies in 2017.

During the same year we held an e-learning course on child restraint systems, on the UNED platform, with a total of 378 registrations.

Likewise, we would like to emphasise the Gemini Project design and production work, a demonstration system for child restraint systems for children affected by brittle bone disease, an initiative that was widely accepted at the places it was held.

_Educational, outreach and awareness programs



El seguro está en el aula workshop



Presentation of *Guía para el trabajador autónomo* in Valencia

Safe Youths. We set up a gamification platform through which young people could secure one of the 120 scholarships we awarded, after passing a course, to get their driving licence test. To carry out this initiative, 1,200 driving schools collaborated with us. In 2017 the course was attended by 7149 young people, and the website logged 25,130 unique visits. ***_Courses, workshops and training***

Si Controlas, Vuelves. This campaign, in collaboration with the Asociación para el Estudio de la Lesión Medular [Spinal Injury Study Association] (AESIEME), addressed young people to prevent the consumption of alcohol and drugs when driving. It was held in the provinces of Cáceres, Toledo, Asturias, Guadalajara, Madrid, Badajoz and Zaragoza, with 244 workshops being held attended by 11,680 young people. ***_Educational, outreach and awareness programs***

Te Puede Pasar [It Can Happen to You]. In collaboration with the Asociación para el Estudio de la Lesión Medular Spinal Injury Study Association we held talks with young people about road safety in various towns in the provinces of Almería, Asturias, Cádiz, Córdoba, Granada, Galicia, Huelva, Jaén, Málaga, Seville and Toledo. In 2017, 1,413 workshops were held with participation by 62,611 young people. ***_Educational, outreach and awareness programs***

Road Safety in Businesses. In 2017 we trained 2,638 employees. Our renewed web portal received 372,758 unique visits. ***_Educational, outreach and awareness programs***

E-learning: In 2017 we held four calls on our platform for Educational Techniques for Road Safety Teachers and Methodology Updates for Teaching of Road Safety, Accident Prevention and First Aid and Training on Protection, Self-protection, Road Safety and First Aid, the latter being exclusively for primary school teachers carried out in conjunction with the Community of Madrid Regional Authorities. We had 226 pupils in 2017.

In the Fundación MAPFRE-UNED Classroom, we held a course on Baby and Child Safety in the Car, which was attended by 378 pupils. ***_Courses, workshops and training***

In 2017 we renewed our publications and translated the educational ones into English and Portuguese. Thanks to a collaboration agreement signed with the Confederación Estatal de Personas Sordas [State Confederation of the Deaf], we adapted "La selva de Mario", "Silvia y su triciclo" and "Cuando Papá Noel se compró un camión" to the "Te Cuento" application, a free download that is similar to an e-book reader, with the peculiarity that the interface permits viewing videos

in sign language. On paper, the "Parents Guide for Prevention of Children's Injuries and First Aid" is emphasised, published in collaboration with the Spanish Paediatrics Association, in addition to the update of the "Guide to Baby and Child Safety in the Car". ***_Publications***

Road safety courses, with a participation of 5,108 school children and youths, at the Traffic Park for Children in Lérida. ***_Courses, workshops and training***

Doctors for Road Safety, where we emphasise the relationship between road safety and different diseases and their treatment. We completely renewed the website where this program is carried out in 2017. We received 368,205 unique visits. ***_Educational, outreach and awareness programs***

The educational websites Los más Pequeños y Seguridad Vial [Babies and Road Safety], Niños y Seguridad Vial [Children and Road Safety], Familia y Seguridad Vial [Family and Road Safety] and Profesores y Seguridad Vial [Teachers and Road Safety] received a total of 167,302 unique visitors. ***_Educational, outreach and awareness programs***

On the Circula Seguro [Drive Safely] blog we received 4,005,800 unique visitors in the Spanish version, and over 664,796 in the Portuguese version. ***_Publications***

On the Road Safety for the Elderly website, we recorded a total of 26,833 unique visitors. ***_Educational, outreach and awareness programs***

Insurance Culture Workshops: The Insurance culture workshops, are available in the Classroom for secondary school pupils. In 2017 we took this workshop to Almería, Ceuta, Córdoba, Granada, Jaén, Huelva, Huesca, Madrid, Málaga, Mallorca, Teruel and Zaragoza. We ran 979 workshops with the participation of 23,104 students. ***_Educational, outreach and awareness programs***



Presentation of the *Longevidad y envejecimiento en el tercer milenio* book

Insurance Museum: permanent exhibition. It was visited by 2017 people in 2017. [_Exhibitions](#)

The Julio Castelo Matrán Naval Modelling Museum permanent exhibition was visited by 7,669 people in 2017. [_Exhibitions](#)

The Miró Area permanent exhibition was visited by 7,488 people in 2017. [_Exhibitions](#)

1,220 volunteers took part in 343 activities throughout the year, mainly encompassed in the health and education lines. We would like to highlight the commitment of our volunteers in initiatives such as blood donation, in which over 500 people managed to donate 265 litres, or the leisure activities and retirement home company volunteers and those who help the disabled. The overall benefit of this action directly reached 18,765 people, and indirectly, 2,197,231 people. [_Volunteering](#)

Primitivo de Vega Scholarship for Caring for the Elderly, for a scientific paper on the subject. [_Research grants](#)

mujeres por el Corazón [Women for the Heart]. This campaign is carried out with collaboration by ProCNIC, the Spanish Heart Foundation and the Community of Madrid Authorities. It targets society as a whole, placing special emphasis on the importance of cardiovascular health and recognising the symptoms in order to prevent heart attacks in women. 17,400 people participated in this initiative in 2017. [_Educational, outreach and awareness programs](#)

Vivir en Salud [Healthy Living]. This program targets the entire education community - teachers, children and parents, and has the goal of teaching healthy living habits. We held over 1,000 workshops at different schools in 2017 in the regions of Asturias, Castilla La Mancha and Madrid, with overall participation by more than 38,000 children. [_Educational, outreach and awareness programs](#)

ControlaTIC. An educational program targeting parents, teachers and young people with the aim of heightening awareness among the population about developing good digital health, informing young people so that they acquire the right habits for controlled, safe use of communication technologies and inform teachers so that they are able to identify

cases of inappropriate use among their pupils. These activities took place in Andalusia, Madrid and Castilla & León, with participation by over 11,000 children. [_Educational, outreach and awareness programs](#)

E-learning training. In 2017 we held seven editions of the following courses on our platform: Safe, Responsible Use of New Technologies at Home, Educating in the Safe Use of New Technologies in Classrooms and Tips on Physical Activity and Prescribing Exercise for Health Care Workers. On the UNED platform two editions of the course on Health Emergencies and Urgencies for Teachers were held, and on the National Working Doctors School platform, the Prescribing Physical Exercise for Health Care Workers course was held. [_Courses, workshops and training](#)

Loan of the painting *Manuel Bartolomé Cossío, 1923* by Daniel Vázquez Díaz for the Manuel B. Cossío, El Greco and the *Institución Libre de Enseñanza* exhibition at Fundación Giner de los Ríos. [_Exhibitions](#)

JANUARY

Business days in Vicar (Almería) and Fuentemayor (La Rioja) for the project *Juntos Somos Capaces* [Together We Can] for integration at work of people with disabilities. [_Social projects and assistance](#)

Call for three post-graduate scholarships in collaboration with Fundación Carolina for the MSc in Actuary and Financial Sciences at Barcelona University (call open until April). [_Grants and scholarships](#)

Report by MAPFRE Economic Research on the *Economic and Sectoral Outlook 2017* in English and Spanish versions. [_Publications](#)

PlayPension Workshop for students at the Insurance and Finance Training Centre in Madrid. [_Courses, workshops and training](#)

Seminars on management and decision-making in insurance companies held at Barcelona University (bugaMAP Vida), on the Master's Course on Damages Law at Gerona University and for ICEA students on the Insurance Management Master's Course (bugaMAP no Vida). [_Courses, workshops and training](#)

Workshops for Managers to coordinate Fundación MAPFRE social and educational activities. [_Courses, workshops and training](#)

E-learning course: Teaching Responsible Use of New Technologies in the Classroom. [_Courses, workshops and training](#)

E-learning course: Safe, Responsible Use of New Technologies at Home. [_Courses, workshops and training](#)

Press release on the Economic and Insurance Outlook 2017 by MAPFRE Economic Research. [_Publications](#)

Participation at the SOS Respira information point at the Madrid Fusión food fair. [_Educational, outreach and awareness programs](#)



Second anniversary of the Mujeres por el Corazón campaign

Presentation of the book "Professional Actuary Qualification. Compared International Study". [_Publications](#)

Peter Hugar Exhibition. Speed of Life, at the Fundación MAPFRE Casa Garriga Nogués hall, in collaboration with Morgan Library & Museum, New York. With support by Terra Foundation for American Art. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 26 January to 30 April). [_Exhibitions](#)

Peter Hugar. Speed of Life, catalog (versions in Spanish, Catalan and English) and illustrated guide (bilingual version Spanish/Catalan). [_Publications](#)

Launch of the Social Program for Employment by Fundación MAPFRE, and the fifth call for Accedemos employment grants. [_Social projects and assistance](#)

FEBRUARY

Implementation of Euro Solidario. At this first edition, the winning projects voted on by MAPFRE employees were Nacer con Piel de Mariposa by the Debra Association, and Comedores Sociales by San Vicente de Paul Association. [_Volunteering](#)

Business workshops and adhesion by the city halls of Granada (Equality Council), Salobreña, Aguilas and Dos Hermanas to the Juntos Somos Capaces [Together We Can] project for labour integration of people with disabilities. [_Social projects and assistance](#)

Presentation to the media of the Fire Victims in Spain 2015: Final Results research study. [_Publications](#)

Guide to Insuring Your Health. [_Publications](#)

2016 Fundación MAPFRE Short Story Contest. Delivery of the prize for the secondary education category in the contest in Spain, at the Madrid school La Presentación de Nuestra Señora. [_Grants and scholarships](#)

Lewis Baltz Exhibition, at the Fundación MAPFRE Bárbara de Braganza Hall, Madrid. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 7th February to 4th June). [_Exhibitions](#)



Seminar with the Institute of Actuaries to present the *Cualificación profesional del actuario* book

Lewis Baltz, catalog (versions in Spanish and English) and illustrated guide.

Publications

Participation at the SOS Respira campaign information point at the Emergency Health Care Technicians Workshops in the Community of Madrid.

Educational, outreach and awareness programs

Commemorative event for the second anniversary of the "Mujeres por el Corazón" [Women for the Heart] campaign, chaired by the Health Minister, Dolors Monserrat. ***Educational, outreach and awareness programs***

Seminar on Management and Decision-Making in insurance companies (bugaMAP Non-Life) held at Santiago de Compostela University on the Banking, Finance and Insurance Master's Course. ***Courses, workshops and training***

Workshop of the PlayPension game for students of Business Administration and Management at Santiago de Compostela University. ***Courses, workshops and training***

2016 Fundación MAPFRE Short Story Contest. Prize-giving in the primary education category of the contest in Spain, at Santa María de Arbas Secondary School in Villamarín, León. ***Grants and scholarships***

Guide to Vehicle Insurance.

Publications

Award for the Fundación MAPFRE Employment Social Program for the project "Juntos Somos Capaces" [Together We Can] on labour integration for disabled people by the Seville Asperger Association. ***Social projects and assistance***

Presentation of the Ignacio H. Larramendi Grants for research for 2016. ***Grants and scholarships***

Rafael de Penagos Exhibition. The Charleston Years. Fundación MAPFRE Collections, at the Mira Cultural Space in Pozuelo de Alarcón, in collaboration with the Municipal Culture Trust of Pozuelo de Alarcón (from 22 February to 2 April). ***Exhibitions***

Trustees Meeting. ***Governing bodies***

Retorno a la Belleza [Return to Beauty]. Exhibition of Italian masterpieces from the period between the wars, in the Fundación MAPFRE Recoletos hall, with collaboration by the Museo di Arte Moderna y Contemporanea di Trento e Rovereto. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 23 February to 4 June). ***Exhibitions***



We promote workplace inclusion for people with disabilities

Retorno a la Belleza [Return to Beauty]. Italian masterpieces from the period between the wars, catalog (versions in Spanish and Italian) and illustrated guide. ***Publications***

MARCH

Presentation of the Fundación MAPFRE Employment Social Program for labour integration by persons with disabilities in the Agencia Nacional de Colocación de Madrid, in Forinvest Valencia and Cepyme Zaragoza (Spanish Confederation of Small and Mid Size Enterprises) and adhesion to the program by the Hospitalet de Llobregat Town Hall. Business workshops at Hospitalet de Llobregat, in Lerida with the Confederation of Business Organisations (Ceoll) and in Malaga with the Business Confederation (CEM). ***Social projects and assistance***



Welcome reception for recipients of the Ignacio Herrando de Larramendi research grants



Presentation of the Vivir en Salud campaign with Fundación MAREO

Agreement with the French publishers Didier for inclusion of a Fundación MAPFRE infographic on road safety for young people and the use of smartphones in their Publications called *Vamos allá y Vamos allá, ciclo escolar* school monographs with 40,000 copies distributed. ***Publications***

E-learning course: Teachers in Emergency Situations and Health Emergencies, in collaboration with UNED. ***Courses, workshops and training***

Seminars on Management and Decision-Making in Insurance Companies (bugMAP Non-Life) delivered on the university Master's course in Actuary and Financial Sciences at Carlos III University of Madrid; on the Finance and Banking University Master's Course at Pablo de Olavide University in Seville; on the Business Management and Administration Degree at Palbo de Olavide University in Seville; at Alcala University and in Madrid for MAPFRE IBERIA Coaches. ***Courses, workshops and training***



Prevention workshop in collaboration with the Red Cross

La Fundación Magazine, issue 38. ***Publications***

Participation on the 23rd HUGM Paediatric Cardiology Course with the presentation of the *Juega Seguro [Play Safe]* campaign and the CPR11 Application in Madrid. ***Educational, outreach and awareness programs***

Fundación Mahou Awards in the Best Youth Employment Practices category in the Third Sector for the Juntos Somos Capaces [Together We Can] and Accedemos projects. ***Social projects and assistance***

Participation in the workshops on the Stock Exchange and Financial Markets at Castilla La Mancha University (Albacete Campus). ***Courses, workshops and training***



The Juega Seguro campaign was presented at Real Betis football club

Calls for e-learning courses on Educational Techniques for Road Safety Instructors and Methodology Updates for Road Safety Teaching, First Aid and Accident Prevention. ***Courses, workshops and training***

Webinar for training CRM providers. ***Courses, workshops and training***

Vehicle Safety and the New Road Safety Strategic Plan: how to avoid 50,000 accidents a year, workshop held in Madrid with collaboration by STOP Accidentes, Aesleme and Track Surveying. ***Courses, workshops and training***

Presentation to the media in Abama, Tenerife, of the SOS Respira campaign, attended by the chef Erlantz Gorostiza as ambassador. ***Educational, outreach and awareness programs***

Graciela Iturbide Exhibition, at the Former Cultural Centre Jovellanos Centre (Gijón), in collaboration with Fundación Municipal de Cultura, Educación y Universidad Popular de Gijón/Xixón (from 16 March to 18 June). ***Exhibitions***

Day without School celebration in collaboration with Cruz Roja (Red Cross) in El Plantío, Madrid. ***Educational, outreach and awareness programs***

Educational program workshop on awareness of healthy living habits in collaboration with Fundación Mareo del Sporting de Gijón. ***_Educational, outreach and awareness programs***

Organisation and holding of Road Safety Workshops in collaboration with Parque Móvil Regional de Murcia. ***_Educational, outreach and awareness programs***

Webinar: Cyber-risks and How They Transfer to the Insurance Market. ***_Courses, workshops and training***

Presentation of the Juega Seguro [Play Safe] campaign in collaboration with Seville City Hall and Real Betis in Seville. ***_Educational, outreach and awareness programs***

First call for the MOOC Insurance Education at School course, for Secondary School teachers on the Open UNED platform. ***_Courses, workshops and training***

Presentation of the #SéSolidario program round table where we were able to share experiences, points of view and propose solutions to improve the lives of those who most need it with small organisations and social entities. ***_Social projects and assistance***

Workshop on Physical Education and Health in collaboration with Fremap and the Higher Sports Council of Madrid. ***_Courses, workshops and training***

Helmets with History Exhibition, within our Objective Zero Victims program at the Barcelona Moto! Motorcycle Exhibition. 2017 (from 30 March to 2 April). ***_Educational, outreach and awareness programs***

Organisation of the 3rd National Conference - 1st International Conference on Safety, Emergency and Lifesaving: Quality from the start, held in Barcelona. ***_Courses, workshops and training***

Business workshops and adhesion to the Accedemos and Juntos Somos Capaces projects, with Barcelona, Tarragona, Madrid, Tres Cantos, Lugo, Ferrol, Navarra, León, Ponferrada, Zaragoza, Torrelavega, Seville and Ciudad Real City Halls. ***_Social projects and assistance***

APRIL

Monthly outreach campaigns in social media in collaboration with the Spanish Society for Emergencies and Urgencies, on advice about health: allergies, vaccines, heat strokes, sunburn, among others (held from April to June). ***_Educational, outreach and awareness programs***

Presentation of the Gemini Project at the 22nd National Ahuce Conference (Brittle Bones Association of Spain), held in Oropesa del Mar. ***_Courses, workshops and training***

Activities for the campaign Mujeres por el Corazón [Women for the Heart] in collaboration with the Leganés, Coslada, Pinto, Brunete, San Lorenzo de El Escorial, Algete, Ponferrada and Culleredo City Halls and in collaboration with Inditex centres in Arteixo. ***_Educational, outreach and awareness programs***

Participation at the Health Week and Cardio-protection in Malaga, in collaboration with Malaga City Hall, Medical Society, EPES-061 and the Association of Former Intensive Medicine Patients of Malaga. ***_Courses, workshops and training***

Guide for protection of self-employed workers. ***_Publications***

Participation at the business workshop organised by the Federation of Business Owners of Leon. ***_Courses, workshops and training***



Presentation of road safety report on vulnerable users

Participation on the Europrevent Conference with presentation of the Juega Seguro [Play Safe] campaign and the CPR11 Application held in Malaga. ***_Educational, outreach and awareness programs***

Presentation of the research study *Report on the Use of Seatbelts in Buses.* ***_Publications***

Presentation to the media of the #tefaltalga campaign on the use of seatbelts in buses, in collaboration with Alsa, Avanza, and other member entities of the Bus Transport Confederation (Confibus) in Madrid. ***_Educational, outreach and awareness programs***

Economic and sectoral outlook 2017. First quarter update, report by MAPFRE Economic Research. ***_Publications***

Talk on awareness of accident prevention and road safety for employees of the company Marcotran in Zaragoza. ***_Educational, outreach and awareness programs***



Presentation of the Juega Seguro campaign in Barcelona

Outreach activities in training on health in catering and hotel establishments, catering schools, education centres and markets in Logroño and Valencia. *[_Educational, outreach and awareness programs](#)*

Anunciación, 1997 by Venancio Blanco loan for the Reconciliare exhibition held at the Edades del Hombre Foundation, in Cuellar (from 17 April to 12 November). *[_Exhibitions](#)*

Seminars on management and decision-making in insurance companies (bugaMAP Non-Life) delivered on the Business Administration and Management Degree at Castilla La Mancha University (Talavera Campus); on the university Master's Course on Banking and Finance at La Coruña University; on the Business Administration and Management Degree at CEU Cardenal Herrera Oria University in Valencia, and for students on the Master's Course on Insurance and Risk Management by ICEA. *[_Courses, workshops and training](#)*

PlayPension game workshop for students at the International Business School of Madrid, for La Coruña University. *[_Courses, workshops and training](#)*

Organisation, within the Business Program, of the employee's Family Day, in collaboration with Cruz Roja [Red Cross], in Madrid. *[_Educational, outreach and awareness programs](#)*

University - Insurance Meeting at La Coruña University, with activities through collaboration with UNESPA and Fundación INADE. *[_Courses, workshops and training](#)*

Results of the Lifetime Achievement Award. *[_Grants and scholarships](#)*

Stela Award for the Juntos Somos Capaces [Together We Can] project on labour integration for disabled people granted by the Down's Syndrome Foundation of Madrid. *[_Social projects and assistance](#)*

Talk on awareness of accident prevention and road safety for employees of the company Calidad Pascual in Madrid. *[_Educational, outreach and awareness programs](#)*

Cooperation with parallel activities and participation in the 1st Ibero-American Conference on Road Safety and Education Policies in Puente Genil. *[_Educational, outreach and awareness programs](#)*

Participation at the 3rd Alternative Mobility and Road Safety Forum in Malaga. *[_Courses, workshops and training](#)*

Presentation to the media of the *Speed and Vulnerable Users* report, accompanied by a running-over of pedestrians simulation (using dummies) in the Santiago Bernabeu Stadium car park. *[_Publications](#)*

MAY

Holding of business workshops, presentation of and adhesion to the Juntos Somos Capaces and Accedemos projects by the Guadix, Villalba, Lugo, Talavera de la Reina, Santa Perpètua de Mogoda and Ibiza City Halls. *[_Social projects and assistance](#)*

Act of adhesion held in Santurce by the Iklan Association of Public Training Centres to the Fundación MAPFRE Social Employment Program to promote employment of Professional Training graduates in the Basque Country. *[_Social projects and assistance](#)*

Awareness day for MAPFRE employees for Mother's Day, with craft and gift workshops managed by entities related to intellectual disability and mental health. *[_Social projects and assistance](#)*

Results of the Award to the Best Initiative in Health Promotion. *[_Grants and scholarships](#)*

Results of the Award for the Best Initiative in Accident Prevention and Road Safety. *[_Grants and scholarships](#)*

Presentation of the CPR11 Application and the Juega Seguro campaign at the technical round table on prevention of sudden death in sport, which was held at the University Games in collaboration with Murcia University. *[_Educational, outreach and awareness programs](#)*

2017 Call for Ignacio H. de Larramendi Research Grants for subjects related to health and safety promotion and social welfare. *[_Grants and scholarships](#)*



Essential needs collection for the Pato Amarillo association

Mujeres por el Corazón [Women for the Heart] campaign activities in collaboration with Las Rozas, Alcorcón, Galapagar, Getafe and Collado Villalba City Halls; Severo Ochoa University Hospital in Madrid; and the Inditex centres in Ferrol and Tordera. ***_Educational, outreach and awareness programs***

Awarding of PlayPension Games prizes to the winners of the 10th Edition of the Stock Market Game at Castilla La Mancha University (Albacete Campus) and the winners of the 9th Economy Olympics of Madrid. ***_Grants and scholarships***

Results of the Award for the Best Social Action Initiative. ***_Grants and scholarships***

Participation in the 5th Interdisciplinary Emergencies Workshops held in Linares. ***_Courses, workshops and training***

PlayPension game workshop for students at Leon University on the ICEA Insurance Professionals Certificate; and the ICEA Master's Course on Insurance and Risk Management. ***_Courses, workshops and training***

Return to Beauty Conferences Cycle. ***_Courses, workshops and training***

Outreach activities and training at catering and hotel establishments, catering schools, education centres and markets in Salamanca and Malaga. ***_Educational, outreach and awareness programs***

Presentation in Madrid of the Drowning Prevention Program, in collaboration with Bandera Azul [Blue Flag]. ***_Educational, outreach and awareness programs***

Presentation of the Safe Game campaign in Santa Cruz de Tenerife with collaboration by Fundación MAPFRE, Guanarteme and C.D. Tenerife. ***_Educational, outreach and awareness programs***

Seminars on management and decision making in insurance companies (bugaMAP Non-Life) delivered on the university Master's Course in Actuary and Financial Sciences delivered by Leon University for MAPFRE Asturias employees; for students on the MAPFRE Directors Development Program; and at Barcelona University (bugaMAP Life). ***_Courses, workshops and training***

Talk on awareness of accident prevention and road safety for Cruz Roja [Red Cross] personnel, Asamblea de Madrid. ***_Educational, outreach and awareness programs***

Talk on awareness of accident prevention and road safety for Thyssen-Bornemisza Museum in Madrid. ***_Educational, outreach and awareness programs***

Participation at the 25th International Football Medicine Strategies Conference for Player Care, which was held in Barcelona where we held several workshops on cardio-pulmonary reanimation for players in the lower categories of teams in Barcelona. ***_Educational, outreach and awareness programs***

Technical workshop held in Barcelona, Challenges of Professional Actuary Qualification, carried out with support by the Actuary Society of Catalonia. ***_Courses, workshops and training***

Closure of the fifth call for Accedemos employment grants in the Employment Social Program. ***_Social projects and assistance***

Organization in conjunction with Marcotrans in Zaragoza of the Family Day in the Business Program. ***_Educational, outreach and awareness programs***

Organisation of the 2nd International Emergencies Conference held in Oviedo. ***_Courses, workshops and training***

Presentation to the media of the results of the study *Health in Adult Life and its Relationship with Healthy Ageing: Current trends, opportunities and future challenges in Spain*, held in conjunction with the Spanish National Open University (UNED) directed by Professor Rosa Maria Gomez Redondo. ***_Publications***

Delivery of basic needs items to the Pato Amarillo Association in Madrid, obtained through the Cuenta con Nosotros project, one of the causes of the #SéSolidario program. [_Social projects and assistance](#)

Descubre la FP (Discover Vocational Training). Meeting with young people to find out their opinion about vocational training, held at Fundación MAPFRE. [_Courses, workshops and training](#)

Delivery of food products bought from the proceeds of the Cuenta con Nosotros project to Ca La Mare Association in Valencia, one of the causes of the #SéSolidario program. [_Social projects and assistance](#)

Participation at the annual conference held in Valladolid by the Spanish Association of Football Team Doctors, with presentation of the Play Safe campaign and the CPR11 Application. [_Educational, outreach and awareness programs](#)

Collaboration with Pozuelo de Alarcon City Hall on Children's Day, with educational accident prevention and road safety activities. [_Educational, outreach and awareness programs](#)

Delivery of basic necessity items to San Vicente de Paul in Orense, thanks to donations to the Cuenta con Nosotros project, a cause of the #SéSolidario program. [_Social projects and assistance](#)

Conversation with Duane Michals. [_Courses, workshops and training](#)

Presentation in Madrid of *Self-employed Workers' Protection Guide* in collaboration with CEPYME. [_Publications](#)

Duane Michals Exhibition at the Fundación MAPFRE Casa Garriga i Nogués Hall in Barcelona. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 30 May to 10 September). [_Exhibitions](#)

Publication of the Duane Michals catalog (versions in Spanish, Catalan and Italian) and the illustrated guide (bilingual version in Spanish and Catalan). [_Publications](#)

JUNE

Business days and adhesion to the Accedemos and Juntos Somos Capaces projects by Ceuta, Madrid, Zaragoza, La Coruña, Lalin and Castellon City Halls to the program. [_Social projects and assistance](#)

Guide for protection of your community. [_Publications](#)

Report by MAPFRE Economic Research: *2016 Insurance Group Ranking in Latin America*, versions in Spanish and English. [_Publications](#)

Trustees Meeting. [_Governing bodies](#)

Participation in the fitness master classes held in Plaza de Colon in Madrid for the Women's Health Fit Night Out by Fitbit, within the activities organised under the Mujeres por el Corazon program. [_Educational, outreach and awareness programs](#)

Five seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for MAPFRE Iberia employees in Madrid. [_Courses, workshops and training](#)

Helmets with History exhibition within the Objective Zero Victims program at MAPFRE'S social headquarters in Majadahonda, and at MAPFRE'S centre in Barcelona. [_Educational, outreach and awareness programs](#)

Mujeres por el Corazon campaign activities in collaboration with Valencia, Zaragoza, Calatayud, Pozuelo de Alarcon and Alcobendas City Halls, and at Inditex centres in Alicante and Repsol centres in Tarragona. [_Educational, outreach and awareness programs](#)

Outreach activities and training at catering and hotel establishments, catering schools, education centres and markets in Santander and Vigo. [_Educational, outreach and awareness programs](#)

Fundación MAPFRE Awards ceremony in Madrid. [_Grants and scholarships](#)

Organisation of the Family Day within the Business Program in Madrid in collaboration with Cruz Roja [Red Cross]. [_Educational, outreach and awareness programs](#)

Introduction to the *Theory of Copula and its Applications to Solvency II*. [_Publications](#)

Prize awarded by Randstad to the Juntos Somos Capaces project within the social employment program by Fundación MAPFRE targeting labour insertion of people with disabilities. [_Social projects and assistance](#)

Social Media and the Third Sector Workshop: presence and message, held in Madrid within the #SéSolidario program. [_Courses, workshops and training](#)

Participation on the Expert in Social Security course at Complutense University in Madrid. [_Courses, workshops and training](#)

Presentation to the media and kick-off of the Drowning Prevention program in Gandia (Valencia). This program visited 72 beaches over the summer in all Spanish provinces, including the two inland beaches awarded blue flags: Álava and Badajoz. [_Educational, outreach and awareness programs](#)

Stroke Prevention day in Madrid in collaboration with Cofares. [_Educational, outreach and awareness programs](#)



Mujeres por el Corazón



Fitness classes organized as part of the Mujeres por el Corazón activities

Presentation of the *Guide for protection of your community* in Oviedo.

[_Publications](#)

Presentation of the report *Use of Drugs and Driving in the Canary Islands* to the media in Las Palmas de Gran Canaria, in collaboration with FAD and Fundación MAPFRE Guanarteme. [_Publications](#)

Conference cycle: Albert Renger Patzsch. The Perspective of Things. [_Courses, workshops and training](#)

Albert Renger-Patzsch Exhibition. The Perspective of Things, at the Fundación MAPFRE Recoletos Hall in Madrid, in collaboration with the Ann and Jürgen Wilde Foundation and Pinakothek der Moderne. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 20 June to 10 September). [_Exhibitions](#)

Albert Renger Patzsch. The Perspective of Things, publication of the catalog (versions in Spanish and French) and illustrated guide. [_Publications](#)

Technical workshop: Self-employed workers. Risk management, held in Santander in collaboration with CEPYME Cantabria. [_Courses, workshops and training](#)

Loan of 29 works of art by Ismael Smith for the Ismael Smith exhibition, The Beauty and the Monsters, held at the National Art Museum of Catalonia (from 23 June to 17 September). [_Exhibitions](#)

Recognition by Asindown [Down's Syndrome of Valencia Foundation] for the Juntos Somos Capaces project for labour integration of people with disabilities in the Fundación MAPFRE Social Employment Program. [_Social projects and assistance](#)

Launch of the course for active primary school teachers on Training in Protection, Self-Protection, Road Safety and First Aid in collaboration with the Community of Madrid. [_Courses, workshops and training](#)

JULY

Implementation of the new gamification program Safe Youth. [_Courses, workshops and training](#)

La Fundación Magazine, issue 39. [_Publications](#)

Launch of the Home Insurance Initiation Course, versions in Spanish and English. [_Courses, workshops and training](#)

Call for the Julio Castelo Matrán International Insurance award. [_Grants and scholarships](#)

Presentation of the *Introduction to the Theory of Copula and its Applications to Solvency II* in Madrid. [_Publications](#)

Work meeting with economy professors in the Community of Madrid. [_Courses, workshops and training](#)

Technical workshop for Self-employed workers: risk management, held in Valencia in collaboration with CEV.

[_Courses, workshops and training](#)

Participation at the 1st International Educational Innovation and Trends Conference at Seville University. [_Courses, workshops and training](#)

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Life) for students on the Master Degree in Professional Insurance Management at ICEA and MAPFRE Iberia employees in Madrid. [_Courses, workshops and training](#)

Report by MAPFRE Economic Research *The Spanish Insurance Market in 2016*, versions in Spanish and English. [_Publications](#)

Descubre la FP (Discover Vocational Training). Renewal of the collaboration agreement with Fundación Atresmedia. [_Social projects and assistance](#)

Presentation to the media of the study "Contribution to supervision of road safety rules" in Madrid in collaboration with the Traffic Police Department of the Civil Guard and Seville University. [_Publications](#)

Loan of the painting *Manuel Bartolomé Cossío, 1923* by Daniel Vázquez Díaz for the Manuel B. Cossío, El Greco and the *Institución Libre de Enseñanza* exhibition at Santa Cruz Museum, Toledo (from 13th July to 19th November). [_Exhibitions](#)

Report by MAPFRE Economic Research *Main European Insurance Group Ranking 2016*, versions in Spanish and English.

[_Publications](#)

Launch of the Fundación MAPFRE Collections blog. [_Publications](#)

Participation at the Paediatric Cardiology World Conference held in Barcelona, with the presentation of the Juega Seguro [Play Safe] campaign and the CPR11 Application. [_Educational, outreach and awareness programs](#)

Presentation in Madrid of MAPFRE Economic Research report *The Spanish Insurance Market in 2016*. [_Publications](#)

Participation on the course on Cellular Therapy and Brain Injury, held in collaboration with the Autonomous University of Madrid and Fundación Rafael del Pino, encompassed within the framework on the summer courses. [_Courses, workshops and training](#)

The pre-contractual process when taking out insurance: new legal framework. [_Publications](#)

Report by MAPFRE Economic Research, *Economic and Sectoral Outlook 2017* in English and Spanish versions.

[_Publications](#)

Participation at the summer camps by the Madrid Football Federation and Fundación Vero Boquete, where we delivered CPR training (until September). [_Educational, outreach and awareness programs](#)

AUGUST

Participation at the European Cardiology Society Conference held in Barcelona, with the presentation of the Juega Seguro [Play Safe] campaign and the CPR11 Application. [_Educational, outreach and awareness programs](#)

SEPTEMBER

La Fundación Magazine, issue 40. [_Publications](#)

Business workshops, presentations and adherence to the Fundación MAPFRE Social Employment Program, with Accedemos and Juntos Somos Capaces by the Cieza, Abarán, Valladolid, Huelva, Verín, Sant Quirze del Vallès and Villanueva de la Serena City Halls. [_Social projects and assistance](#)

Presentation in Logroño City Hall and recognition of the collaborating entities in the Fundación MAPFRE Social Employment Program. [_Social projects and assistance](#)

Report by MAPFRE Economic Research: *The Ibero-American Insurance Market in 2016*, versions in Spanish and English. [_Publications](#)

SOS Respira campaign activities. Training activities in the street and visits to catering establishments to teach action in cases of choking, carried out in collaboration with the Alcorcon and Collado Villalba City Halls. [_Educational, outreach and awareness programs](#)

Outreach activities and training at catering and hotel establishments, catering schools, education centres and markets in Cádiz, Málaga, Mallorca, Oviedo and Pamplona. [_Educational, outreach and awareness programs](#)

Participation in the Synergies and Development of Health Foundations, Research and Welfare course, organised by the Spanish Foundations Association on the summer courses at Menendez Pelayo University in Santander. [_Courses, workshops and training](#)

Renewal of educational material on the Educa tu Mundo website, re-organised in accordance with the criteria established by the Teaching Activities Committee. [_Educational, outreach and awareness programs](#)

Nicholas Nixon Exhibition, at the Fundación MAPFRE Braganza Hall, Madrid. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 12 September to 7 January). [_Exhibitions](#)

Nicholas Nixon, catalog (versions in Spanish and English) and illustrated guide. [_Publications](#)



Presentation of the *El proceso precontractual en el contrato de seguro* book in Madrid

Nicholas Nixon meeting with students at the TAI School. [_Courses, workshops and training](#)

Participation at the Science and Gastronomy Conference, held in Madrid, organised by Facyre in collaboration with Francisco de Vitoria University. [_Courses, workshops and training](#)

Economy and Insurance in Latin America 2006-2016 Webinar. [_Courses, workshops and training](#)

Delivery of school material through the El Futuro en un Estuche [The Future in a Pencil Case] campaign, an initiative within the #SéSolidario program, which has the objective of raising funds for the purchase of school material for children at risk from poverty or exclusion, through micro-donations. [_Social projects and assistance](#)

Participation at the 8th Teaching Innovation and Research Workshops, with the presentation: *A practical, innovative experience for learning in Economy: bugaMAP at the Work Science Faculty.* [_Courses, workshops and training](#)

Road Safety Education with bicycles in Castro Urdiales, as part of the activities for the European Mobility Week carried out by the City Hall. [_Educational, outreach and awareness programs](#)

Helmets with History exhibition in the Zero Accidents Objective in Jerez de la Frontera, within the European Mobility Week activities held by the City Hall. [_Educational, outreach and awareness programs](#)

Road Safety Education with bicycles in Madrid, as part of the activities for the European Mobility Week carried out by the City Hall. [_Educational, outreach and awareness programs](#)



MAPFRE volunteers participated in the El Futuro en un Estuche project

Presentation of the book, *The Pre-contractual Process when Taking out Insurance: new legal framework*, in Madrid. [_Publications](#)

Technical workshop Self-employed workers: risk Management, held in Palma de Mallorca in collaboration with the Balearic Islands Business Association Confederation. [_Courses, workshops and training](#)

Panama. Contemporary History. [_Publications](#)

Activities of the Mujeres por el Corazón campaign in collaboration with the Madrid City Hall in Plaza de Oriente and in Mostoles with collaboration by Repsol. [_Educational, outreach and awareness programs](#)

Zuloaga in Belle Époque Paris, 1889-1914 exhibition, held in Fundación MAPFRE Recoletos Hall in Madrid. Guided tours and 360° virtual tours, audiovisual material and educational activities (from 26 September to 14 January 2018). [_Exhibitions](#)

Celebration of the IV Jornada de Expertos [4th Experts Day], within the Descubre la FP program [Discover Vocational Training]. [_Courses, workshops and training](#)

Zuloaga in Belle Époque Paris, 1889-1914 catalog and illustrated guide. [_Publications](#)

Technical workshop Self-employed workers: risk management, held in Zaragoza in collaboration with CEPYME Aragon. [_Courses, workshops and training](#)

Presentation to the media of the *Young People and Driving* study in Madrid. [_Publications](#)

Presentation of the report *Young People and Driving in the Canary Islands* to the media in Las Palmas de Gran Canaria, in collaboration with Fundación MAPFRE Guanarteme. [_Publications](#)

Participation at the 7th Self-Employed and Small and Mid Size Enterprises Conference, with presentation of the *Self-Employed Workers' Protection Guide.* [_Publications](#)

2nd General Practitioners Update Course in Madrid, organised in collaboration with the Spanish Primary Health Care Medical Society (SEMERGEN) in Madrid. [_Courses, workshops and training](#)

Castelao Grafista Exhibition at the Royal Academy of Fine Arts of San Fernando de Madrid, in collaboration with the Royal Academy of Fine Arts of San Fernando and Fundación Gonzalo Torrente Ballester (from 28 September to 26 November). [_Exhibitions](#)

Trustees Meeting. [_Governing bodies](#)

castelao Grafista: publication of the catalog. [_Publications](#)

Participation in La Carrera por el Corazón [Race for Hearts] in Madrid, organized by the Fundación Española del Corazón [Spanish Heart Foundation]. [_Educational, outreach and awareness programs](#)

OCTOBER

Business workshops, presentations and adhesion to the Accedemos and Juntos Somos Capaces projects, whose goal is to achieve integration of disabled persons in the City Halls of Jumilla, Cieza, Vigo, La Coruña, Tarifa, Vitoria, Úbeda, Fuengirola, Huelva, Almería, Lérida, Burgos, Calatayud, Camposancos and Seville. [_Social projects and assistance](#)

Call for the Educational Techniques e-learning course for Road Safety Instructors. [_Courses, workshops and training](#)

Call for the e-learning course Methodology Updates for Teaching Road Safety, Accident Prevention and First Aid. [_Courses, workshops and training](#)

E-learning course for parents on Safe, Responsible Use of New Technologies at Home. [_Courses, workshops and training](#)

Finanzas para Todos 2017 [Finance for All] award for implementation of the Education Financing Plan through the Insurance and Pensions for All project. [_Educational, outreach and awareness programs](#)

Delivery of the PlayPension Games to the winners on the official day of Financial Culture. [_Educational, outreach and awareness programs](#)

Longevity and ageing in the third millennium. New perspectives. [_Publications](#)

Outreach activities and training at catering and hotel establishments, catering schools, education centres and markets in Murcia and Tarragona. [_Educational, outreach and awareness programs](#)

E-learning course on Prescription of Physical Exercise for Health Care Workers in collaboration with the National Working Doctors School and the Carlos III Health Institute. [_Courses, workshops and training](#)

Organisation of the International PRAISE Workshop: Preventing Road Accidents and Injuries for the Safety of Employees, in collaboration with Arval in Madrid. [_Courses, workshops and training](#)

Participation at the Aprocose Corporate and Insurance Social Responsibility day in Valencia. [_Courses, workshops and training](#)

Loan of the sketch for *La Nuit de Saint Jean*, 1939 by Joan Junyer for the Danza de la Edad de Plata [1916-1936] exhibition at the Student Hall of Residence, Madrid (from 5 October to 1 April 2018). [_Exhibitions](#)

Participation at the Annual Conference of the Spanish Midwives Federation, held in Madrid, with the guide for child safety in cars, among other activities, in Madrid. [_Educational, outreach and awareness programs](#)

Participation at the 2nd National Conference by the Spanish Association against Sudden Death, held in Madrid, where we presented the Juega Seguro campaign and the CPR11 Application. [_Educational, outreach and awareness programs](#)

Loans of *Danseuse espagnole*, 1916, by Albert Gleizes and *Guitarra, libro y periódico*, 1920 by Juan Gris for the Juan Gris, María Blanchard and the Second Cubist Generation Exhibition, held at Carmen Thyssen Museum Málaga (from 6 October to 4 March 2018). [_Exhibitions](#)

E-learning course on Physical Activity and Prescribing Exercise for Health Care Workers. [_Courses, workshops and training](#)

Report by MAPFRE Economic Research on the *Economic and Sectoral Outlook 2017: fourth quarter perspectives* in English and Spanish versions. [_Publications](#)

Calls on the UNED-Fundación MAPFRE platform for the course on Baby and Child Safety in the Car. [_Courses, workshops and training](#)

Hell According to Rodin exhibition at the the Fundación MAPFRE Casa Garriga Nogués Hall in Barcelona, in collaboration with Musée Rodin in Paris. Guided tours and 360° virtual tours, audiovisual material and educational activities. [_Exhibitions](#)

Hell According to Rodin catalog (versions in Spanish and Catalan) and illustrated guide (Spanish/Catalan). [_Publications](#)

Your Retirement Guide 2017, versions in Spanish and Catalan, for the State and in Spanish adapted to the tax situation in the Basque Country and Navarra. [_Publications](#)

Participation at the European Heart Failure Day in Almeria in collaboration with the Spanish Cardio-pulmonary Resuscitation Council and the Public Emergency Company of Andalusia (EPES). [_Educational, outreach and awareness programs](#)

Seminars on management and decision-making in Insurance Entities (bugaMAP Life) for Degree students of Finance, Banking and Insurance at Complutense University in Madrid and for MAPFRE RE trainees in Madrid. [_Courses, workshops and training](#)

Start of the e-learning course for teachers on Emergencies and Health Care Urgencies, in collaboration with UNED. [_Courses, workshops and training](#)

Presentation of the book *Longevity and ageing in the third millennium. New perspectives*. [_Publications](#)

Legal aid and deceit of insured parties in civil liability insurance. [_Publications](#)

Participation at the CERCP National Conference held in Madrid, with the presentation of the Juega Seguro [Play Safe] campaign and the CPR11 Application. [_Educational, outreach and awareness programs](#)

Vázquez Díaz in the MAPFRE Collections exhibition at the Fundación MAPFRE Guanarteme institutional headquarters in Grand Canary (from 20 October to 26 December). [_Exhibitions](#)

Second call for the MOOC Insurance Education at School course, for Secondary School teachers on the Open UNED platform. [_Courses, workshops and training](#)

Participation in the fitness master classes held in Valencia for the Women's Health Fit Night Out by Fitbit, within the activities organised under the Mujeres por el Corazon campaign. [_Educational, outreach and awareness programs](#)

Final campaign for educational gamification activities in the Vivir en Salud [Healthy Living] and ControlaTIC programs (from October to December). [_Educational, outreach and awareness programs](#)

NOVEMBER

Business days, presentations and adherence to the projects Accedemos and Juntos Somos Capaces by the Zafra, Zaragoza, Teruel, Palafrugell, Ibiza, Ciudad Real, Alcalá de Henares, Villanueva de la Serena, Málaga and Madrid City Halls. [_Social projects and assistance](#)

Cycling micro-spaces production. In order to promote safe coexistence between vehicle drivers and cyclists, in conjunction with Mediaset we developed a campaign featuring six road safety micro-spaces broadcast on the Ana Rosa Quintana program. [_Educational, outreach and awareness programs](#)

Awareness action targeting employees, pedestrians and cyclists of Grupo Pascual in Madrid, within our Road Safety for Companies program. [_Educational, outreach and awareness programs](#)

Descubre la FP (Discover Vocational Training). TV Spot broadcast (a meeting between MAPFRE's chairman and CEO and IBM's President). [_Social projects and assistance](#)

Presentation to the media of the study *Fire Victims in Spain 2016* in Madrid. [_Publications](#)

Report by MAPFRE Economic Research, *Items for Expanding Insurance in Latin America*. [_Publications](#)

Study: 2017 Opinion by Spanish People on the Pensions System. [_Publications](#)

Latest Trends education innovation workshop to introduce Major Differences in the Classroom. [_Courses, workshops and training](#)

Guide for protection of restaurants, bars and cafés. [_Publications](#)

Outreach activities and training at catering and hotel establishments, catering schools, education centres and markets in Alicante and Cordoba. [_Educational, outreach and awareness programs](#)

Seminars on management and decision-making in insurance companies (BugaMAP Non-Vida) delivered on the Business Administration and Management Degree at Castilla-La Mancha University (Toledo Campus); on the Master's Course on Consumer Economy and Law at Castilla-La Mancha University (Toledo Campus); on the Finance Degree at Valladolid University; and on the Degree in Business Administration and Management at the Villanueva de Madrid University Centre (bugaMAP Life). [_Courses, workshops and training](#)

Presentation of the results of the ICT Impact in Classrooms from the Teachers' Perspective, in collaboration with the Autonomous University of Barcelona, directed by Joaquin Gairin. [_Publications](#)

Delivery of the book *The Pre-contractual process in Insurance Contracts: new legal framework* at the International Insurance Conference held at Rovira i Virgili University in Tarragona. [_Publications](#)

Delivery of the book *Claims from cross-border road traffic accidents* at the International Law Conference held in Murcia. [_Publications](#)



Presentation of the *El coste de la Enfermedad potencialmente prevenible* book

Educational innovation days on Responsible Use of ICT in School Environments. [_Courses, workshops and training](#)

Participation at the first conference by the Spanish Nutrition and Dietary Academy in Zaragoza. [_Courses, workshops and training](#)

Report by MAPFRE Economic Research on Pension Systems. [_Publications](#)

Zuloaga. Entre la España Negra y el París de la Belle Époque [Between Dark Spain and Belle Époque Paris]. [_Courses, workshops and training](#)

Presentation to the media of the results of the study on *The cost of potentially avoidable diseases through lifestyle change in Spain*, in collaboration with the Palmas de Gran Canaria University, directed by Ms. Beatriz González López-Valcárcel. [_Publications](#)

Presentation of the book *Health Management Focussing on Patient Quality and Safety* directed by Dr. Aranaz, and workshop on the subject in collaboration with the Health, Social Affairs and Equality Ministry in Madrid. [_Publications / _Courses, workshops and training](#)

Delivery of the book *Legal Aid and Deceit by Insured Parties in Civil Liability Insurance* at the 17th National Conference. Spanish Attorneys Association Specialising in Civil Liability and Insurance, held in Vitoria. [_Publications](#)

Food and Health at Work. Current situation and new trends, a course designed in collaboration with the Spanish Nutrition and Dietary Academy in Valencia. [_Courses, workshops and training](#)

Educational innovation workshops: Flipped learning. [_Courses, workshops and training](#)

Descubre la FP (Discover Vocational Training). Broadcast on the program *La Ruleta de la Suerte*, on Antena 3, with a thematic special program on vocational training. [_Social projects and assistance](#)

Descubre la FP (Discover Vocational Training). Meeting with young people to find out their opinion about vocational training, held in the Caja Sol Auditorium in Seville. [_Courses, workshops and training](#)

A Contemporary History of Spain, 1808-2017. [_Publications](#)

Advanced Course Advise Health: Prescription of Physical Exercise for Health Care Workers in collaboration with the National Working Doctors School and the Carlos III National Health Institute. [_Courses, workshops and training](#)

12th Workshops on Bodily Damage Assessment, held in Madrid. Medical / Practice Aspects. [_Courses, workshops and training](#)

Participation at the 7th Convention by the Spanish Vehicle Renting Association, held in Madrid. [_Courses, workshops and training](#)

Educational innovation workshops: Gamification. [_Courses, workshops and training](#)

Technical Workshop in Las Palmas: Self-employed workers: risk Management in collaboration with the Canary Islands Business Owners Confederation. [_Courses, workshops and training](#)

Press conference on the *Guide to protection of restaurants, bars and cafés* prepared in collaboration with Facyre. [_Publications](#)

Press conference to inform about renewal of the cooperation agreement with the Murcia Regional Vehicle Fleet. [_Educational, outreach and awareness programs](#)

Organisation and development of a workshop in Madrid on Conscious Driving for employees of the company Arval. [_Educational, outreach and awareness programs](#)

DECEMBER

Business days, presentations and adhesion to the projects *Accedemos* and *Juntos Somos Capaces* for labour integration of people with disabilities by the Torrejón de Ardoz, Teruel, Antequera, Ciudad Real, Madrid and Burgos City Halls. [_Social projects and assistance](#)

Awareness seminar with the Sale of Poinsettias in all MAPFRE General Territorial Divisions, an activity encompassed in the *Juntos Somos Capaces* project. [_Social projects and assistance](#)

Campaign for fire prevention for children in hospitals in Madrid province, in collaboration with the fire-fighters of Las Rozas. [_Educational, outreach and awareness programs](#)



Press conference to present the Fundación MAPFRE 10 Years overview



Numerous humanitarian organizations took stands at the I Feria Solidaria

Fire prevention campaign, using Fundación MAPFRE employees as multipliers to share prevention in their environments. ***_Educational, outreach and awareness programs***

1st Fundación MAPFRE Charity Fair. ***_Social projects and assistance***

Accident Prevention and Road Safety on Children's Day in Casa de Campo in Madrid. ***_Educational, outreach and awareness programs***

The Brown Sisters 1975-2017, by Nicholas Nixon. ***_Publications***

Press conference on the *2017 Retirement Social Study*. ***_Publications***

Accident Prevention and Road Safety programs at the Juvenalia Fair for children and youths, in Madrid. ***_Educational, outreach and awareness programs***

Presentation of the Safe Game campaign in collaboration with Fundación MAPFRE, Guanarteme and U.D. Las Palmas. ***_Educational, outreach and awareness programs***

Publication of the book *Agers Awards: Civil Liability in the Area of Cyber-risks*. ***_Publications***

La Fundación Magazine, issue 41. ***_Publications***

Presentation in Madrid of the overview of the last ten years of Fundación MAPFRE, in which a total investment of 500 million euros was made in voluntary projects in 30 countries around the world, helping over 100 million people. ***_Governing bodies***

iMujer Award ceremony in the area of innovation, research, information, entrepreneurialism, social engagement and health initiative through the Mujeres por el Corazon campaign. ***_Grants and scholarships***

Course in Oviedo on Occupational Road Safety at the Occupational Hazard Prevention Institute of Asturias. ***_Courses, workshops and training***

Organisation of the Children with Special Needs Day and their Safety in Transit, in collaboration with the Road Safety Prosecutor. ***_Courses, workshops and training***

Launch of the 1st edition of the Fundación MAPFRE Awards for Social Innovation in Mobility and Road Safety, Insurance Innovation and Improvements to e-Health. ***_Grants and scholarships***

Results of the Ignacio H. de Larramendi Research Grants to promote health and safety and social welfare. ***_Grants and scholarships***

Trustees Meeting. ***_Governing bodies***

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at La Coruña University. ***_Courses, workshops and training***

Cyber-risk Protection Guide. ***_Publications***

Miró, permanent exhibition catalog. ***_Publications***

Individual cancer mortality prediction. ***_Publications***



iMujer award

Portugal

ANNUAL

Refood, a project in collaboration with the entity of the same name. *[_Social projects and assistance](#)*

108 volunteers took part in 35 activities throughout the year, mainly encompassed in the psycho-social support and education lines. Activities in the Ciudad Mayor program held in Lisbon and aimed at improving road safety of the elderly. The direct overall benefits of these activities directly reached 565

people and indirectly a further 1450 people. *[_Volunteering](#)*

Version in Portuguese of the Circula Seguro Blog, with 539,593 unique visitors in 2017. *[_Publications](#)*

Road Safety Roadshow in the cities of Barreiro, Porto and Coruche. *[_Educational, outreach and awareness programs](#)*

Educational activities for young people in the Road Safety Week in Lisbon, with participation by 185 people. *[_Educational, outreach and awareness programs](#)*

Prevention actions on the use of child restraint systems, in collaboration with APSI, with participation by 1115 people. *[_Educational, outreach and awareness programs](#)*

MAY

Participation at the National Children's Safety Day in Lisbon, with an approximate audience of 500 children. *[_Educational, outreach and awareness programs](#)*

OCTOBER

Children's Road Safety in the Car Day, held in Lisbon with collaboration by the Association for Promoting Children's Safety, Dorel and the Portuguese Ministry of Health. *[_Courses, workshops and training](#)*



Seminar on the use of child restraint systems, in collaboration with APSI Portugal



Rest of Europe

Germany

ANNUAL

Daily Free Meal for Children in Berlin: a project in collaboration with Die Arche Christl. [_Social Projects And Assistance](#)

2017 was the first year in which 68 people joined the Fundación MAPFRE Volunteering Program in this country. They took part in an activity to accompany 16 children at risk of social exclusion. Their debut in the program was at the first edition of the Global MAPFRE Volunteering Day, where we made the most of the day to repopulate a forest near Brandenburg. [_Volunteering](#)

JANUARY

Presentation of the Juega Seguro campaign and the CPR11 Application on a course for doctors of all the teams in the Professional German Football League in Frankfurt. [_Educational, outreach and awareness programs](#)

NOVEMBER

Presentation of the Child Restraint System (CRS) demonstrator at the International Protection of Children in Cars Conference in Munich. [_Educational, outreach and awareness programs](#)

Austria

Bruce Davidson Exhibition in Vienna's WestLicht, with collaboration by WestLicht Schauplatz für Fotografie and Magnum Photos, with support from the Terra Foundation for American Art (from 14 June to 13 August). [_Exhibitions](#)

Belgium

participation at the Annual PRAISE Conference, organised in Brussels by the European Transport Safety Council (ETSC). [_Courses, workshops and training](#)

France

Loan of *Café Metropole, New York*, c.1946, artwork by Lisette Model for the *Soulèvements/Uprisings* exhibition held at Jeu de Paume, Paris (from 17 October 2016 to 22 January). [_Exhibitions](#)

Regard Croisé sur les Collections Exhibition: Dessins by Fondation MAPFRE, held in collaboration with the Musée d'Art Moderne de Troyes and presented at their headquarters (from 25 February to 7 May). [_Exhibitions](#)

Paz Errázuriz, a sample presented at the Festival Rencontres d'Arles (from 3 July to 24 September). [_Exhibitions](#)

Albert Renger-Patsh. *The Perspective of Things*, at Jeu de Paume, with special collaboration and scientific support from the Ann and Jürgen Wilde Foundation, Pinakothek der Moderne, Munich (from 16 October to 21 January 2018). [_Exhibitions](#)

Great Britain

Loan of 14 artworks by Paul Strand for the *Strange and Familiar: Britain as Revealed* by International Photographers exhibition, held in Manchester Art Gallery (from 25 November 2016 to 29 May). [_Exhibitions](#)

Greece

Participation at the 9th International Sports Medicine Conference held in Thessaloniki, with the presentation of the Juega Seguro campaign and the CPR11 Application. [_Educational, outreach and awareness programs](#)

Italy

Loan of the *Mademoiselle Léonie (Etude)*, 1910, artwork by Pablo Picasso for the Culture Channel exhibition. *La femme qui lit - The Reading Woman*, held at Musei Civici Venezia (from 17th September to 8th January). [_Exhibitions](#)

Presentation of *Il segni nel tempo: Spanish drawings of the Uffizi*, at Accademia delle Arti del Disegno in Florence.

Loan of 10 artworks by Paul Strand for the Strand-Zavattini, *Un paese: Storia del libro e della sua eredità* exhibition held at Fondazione Palazzo Magnani, Reggio Emilia (from 5 May to 9 July). [_Exhibitions](#)

Retorno a la Belleza: Italian masterpieces from the period between the wars, at the Museo d'Arte Moderna e Contemporanea di Trento e Rovereto, Italy (from 1 July to 5 November). [_Exhibitions](#)

Presentation at the European Society of Cardiology in Rome of the *Juega Seguro* campaign and the CPR11 application. [_Educational, outreach and awareness programs](#)

Malta

ANNUAL

Multi-sensory Room, a project in collaboration with Inspire. [_Social Projects And Assistance](#)

Empowering Disabled Children and Youngsters, a project in collaboration with Equal Partners Foundation. [_Social Projects And Assistance](#)

57 volunteers took part in nine activities over the year, mainly encompassing the health and environment action lines, with improvement, cleaning and maintenance activities not only of natural areas, but also in parks and gardens. Leisure activities were also carried out at the Tbebox Centre, which cares for people at risk of social exclusion. The activities benefited a total of 740 people directly, and 15,440 people indirectly. [_Volunteering](#)

Production of *Street Smart TV*, a children's television series on road safety, with 13 episodes of 10-15 minutes each. The series was broadcast on television, and is also available on Youtube. [_Educational, outreach and awareness programs](#)

PutItAway awareness campaign, consisting of not using mobile phones while driving, carried out in collaboration with the Malta Transport Authority and the Ministry of Health, with estimated participation by 2,000 people. [_Educational, outreach and awareness programs](#)

Road safety campaign in collaboration with Eden Leisure Group and Bay Radio, through the radio, press, advertisements in cinemas and social media publications throughout the year, reaching an estimated audience of 550,000 people. [_Educational, outreach and awareness programs](#)

Road Safety School Outings Program, on road safety in educational environments, with collaboration by the Malta Transport Authority and ALSA. [_Educational, outreach and awareness programs](#)

Development of the *Vivir en Salud* educational program at primary schools, in collaboration with the Health Ministry, in which over 8,500 children participated. [_Educational, outreach and awareness programs](#)

MARCH

Presentation of the first edition of the *Vivir en Salud* campaign, an educational program which was developed in collaboration with the Health Ministry, opened by Marie-Louise Coleiro Preca, Malta's Prime Minister. [_Educational, outreach and awareness programs](#)

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for employees of Middlesea. [_Courses, workshops and training](#)

MAY

Organisation of the Minivolley Festival, to promote physical activity among children, adolescents and their families. [_Educational, outreach and awareness programs](#)

The Netherlands

Hiroshi Sugimoto. *Black Box*, at the Fotografiemuseum FOAM, in Amsterdam (from 16 December 2016 to 8 March). [_Exhibitions](#)

Peter Hujar. *Speed of life*, at Fotomuseum, Den Hague, in collaboration with The Morgan Library & Museum, New York (from 17 June to 15 October). [_Exhibitions](#)

Bruce Davidson, at the Nederlands Fotomuseum, Rotterdam (from 15 September to 14 January 2018). [_Exhibitions](#)



Hiroshi Sugimoto. Black Box exhibition at the Fotografiemuseum FOAM, in Amsterdam

Sweden

Loan of 51 pieces of work by Graciela Iturbide for the Graciela Iturbide & Christer Strömholm exhibition held at the Mindepartementet Art and Photography, Stockholm (from 25 November 2016 to 29 May). [_Exhibitions](#)

Turkey

ANNUAL

Scholarship Project in collaboration with Private Anatolian Vocational and Technical Basic High School. [_Social Projects And Assistance](#)

Support Program for Families of Children with Cancer, a project carried out in collaboration with Kaçuv The Hope Foundation For Children With Cancer, attended by over 3,500 people. [_Social Projects And Assistance](#)

Tev Scholarship Project for Undergraduate Students, a project in collaboration with Turkish Education Foundation (TEV), through which 48 university students were able to enrol. [_Social Projects And Assistance](#)

Darussafaka Nutrition Expenses Support, a project in collaboration with Darussafaka, benefitting 30 students. [_Social Projects And Assistance](#)

242 volunteers took part in 37 activities throughout the year, mainly encompassing the health, education and environment lines. The volunteers in Turkey were pioneers in developing an awareness campaign on the importance of donating bone marrow. Their commitment to people with hearing problems is also noteworthy, as a group of volunteers were learning sign language so that, among other things, they could interpret the lyrics of songs at a concert. These volunteer actions delivered direct benefits for 1,336 people and a further 1,090 people indirectly. [_Volunteering](#)

Objetivo Cero Víctimas campaign, consisting of performing plays on road safety, aimed at families who are ferry passengers of the Bandirma, Gaziantep, Bursa, Ankara, Izmir and Antalya lines, with participation by 9,035 children. [_Educational, outreach and awareness programs](#)

The Vivir en Salud campaign, through its educational workshops on healthy lifestyles and the promotion of physical exercise in schools and shopping malls in Istanbul, was attended by around 15,000 children aged 5 to 7. [_Educational, outreach and awareness programs](#)

Vivir en Salud educational program on healthy eating and promoting physical activity at schools and shopping malls in Istanbul, with participation by 14,700 school children. [_Educational, outreach and awareness programs](#)

NOVEMBER

Participation in the Road Traffic Safety Symposium and Fair, organised by Ekspotürmk Fuarçilik AS, in Ankara. [_Courses, workshops and training](#)



Participating in the VIII Road Traffic Safety Symposium and Fair



United States and Puerto Rico

United States

ANNUAL

Seattle Leadership Institute, a project in collaboration with Nuestros Pequeños Hermanos. [_Social Projects And Assistance](#)

Way of Webster & Dudley, a project in collaboration with United Way of Webster & Dudley of Massachusetts. [_Social Projects And Assistance](#)

Teach for America; Accelerating Growth and Equity in Greater Boston Public Schools, a project in collaboration with Teach for America. [_Social Projects And Assistance](#)

Teach for America; Accelerating Growth and Equity in Southwest Ohio Public Schools, a project in collaboration with Teach for America. [_Social Projects And Assistance](#)

Teach for America; Deepening School Partnerships and Impact in Pursuit of Excellent Education in the Bay Area, a project in collaboration with Teach for America. [_Social Projects And Assistance](#)

485 volunteers took part in 43 activities throughout the year, mainly encompassing the health and nutrition lines. The volunteers helped with renovate the educational facilities in benefit of United Way of Webster Dudley, in order to consolidate the relations established with United Way in practically the entire country in terms of nutrition. The activities benefited a total of 3,013 people directly, and a further 2,616 people indirectly. [_Volunteering](#)

Program for accident prevention and road safety for children, in collaboration with Boston Children's Hospital, with participation by 5,578 children. [_Educational, outreach and awareness programs](#)



Collaboration with the Boston Children's Hospital



Participants in the bugaMAP university championships

SEPTEMBER

1st BugaMAP Interuniversity Championship (BugaMAP college competition) held at Ohio Dominican University. With participation by Ohio Dominican University, Bowling Green State University, Ohio Northern University, University of Cincinnati and University of Akron. ***_Courses, workshops and training***

Puerto Rico

ANNUAL

Scholarships for Education and Development for Children at High Social Risk, a project in collaboration with Casa de Niños Manuel Fernández Juncos. ***_Social Projects And Assistance***

Scholarship program for Education and Integral Development of Mistreated Girls, a project in collaboration with Hogar de Niñas Cupey. ***_Social Projects And Assistance***

Juventud Adelante, a project in collaboration with Hogares Teresa Toda Politécnico Teresiano INC. ***_Social Projects And Assistance***

265 volunteers took part in 75 activities throughout the year, mainly encompassing the health and education lines, although their tremendous engagement and commitment in reaction to the devastation caused by Hurricane Irma must be highlighted. The volunteers took in colleagues into their homes, organised a charity kindergarten to look after children, and collected, sorted and delivered food. The activities as a whole by these volunteers benefited directly 3,822 people, and indirectly a further 5,050 people. ***_Volunteering***

Special delivery of 850 boxes of non-perishable foodstuffs and drinking water to the victims of the hurricanes in Yabucoa. 60 volunteers took part in this activity, and our help reached over 2,000 people. ***_Volunteering***

Villa Segura Travelling Road Safety Park, featuring educational chats (6,179) and Road Safety presentations (2,795), with total participation by 10,217 school children. ***_Educational, outreach and awareness programs***

Christmas campaign in response to the road chaos following the devastating impact of Hurricane María, whereby we designed an educational campaign to prevent accidents, with a number of tips to avoid distractions at the wheel, drinking alcohol and stress, which was distributed extensively on the radio and via social media. ***_Educational, outreach and awareness programs***

Fire Prevention campaign, attended by 2,770 schoolchildren. ***_Educational, outreach and awareness programs***

Road Safety program for young people based on educational chats and safety activities, with participation by over 20,000 young people. ***_Educational, outreach and awareness programs***

Vivir en Salud campaign with educational workshops on healthy lifestyles and promoting physical exercise, with the participation of 5,392 children. ***_Educational, outreach and awareness programs***



Latin America

Argentina

ANNUAL

A Family Environment for Every Boy and Girl, a project in collaboration with Aldeas Infantiles SOS Argentina. [_Social Projects And Assistance](#)

With Education and Health, We Build a Community, a project in collaboration with the Jesús María Community Centre. [_Social Projects And Assistance](#)

Education and Social Inclusion, a project in collaboration with Fundación Misión Marianista. [_Social Projects And Assistance](#)

Hogares Malen, a project in collaboration with Asociación Civil Mensajeros de la Paz. [_Social Projects And Assistance](#)

470 volunteers took part in 51 activities throughout the year, mainly encompassing the health and education lines, emphasizing above all leisure and accompaniment activities at nursing homes and residences for the elderly. The project directly benefited 4,055 people, and indirectly a further 3,105 people. [_Volunteering](#)

Company Road Safety, with activities via the internet benefitting 1765 people. [_Educational, outreach and awareness programs](#)

Talks on Child Restraint Systems, with participation by 5,093 people. [_Educational, outreach and awareness programs](#)

Doctors for Road Safety, with participation by 1952 doctors and 2655 via the website and social media. [_Educational, outreach and awareness programs](#)

"Bore the Fireman", an initiative in the Fire prevention program, with participation by 8,734 people. [_Educational, outreach and awareness programs](#)

MARCH

2016 Fundación MAPFRE Story Contest. Prize-giving to the overall winner of the first category. [_Grants and scholarships](#)

APRIL

Guide for protection of your family - Argentina. [_Publications](#)

NOVEMBER

Training workshops about how to act in case of medical emergency on football fields, with collaboration by Fundación Gran Rosario, at the Rosario. Cordoba, Santa Fe, Parana and Venado Tuerto sports schools, attended by 500 people. [_Educational, outreach and awareness programs](#)

Presentation to the media of the "Juega Seguro" [Play Safe] and CPR1 Application in Buenos Aires, with collaboration by the Argentinian Football Association. [_Educational, outreach and awareness programs](#)

Presentation to the media of the "Juega Seguro" [Play Safe] and CPR1 Application with collaboration by Fundación de Gran Rosario. [_Educational, outreach and awareness programs](#)

Participation at the International Symposium of Science Applied to Football, in collaboration with the Argentinian Football Association and the Argentinian Traumatology in Sport Association in Buenos Aires. [_Courses, workshops and training](#)

Brazil

ANNUAL

Program Einstein e MAPFRE na Comunidade project, carried out with the Sociedade Beneficente Israelita Hospital Albert Einstein. [_Social Projects And Assistance](#)

Crianças e Adolescentes Program, a project in collaboration with Liga Solidária. [_Social Projects And Assistance](#)

Centro de Recuperação e Educação Nutricional, a project in collaboration with Associação Nutrir. [_Social Projects And Assistance](#)

Escola Jatobazinho, a project in collaboration with Instituto Acaia Pantanal. [_Social Projects And Assistance](#)

Dereitos Promovidos, Crianças, Adolescentes e Jovens com Qualidade de Vida, a project in collaboration with Movimento Pro-Crianza. [_Social Projects And Assistance](#)

Sonhar – Preparando Vidas, a project in collaboration with Aldeas Intantiles SOS Brasil. [_Social Projects And Assistance](#)

Crê-Ser e PPT – O Preparação para o Trabalho, a project in collaboration with Ação Comunitária do Brasil São Paulo. [_Social Projects And Assistance](#)

Programa Expedição Vaga Lume, a project in collaboration with Associação Vaga Lume. [_Social Projects And Assistance](#)

Futebol-Net, a project in collaboration with Fundació FC Barcelona. [_Social Projects And Assistance](#)

Crescer para Ser, a project in collaboration with Fundação Fe e Alegria do Brasil. [_Social Projects And Assistance](#)

Escola Providência, a project in collaboration with Associação Filhas de Santa María da Providência. [_Social Projects And Assistance](#)

Aprender sem Medo, a project in collaboration with Plan International Brasil. [_Social Projects And Assistance](#)

Ciranda Musical, a project in collaboration with Instituto Ciranda – Música e Cidadania. [_Social Projects And Assistance](#)

Comunidade em Movimento, a project in collaboration with Fundación Julita. [_Social Projects And Assistance](#)

1,447 volunteers took part in 139 activities throughout the year, mainly encompassing the education, health and nutrition lines. Once again the high commitment to employability of young people as risk of social exclusion is particularly noteworthy, through financial education activities in which 20 young people have been trained over the year. The project directly benefited 22,375 people, and indirectly a further 3,348 people. [_Volunteering](#)

Vivir com Saúde. Educational and training workshops for teachers on health habits at public and private schools, with participation by 68,125 school children. [_Educational, outreach and awareness programs](#)

Pista Certa Activity, with the participation of 23,018 children. [_Educational, outreach and awareness programs](#)

Campanha de Prevenção de Incêndos, distributed in 10 workshops for teachers, 29 theatre plays and 75 schools. A total of 28,125 schoolchildren took part. [_Educational, outreach and awareness programs](#)



Our volunteers take part in educational activities

Road safety program at Educação Viária é Vial education centres with participation by 2017 teachers and 28,679 school children. [_Educational, outreach and awareness programs](#)

Segurança Viária nas Empresas, a program held with 3 companies, 70 employees and 178 courses. Implementation of the *TuEmpresa* pilot project. [_Educational, outreach and awareness programs](#)

Implementation of the on-line *MAPFRE Insurance Dictionary* in Brazil. [_Publications](#)

Tesouros da Coleção Fundación MAPFRE: work on paper at Lasar Segall Museum, São Paulo (from 4th July to 28th August). [_Exhibitions](#)

AUGUST

Mulheres pelo Coração awareness program. Awareness activities on cardiovascular disease risk factors and identification of heart attack symptoms, with participation by 63,000 people. [_Educational, outreach and awareness programs](#)

Information campaign on cardiovascular risks to celebrate the Cardiology Day with the *Mulheres pelo Coração* campaign, with participation by 6,750 women. [_Educational, outreach and awareness programs](#)

In order to raise awareness about regular physical exercise for a healthy life, different open-air activities were performed with participation by 18,000 people. [_Educational, outreach and awareness programs](#)

Awareness program during Traffic Week, under the name of *Objetivo Cero*, with in-person and website/social media actions. The total impact of the campaign (physical participants, social media, media) reached 16,841,566 people (from September to December). [_Educational, outreach and awareness programs](#)

SEPTEMBER

MAPFRE Insurance Dictionary. [_Publications](#)

Collaboration with *Corrida Venus* where we informed 12,300 people about the risk factors and symptoms of heart attacks, carrying out simple medical checks, as part of the *Mulheres pelo Coração* campaign. [_Educational, outreach and awareness programs](#)

Participation in the OAF Ordinary General Meeting of (Organisation of American Fire-fighters), in Goiás (Brazil). [_Courses, workshops and training](#)

Information initiative at the São Paulo Metro stations with the *Mulheres pelo Coração* campaign, with participation by 3,925 people. [_Educational, outreach and awareness programs](#)

OCTOBER

Information action on cardiovascular risks in São Paulo markets with the *Mulheres pelo Coração* campaign, with participation by 30,750 people. [_Educational, outreach and awareness programs](#)

Participative workshops on health at unified education centres and at *Água Branca Park* to celebrate Children's Day, with participation by 4,938 people. [_Educational, outreach and awareness programs](#)

Participation at five fairs in São Paulo in order to inform about the importance of looking after our cardiovascular health. [_Educational, outreach and awareness programs](#)

DECEMBER

Prevenção a Afogamentos campaign with participation by over 3,000 people. [_Educational, outreach and awareness programs](#)

Chile

ANNUAL

After-school tutoring program, a project in collaboration with *Fundación Padre Semeria*. [_Social Projects And Assistance](#)

Back-to-School for Sick Students project, in collaboration with *Fundación Nuestros Hijos*. [_Social Projects And Assistance](#)

49 volunteers took part in 24 activities throughout the year, mainly encompassing the health and nutrition lines. The action carried out in collaboration with *Pedro Pablo Arrupe School* working to improve the employability of young people is of special importance. Volunteering actions in Chile have directly benefited 1,573 people and indirectly, 7,193 people. [_Volunteering](#)

Road Safety at School campaign, in collaboration with *CONASET*, with the participation of 3,454 school children. [_Educational, outreach and awareness programs](#)

Safe Cyclists Program, with participation by 1,950 people. [_Educational, outreach and awareness programs](#)

CuidadoSOS Program in schools in Santiago, with a total of 3,454 students, who attended talks on how to prevent accidents in the classroom. [_Educational, outreach and awareness programs](#)

Objetivo Cero Program, with participation by over 5,000 people in different actions carried out globally in commemoration of the World Day of Remembrance for Road Traffic Victims. *._Educational, outreach and awareness programs*

Presentation of the 2016 Fundación MAPFRE *Dossier on Road Safety for Children in Cars in Spain and Latin America: child seats 2016*, in collaboration with Conaset. We have distributed 500 copies. *._Publications*

Juega Seguro training and awareness workshops on cardiopulmonary resuscitation, for professionals and players at Colo-Colo Football Club and Old Boys Rugby Club. *._Educational, outreach and awareness programs*

SOS Respira - we conducted a pilot awareness campaign, delivering several talks at the Inacap Catering School and training a small group of restaurants to launch the campaign in the first quarter of 2018. *._Educational, outreach and awareness programs*

MARCH

Ethics and Citizenship Training Dialogues, seminars carried out in collaboration with the Ibero-American States Organisation, in Iquique, with 120 people in attendance and in Santiago, with 80 people in attendance. *._Courses, workshops and training*

Colombia

ANNUAL

Improving the living conditions of the vulnerable population in Cartagena de Indias, through comprehensive health intervention, a project in collaboration with Fundación Juan Felipe Gomez Escobar, with 22,000 beneficiaries. *._Social Projects And Assistance*

Sponsorship of action lines for boys and girls under the protection of Fundación para la Asistencia de la Niñez Abandonada, where we attended to 87 12-year-old minors. *._Social Projects And Assistance*

Home for Boys, Girls and Young People with Cancer, a project in collaboration with Fundación DHARMA, with 105 children being cared for. *._Social Projects And Assistance*

Support for the upkeep of integral care for minors of six years old in at-risk situations, a project in collaboration with Fundación Ayuda a la Infancia Hogares Bambi, benefitting 35 minors. *._Social Projects And Assistance*

Socio-Community Intervention, a project in collaboration with Fundación Laudes Infantis, to promote cohesion of social and economic fabric. We attended 150 people in Ciudad Bolivar, Usme and Bogota. *._Social Projects And Assistance*

Centro Integral la Chinita, a project in collaboration with Fundación NU3. *._Social Projects And Assistance*

Programa integral Niños, Niñas y Adolescentes con Oportunidades, Cultura con Valores, a project in collaboration with Fundación Fucolde, through which we cared for 800 people. *._Social Projects And Assistance*

604 volunteers took part in 35 activities over the year, mainly encompassing the environment, education and health lines, highlighting their activities to improve employability among young people and people with disabilities. 235 people took part in the blood donation campaign where we collected over 100 litres of blood. 1,674 people have directly benefited from our activities, and 66 more indirectly. *._Volunteering*

Road Safety at Schools Program, through the Accident Prevention and Road Safety Theme Park, in collaboration with the Colombia Automobile Club, visiting 128 institutions with 21,313 participants among school children and teachers in the other activities. *._Educational, outreach and awareness programs*

Road Safety campaign carried out in Bogota, with participation by 254 infant and primary school children and 17 teachers. *._Educational, outreach and awareness programs*

Si Lates Bien, Vives Bien awareness campaign about the risks of cardiovascular diseases and detection of heart attack symptoms at 20 companies in collaboration with Fundación Clínica Shaio, with participation by 2,252 people. *._Educational, outreach and awareness programs*

MARCH

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the National Insurance Institute with participation by 39 students. *._Courses, workshops and training*

ABRIL

Foro Educación en Valores: building peace from schools, in collaboration with the Ibero-American States Organisation and Fundación Compartir, held at the Mario Lasema Auditorium at Los Andes University with attendance by 758 people, 466 in person and 292 via streaming. *._Courses, workshops and training*

AUGUST

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Colombia Externado University, with participation by 39 students. *._Courses, workshops and training*



Presentation of the Juega Seguro campaign in Medellín

As part of the Objetivo Cero Víctimas campaign, we carried out three educational / interactive modules integrated in the Travelling Accident Prevention and Road Safety roadshow, with 11 visits in 2017 and participation by 4,950 people (from May to December). ***_Educational, outreach and awareness programs***

Prevention of Cardiovascular Risks. We set up a new campaign on prevention of cardiovascular risks, with the aim of enhancing awareness in society about the risk factors leading to cardiovascular diseases and detection of heart attack symptoms, mainly through companies in collaboration with Fundación Clínica Shaio, with participation by 5,232 people (from September to December). ***_Educational, outreach and awareness programs***

OCTOBER

Presentation to the media of the research study *Young People and Road Safety in Latin America, the Caribbean and Spain* in Bogota. ***_Publications***

Presentation to the media and principal road safety players of the Travelling Accident Prevention and Road Safety roadshow in Bogota. ***_Educational, outreach and awareness programs***

Presentation to the media of the Juega Seguro and CPR11 Application with collaboration by Atletico Nacional in Medellín. ***_Educational, outreach and awareness programs***

NOVEMBER

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for MAPFRE RE customers with participation by 39 students. ***_Courses, workshops and training***

Costa Rica

ANNUAL

Mejorando la Calidad de Vida para Jóvenes con Cáncer y Sobrevivientes IV [Improving Quality of Life for Young People with Cancer and Survivors], project, in collaboration with Asociación Proyecto Daniel. Four activities benefitting 570 people. ***_Social Projects And Assistance***

San Gabriel Day Centre, a project in collaboration with Fundación Pro Unidad de Cuidado Paliativo. ***_Social Projects And Assistance***

46 volunteers took part in nine activities throughout the year, mainly encompassing the health line. Once again, this year volunteers consolidated their commitment to "Proyecto Daniel". 904 people directly benefited from the project and 4,800 indirectly. ***_Volunteering***

Tú Decides por tu Vida Program [You Decide about Your Life]. We held six presentations of the road show for children and adolescents with attendance by 1,084 school children. ***_Educational, outreach and awareness programs***

Ecuador

ANNUAL

Acompañando a una Generación [Accompanying a Generation]: a project featuring children's development family spaces, in collaboration with CESAL. ***_Social Projects And Assistance***

Reconstruction of the San Jose Manta CIBV Crèche, a project in collaboration with Fundación Manabi. ***_Social Projects And Assistance***

Trabajando para un Futuro [Working for the Future], a project in collaboration with Fundación Sor Dominga Bocca. ***_Social Projects And Assistance***

32 volunteers took part in 26 activities throughout the year, mainly encompassing the education line. Our volunteers made a huge effort to learn sign language in order to consolidate their collaboration and support for the centre attended by Fundación Sor Dominga Bocca to help abused girls and young people. 698 people directly benefited from this initiative. ***_Volunteering***

Road Safety Program, with participation by 41,500 school children. ***_Educational, outreach and awareness programs***



Our international social projects contribute to the eradication of poverty and the education of children from impoverished families

Fire prevention campaign, with the participation of 20,150 school children.
[_Educational, outreach and awareness programs](#)

Road Safety for Businesses program, with the participation of 1,500 people.
[_Educational, outreach and awareness programs](#)

El Salvador

ANNUAL

Atención Educativa y Nutricional Integral [Integral Education and Nutrition Care] benefitting 375 children aged 2 to 15, in the towns of Soyapango and Mejicanos, in collaboration with Fundación Cinde.
[_Social Projects And Assistance](#)

Integral care program for people with severe disabilities and other syndromes taking place in the Hogar Mensajeros de la Paz.
[_Social Projects And Assistance](#)

144 volunteers took part in 13 activities over the year, mainly encompassing the environment, nutrition and health lines, highlighting their action to repopulate forests in collaboration with Fundación Gotas Verdes. The project directly benefited 377 people, and indirectly a further 100 people.
[_Volunteering](#)

NOVEMBER

Delivery of the MAPFRE Economic Research report, *Expanding Insurance in Latin America*, to the participants at the FIDES Hemisférica Conference.
[_Publications](#)

Guatemala

ANNUAL

Educación para Construir un Futuro [Education to Build the Future], a project in collaboration with ONG Casa Guatemala.
[_Social Projects And Assistance](#)

Work Training and Creation of Micro-companies for Women, a project in collaboration with Asociación Manabí.
[_Social Projects And Assistance](#)

77 volunteers took part in 24 activities throughout the year, mainly encompassing the health line. We would like to highlight the leisure and accompaniment activities at the residences and homes of people with disabilities, the elderly and groups at risk of social exclusion. 2,263 people benefited directly and 8,200 indirectly.
[_Volunteering](#)

The Conductores Designados in the Road Safety program reached 141 people.
[_Educational, outreach and awareness programs](#)

Fire prevention program in collaboration with the Guatemala City Municipal Fire Brigade, with participation by 6,235 beneficiaries.
[_Educational, outreach and awareness programs](#)

FEBRUARY

Presentation and delivery of the *The Latin American Insurance Market 2015* report at the Guatemalan Insurance Institutions Association. [_Publications](#)

DECEMBER

No Controlas program, aimed at young people, and encouraging them not to drive while under the effects of alcohol. [_Educational, outreach and awareness programs](#)

Honduras

ANNUAL

Youth initiative for Promotion of Self-sufficiency, a project in collaboration with Aldeas Infantiles SOS Honduras. [_Social Projects And Assistance](#)

175 volunteers took part in 45 activities throughout the year, mainly encompassing the education, health and nutrition lines. The collaboration by volunteers with the National Transit Police was fundamental in this project, through whom we were able to share awareness and education action related to different aspects of road safety. Furthermore, our blood donation campaign coincided with peak road accident rates in the country, to further reinforce the need for reserves in hospital blood banks. The project directly benefited 3,554 people, and indirectly a further 8,216 people. [_Volunteering](#)

Verano Seguro 2017 [Safe Summer 2017], an activity with participation by 75 students. [_Educational, outreach and awareness programs](#)

Road Safety education program, with the participation of 4,831 schoolchildren. [_Educational, outreach and awareness programs](#)

Mexico

ANNUAL

Alimenta un Niño en la colonia Hornos [Feed a Child in Hornos Colony], a project in collaboration with Fundación CMR and Comedor Santa María A.C. [_Social Projects And Assistance](#)

Alimenta un Niño en Santa Fe [Feed a Child in Santa Fe], a project in collaboration with Fundación CMR and Comedor Santa María A.C. [_Social Projects And Assistance](#)

Comunidad MAPFRE-UP, a project in collaboration with Fundación UP IPADE A.C. [_Social Projects And Assistance](#)

Transformando la Niñez y Juventud de Valle de Chalco [Transforming Childhood and Youth in Chalco Valley], a project in collaboration with Mano Amiga de Chalco. [_Social Projects And Assistance](#)

Escuela Nariz Roja para Niños con Cáncer, a project in collaboration with Campeones de la vida, Nariz Roja. [_Social Projects And Assistance](#)

Acompañando a una Generación [Accompanying a Generation]: a project in collaboration with CESAL. [_Social Projects And Assistance](#)

Una Apuesta de Futuro [A Commitment to the Future] project, in collaboration with Universidad Popular Autónoma del Estado de Puebla. [_Social Projects And Assistance](#)

Psycho-educational program for the Niños de Casa de la Amistad project, in collaboration with Casa de la Amistad for Children with Cancer. [_Social Projects And Assistance](#)

605 volunteers took part in 134 activities throughout the year, mainly encompassing the education, health and nutrition lines. We would like to highlight

the rapid response by our volunteers after the earthquake in Mexico, leading to collection, sorting and delivery of basic needs items around the areas where they were most required, in collaboration with the institutions and emergency services in the country. 5,127 people benefited directly from our activities and 38,213 indirectly. [_Volunteering](#)

Caravana de Educación Vial [Road Safety Travelling Roadshow] in different cities around Mexico, with participation by 26,131 school children. [_Educational, outreach and awareness programs](#)

School program on road safety in different cities of Mexico, with the participation of 19,736 schoolchildren. [_Educational, outreach and awareness programs](#)

Gira de Payasos en Peligro [Clowns in Danger Tour] in Chihuahua State, with participation by 43,827 school children. [_Educational, outreach and awareness programs](#)

Fire Prevention Program, with actions in schools, play libraries, and Pabellón No te quemes. 66,313 people participated in the program. [_Educational, outreach and awareness programs](#)

Road Safety in companies, with the participation of 7,337 employees. Implementation of the *Tu Empresa* pilot project. [_Educational, outreach and awareness programs](#)

Está en tus Manos [It's in Your Hands] educational program for young people, with participation by 6,193 people. Furthermore, in commemoration of the World Day of Remembrance for Road Traffic Victims, we distributed 3,000 high visibility vests and guides with road safety tips to participants in the cycle rides organised in seven cities. [_Educational, outreach and awareness programs](#)

Elige Salud [Choose Health]. We design contents and adapted the platform for implementation of this program in different companies in the country, in collaboration with the Accident Prevention and Road Safety Department. ***._Educational, outreach and awareness programs***

Vivir en Salud [Healthy Living]. Workshops on health eating and physical activity in collaboration with the Mexican Health Secretariat. We held different activities in schools in Mexico City, with the participation of over 117,000 children. ***._Educational, outreach and awareness programs***

Space dedicated to insurance in the Personal Finances Hall of the Museo Interactivo de Economía (MIDE), which was visited by over 172,258 people. The ¿Cómo Prevenir el Riesgo? [How to Prevent Risks] workshop was delivered on 38 occasions, both in the museum and at other Mexican institutions, reaching an overall audience of 759 people. ***._Courses, workshops and training***

FEBRUARY

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at Mexico State Autonomous University, Cuautitlán Izcalli Campus, and at Marista University. ***._Courses, workshops and training***

MARCH

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for participants in the MAPFRE AVANZA program and for students at Anáhuac del Norte y Sur University. ***._Courses, workshops and training***

Seminar on School Ethics and Coexistence, organised in conjunction with the Ibero-American States Organisation and the Secretariat of Public



Presentation of the Paz Errázuriz exhibition in Puebla

Education in Mexico State. ***._Courses, workshops and training***

ABRIL

Participation at the 9th International Transport Conference: Integral, Sustainable, Urban Mobility, organised by the Mexican Association of Transport and Mobility. ***._Courses, workshops and training***

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) Americas Puebla University (UDLAP). ***._Courses, workshops and training***

MAY

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at La Salle University and Instituto Tecnológico Autónomo de México (ITAM). ***._Courses, workshops and training***

Participation at the Road Safety Forum organised by Ford Mexico. ***._Courses, workshops and training***

1st Charity Bazaar with participation by 20 humanitarian organisations and small producers. ***._Social Projects And Assistance***

JUNE

Guide to Your Retirement - Mexico. ***._Publications***

JULY

Opening of the Heritage, Hall and Insurance Hall at the Interactive Museum of Economy (MIDE). ***._Educational, outreach and awareness programs***

AUGUST

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the Mexico State Autonomous University, Toluca Campus and at San Luis Potosi Autonomous University. ***._Courses, workshops and training***

SEPTEMBER

2017 Opinion by Mexicans on the Pensions System study. ***._Publications***

OCTOBER

Participation at the 10th Edition of the National Week of Finance Education, with a stand in the Heritage, Risk and Insurance Hall. ***._Educational, outreach and awareness programs***

Talk on pensions and retirement at the 10th Edition of the National Week of Finance Education. ***._Courses, workshops and training***

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) at the American Technology University (UTECA); the

National Autonomous University of Mexico and for MAPFRE RE clients. [_Courses, workshops and training](#)

NOVEMBER

Presentation of the *Opinion by Mexicans on the Pensions System* study and *Guide to Your Retirement - Mexico*. [_Publications](#)

Semifinals and final of the 5th Inter-university bugaMAP contest, with participation by 9 universities. [_Courses, workshops and training](#)

Paz Errázuriz, at Amparo de Puebla Museum (from 18 November to 5 March). [_Exhibitions](#)

2nd Charity Bazaar with participation by 23 social organisations and small producers. [_Social Projects And Assistance](#)

Nicaragua

ANNUAL

Educando a los Niños sin Oportunidad de Educación: Niños vendedores de la calle [Educating Children Without Education Opportunities: Child Street Vendors], a project in collaboration with Asociación Pan y Amor. [_Social Projects And Assistance](#)

97 volunteers took part in 19 activities throughout the year, mainly encompassing the health line. We would like to highlight the blood donation campaign and participation at a charity fair for donating hair in benefit of Conanca, which works in favour of the welfare of child cancer patients. We managed to benefit 897 people who indirectly transferred these benefits to 119,000 people. [_Volunteering](#)

Plan Verano 2017 [Plan Summer 2017], an activity in the Objetivo Cero Program, held in collaboration with the National

Police Force, with participation by 700 people. [_Educational, outreach and awareness programs](#)

Panama

ANNUAL

Un Rayito de Luz para Cañazas y Ñurum [A Ray of Light for Cañazas and Ñurum], a project in collaboration with Asociación Pro-niñez panameña, benefitting 2,075 people. [_Social Projects And Assistance](#)

Programa Las Claras: Liberando el potencial de las madres adolescentes, [Las Claras Program: Liberating the Potential of Adolescent Mothers] in collaboration with Voces Vitales caring for 40 young mothers. [_Social Projects And Assistance](#)

Mejorando la Calidad de la Educación en la Ciudad del Niño [Improving the Quality of Education in Ciudad del Niño], a project in collaboration with Ciudad del Niño, with participation by 213 children. [_Social Projects And Assistance](#)

193 volunteers took part in 34 activities throughout the year, mainly encompassing the nutrition, health, education, disabilities, old age and environment lines. The support by our volunteers to childhood is well worthy of mention, their participation in the Special Olympics for the disabled and their cooperation with Paseo a Ciegas, where they helped the blind to go on a bicycle ride. 7,125 people have directly benefited from our volunteering activities, and 465 indirectly. [_Volunteering](#)

Children's Traffic Roadshow, Panama City, with the participation of 11,067 schoolchildren. [_Educational, outreach and awareness programs](#)

Road Safety Program at public and private schools, in collaboration with the Panama National Police Force and the

participation of 74,000 schoolchildren. [_Educational, outreach and awareness programs](#)

Fire Prevention campaign, with the participation of 99,035 people. [_Educational, outreach and awareness programs](#)

Different activities in the Objetivo Cero Víctimas campaign program, with participation by 695,113 people. [_Educational, outreach and awareness programs](#)

Vivir en Salud [Healthy Living]. Educational workshops on healthy habits at public and private schools, with participation by 6,406 school children. [_Educational, outreach and awareness programs](#)

MAY

Seminars on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for MAPFRE employees and another event held at Panama Insurance Market. [_Courses, workshops and training](#)

SEPTEMBER

Mujeres por el Corazón [Women for the Heart], in collaboration with the Health Ministry of Panama in Metro stations and shopping malls, with participation by 58,746 people. [_Educational, outreach and awareness programs](#)

NOVEMBER

In commemoration of World Day of Remembrance for Road Traffic Victims we delivered 1000 high visibility vests to the Panama National Police Force to hand out to children and young people at public schools in order to encourage them to use these vests when travelling to school. The initiative promotes road safety and safe school environments. [_Educational, outreach and awareness programs](#)



Children's traffic roadshow in Panama city

Paraguay

ANNUAL

Misión para la Educación y el Deporte [Education and Sports Mission], a project in collaboration with the humanitarian organisation of the same name. [_Social Projects And Assistance](#)

Recreation area for children and parent beneficiaries of Asoleu and Jugando, Dibujando y Sanando [Playing, Dreaming and Healing], projects in collaboration with Fundación Asoleu. [_Social Projects And Assistance](#)

Improving the level of development for boys and girls aged 2 to 14 in three settlements of the Guarambaré, in collaboration with Fundación ALDA. [_Social Projects And Assistance](#)

93 volunteers took part in 13 activities throughout the year, mainly encompassing the health line. This was the first year that our volunteers had collaborated with the Fundación Teletón Fair. Their participation consisted of managing a small confectionery stall where they collected 2.5 million guarani. The benefits of these activities directly reached 3,035 people and indirectly a further 900 people. [_Volunteering](#)

Road Safety Program in different cities around Paraguay, with the participation of 127 teachers and 2,218 schoolchildren. [_Educational, outreach and awareness programs](#)

Gira Payasos en Peligro [Clowns in Danger] through different cities in Paraguay, with the attendance of 1,050 children. [_Educational, outreach and awareness programs](#)

Objetivo Cero program, with participation of more than 1,380 people. [_Educational, outreach and awareness programs](#)

We carried out educational workshops on health habits in the campaign Vivir en Salud [Healthy Living] in schools, in collaboration with Itaipu, with participation by 21,508 students. [_Educational, outreach and awareness programs](#)

NOVEMBER

To commemorate World Day of Remembrance for Road Traffic Victims, we held a great event in Costa Asunción with airbrush workshops for helmets, bicycle circuits, talks about child restraint systems, and workshops and games for the smaller children, with total participation by 989 people. [_Educational, outreach and awareness programs](#)

Peru

ANNUAL

Acompañando a una Generación [Accompanying a Generation], a project within the Integral Education of Huachipa program in collaboration with Cesal. [_Social Projects And Assistance](#)

Semillas, Aprendiendo en Familia [Seeds, Learning as a Family], a project in collaboration with Asociación de Hogares Nuevo Futuro Perú. [_Social Projects And Assistance](#)

Da un Chance [Give a Chance] program scholarships, in collaboration with the association of the same name. [_Grants and scholarships](#)

Women at risk and victims of sexual exploitation overcome through economic empowerment and development of skills for life, a project in collaboration with Manos Unidas. [_Social Projects And Assistance](#)

Nine Integral Scholarships Program, a project in collaboration with the Lima Engineering and Technology University. [_Grants and scholarships](#)

348 volunteers took part in 45 activities throughout the year, mainly encompassing the health line. We managed to directly benefit 7,077 people, and indirectly 249,851 more. The most noteworthy action by our volunteers was their complete dedication during the catastrophe the country faced with El Niño Costero (South America Floods). The volunteers collected, sorted and delivered food, basic needs, clothing and footwear, collaborating with the country's authorities and the emergency services to ensure more effective aid. We received five fire-fighters from the Malaga Provincial Consortium of Fire-fighters, who were specialists in this type of emergency and we created the necessary logistics to install four drinking water

treatment plants to produce 4,000 litres. We delivered 3,408 emergency packs containing food, repellent, medicine and rehydration drinking solutions in 42 small refugee villages in Huachipa, and also collected 235 kilograms of food and 592 litres of water. [_Volunteering](#)

Práctica de la Educación Vial [Road Safety Practice] program in different cities of Peru, with the participation of 168 teachers and 9,102 schoolchildren. [_Educational, outreach and awareness programs](#)

Fire Prevention program, where we trained 5,880 children aged between 5 and 9 years old in the towns of Callao and Huamey. [_Educational, outreach and awareness programs](#)

Objetivo Cero Víctimas campaign, via social media with over 112,000 followers. [_Educational, outreach and awareness programs](#)

Road Safety for Businesses program, with implementation of the *Tu Empresa* pilot project. [_Educational, outreach and awareness programs](#)

ControlaTIC. We held workshops on additions to new technologies at schools for students aged between 11 and 16, with participation by 11,450 students. [_Educational, outreach and awareness programs](#)

DECEMBER

Fire Prevention program, where we trained 5,880 children aged between 5 and 9 years old in the towns of Callao and Huamey. [_Educational, outreach and awareness programs](#)

Dominican Republic

ANNUAL

Integral Children's Care and Development of Families Centre Operation, a project in collaboration with Fundación Amanecer Infantil. [_Social Projects And Assistance](#)

Programa Nutricional para Niños con Problemas de Salud y Déficit Nutricional Acogidos y/o Atendidos por NPH [Nutrition for Children with Health Problems and Nutritional Deficiencies and/or Cared for by NPH] project, in the Dominican Republic, in collaboration with Fundación Nuestros Pequeños Hermanos. [_Social Projects And Assistance](#)

Educational program for children and youths in deprived districts of Sabana Yegua and Azua, in collaboration with Asociación Nuevos Caminos. [_Social Projects And Assistance](#)

Construyendo Caminos, Escuela Inclusiva [Building Paths, Inclusive Schooling], a project in collaboration with Fundación Intered. [_Social Projects And Assistance](#)

64 volunteers took part in 23 activities throughout the year, mainly encompassing the education and health. We would like to highlight the activities by our volunteers in children's celebrations and their work so that children without resources could take part in the Fundación MAPFRE Educa tu Mundo [Educate Your World] initiative. These actions by volunteers entailed direct benefits for 378 people and a further 1,363 people indirectly. [_Volunteering](#)

Road Safety in Schools program with the participation of 8,918 schoolchildren. [_Educational, outreach and awareness programs](#)

Outreach activities on road safety for children, in collaboration with Autoridad Metropolitana de Transporte

[Metropolitan Transport Authority], with participation by 6,750 children. [_Educational, outreach and awareness programs](#)

Objetivo Cero Víctimas campaign, with campaigns during Holy Week, and other campaigns for pedestrians and motorcyclists, with approximately 102,000 beneficiaries. [_Educational, outreach and awareness programs](#)

Road Safety on Motorcycles Program, with a participation of 2,494 young people. [_Educational, outreach and awareness programs](#)

Agreement with the Metropolitan Transport Authority (AMET) who delivered educational talks to 5497 people, many of them for traffic law workers and offenders. [_Educational, outreach and awareness programs](#)

Mujeres por el Corazón [Women for the Heart], which is part of Semana del Corazón. We started action in this awareness program in collaboration with Sociedad Dominicana de Emergencia, with a participation of 6,750 people, and 107,060 via social media. [_Educational, outreach and awareness programs](#)

JANUARY

2016 Fundación MAPFRE Story Contest. Prize-giving to the overall winner of the first category. [_Grants and scholarships](#)

JUNE

Presentation to the media of the *Report on Motorcycle Safety in Latin America* study. [_Publications](#)

OCTOBER

Mujer Cuida Tu Corazón [Woman, Look After Your Heart], a conference held at the Galeria 360 Auditorium with participation by 250 women. [_Courses, workshops and training](#)

Uruguay

ANNUAL

Una Opción para los Jóvenes de Casavalle project, in collaboration with Fundación Los Pinos. *_Social Projects And Assistance*

58 volunteers took part in 25 activities throughout the year, mainly encompassing the education and health. We would like to highlight the educational work teaching ethics to children through nutrition. Our volunteers also fully engaged with the residents of Paysandú after the floods in that area of the country, gathering food and basic items so that they could overcome the natural catastrophe. The project directly benefited 1,460 people, and indirectly a further 1,830 people. *_Volunteering*

Highway Safety and Accident Prevention in Classrooms program. 53 talks were held at seven schools, through which 1,540 school children were trained in this subject. *_Educational, outreach and awareness programs*

OCTOBER

Presentation to the media of the research study, *Use of Drugs and Driving in Uruguay*, in Montevideo. *_Publications*

Organisation and participation at the 4th International Emergency and Prevention Conference, held in Montevideo. *_Courses, workshops and training*

Activities within the Drowning Prevention Program and the Fire Prevention Roadshow at the 4th International Emergency and Prevention Conference held in Montevideo. *_Educational, outreach and awareness programs*

Venezuela

ANNUAL

Balanced diet for correct development and health of children with disabilities from disadvantaged backgrounds, a project in collaboration with Asociación Amigos del Niño Especial. *_Social Projects And Assistance*

Nutritional Support for Infants, a project in collaboration with Asociación Somos Comunidad (formerly known as Camurí Grande). *_Social Projects And Assistance*

Desarrollo integral de niñas y adolescentes de la casa Hogar Santa María Goretti en Carora [Integral Development of Girls and Adolescents in Hogar Santa María Goretti en Carora Home], a project in collaboration with Obra Misionera Jesús y María. *_Social Projects And Assistance*

Lo que Hagas a uno de Estos mis Pequeños a mí me lo Haces [Anything You Do to One of My Children, You Do to Me] (Mt 25, 40), a project in collaboration with Compañía Hijas de la Caridad de San Vicente de Paul. *_Social Projects And Assistance*

Una Mano para Ser Feliz Responsable y Exitoso [A Hand to Be Happy, Responsible and Successful], in collaboration with Centro de Educación Integral Dugarbin. *_Social Projects And Assistance*

Desarrollo Integral de Niños en Atención y Nutrición Infantil [Integral Development of Children in Care and Nutrition], a project in collaboration with Fundación de Estimulación y Aprendizaje María Auxiliadora. *_Social Projects And Assistance*

Alimentando y nutriendo a niños y adolescentes de la escuela básica Presbítero Manuel Aguirre en Petare [Feeding and Nourishing Children and Adolescents at Manuel Aguirre Presbyterian School], a project in collaboration with Fe y Alegría. *_Social Projects And Assistance*

256 volunteers took part in 42 activities throughout the year, mainly encompassing the health, education and environment lines. We would particularly like to highlight the involvement with groups at risk of social exclusion and young children, with whom they shares leisure activities and gave out toys. In collaboration with Fudena, our volunteers were fully involved in cleaning natural areas in four areas around the country. Maracay, Lecherías, Maracaibo and Caracas, collecting over three thousand kilos of waste. These actions by volunteers overall directly benefited 2,292 people and a further 102 people indirectly. *_Volunteering*



Rest of the world and Global activities

China

ANNUAL

61 volunteers took part in nine activities throughout the year, mainly encompassing the environment and education lines, highlighting their invaluable work helping to clean one of the beaches in Qingdao. These activities directly benefited 272 people. [_Volunteering](#)

Philippines

ANNUAL

Semillas de Esperanza [Seeds of Hope], a project in collaboration with Eugenia Ravasco Day Care Center. [_Social Projects And Assistance](#)

Residential Care Program, a project in collaboration with Kalipay Negrense Foundation Inc. [_Social Projects And Assistance](#)

69 volunteers took part in nine activities throughout the year, mainly encompassing the education line. We would like to highlight the collaboration with the Eugenia Ravasco Day Care Center, where our volunteers helped children to learn about nutrition and the environment, among other subjects. We brought benefits to 293 people. [_Volunteering](#)

Global Activities

ANNUAL

Escuelas Sociodeportivas [Socio-Sporting Schools], a project in collaboration with Fundación Real Madrid, which carries out its work in Brazil, USA, El Salvador, Philippines, Mexico, Panama, Paraguay, Peru and the Dominican Republic. [_Social Projects And Assistance](#)

JANUARY - MARCH

2016 Fundación MAPFRE Story Contest. Prize-winners in the children's and youth's categories in Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela. [_Social Projects And Assistance](#)

MARCH

Launch of the 2017 edition of the Fundación MAPFRE short story competition, as part of the Educa tu Mundo [Educate Your World] initiative. [_Social Projects And Assistance](#)

MAY

Joint organisation and participation in the Road Safety program #SlowDown by the World Health Organisation. To do this we set up a campaign among MAPFRE employees all around the world. A total of 23 countries took part with over 1,000 photographs that have been published on social media, featuring messages about the importance of reducing speed and how they contributed to achieving it. [_Educational, outreach and awareness programs](#)

OCTOBER

Launch of the 2017 edition of the Fundación MAPFRE short story competition, as part of the Educa tu Mundo [Educate Your World] initiative. [_Social Projects And Assistance](#)

NOVEMBER

Publication of the winning stories of the 2017 edition of the Fundación MAPFRE short story competition, as part of the Educa tu Mundo [Educate Your World] initiative. [_Publications](#)



7,333 volunteers took part in more than 1,200 events in 26 countries

In commemoration of World Day of Remembrance for Road Traffic Victims, and in collaboration with the European Federation of Road Traffic Victims (FEVR) we jointly produced and distributed the official WoR2017 video with the ambitious goal of reducing fatal road traffic victims to zero. This video is hosted on the FEVR website, where it has been viewed by over 38,700 people, 13,400 of which were through social media. The video is also hosted on our channels, and it has been promoted through the social media, having been played over 370,000 times. Parallel to this, we carried out training and awareness action in many countries, highlighting the distribution of 1,000 high visibility vests to the Panama National Police Force, who distributed them among children and young people all over the country through public schools, so that the students can use them on their way to school and back home, as an important measure to promote road

safety. We would also like to highlight the cycle ride that took place in Mexico city, where 1,170 high visibility vests were distributed along with guides on road safety advice to the participants. *Educational, outreach and awareness programs*

7

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 2017, in alphabetical order and grouped by geographic area.

International Organizations

- > Asociación de Supervisores de Seguros de Latinoamérica (ASSAL)
- > Banco Interamericano de Desarrollo (BID)
- > European Transport Safety Council (ETSC)
- > Federación Iberoamericana de Asociaciones de Víctimas contra la Violencia Vial (FICVI)
- > Federación Interamericana de Empresas de Seguros (FIDES)
- > Federación Europea de Víctimas de Accidentes de Tráfico (FEVR)
- > Global Alliance of NGOs for Road Safety
- > Global Road Safety Partnership (GRSP)
- > International Motorcycle Manufacturer's Association
- > International Road Federation
- > Observatorio Iberoamericano de Seguridad Vial (OISEVI)
- > Organización Bomberos Americanos (OBA)
- > Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura (OEI)
- > Organización Panamericana de Salud (OPS)
- > P.A.U. Education
- > Safe Kids Worldwide
- > Sección Española de la Asociación Internacional de Derecho de Seguros (SEAIDA).
- > Ibero-American Secretariat General (SEGIB)
- > UN Road Safety Collaboration (UNRSC)

- > United Nations Economic Commission for Europe
- > Verband der TÜV e.V.
- > World Health Organization

Spain and Portugal

Spain

PUBLIC ADMINISTRATIONS

- > > Agencia Española de Cooperación Internacional y Desarrollo (AECID)
- > Agencia Madrileña de Atención Social
- > Agrupación de Tráfico de la Guardia Civil
- > Área de Salud de Ibiza y Formentera, Gobierno Balear.
- > Ayuntamiento de Águilas
- > Ayuntamiento de Albacete
- > Ayuntamiento de Alcalá de Henares
- > Ayuntamiento de Alcántara
- > Ayuntamiento de Alcobendas
- > Ayuntamiento de Alcorcón
- > Ayuntamiento de Almassera
- > Ayuntamiento de Barreiros
- > Ayuntamiento de Blanca
- > Ayuntamiento de Calatayud
- > Ayuntamiento de Carbajosa
- > Ayuntamiento de Carballedo
- > Ayuntamiento de Castroverde
- > Ayuntamiento de Cieza
- > Ayuntamiento de Collado Villalba
- > Ayuntamiento de Coslada
- > Ayuntamiento de Chantada
- > Ayuntamiento de Don Benito
- > Ayuntamiento de El Tiemblo
- > Ayuntamiento de Espluges de Llobregat
- > Ayuntamiento de Fuenmayor
- > Ayuntamiento de Galapagar
- > Ayuntamiento de Gandia
- > Ayuntamiento de Getafe
- > Ayuntamiento de Gijón
- > Ayuntamiento de Hospitalet de Llobregat
- > Ayuntamiento de Huelva
- > Ayuntamiento de Jumilla
- > Ayuntamiento de La Línea de la Concepción
- > Ayuntamiento de Leganés
- > Ayuntamiento de Lérida
- > Ayuntamiento de Logroño
- > Ayuntamiento de Lugo
- > Ayuntamiento de Madrid
- > Ayuntamiento de Málaga
- > Ayuntamiento de Mata de Alcantara
- > Ayuntamiento de Mengabril
- > Ayuntamiento de Miranda de Ebro
- > Ayuntamiento de Paterna
- > Ayuntamiento de Pinto
- > Ayuntamiento de Pozuelo de Alarcón
- > Ayuntamiento de Rodeiro
- > Ayuntamiento de Salamanca
- > Ayuntamiento de Salobreña
- > Ayuntamiento de San Lorenzo de El Escorial
- > Ayuntamiento de San Martín de Valdeiglesias
- > Ayuntamiento de Santa Eularia Des Riu
- > Ayuntamiento de Santa Perpetua de Mogoda
- > Ayuntamiento de Sentmenat
- > Ayuntamiento de Sevilla
- > Ayuntamiento de Silla
- > Ayuntamiento de Sotillo de la Adrada
- > Ayuntamiento de Talavera de la Reina
- > Ayuntamiento de Teruel
- > Ayuntamiento de Torrejón de Ardoz
- > Ayuntamiento de Torrelavega
- > Ayuntamiento de Tres Cantos
- > Ayuntamiento de Uncastillo
- > Ayuntamiento de Valencia
- > Ayuntamiento de Valladolid
- > Ayuntamiento de Velilla de San Antonio
- > Ayuntamiento de Vúcar
- > Ayuntamiento de Villanueva de la Serena
- > Ayuntamiento de Zaragoza

- > Ayuntamiento del Ayuntamiento de Ponferrada
- > Ayuntamiento del Puerto de Santamaría
- > Banco de España
- > Comisión Nacional del Mercado de Valores (CNMV)
- > Comunidad Autónoma de Andalucía
- > Comunidad Autónoma de Castilla la Mancha
- > Comunidad Autónoma de Extremadura
- > Comunidad Autónoma de Galicia
- > Comunidad Autónoma de la Rioja
- > Comunidad Autónoma de las Islas Baleares
- > Comunidad Autónoma Junta de Castilla-León
- > Comunidad de Castilla y León
- > Comunidad de Madrid
- > Comunidad Valenciana
- > Consejo Superior de Deportes
- > Consell Insular de Ibiza
- > Consell Insular de Mallorca
- > Diputación de Badajoz
- > Diputación de Ciudad Real
- > Diputación de Huelva
- > Diputación de Lérida
- > Diputación de Málaga
- > Diputación de Teruel
- > Dirección General de Participación Ciudadana de la Policía Nacional
- > Dirección General de Seguros y Fondos de Pensiones
- > Empresa de Emergencias Públicas - EPES-061
- > Instituto Nacional de Seguridad e higiene en el trabajo (INSHT)
- > Ministerio de Sanidad, Asuntos Sociales e Igualdad

SPORTING ASSOCIATIONS

- > C.D. Tenerife
- > Escuela de Vela de Sanxenxo
- > Federación Madrileña de Fútbol
- > Fundació FC Barcelona
- > Fundación Emilio Sanchez Vicario

- > Fundación Mareo del Sporting de Gijón
- > Fundación Real Madrid
- > Real Betis Balompié
- > U.D. Las Palmas

CORPORATE AND PROFESSIONAL ASSOCIATIONS

- > Asociación de Educación Ambiental y del Consumidor (AEDAC). Bandera azul
- > ALSA
- > Arriva
- > Arval: BBP Parisas
- > Asociación Comerciantes de Sentmenat
- > Asociación de Ayuda en Carretera (DYA)
- > Asociación de Comerciantes de Águilas
- > Asociación de comerciantes de Cieza
- > Asociación de Dinamización Rural de Medellín
- > Asociación de Empresarias y Profesionales, Valencia (EVAP)
- > Asociación de Empresarios de Zafra
- > Asociación de Empresarios Polígono El Montalvo
- > Asociación de Especialistas en Prevención y Seguridad Vial (AEPSAL)
- > Asociación de hostelería de Águilas
- > Asociación de hosteleros de Cieza
- > Asociación de Jóvenes Empresarios Madrid
- > Asociación de Jóvenes Empresarios Salamanca
- > Asociación de Jóvenes Empresarios Toledo
- > Asociación de Jóvenes Empresarios Valladolid
- > Asociación de la Pequeña y Mediana Empresa de La Línea de la Concepción
- > Asociación de Profesionales y Autónomos Extremadura
- > Asociación empresarial Torrejón de Ardoz (UNICEM)
- > Asociación Española de Gerencia de Riesgos y Seguros (AGERS)
- > Asociación Española de la Carretera (AEC)
- > Asociación Española de Pediatría
- > Asociación Española de Renting de Vehículos
- > Asociación Industrial de Cieza
- > Asociación Nacional de Agencias de Colocación (ANAC)
- > Asociación para el Estudio de la Lesión Medular Espinal (AESLEME)
- > Asociación Parque Empresarial de Don Benito
- > Asociación Profesional de Corredores de Seguros (APROCROSE)
- > Asociación Profesional de Técnicos de Bomberos (APTBB)
- > Asociación Provincial de Hostelería Albacete (AFAEPS)
- > AVANZA
- > AVIS
- > Cámara de Comercio de Pontevedra, Vigo y Vilagarcía de Arousa
- > Centre Metalurgic Sabadell (CENTREM)
- > Centro de Hemoterapia y Hemodonacion de Castilla y León
- > Centro de Mayores Sar Quavitaes
- > Centro de Transfusión Comunidad Valenciana
- > Centro Educativo San Pelayo
- > Centro Médicos de Excelencia FIFA Ripoll y de Prado
- > Centro Sanatorio Marítimo
- > Centro Texeiro
- > Colegio de abogados de Murcia
- > Colegio de Actuarios de Cataluña
- > Colegio de Administradores de Fincas de Asturias
- > Colegio de Médicos de Málaga
- > Colegio Oficial de Administradores de Fincas de Madrid
- > Colegio Oficial de Graduados Sociales de Málaga y Melilla
- > Colegio Oficial de Ingenieros Técnicos Industriales de Madrid
- > Confederación Canaria de Empresarios
- > Confederación de Asociaciones Empresariales de Baleares (CAEB)

- > Confederación de Empresario de Sevilla (CES)
- > Confederación de Empresarios de Castilla la Mancha (CECAM)
- > Confederación de Empresarios de Ferrol (COFER Ferrol)
- > Confederación de Empresarios de Navarra (CEN)
- > Confederación de la Pequeña y Mediana Empresa Aragón
- > Confederación de la Pequeña y Mediana Empresa Cantabria
- > Confederación de la Pequeña y Mediana Empresa Zaragoza
- > Confederación de Transporte en Autobús (CONFEBUS)
- > Confederación Empresarial Valenciana (CEV)
- > Confederación Empresarios Málaga (CEM)
- > Confederación Española de la Pequeña y Mediana Empresa (CEPYME)
- > Confederación de Organizaciones Empresariales de Castilla y León (CECALE)
- > Consejo Español de Resucitación Cardiopulmonar
- > El Corte Inglés
- > Entidad Local Menor Camposancos
- > Federación Comercio de Granada
- > Federación de Asociaciones de Cocineros y Reposteros de España (FACYRE)
- > Federación de empresario de Toledo (FEDETO)
- > Federación de Empresarios de Industria y Comercio de Alimentación de Sevilla (FEICASE)
- > Federación de Empresarios de la Rioja (FER)
- > Federación de Empresas de la Limpieza de CyL (FAELCYL)
- > Federación de Organizaciones Empresariales Sorianas (FOES)
- > Federación Hotelera Ibiza y Formentera (FHEIF)
- > Federación Leonesa de Empresarios (FELE)
- > Feria y Palacio de Congresos de Lleida
- > Fomento de Construcciones Contratas Servicios Ciudadanos
- > Fremap
- > Grupo Cofares
- > Ikaflan Vizcaya
- > Inese
- > Instituto de Actuarios Españoles
- > Investigación Cooperativa entre Entidades Aseguradoras (ICEA)
- > Marcotrans
- > Michelin
- > Patronal Caeb - Illes Balears
- > Patronal Coell- Lleida
- > Sociedad Española de Medicina de Urgencia y Emergencias (SEMES)
- > Sociedad Española de Médicos de Atención Primaria (SEMERGEN)
- > TIXE Asociación de Empresarios de Dos Hermanas
- > Una Ciudad para Todos Cee Vegapresas
- > Unidad Editorial
- > Unión Española de Entidades Aseguradoras y Reaseguradoras (UNESPA)
- > Facultad de Ciencias de la Actividad Física y del Deporte (INEF)
- > Hospital Ramón y Cajal
- > IES Simancas de Madrid
- > Instituto Asturiano de Prevención de Riesgos Laborales
- > Instituto Canario de Hemodonación y Hemoterapia
- > Instituto de Empresa
- > Instituto Goethe
- > Instituto Italiano di Cultura di Madrid
- > Instituto Nacional de Salud Carlos III
- > Museo de Arte Contemporáneo Esteban Vicente
- > Parque Móvil Regional de Murcia
- > Real Academia de Bellas Artes de San Fernando
- > Universidad Autónoma de Barcelona
- > Universidad Autónoma de Madrid
- > Universidad Carlos III de Madrid
- > Universidad Complutense de Madrid
- > Universidad de Alcalá
- > Universidad de Barcelona
- > Universidad de Castilla-La Mancha
- > Universidad de Comillas
- > Universidad de Gerona
- > Universidad de La Coruña
- > Universidad de La Rioja
- > Universidad de las Islas Baleares
- > Universidad de Las Palmas de Gran Canaria
- > Universidad de León
- > Universidad de Murcia
- > Universidad de Salamanca
- > Universidad de Santiago de Compostela
- > Universidad de Sevilla
- > Universidad de Valladolid
- > Universidad Europea de Valencia
- > Universidad Francisco de Vitoria
- > Universidad Nacional de Educación a Distancia (UNED)
- > Universidad Pablo de Olavide
- > Universidad Politécnica de Madrid
- > Universidad Politécnica de Valencia

ACADEMIC, SCIENTIFIC AND CULTURAL INSTITUTIONS

- > Academia Española de Nutrición y Dietética
- > Centro de Formación en Seguros y Finanzas
- > Centro Educativo Federación de Asociaciones Africanas en Canarias
- > Centro Universitario Villanueva de Madrid
- > CEU Cardenal Herrera de Valencia
- > Colegio Nazaret Oporto de Madrid
- > Embajada de Alemania en España
- > Embajada de Italia en España
- > Escuela Internacional de Empresas
- > Escuela Nacional de Médicos del Trabajo

- > Universidad Pontificia de Salamanca
- > Universidad Rovira i Virgili
- > Universidad San Pablo-CEU

THIRD SECTOR INSTITUTIONS

- > Afandice
- > Aldeas Infantiles SOS
- > Altamar
- > Apascovi
- > Aprosuba-3
- > APSA
- > ASAM
- > Asociación Apoyo Pueblo Sirio
- > Asociación Apromis
- > Asociación Babilón
- > Asociación de Expacientes de Medicina Intensiva de Málaga
- > Asociación de Familiares de Enfermos de Alzheimer de Ávila (AFAVILA)
- > Asociación de Familiares de Niños/as con Cáncer de la Región de Murcia (AFACMUR)
- > Asociación de Parálisis Cerebral (ASPACE)
- > Asociación de Síndrome de Down de Cuenca (ADOCU)
- > Asociación Española de Fundaciones
- > Asociación Infantil Oncológica de Madrid (ASION)
- > Asociacion Parkinson Ávila (APAVI)
- > Asociación Provincial de Familias de Personas con Discapacidad y del Desarrollo (APANAS)
- > Asociación Pueblos del Ecuador en Madrid (APEM)
- > Asociacion Talisman
- > Asociacion Valenciana de Caridad
- > Aspadir
- > Aspandem
- > Aspanri
- > Aspanri Down
- > Asprona
- > Associacio Resso Vilafranca Bancs de Aliments
- > Astrapace
- > Atadef Huesca
- > Atades
- > Atedef Zaragoza
- > Banco de Alimentos Cádiz
- > Banco de Alimentos de Ciudad Real
- > Banco de Alimentos de Huesca
- > Banco de Alimentos de León
- > Banco de Alimentos de Salamanca
- > Banco de Alimentos de Toledo
- > Banco de Alimentos de Valladolid
- > Banco de Alimentos de Zamora
- > Banco de Alimentos del Sil de Ponferrada
- > Banco de Sangre de Galicia
- > Bancs de Aliments de Barcelona
- > Bancs de Aliments de las Comarques de Girona
- > Buena Voluntad en Acción
- > Cáritas
- > Cáritas Almería
- > Cáritas Córdoba
- > Cáritas Diocesana Ourense
- > Cáritas Diocesana Teruel
- > Cáritas Elche
- > Cáritas Granada
- > Cáritas Jaén
- > Cáritas La Victorial 'Arahal'
- > Cáritas Las Palmas
- > Cáritas Parroquia Ave María y San Juan
- > Cáritas Parroquia San Miguel Torremolinos
- > Cáritas Tarragona
- > Cáritas Tenerife
- > Casa Caridad
- > Casa Grande de Martiherrero
- > Casa Ronald McDonald
- > Casal d'Infants del Raval
- > Cocina Económica
- > Comedor Social San Pedro
- > Confederación de Padres de Alumnos (COFAPA)
- > Confederación Española de Asociaciones de Padres y Madres de Alumnos (CEAPA)
- > Cooperación Internacional
- > Coordinacion Donantes Bizkaia
- > Cruz Roja Española
- > Cuida-T
- > Debra
- > Ecodes
- > Emaus
- > Federación de Asociaciones de Matronas en España
- > ENKI
- > Feproami
- > Fundació President Amat Roumens (FUPAR)
- > Fundació Rosa Oriol
- > Fundación Abracadabra
- > Fundación Abulense para el Empleo (FUNDABEN)
- > Fundacion Aldaba
- > Fundacion Asistencial Nuestro Padre Jesús
- > Fundación Atresmedia
- > Fundación Bancaja
- > Fundación Biomédica del Hospital Ramón y Cajal
- > Fundación de Ayuda contra la Drogadicción (FAD)
- > Fundación Emplea (Alicante)
- > Fundación Española de Nutricionistas-Dietistas
- > Fundación Española del Corazón
- > Fundación Española para la Seguridad Vial (FESVIAL)
- > Fundación Inade
- > Fundacion La Caridad
- > Fundación Novaterra (Valencia)
- > Fundación Nuevo Futuro
- > Fundación para la Investigación del Hospital Universitario de Puerta de Hierro
- > Fundación Pons
- > Fundación ProCNIC
- > Fundación Rafael del Pino
- > Fundacion Secretariado Gitano de Badajoz

- > Fundacion Secretariado Gitano de Segovia
- > Fundacion Síndrome de Down
- > Fundacion Trébol
- > Fundación Vero Boquete
- > Hermandad Donantes de Sangre
- > Mechones Solidarios
- > Mensajeros de La Paz
- > Misioneras de La Caridad – Madre Teresa De Calcuta
- > ONCE
- > Pato Amarillo
- > Rescate
- > Residencia Nuestros Hijos
- > Sociedad de San Vicente de Paúl
- > Soñar Despierto
- > Trañsplant, Fundacion Renal Jaume Arno y Alcer Ávila
- > Vida Digna

Portugal

- > Asociación para la Promoción de la Seguridad Infantil (APSI)
- > Dorel
- > Ministerio de Salud de Portugal
- > Re-food

Rest of Europe

Germany

- > Arche
- > Galerie Berinson
- > Kunstsammlung Nordrhein-Westfalen
- > Museum Folkwang
- > Museum Ludwig
- > Pinakothek der Moderne

Austria

- > WestLicht

Denmark

- > National Gallery of Denmark

France

- > Centre National d'Art et de Culture Georges Pompidou
- > Grimaldi Forum Mónaco
- > Jeu de Paume
- > Musée d'Art Moderne de la Ville de Paris
- > Musée d'Art Modern Troyes
- > Musée de l'Orangerie
- > Museo de Orsay
- > Rencontres d'Arles

Great Britain

- > Gagosian Gallery
- > Tate Modern
- > Victoria & Albert Museum

Italy

- > Camera. Centro Italiano de Fotografia
- > Fondazione Cariverona
- > Fondazione Cavallini Sgarbi, Ro Ferrarese
- > Fondazione Magnani Rocca, Mamiano di Traversetolo, Parma
- > Galleria d'Arte Moderna, Milan
- > Galleria Civica d'Arte Moderna e Contemporanea

- > Galleria d'Arte Moderna Achille Forti, Verona
- > Galleria d'Arte Moderna di Roma Capitale
- > Galleria d'Arte Moderna, Genoa
- > Galleria degli Uffizi, Florence.
- > Istituto Matteucci, Viareggio
- > Istituzione Bologna Musei. Museo Morandi
- > Musei Civici Fiorentini - Museo Novecento, Florence
- > Museo Civico e Pinacoteca di Alessandria
- > Museo de Arte Moderna e Contemporanea di Trento e Rovereto
- > Museo del Novecento, Milan
- > Museo di Roma
- > Pinacoteca di Brera, Milan

Malta

- > Blood Bank
- > Centru Tbexbix
- > Health Promotion and Disease Prevention Directorate of Malta
- > Equal Partners
- > Free Skin Divers
- > Horse Sanctuary
- > Inspire
- > Ministry for Education and Employment
- > Nature Trust
- > The Bubble

The Netherlands

- > Foam Fotografiemuseum Amsterdam
- > Museum de Fundatie, Zwolle / Heino, Wijnhe, Netherlands
- > Nederlands Fotomuseum, Rotterdam.

Czech Republic

- > Národní Galerie, Prague

Switzerland

- > Fotomuseum de Winthertur

Turkey

- > Alternative Life Foundation
- > Autism Awareness Foundation
- > Alternative Life Foundation (AY-DER)
- > BATMAN 75.YIL Primary School
- > Çorbada Tuzun Olsun (Association Providing Food For Homeless People)
- > Darussafaka
- > Embarq Türkiyr
- > Esenler School
- > Intercity Sürüs Akademisi
- > Istanbul Bilgi University
- > Kaçuv - Hope Foundation for Children with Cancer
- > Kizilay (Turkish Red Crescent)
- > Koruncuk - Turkish Foundation for Children in Need
- > Tcyov (Youth Re-autonomy Foundation of Turkey)
- > Turkish Education Foundation (TEV)
- > Universidad de Estambul
- > WRT Turkey

United States and Puerto Rico

UNITED STATES

- > American Diabetes Association
- > American Red Cross
- > Boston Children Hospital
- > Bowling Green State University
- > Carnegie Museum of Art
- > Cuerpo de Bomberos de Houston
- > Excel Academy
- > Island Harvest
- > Johns Hopkins University
- > Local Food Pantry
- > Magnum Photos
- > Milwaukee Art Museum
- > Nuestros Pequeños Hermanos
- > Ohio Dominican University
- > Ohio Northern University
- > Operation Buckeye
- > Ronald McDonald House
- > Teach for America
- > Terra Foundation for American Art
- > The Morgan Library & Museum, New York
- > The Pierre and Tana Matisse Foundation
- > United Blood Services
- > United Food Bank
- > United Way Day of Caring
- > University of Akron
- > University of Cincinnati

PUERTO RICO

- > Agencia Federal de Alimentación y Nutrición
- > Asociación de Distrofia Muscular (MDA)
- > Banco de Sangre Servicios Mutuos
- > CAP
- > Casa Manuel Fernández Juncos
- > Cruz y Canela
- > Departamento de Educación

- > E-cycling Puerto Rico
- > Fundación Tesoros de Amor
- > Hogar de Niñas Cupey
- > Hogar de Niñas Sor María Rafaela
- > Hogar Dorado Dreams
- > Hogar Santa Ana
- > Hogares Teresa Toda
- > La Casa de Nuestra Gente
- > La Fondita de Jesús
- > Liga Puertorriqueña contra el Cáncer
- > Make a Wish
- > One Sight
- > PR Children's Foster Home
- > PR Textile Recycling
- > SER de Puerto Rico
- > Vidas Servicios Episcopales Inc.

Latin America

Argentina

- > Agencia Nacional de Seguridad Vial de Argentina (ANSV)
- > Aldeas Infantiles SOS
- > Asociación Argentina de Traumatología
- > Asociación Civil la Poderosa
- > Asociación de Fútbol Argentino
- > Casa Cuna Catamarca
- > Casa de la Provincia de Jujuy
- > Centro Comunitario Jesús María
- > Colegio Mano Amiga
- > Cuerpo de Bomberos de Argentina
- > Fundación Hospital Garrahan
- > Fundación Misión Marianista
- > Fundación PAR
- > Fundación SI (Provincia de Corrientes)
- > Fundamind
- > Hogar Mamá Margarita
- > Hogar San José (Mensajeros de la Paz)
- > Hogares Malen (Mensajeros de la Paz)
- > Instituto Universitario de Gran Rosario
- > Mensajeros de la Paz
- > Papelnonos de San Antonio de Areco
- > Pequeños Pasos
- > Un Nuevo Comienzo

Brazil

- > Acaia Pantanal
- > Ação Comunitária do Brasil São Paulo
- > Aldeãs Infantiles SOS
- > Asilo Casa Amigos da Vida
- > Asilo Casa Helena Dornfeld
- > Asilo Residencial Vitativa
- > Associação Casa de Idosos Jesus Misericordioso
- > Associação Macaibense de Acolhimento Institucional (AMAI)
- > Associação Maria Helen Drexel
- > Associação Projeto Restauração de Vidas (PROREAVI)
- > Associação Vaga Lume

- > Association of Self-Mobilized Citizens (ACA-M)
- > Banco de Sangue Paulista
- > Biblioteca Amadeu Amaral (SP)
- > Biblioteca Donatilla Dantas (RN)
- > Biblioteca Pública Municipal Dolor Barreira (CE)
- > Bom Pastor
- > CEI Jardim Capela
- > Coletivo Autônomo dos Trabalhadores Sociais (CASTO)
- > EMEI Geleira de Campos
- > EMEI Isabel Colombo
- > Filhas da Santa Maria da Providencia
- > Fundação Fé e Alegria
- > Fundação Santa Casa de Misericórdia de Franca
- > Fundação Santa Casa de Misericórdia de São Carlos
- > Fundação Albert Einstein
- > Fundação Futebol Club Barcelona
- > Hemocentro de São José dos Campos
- > Hospital Darcy Vargas
- > Hospital Itaci
- > Instituição Bom Pastor
- > Instituição Clube da Turma
- > Instituição Comunidade Metodista do Povo de Rua
- > Instituto Ciranda
- > Instituto de Apoio Nossa Senhora Aparecida
- > Instituto de Cegos Padre Chico
- > Instituto Fala Mulher
- > Instituto Povo de Rua (SP)
- > Instituto Techmail
- > Jovens Mensageiros da Paz
- > Liga das Senhoras Católicas de São Paulo
- > Liga Solidária
- > Ministerio das Cidades. Departamento Nacional de Trânsito-Denetran
- > Ministerio de Saude. Assessoria de Assuntos Internacionais (AISA)
- > Movimento Pro-Criança

- > Museo Lasar Segall
- > Nutrir. Associação Combate a Desnutrição
- > Paróquia Santa Edwiges São Miguel Arcanjo
- > Plan Internacional
- > Proyecto Julita
- > Rede Cidadã
- > Secretaría de Educación del Estado de São Paulo (Brasil)
- > Senac/SP
- > Thiago Silva Gomes Junior
- > Valentina dos Santos

Chile

- > Clínica Alemana
- > Club de Fútbol de Colo-Colo
- > Club de Rugby Old Boys
- > Colegio Padre Pedro Arrupe
- > Comedor San Felipe
- > Compañía de Bomberos de Concepción
- > Compañía de Bomberos de Las Condes
- > Consejo Nacional de Seguridad del Tránsito de Chile (CONASET)
- > Cuerpo de Bomberos de Chile
- > Fundación Quiltrería
- > Fundación San José
- > Hogar de Ancianos San Ignacio
- > Nuestros Hijos
- > Padre Semería
- > Red Educacional Comeduc
- > Universidad de Chile

Colombia

- > Automóvil Club de Colombia
- > Club de Fútbol Atlético Nacional de Medellín
- > Colegio Hispanoamericano
- > Cruz Roja Colombiana
- > Fucolde
- > Fundación Ayuda a la Infancia. Hogares BAMBI
- > Fundación Cardio Infantil

- > Fundación CIREC
- > Fundación Dharma
- > Fundación Fana
- > Fundación Juan Felipe Escobar
- > Fundación Laudes Infantis
- > Fundación NU3
- > Fundación Proyecto de Vida
- > Fundación Shaio
- > Grupo de Empresarios del Arroz
- > Jardín Botánico Bogotá
- > SENA
- > Universidad del Externado de Colombia

Costa Rica

- > Asociación pro Ayuda a Jóvenes con Cáncer
- > Banco de Sangre
- > Centro Diurno Adulto Mayor
- > Fundación Pro Cuidado Paliativo
- > Hogar de ancianos de Montes de Oca
- > Ministerio de Obras Públicas y Transportes de Costa Rica
- > Proyecto Daniel

Ecuador

- > Asociación Manabí
- > Cesal
- > Coordinación del Medio Ambiente
- > Cuerpo de Bomberos de Guayaquil
- > Cuerpo de Bomberos de Quito
- > Fundación Sor Dominga Bocca
- > Servicio de Integración Laboral para personas con Discapacidad (SIL)

El Salvador

- > Fundación Cinde
- > Fundación Gotas Verdes
- > Hermano Pedro Betancur
- > Mensajeros de la Paz
- > San Vicente de Paul

Guatemala

- > Aldeas Infantiles SOS
- > Asociación Guatemalteca de Instituciones de Seguros
- > Asociación Manabí
- > Bomberos Municipales
- > Casa Guatemala
- > Casa Hogar Jassiel
- > Cuerpo de Bomberos de Guatemala
- > Esperanza Juvenil
- > Fundación Defensores de la Naturaleza
- > Hogar de Ancianos Santa Luisa de Marillac
- > Hogar de Niños Madre Ana Vitello
- > Hogar Luis Amigó
- > Hogar Luz de María Dinora
- > Hospital Universitario Esperanza
- > Unidad de Niños con Discapacidad - Obras Sociales del Hermano Pedro

Honduras

- > Aldeas Infantiles SOS
- > Comisión Nacional de Bancos y Seguros
- > Cruz Roja Hondureña
- > Dirección Nacional de Tránsito (DNT)
- > Escuela El Hatillo
- > Escuela Emmanuel
- > Escuela Experimental para la Música
- > Escuela Peniel
- > Fundación Angelitos
- > Guardería San Antonio
- > Hospital Escuela Universitario
- > Instituto San Miguel de Heredia
- > McDonald Honduras
- > Prepace

Mexico

- > Albergue Deportivo Benito Juárez
- > Alianza Anticáncer Infantil
- > Asilo San Sebastián
- > Asociación Comuna Santo Domingo Iztapalapa

- > Asociación Mexicana de Instituciones de Seguros (AMIS)
- > Banco de Tapitas
- > Campeones de la Vida – Nariz Roja
- > Casa Alto Refugio
- > Casa Crisal AC
- > Casa Cuna Sagrado Corazón de Jesús
- > Casa de Asís
- > Casa de la Amistad Niños con Cáncer
- > Casa de Las Mercedes
- > Casa de Reposo El Buen Suceso
- > Casa de Reposo Sagrado Corazón de Jesús
- > Casa del Sol
- > Casa Hogar Belén
- > Casa Hogar La Alegría de los Niños
- > Casa Hogar San Rafael Guizar y Valencia
- > Casa Mateo Quinto
- > Cedidown IAP
- > Centro de Acopio Deportivo Benito Juárez
- > Centro de Acopio Oaxaca
- > Centro de Acopio Radio Rama de Occidente
- > Centro de Apoyo Educativo Especial AC (CAEE)
- > CESAL
- > Club de Rotarios de Mérida AC
- > CMR Comedor Hornos
- > Colegio Mano Amiga de Chalco
- > Colegio Mano Amiga de Conkal
- > Colegio Mano Amiga Puebla
- > Comedor Emmanuel AC
- > Comunidad MAPFRE UP
- > Consejo Nacional para la Prevención de Accidentes (CONAPRA)
- > Corazones Amados
- > Corazones del Futuro
- > Cruz Roja
- > Cruz Roja Mexicana
- > Estancia María de Guadalupe
- > Fundación Altius: Colegio Mano Amiga
- > Fundación CMR – Comedor de Santa María

- > Fundación Dr. Díaz Perches
- > Fundación Hospitales Civiles de Guadalajara
- > Fundación Mochou y Mau
- > Hogar de Ángeles
- > Hogares Infantiles y Juveniles Calasanz
- > Instituto Tecnológico Autónomo de México (ITAM)
- > Junior League of Mexico City
- > Mano Amiga Fe Conkal
- > Muros de Esperanza
- > Museo Interactivo de Economía (MIDE)
- > Nutre un Niño
- > Playa Local en Puerto Vallarta
- > Pro Bosque de Chapultepec
- > Renovación
- > Residencia de Mamá y Papá
- > Santa Cruz Moxolahuac
- > Secretaría de Movilidad de la Ciudad de México
- > Secretaría de Salud de México
- > Sedesol Centro de Acopio
- > Un Granito de Arena
- > Universidad Anáhuac del Norte de México
- > Universidad Autónoma de San Luis Potosí de México
- > Universidad Autónoma del Estado de México
- > Universidad de Las Américas de México
- > Universidad de Puebla
- > Universidad La Salle de México
- > Universidad Marista de México
- > Universidad Nacional Autónoma de México (UNAM)
- > Universidad Tecnológica Americana (UTECA)
- > Upaep

Nicaragua

- > Conanca
- > Cruz Roja Nicaragüense
- > Fundación Ronald McDonald
- > Fundación Teletón
- > Pan y Amor
- > Policía Nacional - División de Tránsito

Panama

- > ANAM
- > Asociación Pro Niñez Panameña
- > Benemérito Cuerpo de Bomberos de la República de Panamá
- > Ciudad del Niño
- > Comunidad de Metetí
- > Confederación Panameña de Productores de Seguros (COPAPROSE)
- > Escuela Las Gaitas Capira
- > Fundación Amigos del Real Madrid
- > Fundación Costa Recicla
- > Fundación para un Futuro Mejor
- > Hogar Malambo
- > Hospital Oncológico
- > Hospital Santo Tomás
- > Ministerio de Educación
- > Ministerio de Salud
- > Olimpiadas Especiales
- > Paseo a Ciegas
- > Policía Nacional
- > Todo Tuyo María
- > Voces Vitales

Paraguay

- > Fundación Asoleu
- > Aldea Indígena de Tacuaruzu 1 y 2
- > Cuerpo de Bomberos de Asunción
- > Escuela Papa Francisco
- > Fundación Alda
- > Fundación Teletón Paraguay
- > Gobernación del Departamento Central – Paraguay
- > Hogar de Ancianos Santo Domingo
- > Itaipu

- > Ministerio de Sanidad de Paraguay
- > Organización Humanitaria para la Educación y el Deporte
- > Touring y Automóvil Club Paraguayo

Peru

- > Asociación Civil Da un Chance
- > Asociación Nuevo Futuro
- > Cesal
- > Essalud
- > Fundación Teletón Perú
- > Manos Unidas
- > Ministerio de Trabajo
- > Ollas Comunes Carapongo
- > Ponle Corazón
- > Presidencia del Consejo de Ministros
- > UTEC

Dominican Republic

- > Amanecer Infantil
- > Autoridad Metropolitana de Transporte (AMET)
- > Asociación Nuevos Caminos
- > Centro de Diagnóstico Medicina Avanzada y Telemedicina de República Dominicana
- > Fundación Amanecer Infantil
- > Fundación Red Misericordia
- > Intered
- > Laboratorio Cedimat
- > Nuestro Pequeños Hermanos
- > Sociedad Dominicana de Cardiología
- > Sociedad Dominicana de Emergencia

Uruguay

- > Aldeas Infantiles SOS
- > Banco de Sangre
- > Caif Nuestra Señora de Lourdes
- > Cuerpo de Bomberos de Uruguay
- > Departamento de Montevideo
- > Departamento de Paysandú
- > Fundación Gonzalo Rodríguez
- > Intendencia Municipal de Montevideo

Venezuela

- > Abansa Asociación de Ayuda al Niño
- > Asociación Civil Amigos del Niño Especial
- > Asodeco
- > Banco del Libro
- > Banco Municipal de Sangre
- > Camurí Grande – Somos Comunidad
- > Casa hogar Santa María Goretti
- > Comunidad Cristiana Jesús es Señor
- > Escuela Santa Filomena
- > Fudena
- > Fundación Casa de Ana
- > Fundación María Auxiliadora
- > Fundana
- > Hogar San Vicente de Paúl
- > SenoSalud
- > Sopa Pa' ti
- > UE Colegio La Merced
- > UE Dr. Fernando Bravo Pérez
- > Universidad Católica Andrés Bello

Rest of the World

China

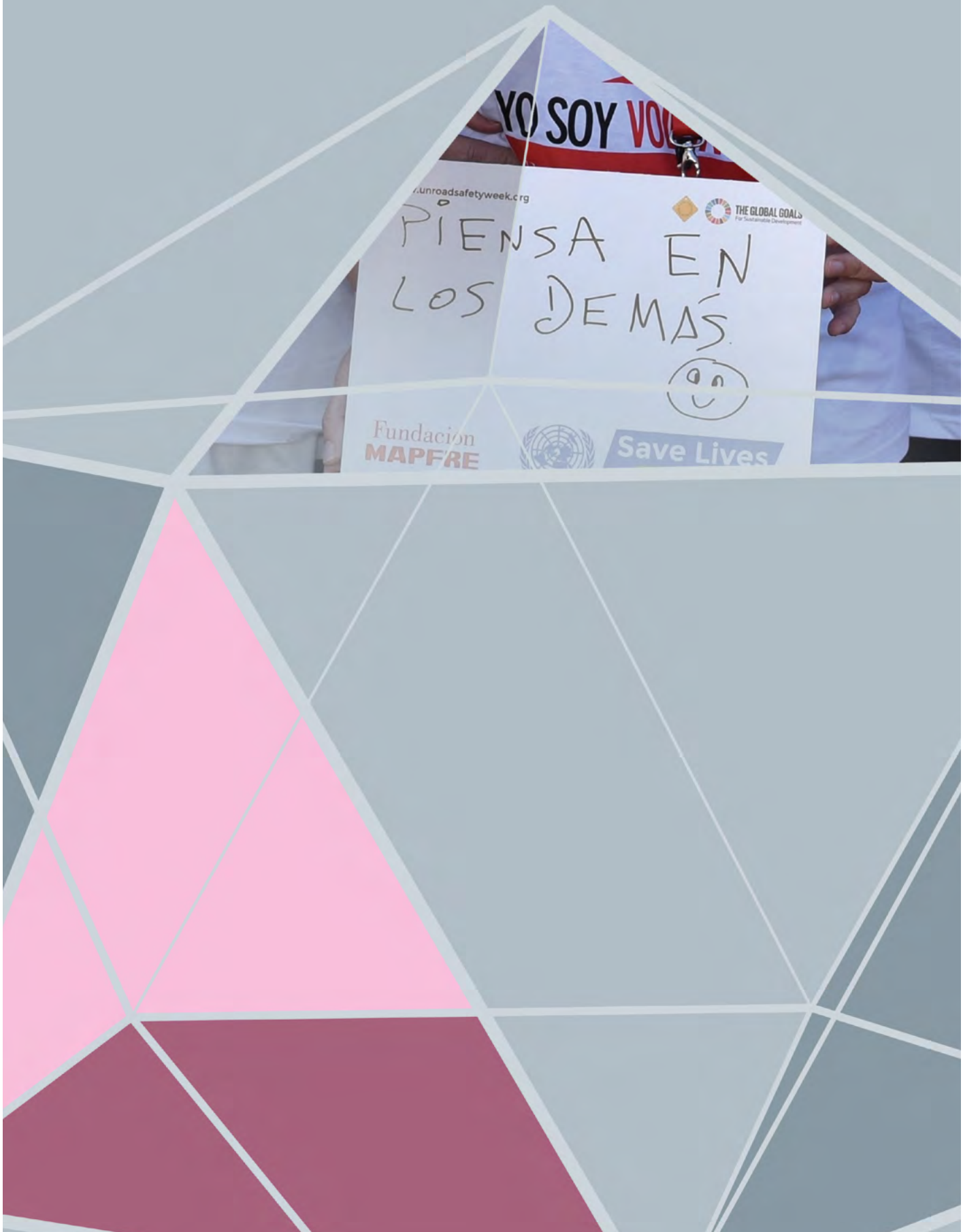
- > Chang Ning District Blood Donation Center
- > Changning School for the Disabled
- > Ma'an shan 1+1 education fund
- > No 3 sea beach of Qingdao
- > RCA Company Shanghai Office

Philippines

- > Asian Hospital and Medical Center
- > Eugenia Ravasco Day Care Center
- > Kalippay

Japan

- > Japan Foundation
- > The National Art Center, Tokyo



For an institution like ours, writing a few thank-you letters is a difficult task. How many pages would we need to thank the three million people and more who have taken part in our activities? But even in the hypothetical case that we managed it, some of them would demonstrate to us that our actions have had a far-reaching knock-on effect which means even more people deserve our gratitude, and if we include those who have joined us through the Internet and social media, we would need enough space to allow us to write the names and surnames of more than twenty million people. Furthermore, while our work starts in-house, it continues with our volunteers and the public, private and third sector institutions with which we collaborate, all clearly also deserving of our sincere gratitude which, to express adequately, would be an impossible undertaking. There are things that cannot be seen and yet no one doubts they exist. Believe me when we tell you that behind all of the numbers and letters contained in this report, what really matters are all of you.

Thus, we have to be content with thanking all those who share our view that zero accident victims is an achievable task; all those who have chosen to live healthily and who have become aware that communication technologies are fundamental in today's world, while also representing a risk to youngsters and teenagers; to all those who agree that education is the best way forward for people and communities to progress, financial education in particular, encouraging saving and also social protection as something that could and should be learned; to those who share our opinion that the art of Zuloaga and the photography of Nixon provoke emotions and feelings worth experiencing; and thank you finally to all those who believe that people who live in situations of social, physical or intellectual disadvantage should not be barred from making a useful contribution to the society they live in. To all those who have accompanied us along the path towards achieving a better world, thank you!

All of us are what makes Fundación MAPFRE the institution it is. But if we had to pick out a single aspect to encapsulate what we wanted to be in 2017, those who definitely best represent the spirit that drives us all on are the people and institutions that were winners of the Fundación MAPFRE Awards. Thank you, Fundación Aladina, for the care you provide to children and young people with cancer; and yes, we agree with you that we have to "leave behind a better world than the one we were born into". Thanks to the ALSA Group for making our roads safer to drive on. Thank you to Dr Luis Rojas Marcos for realizing that people who are mentally ill and homeless also deserve someone to look after them. We believe, like you, that "our daily duty lies in helping one another". And thank you to Dr Valentín Fuster for a lifetime spent looking after our cardiovascular health. We could not agree more with your words: "If we want the world to change, then we have to support young people; young people are the future".

* * *

On 28 January this year, Ángel Alonso Batres reached his 70th birthday and, in line with our bylaws, stood down as a trustee of Fundación MAPFRE.

Ángel Alonso Batres was born in Pinto, and qualified as a Technical Industrial Engineer at the Comillas Pontifical University. He enjoyed a long and successful career with MAPFRE, where he started in 1964. In 2006, with the reorganization of Fundación MAPFRE, he joined our Board of Trustees. In 2011 he was appointed to our Audit and Compliance Committee and in 2014 to the Management Committee

All of us at Fundación MAPFRE wish to express our sincere gratitude for the years he dedicated to our institution, for the loyalty he showed and the wisdom that always informed all of his decisions.





Fundación **MAPFRE**
guanarteme

1

Governing bodies



Board of Trustees

President	Ignacio Baeza Gómez
Vice President	José Barbosa Hernández
Members	Tomás Bobo Díaz
	Luis Caballero Compta
	José Luis Catalinas Calleja
	Julio Domingo Souto
	Fundación Ignacio Larramendi Repres. Miguel Hernando de Larramendi
	Miguel Herreros Altamirano
	Andrés Jiménez Herradón
	Alfredo Montes García
	Humberto Pérez Hidalgo
	Jorge Carlos Petit Sánchez
	Asunción Rodríguez Betancort
	Julián Pedro Sáenz Cortés
	Juan Francisco Sánchez Mayor
	Isabel Suárez Velázquez
Secretary	Jaime Álvarez de las Asturias Bohorques Rumeu
General manager	Esther Martel Gil
Honorary President	
	Julio Caubín Hernández

Management Committee

Chairman	Ignacio Baeza Gómez
Vice Chairman	José Barbosa Hernández
Members	Julio Domingo Souto
	Alfredo Montes García
	Humberto Pérez Hidalgo
	Julián Pedro Sáenz Cortés
	Isabel Suárez Velázquez
Non-Member Secretary	Jaime Álvarez de las Asturias Bohorques Rumeu
Manager	Esther Martel Gil

Composition of governing bodies at the date of issue of the report



2 General information



Fundación MAPFRE Guanarteme is 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 accompanying table numerically shows the activities carried out by the Fundación MAPFRE Guanarteme in 2017.

more than
162,000
direct
beneficiaries

Activities undertaken in 2017

action	more than 120 activities	more than 175 events	
Scholarships	8	2	46
Specialized courses	11	46	4,132
Skills training	2	2	20
Campaigns	10	58	102,769
Projects	30		17,238
Exhibitions	15	22	12,945
Concerts	32	35	13,602
Publications	13	11	11,331
Total	121	176	162,083

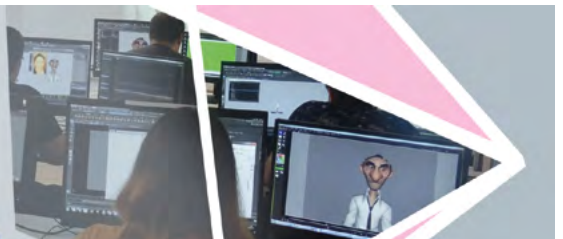


3 Recognitions and awards received



Premio Gourié 2017, awarded by Foro Arucas Siglo XXI.

4 Foundation activities 2017



Fundación MAPFRE Guanarteme organizes its activities along four lines:

Training

Scholarships

Within the framework of our programs to promote talent and support the training of young people, in 2017 we awarded the following scholarships:

> Five scholarships to participate in the Internationalization and Professional Practices Program in the United States in collaboration with the Advanced Leadership Foundation. The scholarships are granted to university graduates wishing to widen their career horizons through internships in companies and organizations based in Washington DC. Our students undertake their professional work placements in the following institutions: National Center for Missing and Exploited Children, Medicoverage, Americans for Democracy and Human Rights in Bahrain, Peace Corps and Mil Mujeres Legal Services.

> Three scholarships for postgraduate studies in music at the Robert Schumann Hochschule, Dusseldorf; Universidad Alfonso X El Sabio, Madrid; and the Royal Conservatory, The Hague.

> 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.



Awards ceremony for the various scholarship programs



FMG Award for outstanding resident medical intern 2017



3D animation course

> We bestow the Fundación MAPFRE Guanarteme Award on the most outstanding Resident Medical Intern (MIR) in each of the four teaching hospitals of the Autonomous Region of the Canary Islands.

> Two scholarships for the internship program for medical professionals. One is granted to learn new techniques related to molecular biology and the genetics of colorectal cancer under the supervision of Dr. Ajay Goel at the Baylor Scott & White Research Institute in Dallas, Texas; and the other for postgraduate training at the Pediatric Dermatology Center at the Hospital Niño Jesus, Madrid, run by Dr. Antonio Torrelo Fernández.

We continue to support medical research into assessing chronic complications, adherence to treatment and the psychological aspects of patients with terminal chronic kidney disease in collaboration with the Nephrology Service run by Dr. José Carlos Rodríguez Pérez, of the Dr. Negrin University Hospital of Gran Canaria and the Fundación Canaria de Investigación y Salud.

Courses and one-day conferences

Over the course of this year we continued our work with civil society and with the institutions with which we collaborate: councils, universities, the Government of the Canary Islands, the University Foundation of Las Palmas, the General Council of the Judiciary, Organizations for Economic Promotion, among others, to get to know, recognize and explore the issues and challenges facing Canarian society, especially its youth. As a result of this process, we designed a flexible training program aimed at supporting and promoting talent and employability, the main objectives of Fundación MAPFRE Guanarteme. The success of these programs is demonstrated by the results achieved, notable among which were the 3D Character Animation course, attended by 17 students, 12 of whom ended up joining the team at *Ánima Kitchent*, an international producer; the Agricultural Training Course, attended by nine students under court orders and the Basic Cooking Techniques course, attended by 15 students at risk of social exclusion.



Basic kitchen skills course

We continued organizing activities aimed at third sector professionals (teachers, psychologists, psychopedagogues, social educators, social workers, psychomotricists, among others) to whom we facilitated access during the year to a full program based on Tools for Educational and Social Inclusion given by very experienced specialists such as Begoña Ibarrola López de Davalillo, Juan Muñoz Granado, Nuria Sánchez Povedano Drac García Palacios and Jose Llorca.

We also ran a design course for students at the Canary Islands Graduate Schools of Art and Design headed up by professionals from different fields such as Sergio González Kuhn (Barfutura), Eva Pérez Rego, Carlos Salgado and Yaiza Pinillos.

In collaboration with the Canary Islands Association of Specialist Lawyers in Insurance, Traffic and Civil Liability, we organized the 2nd Technical Conferences on Physical Injury Assessment: Compliance with and implementation of Law 35/15: legal and medical aspects.

Throughout the year, internationally renowned teachers from the world of music such as Michael Gieler, artistic director of the International Bach Festival; Kerten McCall; Sabine Sauer;

Jae-won Lee; Henk Rubingh; Aquiles Machado and Juan Floristán gave music master classes as part of our excellence program.

Lastly, we would highlight our Executive Program on Big Data & Business Analytics, which we ran in collaboration with the School of Industrial Organization attended by 25 professionals from different fields and specialties, including Engineering, Business Administration and Management and IT.

Prevention and awareness

We took our Road Safety with iPad: Bikes and Helmets workshop to primary school children in all seven Canary Islands, with the objective of informing and providing schoolchildren with different resources to help them travel about more safely on their bikes. We also joined forces with the General Directorate of Traffic, the Tenerife bicycle support group Tenerife por la Bici and the La Laguna City Council Department of Traffic and Public Safety to launch the *Al Cole en Bici* (To School by Bike) program as part of the Stars project. With the city councils of El Paso, La Palma and the General Directorate of Traffic we organized Road Safety Seminars with all three.

We presented Road Safety studies on the subjects of: *Drug use and driving in the Canary Islands*, in Gran Canaria, and *Young People and Road Safety in the Canary Islands*, in Tenerife.

This year we ran the *El Seguro está en el Aula* (Insurance comes to the Classroom) workshop, with the objective of raising the awareness of first and second year secondary education schoolchildren on the importance of saving and planning for the future as a protection measure against risks that may arise.

We took the SOS Respira campaign to the islands of Gran Canaria, Tenerife and Lanzarote, where we provided training on some simple maneuvers that can avoid and reduce the number of deaths caused by airway obstruction every year. The beaches of the various municipalities of the island of Lanzarote played host to our drowning prevention campaign, during which we trained participants in the main guidelines for preventing accidents in an aquatic environment and the essential steps to take in response to an emergency situation. During the Fire Prevention Weeks organized on the islands of Gran Canaria and La Palma, we distributed information amongst the general public on the self-protection measures required to prevent accidents from happening in our immediate surroundings: at home, at school, in the workplace and to know how to act in the event of an emergency. We foster safety in sport through our *Juega Seguro* campaign which was rolled out in collaboration with the soccer teams Club Deportivo Tenerife and Unión



SOS Respira campaign presentation in Maspalomas



Drowning prevention campaign in Arrecife

Deportiva Las Palmas, with the objective of preventing sudden death on football fields.

As part of our Health Workshops aimed at adults, we continue to work with cognitive and physical stimulation and improvements to physical and emotional wellbeing at all stages of life. This is achieved through stimulation programs to address the aging process and movement programs for health and wellbeing.

We continue spreading information to the school community with our talks to warn about the dangers of addiction: Alcohol code; Cannabis, Tobacco; Bullying and Social Media; and supporting theatrical activities as part of the Proyecto Teatrae: *Me llamo Suleiman*, by Marta Viera, Mario Vega and Juan Carlos Cruz; *Vuelos*, by the Aracaladanza Dance Company; *La Vida es Sueño y Circo*, by 2RC TEATRO; and *Sirenita*, by the La Canica Puppet Theater.

Social action

The Abrazos (Hugs) Program for the promotion of Social Action 2017 encompasses all our action lines. In keeping with our goal of contributing toward the sociocultural development of the Canary Islands, we enable the people who comprise these groups —people with disabilities, the elderly, children and young people in situations of social risk and the professionals who provide them with care— to participate in the different activities and make use of the spaces, encouraging their social integration while safeguarding their rights, improving their quality of life and helping them to meet each other and create synergies.

This year, with the renewal of the agreement signed with the Canary Health Service of the Government of the Canary Islands, we consolidated the Musicoterapia Hospitalaria project: a musical intervention with a therapeutic purpose, intended for children who are long-term patients at the Hospital Materno Infantil de Gran Canaria; and for adults admitted for palliative and onco-hematology services to the Hospital Insular de Gran Canaria, the Hospital Universitario de Gran Canaria Doctor Negrín and the Hospital de la Candelaria in Tenerife. The project involved making two presentations at the following congresses on music therapy: VI Congreso Nacional de Musicoterapia, in Santiago de Compostela and the III Congreso Iberoamericano de Investigación en Musicoterapia, in Valencia, as well as a communication for the X Reunión Anual de la Asociación Canaria de Calidad Asistencial, in Tenerife.

In Gran Canaria and Tenerife, we continued supporting the Barrios Orquestados project in the districts of Tamaraceite, Las Palmas de Gran Canaria and La Cuesta, La Laguna, Tenerife.

We collaborated with the Christmas flea market of the Nuevo Futuro association, which combines this leisure activity with supporting children and youngsters who form part of the institution. In conjunction with the football club Unión Deportiva Las Palmas, we also supported the Recogida de Juguetes toy collection campaign for "The Night of the Three Kings" on behalf of Casa de Galicia.

Throughout 2017 we worked with our Canary Island voluntary association collaborators to restructure the social projects we have developed together into actions aimed at training and preparing people to ease their entry into the job market and thereby achieve their full integration into society.

Culture

Concerts

Once again in 2017, we launched an open call to the public for musical projects with the goal of promoting Canarian performers and composers, as they seek to expand their audiences. Apart from the projects selected from this call, we took part in the International Bach Festival Gran Canaria, the Maspalomas International Trumpet Festival and the International Saxophone Festival.

As part of this year's musical program we used our own premises to host concerts by former Fundación MAPFRE Guanarteme music grant recipients: Carlos Campos Medina (viola), Nauzet Mederos Martín (piano) and Cristian Suárez Guerra (flute).



Legado Sonoro concert in collaboration with the International Bach Festival

Exhibitions

This year our exhibition halls were once again open to young Canarian artists who trusted us to display their work in response to our annual call for exhibition projects. The artists Pilar Boullosa, Saskia Rodríguez, Roberto Iván Rodríguez Álvarez (Ro. Ro), Alba Gonzalez Fernández and Jose Juan Tejera Rodríguez all graced our exhibition spaces in Gran Canaria and La Laguna, Tenerife.

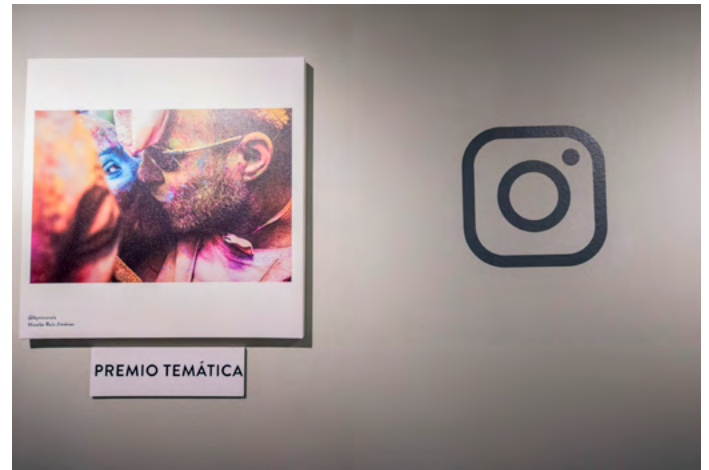
We also reserved a space in our exhibition halls for the following exhibitions: Cartografías del Gusto. Vivencias con Arte; Atrium 16: selected works; Espacios de Arte: Fundación MAPFRE Guanarteme collection; Discover Fundación MAPFRE Guanarteme; Vázquez Díaz in the Fundación MAPFRE collections; Semantic City - Fotonoviembre. Fundación MAPFRE Guanarteme selection; Imágenes de Fuego - Gran Canaria Foto 2017.



Opening of the descubrefundacionMAPFREguanarteme photographic exhibition

Publications

We published the presentation papers from this year's seminars and narratives emerging from the competitions held, such as the book *Democracia y procesos constituyentes*, by Ernesto Garzón Valdés, Javier Muguerza, Tony R. Murphy and Pablo Ródenas Utray; and *Cuentos desde la celda*, winners and selected in the «Ángel Guerra» Short Story Competition. We also expanded the Colección Canarias en Letras with two new poetry collections by writers Sergio García Clemente and Ramiro Rosón Mesa; and we published a new book in the Colección Cuentos Solidarios series, entitled *La increíble historia de la abuela astronauta*, by Noelia Verona Martel, who has donated the sales proceeds to the Asociación de Familiares y Amigos de Personas con Alzheimer y Demencia Afines (ALDEFA).



Vázquez Díaz exhibition, part of the Colecciones Fundación MAPFRE

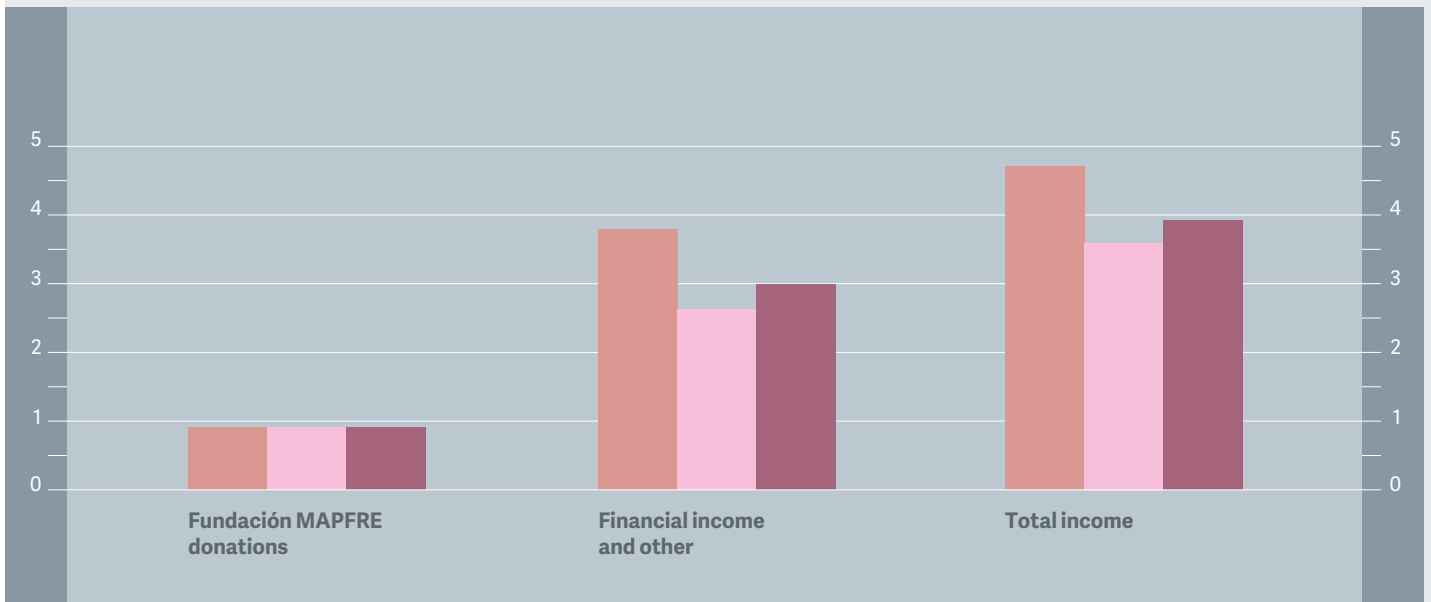
5 Financial information



In fiscal 2017, the income of Fundación MAPFRE Guanarteme totaled 3.9 million euros, a figure that represents a decrease of 17 percent with respect to the previous year.

Income

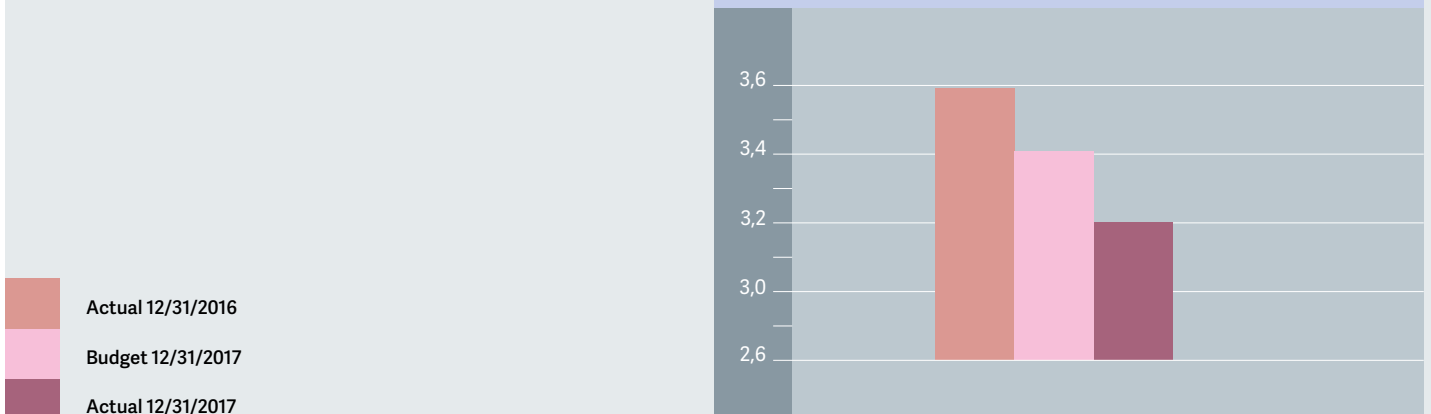
figures in millions of euros



The amount used to carry out foundational activities, including administration expenses, reached 3.2 million euros, an 11 percent reduction over the previous year.

Expenses

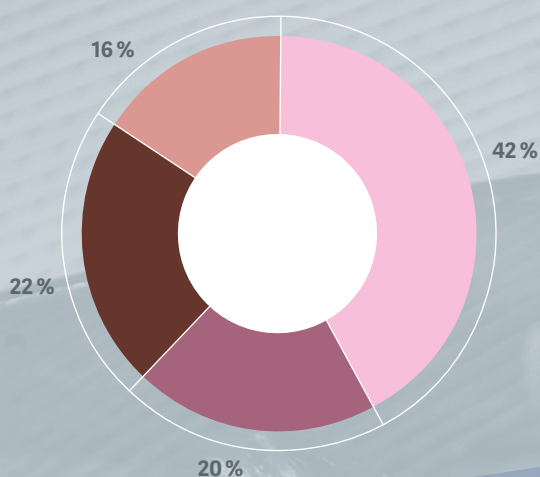
figures in millions of euros



■ Actual 12/31/2016
■ Budget 12/31/2017
■ Actual 12/31/2017

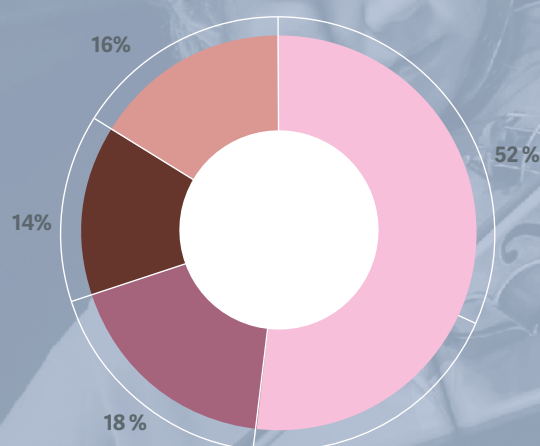
Allocation of funds by area of activity

2017



Allocation of funds by area of activity

Budget 2018



The amounts used to finance the various activities of the foundation during 2017 were allocated primarily to training (42 percent), prevention and awareness (20 percent), social action (22 percent) and culture (16 percent). This information is summarized in the accompanying chart.

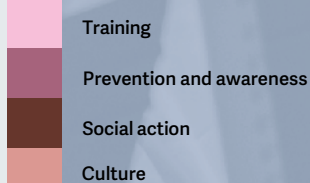
The budget approved by the Board of Trustees for 2018 will be dedicated to the following activity groups: training (52 percent), prevention and awareness (18 percent), social action (14 percent) and culture (16 percent). This information is summarized in the accompanying chart.

The surplus from fiscal 2017 was 0.7 million euros.

At December 31, 2017, the Foundation's equity totaled 85.4 million euros.



Fundación
MAPFRE's GUANARTEME,
equity:
85.4
million euros



Balance sheet

ASSETS	12/31/16	12/31/17
NON-CURRENT ASSETS	81.9	80.3
- Fixed assets	7.2	7.0
- Long-term financial investments	74.7	73.3
CURRENT ASSETS	4.6	5.6
- Short-term financial investments	2.4	2.3
- Cash	2.2	3.3
TOTAL ASSETS	86.5	85.9

Figures in millions of euros

LIABILITIES	12/31/16	12/31/17
EQUITY	86,1	85,4
CURRENT LIABILITIES	0,4	0,5
Trade creditors and other payables	0,4	0,5
TOTAL LIABILITIES	86,5	85,9

Figures in millions of euros

Budget outturn 2017

ITEMS	12/31/17	
	Budget	Real
Fundación MAPFRE donation	0.9	0.9
Financial income and other	2.7	3.0
Activities and administration expenses	3.4	3.2
Surplus	0.2	0.7

Figures in millions of euros



6 Activities by country



In addition to the actions implemented in the Canary Islands, we executed the following projects in two countries of the African continent, given its geographical proximity:

Senegal

Children and young people of Senegal, which was initiated in 2006, through which we support the maintenance of the children's home built by Fundación MAPFRE Guanarteme in Mbar and the upkeep of the boarding school in Dakar run by the Sisters of the Franciscan Missionaries of Mary in Senegal.

Mozambique

We granted scholarships for students and teaching staff from the Faculty of Health Sciences of UniZambeze, to cover their travel expenses to the Canary Islands to acquire the knowledge and expertise they need for their future work as specialized teachers at UniZambeze, thereby guaranteeing the sustainability of the project of the Faculty of Health Sciences of UniZambeze – FCS UniZambeze, which we have supported since 2015.

7 Institutional relations



The main institutions with which we have formalized collaborations during 2017 are:

- > Advanced Leadership Foundation
- > Ánima Kitchent
- > Asociación Amigos Pouponniere Medina Dakar
- > Asociación ASPERGER Islas Canarias (ASPERCAN)
- > Asociación Bela Bartok
- > Asociación Benéfica Centro Padre Laraña
- > Asociación Canaria de Abogados Especialistas en Seguros, Tráfico y Responsabilidad Civil
- > 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 (AFESur)
- > Asociación Conexión Musical Canarias
- > Asociación Cultural Raíz del Pueblo
- > Asociación de Discapacitados de Fuerteventura (ADISFUERT)
- > Asociación de Familiares de Enfermos de Alzheimer de Tenerife
- > 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 para el Progreso de la Investigación del Hospital Universitario de Gran Canaria Doctor Negrín
- > Asociación pro Minusválidos del Sur (PROMINSUR)
- > Asociación Protectora de Personas con Discapacidad Intelectual de Las Palmas (APROSU)
- > Asociación Veterinaria para la Atención de la Fauna Exótica y Salvaje (AVAFES Canarias)
- > Ayuntamientos de las islas
- > Cabildos de las islas
- > Canarias, Asociación Canaria de Enfermos Medulares (ASPAYM)
- > Cáritas Diocesana de Canarias
- > Cáritas Diocesana de Tenerife
- > Casa de Galicia

- > Centro de Iniciativas de la Caja de Canarias (CICCA)
- > Centro de Rehabilitación y Estimulación Valle de La Orotava (CREVO)
- > Club Deportivo Tenerife FC
- > Complejo Hospitalario Universitario Insular-Materno Infantil de Gran Canaria
- > Consejería de Educación y Universidades del Gobierno de Canarias
- > Consejería de Sanidad del Gobierno de Canarias
- > Consejo General del Poder Judicial
- > Conservatorio Profesional de Música de Las Palmas de Gran Canaria
- > Conservatorio Superior de Música Canarias
- > Cooperativa Agrícola del Norte de Gran Canaria
- > Culturalink, S.L.
- > Escuela de Arte y Superior de Diseño de Gran Canaria
- > Escuela de Arte y Superior de Diseño Fernando Estévez
- > Escuela de Organización Industrial (EOI)
- > Farmacéuticos Mundi Canarias (FARMAMUNDI)
- > Federación de Asociaciones de Personas Sordas de las Islas Canarias (FASICAN)
- > 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
- > Gobierno de Canarias
- > Hospital Juan Carlos I
- > Hospital Universitario de Canarias
- > Hospital Universitario de Gran Canaria Dr. Negrín
- > Hospital Universitario Nuestra Señora de la Candelaria
- > IDECO S.A., Gestión Insular para el Deporte, la Cultura y el Ocio
- > Instituto Tecnológico de Canarias
- > 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 Franciscana Misioneras de María. Senegal
- > Parroquia de Añaza
- > Parroquia de San Bernardo
- > Parroquia de San José
- > Sociedad de Promoción Económica de Gran Canaria
- > Sociedad de Promoción Económica de Tenerife
- > Unión Deportiva Las Palmas
- > Universidad de La Laguna, Tenerife
- > Universidad de Las Palmas de Gran Canaria

8 Acknowledgments



Fundación MAPFRE Guanarteme wishes to publicly acknowledge all those individuals and institutions that accompany us in our day-to-day activities and that, through our shared commitment to the well-being and progress of Canarian society, offer us their support and help us to maintain our position as the leading foundation in the Canary Islands.

Fundación **MAPFRE**

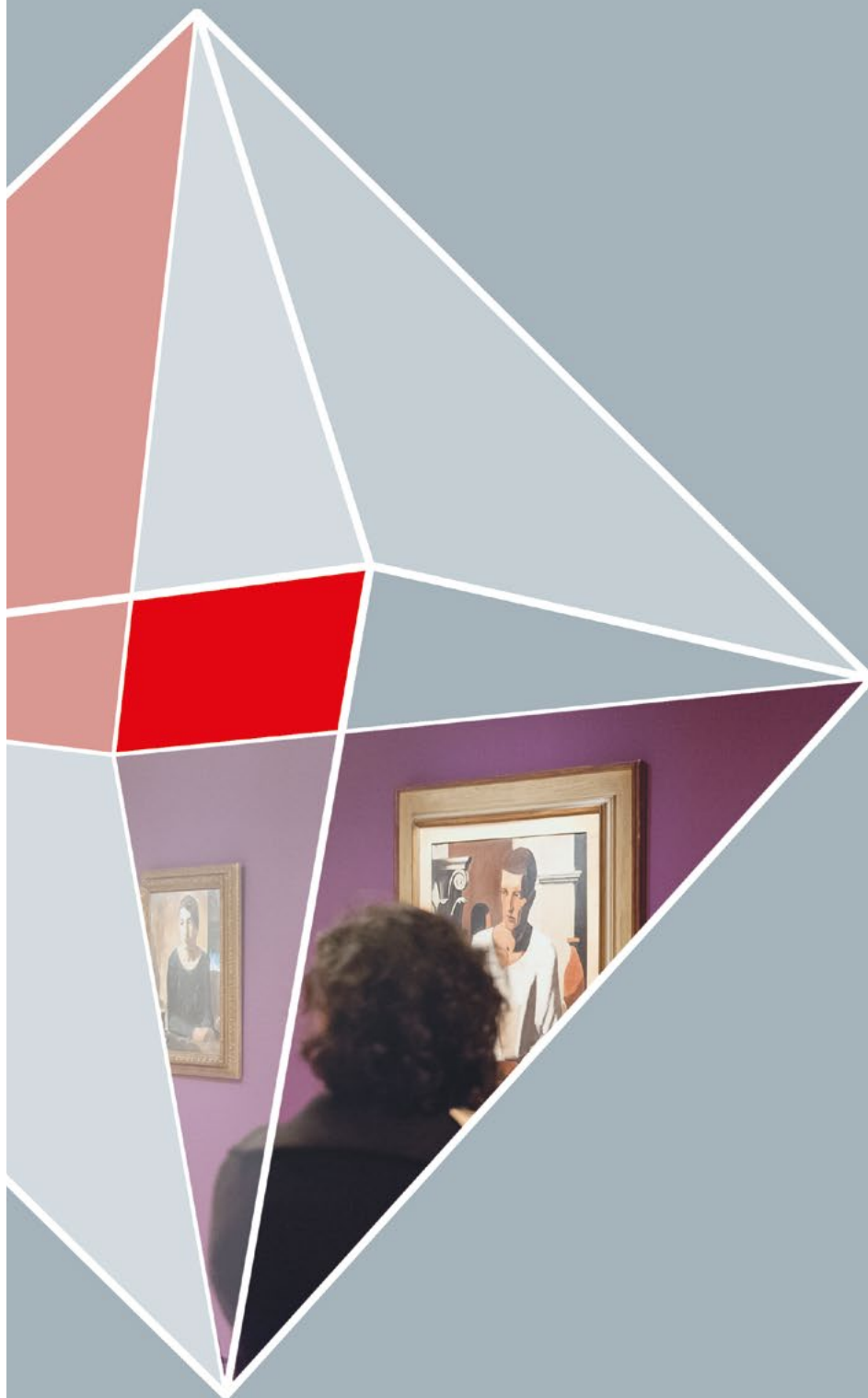
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Report 2017



Fundación
MAPFRE