



Report 2015

Fundación
MAPFRE





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FUNDACIÓN MAPFRE





Inauguration of the exhibition La Mano con Lápiz.
Dibujos del Siglo XX. Colecciones Fundación MAPFRE.
Museo de Arte de El Salvador, MARTE (San Salvador).

01



Governing bodies



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ACTIVITY AREAS

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	CULTURE
MANAGER	Pablo Jiménez Burillo
	HEALTH PROMOTION
MANAGER	Antonio Guzmán Córdoba
	ACCIDENT PREVENTION AND ROAD SAFETY
MANAGER	Jesús Monclús González
	INSURANCE AND SOCIAL PROTECTION
MANAGER	Mercedes Sanz Septién

02



General information



New workshops
on road safety robotics

IDAD: ...

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 the achievement of the following purposes:

- Safety of people and their assets, with a special focus on road safety, accident prevention and health.
- Improve people's quality of life.
- Diffusion of culture, the arts and literature.
- To promote training and research in topics related to insurance and social protection.
- Research and dissemination of knowledge about the common history of Spain, Portugal and countries linked to them by historic ties.
- Improvement of economic, social and cultural conditions of the most disadvantaged people and sectors of society.

ACTIVITIES

For the fulfillment of its purposes, Fundación MAPFRE carries out a wide range of activities all over the world, through five specialized areas: Social Action, Culture, Accident Prevention and Road Safety, Health Promotion and Insurance and Social Protection. Its activities, which in 2015 were developed in 30 countries, include:

- Supporting the most disadvantaged people or groups of the society.
- Granting scholarships and research incentives.
- Organizing art exhibitions.
- Specialized teaching and training activities.
- Conferences, symposiums, seminars and other events.
- Campaigns and programs oriented to the prevention of accidents, road safety and healthy lifestyle choices.
- Publications, both monographic and regular.
- Carrying out of research projects and studies on subjects related to foundation purposes.
- Management and dissemination of knowledge through the Fundación MAPFRE Digital Library and a specialized documentation center.

The following table summarizes the activities carried out in 2015:

Type of activity	Number of activities	Number of events	BENEFICIARIES		DISSEMINATION
			On-site	Remote	Other Web accesses
Courses, conferences and similar events	67	231	27,878	32,251	2,512
Prizes and scholarships	15	15	352	n/a	19,986
Publications	101	126	1,104,322	1,840,313	1,993,057
Dissemination, educational and awareness-raising programs	135	2,593	1,387,958	9,470,964	12,488,384
Exhibitions	30	30	2,173,731	449,082	564,076
Documentation Center	1	2	54	350,799	349,792
Social projects and aid	124	161	122,104	2,165,935	3,217,489
TOTAL	473	3,158	4,816,399	14,309,344	18,635,296

Volunteering	Number activities	Number of events	VOLUNTEERS		BENEFICIARIES		DISSEMINATION
			Number volunteers	Number of people taking part	Volunteering	Of all the activities	Other Web accesses
Exclusive volunteering activities	158	713	4,403	93,006	462,433	462,433	51,447
Cross-sectional volunteering activities	24	53	0	988	79,275	n/a	
TOTAL	182	766	4,403	93,994	541,708	462,433	51,447



Group of employees and their families who participated as volunteers at the III Fundación MAPFRE Solidarity Market

AWARDS

Each year Fundación MAPFRE grants the following awards, through which it acknowledges and stimulates appropriate actions that benefit society.

This year's Social Awards were handed out in the first quarter of 2015.

The José Manuel Martínez Lifetime Achievement Award in recognition of the exemplary career of a person over 70 years old at the service of society was awarded to Placido Domingo Embil (Madrid, 1941) for his 56 years of dedication to the opera.

The Award for the Best Social Action, in recognition of merits for the benefit of the most disadvantaged people, was granted to the Colores de Calcuta Foundation, the activities of which improve living conditions of persons in extreme poverty, while respecting their culture and customs.

The Award for the Best Health Promotion Initiative, given to institutions or individuals that have made significant contributions toward the health and quality of life of individuals, was granted to Cardiac Risk in the Young (CRY) for its commitment to biomedical research and its fight against sudden cardiac death in young people and children.



The Social Outreach Awards were presented on June 18 in Madrid

The Best Accident Prevention and Road Safety Initiative, acknowledging relevant contributions that prevent or reduce accidents, was for YOURS (Youth for Road Safety) for their fight against traffic accidents involving young people and for making them responsible active agents in achieving a better world.



The prizewinners gave a press conference to the media



PUBLICATIONS

Fundación MAPFRE publishing represents the activities carried out by the five specialized areas that comprise it. In 2015, a total of 99 titles were published related to insurance (23 volumes), art and history (40), health (6) and accident prevention and road safety (30). In addition to Spanish, several books in English, Portuguese, and French were also published.

Fundación MAPFRE publishes two quarterly magazines:

– *La Fundación (The Foundation)*, in Spanish (in paper and electronic), English and Portuguese (electronic).

– *Security and Health Promotion*, in Spanish (in paper and electronic) and in English (electronic).

WEBSITE

Fundación MAPFRE promotes the use of information and communication technologies. Our website (www.fundacionmapfre.org) and social networks are one of the main means of transmission and execution of our activities. Our presence on social media (Facebook, Twitter, LinkedIn, YouTube, Instagram and Flickr) helps us to fulfill our legal commitment to disseminate our activities, while also contributing to enhanced communication, creating a community and establishing mechanisms for cooperation around the activities that we carry out.

The following table offers an exact image of the traffic on the Internet and social networks.

Areas	Visits 2015	Visits 2014	% Growth
Social Action	4,318,237	4,852,729	(11.0%)
Culture	1,005,523	1,063,459	(5.4%)
Accident, Prevention and Road Safety	6,254,437	5,290,905	18.2%
Health Promotion	1,199,087	1,313,280	(8.7%)
Insurance and Social Protection	2,810,323	1,905,407	47.5%
Multi Area	1,093,740	1,570,359	(30.4%)
FUNDACIÓN MAPFRE	16,681,347	15,996,139	4.3%

Profiles	2015 followers	2014 followers	% Growth
Facebook	338,372	295,163	14.6%
Twitter	107,510	60,549	77.6%
YouTube (channel subscribers)	3,653	2,397	52.4%
LinkedIn (contacts)	2,364	1,208	95.7%
FUNDACIÓN MAPFRE	451,899	359,317	25.8%



Geographical location of 2015 activities





03



Accolades and Awards received in 2015

SOCIAL ACTION

- ATADES award for the employment integration project Juntos Somos Capaces (Together We Can) (Together We Can) for people with disabilities. Zaragoza
- Winner of the 11th Edition of the ASINDOWN Valencia solidarity awards for the employment integration program for people with disabilities Juntos Somos Capaces (Together We Can) (Together We Can).
- Granted the SOLIDAR Certificate in the exceptional category for the workplace integration program for people with intellectual disabilities or mental illness Juntos Somos Capaces (Together We Can) (Together We Can). Zaragoza.
- Acknowledgement granted by the Ciudad Real Provincial Council of and the LABORVALÍA Association for the Promotion of Social and Workplace Integration of people with a disability for the tasks carried out through the Juntos Somos Capaces (Together We Can) (Together We Can) program with people with a disability.

- Award to the Year's Best Ideas by *Actualidad Económica* magazine for the Accedemos (We Access) program and its Rutas para la Vida y el Trabajo (Routes for Life and Work) course for youth between the ages of 18 and 29 to help them gain social and emotional skills to help them get a job.
- The 3rd edition of the Latin American El Futuro en Nuestras Manos (The Future in Our Hands) contest, declared of educational interest by the Ministry of Education and Culture in Paraguay.
- Third Sector Award granted by Capital Radio in recognition of the important work carried out by Fundación MAPFRE to support people with a disability and their family members through education and the promotion of employment.
- Corporate Social Responsibility Award 2015, which is one of the 2015 Grada Awards, organized by the Primera Fila Foundation for the integration of groups at risk of social exclusion in Extremadura, and which recognizes the important social work carried out by Fundación MAPFRE, especially with people with disabilities and their families.



2015 Corporate Social Responsibility award



Capital Radio 2015 Third Sector award

CULTURE

– Recognition by the Royal Foundation of Toledo to Fundación MAPFRE for the support provided by the Fundación during the commemoration of the 4th Centennial of the Death of El Greco.

ACCIDENT PREVENTION AND ROAD SAFETY

– Silver Medal granted by the Spanish Road Association in acknowledgment of our commitment to research and training on road safety and prevention.

– Recognition by the World Health Organization (WHO) in its Improving Global Road Safety report, of three projects by Fundación MAPFRE aimed at reducing traffic accidents and raising social awareness on the importance of road safety.

– Recognition by the Federación Catalana de Automovilismo (Catalan Automobile Federation) for the Road Safety Education Trailer route through Catalan cities.

– Award to the Best Ideas of 2015, granted by Diario Médico, for the study on drowning and other events of vital risk in the water-marine environment.

– Recognition from the Secretaría de Movilidad of Itagüí city council (Colombia) for the road safety educational activities carried out in the area.

– Recognition by the City Council of Alcorcón (Madrid) for the organization and execution of the 1st International Congress on Intervention in Major Disasters.



Award for road safety mobile fleet



The Royal Foundation of Toledo honored Fundación MAPFRE for its support of the the fourth centenary of the death of El Greco

- Recognition by the Civil Protection Unit of Alcobendas (Madrid) for the organization and execution of activities on road safety and prevention in the city.
- Finalist of the 2015 Mini Nico Awards, organized by Mundo Mayor TV, for activities on road safety and prevention for senior citizens.
- Recognition for the Road Safety Strategic Plan Committee in Puerto Rico, an interagency initiative promoted by the Department of Transportation and Public Works in Puerto Rico and the Federal Road Agency, for our years of dedication and efforts in disseminating the message of the importance of road safety at this island.

- Recognition by the World Health Organization (WHO) for their "Vivir en Salud" (Health Living) educational program in Paraguay.

- Recognition by the Castile-León Regional Government for the development of the "Vivir en Salud" project.

INSURANCE AND SOCIAL PROTECTION

- Gold insignia by the University of León for the decision-making simulation game in bugAMAP insurance companies on the Master's in Finance and Insurance.

HEALTH PROMOTION

- ABC Award to the Best of Health in 2015 for the CPR11 application, promoted by Fundación MAPFRE and the Ripoll y de Prado FIFA Clinic Center for Medical Excellence. The app is an ambitious project worldwide, which aims to teach people about how to assist in case of cardiac arrest, in order to prevent sudden death.



The CPR11 application was honored by ABC



The University of León awarded the gold insignia to the Insurance and Social Protection Area



04



Foundation activities 2015



Social Action



Volunteers working in a reforestation program

As a priority, this area seeks to improve the living conditions of the most disadvantaged people and groups. To achieve this, we have implemented the following lines of action.

In Spain, our work is divided into two categories. Firstly, we promote the integration of people with disabilities, through several informational, employment and sports-related programs, in which supporting families is given particular attention. Secondly, we facilitate access to employment for young people and help in the improvement of their training.

In the international arena, and in Latin America in particular, we work to improve the living conditions of financially disadvantaged children and young people, through the program Formando Comunidad (Forming Community).

Finally, we promote social voluntary work, particularly among the different groups linked to MAPFRE: employees and their relatives, the commercial network, and our providers.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2015

In Spain, we organized the following programs to promote the integration of people with disabilities:

- School for Families and Disability. Completely executed via our website, providing up-to-date information on how to deal with the major problems experienced by people with any type of disability. The program also includes specific spaces for some of these, such as those caused by neurological illnesses, deafness, problems related to attention-deficit and hyperactivity.
- Soy Capaz. It is a cellphone application. This is an innovative project created to simplify life for people with intellectual disabilities as well as their caretakers: family members, employment mediators, corporate supports and managers of assisted living accommodations.
- APOL. Online Support Program. The purpose of this program is to avoid the isolation of people faced with any type of problem who have no one else with whom to speak with or no one to help them. The website receives over two million visits per year.

– Juntos Somos Capaces (Together We Can) (Together We Can). Promotes integration in the job market of people with intellectual disabilities and mental illness, through the use of the assisted employment model. During the year, more than 2,650 companies participated and 1,750 persons were integrated.

– Sports programs. The practice of sport, in addition to posing a great challenge for them, brings many benefits to the health of persons with disabilities. For this reason, we promote sports through two different projects: The Escuelas Deportivas (Sports Schools), in which activities aimed at people with intellectual disabilities are carried out in 16 centers across Spain, and Juntos lo Logramos (Together We Can), which we develop together with Special Olympics and that is aimed at people with severe intellectual disabilities.

– No más Abusos (No More Abuse). Facilitates the identification and treatment of sexual abuse in people with intellectual disabilities. Carried out in collaboration with the Fundación Carmen Pardo Valcarce (Carmen Pardo Valcarce Foundation) and public law enforcement bodies.

Programs directed at other groups:

– Accedemos (We Access). It is an employment funding program created with the aim of increasing the amount of jobs created and helping the development of SMEs and self-employed workers who make up the business sector. program executed across three lines: financial aid for small companies

for creating employment for youth between the ages of 18 and 30 and for adults over the age of 50 who are officially unemployed; aid for training in social skills for all age groups to improve the employability of each individual; and aid for self-employment consisting of training in preparing business plans and specialized advice for people interested in creating their own business.

– Discover PT. Professional Training awareness-raising and reinforcement program to present it as a valid, quality option so that high school students may continue their training itinerary and become qualified professionals who access employment. Fundación ATRESMEDIA is a collaborating partner in this project which tries to be the flagship of PT in Spain.

– Prevention of Academic Failure. Spain has Europe's highest rate of academic failure. Our goal is to raise public and families' awareness and to seek solutions to this problem



Volunteers in Turkey



MAPFRE's communities take care of the people's basic needs

through social measures that foster prevention through education and inclusion.

Internationally, our main concerns are disadvantaged children and young people. To this end, we implement the Formando Comunidad (Community Training) program to promote education. It includes:

- Cooperation Projects. directed at improving the quality of life of children and young people at risk of social exclusion in 23 countries.
- MAPFRE Communities. Project which due to their own management model are differentiated from the rest. These are of strategic importance, given their comprehensive work to address the basic needs of the population of the community of reference. Through these, we intend to achieve greater impact and presence in the communities in which these are located. The first initiative, implemented in collaboration with Universidad Panamericana, was launched in May 2015 in Santa Fe, Mexico. Efforts are already underway to replicate this model in other countries.
- 3rd Edition of the Short Story Contest El Futuro Nuestras Manos, which promotes reading and writing among Latin American youth by writing a story about the future. In this edition there were 2,061 stories and 1,528 tutors.
- Launch of the Educational Program. A global program implemented together with the Organization of Ibero-American States (OEI), a governmental body that works for the development and integration of Latin American countries. The project's materials, downloadable from the website, are

designed to be used by tutors with their pupils, in both formal and non-formal educational settings. The materials are designed to be used as an aid for students to develop skills and abilities, self-awareness and that of their communities, to reflect on their future goals and the importance of education to achieve these.

Within this Educational Program, we have developed the fourth edition of the Education Inclusion Program, which promotes the adoption of good practices. To this end, congresses and seminars are carried out for exchanging experiences, the best initiatives that promote inclusion – in the school, family and student environments – are given awards, and the tutors are provided with activities to facilitate the academic integration of people with a disability, ethnic minorities, girls and any other group at the risk of exclusion.

- The call for social projects by Formando Comunidad (Community Training) is designed so that institutions and NGOs with projects aligned with the program's strategic goals may present these for voting. Of the most-voted projects, five finalists are chosen from which one will be declared the winner by a professional jury and will receive a grant of up to 30,000 euros for its execution, and will also be included in the Formando Comunidad program.
- Emergency Aid Fund for addressing occasional demands arising of extreme need. Last year, it targeted the repair of damage caused by the Yolanda typhoon in the Philippines. Aid is also being designed for the TECHO institution in Guatemala at Santa Catarina Pinula.



The MAPFRE-UP community's canteen in Mexico

Our Volunteer Program is a tool for social transformation through actions of solidarity, which positively impact the immediate environment of volunteers in six lines of action: nutrition, health, education, the environment, emergency aid and cross-cutting actions.

This program carried out 765 activities, through 93,994 participations, benefitting 542,243 persons at risk of social exclusion.

Fundación MAPFRE has 4,403 volunteers worldwide.

INSTITUTIONAL ACTIONS AND CONTACTS

In 2015, we conducted activities in 23 countries, in collaboration with more than 100 institutions and non-profit organizations.



Solidarity market



Soy Cappaz application

MAIN CHALLENGES FOR 2016

In terms of disability, we will work to continue promoting the programs currently underway. We want the Escuela de Bienestar (Well-being School) to become the principal benchmark in terms of information for families of people with disabilities. Our goal is to exceed 3,000 registered companies and 2,000 integrated persons in our Juntos Somos Capaces (Together We Can) (Together We Can) employment program. We will continue incorporating participants on the remaining programs.

With regards to other groups, our priority will continue to be helping to reduce unemployment with the 3rd Call of the Accedemos (We Access) program.

Internationally, within the Formando Comunidad (Community Training) program, we will continue moving forward in the development of projects that promote education as the way for accessing a better life. We will also start a new call, open to all, to select new projects based on our goal of promoting education.

In addition, we plan to commence activities of the first MAPFRE community in Mexico, which we also expect to roll out in Brazil and Colombia.

Finally, the corporate volunteer program will continue channeling the spirit of solidarity of the people working with Fundación MAPFRE, with activities around the world benefitting thousands of underprivileged people.

Culture



Exhibition El Canto del Cisne.
Pinturas Académicas del Salón de París

The main activity in this area is the organization of fine art exhibitions focused on the study and knowledge of the international avant-garde from the end of the 19th century until the Second World War, which is complemented by a contemporary artistic photography program. A number of these exhibitions tours European, North American and Latin American museums.

We also carry out various educational workshops for children and young people alongside the exhibition program.

The activities in the Culture Area are promoted internationally through the Internet using minisites, thematic portals and social networks.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2015

During 2015 we presented a total of 30 exhibitions, 10 of which have been on display in our halls. Likewise, we have launched a permanent exhibition program in Barcelona with the opening of its new halls at Casa Garriga i Nogués in this city. This program was launched with the presentation of a major exhibition entitled *El Triunfo del Color* (The Triumph of Color). From Van Gogh to Matisse, it features an important selection of masterpieces, most of which are from the Musée d'Orsay, Paris.



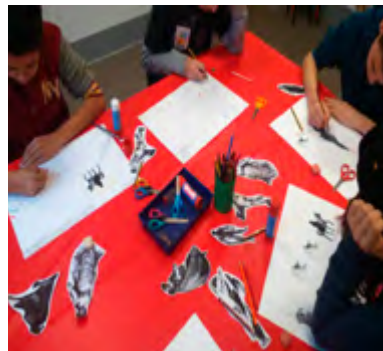
Façade and interior of the Casa Garriga-Nogués in Barcelona

Also worth mentioning is the presentation of two major exhibitions at the Sala Recoletos of the Fundación MAPFRE in Madrid: the first of these is dedicated to painters of French academicism El Canto del Cisne (Swan Song). Academic paintings of the Salon de Paris) and the second to Pierre Bonnard, one of the artists that was a part of the nabi movement in Europe.

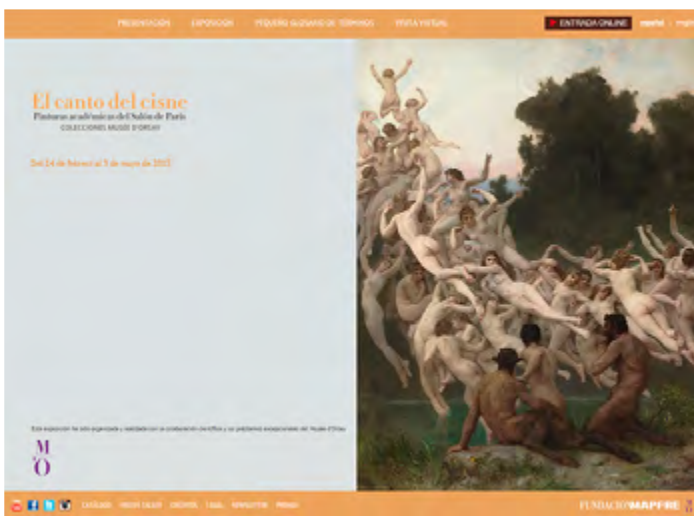
In parallel, an active program of contemporary artistic photography has been displayed in our halls located at Bárbara de Braganza, where four exhibitions have been presented, featuring Garry Winogrand, Paul Strand, Josef Koudelka and Paz Errázuriz, respectively. This way, Fundación MAPFRE has become a referent in Spain of these types of exhibitions.

During 2015 we presented 17 exhibitions at other halls, including a highly successful one on Picasso and Spanish Modernity. Works from the collection of the Reina Sofía National Art Gallery were presented in collaboration with the mentioned museum at the Cultural Center of the Banco do Brasil in Rio de Janeiro and Sao Paulo, with tremendous success in terms of visitors.

We have also completed the Latin America in Contemporary History project with the publication of 17 titles, making for a total of 53 edited volumes. Likewise, we have completed the launch of a portal with history contents. This year witnessed the birth of La herencia de Cristóbal Colón (The Inheritance of Christopher Columbus). A study and documentary collection of the ill-named Columbian lawsuits (1492-1541), a monumental study upon which we had been working since several years ago, in collaboration with the Spanish National Research Council (CSIC).



Children's exhibition workshop



All of our exhibitions have their own website



Josef Koudelka's press conference

INSTITUTIONAL ACTIONS AND CONTACTS

We have conducted activities in 12 countries, in collaboration with more than 28 institutions and non-profit organizations.

MAIN CHALLENGES FOR 2016

During 2016 we will carry out three simultaneous exhibition programs in our different halls in Madrid (Recoletos and Bárbara de Braganza halls) and in Barcelona (Casa Garriga i Nogués) presenting a total of seven exhibitions in our own halls.

Of all of the exhibitions to be presented in 2016, we must highlight the production of an exhibition dedicated to the Italian artistic movements of Divisionism and Futurism, to be carried out in collaboration with more than 40 institutions and private collections worldwide, and another dedicated to Fauvism, an essential artistic movement in the birth of the avant-garde.

These programs will be supplemented by a major international presence with exhibitions in Berlin, Brazil, Holland, Italy and the United States.



DE 25 DE MARÇO A 8 DE JUNHO
CCB SÃO PAULO
Rua Álvares Penteado, 112, centro.

EXPOSIÇÃO:
PICASSO
E A MODERNIDADE
ESPAÑHOLA.

BRASIL
REPUBLICA FEDERAL DO BRASIL

Realização

MUSEO NACIONAL
CENTRO DE ARTES
REINA SOFIA

FUNDACIÓN
MAPFRE

CENTRO CULTURAL

Ministerio de
Cultura

BRASIL
REPUBLICA FEDERAL DO BRASIL
MINISTERIO DE CULTURA

Poster of an exhibition celebrated in Brazil

Prevention and Road Safety

The Accident Prevention and Road Safety Area has the goal of contributing toward people's well-being, through the prevention of accidents, giving special attention to road safety. Within this context, our activities are focused on:

- The prevention of accidents at home, during leisure activities and free time, and the prevention of fires, paying special attention to the most vulnerable groups.
- Road safety. With the goal of preventing and reducing the still high rates of traffic accidents, we carry out a large number of actions in the fields of education, training, research, communication and awareness-raising that deal with values relating to social commitment, cooperation and innovation.

Our commitment goes beyond the national level, to carry out actions and road safety and prevention campaigns at the international level. We currently operate in 23 countries, where we conduct numerous activities, mainly in Latin America, Portugal, Turkey and Malta.

In particular, our area channels its efforts toward raising societal awareness. To do so, actions are directed at different risk groups, from students to the elderly. As a result of the action carried out over these years, we have become an international benchmark in the field of prevention and, in particular, road safety.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2015

During 2015, we carried out a number of both national and international educational activities. Our programs focus on prevention, such as through our CuidadoSOS program, and on road safety, such as, for example, through our iPad workshops: Seguridad Vial en tus Manos (Road Safety in Your Hands) and Bicis y Cascos (Bicycles and Helmets).

Worth highlighting is the Tenth Prevention Week that has visited a number of cities in Spain, Mexico, Puerto Rico, Costa Rica, Guatemala, Ecuador, Peru, Uruguay and Argentina. As an innovation this year, five major events have been carried out in the cities of Alcobendas (Madrid), Almería, Antequera (Málaga), A Coruña and Cáceres, with great success in terms of participation.

We have encompassed our activities and publications in the Fundación MAPFRE EDUCATUMUNDO educational program. We mention in this section the new workshops on road safety robotics, which use robots to resolve situations related with prevention and road safety.

This year we have given great importance to the Internet. We have launched our Child Restraint Systems website in Portuguese, in addition to having updated its design and contents. Furthermore, we have created a new version of our website for youth, located within the umbrella of the Fundación MAPFRE website, in addition to on-site support actions. We continued with our e-learning training through new calls of our courses, and have designed and launched the Drivemesafe app, an application that offers protection and safety while driving. We highlight the start-up of the Goal: Zero Victims Program, an ambitious project that aims to promote safe, responsible driving, and to reduce fatalities resulting of accidents. This campaign has been launched in Spain, Turkey, Argentina, Chile, Paraguay, Peru, Honduras, Nicaragua, Panama, Dominican Republic, El Salvador and Uruguay.

During 2015, we organized and participated in a number of both national and international conferences and congresses. As to road safety, we highlight the 1st Fundación MAPFRE Traffic Education Conference and Future Challenges, the implementation of different International PRAISE Road Safety at the Workplace Conferences, or the INTER-CISEV congress "Road Training and Education, priorities for achieving the goals of the Decade". As to accident

prevention, we highlight the international fire prevention and emergency congresses held in Ecuador and Paraguay, and the International Congress on Intervention in Major Disasters held in Alcorcón (Madrid), all of these with a noteworthy participation of experts in these fields.

In the international arena, we highlight our participation in different international congresses, such as Technical Seminar on Road Safety in El Salvador, organized during the celebration of the 100th anniversary of MAPFRE LA CENTROAMERICANA, or the Ibero-American FICVI Road Safety Meeting, a Shared Responsibility, in Monterrey (Mexico), our participation in different work groups of the United Nations Road Safety Collaboration and, especially, in the Summit of Health Ministers organized by the United Nations in Brasilia.

In the field of research, we have published the following studies: Inspección de seguridad vial en centros escolares de Ciudad Real, Respuesta después de un accidente en los países Iberoamericanos, El precio de la seguridad, Asientos elevadores en el automóvil, Planes estratégicos europeos de seguridad vial, Contribución de la carretera a la mejora de la seguridad vial en España, Análisis evolutivo de la siniestralidad laboral vial (2003-2012), I Barómetro Fundación MAPFRE de educación vial en España, Panorama de la seguridad vial infantil en el automóvil (años 1990-2013), Estudio sobre los ahogamientos y otros eventos de riesgo vital en el entorno acuático-marino, Víctimas de incendios en España en 2014, Compendio de ejemplos de buenas prácticas en seguridad vial laboral, Gestión de conductores jóvenes and Gestión de riesgo vial en las flotas de furgonetas. We have also published new educational books to support our activity in schools, and the Portuguese version of the Manual of Road Safety Measures drafted by Norwegian researchers Rune Elvik, Alena Hoye, Truls Vaa and Michael Sorensen.

INSTITUTIONAL ACTIONS AND CONTACTS

The goal of our actions in this field is to position Fundación MAPFRE as an international benchmark on road safety and prevention, and always by supporting activities carried out as a means through which to broaden their scope across society.

We have numerous contacts with governmental institutions both in Spain and in other countries in which we work. For example, we actively collaborate with national organizations like AENOR for the promotion of the ISO 39001 standard, the National Traffic Department in Spain and the National Civil Protection Department, the National Disaster Prevention Department, the National Council for the Prevention of Accidents, the Transportation Authorities in Panama, the National Traffic Department in Sao Paulo or the National Council for Traffic Safety.

Likewise, we collaborate with a large number of international institutions such as the United Nations Road Safety Collaboration (UNRSC), the Global Road Safety Partnership (GRPS), the European Transport Safety Council (ETSC), the Inter-American Development Bank (BID), the Latin American Road Safety (OISEVI), the Latin NCAP, the Development Bank of Latin America (CAF) or the Organization of American Firefighters (OBA).

MAIN CHALLENGES FOR 2016

As a general challenge, we intend to continue our progress in the transversality of our activity, to thereby strengthen its social impact.

RESEARCH STUDIES AND PROGRAMS

- Reinforcement and maintenance of the our lines of research and those with national and international institutions.
- Consolidation of the dissemination of research studies and programs, particularly on an international level.
- Continuation of the analysis of prevention of all types of injuries and road safety across different countries, to more efficiently and effectively respond to its needs.

TRAINING AND EDUCATION

- Promote global online training through courses for professionals on road safety and prevention.
- Participation, as an organizer, co-organizer or speaker at both national and international conferences and congresses related with road safety and accident prevention.



Accident prevention is our number one objective

SCHOLARSHIPS AND PRIZES

- Fundación MAPFRE Awards. The Award for the Best Accident Prevention and Road Safety Initiative category is aimed at acknowledging a significant contribution of companies or individuals as to the prevention or reduction of accidents.
- Research prizes and grants. We plan the awarding of six research grants in the field of accident prevention, and the program's internationalization process, recently launched with the prestigious Johns Hopkins University in the USA, will conclude.
- 4th Extraordinary Call for Grants: we expect to launch a new call for 200 grants, which are intended for young people as an aid to obtaining their driver's license.

INTERNET – SOCIAL NETWORKS

- Use of all of the available Fundación MAPFRE dissemination tools.
- Promotion of programs and activities of this area to give them greater dissemination and effectiveness, reaching the maximum number possible of beneficiaries, both nationally and internationally.

INTERNATIONAL AREA

- Continuation of the internationalization of programs adapted to each country.
- Exchange and implementation of best practices arising from national experiences
- Development of own research in each country.
- Relaunch of activities in the Philippines, and expansion of our activity in new countries (USA, China, Germany and Italy).

COLLABORATIONS

- Active participation in both national and international work groups.
- Support of and contribution to national and international policies for improving policies on accident prevention and road safety in different countries.
- Maintaining and promoting our alliances with public bodies and private institutions.



Our activities are accompanied by training materials



Health Promotion

The goal of the Health Promotion Area is to improve people's health and quality of life. To this end, we target our efforts on the prevention of non-communicable diseases, related with lifestyles, that provoke three of four deaths worldwide by promoting healthy lifestyle habits in collaboration with public administrations, educational entities and scientific societies. We pay special attention to the prevention of cardiovascular diseases and to urgent action to reduce mortality and morbidity.

Our activities are present during all stages of life, through the development of educational programs at schools, health promotion activities at the workplace and activities that target the family and elderly. Our projects have an international focus, during 2015 with a presence in 15 countries, mostly in Latin America, in addition to Spain, Malta, Portugal and Turkey.

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

Young volunteers also learn cardiac arrest techniques in our workshops

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2015

Among our most prominent activities this year are the presentation of the Play Safe campaign in Portugal, Brazil and Chile, targeting sudden death in soccer matches, organized in collaboration with the Ripoll y De Prado Sport Clinic FIFA Center for Medical Excellence. This action, part of the prevention program for properly managing cardiac arrest and other medical emergencies while playing, developed by FIFA-FMARC (Medical Assessment and Research Center), has been supported by over 30 renowned professional soccer players, referees, and coaches.

Of particular note in 2015 was the launch of the Mujeres por el Corazón (Women for the Heart) campaign, developed in collaboration with Fundación ProCNIC, the Spanish Heart Foundation and the Directorate-General for Women of the Community of Madrid. It aims to prevent cardiovascular diseases, which are the leading cause of death among women, through simple medical check-ups to evaluate cardiovascular risk and provide information on risk factors and the symptoms of a heart attack in females. This campaign was implemented in 11 Spanish cities, in addition to Panama and Santo Domingo, with the participation of 34,688 beneficiaries.



Activities aimed at promoting healthy eating



Mujeres por el Corazón mobile unit

206,038 people from 13 countries have taken part in person in our educational programs. Among these, we would like to highlight:

– ControlaTic campaign for promoting the proper use of new technologies and the prevention of addictions, implemented in educational centers in Andalusia, Aragon and Catalonia, with the participation of 8,200 students.

– Con Mayor Cuidado (With Greater Care), focused on promoting healthy aging, has been developed at cultural centers and nursing homes in Portugal in collaboration with the Directorate-General for Health of the Ministry of Health; in Mexico with the collaboration of the Red Cross and the National Institute for the Elderly (INAPAM); in Brazil with the Conselho Estadual do Idoso of São Paulo; and in Spain with the collaboration of the Madrid Autonomous Region Social Affairs Department and the Regional Governments of Castilla-La Mancha and Castilla-León, to the benefit of 37,475 people.

– Healthy Living campaign is a project aimed at encouraging a healthy lifestyle by including good habits from an early age, focusing especially on diet and regular physical activity. It has been developed in schools in Argentina, Brazil, Spain, Malta, Panama, Puerto Rico and Turkey. Of particular note is the organization of the Health Festival in El Salvador, to celebrate the centennial of MAPFRE LA CENTRO AMERICANA and the launch of the educational program in Mexico and Paraguay. We would like to highlight that in the latter the program was endorsed by the Pan American Health Organization. A total of 95,909 schoolchildren took part in this program.

Special mention must be made of the 506,759 visits, 101,589 followers on Facebook, of the Educatumundo portal and the Prevenland educational game and the electronic version of our science magazine, Seguridad y Promoción de la Salud (Security and Health Promotion), (186,225 visits and 9,167 followers on Twitter).

Likewise, we would like to highlight the launch of actions for promoting health at the workplace as a result of our collaboration with other companies. Within the framework of this program, we have implemented actions in collaboration with REPSOL, General Motors, ATOS, ENEL, BBVA and MAPFRE.

We have continued promoting training of professionals on health. Worth mentioning are the 11th Conference on Evaluation of Bodily Injury with the participation of over 530 professionals, other conferences on Clinical Safety of Patients and the workshop on Prediction, Prevention and New Technologies: their Repercussion on Insurance as part of the 22nd National Conference on Health Law, organized by the Spanish Health Law Association.

As part of the activities that target health professionals, the awareness-raising campaign La Seguridad del Paciente está en tus Manos (The Patient's Health is in your Hands) has reached 158 hospitals across 9 autonomous regions in Spain.



The Juega Seguro campaign aims to prevent sudden death in sports

Special mention must be made of the e-learning course *Activate. Aconseja Salud* (Take action. Recommend Health), aimed at professionals working in primary healthcare facilities, organized in collaboration with the National Sports Council and the Training Foundation of the National Medical Association, in which 1,500 professionals have participated.

As regards research, we have granted 31 research grants for an amount of close to 500,000 euros and have published the study on *Food and Society in 21st Century Spain*, completed in collaboration with the CEU San Pablo University.

INSTITUTIONAL ACTIONS AND CONTACTS

We carried out our activities in collaboration with 154 institutions or non-profit organizations in Spain and 13 other countries. In 2015, 29 collaboration agreements were drawn up.



We promote the proper use of new technology

MAIN CHALLENGES FOR 2016

During 2016, our goals will be the development of educational and awareness activities, directed at preventing non-communicable diseases through the promotion of healthy lifestyle habits. The area's main challenges will be:

- To broaden the scope of action of our dissemination programs, related with the prevention of sudden death and cardiovascular diseases with special attention given to women.
- To promote knowledge of best practices on knowing how to act in the case of choking and fainting due to cardiovascular causes.
- To develop actions for promoting health, aimed at fostering healthy lifestyles in collaboration with other companies.
- To prepare international research studies aimed at more fully understanding the factors that cause non-communicable diseases.
- To continue promoting dissemination via the Internet and social networks.
- To expand the e-learning training available by incorporating new courses on health promotion, first aid and by promoting physical activity, aimed at professionals in the field of education and primary healthcare.



We educate people on healthy lifestyle habits



Insurance and Social Protection

The goal of this area is to promote and disseminate knowledge and culture on insurance in society, and research in fields related with insurance and social protection.

For this purpose we organize and disseminate public awareness projects, create training scholarships and research grants on matters related to our activity. We publish books, studies and research reports. We implement workshops for students and courses for high school teachers. Through these activities, we have been directly present in 11 countries throughout the year.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2015

This year, we will especially focus on our tasks related with dissemination of the insurance culture. In this regard, we organize several types of activities:

- Training courses for teachers. We have created a call for three editions of the Educación Aseguradora en el Aula (Insurance Education in Schools) course aimed at high school teachers, in which 443 students have participated.
- We continue to draft and publish informative guides on different aspects concerning insurance and social protection. The Family Protection Guide (Guía para la protección de tu familia) was published this year in Spanish and Catalan. We have also updated the Guía para tu jubilación (Retirement Guide) in Spanish and Catalan, and published the Guía para tu jubilación: País Vasco y Navarra (Retirement Guide for the Basque Country and Navarra).
- In October we took part in the celebration of the Día de la Educación Financiera y Aseguradora en España (Financial and Insurance Education Day) in Spain, in addition to other campaigns launched by Banco de España and our own events in several places for the purpose of raising public awareness of the importance of acquiring a sufficient level of knowledge of finances and insurance. Through this initiative, we consolidate an official day on financial education through a permanent, annual celebration.
- During the last quarter we launched an initiative as part of the activities of the Educa tu Mundo (Educate your World) program. These are Workshops for students "El Seguro Está en el Aula" (Insurance is in the Classroom) with the purpose of presenting, in a fun, entertaining way, the role played by insurance in both economy and society, as well as promoting the culture of insurance and savings. This year, the first workshops were held in Huelva and Seville, with the participation of 1,343 high school students. We have implemented similar activities in Mexico in collaboration with the Interactive Museum of Economics (MIDE), in which about 100 students took part.



We publish information guides on various aspects of insurance

- In terms of our contribution to specialized training in insurance, we have worked together with other universities and institutions, in which we have delivered 65 seminars on management and decision-making in insurance companies (Non-Life and Life bugaMAP) aimed at university students and professionals in the sector with 1,739 participants from nine countries. We also organized or took part in 13 technical conferences, seminars, and webinars in which we had over 1,300 attendees.
- In addition, we granted 37 postgraduate scholarships amounting to 150,000 euros for insurance-related studies at 11 Spanish universities. Students from Spain, Finland, Chile, Colombia, Ecuador, Honduras and Dominican Republic benefitted from these scholarships.
- With regards to insurance research, this year we gave nine research grants with the Ignacio H. de Larramendi Call for Incentives. The Study Center prepared six reports and rankings regarding insurance markets, published in Spanish and English.

– As a result of this promotion of research, we published 14 new works, available in both print and digital format, free to download. For their dissemination both in Spain and in Latin America, we gave 11 presentations, which were attended by 1,284 people. Worth highlighting is the publication *Historia de FIDES (FIDES History)* (Inter-American Federation of Insurance Companies), presented in Santiago de Chile with the attendance of 1,500 representatives from companies throughout America.

– The Insurance Museum welcomed almost 1,000 visitors from different cultural associations and other groups, and more than 250,000 people visited the Virtual Insurance Museum.

In the field of the activities which we carry out online, the following are worth mentioning:

– *Seguros y Pensiones para Todos (Insurance and Pensions for Everyone)* has continued to drive the dissemination of the insurance culture in society, with a renewed website incorporating a new section exclusively with information on pensions and social protection. Among the most important milestones of 2015, we wish to highlight our collaboration in different events and activities with Banco de España in the celebration of the first official financial education day, and

the inclusion of a simulator for calculating one's retirement pension. The website has registered over 730,000 annual visits and continues to consolidate its activity on the social media on which it is present, having 2,625 followers on Facebook and 14,704 on Twitter. It has also been present in various international events for the dissemination of finance education and insurance culture, which have been held in Chile, El Salvador and Spain (Andalusia, Catalonia, Madrid and Valencia).

– The Documentation Center disseminates and makes available to the public information and documentation on issues related with insurance, risk management, safety and prevention. Worth highlighting is the tasks assumed by Fundación MAPFRE as the sole repository, thereby offering the possibility of consulting and downloading all of its publications. In 2015, in our ongoing efforts for improving the service and response given users, the website has been translated into English and Portuguese, and the selective dissemination of information has continued, using social networks and by creating and subscribing to mailing lists in a simple, automated way. A total of 2,670 queries have been sent by researchers, students, companies and employees of the MAPFRE Group. The website has had 349,742 visits, with almost 50,000 downloads of digital documents and 228,995 queries to the news of the web catalog.



We promote good habits on the correct use of new technologies

– The MAPFRE Insurance Dictionary exceeded once again the million term queries to its website, a figure that highlights the usefulness and success of this activity.

– RED CUMES (CUMES NETWORK), currently has over 2,900 registered members, in addition to its different fans, followers and members of its profiles in Facebook, Twitter and LinkedIn, respectively, through which it offers these meeting points where professionals may exchange information and debate with other colleagues on current issues. The network reveals the more dynamic face of the insurance industry with an orientation to and for its professionals, combining the most recent news from the insurance market on national and international levels with other lighter, appealing contents, while contributing, simultaneously, toward an enriching experience. Its flagship content is offered in the blog format (on movies, microinsurance, insurance technology, compliance, processing of claims, etc.) and through webinars addressing strategic and innovative issues of reference. The 10th Short Story Competition also took place in 2015.

INSTITUTIONAL ACTIONS AND CONTACTS

Our activities were carried out in 11 countries, in collaboration with 56 institutions, universities, professional and business associations, public administrations and entities from the tertiary sector.



Training for little ones taking part in the Insurance Education in School course

MAIN CHALLENGES FOR 2016

For purposes of reaching our goals, we execute the following lines of action:

– To improve and disseminate the insurance culture in society, doing so mainly by channeling it through the Seguros y Pensiones para Todos (Insurance and Pensions for Everyone) project. This year, the information, contents and training to be promoted will refer to teachers of education on insurance. This project will continue to offer all its resources in an accessible (Internet) manner and free of charge.

– To promote the training of trainers and educators through the Educación Aseguradora en la Escuela (Insurance Education in Schools) course and the PlayPension board game mainly aimed at high school teachers.

– To continue to give training workshops on the insurance culture and promotion of savings, targeting youth and high school students in Spain and Mexico.

– To hold, for the first time, a "Seminario Internacional de Supervisión Aseguradora" (International Seminar on Insurance Supervision) targeting managers and civil servants of the superintendencies in Latin America.

– To support specialized training through postgraduate scholarships and to promote research on insurance and social protection, as well as studies on insurance markets. In addition to recurring insurance market studies, we will also conduct an international study that will have a great impact on society. We would also like to highlight a new project for 2016: the MAPFRE Insurance Dictionary in Brazil.

– To potentiate the management of the Documentation Center to promote via the Internet both the proprietary digital collection and the specialized library catalog.





05

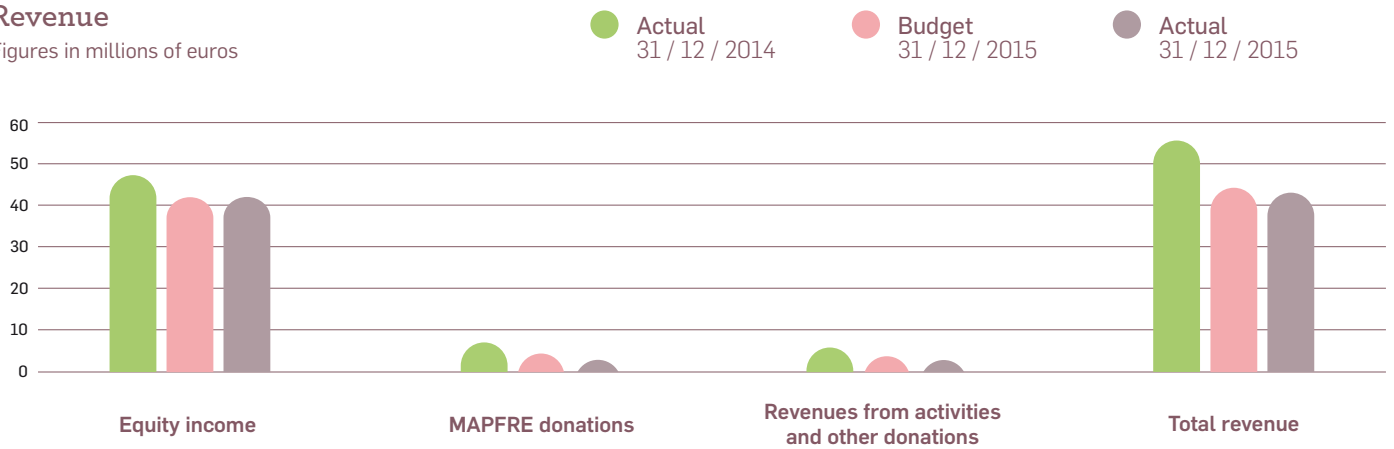


Financial information

— In fiscal year 2015, the revenue of Fundación MAPFRE totaled 43.5 million euros, a figure that represents a decrease of 22.3 percent with respect to the previous fiscal year. The reduction in revenue, which was included in the initial budget, occurred with the objective of applying positive surpluses from previous years to the Foundation's activities.

Revenue

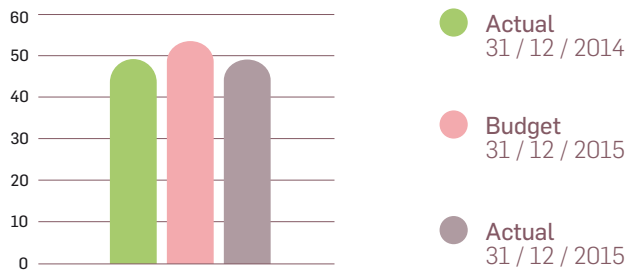
Figures in millions of euros



— The amounts used to carry out foundational activities, including administrative expenses, reached 49.7 million euros, a 0.2 percent increase on the previous fiscal year.

Activities and expenses

Figures in millions of euros

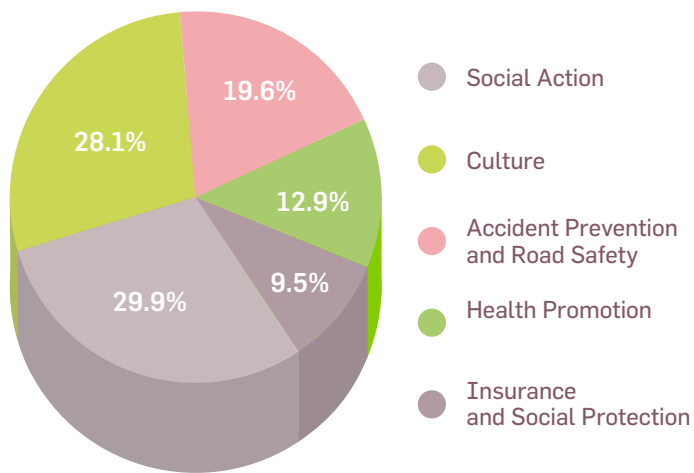


– This amount was made available mainly to activities related to Social Action (29.9 percent), Culture (28.1 percent), Accident Prevention and Road Safety (19.6 percent), Health Promotion (12.9 percent) and Insurance and Social Protection (9.5 percent).

– The budget approved by the Board of Trustees for 2016 will be directed at activities related to Social Action (30 percent), Culture (29.5 percent), Accident Prevention and Road Safety (19.9 percent), Health Promotion (12.1 percent) and Insurance and Social Protection (8.5 percent).

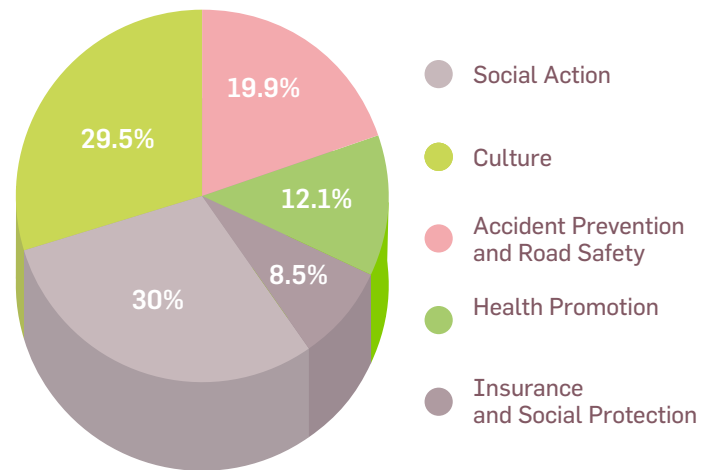
Funding by activity area

31 / 12 / 2015



Funding by activity area

Budget 2016



– The negative surplus from fiscal year 2015 amounted to 6.2 million euros.

STATEMENT OF FINANCIAL POSITION

As at December 31, 2015, the Foundation's equity stood at 2,758.9 million euros.

Assets	31/12/14	31/12/15
NON-CURRENT ASSETS	2,745.20	2,744.10
Intangible fixed assets	0.3	0.1
Historical heritage assets	20.2	20.2
Property, plant and equipment	85	80
Physical investment	39.5	43.5
Long-term investments in Group and associated companies	2,600.20	2,600.20
Long-term financial investments	0	0.1
CURRENT ASSETS	27	24.3
Users and other accounts receivable for own activity	0	0.1
Trade debtors and other accounts receivable	0.4	0.1
Short-term financial investments	8.2	6.8
Short term accruals/deferrals	0.4	0.3
Cash and other equivalent liquid assets	18	17
TOTAL ASSETS	2,772.20	2,768.40

Figures in millions of euros

Liabilities	31/12/14	31/12/15
EQUITY	2,765.5	2,758.9
Endowment	2,630.5	2,630.5
Reserves and other	120.8	126.9
Result	6.5	(6.2)
Grants, donations and legacies received	7.7	7.7
NON-CURRENT LIABILITIES	0.5	0.8
Long-term provisions	0.5	0.8
Long-term payables	0.0	0.0
CURRENT LIABILITIES	6.2	8.7
Short-term provisions	1.2	2.4
Short-term payables	0.4	0.4
Creditor beneficiaries	0.5	0.5
Trade creditors and other accounts payable	3.9	5.4
Short term accruals/deferrals	0.2	0.0
TOTAL LIABILITIES	2,772.2	2,768.4

Figures in millions of euros

STATEMENT OF INCOME

Statement of income	31/12/14	31/12/15
Revenue received by the entity from its own activity	8.4	0.9
Monetary assistance and others	(13.5)	(12.6)
Other operating revenue	2.2	2.2
Personnel expenses	(8.1)	(9.4)
Other operating expenses	(24.1)	(23.9)
Asset depreciation	(3.6)	(3.5)
Subsidies moved to results	0.0	0.1
Gains or losses on disposals of non current assets	0.0	(0.1)
OPERATING RESULT	(38.7)	(46.3)
Financial income	45.1	40.3
Foreign exchange differences	0.0	(0.2)
FINANCIAL EARNINGS	45.1	40.1
SURPLUS FOR THE PERIOD	6.4	(6.2)

Figures in millions of euros

2015 BUDGET

Items	31/12/2015	
	Budget	Actual
Equity annuity	42.4	42.6
MAPFRE donations	1.0	0.2
Revenues from activities and other donations	0.9	0.7
Administration activities and expenses.	54.3	49.7
Surplus	(10.0)	(6.2)

Figures in millions of euros

06



Chronological list of activities by countries

FUNDACIÓN MAPFRE

FUNDACIÓN MAPFRE



SPAIN AND PORTUGAL

SPAIN

ANNUAL

Volunteering: Volunteer Program, implemented through the Local Plan in Spain, has completed 130 activities, benefitting over 11,400 people and with the participation of another 21,000.

SOCIAL ACTION

– Volunteering: Soy Donante (I Donate) campaign for donating blood and Dibujando sonrisas (Drawing Smiles) psychosocial support workshop, benefitting 1,963 people. **SOCIAL ACTION**

– Volunteering: continuity of the Pequeños solidarios (Young Volunteers) group for training volunteers between the ages of 4 and 16. **SOCIAL ACTION**

– Volunteering: charity campaigns, through which toys destined for 1,529 children and 13 tons of food have been collected. **SOCIAL ACTION**

– Volunteering: participation in the Alimentos con corazón (Food with Heart) campaign. Over 2,110 bags of food were delivered, and 68 children were awarded school lunch grants, and food was prepared and served in cafeterias and shelters. **SOCIAL ACTION**

– Volunteering: implementation of the Dibujando sonrisas (Drawing Smiles) workshops, offering psychosocial support for underprivileged people or those at risk of social exclusion. **SOCIAL ACTION**

– Volunteering: logistical support for Foundation projects with volunteering activities. **SOCIAL ACTION**

– Volunteering: delivery of 104 food bags weekly, benefitting 3,120 underprivileged people. **SOCIAL ACTION**

– Volunteering: 13 children received tutoring during one year through the Voluntariado Profesional (Professional Volunteering) campaign. **SOCIAL ACTION**

– Julio Castelo Matrán Naval Model Museum. Permanent exhibition and educational activities. **CULTURE**

– 3rd Extraordinary Call for Grants: 256 grants for youths as an aid to obtaining the driver's license. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Ignacio H. Larramendi Research Grants. Award of 10 research grants. Their internationalization will be launched in 2016, in collaboration with Johns Hopkins University in the United States. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road Safety Management System Committee: meetings of this committee which, in accordance with the ISO 39001 standard, have the goal of reducing the possible impact of traffic on Fundación MAPFRE employees and of visitors to its exhibition halls. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Accident prevention and road safety Technical Advisory Committee: this Committee has been created in 2015 with the goal of establishing permanent communication and knowledge of the mapfre accident prevention and road safety activities. **ACCIDENT PREVENTION AND ROAD SAFETY**

– iPad workshops: Seguridad Vial en tus Manos (Road Safety in your hands) and Bicis y Cascos (Bikes and Helmets): during 2015, workshops were conducted in schools in the provinces of Burgos, León, Madrid, Málaga, Palma de Mallorca, Toledo and Valencia, with the participation of 10,129 students. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educación Vial en el Aula (Road Safety in the Classroom): robotics workshops where families, working as teams, learn how to resolve situations related with accident prevention and road safety through different tests in a cybernetic city. In 2015, 12 workshops were completed, with the participation of 240 people. This activity is complemented by educational books and guides targeting different age groups, adding up to 28,000 copies.

ACCIDENT PREVENTION AND ROAD SAFETY

– Caravana de Educación Vial (Road Safety mobile Fleet): in 2015, this activity has been carried out in Alcorcón, Salamanca, Valladolid, La Coruña, Oviedo, Santander, Vigo, Bilbao, Zaragoza, Logroño, Puerto de Santa María, Seville, El Prat de Llobregat, Hospitalet de Llobregat, Valencia, Granada and Málaga, cities in which 17,896 students have participated in the training.

ACCIDENT PREVENTION AND ROAD SAFETY

– CuidadoSOS (SOS Care) campaign: in 2015, this activity has been carried out in Cantabria, Asturias and La Rioja, communities in which 15,245 students have participated in the training. This activity has its own website and has received a total of 1,409 visits.

ACCIDENT PREVENTION AND ROAD SAFETY

– Fire Prevention Campaign: in 2015, this activity has been carried out in Almería, Ávila, Burgos, Cáceres, Cantabria, Castellón, Ciudad Real, Córdoba, Cuenca, La Coruña, Guadalajara, La Rioja, Málaga Navarra, Palencia, Seville, Soria, Toledo, San Pedro del Pinatar, Gijón, Ponferrada, Arganda del Rey, Alcorcón, Móstoles, Fuenlabrada, the island of Mallorca, Comarca del Cinca Medio (Huesca), Comarca del Bajo Cinca (Huesca), Linares, the island of Lanzarote, the island of La Palma and Marbella, places which have counted with the participation of approximately 183,500 people. Its website has received 9,136 visits.

ACCIDENT PREVENTION AND ROAD SAFETY

– Safe Driving Courses for youths: in 2015, this activity has been carried out in Zaragoza, Guadalajara, Alcobendas, Granollers, Ciudad Real, Getafe, Miranda de Ebro, Tarancón, Toledo, Requena, Valencia, Madrid, Barcelona, Roda de Bará, Lugo, Córdoba, Palma del Río and San Martín de Valdeiglesias, towns in which 500 students have participated in the training.

ACCIDENT PREVENTION AND ROAD SAFETY

– E-learning training: in 2015, we carried out five calls to our e-learning courses, Road Safety Audits, Road Safety Plans, Road Safety in the Classroom and Definition, Origin and Causes of Fires, with a total of 315 participants.

ACCIDENT PREVENTION AND ROAD SAFETY

– Research Studies: in 2015, the following research studies were carried out and presented: *Road Safety Inspection at schools in Ciudad Real*, *Response after an accident in Latin American countries*, *The Price of Safety*, *Booster seats in cars: when must these be used?*, *Road Safety Strategic Plans in Europe*, *Contribution of the road to improving road safety in Spain*, *Analysis of the progress of Work-related Road Accidents (2003-2012)*, *1st Fundación MAPFRE Barometer: Road Safety in Spain*, *Panoramic overview of child road safety in automobiles (1990-2013)*, *Study on drowning and other events of vital risk in the water-marine environment*, *Victims of fires in Spain in 2014* and the *PRAISE Reports Compendium of PRAISE Good Practices: a retrospective of the best guidelines*, *Management of Young Drivers at the Workplace and Management of Road Safety for Van Fleets*. The dissemination of our research studies is facilitated through the Fundación MAPFRE website, which



Blood donation campaigns



Food drive initiative to help disadvantaged families

recorded a total of 6,475 downloads.
ACCIDENT PREVENTION AND ROAD SAFETY

– Collaboration in road safety courses, with a participation of 5,304 students and youths, at the Traffic Park for Children at Soto de Dueñas in Lérida.
ACCIDENT PREVENTION AND ROAD SAFETY

– Road Safety Training Courses: courses with the participation of over 5,350 students and youths, at the Training Center of Alcalá de Henares.
ACCIDENT PREVENTION AND ROAD SAFETY

– Te puede pasar (You can Pass): collaboration with the Asociación para el Estudio de la Lesión Medular (AESLEME) in carrying out talks with young people about traffic education in various cities of Almería, Asturias, Cádiz, Córdoba, Granada, Galicia, Huelva, Ján, Málaga, Salamanca, Seville and Toledo. In 2015, 1,430 talks with the participation of 63,989 youths.
ACCIDENT PREVENTION AND ROAD SAFETY

– Seguridad Vial en la Empresa: road safety training courses in the workplace, through the www.seguridadvialenlaempresa.com website, with 137 companies registered and 1,415 employees trained in 2015. The web portal has received a total of 193,266 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Médicos por la Seguridad Vial: campaign targeted at doctors, which through our www.medicosporlaseguridadvial.com portal, has received a total of 317,204 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Jóvenes por la Seguridad Vial (Youth for Road Safety): during 2015, this website has been integrated within the Fundación MAPFRE website, and 256 grants for youths as an aid to obtaining the driver's license have been granted. To access these grants, the young person must correctly pass the road



Family workshops aimed at accident prevention and road safety

safety test. The website has received a total of 388,684 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Los más Pequeños y Seguridad Vial (Infants and Road Safety): a portal targeted at children aged of 3 to 5 years, which has received a total of 28,880 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Children and Road Safety: a website directed at children aged 6 to 11, which has received a total of 109,740 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Sistemas de Retención Infantil (Child Restraint Systems): portal specialized in restraint systems, completely renewed this year, which has received a total of 242,666 visits in 2015. This portal offers educational guidelines as support, of which 60,000 copies have been distributed.
ACCIDENT PREVENTION AND ROAD SAFETY

– Los más Pequeños y Seguridad Vial (Family and Road Safety): road safety portal intended to families, which has received a total of 128,647 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Teachers and Road Safety: website with proposals and resources for the classroom, which has received a total of 91,629 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Blog Circula Seguro: intended for the public in general, which has received a total of 2,680,876 visits in 2015.
ACCIDENT PREVENTION AND ROAD SAFETY

– Seguridad Vial para Mayores: portal intended at people over the age of 65, which received a total of 129,890 visits in 2015. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety applications for smartphones and tablets, with a total of 6,746 downloads. We must highlight the launch of our Drivemesafe app in 2015, an application that offers protection and safety while driving. **PREVENTION AND ROAD SAFETY**

– Insurance Museum. Permanent exhibition and visits. **INSURANCE AND SOCIAL PROTECTION**

JANUARY

Este Invierno Protege tu Hogar Campaign: posters with prevention advice posted throughout the entire Metro and Bus transfer stations network (Madrid). **PREVENTION AND ROAD SAFETY**

JANUARY 7

– Publication of *La valoración de los inmuebles del patrimonio histórico y los riesgos sísmicos en el contrato de seguro: el caso de Lorca*. **INSURANCE AND SOCIAL PROTECTION**

JANUARY 9

Visit to the city of Paterna and signing of the agreement with the City Council of Paterna and the Foundation of the Community of Valencia for promoting local sports in Paterna for the Adaptive Soccer School No. 8 project of the Fundación MAPFRE Sports Schools. **SOCIAL ACTION**

JANUARY 12

Participation in the inauguration of the Master's in Tort Law of Universidad de Gerona, granting a scholarship to the student selected by Fundación MAPFRE. **INSURANCE AND SOCIAL PROTECTION**

JANUARY 15

Technical Conference Novedades en Materia Fiscal para la Actividad Aseguradora, in collaboration with SEAIDA, Sección Española de la Asociación Internacional de Derecho de Seguros (Madrid). **INSURANCE AND SOCIAL PROTECTION**

– Presentation and kickoff of the activities of the Con Mayor Cuidado (With greater Care) campaign in the Community of Madrid. **HEALTH PROMOTION**

JANUARY 20

Business conference for presenting the Juntos Somos Capaces (Together We Can) (Together We Can) employment integration program for people with disabilities (Ávila). **SOCIAL ACTION**

– Presentation of the Biblioteca Virtual de la Ciencia y la Técnica en la Empresa Americana developed by the Fundación Ignacio de Larramendi in collaboration with Fundación MAPFRE (Madrid). **CULTURA**

– Carreteras Seguras, Sostenibles e Inteligentes Conference (Barcelona). **ACCIDENT PREVENTION AND ROAD SAFETY**

JANUARY 22 TO MARCH 31.

Solana Engravings Exhibition. Fundación MAPFRE collections (Villanueva de la Serena). **CULTURE**

JANUARY 29

Presentation of number 200 of the Notebooks of the Foundation collection El componente trasfronterizo de las relaciones aseguradoras (Madrid). **INSURANCE AND SOCIAL PROTECTION**

JANUARY 30

Inauguration of the exhibition La Música en la Escultura de Venancio Blanco at the Santo Domingo de la Cruz hall (Salamanca). **CULTURE**

FEBRUARY

Adhesion of the provincial delegation of the Ministry of Equality, Health and Social Policies of Granada and of the City Council of Picanya as members of the Juntos Somos Capaces (Together We Can) (Together We Can) employment integration program for people with disabilities, for internships. **SOCIAL ACTION**



Antonio Huertas, President of Fundación MAPFRE, attended the opening of the La Música en la Escultura de Venancio Blanco exhibition

– Publication of the report El mercado asegurador Latinoamericano 2013-2014 in Spanish and English. **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 6

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

FEBRUARY 7

Presentation of the prevención de incendios para personas mayores campaign (La Coruña). **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY 12

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for students of the Master's in Tort Law of Universitat de Girona. **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 13

Publication of the catalog, minisite and educational guide of the El Canto del Cisne exhibition. Academic Paintings of the Paris Salon. **CULTURE**

– Ingeniería de Protección contra Incendios APICI Conference, organized in collaboration with Universidad de Comillas (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY 13 TO MAY 3

Swan Song Exhibition. Academic Paintings of the Paris Salon. Recoletos Hall (Madrid). **CULTURE**

FEBRUARY 13 TO MAY 3

Activities for children and youths of the Swan Song exhibition. Academic Paintings of the Paris Salon (Madrid). **CULTURE**

FEBRUARY 17 TO 19

Collaboration in the 3rd Latin American Forum of the 22nd Edition of Insurance Week, where the report El mercado asegurador Latinoamericano 2013-2014 was presented (Madrid). **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 18

Presentation unto media specialized in women and health of the Mujeres por el Corazón campaign (Madrid). **HEALTH PROMOTION**

FEBRUARY 19

– Presentation day of the research teams and the tutors of the Ignacio Hernando de Larramendi and Primitivo de Vega research grants. **HEALTH PROMOTION**

Welcome ceremony for the scholarship holders of the Ignacio H. de Larramendi Research Grants (Madrid). **HEALTH PROMOTION/INSURANCE AND SOCIAL PROTECTION**

– Business meeting at the Chamber of Commerce in Orense as part of the Juntos Somos Capaces (Together We Can) (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

FEBRUARY 20 TO APRIL 25

Pablo Picasso Exhibition. Suite Vollard, presented at Fundación MAPFRE Guanarteme (Las Palmas de Gran Canaria). **CULTURE**

FEBRUARY 25

Publication of the catalog, minisite and educational guide of the Garry Winogrand exhibition. Photography. **CULTURE**



El Canto del Cisne exhibition, featuring academic painting from the Musée d'Orsay

FEBRUARY 25 TO MAY 3

Garry Winogrand Exhibition.
Photography. Bárbara de Braganza Hall
(Madrid). **CULTURE**

FEBRUARY 25 TO MAY 3

Activities for children and youths
of the Garry Winogrand exhibition.
Photographs (Madrid). **CULTURE**

FEBRUARY 27

– Publication of IT Intelligence in
insurance risk management: OWA
aggregation operators in pricing
processes. **INSURANCE AND SOCIAL
PROTECTION**

MARCH

Presentation of the Juntos Somos
Capaces (Together We Can)
employment integration program for
people with disabilities during the
Jornadas Empresariales de Hostelería
Conference in Mérida and at the
University and Chamber of Commerce
in Valencia. **SOCIAL ACTION**

– Adhesion of the City Councils of
Zafra, Barbate, Burjassot and Lugo as
members of the Juntos Somos Capaces
(Together We Can) employment
integration program for people with
disabilities. **SOCIAL ACTION**

– Launch of the Drivemesafe application
that offers protection and safety while
driving. **ACCIDENT PREVENTION AND ROAD
SAFETY**

MARCH 2

Seminar on Management and Decision-
making in Insurance Companies
(bugaMAP Non-life) for Human
Resources-Training of MAPFRE Spain
and Portugal (Madrid). **INSURANCE AND
SOCIAL PROTECTION**

– Seminar on Management and
Decision-making in Insurance
Companies (bugaMAP Non-life) for
MAPFRE's International Management
Development Program 2015 (Madrid).
INSURANCE AND SOCIAL PROTECTION

MARCH 3

Meeting of the Road Safety Agreement
(Barcelona). **ACCIDENT PREVENTION AND
ROAD SAFETY**

– Activities of the Con Mayor Cuidado
(With great Care) campaign in the
Community of Madrid (Villaviciosa de
Odón). **HEALTH PROMOTION**

MARCH 5

International Conference Intervención
en Grandes Catástrofes (Alcorcón,
Madrid). **ACCIDENT PREVENTION AND ROAD
SAFETY**

– Publication of *Manuel de higiene
industrial*. **HEALTH PROMOTION**

MARCH 7 TO 8

Activities and workshops for the family
on accident prevention and road safety,
with the participation of over 11,000
people (Alcorcón, Madrid). **ACCIDENT
PREVENTION AND ROAD SAFETY**

MARCH 10

Participation in the Daños en el Trabajo
INADE Forum: la Responsabilidad del
Empresario with the presentation, "Los
daños en el trabajo: el accidente de
trabajo y la enfermedad profesional"
(Madrid). **INSURANCE AND SOCIAL
PROTECTION**

MARCH 10 TO MAY 24

Vanessa Winship Exhibition.
Photography. Andalusian Photography
Center (Centro Andaluz de Fotografía)
(Almería). **CULTURE**

MARCH 11

Presentation of the Juntos Somos
Capaces (Together We Can)
employment integration program for
people with disabilities at the Ministry
of Family and Social Services of the
Government of the Autonomous
Community of the Balearic Islands.
SOCIAL ACTION



The recipients of the Ignacio Hernando de Larramendi bursaries



Presentation of the winning project at the VII Julio
Castelo Matrán International Insurance Awards

– Adhesion of the City Council of Zaragoza and the Provincial Council of Zaragoza as members of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities, for internships. **SOCIAL ACTION**

MARCH 11 TO 12

Activities of the Con Mayor Cuidado (With greater Care) campaign (Fitero and Cintruénigo). **HEALTH PROMOTION**

MARCH 12

ICA Conference Networking La Seguridad Vial ante los Retos: 0 Accidents, 0 Fatalities in 2020 (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 16

Presentation of the CuidadoSOS (SOS Care) campaign (Santander). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Publication of number 137 of *Seguridad y Promoción de la Salud* and a special number of the magazine *Trauma* in digital format. **ACCIDENT PREVENTION AND ROAD SAFETY/HEALTH PROMOTION**

MARCH 18

Sembrando Ilusión awareness-raising conference as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities, for internships (Murcia). **SOCIAL ACTION**

Activities of the Con Mayor Cuidado (With greater Care) campaign (Palencia). **HEALTH PROMOTION**

MARCH 19 TO MAY 31

Stephen Shore exhibition. Photography. Instituto Jovellanos (Gijón). **CULTURE**

MARCH 23 TO 25

Dissemination activities of the Mujeres por el Corazón campaign in

collaboration with the City Council of Alcorcón. **HEALTH PROMOTION**

MARCH 25

Technical seminar for presenting the winning work of the 7th International Julio Castelo Matrán Insurance Award: El riesgo de longevidad y su aplicación práctica a Solvencia II in collaboration with Instituto de Actuarios (Madrid). **INSURANCE AND SOCIAL PROTECTION**

MARCH 26 TO 28

Dissemination activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Móstoles. **HEALTH PROMOTION**

MARCH 27

Presentation of the award by the Royal Foundation of Toledo to Fundación MAPFRE for the support provided by the Fundación during the commemoration of the 4th Centennial of the Death of El Greco. **CULTURE**



The Royal Foundation of Toledo prize-giving ceremony

APRIL

Adhesion of the City Councils of Sant Llorenç des Cardassar (Mallorca), Santa Perpetua de Mogoda (Barcelona) and Pamplona and of the Provincial City Council of Zaragoza as members of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

– Publication of Determinantes do prêmio de default de crédito de (res) seguradores. **INSURANCE AND SOCIAL PROTECTION**

– Signing of a collaboration agreement with the mobility company ARVAL to promote occupational risks prevention strategies for road safety. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 2 TO 3

Collaboration with the City Council of Seville in the establishment of auxiliary human resources to guarantee road safety during Holy Week. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 7

Presentation of the 1st Response Unit for Victims with Intellectual Disability (UAVDI - Unidad de Atención a Víctimas con Discapacidad Intelectual) at Atades Aragón as part of the No Más Abuso program. **SOCIAL ACTION**

APRIL 8

Signing of the collaboration agreement with SECOT - Seniors Españoles para la Cooperación Técnica as part of the Accedemos program. **SOCIAL ACTION**

APRIL 7 TO 8

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-Life) for the Master's

in Finance of Universidad de León.

INSURANCE AND SOCIAL PROTECTION

APRIL 9 TO 11

Dissemination activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Leganés. **HEALTH PROMOTION**

APRIL 10

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Human Resources-Training of MAPFRE Spain and Portugal Insurance Division (Madrid). **INSURANCE AND SOCIAL PROTECTION**

– 2nd Conference of Volunteer Psychologists of the Online Support Program. **SOCIAL ACTION**

APRIL 15

– Presentation and kickoff of the activities of the Con Mayor Cuidado (With great Care) campaign in the Community of Castilla-La Mancha (Guadalajara). **HEALTH PROMOTION**

APRIL 16

Presentation of the Atades award to Fundación MAPFRE for its Juntos Somos Capaces (Together We Can) project. **SOCIAL ACTION**

– Accident prevention course during the Prevención y Protección contra Incendios Domésticos nos Afecta a Todos Conference (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 16 TO 18

Dissemination activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Pozuelo. **HEALTH PROMOTION**

APRIL 18

Road Safety Workshop during the 7th Child Road Safety Event at schools, organized by the City Council of Alcalá de Henares. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 20 TO 27

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-Life) for MAPFRE Regional Managers of Toledo, Ciudad Real and Castilla Sureste (Toledo). **INSURANCE AND SOCIAL PROTECTION**

APRIL 21

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-Life) for MAPFRE Regional Managers of Valladolid, Burgos, Palencia, León, Zamora and Salamanca (Valladolid). **INSURANCE AND SOCIAL PROTECTION**

APRIL 22

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for MAPFRE Delegates of Ciudad Real (Ciudad Real). **INSURANCE AND SOCIAL PROTECTION**

– Presentation unto the media of the educational ControlaTIC campaign, in collaboration with the Government of Aragón (Zaragoza). **HEALTH PROMOTION**

APRIL 23

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-Life) for MAPFRE Delegates (Quintanar de la Orden). **INSURANCE AND SOCIAL PROTECTION**

– Presentation of the results of the research study *Lesiones más frecuentes en el tenis* (Barcelona). **HEALTH PROMOTION**

APRIL 27

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for MAPFRE Delegates (Toledo). **INSURANCE AND SOCIAL PROTECTION**

APRIL 28

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for MAPFRE Delegates (Talavera de la Reina). **INSURANCE AND SOCIAL PROTECTION**

APRIL 28 TO 30

Dissemination activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Boadilla del Monte. **HEALTH PROMOTION**

– National awareness-raising conference at all regional divisions entitled Sembrando Ilusión as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

APRIL 29

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-Life) for the 2015 MAPFRE Executive Development Program (Madrid). **INSURANCE AND SOCIAL PROTECTION**

– Donation to Instituto Cervantes in Paris of the Latin America in Contemporary History Collection. **CULTURE**

– Presentation to public and private education associations of the ControlaTIC campaign (Barcelona). **HEALTH PROMOTION**

APRIL 30

Publication of *Generación de escenarios económicos para la medición de riesgos de mercado en Solvencia II a través de modelos de series temporales*. **INSURANCE AND SOCIAL PROTECTION**

– Collaboration in road safety education activities in schools (Calzada de Calatrava). **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY

Adhesion of the City Councils of Paterna (Valencia) and Jaén, signing of the collaboration agreement with Universidad La Florida of Valencia and the Asindown Foundation, and the Business Conference in Mérida as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

– Business Plan Seminars in Bilbao, Oviedo, Madrid and Valencia as part of the Accedemos program. **SOCIAL ACTION**

MAY 4 AND 5

4th Workday with managers of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities (Bilbao). **SOCIAL ACTION**

MAY 5

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

MAY 6 AND 7

Road Safety Course at the Parque Móvil Regional (Murcia). **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 7

Presentation of the book *Valuating Historical Real Estate Assets and Seismic Risks in the Insurance Contract: the case of Lorca* (Lorca). **INSURANCE AND SOCIAL PROTECTION**

– Presentation to the media of the new website on child road safety (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**



Presentation of a study on seismic risks



We research and disseminate knowledge about the common history of Spain, Portugal and countries linked to them by historic ties



MAY 8 AND 9

National Meeting on the Exchange of Experiences for Promoting Physical Activity and Health at Schools #conEFtados, in collaboration with Universidad Politécnica de Madrid.

HEALTH PROMOTION

MAY 12 AND 13

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at headquarters of ICEA, Cooperative Research between Insurance Companies (Madrid).

INSURANCE AND SOCIAL PROTECTION

MAY 15

– Publication Current topics on risk analysis: ICRA6 and RISK 2015 Conference. **INSURANCE AND SOCIAL PROTECTION**

MAY 17

Collaboration in the Road Safety Drawing Contest, organized together with the City Council of Pamplona, with the participation of 2,624 students.

ACCIDENT PREVENTION AND ROAD SAFETY

MAY 18 AND 19

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-Life), network of delegations of the regional division of Castilla Suroeste (Segovia). **INSURANCE AND SOCIAL PROTECTION**

MAY 21

Coorganization of the webinar Road Safety Education in Schools, coordinated together with the European Road Safety Charter (Carta Europea de Seguridad Vial) (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 22

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

MAY 25

Kickoff of the first edition of the e-learning course Actívate. **HEALTH PROMOTION**

MAY 25 AND 26

Participation in the annual meeting of the Spanish Association of Soccer Team Doctors, through the Juega Seguro Play Safety) campaign (Valencia). **HEALTH PROMOTION**

MAY 26 TO 29

Participation in Congreso Riesgo 2015 (Barcelona). **INSURANCE AND SOCIAL PROTECTION**

MAY 28

Participation in the 4th International Conference on Adaptive Physical Education and Inclusive Sports (Almería). **SOCIAL ACTION**

MAY 28 AND 29

Participation in the Congreso de Matronas, organized by AMM and FAME, through two workshops on child seats, with the participation of 400 midwives (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 30

Participation in the workgroup on road safety during Encuentro de la Bicicleta, organized by the Directorate General of Traffic (DGT) in Salamanca. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE

Closure of the 2014-2015 course of the Sports Schools Program for people with disabilities. **SOCIAL ACTION**

– Business meetings as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities (Pamplona and Sangenjo). **SOCIAL ACTION**



Paul Strand photography exhibition

– Launch of the 3rd Call for Aid to Employment of the Accedemos program, targeting small companies and self-employed people so that they may generate employment for officially unemployed youths under the age of 30 and people over the age of 50. **SOCIAL ACTION**

– Communication of the winners of the national contest Pequeños solidarios (Young Volunteers) belonging to the ReCapacita Program for Innovation in Education. **SOCIAL ACTION**

– Celebration of the Business Plan Seminars in Jaén, Seville, Barcelona, Málaga and Valladolid, as part of the Accedemos program. **SOCIAL ACTION**

JUNE 3
Publication of the catalog, minisite and educational guide of the Paul Strand exhibition. Photography. **CULTURE**

JUNE 3 TO AUGUST 28
Paul Strand exhibition. Photography. Bárbara de Braganza hall (Madrid). **CULTURE**

JUNE 3 TO AUGUST 28
Activities for children and youths of the Paul Strand exhibition. Photographs (Madrid). **CULTURE**

JUNE 5
Participation through the Juega Seguro (Play Safety) campaign at the Annual Meeting of Sociedad Murciana de Cardiología (Murcia). **HEALTH PROMOTION**

JUNE 6
3rd National Conference for Families with people with a disability of the Family Support Program, entitled Pautas para una comunicación que fomente la autonomía y la participación (Murcia). **SOCIAL ACTION**

June 8
– Publication of Teledetección aplicada a la elaboración de mapas de peligrosidad de granizo en tiempo real y mapas de daños en cultivos. **INSURANCE AND SOCIAL PROTECTION**

JUNE 8 TO OCTOBER 30
2015 Activities of the Fundación MAPFRE Adaptive Sailing Center (Sangenjo). **SOCIAL ACTION**

JUNE 9
Signing of the collaboration agreement between Fundación MAPFRE and Fundación Atresmedia for the development of the program Discover VT (Vocational Training). **SOCIAL ACTION**

– Technical conference for brokers: Changes in Third-Party Liability and insurance: D&O, environmental responsibility, motor insurance for brokers, agents and industry professionals (Badajoz). **INSURANCE AND SOCIAL PROTECTION**

JUNE 10
Presentation in Madrid of the book Generación de escenarios para medir riesgos de mercado en Solvencia II a través de modelos de series temporales. **INSURANCE AND SOCIAL PROTECTION**



Awarding of gold insignia by the University of León



Presentation of study and practical workshops on drowning in La Coruña

– Recognition with the Gold insignia by Universidad de León for our collaboration with the Master's in Finance and Insurance. **INSURANCE AND SOCIAL PROTECTION**

– Presentation of the research report Study on drowning and other events of vital risk in the water-marine environment. Training materials were handed out to 500 participants (La Coruña). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Organization of pilot workshops on the prevention of accidents in the water-marine environment and first aid: cardiopulmonary resuscitation (CPR) with the participation of 9,000 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 11

Award to Fundación MAPFRE of the Road Safety Medal of Honor, granted by the Spanish Road Association (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 15 TO 19

Workshops as part of the Vivir en Salud campaign at schools (San Sebastián de los Reyes). **HEALTH PROMOTION**

– Organization, together with AEC and CNAE, of the Inter-CISEV Conference, with the participation of 190 people (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 17

Presentation of the guide *Guía para la protección de la familia* and the Seguros y Pensiones para Todos website at the MAPFRE Regional Division Cataluña Norte (Barcelona). **INSURANCE AND SOCIAL PROTECTION**

– Presentation of the guide *Guía para la protección de la familia* and the Seguros y Pensiones para Todos website at the MAPFRE Regional Division Cataluña Sur (Tarragona). **INSURANCE AND SOCIAL PROTECTION**

– Technical seminar: Changes in Third-Party Liability and insurance: Directors and Managers and Environmental Responsibility, in collaboration with Castilla-León Económica magazine (Valladolid). **INSURANCE AND SOCIAL PROTECTION**

JUNE 18

Award ceremony of the Fundación MAPFRE Social Awards (Madrid). Fundación MAPFRE

JUNE 18 TO 19

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) in the Advanced Course in Life, Health, and Social Protection of Fundación MAPFRE. **INSURANCE AND SOCIAL PROTECTION**

JUNE 18 TO 22

Dissemination activities of the Mujeres por el Corazón campaign at the company ENDESA (Madrid). **HEALTH PROMOTION**



Social Outreach awards

JUNE 19

Presentation of the guide *Guía para la protección de la familia* and the Seguros y Pensiones para Todos website and Estudio 360 at the MAPFRE Regional Division Cataluña Norte (Lérida).

INSURANCE AND SOCIAL PROTECTION

– 4th National Conference Preparadores Laborales de la Asociación Española de Empleo con Apoyo. **SOCIAL ACTION**

JUNE 22

Technical seminar: Law on Shipping and Insurance, in collaboration with SEAIDA Cataluña and UCEAC (Barcelona). **INSURANCE AND SOCIAL PROTECTION**

– Participation through the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities at the FEAFES Employment Conference at the CaixaForum Auditorium (Madrid). **SOCIAL ACTION**

JUNE 22 TO 28

Participation through the Juega Seguro (Play Safety) campaign at the Azpilicueta Summer School (Zizur). **HEALTH PROMOTION**

– Participation through the Juega Seguro (Play Safety) campaign at the Javier Bueno Summer School (Madrid). **HEALTH PROMOTION**

JUNE 23

Presentation of the book *Teledetección aplicada a la elaboración de mapas de peligrosidad de granizo en tiempo real y mapas de daños en cultivos* (Madrid).

INSURANCE AND SOCIAL PROTECTION

JUNE 26

– Winner of the 11th Edition of the ASINDOWN solidarity awards for the

employment integration program for people with disabilities Juntos Somos Capaces (Together We Can). **SOCIAL ACTION**

JUNE 25 TO 28

Organization of a Round Table on Road Safety for Youths, as part of the activities of the Mulafest Festival (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Helmet Airbrush Painting Workshop as part of the activities of En Moto, Objetivo Cero, at the Mulafest Festival (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 26

Participation in the Menéndez Pelayo International University Summer Courses through the Juega Seguro (Play Safety) campaign (Santander). **HEALTH PROMOTION**

JUNE 29

Start of the Vivir en Salud workshops at tennis summer schools of the Catalan Tennis Federation (Barcelona). **HEALTH PROMOTION**

JUNE 29 TO JULY 4

Participation through the Juega Seguro (Play Safety) campaign at the Joaquín Caparrós Summer School (Soria). **HEALTH PROMOTION**

JUNE 30

Five road safety courses given to employees of the company Arval (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

JULY

Adhesion of Universidad de Salamanca as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

– Awareness-raising campaign at the workplace as part of the Juntos Somos Capaces Together We Can) employment integration program for people with disabilities (Lorca, Murcia and Don Benito, Badajoz). **SOCIAL ACTION**

JULY 1 TO OCTOBER 1

Volunteering: microdonation campaign for Verano Educo school lunch grants. **SOCIAL ACTION**



Preparatory course for trainers at the Management and Decision-making in Insurance Entities Seminar (bugaMAP Non-Life) for MAPFRE SPAIN

JULY 1

Visit to the Emilio Sánchez Vicario Sports School (Barcelona). **SOCIAL ACTION**

JULY 1 AND 2

Participation of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities at the Disability and Employment Fair in Barcelona. **SOCIAL ACTION**

JULY 6 AND 7

Training of trainers course of the Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for MAPFRE Spain (Madrid). **INSURANCE AND SOCIAL PROTECTION**

JULY 8

Awarding by Fundación Konecta to MAPFRE and Fundación MAPFRE of the Social Commitment Award in recognition of their work for the inclusion of people with a disability through the Juntos Somos Capaces (Together We Can) program. **SOCIAL ACTION**

JULY 9

Defense of the doctoral dissertation of Fernando Amigo Quintana, at the Faculty of Insurance, Legal and Business Sciences, Gamification: a model for the promotion and management of desired behaviors in relationships between individuals and organizations. An approach focused on promoting sales of insurance and ongoing training. Universidad Pontificia de Salamanca. **INSURANCE AND SOCIAL PROTECTION**

— Publication of the Guía para la protección de tu familia. **INSURANCE AND SOCIAL PROTECTION**

JULY 16

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Club Elite. MAPFRE Central Regional Division (Madrid). **INSURANCE AND SOCIAL PROTECTION**

JULY 16 AND 17

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Life and Non-life) for the Master's in Insurance Management at ICEA (Madrid). **INSURANCE AND SOCIAL PROTECTION**

JULY 27

Publication of number 138 of the Security and Health Promotion. **ACCIDENT PREVENTION AND ROAD SAFETY/ HEALTH PROMOTION**

JULY - AUGUST - SEPTEMBER

Presentation of the report, image and kickoff of the Objetivo Cero campaign (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

AUGUST

Publication of the Ranking of the largest European non-life Insurance Groups in 2014, in Spanish and English. **INSURANCE AND SOCIAL PROTECTION**

— Publication of the Ranking of the largest European non-life Insurance Groups in 2014, in Spanish and English. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER

Awareness-raising campaign at the workplace as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities (Zaragoza ad Huelva). **SOCIAL ACTION**

Publication of Historia Contemporánea de Perú, vol. III. Opening to the World (Historia Contemporánea de Perú: La apertura al mundo, 1880-1930) from the Latin America in Contemporary History collection. **CULTURE**

— Adhesion of the City Council of San Martín de Valdeiglesias and the Chamber of Commerce of Sant Feliu de Guixols (Gerona) as members of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**



Press conference to present the Josef Koudelka photography exhibition

– Publication of the guide *Guía para tu jubilación*. 2015 version. **INSURANCE AND SOCIAL PROTECTION**

Presentation of the 10th Prevention Week (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

– New calls of our e-learning courses Road Safety Audits and Road Safety Plans. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 7-9

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

SEPTEMBER 7

– Signing of the agreement of collaboration with the Secretaría General Iberoamericana and Fundación MAPFRE. **FUNDACIÓN MAPFRE**

SEPTEMBER 9

– Publication of FIDES History: Inter-American Federation of Insurance

Companies. **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 10

Publication of the catalog, minisite and educational guide of the Josef Koudelka exhibition. Photography. **CULTURE**

SEPTEMBER 10 TO NOVEMBER 28

Josef Koudelka exhibition. Photography. Bárbara de Braganza Hall (Madrid). **CULTURE**

– Activities for children and youths at the Josef Koudelka exhibition. Photographs (Madrid). **CULTURE**

SEPTEMBER 14

Presentation of the report *El mercado español de seguros en 2014* (Madrid). **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 14-18

Collaboration in the General Motors Prevention Week through the Con Mayor Cuidado (With great Care) campaign (Zaragoza). **HEALTH PROMOTION**

SEPTEMBER 19

Publication of the catalog, minisite and educational guide of the Pierre Bonnard exhibition. **CULTURE**

SEPTEMBER 19 AND 20

En Moto, Objetivo Cero campaign as part of the European Mobility Week (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 19 TO JANUARY 6, 2016

Pierre Bonnard exhibition. Recoletos Hall (Madrid). **CULTURE**

– Activities for children and youths of the Pierre Bonnard exhibition. **CULTURE**

SEPTEMBER 20

Publication of the fifth edition of the Julio Castelo Matrán Naval Models Museum Catalog. **CULTURE**

SEPTEMBER 22

Publication of the catalog *El legado Andalusi* in the drawing collections of Real Academia de Bellas Artes de San Fernando. **CULTURE**



Presentation of *The Spanish Insurance Market in 2014* report



Pierre Bonnard exhibition

– Announcement of the awards of the sixth edition of the "Corresponsables" Prizes in the Category Non-profit and Social Economy Companies with the Juntos Somos Capaces (Together We Can) project. **SOCIAL ACTION**

SEPTEMBER 22 TO NOVEMBER 8
Exhibition of El legado Andalusi in the drawing collections of Real Academia de Bellas Artes de San Fernando (Madrid). **CULTURE**

– Exhibition Paradores. La colección desconocida. AZCA exhibition gallery (Madrid). **CULTURE**

SEPTEMBER 23
Publication of the exhibition catalog for Paradores. La colección desconocida. **CULTURE**

SEPTEMBER 24
Presentation of the guides *Guía para tu jubilación, Guía para la protección de tu familia and Seguros y Pensiones para Todos* at the Col.legi de Mediadors de Gerona. **INSURANCE AND SOCIAL PROTECTION**

– Presentation of the 10th Prevention Week (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 24 AND 25
Prevention Workshops for the Family, with the participation of 3,000 people (Cáceres). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 25
Participation in the ATOS Health Week with the workshops Vivir en Salud and ControlaTIC (Madrid). **HEALTH PROMOTION**

SEPTEMBER 25 AND 29
Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Madrid. **HEALTH PROMOTION**

SEPTEMBER 26 AND 27
En Moto, Objetivo Cero campaign at MotorLand (Alcañiz). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 28 AND 30
Activities of the Mujeres por el Corazón campaign in collaboration with MAPFRE polyclinics (Madrid). **HEALTH PROMOTION**

SEPTEMBER 28-OCTOBER 2
Participation in the 1st MAPFRE Target Health Week, with the workshops Pregnancy and Driving: Child Restraint Systems, Vivir en Salud, ControlaTIC and in the open house event with the exhibition of the Firefighter Canine Rescue Team (Majadahonda) and the participation of MAPFRE Volunteers who performed magic tricks with the Abracadabra Foundation. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY/HEALTH PROMOTION**



Paradores: The undiscovered collection exhibition



Workshop as part of the MAPFRE Health Objective Week



El Legado Andalusi exhibition

– Participation in the 1st MAPFRE Target Health Week (Majadahonda).

HEALTH PROMOTION

SEPTEMBER 30

Delivery of the award to the CEIP La Jota School, in Zaragoza, as the most participatory at the 5th Edition of the ReCapacita School Program of Fundación MAPFRE between 2014-2015. SOCIAL ACTION

– Granted the SOLIDAR Certificate in the exceptional category for the workplace integration program for people with intellectual disabilities or mental illness Together We Can (Juntos Somos Capaces (Together We Can)). SOCIAL ACTION

– Launch of the workshops of the ControlaTIC campaign at educational centers in Cataluña (Barcelona). HEALTH PROMOTION

– Publication of the report El mercado español de seguros en 2014. INSURANCE AND SOCIAL PROTECTION

OCTOBER

Launch of the new Online Support website. SOCIAL ACTION

– Continuation of the activities of the Juntos somos Capaces (Together We Can) sports program in collaboration with Special Olympics. SOCIAL ACTION

– Publication of *Historia Contemporánea de Perú, vol. IV. Mirando hacia dentro, 1930-1960* from the Latin America in Contemporary History collection.

CULTURE

– Publication of *Historia Contemporánea de Perú, vol. V. La búsqueda de la democracia, 1960-2000* from the Latin America in Contemporary History collection.

CULTURE

– Participation in the 900 telephone number of Banco de España and the Spanish National Securities and Exchange Commission providing information on insurance and pension plans (Madrid). INSURANCE AND SOCIAL PROTECTION

– Publication of *Definición y medición de la cultura aseguradora*. INSURANCE AND SOCIAL PROTECTION

– New call of our e-learning course Educación Vial en el Aula (Road Safety in the Classroom). ACCIDENT PREVENTION AND ROAD SAFETY

OCTOBER 1

Technical seminar: Changes in Third-Party Liability in collaboration with Cuatrecasas, Gonçalves Pereira (Barcelona). INSURANCE AND SOCIAL PROTECTION

– Organization of the Jornada Internacional sobre Seguridad Vial en el Trabajo PRAISE (Madrid). ACCIDENT PREVENTION AND ROAD SAFETY

Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Alcalá de Henares. HEALTH PROMOTION

OCTOBER 2

– Organization of the PRAISE International Technical Conference on Road Safety at the Workplace (Zaragoza). ACCIDENT PREVENTION AND ROAD SAFETY

– Activities of the Mujeres por el Corazón campaign at the company Repsol (Madrid). HEALTH PROMOTION

OCTOBER 3

4th Jornada Nacional de Familias con personas con discapacidad conference of the Apoyo Familiar program: Personal Overprotection hinders Social Inclusion: Guidelines to learn how to Delegate (Valladolid). SOCIAL ACTION



Workshops on insurance culture in Seville

OCTOBER 5

Presentation of the workshops on insurance culture El Seguro Está en el Aula (Insurance is in the Classroom) at the IES 5th Centennial (Seville).

INSURANCE AND SOCIAL PROTECTION

– Presentation of the book *Definición y medición de la cultura aseguradora*, in collaboration with the Association of Insurance Brokers of Valencia.

INSURANCE AND SOCIAL PROTECTION

– Presentation of the app Soy Capaz, designed to simplify life for people with intellectual disabilities as well as their caretakers.

SOCIAL ACTION

OCTOBER 7 AND 8

Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of San Sebastián de los Reyes.

HEALTH PROMOTION

– Launch of the 2nd edition of the e-learning course Actívate (Madrid).

HEALTH PROMOTION

OCTOBER 5 AND 6

Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Tres Cantos.

HEALTH PROMOTION

OCTOBER 8

Publication of the catalog, minisite and educational guide of The Triumph of Color exhibition. From Van Gogh to Matisse.

CULTURE

OCTOBER 6 – NOVEMBER 19 (7 SESSIONS)

Conference series History of Photography 5. Fundación MAPFRE Auditorium.

CULTURE

– Signing of the agreement with employers AECE (Asociación de Empresarios de las Comarcas del Ebro) as part of the employment integration program for people with disabilities Together We Can in Tortosa.

SOCIAL ACTION

OCTOBER 7

Seminar on finance and insurance education "The Role of Educators", organized for the Official Financial Education Day (Madrid).

INSURANCE AND SOCIAL PROTECTION

– Seminar on Management and Decision-making in Insurance Companies (bugaMAP Like and Non-life) for advisors of the specific network in Barcelona.

INSURANCE AND SOCIAL PROTECTION



Mujeres por el Corazón mobile unit

The Triumph of Color:
From Van Gogh
to Matisse exhibition



OCTOBER 8 TO JANUARY 8, 2016
Exhibition La Mano con Lápiz. Museo de Bellas Artes in Seville. **CULTURE**

– Exhibition The Triumph of Color. From Van Gogh to Matisse. Casa Garriga-Nogués (Barcelona). **CULTURE**

>Activities for children and youths of The Triumph of Color exhibition. From Van Gogh to Matisse (Barcelona). **CULTURE**

OCTOBER 9
Adhesion of the City Council of Águilas (Murcia) as member of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities (Águilas). **SOCIAL ACTION**

OCTOBER 9 AND 10
Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Alcobendas. **HEALTH PROMOTION**

OCTOBER 10
Awareness-raising campaign in social networks for Mental Illness Day with the employment integration for people with disabilities program Juntos Somos Capaces (Together We Can). **SOCIAL ACTION**

OCTOBER 14
4th RED CUMES Annual Meeting with the conference by Enrique Dans "Innovación y contexto: una redefinición necesaria" (Madrid). **INSURANCE AND SOCIAL PROTECTION**

– Launch of the workshops of the Vivir en Salud campaign at schools in the Balearic Islands. **HEALTH PROMOTION**

OCTOBER 14 AND 15
Activities of the Mujeres por el Corazón campaign in collaboration with the City Council of Torrejón de Ardoz. **HEALTH PROMOTION**

OCTOBER 15
Prevention Workshops for the Family, with the participation of 500 people (Almería). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 16
Workshop on Prediction, Prevention and New Technologies: their Repercussion on Insurance as part of the 22nd National Conference Congreso Nacional de Derecho Sanitario, organized by Asociación Española de Derecho Sanitario (Madrid). **HEALTH PROMOTION**



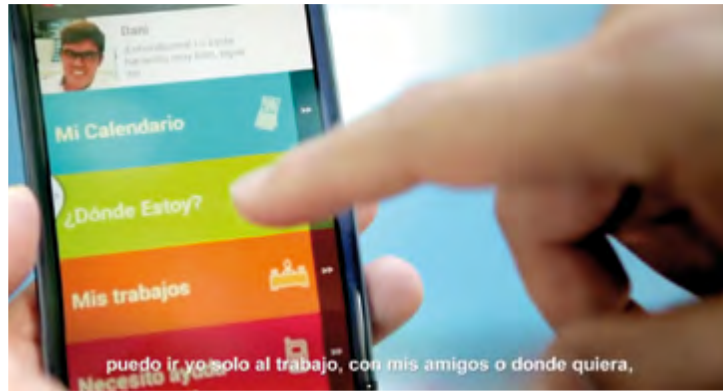
Official Finance Education Day



Gabriela Iturbide at the History of Photography conference

OCTOBER 20

Activities of the Mujeres por el Corazón campaign at the company BBVA (Madrid). **HEALTH PROMOTION**



Soy Cappaz application

OCTOBER 20 TO 22

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for new MAPFRE delegates (Madrid). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 24

Volunteering: Participation in the Business Charity Day, with the participation of 100 volunteers. **SOCIAL ACTION**

OCTOBER 28-31

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

OCTOBER 22

Celebration of the 1st Jornada 3.0 Descubre la FP (Madrid). **SOCIAL ACTION**

OCTOBER 27

Presentation of the *Diccionario Panhispánico de términos médicos* project organized by the Royal Academy of Medicine (Real Academia Nacional de Medicina) of Spain (Madrid). **HEALTH PROMOTION**

OCTOBER 29

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for employees of the MAPFRE Regional General Division North (Bilbao). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 22 TO 23

Participation in the 1st National Conference Seguridad Vial y Discapacidad ASPAYM (Seville). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 28

Awareness-raising campaign at the workplace and presentation of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities (Calahorra, La Rioja and Madrid). **SOCIAL ACTION**

– Conference Jornada Seguro Privado y Previsión Social, in collaboration with SEAIDA (Madrid). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 23

Publication of the report *Alimentación y sociedad en la España del siglo XXI*. **HEALTH PROMOTION**

– Activities of the Mujeres por el Corazón campaign (Seville). **HEALTH PROMOTION**



IV RED CUMES annual meeting

NOVEMBER

– Signing of the adhesion agreement with the universities of San Valero, Seville, Salamanca, Navarra and Oviedo as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

– Signing of the adhesion agreement with the City Councils of Ortuella, Muskiz, Gallarta, Trápaga, Mengabril, de Tarrasa, Huelva and with Mossos d'Esquadra as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

– Delivery of the Award Seres de los Premios Seres to Corporate Innovation and Social Commitment, where we presented the School for Families (Escuela de Familias y Discapacidad) and Together We Can (Juntos Somos Capaces (Together We Can)) projects. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month, Objetivo Cero Traffic Accidents. **SOCIAL ACTION / ACCIDENT PREVENTION AND ROAD SAFETY**

– Publication of the book *Historia Contemporánea de España, vol. V. La búsqueda de la democracia, 1960-2000* from the Latin America in Contemporary History collection. **CULTURE**

NOVEMBER 3

Presentation of the results of the study *Food and Society in 21st Century Spain* (Madrid). **HEALTH PROMOTION**

NOVEMBER 5 AND 6

Eleventh Conference Valoración del Daño Corporal (Madrid). **HEALTH PROMOTION**

NOVEMBER 7

Fifth National Conference on Familias con Personas con Discapacidad of the Apoyo Familiar program entitled "La discapacidad no significa una minoría de edad permanente: la sobreprotección disminuye la inclusión". **SOCIAL ACTION**

NOVEMBER 10 TO JANUARY 15

Vanessa Winship Exhibition. Photography. TEA Espacio de Arte (Tenerife). **CULTURE**

NOVEMBER 12

Conference Seguridad del paciente y Calidad Asistencial, in collaboration with Colegio de Médicos of Badajoz. **HEALTH PROMOTION**

NOVEMBER 13

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



Vivir en Salud campaign activities at the City of Valencia Junior Marathon

NOVEMBER 14

Participation in the Valencia Children's Marathon, implementing promotional events on healthy diets and exercise (Valencia). **HEALTH PROMOTION**

NOVEMBER 16

Publication of *El seguro privado en obras de arte*. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 17

Training workshop during Jornadas Multidisciplinares de Atención al Accidente de Tráfico (Málaga). **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 19

First Descubre la FP Conference, with the participation of Elsa Punset, targeted at secondary and baccalaureate school students in public and private schools (Valencia). **SOCIAL ACTION**

NOVEMBER 23

Publication of *Opções embutidas em planos unit linked brasileiros*. **INSURANCE AND SOCIAL PROTECTION**

– Publication of *Modelo de gestión integral de riesgos para el sector atunero*. **INSURANCE AND SOCIAL PROTECTION**

– Publication of the study *Estudio social sobre la jubilación: expectativas y experiencias*. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 24

Award of Insurance Solidarity Prizes; Fundación MAPFRE awards the Fundación MAPFRE 2015 Solidarity Prize to the ADISLI Association (Asociación para la Atención de Personas con Discapacidad Intelectual Ligera e Inteligencia Límite) for the Empiezo Mi Vida project (Madrid). **SOCIAL ACTION**

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We promote healthy lifestyles through educational activities



Solana Grabador exhibition at Fundación MAPFRE Guanarteme in Tenerife

– Technical Conference Gestión de Riesgos y Seguridad Clínica, in collaboration with Asociación Española de Gestión de Riesgos Sanitarios y Seguridad del Paciente (Madrid). **HEALTH PROMOTION**

NOVEMBER 24 TO JANUARY 31
Solana Grabador Exhibition. La Laguna hall, Tenerife. Fundación MAPFRE Guanarteme. **CULTURE**

NOVEMBER 25
Presentation of Seguros y Pensiones para Todos at the Jornadas de Previsión Social Empresarial. Association of Insurance Brokers of Seville. **INSURANCE AND SOCIAL PROTECTION**

– Presentation to the media of the study *I Barómetro Fundación MAPFRE: La educación vial en España*. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Organization of the International Conference La Educación Vial en España e Iberoamérica (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 26
Publication of *Tipos de interés para valorar las provisiones técnicas de seguros*. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 27 AND 29
Celebration of the closing conference of the sports program Juntos lo Logramos. **SOCIAL ACTION**

DECEMBER
Sale of Easter flowers as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities at all MAPFRE Regional Head Offices. **SOCIAL ACTION**

– Signing of the adhesion agreement with the City Council of Sant Feliu de Guixols, Universidad de Rovira y Vigili, City Council of Logroño, and City Council of Alcañiz. **SOCIAL ACTION**

– Jornadas empresariales in Valencia with CIERVAL (Confederación de Organizaciones Empresariales de la Comunidad Valenciana) as part of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**



Risk Management and Clinical Safety technical conference, in association with the Spanish Association of Health Risk Management and Patient Safety



Awarding of the Insurance Solidarity prizes

– Seminars on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad de Sevilla. **INSURANCE AND SOCIAL PROTECTION**

– Launch of the ControlaTIC campaign workshops to promote the responsible use of new technologies at schools in Andalucía (Seville). **HEALTH PROMOTION**

– Distribution of material of the La Seguridad está en tus Manos campaign, in 158 hospitals of nine autonomous communities. **HEALTH PROMOTION**

DECEMBER 1

Presentation of *Estudio social sobre la jubilación: expectativas y experiencias* (Madrid). **INSURANCE AND SOCIAL PROTECTION**

DECEMBER 2

Presentation of the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities in Cantabria. **SOCIAL ACTION**

– Signing of the agreement with Diputación de Ciudad Real for including internships in the Juntos Somos Capaces (Together We Can) employment integration program for people with disabilities. **SOCIAL ACTION**

– Award granted by Diputación Provincial de Ciudad Real and Asociación para la Promoción Socio-laboral de las Personas con Discapacidad Laborvalía for the Juntos Somos Capaces (Together We Can) program with people with a disability. **SOCIAL ACTION**

– Launch of the workshops of the Vivir en Salud campaign at schools of Junta de Castilla y León. **HEALTH PROMOTION**

DECEMBER 3

Awareness-raising campaign in social networks for Mental Illness Day with the Juntos Somos Capaces (Together We Can) employment integration for people with disabilities program. **SOCIAL ACTION**



Paz Errazúriz photography exhibition

– Conference Big Data en el Sector Sanitario: from Preventive to Predictive Medicine (Madrid). **HEALTH PROMOTION**

– Presentation of the Juega Seguro (Play Safety) campaign with the Getafe Soccer Team (Madrid). **HEALTH PROMOTION**

– Training talk during the La Seguridad Vial. El Reto del Decenio Conference. (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

DECEMBER 5
Celebration of International Volunteer Day. **SOCIAL ACTION**

DECEMBER 6
Prevention Workshops for the Family, with the participation of 3,000 people (Antequera, Málaga). **ACCIDENT PREVENTION AND ROAD SAFETY**

DECEMBER 10
Publication of the catalog *Formas de ver. Concurso de fotografías para jóvenes visitantes*. **CULTURE**

DECEMBER 10 TO JANUARY 17, 2016
Exhibition *Formas de ver. Concurso de Fotografías para Jóvenes Visitantes*. Outdoor gallery. AZCA exhibition gallery (Madrid). **CULTURE**

DECEMBER 11
Fire prevention workshop during the Fundación MAPFRE Charity Market (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

DECEMBER 11 TO 13
Volunteering: celebration of the Third Fundación MAPFRE Charity Market which raised over 34,000 to promote food for families, psychosocial support, legal advice and training for employment (Madrid). **SOCIAL ACTION**

DECEMBER 14
Publication of the catalog, minisite and educational guide of the Paz Errázuriz exhibition. Photography. **CULTURE**

DECEMBER 14 TO FEBRUARY 21, 2016
Paz Errázuriz exhibition. Photography. Bárbara de Braganza Hall (Madrid). **CULTURE**

DECEMBER 15
Presentation to the media of the research paper *Víctimas de incendios en España en 2014* (Madrid). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Presentation of the activity *Este Invierno Protege tu Hogar* in the Community of Madrid, through videos in Canal Metro, posters in the transportation network and visits by firefighters to hospitalized children. Distribution of 20,000 educational guides with advice on prevention. **ACCIDENT PREVENTION AND ROAD SAFETY**

DECEMBER 16
Thirteenth Conference on Attention Deficit Hyperactivity Disorder (ADHD) titled “Repercusiones Ambientales del TDAH”. **SOCIAL ACTION**

DECEMBER 21
– Publication of *Guía para la protección de la pequeña empresa*. **INSURANCE AND SOCIAL PROTECTION**

DECEMBER 23
Publication of *Gamificación: un nuevo modelo de gestión de comportamientos deseados*. **INSURANCE AND SOCIAL PROTECTION**



Big data in the healthcare sector: from preventive to predictive medicine conference

DECEMBER 24 TO 31

Volunteering: delivery of food to soup kitchens and picnic bags for Christmas and New Year's. **CULTURE**

DECEMBER 26 TO 29

Activities on accident prevention and road safety in Ávila and Linares.

ACCIDENT PREVENTION AND ROAD SAFETY

DECEMBER 27

Publication of number 139 of the *Security and Health Promotion*.

**ACCIDENT PREVENTION AND ROAD SAFETY/
HEALTH PROMOTION**

DECEMBER 28

– Publication of the work in four volumes *La herencia de Cristóbal Colón. Estudio y colección documental de los llamados pleitos colombinos, 1492-1541*. **CULTURE**

DECEMBER 30

– Publication of *Guía per a la protecció de la teva família* in Catalan and of *Zure familia babesteko gida* in Basque.

INSURANCE AND SOCIAL PROTECTION

PORTUGAL

ANNUAL

Continuation of the project *Bolsa de Manuais Escolares y Reforço Alimentar* with Dirección General de Establecimientos Escolares de Portugal. **SOCIAL ACTION**

– Blog *Circula Seguro*. 210,989 visits in 2015. **ACCIDENT PREVENTION AND ROAD SAFETY AREA**

– *Con Mayor Cuidado* (With greater Care) campaign, that reached a total of 18,640 people between seniors and professionals, through 25 activities.

HEALTH PROMOTION

FEBRUARY

– Publication of the book *Historia Contemporánea de Portugal vol. IV: Olhando para dentro, 1930-1960* from the Latin America in Contemporary History collection. **CULTURE**

FEBRUARY 23

Presentation of the book *Historia Contemporánea de Portugal vol. IV: Olhando para dentro, 1930-1960*. Academia de Ciências de Lisboa.

CULTURE

MARCH 10

Awareness-raising event (Training and Paper Chase game) at Frei Miguel Contreras, as part of the road safety for seniors campaign *Segurança (+) 65* (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 12

Awareness-raising event (Training and Paper Chase game) at Alto do Pina, as part of the road safety for seniors campaign *Segurança (+) 65* (Lisboa).

ACCIDENT PREVENTION AND ROAD SAFETY

MARCH 25

Awareness-raising event (Training and Paper Chase game) at Santo Condestável, as part of the road safety for seniors campaign *Segurança (+) 65* (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**



Presentation of the new website on child restraint systems



Presentation of the *Juega Seguro* campaign

MARCH 25

Presentation of the Juega Seguro (Play Safety) campaign, activities related with taking action in the face of cardiovascular risk in amateur soccer (Oporto). **HEALTH PROMOTION**

APRIL 27 TO JUNE 6

Caravana de Educación Vial (Road Safety mobile Fleet) with the participation of approximately 5,660 students (Elvas, Lisboa, Abrantes, Viana, Macedo and Mealhada). **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 30

Awareness-raising event (Training and Paper Chase game) at Bairro dos Loios, as part of the road safety for seniors campaign Segurança (+) 65 (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY

Publication of the book *Historia contemporânea de Portugal vol. V: Portugal. A busca da democracia, 1960-2000* from the Latin America in Contemporary History collection. **CULTURE**

MAY 5

Presentation of the new website on child restraint systems and on the Caravana de Educación Vial (Road Safety mobile Fleet) activity. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 6

Presentation of the book *Historia Contemporânea de Portugal vol. V: Portugal. A busca da democracia, 1960-2000* (Lisboa). **CULTURE**

MAY 14 TO 16

Presentation of the Juega Seguro (Play Safety) campaign at the Europevent 2015 Conference (Lisboa). **HEALTH PROMOTION**

JUNE 13

Participation in Meo Urban Trail with 2,000 beneficiaries (Leiria). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 17

Awareness-raising event (Training and Paper Chase game) at Sé, as part of the road safety for seniors campaign Segurança (+) 65 (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 19

Outdoor awareness-raising event at Plaza Camões as part of the European Mobility Week Vai uma Voltinha with an audience of thousands of people and over 200,000 views in Facebook (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 19

Participation in Meo Urban Trail with 10,000 beneficiaries (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 25

First Conference of the national project Bebés, Crianças e Jovens (Aveiro). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER

Educational activities for 591 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Bebés, Crianças e Jovens program with 45 hospitals visited, 5,727 doctors trained and the participation of 59,900 families. 7,000 educational guides distributed. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 2

Participation in the Fourteenth International Conference of Programas Universitarios de Mayores (Oporto). **HEALTH PROMOTION**

OCTOBER 10

Participation in Meo Urban Trail with 10,000 beneficiaries (Oporto). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 20

Awareness-raising event (Training and Paper Chase game) at Santo Eugénio, as part of the road safety for seniors campaign Segurança (+) 65 (Lisboa). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 24

Participation in Meo Urban Trail with 4,000 beneficiaries (Sintra). **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 20

Closure of the project Segurança (+) 65 at Mitra with 351 beneficiaries. **ACCIDENT PREVENTION AND ROAD SAFETY**



REST OF EUROPE

GERMANY

DECEMBER 2 TO 4

Participation in the International Conference Global Protection of Children (Munich). **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE 18

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

MARCH 16 TO JULY 19

Pierre Bonnard exhibition. Musée d'Orsay (Paris). **CULTURE**

JULY 6 TO SEPTEMBER 20

Stephen Shore exhibition. Photography. Les rencontres d'Arlés (Arlés). **CULTURE**

BELGIUM

FEBRUARY 9

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

FRANCE

FEBRUARY 20 TO MAY 10

Nicholas Nixon exhibition. Las Hermanas Brown. Musée du Temps (Besançon). **CULTURE**

GREAT BRITAIN

APRIL 11 AND 12

Workshop of the Juega Seguro (Play Safety) campaign at the 24th International Sports Medicine Conference, organized by FIFA (London). **HEALTH PROMOTION**

AUGUST 28 TO SEPTEMBER 2

Workshop of the Juega Seguro (Play Safety) campaign at the European Society of Cardiology Conference ECS 2015 (London). **HEALTH PROMOTION**



Presentation of the Juega Seguro campaign in Great Britain

ITALY

JUNE 23 AND 24

Presentation of the Juega Seguro (Play Safety) campaign at the EHRA Europace de Arritmias (Milan). **HEALTH PROMOTION**

MALTA

Road Safety Education Program at schools, with the participation of 4,000 students. **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY 4

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for the University of Malta and employees of MAPFRE MIDDLESEA (La Valeta). **INSURANCE AND SOCIAL PROTECTION**

MAY 25

Presentation to the media of the road safety education program Street Smart underway in Malta. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER TO DECEMBER

Vivir en Salud awareness-raising campaign on healthy lifestyle at grade schools (islands of Malta and Gozo). **HEALTH PROMOTION**

SWITZERLAND

MARCH 6 TO MAY 17

Paul Strand exhibition. Photography. Winterthur Photomuseum. **CULTURE**

MARCH 26 AND 27

United Nations Road Safety Collaboration (UNRSC) meeting for presenting the educational project on road safety, implemented in Brazil (Geneve). **ACCIDENT PREVENTION AND ROAD SAFETY**

TURKEY

ANNUAL

Continuation of the grant program, in collaboration with Bilgi Education and Culture and Ensenler Anatolian Medical High School. **SOCIAL ACTION**

– Continuation of the Sponsorship for Food Expenses of the Children of Bolluca Village project, in collaboration with the Turkish Foundation For Children in Need. **SOCIAL ACTION**

– Volunteering: through campaigns impacting areas related with health, education, environmental as well as transversal activities, we carried out 18 initiatives through which 538 participants benefitted 1,687 people at risk of social exclusion in Turkey. **SOCIAL ACTION**

– Volunteering: microdonations to support health awareness campaigns for children with leukemia, paraplegic people and medical conferences at shelters. **SOCIAL ACTION**

– Volunteering: accompaniment of children to offer psychosocial support. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month, through activities aimed at accident prevention as part of the Objetivo Cero campaign. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**



Health and road safety campaigns in Malta

– Volunteering: celebration of Volunteer Day and award of the Voluntarios Awards: Turkey received third place in the category Best Country Management. **SOCIAL ACTION**

– Continuation of the safe driving courses in collaboration with Intercity Akademi, Istanbul Formula 1 race track, with 213 people trained. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Objetivo Cero traffic accident campaign using a rollover simulator at universities, Carrefour and EkiFest supermarkets, with the participation of 1,668 people. In addition, 1,750 high visibility jackets and 18,250 educational guides with safety advice were distributed (Istanbul). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Objetivo Cero traffic accident campaign in collaboration with Brake the Road Safety Charity organization, using a rollover simulator at the University of Sabanci, with the participation of 372 people. In addition, 350 high visibility jackets and 2,800 educational guides with safety advice were distributed. **ACCIDENT PREVENTION AND ROAD SAFETY**

JUNE TO DECEMBER

Event on child restraint systems and risk factors, in collaboration with Carrefour, with the participation of 2,522 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER

– Vivir en Salud campaign with educational workshops on healthy habits and promoting physical exercise. The project reached 6,896 children between the ages of 5 and 7 in 19 districts of Istanbul. This campaign included the distribution of 11,000 copies of educational materials. **HEALTH PROMOTION**



Objective Zero campaign in Turkey



UNITED STATES AND PUERTO RICO

UNITED STATES

ANNUAL

Collaboration in the development of the Way of Webster & Dudley project, with Webster & Dudley in Massachusetts.

SOCIAL ACTION

– Volunteering: with the participation of 160 volunteers, 13 activities were carried out on psychosocial support, nutrition, facilities maintenance, toy collection and distribution, clothes distribution, among others, with a positive impact among people at risk of social exclusion. **SOCIAL ACTION**

FEBRUARY 2 TO 6

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for employees of the Commerce sales structure (Massachusetts). **INSURANCE AND SOCIAL PROTECTION**

AUGUST 27 TO 31

Road safety workshops at Safe Kids (Washington). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 19 TO JANUARY 3, 2016

Alvin Langdon Coburn Exhibition. George Eastman House (Rochester). **CULTURE**

PUERTO RICO

ANNUAL

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

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

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

– Volunteering: 52 activities carried out by 3,272 participants, benefitting 12,317 people. The most relevant initiatives are described below:

– Volunteering: creation of a volunteer music orchestra to provide psychosocial support to individuals at hospitals, shelters and senior centers. **SOCIAL ACTION**

– Volunteering: microentrepreneurship workshop for disadvantaged youths. **SOCIAL ACTION**

– Volunteering: professionals implementing the Venciendo el Miedo workshop. **SOCIAL ACTION**

– Volunteering: activity Cabecitas Rapadas in which volunteers shave their heads to raise funds to help others with cancer. **SOCIAL ACTION**

– Volunteering: Compartiendo Ilusión campaign, psychosocial support workshops to help seniors improve their motor and mental skills. **SOCIAL ACTION**

– Volunteering: campaigns to prevent abuse, with workshops and activities with animals. **SOCIAL ACTION**

– Volunteering: participation in charity races to contribute toward the purchase of medical equipment for patients with muscular dystrophy. **SOCIAL ACTION**

– Volunteering: microdonation campaigns that raised 21,837 euros to support projects related with health and prevention of bullying and abuse of people with a disability. **SOCIAL ACTION**

– Volunteering: celebration of the Voluntarios Awards and commemoration of Volunteer Day. Puerto Rico is awarded for the Best Volunteer Management. **SOCIAL ACTION**

– Volunteering: during the Fundación MAPFRE Solidarity Month, 9 activities were implemented, benefitting 1,460 people at risk of social exclusion.

SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY

– Implementation of 20 Seguros en las Vías road safety presentations in 13 towns with the participation of 6,418 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Parque Rodante de Educación Vial Villa Segura activity, with the participation of 8,605 schoolchildren from Aguas Buenas, Fajardo and Humacao. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Implementation of 450 educational talks, with the participation of 12,740 children, youths and adults. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Continuation of the Ponte en mis Pedales activity, with the participation of 215,000 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Creation and distribution of road safety materials for schoolchildren. Approximately 4,000 schoolchildren have benefitted from these in 2015. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention campaign, attended by 4,170 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Vivir en Salud campaign: 26 educational workshops in 21 towns, on healthy habits and promoting physical exercise. Participation of 7,275 schoolchildren. **HEALTH PROMOTION**

– Vivir en Salud campaign with educational workshops on healthy habits and promoting physical exercise, with the participation of 7,036 schoolchildren. **HEALTH PROMOTION**

FEBRUARY 11 AND 12

Participation in the Cumbre de Escuelas Privadas in Puerto Rico, with the participation of 2,000 teachers. **Fundación MAPFRE**

MARCH 29

Feria de Autos Antiguos in San Juan, in which thousands participated. **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 31 TO JUNE 30

Francisco de Goya y Lucientes exhibition. Los desastres de la guerra. Fundación MAPFRE Collections. Museo de Arte in Puerto Rico (San Juan). **CULTURE**

MAY 14

Participation in the Fourth Anniversary of the Decade of Action for Traffic Safety (UN) (San Juan). **ACCIDENT PREVENTION AND ROAD SAFETY**

AUGUST 4

Participation in the monitoring committee of the Puerto Rico Road Safety Strategic Plan. **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 28

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

SEPTEMBER 30

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Universidad del Sagrado Corazón (Santurce). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 6

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Universidad Católica de Ponce. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 7

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Universidad Interamericana (San Juan). **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER 4

Presentation at the Cumbre para la Seguridad Vial on "El impacto del tercer sector en la seguridad en Puerto Rico". Hundreds of participants from both public and private sectors. **PREVENTION AND SAFETY**

DECEMBER 10

University final of the Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life). **INSURANCE AND SOCIAL PROTECTION**





The corporate volunteering program channels the spirit of solidarity of MAPFRE's people and benefits thousands of needy people



LATIN AMERICA

ARGENTINA

ANNUAL

Continuation of the Centro Comunitario Predio Ferial Norte project, in collaboration with Asociación Civil Mensajeros de la Paz. **SOCIAL ACTION**

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

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

– Continuation of the Educación de Calidad que Transforma Vidas project, in collaboration with Fundación Mano Amiga de Chalco. **SOCIAL ACTION**

– Volunteering: 9,573 people benefitted from the Volunteer program, thanks to the actions of 3,228 participants in 41 activities. The most relevant initiatives are described below:

– Volunteering: participation with 15 activities in the Un Juguete una Alegría campaign, which reached 2,700 children. **SOCIAL ACTION**

– Volunteering: 1,500 children and families benefitted from 9 activities carried out as part of solidarity campaigns for collecting school supplies, clothes and shoes. **SOCIAL ACTION**

– Volunteering: adaptation of facilities at educational centers to improve their physical conditions and increasing their suitability for study by children. **SOCIAL ACTION**

– Volunteering: 250 children received workshops on road safety awareness and on how to participate in the Fundación MAPFRE Cuentos El Futuro en Nuestras Manos Contest. **SOCIAL ACTION**



The *Payasos en peligro* theatrical tour in Argentina

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: celebration of the Voluntarios Awards and commemoration of Volunteer Day. **SOCIAL ACTION**

– Theater tour Payasos en peligro: 18 performances in schools and the Fundación UOCRA auditorium. A total of 5,874 children viewed the performance (capital of Buenos Aires). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road accident prevention campaign via a mobile diagnosis unit, in a number of cities of Argentina, with the partnership of MAPFRE sales offices and company delegates. A total of 133 diagnoses were made in 2015. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety for Businesses, with a total of 999 people and 279 youths trained. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Safe motorcycle driving initiatives. 16 workshops for 1,590 high school students were run, aimed at students in the process of obtaining their driver's licenses. 500 DVD have been delivered to towns that requested the material (capital of Buenos Aires and the Greater Buenos Aires area). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Médicos por la Seguridad Vial and Sistemas de Retención Infantil. Eight educational talks with the participation of 401 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road Safety activity for cyclists, with the participation of 200 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Viaje Seguro. First Drawing Contest for children of MAPFRE employees, with the participation of 76 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Delivery of 500 driver manuals in the town of Santa Rosa. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire prevention campaign, with the participation of 7,994 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Con Mayor Cuidado (With great Care) campaign to prevent domestic accidents for seniors, with the participation of 307 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Vivir en Salud campaign at schools to promote healthy lifestyles, with the participation of 15,606 schoolchildren (Buenos Aires). **HEALTH PROMOTION**

APRIL

Volunteering: participation in the Business Charity Day. **SOCIAL ACTION**

AUGUST 24

Organization of the CSR Road Safety conference (Buenos Aires). **ACCIDENT PREVENTION AND ROAD SAFETY**



In-company road safety campaign in Argentina

BRAZIL

ANNUAL

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

– Continuation of the Educación Popular project, in collaboration with CEAPS. **SOCIAL ACTION**

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

– Continuation of the Centro Social y de Cultura project, in collaboration with Asociación Fe y Alegría de Nuevo Iguazú. **SOCIAL ACTION**

– Continuation of the Educación y Capacitación project, in collaboration with Acrica. **SOCIAL ACTION**

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

– Continuation of the Programa Ideal project, in collaboration with Liga de las Señoras Católicas. **SOCIAL ACTION**

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

– Continuation of the Promoción de los Derechos project, in collaboration with Asociación Movimiento Pro-crianza. **SOCIAL ACTION**

– Continuation of the Acogimiento Familiar project, in collaboration with Asociación Aldeas Infantiles. **SOCIAL ACTION**

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

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

– Continuation of the Educación para los Niños project, in collaboration with Instituto Educacional Mano Amiga. **SOCIAL ACTION**

– Continuation of the Los Pequeños del Futuro project, in collaboration with Asociación Soñar y Acreditar. **SOCIAL ACTION**

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

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

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

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

– Volunteering: 131 activities included the participation of 998 volunteers, that benefitted 15,515 people at risk of social exclusion.



Saúde e Alegria, supported by the Formando Comunidad program

- Volunteering: first call for solidary projects as part of the Premio Voluntariado BB e MAPFRE loyalty campaign. **SOCIAL ACTION**
- Volunteering: logistical support for Fundación projects with volunteering activities, highlighting the tasks carried out for the EL Futuro en Nuestras Manos story contest, the Objeto Cero campaign and the participation in Festival FutbolNet. **SOCIAL ACTION**
- Volunteering: 526 food bags were delivered, vegetable garden activities were completed and food was distributed to soup kitchens, as part of the Alimentos con corazón (Food with Heart) campaign. **SOCIAL ACTION**
- Volunteering: 3,500 people received support through the Salud de Apoyo Sicosocial and Soy Donante (I Donate) (blood and bone marrow donation) health awareness campaigns. **SOCIAL ACTION**
- Volunteering: celebration of the Voluntarios Awards and commemoration of Volunteer Day. **SOCIAL ACTION**
- Volunteering: participation in the Fundación MAPFRE Solidarity Month through 16 activities that benefitted 720 people and raised 2,000 euros for aid in emergencies. **SOCIAL ACTION/ ACCIDENT PREVENTION AND ROAD SAFETY**
- Volunteering: 28,836 euros were raised through microdonation activities to support health awareness campaigns and interventions in natural disasters. **SOCIAL ACTION**

- Volunteering: volunteers channeled their talent, professional training and willingness to help through 28 activities of the Voluntariado Profesional (Professional Volunteering) campaign: Financial Education Program, workshop related with insurance, training on office IT software, marketing and communication, project management and presentation of accounting reports, basic computing, home finance and talks for female victims of violence. **SOCIAL ACTION**
- Volunteering: 1,052 volunteers intervened in natural disasters, as part of the Allí donde Estás Puedes Ayudar volunteer campaign. **SOCIAL ACTION**
- Volunteering: 1,810 children at risk of social exclusion participated in the Un Juguete, una Alegría campaign, contributing toward their social and cognitive development. **SOCIAL ACTION**

- Volunteering: first solidary trip Construyendo Ilusión. **SOCIAL ACTION**
- Na Pista Certa activity, through which 20 activities have been carried out, with the participation of 16,408 children and 1,081 teachers and family members. **ACCIDENT PREVENTION AND ROAD SAFETY**
- Programa de Seguridad Vial para Mayores. A total of 78 training courses were given through this program, which benefitted 1,828 professionals and 4,031 seniors. **ACCIDENT PREVENTION AND ROAD SAFETY**
- Road Safety education program at the educational centers La Educación Vial es Vital, with the participation of 16,242 schoolchildren and 2,016 teachers from 760 schools. **ACCIDENT PREVENTION AND ROAD SAFETY**



Con Mayor Cuidado campaign

– Programa de Seguridad Vial en las Empresas, benefitting 60,000 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– CuidadoSOS (SOS Care) activity, with the participation of 11,519 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Con Mayor Cuidado (With greated Care) campaign, with 78 activities in 48 cities of eight states, directly benefitting 1,828 professionals from different areas and 4,031 seniors. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Vivir en Salud campaign, with a total of 28 activities in 26 towns, with the participation of 689 educators from 662 schools and benefitting 61,647 children. In collaboration with Parque Zoológico and Museu Catavento, 40 recreational workshops were promoted, with the participation of 2,922 children and 1,498 family members. **HEALTH PROMOTION**

MARCH 13 TO DECEMBER 4

Workshops of the Con Mayor Cuidado (With greated Care) campaign to promote active aging and prevention of falls among seniors in the civic centers of the states of Alagoas, Goiás, Mato Grosso, Paraná, Rio de Janeiro, Rio Grande do Sul, Rondonia and São Paulo. **HEALTH PROMOTION**

MARCH 21 TO JUNE 8

Exhibition Picasso e a Modernidade Espanhola-Obras da Coleção do Museo Nacional Centro de Arte Reina Sofía at the Centro Cultural del Banco do Brasil (São Paulo). **CULTURE**

APRIL

Brazilian version, in print and electronic editions, of number 120 of the Risk and Insurance Management magazine. **INSURANCE AND SOCIAL PROTECTION**

MAY 29 TO SEPTEMBER 4

Implementation of workshops on healthy habits targeting grade school teachers, in collaboration with Secretaría de Educación de São Paulo. **HEALTH PROMOTION**

JUNE 19

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for managers of Banco do Brasil and MAPFRE insurance group, as part of the Avanza Program (São Paulo). **INSURANCE AND SOCIAL PROTECTION**

JUNE 23 TO SEPTEMBER 7

Exhibition Picasso e a Modernidade Espanhola-Obras da Coleção do Museo Nacional Centro de Arte Reina Sofía, Centro Cultural del Banco do Brasil (Rio de Janeiro). **CULTURE**

JULY 17 TO AUGUST 28

Implementation of educational workshops for children as part of the Vivir en Salud campaign for teachers to promote healthy lifestyle habits at schools, held at Fundación Parque Zoológico de São Paulo. **HEALTH PROMOTION**

SEPTEMBER 1

Launch of the Eduque Seu Mundo website, with information and contents to promote the acquisition of prevention and healthy habits, targeted at schoolchildren, teacher and families. **HEALTH PROMOTION**

SEPTEMBER 18 TO 25

Activity through the Waze platform during Semana Nacional de Tránsito, with the dissemination of three different awareness-raising messages on issues related with accident prevention and road safety (São Paulo, Rio de Janeiro, Belo Horizonte and Porto Alegre). **ACCIDENT PREVENTION AND ROAD SAFETY**



Inauguration in Sao Paulo of the Picasso and Spanish Modernity exhibition, featuring works from the collection of the Museo Nacional Centro de Arte Reina Sofía

SEPTEMBER 21 TO 25

International Conference "Congreso Internacional de Derechos Humanos y la Educación Inclusiva", in collaboration with Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura and Ministerio de Educación. **SOCIAL ACTION**

– Volunteering: development of the Financial Education Program, as part of the Voluntariado Profesional (Professional Volunteering) campaign. **SOCIAL ACTION**

– Volunteering: first call for solidary projects as part of the Premio Voluntariado BB e MAPFRE loyalty campaign. **SOCIAL ACTION**

– Volunteering: logistical support for Foundation projects with volunteering activities, highlighting the tasks carried out for the El Futuro en Nuestras Manos story contest. **SOCIAL ACTION**

– Volunteering: 783 volunteers intervened in natural disasters, as part of the Allí donde Estás Puedes Ayudar volunteer campaign. **SOCIAL ACTION**

– Volunteering: 2,082 people have benefitted from the Soy Donante (I Donate) campaign. **SOCIAL ACTION**

– Volunteering: Un Juguete, una Alegría campaign to contribute toward the social and cognitive development of 1,298 children at risk of social exclusion. **SOCIAL ACTION**

OCTOBER 3

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Pontificia Universidad Católica de São Paulo. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 15

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at the Universidad de São Paulo. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 3-17

Implementation of the educational workshops of the Vivir en Salud campaign, to promote healthy lifestyle habits in children, at the Museo Catavento. **HEALTH PROMOTION**

OCTOBER 20

Launch of the Juega Seguro (Play Safety) campaign (São Paulo). **HEALTH PROMOTION**

OCTOBER 22

Presentation of the Juega Seguro (Play Safety) campaign during the 27th Congreso Brasileño de Medicina del Ejercicio y del Deporte (São Paulo). **HEALTH PROMOTION**

NOVEMBER 18 AND 19

Presentation of the book *Medidas de Segurança Viária* (Brasilia). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Participation in the meeting of UNRSC, United Nations Road Safety Collaboration (Brasilia). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Participation in the Congreso Internacional de Seguridad Vial, organized by the Directorate General of Traffic (DGT) of Spain (Brasilia). **ACCIDENT PREVENTION AND ROAD SAFETY**

NOVEMBER 26

Signing of the collaboration agreement between Fundación MAPFRE and the Faculty of Medicine of the Universidad de São Paulo, for the development of the study Envejecimiento saludable. **HEALTH PROMOTION**

DECEMBER

Volunteering: first solidary trip Construyendo Ilusión. **SOCIAL ACTION**



Presentation of the Juega Seguro campaign in Brasil

DECEMBER 3 AND 4

Final meeting of the Educación Vial es Vital program, with the participation of 60 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

CHILE

ANNUAL

Continuation of the Educación para Niños Enfermos sin Recursos project, in collaboration with Nuestros Hijos. **SOCIAL ACTION**

– Continuation of the Apoyo Escolar al Hogar de Menores project, in collaboration with Fundación Padre Semería. **SOCIAL ACTION**

– Volunteering: over 26,000 people benefitted from the solidary activities of the 443 volunteer participants of the Voluntarios en Chile program. **SOCIAL ACTION**

– Volunteering: 3,790 euros were raised through microdonation campaigns carried out by our volunteers, destined to support health awareness projects. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month, which benefitted 26,000 people. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Campaña de Educación Vial en Colegios campaign, in collaboration with Carabineros de Chile, with the participation of 3,144 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Awareness-raising campaigns (seatbelt, helmet, child restraint systems and speeding), in collaboration with CONASET. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Ciclistas Seguros, with 5,000 participants. **ACCIDENT PREVENTION AND ROAD SAFETY**

FEBRUARY

Publication of *Historia Contemporánea de Chile, vol. IV. Mirando hacia dentro, 1930-1960* from the Latin America in Contemporary History collection. **CULTURE**

MAY 16 AND 17

Participation in the conference Medicina Deportiva de Copa América, organized by COMEMBOLL (Santiago de Chile). **HEALTH PROMOTION**

JULY 29 AND 30

First International Conference on Familias con Personas con Discapacidad of the Apoyo Familiar program, with the presentation entitled "La inclusión social, garantía de bienestar personal". **SOCIAL ACTION**

JULY

Publication of *Historia Contemporánea de Chile, vol. V. La búsqueda de la democracia, 1960-2000* from the Latin America in Contemporary History collection. **CULTURE**

– CuidadoSOS (SOS Care) campaign, with the participation of 3,400 students (Santiago de Chile). **ACCIDENT PREVENTION AND ROAD SAFETY**



Participating in the XXXV Hemispheric Insurance – FIDES conference; publication and presentation of book on the history of Fides

SEPTEMBER

Support with road safety material for Fundación Corazón de Magdalena for the Jornadas de Seguridad Escolar and training on the use of reflective vests (Curicó). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Support with road safety material for Agrupación Movimiento por la Vida, Ruta 160 for the Hazte Ver (Lota) campaign, and selfcare and road safety talks at three schools (Concepción). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 23

4th MAPFRE Risk Seminar El Seguro en los Riesgos Globales (Santiago de Chile). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 25 AND 28

Participation in the 35th FIDES Hemispheric Insurance Conference. Publication and presentation of the book Historia de FIDES (Santiago de Chile). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 26

Presentation of the Juega Seguro (Play Safety) campaign, in collaboration with Clínica MEDS (Santiago de Chile). **HEALTH PROMOTION**

NOVEMBER 15

Objetivo Cero campaign and participation in the Jornada de Conmemoración Internacional para Víctimas de Accidentes de Tránsito together with CONASET, Ministerio de Transportes, Carabineros de Chile and Municipalidad de Estación Central. Over 5,000 people travelled through the place. **ACCIDENT PREVENTION AND ROAD SAFETY**

COLOMBIA

ANNUAL

Continuation of the Intervención Socio Comunitaria project, in collaboration with Fundación Laudes Infantis. **SOCIAL ACTION**

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

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

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

– Continuation of the Patrocinio de las Leches en la línea de nutrición and of Coordinadora de Área de Niños en la línea de desarrollo integral project for 87 boys and girls that live in FANA, in collaboration with Fundación para la Asistencia de la Niñez Abandonada. **SOCIAL ACTION**

– Volunteering: construction of housing for underprivileged families in a marginal neighborhood of Bogota, in collaboration with the program of Fundación Catalina Muñoz, with the participation of 55 volunteers. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidary Month, delivering Christmas baskets with food and implementing awareness-raising workshops on road safety as part of the Objetivo Cero program. **SOCIAL ACTION/ ACCIDENT PREVENTION AND ROAD SAFETY**

– Traffic education campaign in collaboration with Ministerio de Educación in Colombia, with the participation of 12,719 students, 440 teachers from 29 schools in Medellín, Itagüí, Caldas and Palermo. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educational road safety events for youths, at 31 universities with the participation of approximately 8,000 youths (Bogotá, Medellín and Cali). **ACCIDENT PREVENTION AND ROAD SAFETY**

– CuidadoSOS (SOS Care) campaign in the cities of Bogotá and Medellín, with the participation of 5,367 students and 185 teachers from 14 schools. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Seguridad Vial en la Empresa, with the participation of 1,600 employees from 25 companies (Medellín, Bogotá, municipalities of Cundinamarca, Itagüí, Barranquilla, Palermo, Cali and Bucaramanga). **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH

Publication of *Historia Contemporánea de Colombia*, vol. III. Mirando hacia dentro, 1930-1960 from the Latin America in Contemporary History collection. **CULTURE**

MARCH 25

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for insurance brokers of MAPFRE Colombia (Bogotá). **INSURANCE AND SOCIAL PROTECTION**

APRIL 20

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

MAY 29

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Pontificia Universidad Javeriana (Medellín). **INSURANCE AND SOCIAL PROTECTION**

JULY 7

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

AUGUST 19

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for the Universidad del Externado de Colombia (Bogotá). **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER

Publication of *Historia Contemporánea de Colombia*, vol. IV. La búsqueda de la democracia, 1960-2000 from the Latin America in Contemporary History collection. **CULTURE**

OCTOBER 7

Participation in the Congreso de Accidentes de Tráfico (Bogotá). **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 23

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad Pontificia Javeriana (Bogotá). **INSURANCE AND SOCIAL PROTECTION**

COSTA RICA

ANNUAL

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

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

– Volunteering: actions of the Voluntarios program, focused on education and health, with 286 participations. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month, helping in accident prevention as part of the Objetivo Cero program. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety actions at five schools, with the participation of 594 teachers and the distribution of material to 2,700 students. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Tú Decides por tu Vida campaign. 14 functions attended by 6,028 students and with the distribution of material to 3,000 students. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 7 AND 8

Participation in the Congreso sobre Seguridad Vial Infantil y Juvenil en América (San José de Costa Rica). **ACCIDENT PREVENTION AND ROAD SAFETY**

SEPTEMBER 30 TO OCTOBER 17

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

ECUADOR

ANNUAL

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

– Continuation of the Programa PAEFIM de Apoyo Educativo project, in collaboration with Fundación Meridional. **SOCIAL ACTION**

– Volunteering: Volunteer program focused on education, with accident prevention activities, support for the Fundación MAPFRE El Futuro en Nuestras Manos story contest, and risk prevention unto the volcanic eruption, benefitting over 2,600 people. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION**

– Volunteering: 400 children receive food through the Alimentos con corazón (Food with Heart) campaign of the Volunteer program. **SOCIAL ACTION**

– Educational road safety program at schools, benefitting more than 65,029 elementary education learners. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road Safety Week, this year aimed at youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire prevention campaign, with the participation of 16,300 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER 5 AND 6

Participation in the International Fire Prevention and Emergency Conference (Quito). **ACCIDENT PREVENTION AND ROAD SAFETY**

EL SALVADOR

ANNUAL

Continuation of the Atención Educativa y Nutricional project in Soyapango and Mexicanos, in collaboration with Fundación Cinde. **SOCIAL ACTION**

– Continuation of the Inserción Sociolaboral project for 98 women, in collaboration with Fundación El Valle. **SOCIAL ACTION**

– Continuation of the Hogares de Acogimiento para Portadores del VIH y Madres Adolescentes project, in collaboration with Asociación Mensajeros de la Paz. **SOCIAL ACTION**

– Volunteering: first Fundación MAPFRE Ayudemos Corriendo solidarity race to support construction at the Benjamín Blomm children's hospital. **SOCIAL ACTION**

– Volunteering: the Volunteer program benefitted over 1,200 people through activities related with health, nutrition and the environment. **SOCIAL ACTION**

– Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

– Volunteering: Participation in the Fundación MAPFRE Solidarity Month through activities related with the Objetivo Cero program. **SOCIAL ACTION/ ACCIDENT PREVENTION AND ROAD SAFETY**

– Traffic education campaign at 82 schools in different cities in El Salvador, with the participation of a total of 4,109 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Launch of the Objetivo Cero Accidentes campaign. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Vivir en Salud campaign at 47 educational centers in different cities of El Salvador, with the participation of a total of 11,076 schoolchildren. **HEALTH PROMOTION**

MAY 7

Seminar son Management and Decision-making in Insurance Companies (bugaMAP Non-life) for employees of MAPFRE LA CENTROAMERICANA (San Salvador). **INSURANCE AND SOCIAL PROTECTION**

JULY 7 AND 8

Technical Conference on Road Safety, during the celebration of the centennial of MAPFRE LA CENTROAMERICANA (San Salvador). **ACCIDENT PREVENTION AND ROAD SAFETY**



Road safety activities for children in El Salvador

JULY

Publication of the book *Historia Contemporánea de El Salvador* from the Latin America in Contemporary History collection. **CULTURE**

JULY 7 TO AUGUST 16

Exhibition La Mano con Lápiz. Fundación MAPFRE Collections. Museo de Arte de El Salvador, MARTE (San Salvador). **CULTURE**

SEPTEMBER AND OCTOBER

Vivir en Salud campaign with the implementation of 116 workshops at schools aimed at promoting healthy habits, with the participation of 10,343 children (San Salvador). **HEALTH PROMOTION**

SEPTEMBER 20

First Fundación MAPFRE Ayudemos Corriendo solidarity race to support construction at the Benjamín Blomm children's hospital. **SOCIAL ACTION**

SEPTEMBER 23

Conference "Cultura aseguradora: retos y oportunidades" as part of the events organized during the celebration of the centennial of La Centroamericana (San Salvador). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 2

Presentation of the book *Historia Contemporánea de El Salvador*, co-edited with Universidad de El Salvador (San Salvador). **CULTURE**

OCTOBER 8

Organization of Fiesta de la Salud targeting schoolchildren, with the participation of over 400 children (San Salvador). **HEALTH PROMOTION**

OCTOBER 9

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

OCTOBER 22

Presentation of a new edition of the book *Historia Contemporánea de El Salvador*, co-edited with Secretaría de Estado de Cultura, Ministerio de Gobernación and Ministerio de Educación in El Salvador (San Salvador). **CULTURE**

GUATEMALA

ANNUAL

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

– Continuation of the Centro Educativo de Huehuetenango project, in collaboration with FUNDAL. **SOCIAL ACTION**

– Volunteering: the Volunteer Program benefitted 3,564 people through the help of 175 volunteers, carrying out 26 activities. The most relevant:

– Volunteering: campaigns aimed at fire and accident prevention and integration through the EL Futuro en Nuestras Manos story contest, with the participation of 1,671 children and youths. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

– Volunteering: delivery of food to 800 people through the Alimentos con corazón (Food with Heart) campaign of the Volunteer program. **SOCIAL ACTION**



Inauguration of La mano con lápiz exhibition, from the Fundación MAPFRE collection, in the Museo de Arte de El Salvador, MARTE (San Salvador)

– Volunteering: 870 people received psychosocial support. **SOCIAL ACTION**

– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION /ACCIDENT PREVENTION AND ROAD SAFETY**

– Traffic education program at schools, with the participation of approximately 20,000 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention Campaign, with the participation of 5,782 people. In addition, 6,000 batches of educational materials have been distributed to 20 schools. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

HONDURAS

ANNUAL

Continuation of the Autosuficiencia project, in collaboration with Aldeas Infantiles SOS. **SOCIAL ACTION**

– Continuation of the Progresando Paso a Paso project, in collaboration with Fundación Copade. **SOCIAL ACTION**

– Volunteering: 56,104 people at risk of social exclusion benefitted from 56 actions of the 8,048 Fundación MAPFRE Volunteers.

– Volunteering: Honduras receives 2nd place as Best Volunteer Management at the Voluntarios Awards. **SOCIAL ACTION**

– Volunteering: celebration of the 2nd Corriendo por una Vida Solidarity Marathon which, as in the first edition, took place to donate an incubator to Hospital Materno Infantil de Tegucigalpa. **SOCIAL ACTION**

– Volunteering: installation of the roof for one of the classrooms at a public school, allowing for 86 children to continue attending school. **SOCIAL ACTION**

– Volunteering: different microdonation campaigns to raise funds for small solidarity projects aimed at improving living conditions for underprivileged people. **SOCIAL ACTION**

– Volunteering: donation of school uniforms to three educational centers of a rural area where 126 underprivileged children attend school. **SOCIAL ACTION**

– Volunteering: health awareness campaigns to obtain medical attention for 82 children at risk of social exclusion **SOCIAL ACTION**

– Volunteering: participation in the Yo Amo a Honduras program, through the planting of 500 trees, in collaboration with Instituto de Conservación Forestal ICF. **SOCIAL ACTION**

– Volunteering: as part of the Hazlo Útil campaign, 126 uniforms and a library for 240 children were provided. **SOCIAL ACTION**

– Volunteering: participation in the campaigns Verano Seguro, Road Safety Month and launch of the Factor Cero campaign. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION**

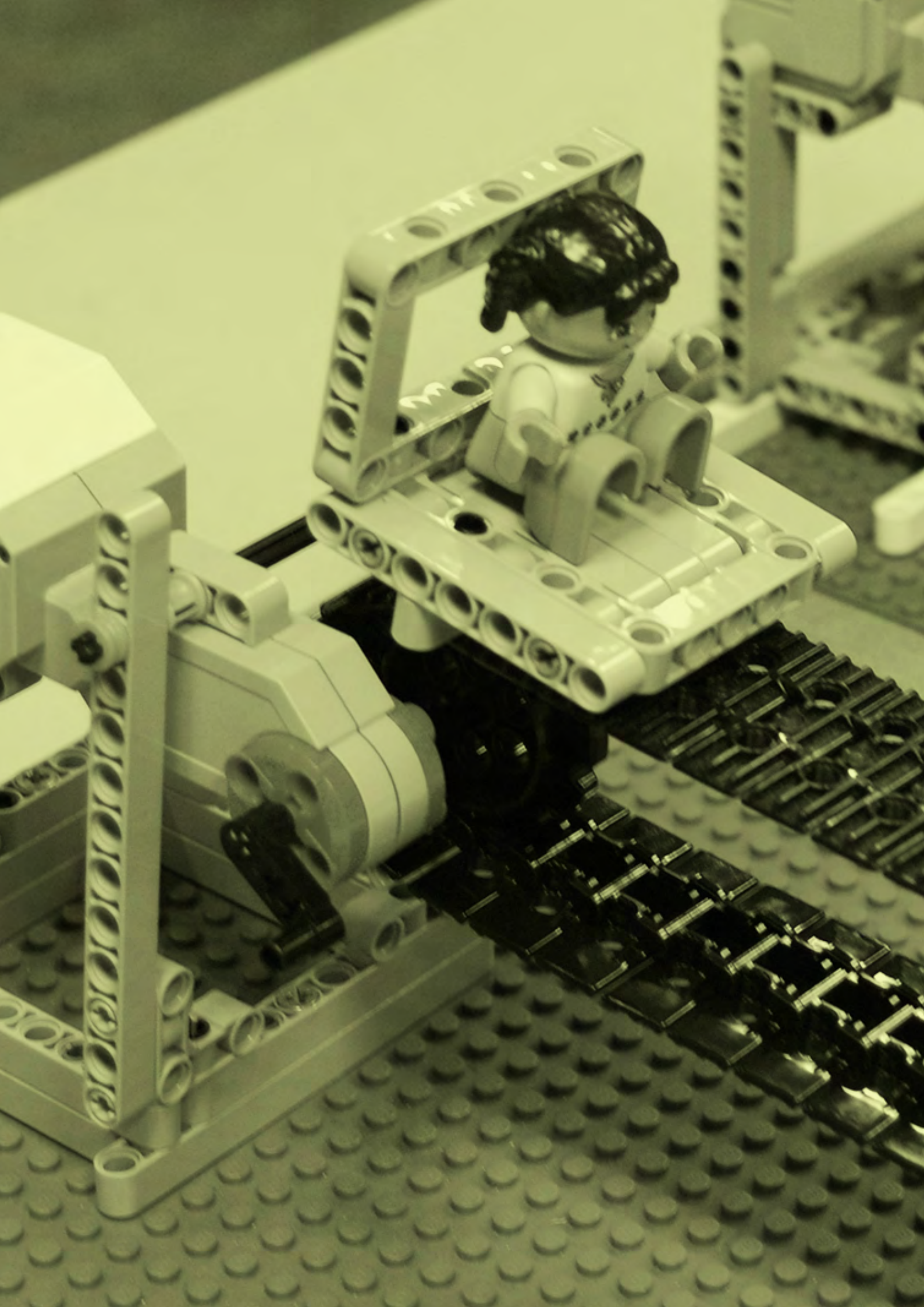
– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

– Traffic education program, in association with Consejo Nacional de Seguridad Vial, with the participation of approximately 8,334 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Distribution of 200,000 educational guides on road safety and prevention during summer and of another 1,200 on road safety, coinciding with the commemoration of Día de las Víctimas de Accidentes de Tráfico. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety campaigns Utiliza el Cinturón de Seguridad and No Olvides usar el Casco (Tegucigalpa). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety campaign at different centers of Universidad Tecnológica de Honduras and UNITEC for education and prevention of traffic accidents among university students. **ACCIDENT PREVENTION AND ROAD SAFETY**





We carry out
many educational
activities both nationally
and internationally

OCTOBER

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area.

SOCIAL ACTION

NOVEMBER

Volunteering: remodeling of the school library at a children's shelter in the city of San Pedro Sula. **SOCIAL ACTION**

MEXICO

ANNUAL

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

– Continuation of the Alimenta a un Niño project, in collaboration with Fundación CMR and Comedor Santa María (Hornos and Mazahua). **SOCIAL ACTION**

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

– Continuation of the Trascendiendo Horizontes: Apoyo Emocional y Educativo para Niños y Jóvenes con Cáncer project, in collaboration with Casa de la Amistad para Niños con Cáncer. **SOCIAL ACTION**

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

– Volunteering: 349,795 people benefitted from the Volunteer program, thanks to the 97 activities with the participation of 13,590 people.

– Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area.

SOCIAL ACTION

– Volunteering: celebration of Campañas Solidarias to gather materials, food, school supplies. **SOCIAL ACTION**

– Volunteering: adaptation of the Comunidad MAPFRE facilities, promotion of the El Futuro en Nuestras Manos story contest, participation in Caravana de Seguridad Vial and talks on fire prevention. **SOCIAL ACTION**

– Volunteering: participation in the Cabezas Rapadas activity, through which volunteers shave their heads to make wigs for children with cancer of Casa de la Amistad. **SOCIAL ACTION**

– Volunteering: psychosocial support activities in hospitals and senior centers. **SOCIAL ACTION**

– Volunteering: celebration of the charity market and bazar to raise funds and support solidarity projects with the support of volunteers. **SOCIAL ACTION**

– Volunteering: 360 victims of natural disasters received clothes and shoes as part of the Ayuda en Emergencias campaign. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION**

– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

– Caravana de Educación Vial (Road Safety mobile Fleet) through different cities in Mexico, with the participation

of 20,441 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Caravana de Educación Vial (Road Safety mobile Fleet) in Valle de México, with the participation of 23,874 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire prevention campaign, with the participation of 76,173 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educational program for youths, Está en tus Manos, with the participation of 4,614 youths. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Con Mayor Cuidado (With greater Care) campaign, activities to promote active aging countrywide, reaching 5,128 people. **HEALTH PROMOTION**

FEBRUARY TO MARCH

Con Mayor Cuidado (With greater Care) campaign, activities to promote active aging in Valle de México and Guadalajara. **HEALTH PROMOTION**

FEBRUARY 5

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Universidad Marista (Ciudad de México). **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 13

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad Anáhuac del Norte (Estado de México). **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 17

Presentation of the report *Evolución del mercado asegurador latinoamericano 2003-2013* (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 24

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Universidad La Salle (Ciudad de México). **INSURANCE AND SOCIAL PROTECTION**

MARCH 6

Seminar on "Management and Decision-making in Insurance Companies (bugaMAP Non-life)" for the Instituto Tecnológico Autónomo de México (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

MARCH 10

Participation in the Congreso Internacional de Víctimas de Accidentes de Tráfico (FICVI) Conference in Monterrey. **ACCIDENT PREVENTION AND ROAD SAFETY**

MARCH 13

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad Anahuac del Sur (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

MARCH 20

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) in the annual training conference for the Top 50 agents of the Individual Insurance Area of MAPFRE MEXICO (Acapulco). **INSURANCE AND SOCIAL PROTECTION**



The canteen at Comunidad MAPFRE-UP

MARCH 25 AND 26

Semi-final and final of the inter-university competition. Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad Anáhuac del Norte (Estado de México). **INSURANCE AND SOCIAL PROTECTION**

APRIL 17

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) in the annual training conference for the Top 30 agents of the Damages Area of MAPFRE MEXICO (Nuevo Vallarta). **INSURANCE AND SOCIAL PROTECTION**

MAY 6

Participation in the 25th Convención de aseguradores mexicanos AMIS with the presentation of the report Informe Latinoamericano de Seguros 2003-2013 (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

JUNE 12

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for the MAPFRE MEXICO AVANZA program (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

JULY 14

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad Tecnológica Americana (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

SEPTEMBER 10

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at the quarterly results meeting of the MAPFRE Northwest Regional Division (Tijuana). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER

Volunteering; participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

— Publication of the catalog for the *El retrato en la fotografía* exhibition. Fundación MAPFRE Collections. **CULTURE**

OCTOBER 9

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Universidad Autónoma del Estado, Cuautitlán Izcalli Campus (Mexico). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 21

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Life) at the 27th Congreso Nacional de Actuarios (Cancún). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 29 TO FEBRUARY 7, 2016

Exhibition *El retrato en la fotografía*. Fundación MAPFRE Collections. Museo de la Ciudad de México. **CULTURE**

OCTOBER 30

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) at Universidad Autónoma del Estado, Toluca Campus (Mexico City). **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER

Publication of five volumes of the series *México of the Latin America in Contemporary History* collection, co-edited with EL Colegio de México and Fondo de Cultura Económica. **CULTURE**



The Portrait in Photography exhibition, from the Fundación MAPFRE collection in the Museo de la Ciudad de México

NOVEMBER 6

Encuentro Nacional de Educación Inclusiva y Éxito Escolar, national conference in collaboration with Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura, SEP (Secretaría de Educación Pública) and CONAPRED (Consejo Nacional para Prevenir la Discriminación). **SOCIAL ACTION**

NOVEMBER 25 AND 27

Celebration of the 2nd International Conference on Familias con Personas con Discapacidad of the Apoyo Familiar program at the 1st Iberoamerican Conference on Intellectual Disabilities. **SOCIAL ACTION**

– Volunteering: celebration of charity campaigns to collect unused materials. **SOCIAL ACTION**

– Volunteering: support for Foundation projects, among which are worth highlighting the adaptation of the Comunidad MAPFRE facilities, promotion of the El Futuro en Nuestras Manos story contest, participation in Road Safety activities and talks on fire prevention. **SOCIAL ACTION**

– Volunteering: participation in the Cabezas Rapadas activity, through which volunteers shave their heads to make wigs for children with cancer of Casa de la Amistad. **SOCIAL ACTION**

– Volunteering: psychosocial support activities in hospitals and senior centers. **SOCIAL ACTION**

– Volunteering: Celebration of the charity market and bazar to raise funds and support solidarity projects. **SOCIAL ACTION**

DECEMBER AND JANUARY 2016

Insurance culture workshops at Museo Interactivo de Economía (MIDE).

INSURANCE AND SOCIAL PROTECTION

DECEMBER

Vivir en Salud campaign of educational talks on healthy habits (Mexico City).

HEALTH PROMOTION

NICARAGUA

ANNUAL

Continuation of the Vivero Sostenible project, in collaboration with Asociación Antorcha. **SOCIAL ACTION**

– Continuation of the Educando a los Niños sin Oportunidades project, in collaboration with Asociación Pan y Amor. **SOCIAL ACTION**

– Volunteering: the Volunteer Program has benefitted 22,675 underprivileged people through 14 activities that counted with the participation of 136 volunteers. **SOCIAL ACTION**

– Volunteering: harassment prevention workshops in social networks, given by volunteers and aimed at underprivileged children from Colegio Pan y Amor and Sex Ed Talks. **SOCIAL ACTION**

– Volunteering: support for Foundation projects, among which are worth highlighting the promotion of the El Futuro en Nuestras Manos story contest, road safety campaigns, construction of mock-ups, road safety talks, and marches for awareness-raising on traffic accidents. **SOCIAL ACTION/ ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: donation of school supplies for underprivileged children. **SOCIAL ACTION**

– Volunteering: support for the Antorcha project. **SOCIAL ACTION**

– Volunteering: workshops on emergency prevention and response as part of the Allí donde Estás Puedes Ayudar campaign. **SOCIAL ACTION**

– Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

– Volunteering: improvement of facilities at educational centers, allowing for continuity of the academic year. **SOCIAL ACTION**

– Traffic education campaign at schools in collaboration with the national police of Nicaragua, with the participation of 40,000 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Educational talks on healthy food habits and oral hygiene, given by volunteers, for awareness-raising on the importance of taking care of the body. **SOCIAL ACTION/HEALTH PROMOTION**

– Participation in the 7th Jornada de Educación Vial, organized by the Traffic Department of the National Police, through the donation of a blanket and refreshments for the Brigadas Reguladoras Estudiantiles de Tránsito BRET. **ACCIDENT PREVENTION AND ROAD SAFETY**

OCTOBER

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

PANAMA

ANNUAL

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

– Continuation of the Mejorando la Calidad Educativa project, in collaboration with Ciudad del Niño. **SOCIAL ACTION**

– Continuation of the Las Claras project to promote the potential of adolescent mothers, in collaboration with Fundación Voces Vitales. **SOCIAL ACTION**

– Volunteering: through the participation of 1,454 Fundación MAPFRE volunteering, 3,324 people have benefitted through 34 activities. **SOCIAL ACTION**

– Volunteering: participation in soup kitchens by providing food to underprivileged people, as part of the Alimentos con corazón (Food with Heart) campaign. **SOCIAL ACTION**

– Volunteering: participation in Día de las Buenas Acciones. National charity awareness-raising campaign and on how to play a role in social transformation through small deeds. **SOCIAL ACTION**

– Volunteering: celebration of baby showers in public hospitals to provide basic items for underprivileged newborns. **SOCIAL ACTION**

– Volunteering: awareness-raising talks on serious and/or terminal illnesses by professional volunteers. **SOCIAL ACTION**

– Volunteering: donation of school supplies for underprivileged children. **SOCIAL ACTION**

– Volunteering: donation of books for libraries at underfunded schools. **SOCIAL ACTION**

– Volunteering: improvement of facilities at public schools, providing those children with a decent place to study. **SOCIAL ACTION**

– Volunteering: donation of hair for making wigs for underprivileged children as part of the Soy Donante (I Donate) campaign. **SOCIAL ACTION**

– Volunteering: Participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**



Health promotion activities in Panama, as part of the Mujeres por el Corazón campaign

Health promotion activities in Panama, as part of the Vivir en Salud campaign



– Volunteering: Participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

– Traffic Park for Children, with the participation of 13,966 schoolchildren (Panama City). **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road safety education program at public and private schools, in collaboration with the Panama National Police and the participation of 60,336 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road Safety Program for Businesses. In 2015, a total of 1,294 employees from 49 companies participated (Panama City). **ACCIDENT PREVENTION AND ROAD SAFETY**

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

– Children's Traffic Education Program, with the participation of 17,408 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Factores de Riesgo Objetivo Cero campaign, in collaboration with Fundación FE VIAL and the Panama National Police, benefitting 37,500 people. **PREVENTION AND SAFETY**

APRIL TO JUNE

Vivir en Salud campaign with educational workshops on healthy habits and the participation of 6,241 schoolchildren (Panama City). **HEALTH PROMOTION**

JULY

Delivery of a collection of specialized publications on insurance by the Fundación to Superintendencia de Panamá (Panama City). **INSURANCE AND SOCIAL PROTECTION**

AUGUST 17 TO 28

Life Insurance Actuarial Course, targeted at Superintendencia de Seguros y Reaseguros de Panamá (Panama City). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

DECEMBER

Launch of the Mujeres por el Corazón campaign in the Panama Metro and in 200 hospitals and health centers of the Ministry of Health nationwide. **HEALTH PROMOTION**



Foundation MAPFRE'S volunteers in Panama



Delivery of the Foundation's specialized insurance publications to the Regulator in Panama

DECEMBER 3

Presentation and launch of the activities of the Mujeres por el Corazón campaign, organized in collaboration with the Ministry of Health and with the participation of 3,500 women (Panama City). **HEALTH PROMOTION**

PARAGUAY

ANNUAL

Continuation of the Jugando y Sanando project, in collaboration with Fundación Asoleu. **SOCIAL ACTION**

– Continuation of the Centros Comunitarios del Bañado project, in collaboration with Aldeas Infantiles SOS. **SOCIAL ACTION**

– Start of our collaboration in the Misión para la Educación project, in collaboration with Organización Humanitaria Misión para la Educación y el Deporte. **SOCIAL ACTION**

– Volunteering: the Volunteer program benefitted 3,844 people through 33 activities, with the participation of 2,407 Fundación MAPFRE volunteers.

– Volunteering: logistical support for Foundation projects with volunteering activities, particularly on fire prevention and road safety, and the El Futuro en Nuestras Manos story contest. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

Volunteering: implementation of different charity campaigns, with the goal of collecting food, toys and toiletries for underprivileged and indigenous peoples in urban and rural areas. **SOCIAL ACTION**

– Volunteering: talks given by volunteers within the framework of the Programa de Nutrición Comunitaria and activities to promote breastfeeding **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**

– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

– Traffic education campaign in schools, with the participation of 2,971 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Tour of Payasos en peligro through different cities in Paraguay, with the attendance of 2,650 children. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Road Safety for Businesses program, with the participation of 15 people from several companies. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention Campaign, with the participation of 5,071 people. **ACCIDENT PREVENTION AND ROAD SAFETY**



Excerpts from Payasos en peligro in Paraguay



Fire prevention week in Paraguay

– Vivir en Salud campaign, reaching 1,545 schoolchildren and 117 teachers.

HEALTH PROMOTION

SEPTEMBER 10

Launch and start of the Vivir en Salud campaign with educational workshops on healthy habits and promoting physical exercise, in collaboration with Ministerio de Salud and the support of OMS/OPS (Asunción). HEALTH PROMOTION

OCTOBER 10 AND 11

Prevención y Seguridad Vial Conference, with the participation of 500 people. ACCIDENT PREVENTION AND ROAD SAFETY



Healthy eating workshop in Paraguay

PERU

ANNUAL

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

– Continuation of the Mantenimiento y Mejora de la Guardería Lunita de Paíta project, in collaboration with Fundación Harena. SOCIAL ACTION

– Continuation of the occupational training project for adolescents at risk of exclusion, in collaboration with Fundación Almenara. SOCIAL ACTION

– Continuation of the project through which 2,980 properly nourished boys and girls improve their learning capacity at 23 schools, in collaboration with Fundación Entreculturas Fe y Alegría (province of Quispicanchi). SOCIAL ACTION

– Volunteering: the Volunteer Program focuses its activities on infancy and youth at risk of social exclusion, through which the participation of 181 volunteer benefits over 700 people. SOCIAL ACTION

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY

– Project for the conservation, excavation and study of the San Antonio archeological site (Huachipa, Lima). CULTURE

– La Práctica de la Educación Vial program in different cities of Peru, with the participation of 343 teachers and 8,450 schoolchildren. ACCIDENT PREVENTION AND ROAD SAFETY

Fire prevention campaign, with the participation of 23,500 students.

ACCIDENT PREVENTION AND ROAD SAFETY

NOVEMBER

Launch of the research project on the current situation of addiction to new technologies among schoolchildren aged 11-16 at schools in Peru, and start of the adaptation to the country's reality of the materials of the ControlaTIC campaign for their dissemination. HEALTH PROMOTION

– During Solidarity Month, development of the Objetivo Cero Accidentes campaign, with the participation of MAPFRE Volunteers. Clowns were used to provide information on measures to prevent transportation-related accidents of children. Informational materials were developed for distribution among all of the collaborators and their families. SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY

DOMINICAN REPUBLIC

ANNUAL

Continuation of the Centro de Atención Integral y Desarrollo Familiar project, in collaboration with Fundación Amanecer Infantil. SOCIAL ACTION

– Continuation of the project for orphaned or abandoned children at a shelter, in collaboration with Fundación Nuestros Pequeños Hermanos. SOCIAL ACTION

– Continuation of the Programa Educativo para Niños y Jóvenes project, in collaboration with Asociación Nuevos Caminos. SOCIAL ACTION

– Volunteering: the Volunteer Program benefitted 546 underprivileged people through the participation of 55 Fundación MAPFRE volunteers. **SOCIAL ACTION**

– Traffic education program at schools, with the participation of 6,100 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

APRIL 23 TO MAY 4

Participation in the 27th Feria Internacional del Libro 2015, in coordination with Autoridad Metropolitana de Transporte (AMET) at the pavilion of the National Police, where 6,000 students from 100 public and private schools attended the theater performance of Payasos en Peligro. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 26

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for Escuela de Talentos. MAPFRE BHD (Santo Domingo). **INSURANCE AND SOCIAL PROTECTION**

JULY 1

Seminar on Management and Decision-making in Insurance Companies (bugaMAP Non-life) for students of Universidad APEC (Santo Domingo). **INSURANCE AND SOCIAL PROTECTION**

OCTOBER

Volunteering: participation in the Tour de la Educación, solidarity event of the MAPFRE LATAM North Regional Area. **SOCIAL ACTION**

OCTOBER 23

Launch of the activities of the Mujeres por el Corazón campaign (Santo Domingo). **HEALTH PROMOTION**

DECEMBER 23, 2014 TO JANUARY 15, 2016

Support in the awareness-raising campaign of Autoridad Metropolitana de Transporte (AMET) in the Cero Accidentes en Navidad campaign, with the distribution of educational materials and display vehicles that had been involved in an accident on the country's main highways, with signs for awareness-raising on road safety and accident prevention. **ACCIDENT PREVENTION AND ROAD SAFETY**

URUGUAY

ANNUAL

Continuation of the Una Opción para los Jóvenes de Casavalle project, in collaboration with Asociación Cultural y Técnica. **SOCIAL ACTION**

– Continuation of the Promoción de Niños y Jóvenes a través de las Capacitaciones project, in collaboration with Asociación Uruguaya de Escuelas Familiares Agrarias. **SOCIAL ACTION**

– Continuation of the Capacitación para Profesionales Médicos project, in collaboration with Asociación Acondroplasia. **SOCIAL ACTION**

– Volunteering: the Volunteer program benefitted 725 people through 19 activities, with the participation of 75 Fundación MAPFRE volunteers. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION**



Presentation of the Mujeres por el Corazón campaign in the Dominican Republic

– Traffic education campaign at schools, with the participation of 4,700 schoolchildren. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Fire Prevention Campaign, with the participation of 1,666 people. **ACCIDENT PREVENTION AND ROAD SAFETY**

– Objetivo Cero Accidentes campaign, with 850 participants. **ACCIDENT PREVENTION AND ROAD SAFETY**

VENEZUELA

ANNUAL

Continuation of the Apoyo, Desarrollo y Bienestar project, in collaboration with Asociación Civil Amigos de Niño Especial. **SOCIAL ACTION**

– Continuation of the Desarrollo Integral de Niños project, in collaboration with Fundación de Estimulación y Aprendizaje María Auxiliadora. **SOCIAL ACTION**

– Continuation of the Desarrollo Saludable project, in collaboration with Asociación Civil Obra Misionera de Jesús and María-Casa Hogar Santa María Goretti. **SOCIAL ACTION**

– Continuation of the Mis Pequeños project, in collaboration with Asociación Civil Hogar San Vicente de Paul. **SOCIAL ACTION**

– Continuation of the Una Mano para ser Feliz, Responsable y Exitoso project, in collaboration with Centro de Enseñanza Integral Dugarbin. **SOCIAL ACTION**

– Continuation of the Mejor Nutrición para Mejor Inteligencia project, in collaboration with Asociación de Damas Salesianas. **SOCIAL ACTION**

– Continuation of the Apoyo Nutricional a Preescolares project, in collaboration with Asociación Civil Comunidad Camurí Grande. **SOCIAL ACTION**

– Continuation of the Plan nutricional para Niños project, in collaboration with Fundación Madre María Luisa Casar. **SOCIAL ACTION**

– Continuation of the complementación y fabricación de instrumentos en el Taller Lutheria project, in collaboration with Fundación Orquesta Infantil y Juvenil de Duaca. **SOCIAL ACTION**

– Continuation of the Hogares de la Esperanza project, in collaboration with Comunidad Cristiana Jesús es Señor. **SOCIAL ACTION**

– Continuation of the Educación, Material didáctico y Salud project, in collaboration with Fundación Madre. **SOCIAL ACTION**

– Volunteering: 790 people were provided with support by Fundación MAPFRE volunteers as part of the Volunteer program. **SOCIAL ACTION**

– Volunteering: educational lectures given by volunteer professors to students of the Unidad Educativa Dr. Fernando Bravo Pérez. **SOCIAL ACTION**

– Volunteering: different microdonation campaigns raised 12,273 euros for health projects targeted at women, in particular those with cancer. **SOCIAL ACTION**

– Volunteering: 190 seniors benefitted from the psychosocial support campaign. **SOCIAL ACTION**

– Volunteering: three libraries were equipped for the same number of schools, directly benefitting 181 children, as part of the Hazlo Útil campaign. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month. **SOCIAL ACTION/ACCIDENT PREVENTION AND ROAD SAFETY**



REST OF WORLD AND GLOBAL ACTIVITIES

REST OF WORLD

PHILIPPINES

ANNUAL

Continuation of the Semillas de Esperanza project, in collaboration with Eugenia Ravasco Day Care Center.

SOCIAL ACTION

GLOBAL ACTIVITIES

ANNUAL

Continuation of the Escuelas Sociodeportivas de la Fundación Real Madrid project, implemented in: Brazil, El Salvador, Philippines, Mexico, Panama, Paraguay, Peru, Dominican Republic and United States. **SOCIAL ACTION**

SOCIAL ACTION

– Continuation of the Proyecto Iberoamericano de Inclusión Educativa como Prevención del Fracaso Escolar project, in collaboration with Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura. **SOCIAL ACTION**

– Continuation of the Fondo de Ayuda a Emergencias project for reconstruction after typhoon Yolanda in the Philippines. **SOCIAL ACTION**

– Third edition of the El Futuro en Nuestras Manos Iber-American story contest. This Contest, which takes place in 18 countries, promotes reading and writing among Latin American youth by writing a story about the future. **SOCIAL ACTION**

– Volunteering: support for the El Futuro en Nuestras Manos story contest. **SOCIAL ACTION**

– Volunteering: celebration of the Voluntarios Awards. **SOCIAL ACTION**

JANUARY

Call for the 9th RED CUMES Concurso de Microrrelatos en Seguros. **INSURANCE AND SOCIAL PROTECTION**

– Launch of the game Invierte Seguro, based on social predictions, in RED CUMES. **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY

Launch in Latin America of the first on-line school on Attention Deficit Hyperactivity Disorder (ADHD), free, in Spanish, for parents, educators and professionals. **SOCIAL ACTION**

FEBRUARY 2

Start of the second call of the Educación Aseguradora en la Escuela e-learning course for high school teachers. **INSURANCE AND SOCIAL PROTECTION**

FEBRUARY 25

Webinar on Cumplimiento Normativo y Actividad Aseguradora, within the RED CUMES framework. **INSURANCE AND SOCIAL PROTECTION**

MARCH 2

Start of the sixth class of the advanced specialization course on life, health and social protection insurance. **INSURANCE AND SOCIAL PROTECTION**

– Start of 10 e-learning courses specializing in insurance. **INSURANCE AND SOCIAL PROTECTION**

APRIL 28

Webinar on Gamificación and Behavioral Risks, within the RED CUMES framework. **INSURANCE AND SOCIAL PROTECTION**

MAY

3rd Global United Nations Week with Safe Kids, dedicated to child road safety, support and dissemination of information. **ACCIDENT PREVENTION AND ROAD SAFETY**

MAY 4

Start of the third call of the Educación Aseguradora en la Escuela course for teachers. **INSURANCE AND SOCIAL PROTECTION**

MAY 20

Publication of the report *El Mercado asegurador latinoamericano 2014* (preview 2014). **INSURANCE AND SOCIAL PROTECTION**

JUNE

Invitation for applications for post-graduate grants to help university graduates around the world benefit from specialized training on insurance and social protection at Spanish universities and institutions. **INSURANCE AND SOCIAL PROTECTION**

AUGUST

Announcement of Ignacio Hernando de Larramendi research grants. **HEALTH PROMOTION/ACCIDENT PREVENTION AND ROAD SAFETY/INSURANCE AND SOCIAL PROTECTION**

OCTOBER

Launch of the first call of the Formando Comunidad international projects. **SOCIAL ACTION**

– Winners announced for the post-graduate insurance scholarships. **INSURANCE AND SOCIAL PROTECTION**

OCTOBER 23

Webinar on Preocupación por los Riesgos Medioambientales y su Aplicación al Seguro, within the RED CUMES framework. **INSURANCE AND SOCIAL PROTECTION**

NOVEMBER

Launch of the Formando Comunidad educational program, together with OEI, Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura. **SOCIAL ACTION**

– Volunteering: participation in the Fundación MAPFRE Solidarity Month, Objetivo Cero Traffic Accidents. **SOCIAL ACTION**

NOVEMBER 2

Start of the second call of the Educación Aseguradora en la Escuela course for teachers. **INSURANCE AND SOCIAL PROTECTION**

DECEMBER

Volunteering: celebration of International Volunteer Day. **SOCIAL ACTION**

– Call for 200 free scholarships to help unemployed participate in e-learning courses specialized on insurance. **INSURANCE AND SOCIAL PROTECTION**

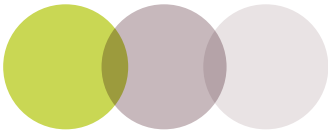
– Webinar on Insurance Telematics, within the RED CUMES framework. **INSURANCE AND SOCIAL PROTECTION**

– Announcement of the recipients of the Ignacio H. de Larramendi research grants. **ACCIDENT PREVENTION AND ROAD SAFETY/HEALTH PROMOTION/INSURANCE AND SOCIAL PROTECTION**

07



Institutional relations



Fundación MAPFRE carries out its work in collaboration with a large number of institutions. Such collaboration is generally based on signed agreements. The main institutions with which certain relationships were in place during 2015 are listed below, in alphabetical order and grouped by region.

INTERNATIONAL ORGANIZATIONS

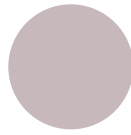
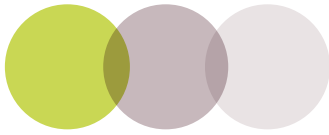
- Latin American Association for Occupational Health and Safety
- Inter-American Development Bank (IDB)
- Corporación Andina de Fomento (CAF)
- European Transport Safety Council (ETSC)
- Federación Iberoamericana de Asociaciones de Víctimas contra la Violencia Vial (FICVI)
- Fédération Internationale de Football Association (FIFA)
- FIDES
- Global Road Safety Partnership (GRSP)
- Observatorio Interamericano de Seguridad Vial
- Organization of Ibero-American Firefighters (OBA)
- Organization of American Firefighters
- Organización de Estados Americanos
- International Labor Organization
- Organización Panamericana de Salud (OPS)
- Safekids
- Secretaría General Iberoamericana (SEGIB)
- Special Olympics
- UN Road Safety Collaboration (UNRSC)

SPAIN AND PORTUGAL

SPAIN

PUBLIC AUTHORITIES

- Alcalá de Henares City Hall
- Alcañiz City Hall
- Alcorcón City Hall
- Ávila City Hall
- Barbate City Hall
- Barcelona City Hall
- Ayuntamiento de Bilbao
- Boadilla del Monte City Hall
- Burjassot City Hall
- Ayuntamiento de Cádiz
- Calahorra City Hall
- Ayuntamiento de Ciudad Real
- Córdoba City Hall
- Dos Hermanas City Hall
- Gallarta City Hall
- Getafe City Hall
- Gijón City Hall
- Ayuntamiento de Granada
- Ayuntamiento de Huelva
- Irún City Hall
- Jaén City Hall
- La Coruña City Hall
- Ayuntamiento de Leganés
- Ayuntamiento de Lérida
- Logroño City Hall
- Madrid City Hall
- Majadahonda City Hall
- Mengabril City Hall
- Mérida City Hall
- Móstoles City Hall
- Muskiz City Hall
- Ortuella City Hall
- Ayuntamiento de Pamplona
- Paterna City Hall
- Picanya City Hall
- Pozuelo de Alarcón City Hall
- Ayuntamiento de Salamanca
- San Javier City Hall
- Sant Llorenç de Cardassar City Hall
- Santa Perpetua de Mogoda City Hall
- Santander City Hall
- Ayuntamiento de Sevilla
- Terrasa City Hall
- Teruel City Hall
- Ayuntamiento de Toledo
- Torrejón de Ardoz City Hall
- Trápaga City Hall
- Tres Cantos City Hall
- Valladolid City Hall
- Zafra City Hall
- Zaragoza City Hall
- Bank of Spain
- Spanish National Securities and Exchange Commission
- Autonomous Region of Aragón
- Autonomous Region of Murcia
- Autonomous Region of La Rioja
- Region of Castilla-La Mancha.
- Comunidad de Madrid
- Foral Autonomous Region of Navarra
- Cantabria Social Services Council
- National Sports Council
- Consell Balears
- Conselleria de Família i Serveis Socials del Govern Balear, Consell Insular de Mallorca, CAEB (Confederació d'Associacions Empresarials de Balears)
- Delegación provincial de la Consejería de Igualdad, Salud y Políticas Sociales de Granada
- Ciudad Real Provincial Council
- Pontevedra Provincial Council
- Zaragoza Provincial Council
- La Coruña Safety and Traffic Department
- Directorate-General for Women of the Community of Madrid
- General Insurance and Pension Fund Division
- Dirección General de Tráfico (DGT)
- Federación Madrileña de Municipios
- Junta de Andalucía
- Castilla-León Government
- Spanish Ministry of Health
- Mossos d'Esquadra Lleida
- Xunta de Galicia



SPORTING ASSOCIATIONS

- Pádel para Todos Association
- Club Balonmano Mar Alicante
- Club de Fútbol de Getafe
- Escuela de Basket Fran Murcia
- Federación Catalana de Tenis
- Federación de Fútbol de Castilla y León
- Federación Guipuzcoana de deporte adaptado
- Federación Madrileña de Tenis
- Real Club Náutico de Xanxenxo

ASSOCIATIONS OF BUSINESSES AND PROFESSIONALS

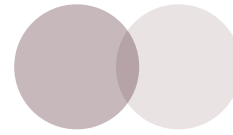
- AENOR
- ARVAL
- Asociación Comerciantes Las Tablas
- Asociación de Azulejeros de Castellón
- Asociación de Empresarios de Villanueva de la Serena
- Asociación de Enseñanza Pública y Privada de Barcelona
- Asociación de Especialistas en Prevención y Seguridad Vial (AEPSAL)
- Asociación de Hosteleros Navarros
- Asociación de Jóvenes Empresarios de Ciudad Real
- Asociación de Matronas de Madrid (AMM)
- Asociación de Profesionales de Ingeniería de Protección contra Incendios (APICI)
- Asociación Empresarial de l'Hospitalet y Baix Llobregat (AEBALL)
- Asociación Española de Derecho Sanitario
- Asociación Española de Gerencia de Riesgos y Seguros (AGERS)
- Asociación Española de la Carretera (AEC)
- Asociación Española de Nutricionistas y Dietistas
- Asociación Española Gestión de Riesgos Sanitarios y Seguridad del Paciente

- Asociación Onubense de Empresarios (AONES)
- Asociación para el Estudio de la Lesión Medular Espinal (AESLEME)
- Asociación Profesional de Técnicos de Bomberos (APTB)
- Associació d'Empresaris de les Comarques de l'Ebre (AECEBRE)
- ATOS SPAIN
- Lorca Chamber of Commerce
- Orense Chamber of Commerce
- Valencia Chamber of Commerce
- Centro Médico de Excelencia FIFA Ripoll y de Prado
- CESVIMAP
- Colegio de Mediadores de Seguros de Sevilla
- Colegio de Mediadores de Seguros de Valencia
- Colegio de Mediadores de Seguros Gerona
- Colegio de Médicos de Badajoz
- Confederación Regional de Organizaciones Empresariales de Murcia (CROEM)
- Confederación de empresarios de Badajoz
- Confederación de Empresarios de Extremadura (CREX)
- Confederación de Empresarios de Ferrol (COFER)
- Confederación Nacional de Autoescuelas (CNAE)
- Cuatrecasas, Gonçalves Pereira
- ENDESA
- ENEL
- Federación de Asociaciones de Matronas de España (FAME)
- ICA Motor Ediciones
- INERMAP
- INESE
- Spanish Actuarial Institute
- Instituto de Estudios Bursátiles
- Intersocial
- Investigación Cooperativa entre Entidades Aseguradoras (ICEA)
- Paradores Nacionales
- REPSOL

- Revista Castilla y León Económica
- Sección Española de la Asociación Internacional de Derecho de Seguros (SEAIDA).
- Sociedad Española de Medicina de Urgencia y Emergencias (SEMES)
- Sociedad Española de Médicos de Atención Primaria (SEMERGEN)
- Sociedad Española de Médicos de Atención Primaria (SEMERGEN)
- Telefónica Educación Digital
- Unión Catalana de Entidades Aseguradoras (UCEAC)

ACADEMIC, SCIENTIFIC AND CULTURAL INSTITUTIONS

- Casa Gurbindo
- Centro de Educación Vial de Asturias
- Consejo Superior de Investigaciones Científicas
- Fundación para la Investigación del Hospital Universitario de Puerta de Hierro
- Hospital Universitario Fundación Jiménez Díaz
- Hospital Universitario Puerta de Hierro
- Hospital Universitario Severo Ochoa
- IES V Centenario
- Institut Guttmann
- Instituto Asturiano de Prevención de Riesgos Laborales
- Instituto Jovellanos de Gijón
- Instituto Nacional de Educación Física (INEF)
- Museo de Bellas Artes de Sevilla
- Museo Nacional, Centro de Arte Reina Sofía
- San Fernando Royal Academy of Fine Arts
- Real Academia de la Historia
- Real Academia Nacional de Medicina
- Salus Infirorum
- Tenerife Espacio de Arte (TEA)
- Universidad Carlos III de Madrid
- Universidad Complutense de Madrid
- Universidad de Alcalá
- Universidad de Barcelona



- Universidad de Barcelona - Centro de Estudios Técnicos Turísticos (CETT)
- Universidad de Gerona
- Universidad de León
- Universidad de Málaga
- Universidad de Navarra
- Universidad de Oviedo
- Universidad de Salamanca
- Universidad de San Valero
- Universidad de Santiago de Compostela
- Universidad de Sevilla
- Universidad de Valencia
- Universidad la Florida
- Universidad Nacional de Educación a Distancia (UNED)
- Universidad Pablo de Olavide
- Universidad Politécnica de Madrid
- Universidad Pontificia de Salamanca
- Universidad San Pablo-CEU (Madrid)
- Universitat Rovira i Virgili

THIRD SECTOR INSTITUTIONS

- Asociación Dianova España
- Asociación para el apoyo emocional para la sobredotación infanto-juvenil
- Asociación Safety Motor Formación
- Federación Española Down
- Fundación Abracadabra
- Fundación Accenture
- Fundación Aladina
- Fundación Atresmedia
- Fundación Bancaja
- Fundación Caballo Amigo
- Fundación Carmen Pardo Valcarce
- Fundación de la Confederación Española de Sordos
- Fundación Deporte y Desafío
- Fundación Eduardo Punset
- Fundación Educación Activa
- Fundación Emilio Sánchez Vicario
- Fundación Española de Enfermedades Neurológicas
- Fundación Española del Corazón
- Fundación Fútbol Club Barcelona.
- Fundación INADE
- Fundación Konecta

- Fundación para la Formación de la Organización Médico Colegial
- Fundación ProCNIC
- Fundación Reina Sofía
- Fundación Salamanca Ciudad de Cultura y Saberes
- Fundación Theodora
- Fundación Valencia Club de Fútbol
- Fundación Venancio Blanco
- GMP Fundación
- Seniors Españoles para la Cooperación Técnica (SECOT)
- Sociedad de San Vicente de Paúl

PORTUGAL

- Associação Portuguesa de Segurança Infantil (APSI)
- Câmara Municipal de Lisboa
- Centro Médico de Excelência FIFA Espregueira
- Direção-Geral da Saúde del Ministério de Saúde
- Direção-Geral de Estabelecimentos Escolares DGEste
- Faculdade de Motricidade Humana da Universidade de Lisboa
- Polícia Municipal de Lisboa
- Re-food
- Santa Casa Centro de Descapitados
- Santa Casa da Misericórdia de Lisboa
- SIC Esperança

REST OF EUROPE

GERMANY

- Deutsche Verkehrssicherheitsrat- Consejo Alemán de Seguridad Vial (DvR)

BELGIUM

- Belgian Road Safety Institute (IBSR/ BIVV)

FRANCE

- Jeu de Paume
- Musée d'Orsay
- Musee du Temps

GREAT BRITAIN

- Victoria & Albert Museum of London

MALTA

- Malta Transport Authority
- Health Promotion and Disease Prevention Directorate of the Malta Ministry of Health
- Equal Partners Foundation
- Ministry of Education and Employment
- University of Malta

NORWAY

- Norwegian Institute of Transport Economics

SWITZERLAND

- Photomuseum Winterthur

TURKEY

- Arpr Iletsim Danismanligi Ltd Sti (ARPR)
- Cadena Carrefour
- Embarq Turkey
- Bilgi Education and Culture Foundation
- Esenler Anatolian Medical High School
- Turkish Foundation for Children in Need
- University of Istanbul

● ● Fundación MAPFRE signs agreements with a large number of institutions





USA AND PUERTO RICO

UNITED STATES

- Arts Institute of Chicago
- Fine Arts Museum of San Francisco
- George Eastman House, Rochester
- Metropolitan Museum of New York
- Philadelphia Museum
- National Gallery, Washington
- Paul Getty Museum, Los Angeles
- Philadelphia Museum of Art
- United Way of Webster & Dudley

PUERTO RICO

- Agencia Federal de Alimentación y Nutrición
- Asociación de Escuelas Privadas de Puerto Rico
- Casa de Niños Manuel Fernandez Juncos INC
- Casa de Todos
- Década de Acción para la Seguridad Vial (iniciativa ONU)
- Departamento de Educación
- Federal Highway Administration
- Fundación Maestro Cares (Mark Anthony)
- Hogar de Niñas de Cupey
- Hogares Teresa Toda Politécnico Teresiano Inc.
- Art Museum, Puerto Rico
- Nuestra Escuela Inc.
- Universidad Católica de Ponce de Puerto Rico
- Puerto Rico University
- Sacred Heart University, Puerto Rico
- Universidad Interamericana de Puerto Rico
- Universidad Politécnica de San Juan de Puerto Rico
- Vidas, Servicios Episcopales Inc.

LATIN AMERICA

ARGENTINA

- Agencia Nacional de Seguridad Vial de la República Argentina.
- Asociación Aldeas Infantiles SOS
- Asociación Civil Mensajeros de la Paz
- Centro Comunitario Jesús María (Tres Isletas)
- Fundación Altius Mano Amiga
- Secretary of Social Policies, Culture and Education of Buenos Aires

BRAZIL

- Abrigo Casa Rosa de Salom
- Academia de Trânsito
- Ação Comunitária do Brasil
- Aldeias Infantis SOS
- Associação Assistência a Criança Deficiente (AACD)
- Associação Comunitária Casa dos Deficientes de S.M. Paulista (ACDEMSP)
- Associação Comunitária Casa dos Deficientes de São Miguel Paulista
- Associação Cristã de Moços (ACM)
- Associação de Apoio a Criança e ao Adolescente (ACRICA)
- Associação dos Participantes e Assistidos da Telos do Rio de Janeiro
- Associação dos Participantes e Assistidos da Telos do Rio Grande do Sul
- Associação Inaraí
- Associação Monte Azul
- Associação Morumbi – AMIS
- Associação para o Desenvolvimento Integral (ADID)
- Associação Projeto de Restauração de Vidas
- Associação Sonhar e Acreditar
- Banco de Sangue Paulista
- Beabá
- Amadeu Amaral City Public Library
- Prof. Olegário Ferreira City Public Library
- Casa Acolhedora do Vovô Antônio - Barretos

- Casa Amigos da Vida
- Casa de Apoio à Criança com Câncer Durval Paiva
- Casa de Repouso Pousada do Sol
- Casa Maria Helena Paulina
- Casa Maternidade Miramontes
- Casa Ronald McDonald
- Catavento Cultural e Educacional (Brazil)
- Centro Cultural do Banco do Brasil (Rio de Janeiro y São Paulo)
- Centro de Estudos Avançados de Promoção Social e Ambiental (CEAPS)
- Centro de Excelência FIFA de Ortopedia Reabilitação e Medicina do
- Centro Promoção Bororé
- Círculo dos Trabalhadores de Vila Prudente
- Cooperativa de Catadores de Materiais Recicláveis (COOCAMAR)
- Correios
- Creche Sementinha
- Departamento Estadual de Trânsito da Paraíba
- Departamento Estadual de Trânsito de São Paulo (Detran- SP)
- Departamento Estadual de Trânsito do Acre
- Escola Municipal Isabel Colombo
- Escola Municipal Livia Marinho Lopes
- Esporte de São Paulo
- Filhas da Providencia
- Fundação Fé e Alegria
- Fundação Julita
- Fundação Pró-Sangue
- Fundação Zoológico
- Fundació Barcelona
- Fundación Real Madrid
- Grupo de Apoio ao Adolescente e a Criança com Câncer (GRAACC)
- Grupo de Apoio Dona Benedita
- Grupo de Vicentinos de São Carlos
- Grupo Esperança e Amor
- Hospital do Câncer de Franca
- Hospital Itaiçi
- INCA
- Instituição Dom Bosco



- Instituto Acaia Pantanal
- Instituto Arte de Viver Bem
- Instituto da Infância (IFAN)
- Instituto de Ortopedia e Traumatologia da Universidade de São Paulo
- Instituto Fala Mulher
- Instituto Projeto Neymar Junior
- Instituto Reciclar
- Instituto TECHMAIL
- Instituto Tomie Ohtake
- Instituto VIS Foundation
- Lar Batista de Crianças Campo Limpo
- Liga das Senhoras Católicas de São Paulo
- Liga Norteriograndense contra o Câncer
- Mãos que Ajudam
- Movimento Pró Idosos (MOPI)
- Movimento Pró-Criança
- Núcleo Sebastian de Artes Cênicas
- Nutrir-Associação Combate à desnutrição
- Orfanato Irmã Fides
- Pastoral da Pessoa Idosa
- Pinacoteca do Estado de São Paulo
- Plan Internacional do Brasil
- Pontifícia Universidade Católica de Goiás
- Pontifícia Universidade Católica de Rio Grande do Sul
- Pontifícia Universidade Católica de São Paulo
- Prefeitura de São Bernardo do Campo
- Prefeitura Municipal de Araçatuba
- Prefeitura Municipal de Campinas
- Prefeitura Municipal de Campo Largo
- Prefeitura Municipal de Campo Limpo
- Prefeitura Municipal de Catanduva
- Prefeitura Municipal de Cubatão
- Prefeitura Municipal de Diadema
- Prefeitura Municipal de Franca
- Prefeitura Municipal de Guarulhos
- Prefeitura Municipal de Itapetininga
- Prefeitura Municipal de Itu
- Prefeitura Municipal de Jundiaí
- Prefeitura Municipal de Pereira Barreto

- Prefeitura Municipal de Presidente Prudente
- Prefeitura Municipal de Presidente Venceslau
- Prefeitura Municipal de Santo André
- Prefeitura Municipal de São Caetano
- Prefeitura Municipal de São José dos Campos
- Prefeitura Municipal de São Paulo
- Projeto Arrastão
- Projeto Castração Solidária
- Recicla Leitores - Nova Iguaçu
- Reciclázaro
- Registro Nacional de Doadores de Medula Óssea (REDOME)
- Santa Casa de São Carlos
- Secretaria Estadual de Educação de Santa Catarina
- Secretaria Estadual de Educação de São Paulo
- Secretaria Estadual de Educação do Ceará
- Secretaria Estadual de Educação do Pará
- Secretaria Municipal das Assistências e Desenvolvimento Social
- Secretaria Municipal de Educação de Itapeva
- Secretaria Municipal de Educação de Juquiá
- Secretaria Municipal de Educação de Manaus
- Secretaria Municipal de Educação de Salvador
- Secretaria Municipal de Educação de Taubaté
- Serviço de Acolhimento Institucional para Crianças e Adolescentes de Chapecó – SC
- Sociedade Beneficente Israelita Hospital Albert Einstein
- Sociedade Brasileira de Geriatria e Gerontologia de Alagoas
- Superintendência de Seguros Privados SUSEP –
- Tenda Alcantara Machado
- Universidade Cidade São Paulo
- Universidade de São Paulo



CHILE

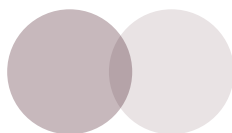
- Asociación Aldeas Infantiles SOS
- Carabineros de Chile
- Clínica MEDS de Santiago (Chile)
- Comisión Nacional de Seguridad en el Tránsito.
- Down 21 Chile
- Fundación Nuestros Hijos
- Fundación Padre Semería
- Sociedad Chilena de Medicina del Deporte
- Universidad Católica de Chile

COLOMBIA

- Centro Integral de Rehabilitación de Colombia (CIREC)
- Fundación Ayuda a la Infancia Hogares Bambi
- Fundación Carvajal
- Fundación Colombiana para el Desarrollo (Fucolde).
- Fundación Dharma
- Fundación Juan Felipe Gómez Escobar
- Fundación Laudes Infantis
- Fundación para la Asistencia de la Niñez Abandonada (FANA)
- Ministerio de Educación de Colombia
- Secretaría de Educación de Medellín
- Secretaria de Educación del Estado de Cundinamarca y de Medellín
- Secretaría de Movilidad de Itagüí, Antioquía
- Secretaría de Tránsito y Movilidad de la Gobernancia de Cundinamarca
- Secretariado Social de Soacha

COSTA RICA

- Asociación Aldeas Infantiles SOS
- Fundación Nuestros Hijos
- Fundación Padre Semería



ECUADOR

- CESAL
- Comunidad de Ayuda a Niños de América del Sur (CANDAS)
- Cooperación Internacional NGO
- Cuerpo de Bomberos de Guayaquil
- Fundación Ayuda en Acción
- Fundación Meridional

EL SALVADOR

- Asociación Mensajeros de la Paz
- Fundación CINDE
- Fundación EL Valle
- Fundación Real Madrid
- Museo de Arte de El Salvador (MARTE)
- Universidad de El Salvador

GUATEMALA

- Casa Guatemala ONG
- Cuerpo de Bomberos de Guatemala
- Fundación Fundal
- Municipalidad de la Ciudad de Guatemala

HONDURAS

- Aldeas Infantiles
- Consejo Nacional de Seguridad Vial de Honduras
- Dirección Nacional de Tránsito de Honduras
- COPADE (Commerce for Development Foundation)
- Instituto de Conservación Forestal (ICF)
- Universidad Tecnológica Centro Americana (UNITEC)
- Universidad Tecnológica de Honduras (UTH)

MEXICO

- Asociación Mexicana de Actuarios
- Asociación Mexicana de Instituciones de Seguros (AMIS)
- Casa de la Amistad para Niños con Cáncer
- Centro Nacional de Prevención de Desastres (CENAPRED)
- CESAL
- Colegio de México (COLMEX)
- Consejo Nacional para la Prevención de Accidentes (CONAPRA)
- Consejo Nacional para Prevenir la Discriminación (CONAPRED)
- Cruz Roja Mexicana
- Departamento de Seguridad Vial y Educación Vial del Estado de Chihuahua
- Fondo de Cultura Económica (FCE)
- Fundación CMR
- Fundación Comedor Santa María
- Fundación Mano Amiga de Chalco
- Fundación Michou y Mau para Niños Quemados
- Fundación Universidad Panamericana-IPADE
- Instituto Nacional de las Personas Adultas Mayores (INAPAM)
- Instituto Tecnológico Autónomo de México (ITAM)
- Museo de la Ciudad de México
- Museo Interactivo de Economía (MIDE)
- Secretaría de Educación Pública (SEP)
- Secretaría de Salud (SS)
- Universidad Anáhuac del Norte
- Universidad Anáhuac del Sur
- Universidad Autónoma del Estado de México (UAEM)
- Universidad Autónoma del Estado de Puebla (UPAEP)
- University of La Salle (ULSA)
- Universidad Marista
- Universidad Nacional Autónoma de México (UNAM)
- Universidad Panamericana (UP)
- Universidad Tecnológica Mexicana (UTECA)

NICARAGUA

- Asociación Antorcha
- Asociación Pan y Amor
- Casa PELLAS
- FOMAV
- Ministerio de Educación de Nicaragua (MINED)
- Policía Nacional de Nicaragua

PANAMA

- Asociación FE Vial
- Asociación Panameña de Empresas Aseguradoras (APADEA)
- Asociación Pro Niñez panameña
- Asociación Voces Vitales
- Autoridad del Transporte de Panamá
- Benemérito Cuerpo de Bomberos de la República de Panamá
- Ciudad del niño
- Despacho de la Primera Dama de la República de Panamá
- Fundación Panameña de Educación Vial
- Ministerio de Educación
- Panamanian Ministry of Health
- Movimiento Sociocultural nueva generación
- National Police of Panama
- Superintendencia de Seguros y Reaseguros de Panamá

PARAGUAY

- Asociación Aldeas Infantiles SOS
- Cuerpo de Bomberos de Asunción
- Cuerpo Bomberos Voluntarios de Paraguay (Paraguay Volunteer Fire Corps)
- Fundación ALDA
- Fundación Asoleu
- Gobernación del Departamento Central para la educación y el deporte
- Gobernación del Departamento de Itapúa
- Ministry of Health and Welfare
- Paraguayan Ministry of Health
- Misión para la educación y el deporte
- Organización Misión
- Organización Panamericana de la Salud



PERU

- Asociación de Hogares Nuevo Futuro Perú
- CESAL
- Comisión Nacional de Tránsito
- Cuerpo General de Bomberos Voluntarios del Perú
- Entreculturas, Fe y Alegría
- Fundación Almenara
- Fundación Harena

DOMINICAN REPUBLIC

- Autoridad Metropolitana del Transporte (AMET)
- Despacho de la Primera Dama en República Dominicana
- Escuela de Iniciación Musical Sinfonías en Barahona
- Fundación Amanecer Infantil
- Fundación Nuestros Pequeños Hermanos
- Intered
- Ministry of Education of the Dominican Republic
- Sociedad Dominicana de Cardiología
- APEC University of the Dominican Republic

URUGUAY

- Asociación Acondroplasia
- Asociación Cultural y Técnica
- Uruguay Association of Agricultural Family Schools
- Cuerpo de Bomberos
- Dirección Nacional de Bomberos
- Fundación Gonzalo Rodríguez

VENEZUELA

- Asociación Benefactora Ayuda al Niño Sin Asistencia (ABANSA)
- Asociación Civil Amigos del Niño Especial
- Asociación Civil Camurí Grande
- Asociación Civil Centro Comunal Don Bosco de Chapellín
- Asociación Damas Salesianas
- Casa Hogar Santa María Goretti
- Centro de Enseñanza Integra Dugarbin
- Comunidad Cristiana Jesús es Señor
- Fundación María Auxiliadora
- María Luisa Casar Foundation
- Fundación Orquesta Infantil y Juvenil de Duaca
- Hogar San Vicente de Paúl

REST OF WORLD

PHILIPPINES

- Eugenia Ravasco Day Care Center Inc.
- Kalipay Negrense Foundation
- SFCCFI Claretian Fathers



Acknowledgments

Trustees Francisco Vallejo Vallejo, vicepresidente segundo, and Domingo Sugranyes Bickel concluded their activities in 2015 by reaching the age limit established in our statutes. Likewise, and effective on December 31, 2015, Teófilo Domínguez Anaya stepped down as general manager of Fundación MAPFRE.

Francisco Vallejo Vallejo holds degrees in Political, Economic and Commercial Sciences from the Complutense University, in Business Organization from the School of Industrial Organization and in Business Administration from the IESE, has spent nearly his entire professional career at Banco de Sabadell, where he was chairman of Banco Urquijo (2007-2012) and chairman of the Advisory Board of Sabadell Urquijo Banca Privada. Since 2006, he has been nominee director of MAPFRE, second vice chairman of MAPFRE FAMILIAR and board member of MAPFRE INTERNACIONAL. He has been a member of the board of trustees at Fundación MAPFRE since May 2013.

Domingo Sugranyes Bickel holds degrees in Economics from the University of Freiburg and Hispanic Studies from the Complutense University of Madrid, and joined MAPFRE in 1981 as director of Institutional Relations. Among the positions

held, he was executive vice chairman of CORPORACIÓN MAPFRE (2001-2006) and head of the Economic and Management Control Areas (2000-2007), and Information Technologies Area (2003-2006). He joined Fundación MAPFRE in 2005 as board member and member of the Control Committee. Since 2011 he has chaired the Audit and Compliance Committee.

Teófilo Domínguez Anaya, industrial engineer from the Polytechnical University of Madrid, postgraduate in Industrial Organization from the University de Gothenburg and master in Business, Marketing and Commercial Management from the IESE, he began working at MAPFRE in 1983, where he has had an extensive professional career that included the following duties: Assistant General Manager of BANCO MAPFRE (1999), Business Manager of MAPFRE SEGUROS GENERALES (2002) and Subcentral Baleares account manager (2008). Since 2012, he was the general manager of Fundación MAPFRE.

Fundación MAPFRE wishes to express its deep appreciation to all of the above for their loyalty and the skill and dedication with which they have fulfilled their duties and positions over many years in the area of foundational activities of MAPFRE.



El Papel y su Utilidad Artística workshop



FUNDACIÓN
MAPFRE
GUANARTEME



01



Governing bodies



Board of trustees

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Management committee

CHAIRMAN AND CEO	Ignacio Baeza Gómez
VICE CHAIRMAN	José Barbosa Hernández
MEMBERS	Julio Domingo Souto
	Tomás Hidalgo Aranda
	Humberto Pérez Hidalgo
	Julián Pedro Sáenz Cortés
	Isabel Suárez Velázquez
SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

02



General information

We are a private, non-profit entity founded 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.

Given our geographic proximity, we also run and support projects seeking to improve quality of life in Africa.

The following table numerically shows the activities carried out by the Fundación MAPFRE Guanarteme in 2015, detailed below:

Item	Number of activities	BENEFICIARIES		DISSEMINATION
		On-site	Remote	Other web accesses
Seminars, courses and other events	134	4,427	4,949	6,974
Educational activities	802	27,857	1,772	2,019
Publications	25	12,262	1,441	1,557
Prizes, scholarships and contests	18	122	11,125	13,509
Art exhibitions	26	18,238	2,258	2,645
Concerts	27	5,581	930	1,173
Social action	36	21,271	1,184	1,301
TOTAL	1,068	89,758	23,659	29,178

03



Foundation activities 2015

SCHOLARSHIPS

With the goal of promoting talent and supporting the training of youth in 2015, we granted the following scholarships:

— Three scholarships for the development of the Internationalization Program and Professional Internships in the USA in collaboration with the Advanced Leadership Foundation, aimed at young university graduates seeking to expand their professional horizons through internships at companies and entities with headquarters in Washington D. C.



Students from the University of Las Palmas in Gran Canaria receive Erasmus+ bursaries



Doctors awarded bursaries by Fundación MAPFRE Guanarteme at Zambeze University

- Three scholarships for pursuing postgraduate music studies: Double bass at the Conservatorio Di Musica Santa Cecilia in Rome, Composition at the Conservatorio Della Svizzera Italiana in Lugano, Switzerland, and Singing at the Der Künste University in Berlin.
- 33 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.
- Six scholarships for students in the 3rd and 4th-year courses at the ESCOEX International Business School.
- We continue supporting diabetes medical research in partnership with Dr. Negrín University Hospital of Gran Canaria and the Research and Health Foundation of the Canary Islands. We contribute in the field of humanities through the cataloging of the musical collection at the Canary Museum and in the social field through addiction treatment programs.

SOCIAL PROJECTS AND AID

As part of the ABRAZOS Programs, we bring together all of our actions carried out with the goal of promoting social action. To achieve our goal of contributing toward the sociocultural development of the Canary Islands, we empower people with a disabilities, elderly, children and youth in situations of social risk and professionals who are their caretakers, to participate in the different activities and spaces, to favor their integration within society, while safeguarding their rights, improving their quality of life, and encouraging them to meet each other and create synergies.

In February we organized the Abrazos Conference, where all of the groups that participate in the program come together, to present their achievements in 2014, compare and share experiences and define new lines for action and collaboration.

This year we launched the pilot project Music Therapy at the Hospital: musical intervention and therapeutic orientation, aimed at children in long-term hospitalization at the Maternity and Children's Hospital of Gran Canaria.

We broadened our horizons to the island of Tenerife through the Orchestrated Neighborhoods Project. Children and their families showed the progress of this integration project through music by playing four concerts, with the attendance of 3,000 persons.

We collaborate with the New Future Christmas Flea Market, a meeting point for leisure and solidarity for the children and youth that are members of the institution.

CONCERTS

Another year, we launched an open competition for musical project with the goal of promoting and disseminating the music of Canarian interpreters and composers. In addition to the projects selected from this competition, we organized two concerts as part of the exhibition Suite Vollard. Pablo Picasso, one as part of the exhibition Alejandro Reino. Retratos and another as part of the exhibition Ana Frank: una Historia Vigente.



Various concerts take place as part of our exhibitions



One of our objectives
is to promote the work of
composers and performers
from the Canary Islands

The *Melodías para un diario* concert
in Las Palmas in Gran Canaria

PIGINI

This year, a concert was also offered at the headquarters of La Laguna by Verónica Cagigao, recipient of a Fundación scholarship in 2011 for postgraduate studies in music, specifically the Master's in Percussion in the Marimba specialization, which she pursued at the Lemmensinstituut in Leuven, Belgium.

EXHIBITIONS

As part of the exhibitions on display in our venues, worth mentioning are those selected for display through our projects by the artists Abigail Ojeda Alonso, Michel David, David Méndez, Fernando Periquet, Beatriz Hernández Hernández and J. Antonio Hernández González.

Furthermore, we exhibited in our own venues Suite Vollard. Pablo Picasso, Alejandro Reino. Portraits, Ana Frank: una Historia Vigente, Fotonoviembre and Solana Grabador.

TRAINING ACTIVITIES

We continue to design activities for launching, analyzing and broadening in all aspects, languages and disciplines of artistic creation.

We carried out courses, workshops and conferences based on the aforementioned exhibitions. As regards the exhibition Suite Vollard. Pablo Picasso, we organized conferences in parallel, and the workshops La Suite Vollard and the Experimental



The Pablo Picasso Suite Vollard exhibition



Road safety educational workshops

We continue offering the elderly workshops as part of the programs Stimulation during Aging Processes and Moving for Health and Well-being.

In October, we held the conferences Innovations in the Traffic Accident Assessment System, Gauges and Technical-Legal and Medical Aspects. Traffic accidents after the amendment to the 2015 Criminal Code.

We organized the First Conferences on Music Therapy in the Canary Islands, in collaboration with AEMUCAN (Association for the advancement of music therapy in the Canary Islands), where the use of music and its elements, the importance of this discipline as a therapy, and the current boom of music therapy were all object of discussion.

Process and Picasso and Ceramics; as regards the exhibition Alejandro Reino. Retratos, a round table/debate; the biennial Fotonoviembre, the workshop Applying Painting Techniques in Digital and Analog Photography; and a conference by the journalist Diego Carcedo on the exhibition Ana Frank: una Historia Vigente.

We organize courses aimed at professionals from the tertiary sector (teachers, psychologists, educational psychologists, community workers, social workers, psychomotor skills specialist, etc.) for the purpose of offering them tools that facilitate their approaches in education on emotions.

EDUCATIONAL ACTIVITIES

We continue to offer schools talks on the prevention of addictions, guided visits to our exhibitions, and the theatrical activities Theater and Dramatic Arts Training for Students.



Craft workshops



We contribute to the maintenance of a children's residence in Senegal

We sponsor Interartes, a interdisciplinary artistic project that provides training in which students pursuing studies in art and techniques in Gran Canaria and Tenerife represented *El minuto de oro* by KKTV at the Pérez Galdós Theater and *Adiós a la bohemia* at the Guimerá Theater. Through these, they demonstrated their skills acquired during their training at the Royal Conservatory of Music of the Canary Islands, the School of Art and the School of Design of Gran Canaria, the Actors School of the Canary Islands, the Polytechnic High School of Las Palmas, the La Guancha High School and the EESPF César Manrique.

The workshop Road Safety with Ipad. Bicycles and Helmets was given to primary school students to inform them of and make available different resources to help them ride bicycles safely.

The workshop El Viaje de Isora, travelled across the seven islands and 8,000 students discovered the world of cetaceans that inhabit the waters of the islands through Isora, the matriarch of a school of tropical cauldrons.

Another year, we launched the school competition Marcadores de Libros, this year titled «La luz y las tecnologías basadas en la luz», presented to students of the entire Canary community across all educational levels.

PUBLICATIONS

Another year, we published the presentations of seminars as well as the short stories entered into competitions. We increased the Colección Canarias en Letras with two books of poems by the writers Yeray Barroso, Daniel María, María José Alemán and Macarena Nieves and the new book of *Solidarity Short Stories*, with *El planeta ninguna parte*, by Antonio Lino Rivero Chaparro, which has donated all of the benefits from its sale to Aldeas Infantiles.

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

For children and youth in Senegal, since 2006, we contribute toward the maintenance of the home for girls built by Fundación MAPFRE Guanarteme in Mbar, and support the Children's Shelter in Dakar, run by the Franciscan Missionaries of Mary in Senegal.

Health Education in Senegal: since 2011 we have been implementing the awareness-raising program on hygiene issues, in coordination with the Association of Private Catholic Health Centers, the Franciscan Missionaries of Mary and Radio ECCA Fundación Canaria.

Access to and support of education in Kolda, since 2014, to guarantee a quality education and to eliminate disparities between boys and girls in accessing and remaining in school at the preschool and primary education levels, with UNICEF.

MOZAMBIQUE

Granting of scholarships for students and/or professors of the Faculty of Health Sciences of UniZambeze, for their travel to the Canary Islands to provide them with the methodological tools they need to work as specialized teachers at UniZambeze and, thereby, guarantee the sustainability of the project of the Faculty of Health Sciences of UniZambeze – FCS UniZambeze, since 2015.



We provide healthcare training in Senegal

04



Financial information

During the 2015 fiscal year, the revenue of Fundación MAPFRE Guanarteme added up to 4.60 million euros, a figure that represents an increase of 0.1 percent with respect to the previous fiscal year.

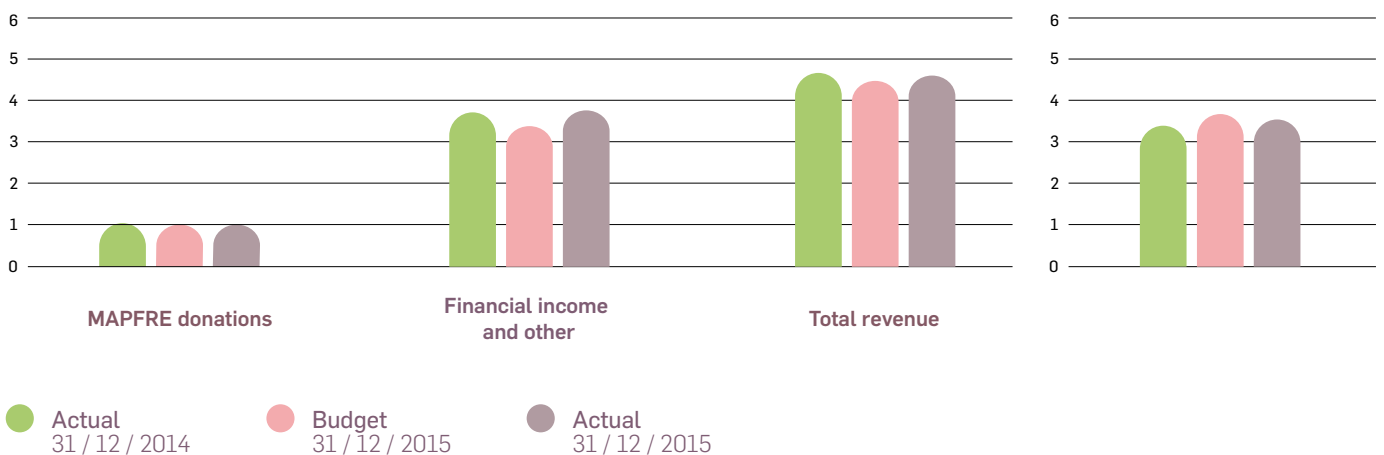
Total funds employed to run the foundation's activities, including administration expenses, stood at 3.4 million euros, representing a 3.9 percent increase against the previous year.

Income

Figures in millions of euros

Expenses

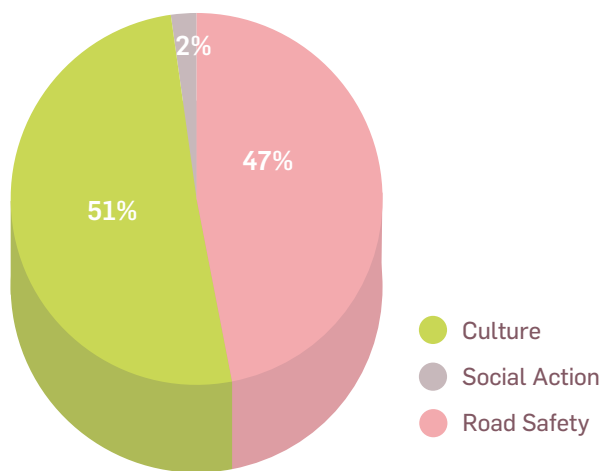
Figures in millions of euros



— The amounts used in the various foundation activities in 2015 were allocated mainly for activities related to Culture (47 percent), Social Action (50.8 percent) and Road Safety (2.2 percent).

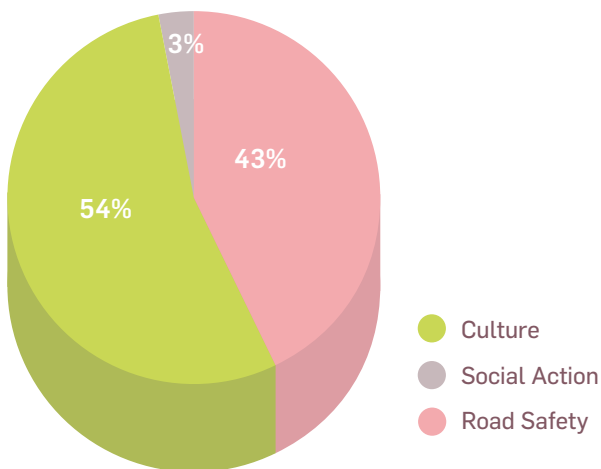
Funding by activity area

31 / 12 / 2015



Funding by activity area

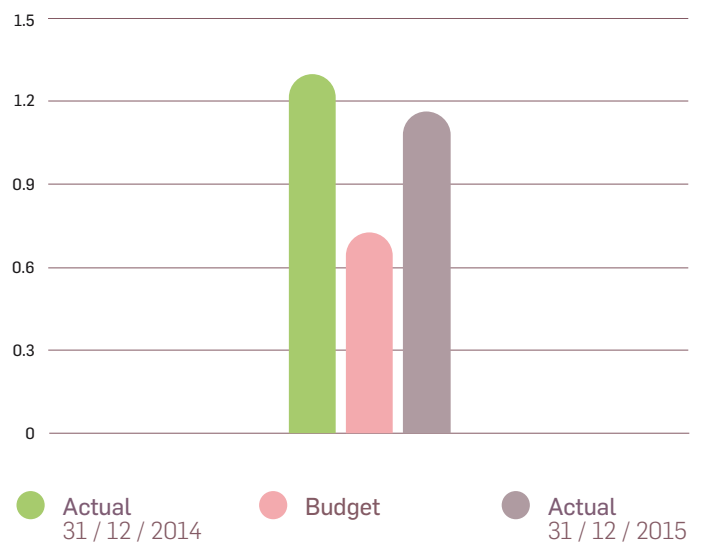
Budget 2016



— The surplus from fiscal year 2015 stood at 1.2 million euros.

Surplus

Figures in millions of euros



— As of December 31, 2015, Fundación MAPFRE Guanarteme's equity was 85 million euros.

BALANCE SHEET

As of December 31, 2015, Fundación MAPFRE Guanarteme's equity was 85 million euros.

Assets	31/12/14	31/12/15
NON-CURRENT ASSETS	80.7	81.4
Fixed assets	7.7	7.4
Long-term financial investments	73.0	74.0
CURRENT ASSETS	5.2	3.9
Short-term financial investments	4.5	3.6
Cash	0.7	0.3
TOTAL ASSETS	85.9	85.3

Figures in millions of euros

Liabilities	31/12/14	31/12/15
EQUITY	85.4	84.9
CURRENT LIABILITIES	0.5	0.4
Trade creditors and other accounts payable	0.5	0.4
TOTAL LIABILITIES	85.9	85.3

Figures in millions of euros

BUDGET 2015

Items	31/12/2015	
	Budget	Actual
Fundación MAPFRE Donation	1.0	1.0
Financial and other income	3.3	3.6
Activities and administration costs	3.5	3.4
Surplus	0.8	1.2

Figures in millions of euros

The amounts disbursed on different foundational activities were directed primarily at Culture, Social Action and Road Safety

CATEGORÍA PRIMARIA. Primer ciclo.
Florencia González.
1º de Educación Primaria, 6 años.
Colegio San José. La Laguna. Tenerife.

CATEGORÍA PRIMARIA. Segundo ciclo.
Andrea Rodríguez Hernández.
4º de Educación Primaria, 9 años.
CEIP Matías Llabrés Verd. Llano del Moro.
Santa Cruz de Tenerife.

CATEGORÍA PRIMARIA. Quinto ciclo.
Verónica Cuevas.
5º de Educación Primaria.
Colegio Pureza de María.

CATEGORÍA SECUNDARIA.
Dhaya Daswny Aguilar,
4º de la ESO, 16 años.
Colegio Pureza de María, Los Realejos. Tenerife.



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Institutional relations

The main institutions with which we have formalized collaborations during the 2015 fiscal year are:

- Asociación ASPERGER Islas Canarias (ASPERCAN)
- Asociación Bela Bartock
- Asociación Benéfica Centro Padre Laraña
- Asociación Canaria de Enfermos Medulares (ASPAYM Canarias)
- Asociación Canaria de Personas con Trastornos Generalizados del Desarrollo (ACTRADE)
- Asociación Comarcal de Familias de Personas con Enfermedades Mentales Crónicas (AFESur)
- Asociación Cultural Raíz del Pueblo
- Asociación de Caridad San Vicente de Paúl
- Asociación de Discapacitados de Fuerteventura (ADISFUERT)
- Asociación de Familiares de Enfermos de Alzheimer y otras Demencias Seniles de Tenerife (AFATE)
- 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 Personas Sordas de Gran Canaria (ASPGC)
- Asociación El Pinar
- Asociación Libertad y Vida
- Asociación para el Progreso de la Investigación del Hospital de Gran Canaria Dr. Negrín
- Asociación Protectora de Personas con Discapacidad Intelectual de Las Palmas (APROSU)
- Asociación Veterinaria para la Atención de la Fauna Exótica y Salvaje (AVAFES Canarias)
- Ayuntamientos de las islas
- Cabildos de las islas
- Cáritas Diocesana de Canarias
- Cáritas Diocesana de Tenerife
- Club Deportivo San Fernando de Maspalomas
- Complejo Hospitalario Universitario Insular-Materno Infantil de Gran Canaria
- Consejería de Educación y Universidades del Gobierno de Canarias
- Conservatorio Profesional de Música de Las Palmas de Gran Canaria
- Conservatorio Superior de Música Canarias
- Escuela de Actores de Canarias
- Escuela de Arte y Superior de Diseño de Gran Canaria
- Escuela de Arte y Superior de Diseño Fernando Estévez
- Federación de Asociaciones de Personas Sordas de las Islas Canarias (FASICAN)
- Fundación Bravo Murillo
- Fundación Canaria Cáritas para la Integración Sociolaboral
- Fundación Canaria de Artes Escénicas y de la Música de Gran Canaria del Teatro Cuyás
- Fundación Canaria Hogar Santa Rita
- Fundación FORJA
- Fundación Pere Tarrés
- Fundación Tutelar Canaria de Down Las Palmas (FUTUCAN)
- Gobierno de Canarias
- Hospital Universitario de Canarias
- Hospital Universitario de Gran Canaria Dr. Negrín
- Hospital Universitario Nuestra Señora de Candelaria
- IES César Manrique, Tenerife
- IES La Guancha, Tenerife
- IES Politécnico, Gran Canaria
- Instituto de Estudios Hispánicos
- Ministerio del Interior. Secretaría General de Instituciones Penitenciarias
- Museo Canario
- Nuevo Futuro
- Obispos de Canarias
- Obra Social de Acogida y Desarrollo – Centro Dr. O'Shanahan
- Obra Social San Benito
- Orden Franciscanas Misioneras de María. Senegal
- Parroquia de Añaza
- Parroquia de la Sagrada Familia
- Parroquia de San Bernardo
- Parroquia de San José
- Radio ECCA Fundación Canaria
- Real Academia de Medicina de Santa Cruz de Tenerife
- Real Sociedad Económica de Amigos del País de Tenerife
- Teatro Leal, Tenerife
- Unicef Comité Español
- Universidad de La Laguna, Tenerife
- Universidad de Las Palmas de Gran Canaria

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Acknowledgments

Fundación MAPFRE Guanarteme wishes to publically acknowledge all of those individuals and institutions that accompany us in our day-to-day activities and which, through our shared commitment to the well-being and progress of the Canarian society, offer us their support as a leading foundation in the Canary Islands.



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