

FUNDACIÓN **MAPFRE**

REPORT

2014

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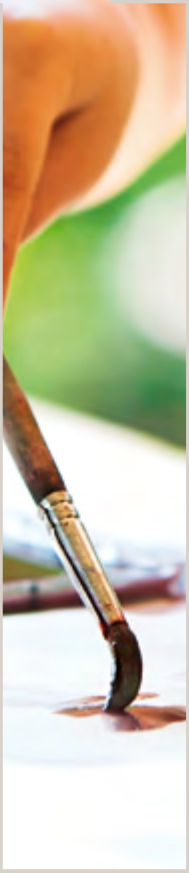
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Governing bodies

BOARD OF TRUSTEES	
PRESIDENT	Antonio Huertas Mejías
FIRST VICE PRESIDENT	Antonio Núñez Tovar
SECOND VICE PRESIDENT	Francisco Vallejo Vallejo
BOARD MEMBERS	Ángel Alonso Batres
	Ignacio Baeza Gómez
	José Barbosa Hernández
	Rafael Casas Gutiérrez
	Luis Hernando de Larramendi Martínez
	Andrés Jiménez Herradón
	Ana López-Monís Gallego
	Rafael Márquez Osorio
	Antonio Miguel-Romero de Olano
	Alfonso Rebuelta Badías
	Domingo Sugranyes Bickel
Esteban Tejera Montalvo	
NON-BOARD MEMBER SECRETARY	Ángel Luis Dávila Bermejo
NON-BOARD MEMBER VICE SECRETARY	Claudio Ramos Rodríguez
MANAGER	Teófilo Domínguez Anaya

HONORARY PRESIDENTS	
	Julio Castelo Matrán
	José Manuel Martínez Martínez

HONORARY TRUSTEE	
	Carlos Álvarez Jiménez

MANAGEMENT COMMITTEE	
CHAIRMAN	Antonio Núñez Tovar
MEMBERS	Ángel Alonso Batres
	Rafael Casas Gutiérrez
	Teófilo Domínguez Anaya
	Fernando Garrido Tomé
	Antonio Guzmán Córdoba
	Pablo Jiménez Burillo
	Francisco J. Marco Orenes
	Rafael Márquez Osorio
Jesús Monclús González	
Mercedes Sanz Septién	
NON-MEMBER SECRETARY	María Luisa Linares Palacios

MANAGEMENT AREAS	
COMMON AREAS	
MANAGER	Teófilo Domínguez Anaya
SOCIAL ACTION	
MANAGER	Fernando Garrido Tomé
CULTURE	
MANAGER	Pablo Jiménez Burillo
PREVENTION AND ROAD SAFETY	
MANAGER	Jesús Monclús González
HEALTH PROMOTION	
MANAGER	Antonio Guzmán Córdoba
INSURANCE AND SOCIAL PROTECTION	
MANAGER	Mercedes Sanz Septién

Composition of the governing bodies on the date of issue of the Annual Report 2014.



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General information

Corporate data

FUNDACIÓN MAPFRE is a non-profit institution created by MAPFRE in 1975 that carries out activities of general interest in Spain and 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, prevention and health.
- To 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, Prevention and Road Safety, Health Promotion and Insurance and Social Protection. Its activities, developed in 30 countries in 2014, include:

- Support to the most disadvantaged people or groups of the society.
- Granting of scholarships and research incentives.
- Organization of 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 Digital Library of FUNDACIÓN MAPFRE and a specialized documentation center.

The following table shows the activities carried out in 2014:

	NUMBER OF ACTIVITIES	DIRECT BENEFICIARIES	PARTICIPANTS	
			WEBSITE BENEFICIARIES	
			Unic Visitors	Other web access
Seminars, courses, conferences and others	669	114,649	1,242,541	875,825
Awards, grants and calls for aid	748	14,098	280,807	1,364,490
Publications	132	361,601	1,415,517	1,436,634
Outreach campaigns and actions	9,496	1,855,949	6,749,468	9,554,953
Exhibitions	30	1,017,893	214,084	238,175
Documentation Center	1	122,986	1,136,761	1,186,488
Social action projects	658	898,700	3,668,972	4,621,569
TOTAL	11,734	4,385,876	14,708,150	19,278,134

Awards

Each year FUNDACIÓN MAPFRE makes the following awards, through which it acknowledges and stimulates appropriate actions and work that benefit society.

SOCIAL OUTREACH AWARDS

This year's social outreach awards were handed out between January 28 and February 6.

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 Joaquín Barraquer Moner (Barcelona, 1927) for his dedication to research and development in pioneering breakthroughs in ophthalmology and eye surgery.

The Best Environmental Management award recognizes the efforts carried out by institutions to preserve the environment, and this year's winner was Servicio de Protección de la Naturaleza de la Guardia Civil (Civil Guard Natural Resources Conservation Service) (SEPRONA). SEPRONA is a leader in Europe and works tirelessly to ensure we all enjoy the environment, as well ensuring that every one of us recognizes our duty to preserve it.

The Best Solidarity Action award, which rewards outstanding social activities that benefit the disadvantaged, was granted

to Fundación NIPACE for its Aid for Children and Young People with Cerebral Palsy project. Fundación NIPACE treats approximately 300 people with central nervous system damage every year, a very laborious work carried out by a large team of professionals.

The award for Best Accident Prevention and Injury to Health, given to those institutions or individuals who have contributed to significantly reducing accident rates in society, was awarded to Fundación Michou y Mau IAP, whose main purpose contributing to fire prevention and providing the best specialist medical attention to children who have suffered severe burns.

SCIENTIFIC AWARDS

In June, the 7th International Julio Castelo Matrán Insurance Award, which, biennially assesses scientific work related to insurance matters in Spain, Portugal and Latin American countries was awarded. The jury agreed by a large majority to award the prize to a team of researchers coordinated by José Miguel Rodríguez-Pardo del Castillo, and comprising Irene Albarrán Lozano, Fernando Ariza Rodríguez, Víctor Manuel Cobreces Juárez and María Luz Durbán Reguera for the research program titled *El riesgo de longevidad y su aplicación práctica a Solvencia II: Modelos actuariales avanzados para su gestión*.




Social Awards Ceremony



7th International Julio Castelo Matrán Insurance Award





Through awards,
FUNDACIÓN MAPFRE
acknowledges and stimulates
relevant activities
for the greater good

Publications

FUNDACIÓN MAPFRE publishing represents the activities carried out by the five specialized areas that comprise it. In 2014, a total of 129 volumes were published related to insurance (22 titles, in paper and electronic format), art and history (78, of which 47 were in electronic format, four in both paper and electronic editions and 24 on paper only), health and prevention (13 publications, all of them in paper and electronic format), social action (two books in paper and electronic format) and road safety (14 titles of which 13 were published electronically). In addition to Spanish, several books in English, Portuguese, German, French and Italian were also published.

FUNDACIÓN MAPFRE regularly publishes four magazines:


- *La Fundación* (The Foundation), a quarterly, with versions in Spanish (in paper and electronic), English and Portuguese (electronic).
- > *Gerencia de Riesgos y Seguros* (Risk and Insurance Management), a quarterly, published in a bilingual Spanish and English electronic format.
- > *Seguridad y Medio Ambiente* (Security and Environment), a quarterly, in paper and electronic editions.
- > *Trauma*, a quarterly electronic magazine.

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 networks (Facebook, Twitter, LinkedIn, YouTube, Instagram and Flickr) helps us to comply with our commitment to dissemination of 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 2014	Visits 2013	%Growth
Social Action	4,852,729	2,889,264	68.0%
Culture	1,063,459	952,108	11.7%
Prevention and Road Safety	5,290,905	3,630,381	45.7%
Health Promotion	1,313,280	1,140,358	15.2%
Insurance and Social Protection	1,905,407	1,909,307	-0.2%
Multi Area	1,570,359	1,317,342	19.2%
FUNDACION MAPFRE	15,996,139	11,838,760	35.1

 Progress of profiles on Facebook (followers)	295,163	104,588	182.2%
 Progress of profiles on Twitter (followers)	60,549	25,635	136.2%



Geographical location of the activities in 2014





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Accolades and Awards received in 2014

Social Action

- COCEMFE-ASMICRIP (Asociación de Personas con discapacidad de Campo de Criptana y comarca) award, in recognition of the work being carried out by FUNDACIÓN MAPFRE assisting people with disabilities.
- Un mundo sin igual award, awarded by the Banco Exterior de Venezuela to the Community Training program, in recognition of MAPFRE's commitment to society and in particular to its employees, suppliers, clients, distributors and shareholders, with which it promotes actions aimed at achieving "an unparalleled world".
- Finalist in the V Call for the "Corresponsables" Prizes for the employment integration program for people with disabilities Juntos Somos Capaces (Together We Can).

**Our commitment with society
is recognized by others**



Prevention and Road Safety

- Recognition by the Federació Catalana de Automobilisme (Automobile Catalan Federation) for the Road Safety Education Trailer route through Catalan cities.
- Delivery of AENOR Certificate for the ISO 39001 standard.



- Public recognition by the El Prat de Llobregat City Hall (Barcelona) for our collaboration on road safety with the city.
- Recognition by the Organizing Committee of the Third Anniversary of the Decade of Action for Road Safety in Puerto Rico for the development of educational campaigns aimed at promoting road safety and raising awareness among drivers in the country.
- EFFIE Awards Social silver award for the It's In Your Hands campaign (Mexico D.F.).
- Recognition from the Secretaría de Movilidad of Itagüí city council (Colombia) for the road safety educational activities carried out in the area.

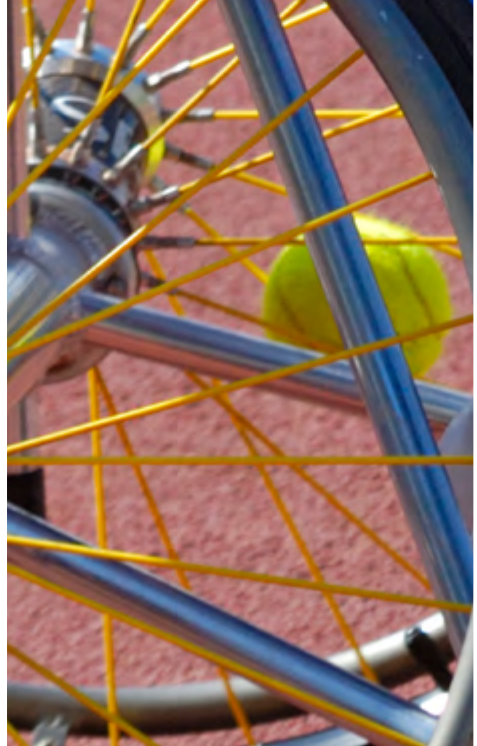
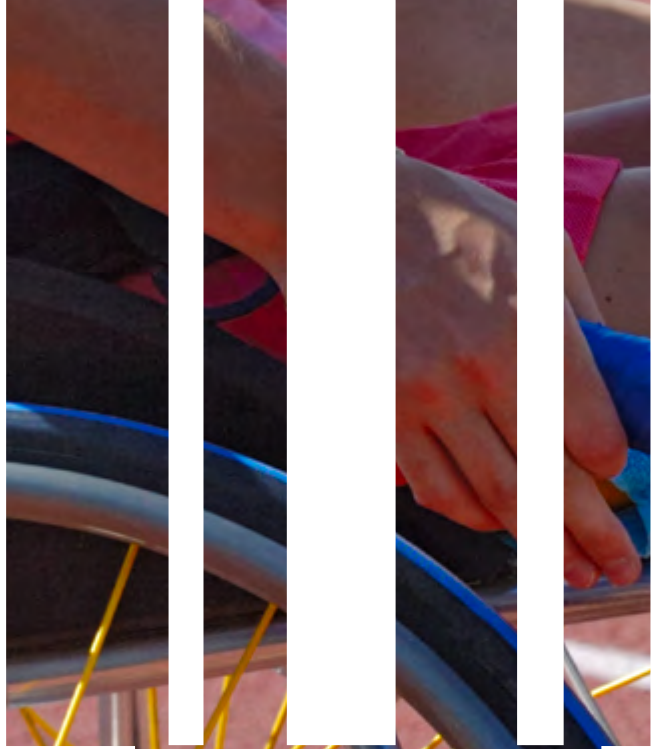


- Distinction in the Coompany CSR 2014 category, at the Great Night of Solidarity and Communication of Argentina, for our Growing Safely Program.
- Distinction from the Paraguay Voluntary Firefighting Force for the work done on promoting fire prevention in Paraguay.
- Award from the Panama Firefighting Force for collaboration on fire prevention.
- Gran Cruz, silver award from the Spanish Civil Guard for the work done on environmental prevention.
- Fundación Fuego award for fire prevention initiatives.



Health Promotion

- Sustainable Development award presented by the Murcia Region Department of Agriculture and Water for environmental education in teaching initiatives.
- Diploma of Appreciation from Universidad de La Coruña for our R&D&I initiatives.



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Foundation activities 2014

Social Action



This area has as a priority purpose to improve the living conditions of the most disadvantaged people and groups. To achieve this we develop different lines of action.

In Spain, we work in two large blocks of activities. First, we promote the integration of people with disabilities, through several information, employment and sports programs, in which support to families receives special attention. Second, we contribute to facilitating young people's access to employment 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 among the different groups linked to MAPFRE: employees and relatives, commercial network, suppliers, etc.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2014

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

- Well-being School for People with Disabilities: a family support program, completely executed via our website, that provides 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 the major disabilities, such as those caused by neurological diseases, deafness, problems related to attention-deficit and hyperactivity.
- Juntos Somos Capaces (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 2,000 companies participated and 1,400 persons were integrated.
- Sporting programs. In addition to posing a great challenge, sports bring many health benefits to persons with disabilities. For this reason, we promote sports through two different projects: Escuelas Deportivas (Sports Schools), running activities for people with intellectual disabilities at 14 centers throughout Spain, and Juntos lo Logramos (Together We Can), which we organize in collaboration with the Special Olympics for 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 the Law Enforcement Bodies of the State.



Volunteer Program

— Festival 10 Sentidos (10 Senses Festival). We held the fourth art meeting (drama, art, literature, audiovisual) in a spirit of reflection on the differences in today's society.

— 6th Call for Aid to Employment Integration Programs. Directed at small associations that work with and for disability, to which small sums are granted so that they can move forward with their employment-related projects.

Programs directed at other groups:

— Accedemos (We Access). Employment assistance program, executed across three lines: financial aid for youth employment; aid for training in social skills that provide strategies to reinforce personality and employability and directed at all working-age groups; and aid for self-employment consisting of training in preparing business plans and giving business advice for people interested in creating their own business.

— Recapacita (Recapacitate). Educational innovation program directed at school centers, in which we provide content and activities for educators, to help them improve the education of their students.

Internationally, our main concerns are disadvantaged children and young people. We are working on the following programs:

— Formando Comunidad (Community Training). Directed at improving the quality of life of children and young people at risk of social exclusion, who are helped through more than 100 projects in 20 countries, through activities focused on education, health and nutrition. This year, we reached over 90,000 beneficiaries.

— Concurso de Cuentos (Short Stories Contest). Online activity, aimed at all Latin American countries to provide all teachers with the tools to encourage children to complete their education.

— Inclusión Educativa (Education Inclusion) program. Developed in collaboration with the Organización de Estados Iberoamericanos (Latin American States Organization), this program offers teachers activities that facilitate the integration of disabled people, ethnic minorities, girls or any other groups at risk of exclusion within the schooling system.

The Corporate Volunteer Program deserves special mention, where MAPFRE employees and other stakeholders around the world channel their spirit of solidarity and talent, through the development of social campaigns that have a positive impact on the immediate environment where MAPFRE is present.

Through a comprehensive program that adapts locally, the different activities that are carried out are always related to the following lines of action: nutrition, health, education, the environment and emergency aid.

This program relies on the participation of employees and their relatives, the network of agencies, clients and suppliers from 22 countries, making the stakeholders participants in MAPFRE's social action, aligning the business strategy with the social strategy.



Adaptive Tennis School

INSTITUTIONAL ACTIONS AND CONTACTS

In 2014, we conducted activities in 22 countries, in collaboration with 162 institutions and non-profit organizations.

MAIN CHALLENGES FOR 2015

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) employment program. We will continue incorporating participants on the remaining programs.

With respect to other groups, our priority will be to reduce youth 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 to 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 MAPFRE's employees, with activities around the world benefiting thousands of underprivileged people.



Charity Market



Adaptive Horseback Riding

Culture



Develop activities in the field of culture with special attention to the arts and its various expressions. Its main line of action is the organization of fine arts exhibitions focused on the study of the international avant-garde from the end of the 19th century until the Second World War, which adds a program focused on contemporary artistic photography. A part of these exhibitions is touring European, North American and Latin American museums.

The series of activities in the Area of Culture are disseminated internationally through the Internet using mini-sites, thematic portals and social networks.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2014

With over one million visitors during 2014, we presented 28 exhibitions worldwide, eight of which were at the FUNDACIÓN MAPFRE venues in Madrid. We published 29 works corresponding to 19 titles in different formats and languages, and, for future dissemination on the Internet, digital versions of 45 sold out publications. Five series of lectures were also held at the FUNDACIÓN MAPFRE auditorium in Madrid.

In Spain we organized 17 exhibitions, nine of them in Madrid, and eight in other institutions in Las Palmas de Gran Canaria, Tenerife, Cádiz, Gijón, Oviedo, Córdoba, Valladolid and Bilbao. From the series of exhibitions presented in Madrid, Picasso: in the studio, Pontormo Drawings, Henri Cartier-Bresson and Sorolla and the United States stand out.

The inauguration of the new Bárbara de Braganza exhibition hall in Madrid, where the Vanessa Winship: Photography, Stephen Shore: Photography and Alvin Langdon Coburn: Photography exhibitions were presented.

In Latin America we presented “Visión Histórica de Panamá a través de la Fotografía” (Historical View of Panama Through Photography) (1830-1833) in Panama and “Um Olhar sobre o Brasil” (A View of Brazil), “A Fotografia na Construção da Imagem da Nação” (Photography in the Construction of National Identity) in Belo Horizonte, Brazil, and the Emmet Gowin: Photography exhibition in Bogota, Colombia.

In the United States we presented the Sorolla in America exhibition in San Diego, Josef Koudelka: Photography in Chicago and Los Angeles, Paul Strand: Photography in Philadelphia and Garry Winogrand: Photography in New York.

In France we presented the Emmet Gowin: Photography and Garry Winogrand: Photography exhibitions, and in Italy, the Vanessa Winship: Photography exhibition.

We acquired 41 original art works, including drawings and photographs, which have become part of the FUNDACIÓN MAPFRE art collection.

For each exhibition, in addition to a catalog, we carried out educational activities for families, and school-age children and adolescents, which were typically accompanied by thematic guides. On the Internet, we also developed mini-sites, social networks channels, virtual exhibition tours, as well as videos in which the artists and curators discuss the works on show. A total of eight mini-sites were created. We have 45,000 followers on Facebook, 20,000 on Twitter and 1,000 on Instagram with a cloud of 72, exceeded only in Spain by the Museo del Prado. An average of 30,000 people visit our mini-sites each month.

Similarly, we created the FUNDACIÓN MAPFRE History portal on the Internet to integrate all activities related to this topic carried out during the past twenty years. The portal has received more than 55,000 visits with 11,000 followers



Latin America in Contemporary History Collection

on Facebook and 1,647 on Twitter. It also allows access to books published from the Latin America in Contemporary History collection, a topical blog and several monographic publications about history.

Five series of lectures were organized at the auditorium on photography, literature and art, bringing together over 3,000 attendees in person and followed by over 15,000 people via streaming.



Pedagogic Activity

INSTITUTIONAL ACTIONS AND CONTACTS

We conducted activities in ten countries, in collaboration with 28 institutions and non-profit organizations.



Vanessa Winship exhibition in the new room

MAIN CHALLENGES FOR 2015

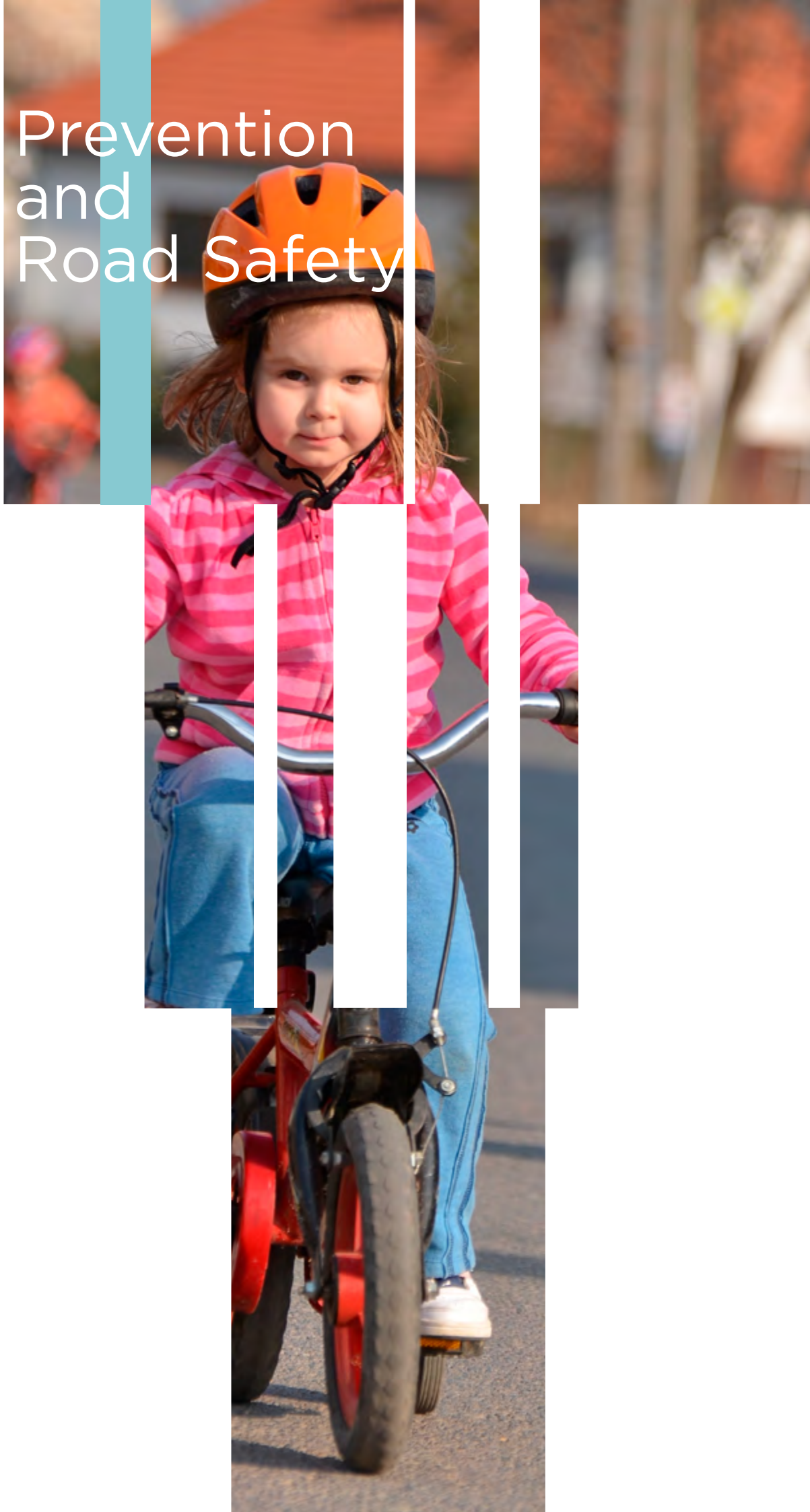
During 2015, we will continue working to develop high-quality cultural activities aimed at the broadest possible demographic. We should highlight the presentation of the *El Canto del Cisne* (Swan Song), Paris: Academic Salon Paintings and Pierre Bonnard shows at the FUNDACIÓN MAPFRE exhibition halls in Madrid. Similarly, four large photography exhibitions dedicated to the work of important artists such as Garry Winogrand, Paul Strand, Joseph Koudelka and Paz Errázuriz will be presented at the Bárbara de Braganza room in Madrid.

Another challenge in the Culture Area for 2015 entails opening new exhibition spaces. We will also continue developing an active presence on the Internet through portals and mini-sites to facilitate access to the cultural content generated by the FUNDACIÓN MAPFRE activities from anywhere in the world.



Joaquín Sorolla, *Louis Comfort Tiffany*, 1911. The Hispanic Society of America, New York

Prevention and Road Safety



The goal of the Road Safety and Prevention Area is to prevent and reduce the high rates of traffic accidents and injuries, with special emphasis on those caused by road traffic, through a large number of actions that deal with values relating to social commitment, training, communication, cooperation and innovation.

According to the UN Declaration on the Decade of Action for Road Safety, we are working on promoting initiatives that are of benefit to road safety management, through improving road traffic and mobility in our cities; we encourage the best passive and active vehicle safety technologies; we develop programs for improving user conduct and provide knowledge on the consequences of accidents and victim support.

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

Our area particularly channels its efforts to raising society's awareness. To do so, it performs actions 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 accident prevention, regardless of whether they are traffic related or other kinds.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2014

With regards to the year's most significant activities, we should mention our presence in the Comisión no Permanente de Seguridad Vial del Parlamento de Galicia (Non-Permanent Road Safety Committee of the Galician Parliament), the organization of technical conferences on road safety, such as the Políticas Europeas y Españolas de Seguridad Vial

2020 (European and Spanish Policy on Road Safety 2020) in Madrid, the Jornada Internacional del proyecto PRAISE (International Conference of the PRAISE project), in Bilbao, and the La Seguridad de las Furgonetas: Situación Actual y Propuestas de Acción (Van Safety: The Current Situation and Action Proposal) conference, held in Madrid. We would also like to call attention to our collaboration with the Agencia Nacional de Seguridad Vial de Argentina (National Road Safety Agency of Argentina) and the permanent relationship with the Dirección General de Tráfico de España (Spanish Traffic General Management). In Guatemala, we collaborate with the Dirección de Transito de la Policía Nacional Civil (Traffic Division of the National Civil Police), in Mexico with the Government of Chihuahua, in Panama and in the Dominican Republic with the Autoridad Metropolitana de Transportes (Metropolitan Transport Authority).

Additionally, we would like to highlight the important participation in thematic conferences throughout Spain. In this case, the objective was to have a strong presence and regional awareness at the convened forums.

We have continued with the participation or co-organization of conferences and meetings outside Spain. In particular, we participated in important international events such as: the Encuentro Internacional de Seguridad (International Meeting on Road Safety) in Guatemala, the 2º Encuentro Iberoamericano FICVI (2nd Ibero-American FICVI Meeting), and the III Seminario de Riesgos MAPFRE (3rd MAPFRE RISKS Seminar): Riesgos de la Empresa en un Contexto Global (Business Risks in a Global Context), in Chile, the I Foro Internacional de Seguridad Vial Infantil FISEVI (International Road Safety for Children Forum), in Uruguay, in the meetings of the United Nations Road Safety Collaboration, in New York and Geneva, in different conferences organized by the European Transport Safety Council in Brussels, in the Conferencia Protección de los Niños en el Automóvil (Protection of children in the car



Meeting of the United Nations Road Safety Collaboration in Geneva



PRAISE sessions in Turkey

Conference) in Munich, in the Conference on Seguridad Vial Infantil en el Automóvil (Child Road Safety Inside the Car) organized by SafeKids WorldWide in Washington DC, and in the Asia Pacific Road Safety 2014 Conference in the Philippines.

Of particular relevance during 2014, is the constitution of the Road Safety Technical Advisory Committee, the goal of which is to have permanent communication with and knowledge of MAPFRE's road safety activities, and of the Road Safety Management System Committee (in line with the ISO 39001 standard that AENOR has recently granted to FUNDACIÓN MAPFRE). This standard establishes requirements for implementing and developing a road safety management system that benefits all MAPFRE's employees and persons involved in its activities.

Through schools, our traffic education programs reach more than one million children in 23 countries. Noteworthy actions were conducted at traffic parks and traffic education roadshows in Spain, Portugal, Panama, Puerto Rico, Brazil and Mexico, as well as the different educational programs carried out in Costa Rica, La Seguridad Vial y Yo (Road Safety and Me); in Mexico, with the School Program; and in Brazil, (Road Safety Education is Essential). We are also working on implementing education on road safety within the official curricula of Brazil.

For young people, we develop technological and training activities such as the Bicis y Cascos en España (Bicycles and Helmets) in Spain and (Está en tus Manos (It's In Your Hands) in Mexico; other awareness activities such as the Meo Urban Trail in Portugal, and programs on safe cycling, riding motorcycles and mopeds, such as those conducted in Spain, Argentina and Chile. We also granted 148 scholarships to unemployed young people to enable them to obtain a driving license.

Within the workplace, we have continued working through our online portal, and we participated in international conferences on the matter. In this field, and from an international perspective, we should highlight the organization and later development of the first Jornadas

Internacionales PRAISE (International PRAISE Conference) on Road Safety at the Workplace, which were conducted in Istanbul (Turkey).

In the field of research, we published the following studies: *Analysis of the condition of vehicles, Accidents among the elderly: injuries, factors and proposals, Report on road safety inspections in the schools of Narón, Road safety inspections manual in school environments, Progress of safety systems between 2007 and 2012 in Argentina, Mexico, Chile and Brazil, Road risk management of vans fleets, Child restraint systems in Latin America and the Caribbean: Viability analysis on the mandatory use of same in Argentina, Chile, Peru and Uruguay, Report on motorcyclist safety in Latin America and Responsible urban conduct of Colombian pedestrians.* We have also published the Spanish version of *The Handbook of Road Safety Measures* from the Norwegians Rune Elvik, Alena Hoye, Truls Vaa and Michael Sorensen.

The distribution of our research studies is facilitated through the website of FUNDACIÓN MAPFRE, which recorded a total of 8,132 downloads.

Finally, we would like to mention the general volume of activity on our road safety web sites. In 2014, we had more than 5,350,000 visits, a 74 percent increase on the previous year.

INSTITUTIONAL ACTIONS AND CONTACTS

The purpose of our efforts is to position FUNDACIÓN MAPFRE as an international benchmark in road safety.

We have numerous contacts with governmental institutions both in Spain and in other countries in which we work. We collaborate actively with national institutions such as AENOR for the promotion of the ISO 39001 standard, and 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 (IDB), the Latin American Road Safety (OISEVI) and the Latin NCAP.

MAIN CHALLENGES FOR 2015

For 2015, we can classify our main challenges as follows:

Research studies and programs

- Strengthening of our own lines of research both nationally and internationally.
- Action areas: vulnerable groups, urban environments, conventional routes and the active and passive safety of vehicles.

Training and education

- Promote global online training through specific courses for each risk group.
- Explore the opportunities presented by new platforms for massive online open courses, (MOOC).
- Meet the growing road safety needs in companies (ISO 39001).

Internet - social networks

- Internationalization of web pages and presence on social networks.

International area

- Adaptation of the programs to the needs of each country.
- Exchange and implementation of best practices arising from national experiences.
- Active presence in all countries.
- Enhance our own research in each country, promoting learning from international comparison wherever possible.

Collaborations

- Active participation in higher added or strategic value work groups (RGM, OISEVI, WHO, OPS, etc.).
- Promoting local alliances with public organizations and institutions.
- Alliances with international organizations.

In addition to the above, and as a result of the recent restructuring of FUNDACIÓN MAPFRE areas (the erstwhile Road Safety Area will now be known as the Prevention and Road Safety Area), the following action strategic challenges can be added:

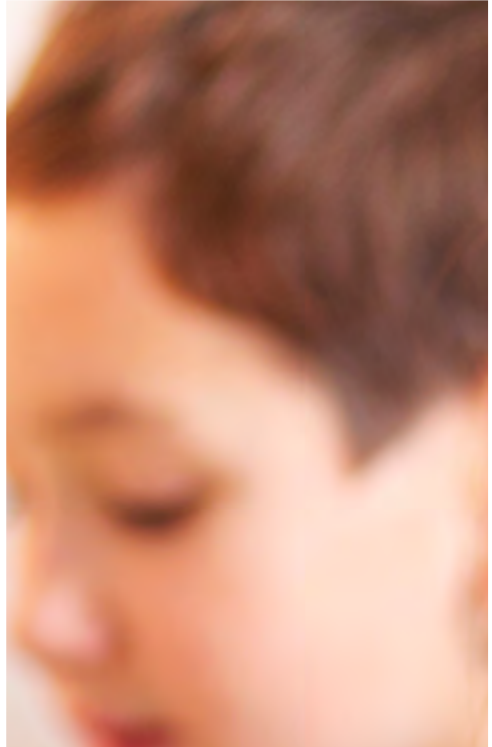
- Promotion of coordination of activities with the MAPFRE group network in the Iberia region.
- Promotion of coordination with MAPFRE's international network.
- Integration and exploitation of synergies between prevention activities for domestic and leisure accidents and those taking place on the road.
- Analysis and, where appropriate, implementation of projects in collaboration with other areas of FUNDACIÓN MAPFRE (for example, the Health Promotion Area).



ISO 39001 certificate delivery



Health Promotion



The purpose of this area is to improve people's health and quality of life. Its actions are conducted in collaboration with public administrations, educational organizations and scientific societies, particularly targeting children and the elderly, since they are the most vulnerable groups.

In 2014, we were present in 20 countries. The activities conducted include the educational programs Vivir en Salud (Healthy Living), in Brazil, El Salvador, Spain, Malta, Panama, Puerto Rico, and Turkey, and CuidadoSOS (SOS Care), in Chile, Colombia and Spain, in which more than 200,000 students participated and the Con Mayor Cuidado campaigns (With Greater Care campaign for the elderly), carried out in Argentina, Brazil, Spain, Mexico and Portugal and Prevención de Incendios (Fire Prevention) in Argentina, Ecuador, Spain, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico and Uruguay, in which 415,000 people participated.

We have continued promoting scientific research and specialized training of professionals by granting grants and incentives, for an amount exceeding 700,000 euros, and 400 training scholarships were granted that are aimed at unemployed people through e-learning courses. In addition, we have organized and participated in 25 congresses and scientific meetings, which 10,500 professionals have attended.

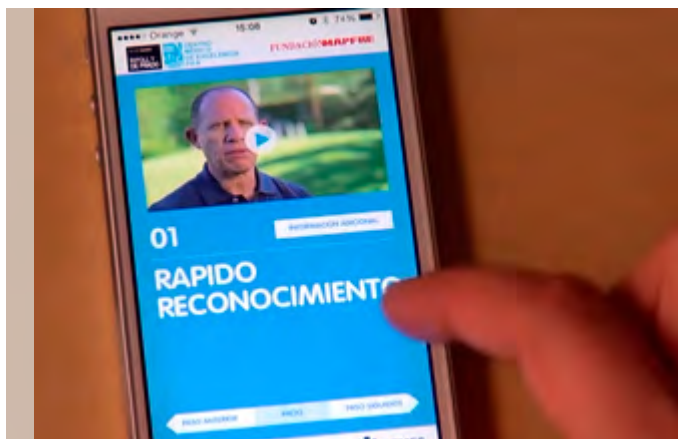
MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2014

Prominent in 2014 was the presentation of the Mujeres por el Corazón (Women for the Heart) campaign, conducted in collaboration with the Dirección de la Mujer of the Madrid Autonomous Community and the Fundación ProCNIC. This act was chaired by Queen Letizia, and Doctor Valentín Fuster, Chairman of ProCNIC and Ignacio Gonzalez, Chairman of

the Madrid Autonomous Community also participated. This campaign seeks to raise awareness about cardiovascular disease risk factors for women, given that it represents the leading cause of death for this group in Spain and other countries. Therefore, we focus on prevention through a healthy lifestyle and on the early identification of myocardial infarction symptoms.

During this year, we also conducted the Juega Seguro (Play Safely) campaign, aimed at preventing sudden death from soccer. This action is part of the prevention program for the appropriate management of cardiac arrest and other medical emergencies in the field, conducted by FIFA F-MARC (Medical Assessment and Research Center). As part of the action, we developed the CPR11 mobile app designed by specialists from the FIFA Ripoll Medical Center of Excellence and De Prado Sport Clinic and of the FIFA-FMARC Center, and approved by SEMES [Spanish Association of Emergency Medicine (Spanish society of emergency medicine)], which details 11 basic steps to be taken in a heart attack situation. A team of ambassadors - professional soccer players, referees and coaches - who have experienced sudden death firsthand on the field - also supported the campaign. This campaign was executed through social networks, with more than 16.5 million people receiving information.

The 580,000 visits and 100,000 followers on Facebook that the educational portal Educatumundo and the educational game Prevenland have reached in their third year of operation deserve special attention. These portals develop didactic materials that complement all the information of the campaigns in a novel and attractive way, which are aimed at students, their families and teachers. The online versions of our e-scientific magazines, *Seguridad y Medio Ambiente* (Security and Environment) and *Trauma*, have received more than 350,000 visits.



CPR11 mobile app



Presentation of the Mujeres por el Corazón campaign

We continued to develop our healthy lifestyle habits and accident prevention dissemination campaigns:

- Vivir en Salud (Living in Health), which promotes a healthy diet and physical activity, made its way to many schools in Spain, where 36,000 students participated. The campaign also extended its reach to El Salvador, with 14,000 participants, and Panama, with 5,323 beneficiaries. In Brazil, 65,300 students participated, while in Puerto Rico 5,730 have benefited from the campaign. Finally, 2,520 students in Malta participated and in Turkey there were 3,250 participants.
- 9th Fire Prevention Week, with the participation of more than 112,000 students and adults in collaboration with the Asociación Profesional de Técnicos de Bomberos (Professional Firefighters Association), which was held in 29 cities in Spain. Internationally, this program was conducted in the following countries: Guatemala, 5,250 participants; Argentina, 14,000 students; Ecuador, 42,000 students; Paraguay, 4,200 students; Panama, where 43,000 people have participated, Puerto Rico, 650 people; and finally Peru, with the participation of 12,000 students.

In relation to fire prevention, we participated in the Este Invierno Protege tu Hogar (Protect Your Home This Winter) campaign, organized in collaboration with the Consejería de Presidencia de la Comunidad de Madrid, aimed at promoting the prevention of fires in the home, where workshops are offered by the firefighting forces and preventive advice is disseminated through the subway network and on intercity buses. In Mexico, we have trained 92,000 people in fire prevention in collaboration with the Fundación Michou y Mau (Michou y Mau Foundation) and the Consejo Nacional para la Prevención de Accidentes (National Council for the Prevention of Accidents), and made 15,570 students aware of fire and burns prevention at the NoTQuemes (Don't Burn Yourself) pavilions in the Museo Trompo Mágico (Trompo Mágico Museum) and the Federico Gómez, Xoxhimilco

and Dr. Nicolás San Juan hospitals. In Uruguay, educational workshops were delivered in which 1,600 students participated, in association with the Fire Department. The education materials from the campaign were incorporated by the education authorities of the country in the CEIBAL Socio-Educational Program [Conectividad Educativa de Informática Básica para el Aprendizaje en Línea (Educational Connectivity of Basic Computers for Online Learning)], for use by students in the country using new technologies.

- CuidadoSOS (SOS Care) campaign, promoting the prevention of children's accidents at school and at home, in which 25,500 children from school centers in Spain participated. We also distributed, through the pediatricians belonging to the Asociación Española de Pediatría y Atención Primaria (Spanish Association of Pediatrics and Primary Care), 20,000 copies of the Decalog of Accidents Prevention that we prepared with their collaboration. This campaign was also executed in Colombia, where 21,000 people participated and in Chile, with 4,500 participants.
- Con Mayor Cuidado (With Greater Care) campaign, aimed at promoting active ageing and preventing domestic accidents among the elderly in cultural centers and nursing homes in the provinces of Palencia, Valladolid, Salamanca and the Community of Madrid, in which 4,300 people participated. In Portugal, where it was sponsored by the Direção-Geral da Saúde, 19,750 elderly people have benefited from this campaign. The campaign has also been conducted in: Argentina, with 2,000 beneficiaries, Brazil, with the attendance of 4,491 people, Mexico, in collaboration with the Red Cross and the Instituto Nacional de las Personas Adultas Mayores (National Institute of the Elderly National Institute-INAPAM) benefiting 11,000 people.
- ControlaTic, a campaign promoting the proper use of new technologies and preventing addiction to same, was conducted in schools in Murcia and Castilla-La Mancha, with 16,400 beneficiaries.



Campaña Vivir en Salud



Prevenland Educational Game

— Educación Medioambiental (Environmental Education) workshops that promote the responsible use of energy, water saving measures and waste recycling, in which 33,000 students in Spain participated. Additionally, the program was delivered in Argentina with 23,000 participating students, Costa Rica, with 3,432 students, the Dominican Republic with 21,000; and Puerto Rico, with 7,400 students.

We have continued promoting training on health and prevention. It is worth mentioning the 1st International Fire Prevention and Emergency Management Conference in Paraguay, conducted in collaboration with the Paraguay Voluntary Firefighting Force, the 6th Iberian Meeting on Safe and Healthy Workplaces: Promotion of Health and Safety in Enterprises, which was held in Lisbon; the International Seminar on Integral Management of Chemical Risks Origin, in collaboration with the Centro Nacional de Predicción de Desastres (National Center for the Prevention of Disasters-CENAPRED), held in Mexico City, and the 17th Latin American Occupational Health and Safety Conference, JORNAPRASO (Santiago de Chile).

Our research support crystallizes in a series of publications presented in collaboration with prestigious institutions. The following two studies were published this year: *Accidentes en la población infantil española* (Accidents among Spanish children), edited in collaboration with the Asociación Española de Pediatría de Atención Primaria (Spanish Association of Primary Care Pediatrics) and *Víctimas de Incendios (Fire Victims) 2012-2013*, published along with the Asociación Profesional de Técnicos de Bomberos (Professional Firefighters Association) in Madrid. We also prepared the *Gestión de la calidad en las organizaciones sanitarias* (Quality management in health organizations) monograph. Finally, we issued numbers 133 to 136 of the *Seguridad y Medio Ambiente* (Security and Environment) magazine, in addition to a monograph on the environment, in paper and digital format; and the four issues comprising the XXV volume, only in digital format, of the *Trauma* magazine.

INSTITUTIONAL ACTIONS AND CONTACTS

The area carried out its activities in collaboration with 147 institutions or non-profit entities in Spain and 19 other countries. In 2014, 29 collaboration agreements were drawn up.

MAIN CHALLENGES FOR 2015

During 2015, 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:

- Developing actions to promote cardiovascular health among families, with special attention to women.
- Promoting knowledge of best practices on knowing how to act in the case of fainting due to cardiovascular causes.
- Developing actions to promote health and accident prevention in the domestic environment.
- Preparing international research studies aimed at more fully understanding the factors that cause non-communicable diseases.
- Promoting the dissemination of healthy lifestyle habits via the Internet and social networks.
- Expanding the e-learning training supply, by incorporating new courses on nutrition, healthy company and promoting physical activity.



Guide for the proper use of new technologies



Insurance and Social Protection



Our goal is to promote, boost knowledge in the scope of insurance and social protection, and disseminate the insurance culture.

For this purpose we promote training activities, organize and conduct public awareness projects, and call training scholarships, awards and incentives for research in matters related to our activity. We also maintain an important publishing activity which is reflected in our books, reports and research studies.

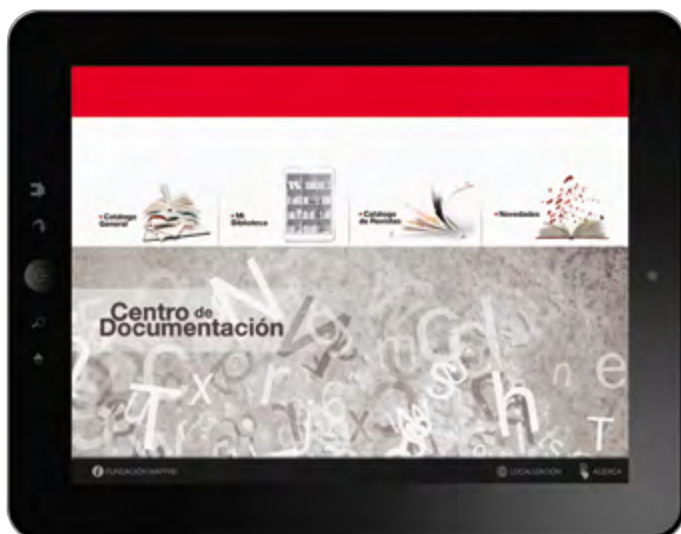
During 2014, we have maintained the number of training scholarships for the unemployed in Spain, as well as those aimed at postgraduate students to pursue specialization studies in insurance in our country. The consolidation and expansion of the website Seguros y pensiones para todos (Insurance and Pensions for Everyone), the CUMES network and the conferences via web (*webinar*) is the result of our commitment to new technologies as a tool for the dissemination of knowledge and promotion of our activities.

MOST SIGNIFICANT ACTIVITIES CARRIED OUT IN 2014

In the training area, we directly organize and manage a wide range of courses in collaboration with the Universidad Pontificia de Salamanca (Salamanca Pontifical University), all of them related to a specialization in insurance, which attracted 1,467 students, over half of whom come from Latin America. We also have our own postgraduate degree program in the same university, in which 76 students have enrolled.

In 2014, we implemented the Educación Aseguradora en la Escuela (Insurance Education in Schools) course in online format, directed at high school teachers, in which 160 students have participated. This initiative will ensure that insurance can reach more classrooms in the future.

In terms of our contribution to specialized training in insurance and social protection with other universities and institutions, we have delivered 47 seminars on management and decision-making in insurance entities, (Non-Life and Life bugaMAP), directed at university students and professionals in the sector, with 1,190 participants from nine countries. We organized or participated in 25 technical conferences, seminars and webinars in which we had over 2,046 attendees.



In addition, we granted 30 postgraduate scholarships for insurance-related studies at nine Spanish universities.

With regards to insurance research, this year we created thirteen new studies and made ten research grants with the Ignacio H. de Larramendi Call for Incentives. We also organized the 7th Premio Internacional de Seguros Julio Castelo Matrán (Julio Castelo Matrán International Insurance Award) ceremony, honoring the *El riesgo de longevidad y su aplicación práctica a Solvencia II: modelos actuariales avanzados para su gestión* work.

As a result of this promotion of research, we published 17 works, totaling 5,500 copies in 2014, in print and digital format and free to download. We carried out 15 presentations, attended by approximately 1,500 people, in Spain and in Latin America.

Three issues of the *Gerencia de Riesgos y Seguros* (Risk and Insurance Management) magazine were published, (from 118 to 120), in Spanish, English and Portuguese, and the magazine website received 97,825 visits during the year.

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

CUMES network already has 2,288 registered members and 7,640 followers on its social profiles on Facebook, Twitter and LinkedIn. In the last quarter it received an average of 6,500 monthly visits to its website. The power demonstrated in the events held throughout the year, reinforces the role that the network has assumed in the insurance industry.

Seguros y Pensiones para Todos (Insurance and Pensions for Everyone) has continued to grow in content, with a refreshed website incorporating a new section on pensions. The website has registered more than 200,000 annual visits, and has consolidated its presence on the different social networks on which it is present, having 2,238 followers on Facebook and 3,581 on Twitter. It has also participated in three international events for the dissemination of financial education and insurance culture, which were held in Paraguay and Mexico.

The MAPFRE *Insurance Dictionary* exceeded the million mark once again in terms of website visits (1,018,059), clearly illustrating its usefulness and success.

The Insurance Museum welcomed 867 visitors from different cultural associations, and 238,175 visitors to the Virtual Insurance Museum.

The Documentation Center continues its progress process toward a digital library through the provision of its own resource via the Internet. In 2014, it received over one million visits, with 53,939 downloads and almost news 70,000 queries.

INSTITUTIONAL ACTIONS AND CONTACTS

Our activities were carried out in 11 countries, in collaboration with 52 institutions, universities, professional and business associations, public administrations and entities from the tertiary sector.

MAIN CHALLENGES FOR 2015

The general goal of the Insurance and Social Protection Area is to boost, promote and disseminate knowledge of insurance and social protection. To reach said goal, we execute the following lines of action:

- To enhance the insurance culture in society, doing so mainly through the Seguros y Pensiones para Todos (Insurance and Pensions for Everyone) project. This year, promotional information, the development of new content and training relating to social protection will be reinforced. 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 in insurance matters, through the Educación Aseguradora en la Escuela (Insurance Education in Schools) project, mainly aimed at high school teachers. In the coming years it will expand to all levels of non-university teachers.



– To develop training workshops on insurance knowledge for young people and students.

– To adapt and promote specialized courses in insurance in collaboration with institutions with recognized prestige.

– To support training through scholarships for students who pursue specialized postgraduate courses in insurance and social protection.

– To strengthen the preparation of research works on Insurance and Social Protection, and studies on insurance markets. In addition to the usual recurring studies, new projects for 2015 include the following:

- *Guía sobre la gestión del riesgo para PYMES* (Guide on risk management for SMEs)

- *Guía para tu Jubilación en México* (Retirement Guide in Mexico)

- *Historia de FIDES* (FIDES History)

- *Guía para la protección de las familias* (Family protection guide)

- *Seguro na sociedade e na economia brasileira* (Insurance in the Brazilian economy and society) *Estimativa de impacto e valoración de externalidades* (Impact estimation and valuation of externalities)

- *Estudio social sobre la jubilación: expectativas y experiencias* (Social study on retirement: expectations and experiences).

– To develop the Digital Library management and to promote both the proprietary digital collection and the specialized library catalog via the Internet.





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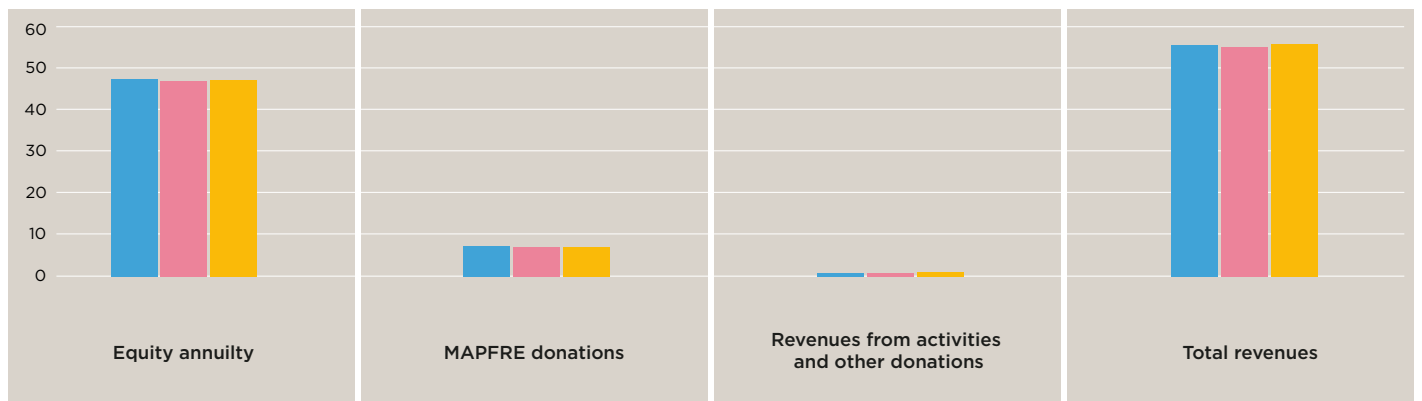
Financial information

— During the 2014 fiscal year, the revenue of FUNDACIÓN MAPFRE added up to 56 million euros, a figure that represents an increase of 0.2 percent compared with the previous year.

REVENUE

FIGURES IN MILLIONS EUROS

ACTUAL 31/12/2013 BUDGETED 31/12/2014 ACTUAL 31/12/2014

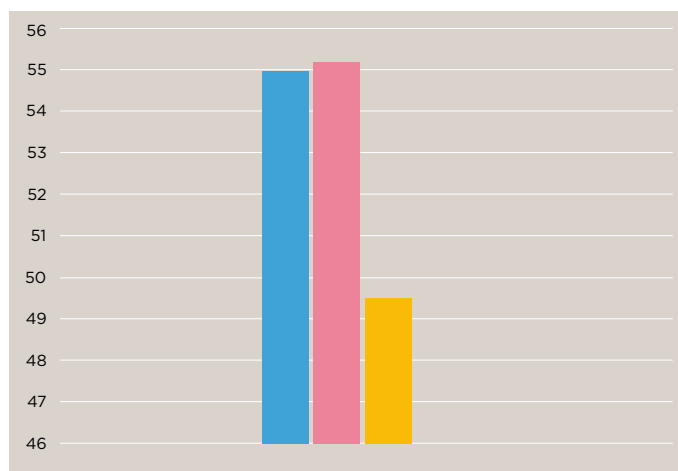


— The amounts used to carry out foundation activities, including administration expenses, reached 49.6 million euros, a 9.8 percent decrease compared with the previous fiscal year.

— These amounts were mainly allocated to the activities related to Culture (31.9 percent), Social Action (27.6 percent), Prevention and Road Safety (15.8 percent), Health Promotion (14.6 percent), and Insurance and Social Protection (10.1 percent).

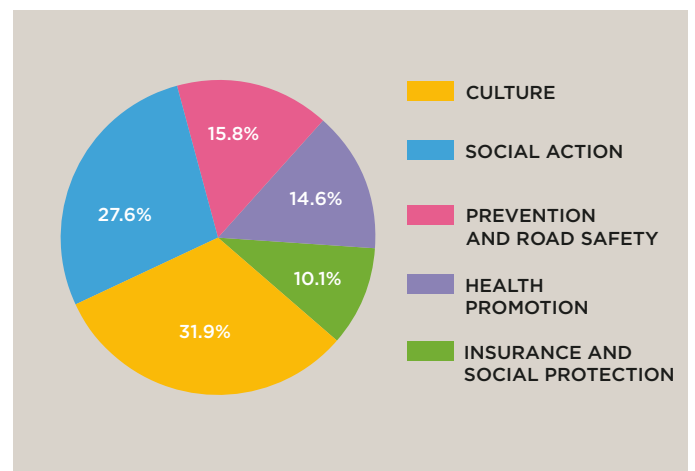
ACTIVITIES AND COSTS

FIGURES IN MILLIONS OF EUROS



FUNDING BY ACTIVITY AREA

31/12/2014

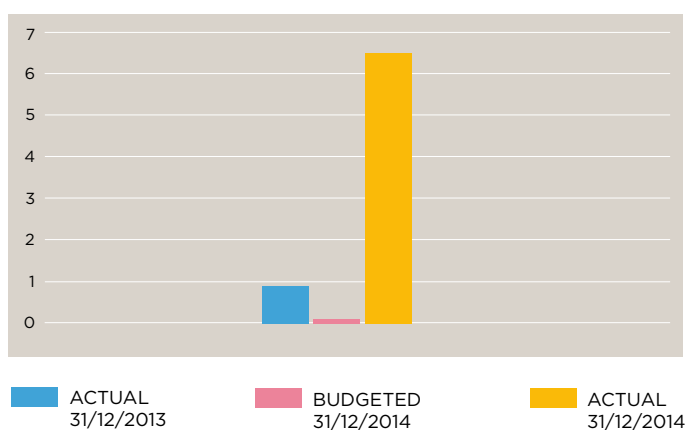


ACTUAL 31/12/2013 BUDGETED 31/12/2014 ACTUAL 31/12/2014

— The surplus from the 2014 fiscal year amounted to 6.4 million euros.

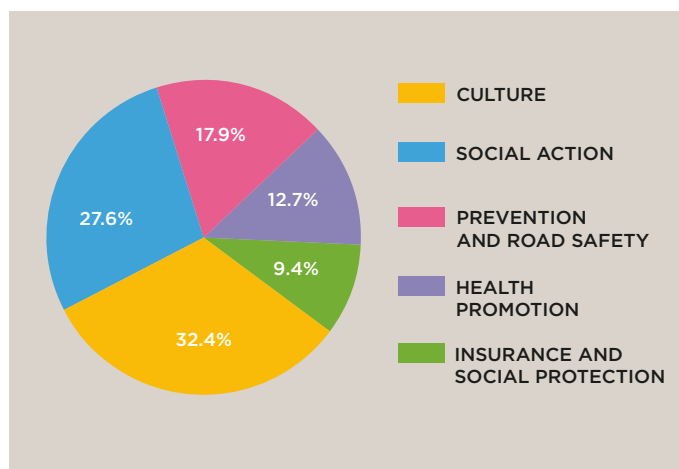
SURPLUS

FIGURES IN MILLIONS OF EUROS



— The budget approved by the Board of Trustees for 2015 will be used for activities related to Culture (32.4 percent), Social Action (27.6 percent), Prevention and Road Safety (17.9 percent), Health Promotion (12.7 percent), and Insurance and Social Protection (9.4 percent).

FUNDING BY ACTIVITY AREA BUDGET 2015



BALANCE SHEET

— At December 31, 2014, the foundation's equity was €2,765.5 million.

ASSETS	31/12/2013	31/12/2014
NON-CURRENT ASSETS	2,746.7	2,745.1
Intangible fixed assets	0.3	0.3
Historical heritage assets	19.8	20.2
Plant and equipment	85.3	85.0
Physical investments	40.1	39.5
Long-term investments in group and associated companies	2,600.2	2,600.2
Long-term financial investments	1.0	0.0
CURRENT ASSETS	21.0	27.1
Users and other own-activity debtors	0.0	0.1
Trade debtors and other accounts receivable	0.2	0.4
Short-term financial investments	5.1	8.2
Short term accruals/deferrals	0.3	0.4
Cash and other equivalent liquid assets	15.4	18.0
TOTAL ASSETS	2,767.7	2,772.2

Millions of euros

LIABILITIES	31/12/2013	31/12/2014
FINANCIAL RESOURCES	2,758.9	2,765.5
Foundation endowment	2,630.5	2,630.5
Reserves and other	120.0	120.9
Result	0.9	6.4
Grants, donations and bequests received	7.5	7.7
NON-CURRENT LIABILITIES	0.9	0.5
Long-term provisions	0.5	0.5
Long-term debts	0.4	0.0
CURRENT LIABILITIES	7.9	6.2
Short-term provisions	1.7	1.2
Short-term debts	0.1	0.4
Creditor beneficiaries	1.6	0.5
Trade creditors and other accounts payable	4.1	3.9
Short term accruals/deferrals	0.4	0.2
TOTAL LIABILITIES	2,767.7	2,772.2

Millions of euros

INCOME AND EXPENDITURE

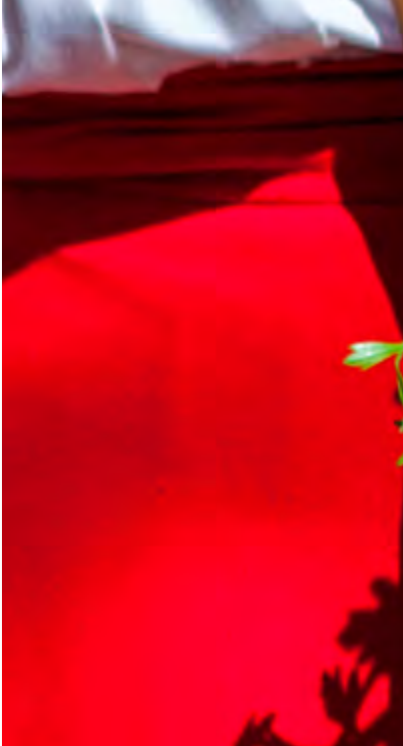
BALANCE SHEET	31/12/2013	31/12/2014
Entity revenue from own activities	8.2	8.4
Monetary assistance and others	(13.8)	(13.5)
Other operating revenue	2.2	2.2
Personnel expenses	(7.8)	(8.1)
Other operating expenses	(27.8)	(24.2)
Fixed asset amortization	(3.6)	(3.5)
Impairment and gains or losses on disposals of non-current assets	(1.5)	0
OPERATING RESULT	(44.1)	(38.7)
Financial revenue	45.2	45.1
Differences of exchange rates	(0.2)	0
FINANCIAL RESULT	45	45.1
RESULT FOR THE FINANCIAL YEAR	0.9	6.4

Millions of euros

BUDGETED INCOME

ITEM	31/12/2014	
	BUDGETED	ACTUAL
Equity annuity	47.3	47.6
MAPFRE donations	7.1	7.2
Revenues from activities and other donations	0.9	1.2
Administration activities and expenses	55.2	49.5
Surplus	0.1	6.5

Millions of euros



6

Chronological list of activities by countries

IBERIA REGION

IBERIA Regional Area

SPAIN

ANNUAL

2nd Extraordinary Call for Grants: during 2014 we created this call for 100 grants, which are intended for young people as an aid to obtaining their driver's license. In only two months were recorded 15,173 applications.



— Road Safety Management System Committee: during 2014, several meetings of this committee were held, which in accordance with ISO 39001 standard, contributes to reducing the risk of possible impact on the traffic of FUNDACIÓN MAPFRE employees and of the visitors of its exhibition halls.

— Development of local plans at the 22 countries in which FUNDACIÓN MAPFRE volunteering is carried out.

— Road Safety Technical Advisory Committee: we created this Committee to ensure permanent communication and knowledge of the road safety activities by MAPFRE.

— School program: during 2014, workshops on road safety were conducted in colleges in the provinces of Asturias, Alicante, Madrid, Valencia, Seville, Malaga and Murcia, in which a total of 58,044 students participated.

— iPad workshops: Seguridad Vial en tus Manos (Road Safety in Your Hands) and Bicis y Cascos (Bicycles and Helmets): during 2014, workshops were conducted in colleges in the provinces of Madrid, Malaga, Murcia, and Seville, in which 4,060 students participated.

— Caravana de Educación Vial (Traffic Education Trailer): during 2014, this activity was conducted in Algeciras, El Ejido, Jaén, Villanueva de la Serena, Don Benito, Ciudad Real, Gandía, Castellón, Ibiza, Toledo, Tres Cantos, Leganés, Segovia, Tudela, San Sebastián, Torrelavega, Vigo, León, Zamora, Valencia, Cornellá, El Vendrell, Ripollet, Sant Cugat, L'Hospitalet, Reus, Igualada, Lloret, El Prat, Terrassa, Tortosa, Olot and Cambrils, cities in which 21,154 students received training.

— E-learning *training*: in 2014, we carried out six calls to our e-learning courses, Road Safety Audits, Road Safety Plans, Road Safety in Class, Didactic Techniques for Trainers on Road Safety, Experts on Road Safety-part 1 and Experts on Road Safety-part 2, with a total of 573 participants, generating 18,097 visits.

— E-learning *training* on the Health Promotion area has awarded 400 grants to unemployed people for taking e-learning courses related to prevention and environment. We have given six e-learning courses in which 665 students have enrolled.

— The Educatumundo portal and the educational game Prevenland are two powerful tools for the promotion of safe, healthy and sustainable conducts. These two initiatives have received 580,000 visits on the website and have more than 100,000 followers on Facebook.

— Collaboration in courses on road safety, with a participation of 2,408 students and young people, in the Parque Infantil de Tráfico de Soto de Dueñas (Traffic Playground of Soto de Dueñas) (Asturias).

— Road Safety Training Courses: courses with the participation of 1,900 students and young people and students, at the Training Center of Alcalá de Henares (Madrid), both in morning shifts and weekends.

— PequeSeguros (Safe Kids) workshop: courses on traffic education for children in Madrid, Montilla, Córdoba, Nuevo Baztán, Alcalá de Guadaíra, Vélez-Málaga, Málaga, Colmenar de Oreja, Vera, Seville, Chipiona, Villacañas, Villaviciosa de Odón, Guillena and Bormujos with the participation of 2,570 students.

— PequeCiclista (Cyclist Kids) workshop: workshop for young cyclists in Pozo de Guadalajara, El Escorial, Madrid, Villanueva de la Vera, Avilés, Lúcar, Coristanco, Villamanta, Mancomunidad de Guajoz, Sangüesa, Barbate, Dos Hermanas and Villacanejos, with a participation of 2,036 children.

— *Payasos en Peligro* (Clowns in Danger): tour of the play on road safety in Cáceres, Plasencia, Santa Marta de Tormes, Chipiona, Baena, Alcázar de San Juan, Torre Pacheco, Santoña, Ripollet, Llinars del Vallés, Baza, Lorca, Molina de Segura, Águilas and Leganés, attended by more than 6,900 people



— Aula Segura de Ciclomotor (Motorcycle Safety Class): classes on motorcycle safe driving (31 sessions) at the Training Center of Alcalá de Henares (Madrid) attended by 815 children.

— Te Puede Pasar (It Can Happen to You): collaboration with the Asociación para el Estudio de la Lesión Medular (Association for the Study of Spinal Cord Injury) (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 2014, 1,511 talks were made with the participations of 72,019 young people.

— Seguridad Vial en la Empresa (Road Safety in the Company): online training courses on Road Safety in the work environment, through the website www.seguridadvialenlaempresa.com, with 133 registered companies in 2014, and training to 16,679 employees. The web portal has received a total of 207,131 visits in 2014.

— Médicos por la Seguridad Vial (Doctors for Road Safety): campaign intended for doctors, which through our portal www.medicosporlaseguridadvial.com, has received a total of 563,356 visits in 2014.

— Jóvenes por la Seguridad Vial (Young People For Road Safety): during 2014, we have granted 36 grants (four monthly), to young people as an aid to obtaining the driver's license. To gain access to these grants, the young person must be registered in www.seguridadvialparajovenes.com, and correctly perform the test on road safety. Our website has received a total of 320,974 visits in 2014.

— Los más Pequeños y Seguridad Vial (The Little Ones and Road Safety): a portal directed at children aged of 3 to 5 years, which has received a total of 57,342 visits in 2014.

— Niños y Seguridad vial (Children and Road Safety): a website directed at children aged of 6 to 11 years, which has received a total of 155,010 visits in 2014.

— Sistemas de Retención Infantil (Child Restraint Systems): portal specialized in restraint systems, which has received a total of 465,912 visits in 2014.

— Familia y seguridad vial (Family and Road Safety): road safety portal intended to families, which has received a total of 137,252 visits in 2014.

— Profesores y Seguridad Vial (Teachers and Road Safety): website with proposals and resources for the classroom, which has received a total of 93,521 visits in 2014.

— Blog Circula Seguro (Drive Safely): intended for the public in general, which has received a total of 2,846,294 visits in 2014. Its Portuguese version has received a total of 178,672 visits in 2014.

— Seguridad Vial para mayores (Road Safety for the Elderly): portal intended at drivers over the age of 65, which received a total of 238,571 visits in 2014.

— Aplicaciones de seguridad vial (Road safety applications): distribution of our road safety applications for smartphones and tablets, with a total of 9,827 downloads of our 12 applications.

JANUARY

Launch on the website of FUNDACIÓN MAPFRE of the first on-line school for parents of children with attention deficit hyperactivity disorder (ADHD).



– Participation in the Lánzate program for helping young entrepreneurs with the award of a grant from the Accedemos (We Access) program.

– Visit-evaluation to the sports school of FUNDACIÓN MAPFRE in Asturias.

– Participation in a multi-sectoral business conference with the Chamber of Commerce of Valencia and FEAFES Valencia as part of the employment integration program Juntos Somos Capaces (Together We Can) in Seville and Madrid.

– Attending to the Technical Conferences on Employment for People with Severe Mental Disorders organized by FEAFES Andalusia as part of the employment program Juntos Somos Capaces (Together We Can).

– Delivery of toys to more than 400 children in Madrid.

– Delivery of 2,000 Christmas baskets in Madrid.

– Christmas decoration with food contest with the objective of collecting food at the headquarters of VERTI and later delivery at the Santiago Masarnau Refectory to 400 people (Madrid).

– Blood donation campaign at MAPFRE sites (Madrid and Valencia).

– Call and distribution of 200 training scholarships for e-learning courses for unemployed people.

JANUARY - MAY

Workshops on responsible use of energy and water savings and waste recycling in school centers in the provinces of Burgos, Ibiza, Málaga, Mallorca, Menorca, Murcia, Palencia, Seville, Toledo, Valencia and Zaragoza, and in the autonomous communities of Asturias, Castilla-León, Galicia and La Rioja.

JANUARY 10

Publication of number 132 of *Seguridad y Medio Ambiente* (Security and Environment).

JANUARY 15

Presentation of the book *Historia del seguro en España* (History of insurance in Spain) (Madrid).

JANUARY 17

Seminar on Management and Decision Making in Insurance Entities (bugaMAP Life) for students of the Master's in Insurance Entities of the Faculty of Business Sciences of Universidad de Barcelona.

JANUARY 20

Publication of volume 24/4 of the magazine Trauma.

JANUARY 24

Participation in the Master's in Management of Agro-food Companies of the Fundación LAFER (LAFER Foundation) (Madrid).

JANUARY 28

Presentation of the book *Tiempos de revolución* (Revolution Times) from the Latin America in Contemporary History collection. Hispanic American Studies School (Seville).

– Announcement of the Best Accident and Injury Prevention Award 2013

– Presentation of the Adicción a las Nuevas Tecnologías (Addiction to New Technologies) campaign and its materials (Madrid).



Sports school in Asturias



Presentation of the *Historia del seguro en España* (History of insurance in Spain) book

JANUARY 30

Announcement of the José Manuel Martínez Lifetime Achievement Award 2013

— Announcement of the Best Environmental Management Award 2013

JANUARY 31

Conferences on Actuarial Deontology, in collaboration with the Universidad de Alcalá (University of Alcalá) and the Instituto de Actuarios (Actuarial Institute) (Madrid).

FEBRUARY

Collaboration with the Palamós City Hall (Girona) for workplace integration of people with intellectual disabilities or mental illness, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Catalonia and the Balearic Islands.

— Business conference in Tomares (Seville) as part of the employment integration program Juntos Somos Capaces (Together We Can) in Andalucía and Extremadura.

— 4th Call for financial aid for training projects for people with disabilities.



Horseback riding course for riders with disabilities

— 4th Orientation Conference. Camino hacia el Bienestar (Path to well-being). How to Teach Parents to Stimulate their Children to Encourage their Motor and Cognitive Development, based on the Doman Method for children with cerebral palsy.

— Continuation of regular programs: apoyo familiar (family support), Juntos Somos Capaces (Together We Can), Escuelas deportivas (Sports schools) and Recapacita (Recapacitate).

— 2nd Call of the Initiation horseback riding course for Riders with Disabilities in collaboration with the Fundación Caballo Amigo (Horse Friend Foundation).

— Care and delivery of 800 meals at the social refectory of the Sociedad de San Vicente de Paúl (San Vicente de Paúl Society) (Madrid).

— Dibujando Sonrisas (Drawing Smiles) workshops at hospitals for hospitalized children and their relatives (Madrid).

— Delivery to social institutions of teddy bear backpacks donated by the MAPFRE Resources area, as part of the Cooperación Solidaria (Solidarity Cooperation) campaign.

FEBRUARY-MAY

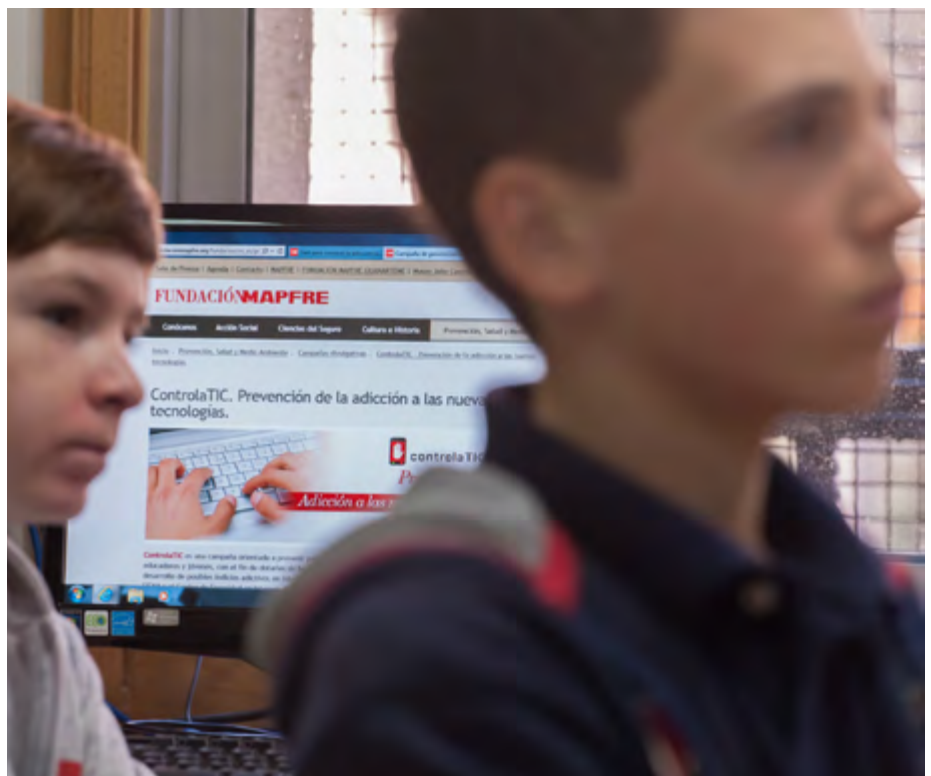
Workshops of the Vivir en Salud (Healthy Living) campaign at schools of the Valencia City Hall to promote healthy lifestyle habits.

FEBRUARY 3

Road Safety Conferences on ISO 39001, in collaboration with AENOR (Madrid).

FEBRUARY 5

Start of the Auditorías Energéticas (Energy Audits) e-learning course.



New technology addiction prevention campaign

VOLUNTARIO

FUNDACIÓN MAPFRE

Volunteer work activities are conceived to improve the quality of life for the disabled, children and adolescents at risk of social exclusion



FEBRUARY 6

Presentation of the book *Historia del seguro en España* (History of insurance in Spain) (Jerez de la Frontera).

- Announcement of the Best Solidarity Action Award 2013.

FEBRUARY 7

Start of the Formación de Formadores en Seguridad (Safety Training of Trainers) e-learning course.

FEBRUARY 8

Start of the Sistemas de Gestión de la Prevención de Riesgos Laborales (Management Systems for the Prevention of Occupational Risks) e-learning course.

FEBRUARY 10

Start of the on-site part of the University Masters in Insurance and Risk Management (Madrid).



Exhibitions in Madrid

FEBRUARY 11 TO MAY 18

Picasso exhibition. In the workshop. FUNDACIÓN MAPFRE Exhibition Hall (Madrid).

- Activities for children and young people as part of the Picasso exhibition. In the workshop.

— Pontormo exhibition. Drawings. FUNDACIÓN MAPFRE Exhibition Hall (Madrid).

- Activities for children and young people as part of the Pontormo exhibition. Drawings.

FEBRUARY 11

Publication of the experimentation illustrated guide catalog and of the mini-site on the Internet of the Picasso exhibition. In the workshop.

- Publication of the artistic experimentation illustrated guide catalog and of the mini-site on the Internet of the Pontormo exhibition. Drawings.

- Start of the Seguridad Vial en el Aula (Road Safety in the Classroom) e-learning course.

FEBRUARY 12

Welcome ceremony to scholarship holders of the Ignacio Hernando de Larramendi Research Grants (Madrid).



Welcome event for interns

FEBRUARY 17

Presentation of the book *Viabilidad del seguro de patentes en España* (Viability of Patent Insurance in Spain) at the Universidad de Santiago (University of Santiago).

FEBRUARY 18

Doctoral thesis defense at the Universidad Pontificia de Salamanca (Salamanca Pontifical University) of Marjorie Zúñiga *Despido objetivo por necesidades de la empresa y propuesta de seguro de desempleo: paralelo entre la legislación colombiana y la legislación española* (Objective dismissal by needs of the company and unemployment insurance proposal: parallel between Colombian and Spanish law) (Salamanca).

- Presentation of the book *Tiempos de revolución* (Revolution Times) from the Latin America in Contemporary History collection. Universidad de Valencia (University of Valencia).

FEBRUARY 19

Presentation ceremony of the national results for the program Juntos Somos Capaces. Andrés Nieto, employee at McDonald's Sistemas de España in Barcelona, was recognized for being MEMBER 1000 in this employment integration program in Catalonia and the Balearic Islands.

FEBRUARY 20 TO APRIL 25

Rafael de Penagos exhibition in the FUNDACIÓN MAPFRE collections (FUNDACIÓN MAPFRE GUANARTEME exhibitions hall). Las Palmas de Gran Canaria.

FEBRUARY 20

Conference on Health and Quality on Urban Air (Madrid).

FEBRUARY 24

Conferences on Actuarial Deontology, in collaboration with the Universidad de Alcalá (University of Alcalá) and the Instituto de Actuarios (Actuarial Institute), Event Hall of ICEA (Madrid).

FEBRUARY 25 - MARCH 29

Workshops of the CuidadoSOS (SOS Care) campaign at schools of the Cantabria Community directed to the prevention of child accidents.

FEBRUARY 26 TO MARCH 6

Conference series Literature and History: Limits, Intersections, Mestizations. FUNDACIÓN MAPFRE Auditorium (Madrid).

FEBRUARY 26

Start of the Implantación de Indicadores Ambientales en las Organizaciones (Implementation of Environmental Indicators in Organizations) e-learning course.

— Presentation of the report *La internacionalización de la empresa española: riesgos y oportunidades* (internationalization of the Spanish company: risks and opportunities) (Madrid).

FEBRUARY 27

Conference on The Employee's Health: Key of Social and Work Development in the framework of SICUR'1 (Madrid).

— Participation in the 9th Course on Communication and Health. The Communication of Organizations in the Health Field organized by the Faculty of Information Sciences from the Universidad Complutense de Madrid (Complutense University in Madrid).

MARCH

— Presentation of the employment integration program Juntos Somos Capaces (Together We Can) in Aranda de Duero (Burgos). Implementation of the program in Castile-León and Castilla la Mancha.

— Business meeting at the Tudela City Hall (Navarra), as part of the employment integration program Juntos Somos Capaces (Together We Can) in the Basque Country, Aragón, La Rioja and Navarra.

— Collaboration with the Tudela City Hall (Navarra) to promote workplace integration for people with intellectual disabilities or mental illness, as part of the employment integration program Juntos Somos Capaces (Together We Can) in the Basque Country, Aragón, La Rioja and Navarra.

— Participation in the Volunteer Observatory (Madrid).

— Dibujando Sonrisas (Drawing Smiles) workshops at hospitals and shelters for children at risk of social exclusion and their relatives (Toledo and Barcelona).

— Large collection of toiletries and hygiene at MAPFRE sites in Seville.

— Blood donation campaign, coordinated in collaboration with the Health and Well-Being Area of MAPFRE S.A. Human Resources. (Barcelona).



Presentation of results of the Juntos Somos Capaces employment integration program



Presentation of the *La internacionalización de la empresa española: Oportunidades y Riesgos* study

MARCH 1 AND 8

Participation in the Master's in Management of Insurance and Financial Organizations of the Universidad de Barcelona (University of Barcelona).

MARCH 3

Awarding of the Fundación Fuego award 2013 for fire prevention initiatives (Ávila).

MARCH 5 AND 12

Conference series: Prevention of Accidents in the Elderly, in collaboration with the Real Academia Nacional de Medicina (National Royal Academy of Medicine) (Madrid).

MARCH 7

Evaluación y Prevención de Riesgos Psicosociales (Evaluation and Prevention of Psychosocial Risks) e-learning course.

MARCH 10

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for MAPFRE's International Management Development Program 2014 (Madrid).

MARCH 12 TO MAY 11

Lynne Cohen exhibition. Photography. Azca Hall (Madrid).

— Activities for children and young people as part of the Lynne Cohen exhibition. Photography. Azca Hall (Madrid).

MARCH 12

Publication of the didactic guide catalog and of the mini-site on the Internet of the Lynne Cohen exhibition. Photography.

— Conference on Prevention of Accidents in the Elderly (Madrid).

— Start of the Riesgos biológicos: criterios de actuación (Biological risks: action criteria) e-learning course.

MARCH 13

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for Universidad de Girona (University of Girona).

— Road Safety Conferences on ISO 39001, in collaboration with AENOR (Badajoz).

MARCH 17 AND 18

Collaboration in the Official Master's degree in Finance and Banking from the Universidad Pablo de Olavide (Pablo de Olavide University) (Seville).

MARCH 18 TO 27

Conference series Encounters with the History of Photography series IV. FUNDACIÓN MAPFRE Auditorium (Madrid).

MARCH 18

Presentation of the *El seguro en la sociedad y la economía españolas* (Insurance in Spanish Society and Economy) report in collaboration with the Fundación INADE (INADE Foundation) (Vigo).

— Start of the Planes de Seguridad Vial (Road Safety Plans) e-learning course.

MARCH 20

Participation in the Conference on Financial Education at the Asociación de Consumidores de Bancos, Cajas y Seguros (Association of Consumers and Users of Banks, Savings Banks and Insurances-ADICAE) (Madrid).

— Road Safety Conferences on ISO 39001, in collaboration with AENOR (Murcia).



Lynne Cohen exhibition



Presentation of the *El seguro en la sociedad y la economía españolas* study

MARCH 24 TO MAY 25

Julio Castelo Matrán Naval Model Making Exhibition. Castillo de Santa Catalina (Cádiz).

MARCH 24

Presentation of the El manual de medidas de seguridad vial (Manual of road safety measures).

– Road Safety Conferences on ISO 39001, in collaboration with AENOR (Palma de Mallorca).

– Start of the Curso de experto profesional en seguridad vial (Professional expert in road safety course) (module 2) e-learning course.

MARCH 25 TO APRIL 30

Workshops of the Controlatic campaign at schools of the Murcia region for promoting the proper use of the new technologies and prevention of addictions

MARCH 25

Start of the Auditoria de Seguridad Vial (Road Safety Audits) e-learning course.

MARCH 31

Conference on Prevention Culture and Security from a Global Perspective (Madrid).

APRIL

Announcement of the 6th Call for Incentives to Training Projects for the Employment of People with Disabilities.

– Call for incentives to youth employment as part of the Accedemos (We Access) program 2014.

– Business Plan Seminar to Access Self-employment in Madrid, in collaboration with SECOT, as part of the Accedemos (We Access) program.

– Presentation of the “Together We Can” employment integration program in Extremadura, held at the Parliament of Extremadura, in Mérida.

– Collaboration with the City Halls of Línea de La Concepción (Cádiz), Málaga, Aranda de Duero (Burgos) and Toledo to promote workplace integration for people with intellectual disabilities or mental illness, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Andalusia, Extremadura, Madrid, Castilla La Mancha and Castile-León.

– Presentation of the employment integration program Juntos Somos Capaces (Together We Can) in Bilbao, as part of the employment integration program Juntos Somos Capaces (Together We Can) in the Basque Country, Aragón, La Rioja and Navarra.

APRIL 1 TO 10

Conference series Picasso. In the Workshop. FUNDACIÓN MAPFRE Auditorium (Madrid).

APRIL 1

Conference on Professional Liability, Arbitration and Mandatory Insurance, in collaboration with SEAIDA Catalonia and the Unión Catalana de Entidades Aseguradoras y Reaseguradoras (Union of Insurance and Reinsurance Companies and Agencies-UCEAC), Barcelona.

– Start of the Técnicas Didácticas para Formadores en Seguridad Vial (Didactic Techniques for Trainers on Road Safety) e-learning course.

APRIL 1 AND 2

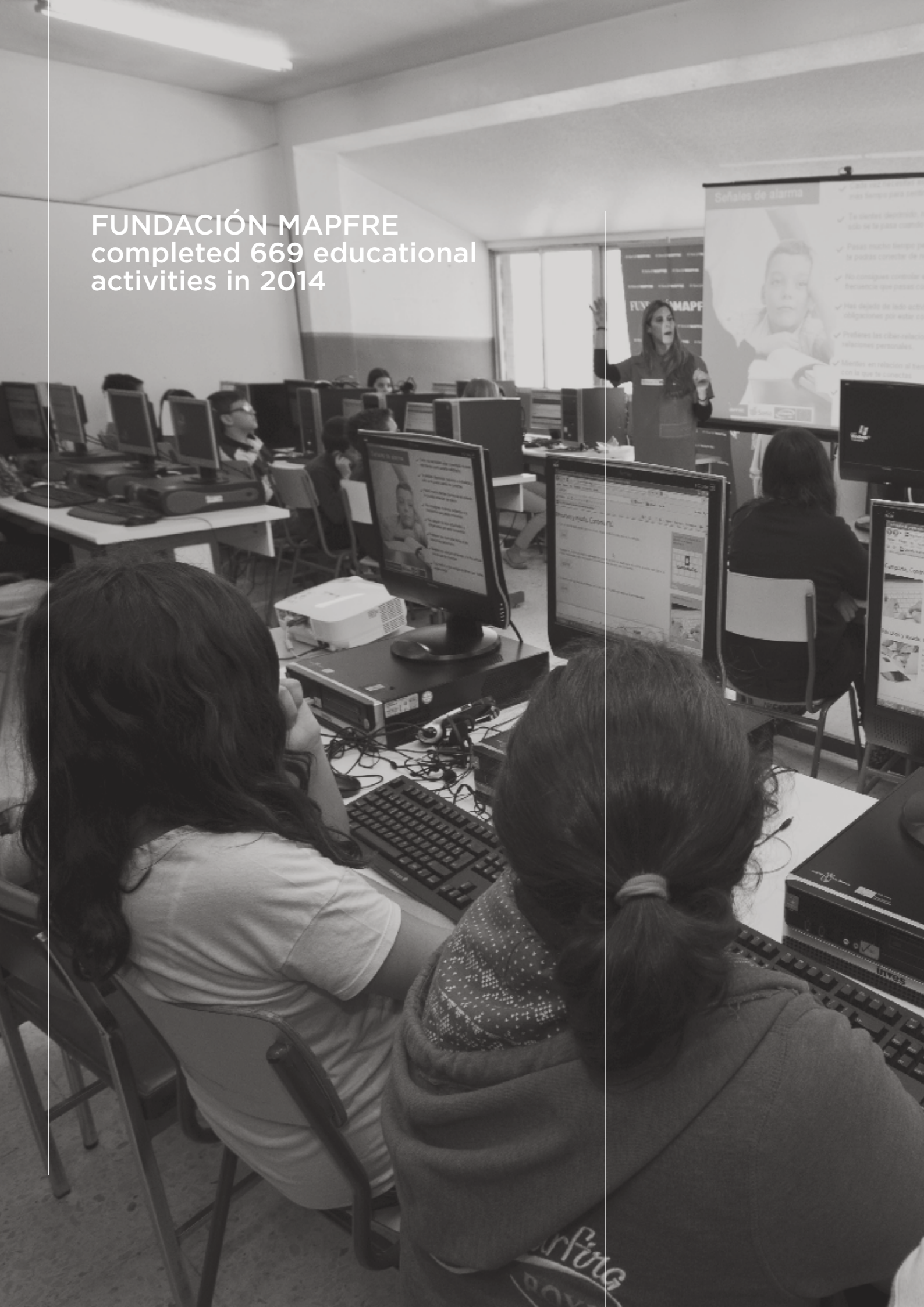
Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Master’s in Finance of the Universidad de León (León University).



Accedemos al Autoempleo program



FUNDACIÓN MAPFRE
completed 669 educational
activities in 2014



Señales de alarma

- ✓ Te sientes inseguro/a o con miedo para tomar decisiones.
- ✓ Te sientes inseguro/a solo en la parte más importante de la vida.
- ✓ Pasas mucho tiempo pensando en lo que te gustaría hacer.
- ✓ No consigues controlar las emociones que causan los problemas.
- ✓ Has dejado de hacer actividades importantes por las relaciones personales.
- ✓ Prefieres las citas o relaciones personales.
- ✓ Mantén en silencio al respecto de tus sentimientos.

APRIL 4

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the 2014 MAPFRE's Executive Development Program 2014 (Madrid).

APRIL 7

Presentation of the Caravana de Educación Vial (Traffic Education Trailer) activity (Barcelona).

APRIL 8

Publication of number 133 of the *Seguridad y Medio Ambiente* (Security and Environment) magazine.

— 12nd Conference series of CESVIMAP (Ávila).

APRIL 10 TO JULY 28

Publication of the dossier *Las repercusiones de la I Guerra Mundial en la península Ibérica y América Latina* (The impact of World War I in the Iberian Peninsula and Latin America). Online history portal.

APRIL 14 TO JUNE 8

William Christenberry Exhibition, Instituto Jovellanos (Jovellanos Institute) (Gijón).

APRIL 15

Publication of number 25/1 of the Trauma magazine.

APRIL 24

Conference on Prevention and Management of Forest Fires in Spain, in collaboration with the Servicio de Protección de la Naturaleza (Civil Guard Natural Resources Conservation Service) (SEPRONA) (Madrid).

APRIL 28

Conference on Road Safety at Work of Endesa (Madrid).

APRIL 29

Start of the Experto en Seguridad Vial (Expert on Road Safety) (module 1) e-learning course.

— Presentation and start of the workshops Con Mayor Cuidado (With Greater Care) campaign, held at senior citizen centers, in collaboration with the Government of Castile-León and Valladolid City Hall.

APRIL-MAY

Workshops of the CuidadoSOS (SOS Care) campaign at schools of the Government of Extremadura directed to the prevention of child accidents.



CuidadoSOS campaign workshop



Road Safety Educational trailer



Juntos Somos Capaces (Together We Can)

MAY

Presentation of the joint project between the Federación Catalana de Tennis (Catalan Tennis Federation) and FUNDACIÓN MAPFRE to carry out training activities, in terms of social action, health and prevention.

— Business Plan Seminar to Access Self-employment in Valencia, in collaboration with SECOT, as part of the Accedemos (We Access) program.

— Collaboration with the Lugo and Mérida City Halls for workplace integration of people with intellectual disabilities and mental illness, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Asturias, Cantabria, Galicia, Andalusia and Extremadura.

— Business conference in the Business Municipal Greenhouse of the Government of the District of Moratalaz (Madrid), as part of the employment integration program Juntos Somos Capaces (Together We Can) in Madrid, Castilla La Mancha and Castile-León.

— Donation to social institutions of equipment for industrial kitchens, tables and chairs, by the MAPFRE Resources area, as part of the Cooperación Solidaria (Solidarity Cooperation) campaign.



Penagos Drawing Award Ceremony

MAY 6

Conference on Traffic Accident Victims organized by STOP Accidents (Salamanca).

MAY 8 TO JULY 5

Rafael de Penagos in the FUNDACIÓN MAPFRE collections, FUNDACIÓN MAPFRE GUANARTEME exhibitions hall in Laguna, Tenerife.

MAY 8

Award of the Penagos Drawing award to the South African artist William Kentridge (Real Academia de Bellas Artes San Fernando (San Fernando Royal Academy of Fine Arts), Madrid).

— Road safety on work environment conferences (Murcia).

— Conference on aging and road safety (Bilbao).

MAY 9 TO 16

Week Workshops on Forest Fire Prevention at schools of Aragon, in collaboration with Servicio de Protección de la Naturaleza de la Guardia Civil (Civil Guard Natural Resources Conservation Service) (SEPRONA) and the Environment Division of the Government of Aragon, with the participation of 6,900 students.

MAY 13

Presentation of the book *Historia del Seguro en España* (History of Insurance in Spain), in collaboration with Fundación INADE (INADE Foundation), as part of the Insurance Day (Santiago de Compostela).



Social Awards Ceremony



World Insurance Day

MAY 15 AND 16

4th International Conference on European Traffic Policies, Barcelona.

MAY 20

Award of FUNDACIÓN MAPFRE Social Awards through which the entity acknowledges and stimulates relevant initiatives that benefit society.

MAY 22

Presentation of the study *Accidentes en la población infantil española* (Accidents in the Spanish child population) prepared in collaboration with the Asociación Española de Pediatría de Atención Primaria (Spanish Association of Primary Care Pediatrics). (Madrid).

— 3rd CUMES NETWORK Annual Meeting (Madrid).

MAY 23

Conference on Evaluation of Bodily Injury in collaboration with the Institutos de Medicina Legal (Institutes of Legal Medicine) of Badajoz y Cáceres.

— Conference on Safe Clinical Practices, in collaboration with the Hospital Universitario Ramón y Cajal de Madrid (Ramón y Cajal University Hospital in Madrid).

MAY 26 AND 27

— Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-life) for the University Masters in Insurance and Risk Management of the Universidad Pontificia de Salamanca (Salamanca Pontifical University) (Madrid).

MAY 27 TO JULY 11

Publication of the dossier *Un poder llamado balón* (A power called ball). *Fútbol e Historia de América Latina y España* (Soccer and History of Latin America and Spain). Online history portal.

MAY 27

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-life) for the Avanza con MAPFRE Program (Madrid).

— Presentation of the iniciación al seguro (Introduction to Insurance) course (Madrid).

MAY 28 AND AUGUST 31

Vanessa Winship Exhibition. Bárbara de Braganza Hall (Madrid).

MAY 28

Publication of the catalog and of the mini-site on the Internet of the Vanessa Winship exhibition.

— Conference on Schedules, Health and Productivity in collaboration with the Asociación para la Racionalización de los Horarios Españoles (Association for Standardization of Spanish Schedules) (Madrid).

MAY 29

Conference In Road Safety we are all Educators (León).

MAY 30

Seminar on Management and Decision-making in Insurance Entities (bugaMAP life) for MAPFRE Iberia (Madrid).

— Activities for children and young people as part of the Vanessa Winship exhibition.

MAY 30 TO JUNE 15

Presence at the Madrid book fair with a stand in which the latest editorial novelties of FUNDACIÓN MAPFRE in terms of insurance, risks management, art, history, prevention, health and environment were shown.

JUNE

Call for 200 training scholarships for unemployed people in Spain for specialized courses in insurance.



Vanessa Winship Exhibition



Madrid Book Fair

- Business Plan Seminar to Access Self-employment in Asturias, in collaboration with SECOT, as part of the Accedemos (We Access) program.

- Presentation of the beneficiary entities in 6th Call for Fund-raising for Social Integration Projects for People with Disabilities 2014 in the Regional Divisions.

- End of the 2nd Course on Sports Technicians Update Regarding Disabilities.

- Closure of the Sports Schools Program for promotion of sports for people with disabilities 2013-2014.

- End of the Recapacita (Recapacitate) program 2013-14 and communication of the winners of the National Competition: Multiple Intelligences 2.

- Inauguration of the Escuela de Pádel Deporte y Capacidad (Paddle sport and Capacity School), in collaboration with the Fundación Emilio Sánchez Vicario (Emilio Sánchez Vicario Foundation) (Seville).

- Deliver of training scholarships, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Levante and Murcia.

- Attendance at the 2nd Conference on Employment and Disabilities at the Universidad Católica de Murcia (Catholic University of Murcia), as part of the employment integration program Juntos Somos Capaces (Together We Can) in Levante and Murcia.

- Business conference in Puebla de Cazalla (Seville) as part of the employment integration program Juntos Somos Capaces (Together We Can) in Andalucía and Extremadura.

- Participation in the Match Classic of the Fundación Real Madrid (Real Madrid Foundation) at the Santiago Bernabéu Stadium (Madrid).

- Large clothing and footwear collection for underprivileged people in the Balearic Islands.

- Participation of CESVIMAP employees in the Gran Kedada to raise funds for 5,000 children at risk of social exclusion

- Start of the clothing and footwear collection campaign at CESVIMAP for underprivileged children in Ávila.

- Blood donation campaign, coordinated by the Health Area of MAPFRE S.A. Human Resources. (Madrid and Seville).

- Call for 150 training scholarships for e-learning courses of the Health and Prevention Area for unemployed people in Spain.

JUNE 3

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life), as part of the Official Master's Degree in Finance and Banking at Universidad Pablo de Olavide (Seville).

- Delivery of the Sustainable Development award of the Murcia Autonomous Region to the environmental education initiatives in teaching.



Sports school for people with disabilities



Inauguration of the Julio Castelo Matrán Naval Model Museum

JUNE 4

Presentation of the book *La reputación corporativa en empresas aseguradoras: análisis y evaluación de factores explicativos* (Corporate reputation in insurance entities: analysis and evaluation of explanatory factors) at the Universidad Pontificia de Salamanca (Salamanca Pontifical University).

JUNE 5

— Inauguration of the Julio Castelo Matrán Naval Models Museum. Bárbara de Braganza (Madrid).

JUNE 6

Appearance in the Non-permanent Committee on Road Safety of the Galician Parliament to analyze the active and passive safety elements of the Spanish automobiles and present a field work carried out in Galicia (Santiago de Compostela).

— Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-Life) for the Master's in Insurance Entities of the Universidad de Barcelona (Barcelona University).

JUNE 10 AND 11

Participation in the Expert Diploma in Social Security of Universidad Complutense de Madrid (Madrid).

JUNE 11

Antonio Huertas, Chairman and CEO of FUNDACIÓN MAPFRE, was in Madrid for the annual event organized by Fundación Mujeres por África for the meeting of its Board of trustees, which includes FUNDACIÓN MAPFRE. The purpose of this meeting is to demonstrate the activities of this foundation insofar as yet not restricted to education, health and economic development.

— Presentation of the book *El seguro de decesos en la normativa aseguradora. Su encaje en Solvencia II* (Madrid).

JUNE 12 AND 13

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Life) for the Advanced Course in Life, Health, and Social Protection (Madrid).

JUNE 12

Organization of the PRAISE International Technical Conference on Road Safety at the Workplace (Bilbao).

JUNE 13

Presentation of the scholarships for unemployed people in Spain and of the Seguros para Todos (Insurance for All) project.



Appearance in the Parliament of Galicia



Presentation of the *El seguro de decesos en la normativa aseguradora* book



Henri Cartier-Bresson, *Martine Franck*, Paris, France, 1967. The Eric et Louise Franck Collection, London © Henri Cartier-Bresson/Magnum Photos, courtesy of the Henri Cartier-Bresson Foundation

- European Policies Conference on Urban Mobility, organized by the General Management of Traffic (Madrid).

JUNE 17 TO SEPTEMBER 21

- Vázquez Díaz Exhibition in the FUNDACIÓN MAPFRE collections. Palacio Velarde (Oviedo).

JUNE 17

- Road Safety Conferences on ISO 39001, in collaboration with AENOR (Madrid).

JUNE 26 TO SEPTEMBER 4

- Workshops on healthy diets at tennis summer schools in collaboration with the Federación Catalana de Tenis (Catalan Tennis Federation) at the Real Club de Polo (Barcelona).

JUNE 27 TO SEPTEMBER 14

- Lynne Cohen exhibition. Photography. Vimcorsa Hall (Córdoba).

JUNE 28 TO SEPTEMBER 8

- Henri Cartier-Bresson exhibition. FUNDACIÓN MAPFRE Exhibition Hall (Madrid).

- Activities for children and young people as part of the Henri Cartier-Bresson exhibition.

JUNE 28

- Publication of the catalog, of the educational guide and of the mini-site on the Internet of the Henri Cartier-Bresson exhibition.

JULY 16, 17 AND 18

- Seminars on Management and Decision-making in Insurance Entities (bugaMAP Life and Non-life) for Cooperative Research between Insurance Entities - ICEA (Madrid).

JUNE 27

- Seminar on Management and Decision-making in Insurance Entities (bugaMAP Non-life) for MAPFRE Iberia (Madrid).

JUNE-OCTOBER

- Call and dissemination of Ignacio H. de Larramendi y Primitivo de Vega research grants and funding.

JULY

- Closure of the Escuela de Pádel Adaptado (Adapted Paddle School), in collaboration with the Fundación Deporte y Desafío (Sports and Challenge Foundation) (Málaga).

- Closure of the 1st edition of the Juntos para ImpulsArte training program, employment integration program for the disabled, part of Juntos Somos Capaces (Madrid).

- Business Plan Seminar to Access Self-employment in Barcelona, in collaboration with SECOT, as part of the Accedemos (We Access) program.

- Conference on business awareness in collaboration with employers Funde (Asociación de empresarias directivas y profesionales (Association of professional and executive women entrepreneurs) in Lérida), Salud Mental Lleida and Down Lleida, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Catalonia and the Balearic Islands.

- Collaboration with the Barberá del Vallés City Hall (Barcelona) for workplace integration of people with intellectual disabilities or mental illness, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Catalonia and the Balearic Islands.

- EDUCO Summer Refectory scholarships campaign.

- Participation in the 1st Ibero-American Volunteering Conference.

- Blood donation campaign at CESVIMAP with the participation of employees (Ávila).

- Blood donation campaign at MAPFRE work centers in (Madrid).



Juntos para ImpulsArte training program

JULY 3

Road Safety Conferences on ISO 39001, in collaboration with AENOR (Santiago de Compostela).

JULY 8

Publication of number 134 of *Seguridad y Medio Ambiente* (Security and Environment).

JULY 10

Publication of the Diccionario Biográfico de España (1808-1833). De los orígenes del liberalismo a la reacción absolutista. Online history portal.

JULY 15

Publication of volume 25/2 of the *Trauma* magazine.

JULY 16

Participation in the Summer Course 2014 of the Universidad Complutense de Madrid (Complutense University in Madrid) on Financial Education (Madrid).

JULY 16, 17 AND 18

Seminar on Management and Decision-making in Insurance Entities (bugaMAP Life and Non-life) for Cooperative Research between Insurance Entities - ICEA (Madrid).

AUGUST

6th edition of the camp for the rehabilitation of children with an upper extremity amputated who use a myoelectric prosthesis (Madrid).

— Classification and delivery of the material donated by several MAPFRE and FUNDACIÓN MAPFRE areas for the Mercadillo Misionero (Missionary Market) (Seville).

SEPTEMBER

Continuation of the Apoyo Familiar (Family Support) program directed to families with people with disabilities.

— Presentation of the Casa Gitana (Gypsy House) for labor integration of people at risk of exclusion, in collaboration with the Yerbabuena Association (Madrid).

— Attendance at the 2nd Meeting on Public-private Collaboration in Education. Dual Professional Training in Spain:

— Collaboration with the Águilas (Murcia), San Martín de Valdeiglesias (Madrid) and Granada City Halls for integration in practices, as part of the employment integration program of people with disabilities program Juntos Somos Capaces (Together We Can) in Levante, Murcia, Andalusia and Extremadura.

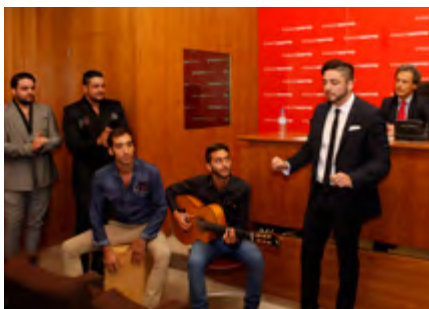
— Collaboration with the San Martín de Valdeiglesias (Madrid) City Hall for the workplace integration of people with intellectual disabilities or mental disease, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Castilla La Mancha and Castile-León.

— Internal conferences of the managers of the Juntos Somos Capaces (Together We Can) (Seville).

— Presentation of 2,000 Participating Company on the employment integration for people with disabilities program Juntos Somos Capaces (Together We Can) for the integration in practices.

— Delivery of the award as finalist of the Employment Integration Program for people with disabilities Juntos Somos Capaces (Together We Can) on the 5th Edition of Corresponsables (Madrid).

— Delivery of the award to the CEIP Emilio Díaz school, in Alcañiz, Teruel, for the most participatory at the 4th Edition of the Recapacita (Recapacitate) School Program, of FUNDACIÓN MAPFRE, during 2013-2014.



Casa Gitana Project Presentation



Stephen Shore exhibition

— Hazlo Útil (Make it Useful) campaign to collect school material so that underprivileged children may attend school in Madrid and material for training centers for the use of NGOs related to the Formando Comunidad (Forming Community) program based in Madrid.

— Activity as part of the Alimentos Con Corazón (Food With Love) campaign to deliver food to more than 400 people at the Santiago Masarnaú Refectory in Madrid.

— Delivery to Sociedad de San Vicente de Paúl (San Vicente de Paúl Society) of surplus material from the Book Fair, donated by the FUNDACIÓN MAPFRE Culture Area, as part of the Cooperación Solidaria (Solidarity Cooperation) campaign.

SEPTEMBER 3-6

Participation in the 11th International Workshop on Resistance to Thyroid Hormone and Thyroid Hormone Active, El Escorial (Madrid).

SEPTEMBER 4 TO OCTOBER 13

Vanessa Winship Exhibition. Photography. San Benito Hall (Valladolid).

SEPTEMBER 5

Signing of the collaboration agreement with the Salamanca City Hall for converting the town hall into the headquarters of Fundación Venancio Blanco.

SEPTEMBER 15

Publication of the special monographic issue *Los accidentes domésticos de ocio y tiempo libre* (Recreational and free time domestic accidents) of the *Seguridad y Medio Ambiente* (Security and Environment) magazine.

SEPTEMBER 16

Presentation to the media of the study *Informe de inspección de seguridad vial en centros escolares en Narón* (Report on road safety inspections in schools of Narón) and *Manual de inspecciones de seguridad vial en entornos escolares* (Road safety inspections manual in school environments).

SEPTEMBER 17 TO NOVEMBER 23

Stephen Shore exhibition. Photography. Bárbara de Braganza Hall (Madrid).

— Activities for children and young people as part of the Stephen Shore exhibition. Photography.

SEPTEMBER 17

Publication of the catalog, of the educational guide and of the mini-site on the Internet of the Stephen Shore exhibition. Photography.

— Nature of Photography. Conversation with Stephen Shore. FUNDACIÓN MAPFRE Auditorium (Madrid).

SEPTEMBER 18

Presentation of the report *El Mercado Español de Seguros en 2013* (The Spanish Insurance Market in 2013) and of the *Informe de predicción de la actividad aseguradora en España* (Insurance Activity Prediction in Spain Report). Streaming via CUMES NETWORK (Madrid).

SEPTEMBER 20

Road Safety Conferences on ISO 39001, in collaboration with AENOR (Zaragoza).

SEPTEMBER 25 AND 26

3rd Meeting of Cities for road safety and sustainable mobility, organized by the General Management of traffic (Torrevieja, Alicante)

SEPTEMBER 25 TO JANUARY 11, 2015

Sorolla and United States exhibition. FUNDACIÓN MAPFRE Exhibition Hall (Madrid).

— Activities for children and young people as part of the Sorolla and United States exhibition.



Inauguration of the Sorolla and the United States exhibition

SEPTEMBER 25

Publication of the catalog, of the educational guide and of the mini-site on the Internet of the Sorolla and United States exhibition.

- Road Safety in the Company Conferences (Zaragoza).

SEPTEMBER 26

3rd Legal-Medical Conference on Practical Aspects in the Evaluation of Bodily Injuries: Causal link and Lesion Stabilization, in collaboration with the Asociación de Médicos Forenses de Andalucía (Forensic Doctors Association of Andalusia) (Granada).

- Start of the Auditoria de Seguridad Vial (Road Safety Audits) e-learning course.

SEPTEMBER 29

Conferences on Child Road Safety, in collaboration with the Firefighters Association (Almería).

- Conferences on Child Road Safety, in Almería, in collaboration with its Firefighters Association.

SEPTEMBER 29 TO OCTOBER 3

9th Fire Prevention Week (La Coruña).

OCTOBER

— Collaboration with the Lérida, Mata de Alcántara and Alcántara (Cáceres) City Halls for integration in practices, as part of the employment integration program of people with disabilities Juntos Somos Capaces (Together We Can) in Catalonia, Andalusia and Extremadura.

— Business meeting at the Chamber of Commerce of Santiago de Compostela, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Asturias, Cantabria and Galicia.

— Presentation of the program Juntos Somos Capaces (Together We Can) for Castilla La Mancha in Ciudad Real and the Málaga City Hall, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Madrid, Extremadura, Andalusia, Castilla La Mancha and Castile-León.

— Awareness business conference in Pamplona (Navarra) and Alvará, as part of the employment integration program Juntos Somos Capaces (Together We Can) in the Basque Country, Aragón, La Rioja and Navarra.

— Business Plan Seminars in collaboration with SECOT, as part of the Accedemos (We Access) employment program (Bilbao and Málaga).

— Launch of the Rutas para la Vida y el Trabajo (Routes for Life and Work) course as part of the Accedemos (We Access) employment program, in collaboration with Elsa Punset.

— Launch of the awareness campaign for companies that collaborate in the employment integration for people with disabilities program Juntos Somos Capaces (Together We Can).

— 1st Conference on Families of people with disabilities of the Apoyo Familiar (Family Support) program entitled: The family, guarantee of Personal Development and Social Inclusion (Zaragoza).

— Celebration of the 4th Edition of the 10 Senses Festival of Art and Integration (Valencia).

— Start of the Sports Schools Programs for promotion of sports for people with disabilities.

— Start of the 2nd edition of the Juntos para ImpulsArte training program, promoting employment integration for the disabled, as part of the Together We Can initiative in Madrid.



3rd Legal-Medical Conference on the Evaluation of Bodily Injuries



Fire Prevention Week

One of our foundational objectives is the diffusion of culture, the arts and literature



- Start of the 2014-15 course of the Recapacita (Recapacitate) program.
- Participation in the Business Charity Day.
- First volunteer activity for children of employees under the age of 16, as part of the El Corazón de MAPI (MAPI's Heart) campaign, and graduation of the first 46 Small Solidarity of MAPFRE worldwide (Madrid).
- Food collection campaign in Catalonia.
- Activity for seniors as part of the Compartiendo Ilusión (Sharing hope) campaign.
- Activity Voluntarios que hacen Magia (Volunteers who make Magic), as part of the psychosocial support campaign to help people in difficult situations to get ahead (Seville).
- Delivery school material donated by a MAPFRE office as part of the Cooperación Solidaria (Solidarity

Cooperation) campaign, which channels the surplus from MAPFRE companies.

OCTOBER 2

Presentation of the 1st European Award on Road Safety of Cyclists Bike Pal, retrieved by two Valencian university students, and which counted with the presence of the city Mayor, among other authorities (Valencia).

OCTOBER 4

Conference on road safety, in collaboration with the Asociación de Lucha contra el Cáncer (Cancer Fight Association), Montmeló (Barcelona).

OCTOBER 6-10

9th Fire Prevention Week (Albacete and Ciudad Real).

OCTOBER 8

Presentation of the *Guía para tu Jubilación* (Retirement Guide) (Madrid).

OCTOBER 8-10

Collaboration in the 51st Conference of the Sociedad Española de Cirugía Ortopédica y Traumatología (Spanish Orthopedic Surgery and Traumatology Association) (Madrid)

OCTOBER 8-10

Participation in the 31st National Conferences of the Sociedad Española de Paraplejia (Spanish Paraplegia Society) with a roundtable on Legal-Medical Prevention, Disability and Evaluation of the Spinal Cord Damage Patient (Madrid).

OCTOBER 9

Public recognition by his Excellency the El Prat de Llobregat City Hall (Barcelona) for our collaboration on road safety with the city.

OCTOBER 11

Delivery of the Civil Guard Silver Medal in recognition of service (Madrid).

OCTOBER 13-18

9th Fire Prevention Week in Villanueva de la Torre (Guadalajara).



The 10th Sentidos festival



Volunteers and magic



European Bike Pal Cyclists Road Safety Award

OCTOBER 14

Signing of the collaboration agreement with the L rida City Hall for the beginning of activities.

OCTOBER 14-17

9th Fire Prevention Week (Seville).

OCTOBER 16

Publication of the dossier *Cine y revoluci n* (Cinema and revolution).
Online history portal.

– Presentation of the Report on Social Perception of Insurance in Spain 2014 (Madrid).

OCTOBER 17

presentation of the Mujeres por el coraz n (Women for the Heart) campaign, carried out in collaboration with the Community of Madrid and the Fundaci n ProCnic (ProCnic Foundation) and chaired by Queen Leticia (Madrid).

– Participation in the 21st National Conference on Health Law, organized by the Asociaci n Espa ola de Derecho (Spanish Law Association) with the 5th FUNDACI N MAPFRE Workshop: The Compensation Standard for Health Damages. Assessment of the Damage and Safety of the Patients (Madrid).

– Publication of numbers 135 and 25/3 of the *Seguridad y Medio Ambiente* (Security and Environment) and *Trauma* magazines, respectively.

OCTOBER 17-25

9th Fire Prevention Week (Palencia).

OCTOBER 19

Road Safety Conferences on ISO 39001, in collaboration with AENOR (Valladolid).

OCTOBER 20 TO NOVEMBER 30

Workshops of the Controlatic campaign at schools of the Government of Castilla-La Mancha for promoting the proper use of the new technologies and prevention of addictions

OCTOBER 20

Presentation and launch of workshops held at senior citizen centers, as part of the With Greater Care campaign for the elderly, in collaboration with the Government of Castile-Le n and Salamanca City Hall.

– Presentation of the study *La internacionalizaci n de la empresa espa ola: riesgos y oportunidades* [(Internationalization of the Spanish Company: risks and opportunities), in collaboration with MAPFRE Seville and CES (Confederaci n de Empresarios de Sevilla (Seville Business Confederation)].

OCTOBER 20 TO 24

9th Fire Prevention Week (Gij n and C ceres).

OCTOBER 21

Presentation of the report *El Mercado Espa ol de Seguros 2013* (The Spanish Insurance Market in 2013), in collaboration with Fundaci n INADE (INADE Foundation) (Vigo).

– Presentation and start of workshops of the Educaci n Medioambiental (Environmental Education) campaign at schools, in collaboration with the Bilbao City Hall.

– Start of the e-learning course for Safety Trainer Training.

– Start of the Sistemas de gesti n de la Prevenci n de Riesgos Laborales (Management Systems for the Prevention of Occupational Risks) e-learning course. OHSAS.



Presentation of the *La percepci n social del seguro en Espa a* study

— Start of the Riesgos biológicos: criterios de actuación (Biological risks: action criteria) e-learning course.

— Start of the Evaluación y Prevención de Riesgos Psicosociales (Evaluation and Prevention of Psychosocial Risks) e-learning course.

OCTOBER 23 AND 24

Participation in the 15th Iberian-Italian Conference of Financial and Actuarial Mathematics with the awarding of the award to the best communication, in collaboration with the Universidad Pablo de Olavide (Pablo de Olavide University) (Seville).

OCTOBER 23

Road Safety Conferences on ISO 39001, in collaboration with AENOR (Tenerife).

OCTOBER 24 TO JANUARY 25, 2015

Lynne Cohen exhibition. Photography. Rekalde Hall (Bilbao).

OCTOBER 24

Conference on Medical and Practical Aspects on the Evaluation of Bodily injury, in collaboration with the Instituto de Medicina Forense (Institute of Legal Medicine) of the Balearic Islands (Palma de Mallorca).

— Road Safety Conferences on ISO 39001, in collaboration with AENOR (Las Palmas de Gran Canaria).

OCTOBER 27-31

9th Fire Prevention Week. (Castellón and Marbella).

OCTOBER 28 AND 29

Road safety course aimed at National Traffic General Management technicians (Valladolid).

OCTOBER 31

Participation on the 11th Conference on the Actuarial profession in collaboration with the Universidad de Málaga (Málaga University).

OCTOBER 31 - NOVEMBER 7

9th Fire Prevention Week (Ávila).

OCTOBER-NOVEMBER

Workshops of of the Vivir en Salud (Healthy Living) campaign at schools of Cádiz, Valencia and Seville to promote healthy lifestyle habits.

NOVEMBER

— Business Plan Seminars in collaboration with SECOT, as part of the Accedemos (We Access) employment program (Valladolid, Seville and Madrid).

— Collaboration in the colloquia on Business Experiences in Supporting Employability of Vulnerable Sectors, for the preparation of a report on *Employability of vulnerable sectors: an integral and collective strategy* (Madrid).

— Conferences on Closure of the sports program Juntos lo Logramos (Together We Can) (Lugo).

— Delivery of the COCEMFE-ASMICRIP (Asociación de Personas con discapacidad de Campo de Criptana y comarca) award as Recognition of the Collaboration of FUNDACIÓN MAPFRE during 2014 for the work being carried out by assisting the group of People with disabilities (Murcia).

— Participation of the employment program Juntos Somos Capaces (Together We Can) in the 8th edition of the Employment Fair for people with Disabilities (IFEMA) (Madrid).

— Collaboration with the Molina Segura (Murcia) and Segorbe (Castellón) City Halls for workplace integration of people with intellectual disabilities and mental illness, as part of the employment integration program Juntos Somos Capaces (Together We Can) in Levante and Murcia.

— Presentation of the employment integration program Juntos Somos Capaces (Together We Can) in Logroño, Basque Country, Aragón, La Rioja and Navarra.



- Participation at the national level in the Large Collection of Food for Food Banks.
- Collection chocolates at MAPFRE sites in Seville to distribute in children's centers in this province.
- Activity Voluntarios que hacen Magia (Volunteers who make Magic), as part of the psychosocial support campaign to help people in difficult situations (Madrid).
- Activity as part of MAPFRE's Corporate Disability Program, allowing people with disabilities to instruct volunteers in a task to develop (Madrid).
- Dibujando Sonrisas (Drawing Smiles) workshop (Barcelona).
- Delivery of 400 meals to underprivileged people at the social Center Santiago Masarnau (Madrid).
- Dibujando Sonrisas (Drawing Smiles) workshops at hospitals and shelters for children at risk of social exclusion and their relatives (Madrid and Seville).
- Reforesting activity for volunteers (employees and their relatives) and underprivileged children (Madrid).

- First Dibujando Sonrisas workshop for hospitalized children at Hospital Gregorio Marañón, taught by MAPFRE volunteers with children suffering from cancer at Fundación Aladina (Madrid).
- Fund raiser for the 2nd FUNDACIÓN MAPFRE Charity Market (Madrid).
- En Urgencias la Seguridad del Paciente está en Nuestras Manos campaign, organized in partnership with the Sociedad Española de Medicina de Urgencias y Emergencias.

NOVEMBER 1

Publication of the books *La apertura al mundo, 1880-1930. Historia contemporánea de España III* and *Mirando hacia dentro, 1930-1960. Historia contemporánea de España IV*, from the Latin America in Contemporary History collection.

NOVEMBER 3-7

9th Fire Prevention Week (Cantabria).

NOVEMBER 3-8

9th Fire Prevention Week (Navarra).

NOVEMBER 5

Approval to reorganize the FUNDACIÓN MAPFRE structure, consolidating all prevention activities to a single area as of 2015. Consequently, Health, Prevention and Road Safety will be handled from the following specialized areas: Health Promotion and the Prevention and Road Safety Areas

NOVEMBER 5 TO DECEMBER 3

Conference series Una Novela en mi Vida. FUNDACIÓN MAPFRE Auditorium (Madrid).

NOVEMBER 5 TO DECEMBER 5

Un Minuto de Silencio campaign, in coordination with the World Day of Remembrance for Road Traffic Victims and with the support of leading associations of road traffic accident victims in Spain. This campaign was supported by a number of domestic and international victims associations, as well as the Latin American Road Safety Observatory (OISEVI) and the National Traffic Safety Commission of Chile (CONASET).

NOVEMBER 5-6

6th Health and Work Meeting. Los Desafíos a la Promoción de la Salud, in collaboration with the University of Valladolid and the Government of Castile-León (Valladolid).



Meeting with road traffic accident victims' associations

NOVEMBER 6 AND 7

Seminar on Emerging Health Risks and Insurance, in partnership with the Geneva Association (Madrid).

NOVEMBER 7

Patient Safety Strategies conference, organized with Osakidetza and the Preventative Medicine and Public Health Service at Hospital Ramón y Cajal de Madrid (San Sebastián).

NOVEMBER 10-14

9th Fire Prevention Week (Madrid, Ponferrada and Palma de Mallorca).

NOVEMBER 11

Presentation and launch of workshops held at senior citizen centers, as part of the With Greater Care campaign for the elderly, in collaboration with the Government of Castile-León and Palencia City Hall.

NOVEMBER 11 AND 12

Road safety course aimed at National Traffic Department staff (Seville).

NOVEMBER 13

Presentation of the study Viabilidad del Seguro de Patentes en España, in partnership with Universidad de Deusto (Bilbao).

NOVEMBER 13-21

9th Fire Prevention Week (Badajoz).

NOVEMBER 14

Involvement in the Valencia Children's Marathon, organizing educational activities to promote healthy diets and exercise (Valencia).

NOVEMBER 17

Publication of the book *Gestión de la calidad de las organizaciones sanitarias*, overseen by Doctor Javier Cabo.

NOVEMBER 17-21

9th Fire Prevention Week. (Linares and Huesca).

NOVEMBER 20

The 7th Julio Castelo Matrán International Insurance Award in recognition of the book *Riesgo de Longevidad y su aplicación práctica a Solvencia II: Modelos actuariales avanzados para su gestión* (Madrid).

NOVEMBER 21

Memorial event for victims of traffic accidents (Vigo).

FEBRUARY 24 TO MAY 1, 2015

Richard Ford Drawings Exhibition. Real Academia de Bellas Artes de San Fernando (Madrid).

NOVEMBER 24

Publication of the *Richard Ford Drawings* exhibition catalog.

NOVEMBER 24

Road Safety Event on ISO 39001, in association with AENOR (Toledo).

— Road Safety at Work Conference, organized by ETSC (Barcelona).

NOVEMBER 24-28

9th Fire Prevention Week (Huelva and Albanilla, Murcia).

NOVEMBER 25

Closing ceremony of the SOS Care campaign run at Madrid Community schools.

NOVEMBER 26

Road Safety Event on ISO 39001, in association with AENOR (Gijon).



7th International Julio Castelo Matrán Insurance Award



John Ford drawings Exhibition

NOVEMBER 27

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life), as part of the Official Master's Degree in Finance and Banking at Universidad Pablo de Olavide (Seville).

NOVEMBER 26

Participation on the Environmental Quality, Health and Well-being panel, as part of the 10th National Environment Conference.

NOVEMBER 28

Patient safety Conference: de las Palabras a los Hechos, in association with Universidad Miguel Hernández de Elche (Alicante), Hospital Ramón y Cajal de Madrid and the Ministry of Health (Madrid).

NOVEMBER 28 - DECEMBER 5

9th Fire Prevention Week (Lanzarote).

DECEMBER

Presentation of *Guía de intervención policial con personas con discapacidad intelectual*, as part of the Prevención del Abuso program run by FUNDACIÓN MAPFRE.

– 11th National Siblings Conference, in association with the Federación Española de Síndrome de Down and as part of the FUNDACIÓN MAPFRE Family Support program (Avila).

– 12th Attention Deficit Disorder and Hyperactivity Conference, in association with Fundación Educación Activa (Madrid).

– Closure of the second Juntos para ImpulsArte training program, promoting employment integration for the disabled, as part of the Together We Can initiative (Madrid).

– Collaboration agreement with the Ministry of Education to jointly organize vocational training programs.

– Launch of the 1st Dual Professional Training programs.

– Awareness raising event to mark World Disability Day, as part of the employment integration program for people with disabilities Together We Can in Oviedo, Logroño, Tres cantos (Madrid) and Águilas (Murcia).

– Partnership with the Lorca City Hall to promote workplace integration for people with intellectual disabilities or mental illness, as part of the Together We Can program (Murcia).

– 2nd FUNDACIÓN MAPFRE Charity Market (Madrid).

– Launch of the online fund raising campaign for the 2nd Charity Market.

– Christmas and New Year's Eve meal for 1,000 people (Madrid).

– National "Un Juguete, una Alegría" campaign.

– Actividad de Pequeños Solidarios y Dibujando Sonrisas initiatives for employees' children under the age of 16, taking part in the National Down Syndrome Conference (Avila).

– Involvement for the first time of Pequeños Solidarios (for children of employees under the age of 16) in the Magic Week Charity Show at the Moda Shopping mall (Madrid).

– Toy collection drive during the Magic Week Charity Show, held at the Moda Shopping mall (Madrid).



Patient Safety Conference



We aim to ensure that insurance research reaches the entire company

El componente
transfronterizo
de las relaciones
aseguradoras

Lázaro Cuesta Barberá

COLECCIÓN CUADERNOS DE LA FUNDACIÓN

200 TÍTULOS PUBLICADOS

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FUNDACIÓN MAPFRE

de Seguro y Previsión Social

— Avila Pequeños Solidarios party for children of employees.

— Hospital decoration for specific amenities of the Hospital Valle D´Hebrón and Instituto Guttmann in Barcelona, as well as shelters in Seville.

— Voluntarios que hacen Magia program, for 1,000 underprivileged children (Murcia).

— Activities for underprivileged children, run by the children of employees under the age of 16, as part of the El Corazón de Mapi campaign.

— Toy collection drive at Circo Price, during a party organized for the children of employees in Madrid.

DECEMBER 1-5

9th Fire Prevention Week. Islands of La Palma and Valencia.

DECEMBER 2

Diploma of Thanks from Universidad de A Coruña for our R&D+i initiatives (La Coruña).

— Road safety conference, organized by CESVIMAP (Avila).

DECEMBER 3

Presentation of the Juega Seguro campaign, which aims to provide the community with an app detailing how to provide first aid to anyone passing out while playing soccer (Madrid).

DECEMBER 4

Presentation of the Seguros y pensiones para todos project (Madrid).

— Signing of collaboration agreement with Secretary of State for Education, Vocational Training and Universities with a view to strengthening the development of projects to buttress and shore up Professional Training in Spain.

DECEMBER 12 TO FEBRUARY 5, 2015

Alvin Langdon Coburn Exhibition. Photography. Bárbara de Braganza Hall (Madrid).

— Activities for children and young people at the Alvin Langdon Coburn exhibition. Photography.

DECEMBER 10

Results published from the *Víctimas de Incendios 2012-2013* study, in partnership with the Asociación Profesional de Técnicos de Bomberos (APTBB), Madrid.

DECEMBER 12

Publication of the Alvin Langdon Coburn minisite and catalog. Photography.

DECEMBER 15 AND 17

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life) for students of the Master's in Actuarial and Financial Sciences at Universidad Complutense de Madrid (Madrid).

DECEMBER 16

Presentation of the Este Invierno Protege tu Hogar campaign, organized in association with Consejería de Presidencia de la Comunidad de Madrid (Madrid).

DECEMBER 17

Announcement of Ignacio H. de Larramendi y Primitivo de Vega research grants and funding.

— Organization of the conference Seguridad de las Furgonetas: Current Situation and Action Proposal (Madrid).



Juega Seguro (Play Safe) Campaign

DECEMBER 18

Workshop/discussion on insurance culture for high school students at Colegio Oporto (Madrid).

PORTUGAL

ANNUAL

Traffic education roadshow, visiting Lisbon, Guimarães, Paredes, Aveiro, Leiria and Barreiro, with approximately 3,000 schoolchildren taking part.

— Seguranza +65 competition, in association with IADE and Sociedade Belas Artes, held in the city of Furnas with 582 participants.

— In One Second, Change your Life campaign, with the participation of 2,400 young people (Lisbon).

— Meo Urban Trail program, involving 11,000 young people (Sintra and Lisbon).

— Child Restrain Systems program, with 100,000 people involved at 35 presentations held in a number of cities in the north and central regions of the country, having significant public resonance thanks to an agreement with the Health Ministry. The website www.segurançarodoviariainfantil.pt has more details on these presentations.

— Collaboration agreement to run Manuais Escolares y Reforço Alimentar projects with the DGEste (Dirección General de Establecimientos Escolares de Portugal).

— Partnership on the Quinta Do Posal project with Santa Casa de la Misericórdia (Lisbon).

MARCH 7

Involvement in the 11th Congresso Internacional de Segurança e Saúde no Trabalho (Oporto).

APRIL-OCTOBER

Initiatives as part of the With Greater Care campaign for the elderly, to prevent domestic accidents and aimed at the elderly and care providers, involving 14,400 senior citizens in Bajo Vouga, Cabrerira, Ermesinde, Estremox, Formosa, Ourém and Penacova, in association with the Health Ministry.

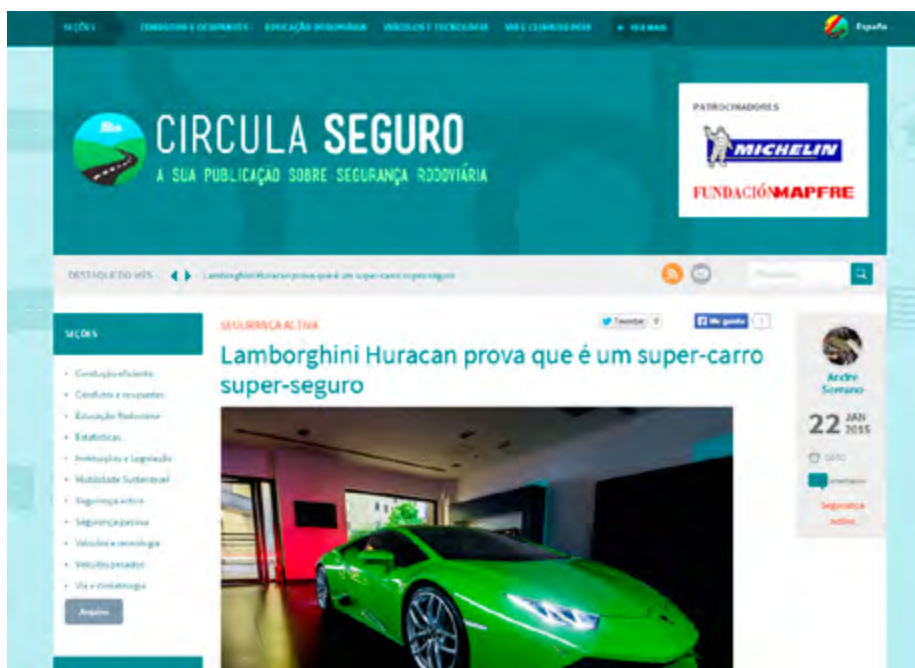
OCTOBER 14

Publication of *A crise do liberalismo, 1890-1930*, from the Latin America in Contemporary History collection.

— Presentation of *A crise do liberalismo, 1890-1930*, from the Latin America in Contemporary History collection. Câmara Municipal de Lisboa.

DECEMBER 2.

7th Spain and Portugal Conference on Health and Psychosocial Risks at Businesses (Lisbon).



6th Iberian Meeting on Safe and Healthy Workplaces

LATAM REGION

LATAM NORTH Regional Area

COSTA RICA

ANNUAL

Partnership to provide continuity to the Mejorando la Calidad de Vida para Jóvenes con Cáncer project, with Asociación Proyecto Daniel.

— Partnership to support the future of the Centro Integral Infantil Center, with Asociación Manos Amigas Llevando Esperanza.

— Tú Decides por tu Vida campaign for young people in a number of Costa Rican cities, with the participation of 7,483 youths.

— Educational program for children, La Seguridad Vial y Yo in a number of cities in Costa Rica, involving 300 schoolchildren.

— Environment project, benefitting 3,432 people.

EL SALVADOR

ANNUAL

Partnership to ensure the continuity of the Atención Educativa y Nutricional project, with Fundación Cinde (Soyapango and Mejicanos).

— Partnership to ensure the continuity of the Labor and Social Integration project for 65 women, with Fundación El Valle.

— Partnership to ensure the continuity of the Formación Integral V Promoción de Bachilleres MAPFRE project, with Fundación Cideco.

— Partnership to ensure the continuity of the shelter home project for HIV carriers and teenage mothers, with Asociación Mensajeros de la Paz.

— Partnership to ensure the continuity of the project Mejora de la Calidad Educativa en Jardines de la Sabana, with Fundación amigos de la Educación, Fundaeduca.

— Traffic education campaign at 50 schools in a number of cities in El Salvador, with a total of 11,140 school children taking part.

— Healthy Living campaign, involving 140 workshops and benefiting 14,690 individuals.

AUGUST

Construction of a play area for children at risk of social exclusion in an area of extreme violence.

NOVEMBER

Toy collection drive.

DECEMBER

New Year initiatives, via the Tu Familia te Espera, Maneja Responsablemente driving safety campaign.



GUATEMALA

ANNUAL

Partnership to ensure the continuity of the Educación para Construir Futuro project, with Casa Guatemala NGO.

— Partnership to ensure the future of the Huehuetenango Educational Center, with FUNDAL.

— Road safety initiative, with the Utilización de Casco de Motocicleta campaign in a number of cities in Guatemala, involving approximately 8,000 people.

— Traffic education program at schools, with approximately 25,000 schoolchildren taking part.

— Fire Prevention Campaign, with 38 workshops attended by 5,250 people.

APRIL 24 AND 25

Involvement at the Encuentro Internacional de Seguridad Vial road safety conference, organized by the International Road Safety Observatory (OISEVI).

JULY

Emergency action via the Allí donde Estés Puedes Ayudar campaign, following the earthquake on the Guatemalan and Mexican border.

— Reforesting program, as part of the Comprometidos con el Medio Ambiente Campaign.

AUGUST

Activities as part of the Compartiendo Ilusión and Alimentos con Corazón campaigns.

HONDURAS

ANNUAL

Partnership to ensure the continuity of the Autosuficiencia project, with Aldeas Infantiles.

— Collaboration agreement to ensure the future of the Progresando Paso a Paso program, with Fundación Copade.

— Traffic education program, in association with the National Road Safety Council, benefitting approximately 800 schoolchildren.

— Verano Seguro campaign, involving 3,000 individuals.

— Involvement in the Elige tu vida, tú decides road safety week.

JANUARY

Handout of clothes and school materials at Amaratéca village.

— Donation of hygiene products and diapers for the underprivileged or those in neglect at Hospital Mario Catarino Rivas SPS.

MARCH

Donation of school materials to rural underprivileged children at Guaruma II mixed school.

— Donation of hygiene products for the newborns ward of the Tegucigalpa teaching hospital.



Road Safety Educational trailer in El Salvador



Fire Prevention Campaign in Guatemala

- Road safety talks for children and their families at public schools.

APRIL

Activities at public schools and colleges to launch the El Futuro en Nuestras Manos short stories contest.

JUNE

Activities as part of the Recicla de Corazón campaign, promoting the recycling of paper at businesses and donations to charity organizations.

- Social awareness parade, involving 500 insurance brokers.

- Blood donor drive.

JULY

Activity as part of the Compartiendo Ilusión campaign.

- Volunteering work aimed exclusively at the commercial network, with 500 insurance brokers taking part.

AUGUST

Opening parade for the road safety week, with 300 insurance brokers taking part.

MEXICO

ANNUAL

Partnership to ensure the continuity of the Comunidad MAPFRE project with Fundación UP-IPADE.

- Partnership to ensure the continuity of the Transformando la Niñez y la Juventud project with Fundación Mano Amiga de Chalco.

- Partnership to ensure the continuity of the Acompañando a una Generación project with Cesal.

- Partnership to provide continuity to the Transcendiendo Horizontes project with Casa de la amistad para niños con cáncer.

- Partnership to ensure the continuity of Alimenta a un Niño de Hornos y Mazahua, alongside Fundación CMR.

- Traffic education roadshow at a number of cities in Mexico, with the participation of 20,296 schoolchildren.

- Educational road safety school program at a number of cities in Mexico, with the participation of 22,359 schoolchildren.

- Educational road safety program at schools in the state of Chihuahua, with the participation of 96,006 schoolchildren.

- Educational program for young people, Está en tus manos, involving 2,666 young people.

- Participation in the Rombo Amarillo Award.

- Partnership in the project UPAEP, programa Una Apuesta de Futuro.

- With Greater Care campaign for the elderly, in association with the Red Cross and INAPAM, benefitting 11,000 senior citizens.

- Fire Prevention campaign at schools, attended by 92,806 schoolchildren.

- Activities as part of the No Te Quemés program involving 15,569 children.

- Seminar in association with Centro Nacional de Prevención de Desastres (CENAPRED), attended by 2,221 people.



Road Safety Week in Honduras

JANUARY

Delivery of toys to underprivileged children nationwide.

JANUARY 24

Agreement with the MIDE, Museo Interactivo de Economía, Mexico City.

FEBRUARY

Reforestation green zones of Mano Amiga school, as part of the Comprometidos con el Medio Ambiente Campaign.

— Activities to develop psychosocial skills among children at Mexico City shelter homes.

FEBRUARY 20

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students of Universidad Nacional Autónoma de México (Mexico City).

MARCH

Activities to develop psychomotor abilities among children in areas of social conflict.

— Reforestation of green zones at schools in vulnerable areas.

MARCH 14

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students of Universidad de Las Américas (Mexico City).

MARCH 20 AND 21

Semi-final and final of the bugaMAP inter-university competition at Universidad La Salle (Mexico City).

APRIL

Activities for awareness raising and development of psychosocial skills for children in areas of social risk, on oncology wards and at shelters.

MAY

Adapting recreational zones and cleaning classrooms at educational centers and shelters in vulnerable areas.

— Donation of books for libraries at underfunded schools.

— Activities to develop psychomotor and psychosocial skills for underprivileged children in conflict zones.

MAY 6 AND 7

Involvement in the Association of Mexican Insurance Institutions, AMIS,

Convention, presenting the Seguros para Todos, the Interactive Economics Museum (MIDE) and Las Cifras del Seguro en México (Mexico City).

JUNE 19

Publication of research paper *Informe sobre la seguridad de los motoristas en Latinoamérica* (Mexico City).

JULY

Emergency action via the Allí donde Estés Puedes Ayudar campaign, following the earthquake on the Guatemalan and Mexican border.

— Charity drives to collect food, hygiene and cleaning products, school materials, televisions and clothes for donation to underprivileged children and meal centers.

— Awareness raising and development of psychomotor skills for teachers and children at underfunded schools.

— Refurbishing teaching facilities at schools for underprivileged children.

AUGUST

Beach cleaning as part of the Comprometidos con el Medio Ambiente campaign.



NoTQuemes (Don't Burn Yourself) Pavilion

— Nationwide activities as part of the Hazlo Útil and Alimentos con Corazón campaigns.

AUGUST 6

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students of Universidad Tecnológica Americana (Mexico City).

SEPTEMBER

Emergency action via the Allí donde Estés Puedes Ayudar campaign, following Hurricane *Odile* in Baja California.

SEPTEMBER 3

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for Higher Studies Faculty students at Acatlán Universidad Nacional Autónoma de México (Mexico City).

SEPTEMBER 4

Inauguration of the FUNDACIÓN MAPFRE space at the Interactive Economics Museum-MIDE, with an interactive insurance game (Mexico City).

SEPTEMBER 5 AND 9

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for MAPFRE MEXICO (students of the Masters Training Program, aimed at future executives of the firm), Mexico City.

OCTOBER 8

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for the MAPFRE Masters Program (Mexico City).

OCTOBER 10

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life) for MAPFRE's Executive Development Program (Mexico City).

OCTOBER 22

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students of Universidad Autónoma del Estado (Mexico City).

OCTOBER 28

Surety insurance conference for Comisión Nacional de Seguros y Finanzas y Superintendencia, Mexico City.

OCTOBER 30

Seminar on surety insurance for the Mexican insurance industry and MAPFRE (Mexico City).

— Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students of Universidad Autónoma del Estado in Mexico.

NOVEMBER

Collecting miscellaneous materials for a charity sale, benefitting Casa de la Amistad.

DECEMBER 4

Media launch for the *studyEvolución de los sistemas de seguridad entre 2007 y 2012* (Mexico City).

NICARAGUA

ANNUAL

Partnership to ensure the continuity of the Vivero Sostenible project with Asociación Antorcha.

— Partnership to ensure the continuity of Educando a los Niños sin Oportunidades, with Asociación Pan y Amor.



Presentation of the La seguridad de los motoristas en Latinoamérica study



Agreement with the Mexican museum, Museo Interactivo de Economía

- Traffic education campaign at schools in collaboration with the national police of Nicaragua, with 37,100 schoolchildren taking part.
- Road safety training for the national police of Nicaragua, with 50 individuals taking part.
- Research paper road conduct in Nicaragua.

FEBRUARY

Collection of school materials for underprivileged children as part of the Hazlo Útil campaign.

JULY

Road safety awareness talks for the general public.

AUGUST

Collection drive for cleaning products and food for children at Centro Antorcha.

PANAMA

ANNUAL

Partnership to ensure the continuity of the Un Rayito de Luz para Cañazas project, with Asociación Pro Niñez Panameña.

- Partnership to ensure the future of the Barraza Comprehensive Care Center, with the Sociocultural Nueva Generación movement.
- Partnership to ensure the continuity of the Mejorando la Calidad Educativa project, with Ciudad del Niño.
- Partnership to run the Lidic Public Library project with FUNDACUNA.
- Traffic Park for Children, Panama City, involving 8,550 schoolchildren.
- Road safety education program, in association with the Panama National Police and involving 49,149 children at 156 schools.
- Road Safety Program for Businesses, Panama City. In 2014 a total of 67 companies took part, involving 1,574 employees.
- Panama 2014 roadshow, at Ateneo Ciudad del Saber, Panama City, attended by 2,700 young people.

— Healthy Living campaign, reaching 5,323 schoolchildren.

— Fire Prevention Week, with 43,000 beneficiaries.

JANUARY

Cleaning toys and refurbishing the pediatric ward of the Colon public hospital.

FEBRUARY

Awareness raising activities on the values of solidarity, as part of the El Corazón de Mapi campaign.

MARCH

Beach cleaning and reforestation as part of the Comprometidos con el Medio Ambiente campaign.

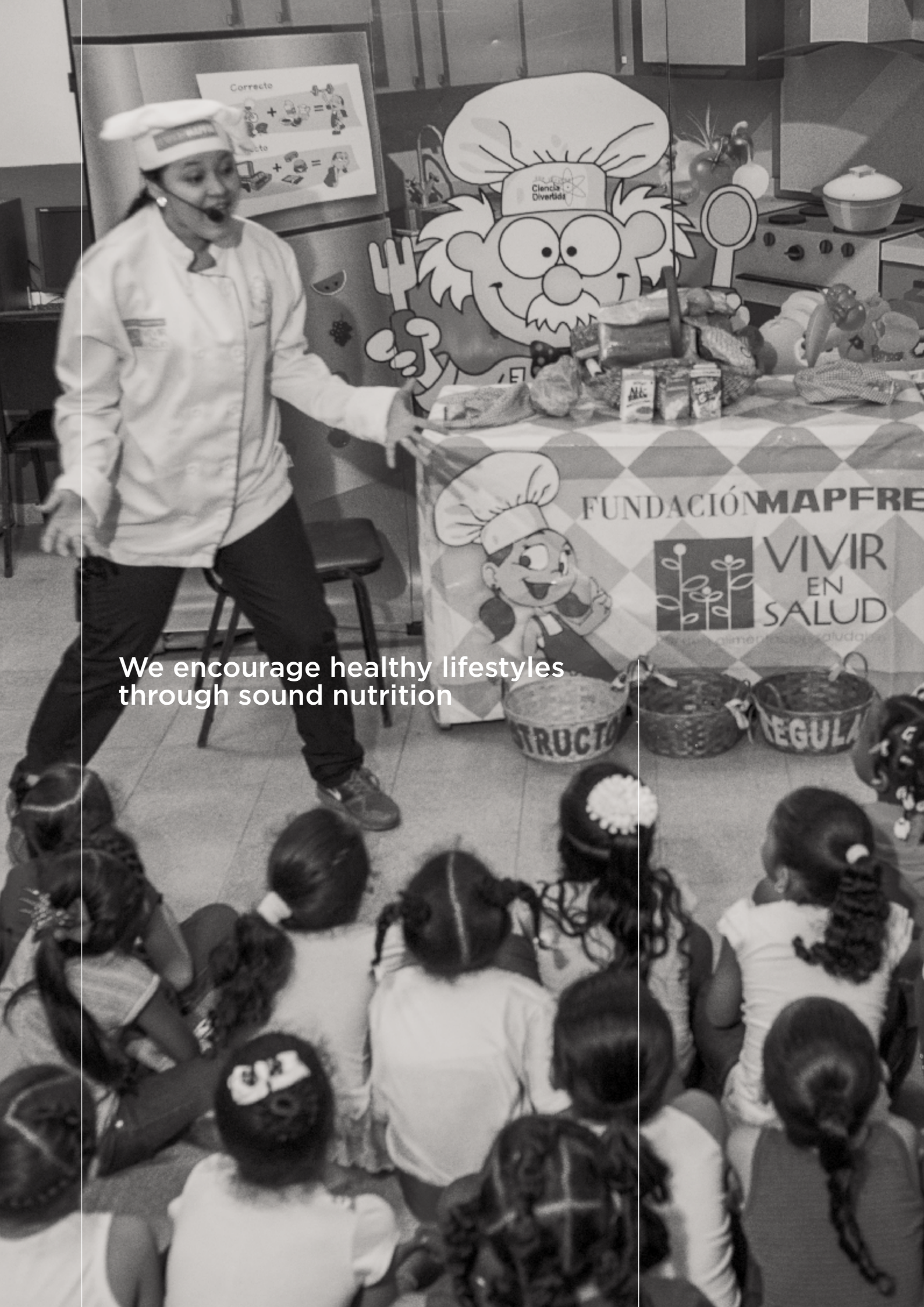
APRIL

Ibero-American Conference on Inclusive Education, with the Organización de Estados Iberoamericanos.

— Awareness raising activities on solidarity, for the children of employees, as part of the El Corazón de Mapi campaign.

MAY

Upgrading school facilities for underprivileged children.



We encourage healthy lifestyles through sound nutrition

JUNE

Awareness raising activities on values for children at the Nueva Generación center.

JUNE 23 AND 24

Technical Training Seminar for the Panamanian Association of Insurers APADEA.

JUNE 23, 24 AND 25

BugaMAP (Life and Non-life) teacher training course.

JULY

Activities to develop psychosocial skills for underprivileged children.

JULY 23 TO JANUARY 11, 2015

Visión Histórica de Panamá a través de la Fotografía (1830-2013). Exhibition. Museo del Canal de Panamá.

JULY 23

Publication of the book *Visión Histórica de Panamá a través de la fotografía* from the Latin America in Contemporary History collection.

— Publication of the book *Panamá. Historia Contemporánea, 1808-2013* from the Latin America in Contemporary History collection.

AUGUST

Activities to develop psychomotor skills for underprivileged children at public schools in impoverished areas.

AUGUST 20

Presentation of the work *Panamá. Historia contemporánea, 1808-2013*. Panama Book Fair.

NOVEMBER

Prize giving ceremony for the FUNDACIÓN MAPFRE Volunteer Award in Panama.

DOMINICAN REPUBLIC

ANNUAL

Santo Domingo environmental education campaign, involving 14,100 students from 61 schools.

— Partnership to ensure the continuity of Programa Educativo para Niños y Jóvenes with Asociación Nuevos Caminos.

— Partnership to ensure the continuity of the Construyendo Caminos para Aprender project, in association with Interred.

— Partnership to ensure the continuity of the Centro de Atención Integral y Desarrollo Familiar with Fundación Amanecer Infantil.

— Partnership to ensure the continuity of the Niños Huérfanos o Abandonados en Acogida project, with Fundación Nuestros Pequeños Hermanos.

— Screening of a road safety video to 3,347 young people at seven universities.



New Paths Association Workshop



Agreement signed with Universidad UNAPEC (Santo Domingo)

— Road safety project in partnership with the Transport Office, reaching 90,000 beneficiaries. Furthermore, 200,000 copies of the *Manual del buen conductor* were distributed.

MARCH 7

Agreement signed with Universidad Iberoamericana-UNIBE (Santo Domingo).

MARCH 31

Agreement signed with Universidad UNAPEC (Santo Domingo).

— Agreement signed with the Instituto Tecnológico de Santo Domingo (INTEC).

MAY TO JUNE

Start of the Alimentos con Corazón campaign.

JUNE 13 AND 14

Inclusive Education Conference.

JUNE 17

Publication of the research paper *Informe sobre la seguridad de los motoristas en Latinoamérica* (Santo Domingo).

AUGUST

Hazlo Útil Campaign.

NOVEMBER 17 TO 23

Road safety project in partnership with AMET, reaching 20,000 beneficiaries.

NOVEMBER 22

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students of Universidad Iberoamericana.

DECEMBER

Start of the Construyendo Caminos para Aprender program at an inclusive school for teacher training.

BRAZIL Regional Area

ANNUAL

— Partnership to develop a Parques Infantiles project with IFAN.

— Partnership to develop a Educación Popular project with CEAPS.

— Partnership to run the Escuela Providencia project with Hijas de la Providencia.

— Partnership to run the Marambaia Education and Culture Social Center with Fundación Fe y Alegría in Nova Iguaçu.

— Partnership to ensure the continuity of the Escuela Jatobazinho project, with ACAIA Pantanal.

— Partnership to ensure the continuity of the Educación y Capacitación para la Vida project with ACRICA.

— Partnership to ensure the continuity of the Educación Popular Comunitaria y Desarrollo Familiar y Comunitario project with Fundación Fe y Alegría in Santa Catarina.

— Partnership to ensure the continuity of the IDEAL Program with Liga Solidaria.



FM Agreement signed with Universidad Iberoamericana-UNIBE (Santo Domingo)

– Partnership to ensure the continuity of the Centro de Recuperación y Educación Nutricional project, with the anti-malnutrition association NUTRIR.

– Partnership to provide continuity to the Derechos Promovidos, niños, adolescentes y jóvenes con calidad de vida project, with Asociación Movimento Pro-Criança.

– Partnership to ensure the continuity of the Family Shelter project in João Pessoa, with Asociación Aldeas Infantiles.

– Partnership to ensure the continuity of the Alfabetización en Destaque project, with the Bororé Social Development Center.

– Partnership to ensure the continuity of the Cre-Ser project with Asociación Ação Comunitaria de Brasil in Sao Paulo.

– Partnership to ensure the continuity of the Educación para Niños del Colegio Mão Amiga project, with the Mão Amiga Institute of Education.

– Partnership to ensure the continuity of the C.E.I Pequenos do Futuro project with Asociación - Sonhar e Acreditar.

– Partnership to ensure the continuity of the Sembrar project with Asociación Morumbí.

– Partnership to ensure the continuity of the Rehabilitar project with the Assistência à Criança Deficiente Association.

– Na Pista Certa initiative, featuring 17 activities (in 11 municipalities in the state of São Paulo and two in the state of Minas Gerais), involving the participation of 13,854 children and 745 teachers/guardians. Two standout aspects include a new collaboration agreement with Catavento Museum, one of the most visited in Brazil and largely by children and young people, and renewal of a contract with the government of the State of Minas Gerais.

– Traffic education Program for Seniors. A total of 54 training courses were taught to 3,524 seniors and 967 care givers in a number of Brazilian cities, involving 4,491 individuals.

– Traffic education program at La Educación Vial es Vital centers. Twelve strategic agreements signed with state and municipal education secretaries and with ten state traffic departments (Detran). One standout aspect was the agreement signed with the Sao Paulo Detran to extend the La Educación Vial es Vital program to 20 municipalities in the state of São Paulo over the next three years (2015-2017). A total of 71 training sessions were run, involving 1,449 teachers and 728 schools. Some 15,000 students benefitted from such activities.

– Conclusion in 2014 of the research paper *Implantación de la educación vial en el sistema educativo brasileño*, which will be released in 2015.

– Healthy Living campaign to promote healthy lifestyles at schools in the states of Minas Gerais and Sao Paulo, involving 65,330 schoolchildren.

– Workshops as part of the With Greater Care campaign for the elderly, on prevention of domestic accidents for seniors, run at civic centers in the states of Parana, Goiás, Mato Grosso, Acre, Santa Catarina, Amazonas, Ceara, Recife, Rio de Janeiro and Sao Paulo. These were attended by 4,491 people.



Blood Drive in Brazil



Awards ceremony in the Short Stories contest

FEBRUARY 26 TO APRIL 30

Um Olhar sobre o Brasil (A View about Brazil) exhibition. A Fotografia na Construção da Imagem da Nação, at Banco do Brasil Cultural Center (CCBB) in Belo Horizonte, state of Minas Gerais.

MARCH

Blood donation drive, benefitting 72 people.

APRIL

Publication of the book *Brasil. Modernização, ditadura e democracia, 1964-2000* from the Latin America in Contemporary History collection.

— Print and electronic edition of number 117 of *Gerência de Riscos e Seguros*.

— Launch of the 2014 Volunteering Program for MAPFRE BRAZIL employees, with program brochures handed out and a video introduction from the CEO inviting them to take part.

— Involvement in the 9th *Extra Workshop ICTCT international seminar* held in Ribeirão Preto, state of Sao Paulo, attended by 100 people. Among them was Norwegian researcher Truls Vaa, one of the authors of the *Manual of Road Safety Measures*, published in Spanish by FUNDACIÓN MAPFRE.

— Chocolate collection drive for 100 children aged 1 to 4 supported by the CEI Children's Education Center Ary Barroso, in Sao Paulo.

APRIL 23 TO 25

Participation in the 9th Extra Workshop ICTCT International Seminar (International Cooperation in Road Safety Theory and Concepts), in Ribeirão Preto (Sao Paulo). 9th Extra Workshop ICTCT (Cooperación Internacional en Teorías y Conceptos de Seguridad Vial), realizado en Ribeirão Preto (Sao Paulo). Our book *Manual of Road Safety Measures* was presented as part of the training provided to professionals and students.

MAY

Collection drive for hygiene, cleaning articles and geriatric diapers for elderly women at the Lar das Mãezinhas institution, to mark Mothers' Day.

— Involvement in a warm clothing collection drive for the homeless of *Campaña do Agasalho*, run by Sao Paulo City Hall.

MAY 7

Presentation of the series *Historia de Brasil Nação, 1808-2000*. Instituto Tomie Ohtake, Sao Paulo.

MAY 15

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life) for Fundación Getúlio Vargas, Sao Paulo.

MAY 18

MAY 29

Presentation of the study *O transito e o brasileiro: a segurança de transito no Brasil*

—Release of the public opinion survey on transport and Brazilians: Road safety in Brazil.

JUNE

Fund raising drive in partnership with the Brazilian Red Cross.

JULY

Blood donation drive, directly benefitting 32 people.

AUGUST

Blanket collection drive for the Bororé Social Development Center, part of the Forming Community program.





Our Community Training program backs comprehensive educational projects with a view to changing lives

— Gift collection drive for McHappy Day, in partnership with the Ronald McDonald Foundation.

SEPTEMBER 30

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life) for managers of Grupo Asegurador Banco do Brasil and MAPFRE, as part of the AVANZA Program.

OCTOBER

Voluntary work to celebrate the International Day of Older Persons (October 1) at the Casa de Simeão institution, a project run by the Reciclázaro Association.

— Activities as part of the Alimentos con Corazón and Un Juguete, una Alegría campaigns, seeking to gather food and toys for the Aldeias Infantis SOS Brasil institution, as part of the Forming Community program.

OCTOBER 29

Signing of a collaboration agreement with DETRAN/SP for La Educación Vial es Vital program

OCTOBER 30

Publication of the research *Evolución de los sistemas de seguridad entre 2007 y 2012 en Brasil*. Analysis of how standard safety equipment in cars has developed, and presentation of the same in Sao Paulo, with the involvement of experts and journalists

NOVEMBER

Workshop on the job market, aimed at low-income young people.

NOVEMBER 8

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for Fundação Escola Nacional de Seguros (FUNENSEG).

DECEMBER

Blood donor drive.

— Print and electronic edition of number 119 of *Gerência de Riscos e Seguros*.

— Workshops as part of the Healthy Living campaign, benefitting 200 children and teenagers, with Liga Solidaria, an organization involved in the Forming Community program.

— Un Juguete, una Alegría campaign, collecting toys for 100 underprivileged children.

— Book donation campaign, collecting 108 books for children and young people, benefitting 6,000 children via the Ancora project.

— Final meeting of the La Educación Vial es Vital program, involving 55 educators, partners and representatives from DETRAN (state traffic department).



Employment training for low-income young people



Campaña Vivir en Salud

LATAM SOUTH Regional Area

ARGENTINA

ANNUAL

Partnership to ensure the continuity of the North Community Exhibition Hall project, with Asociación Civil Mensajeros de la Paz.

— Partnership to ensure the continuity of the Un Entorno Familiar para cada Niño project, with Asociación Aldeas Infantiles.

— Partnership to ensure the continuity of the Con Educación y Salud Construimos Comunidad project at the Jesús María Community Center, Tres isletas.

— Partnership to ensure the continuity of the Educación de Calidad que Transforma Vidas project with Fundación Mano Amiga de Chalco.

— Partnership to ensure the continuity of the Barracas Educational Center, with Fundación Uniendo Caminos.

— Partnership to ensure the continuity of the project Aquí y Ahora a tu Lado, improving educational quality, with Red Agustiniana para la Educación y el desarrollo, REDA.

— Theater tour *Payasos en peligro*: 15 performances in Buenos Aires, at elementary schools and the Fundación UOCRA auditorium. A total of 5,163 children viewed the performance

— 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 990 diagnoses were made in 2014.

— Road safety for Businesses, with a total of 72 businesses and 2,660 employees taking part in the program.

— Safe motorcycle driving initiatives. 10 workshops were run, aimed at students in the final years of high school and eligible for driving licenses. The activities were held at high schools in the Greater Buenos Aires area, involving 456 young people. 1,500 DVDs were given out to 5 municipalities that requested said materials.

MARCH

Hazlo Útil campaign, providing 251 children with school materials.

— Psychosocial support campaign aimed at 60 senior citizens.

MARCH-MAY

Workshops on water and energy savings at schools in the province of Buenos Aires, involving 23,714 schoolchildren.

APRIL

Participation in the Business Charity Day.

MAY

Activities as part of the psychosocial support campaign, aimed at children in extreme poverty.

MAY 22

Presentation of the research paper *Evolución de los Sistemas de Seguridad entre 2007 y 2012 en Argentina*, as well as the paper *Percepción del consumidor de la seguridad de los vehículos*, Buenos Aires. The presentation was attended by speakers from FUNDACIÓN MAPFRE (Spain and Argentina), BID, LatinNCAP, Cesvi Argentina and Agencia Nacional de Seguridad Vial. The event and the report were widely covered in local media (radio, newspapers and websites).



Payasos en peligro road safety work

MAY-JUNE

Fire prevention workshops at schools in the province of Buenos Aires, involving 12,600 schoolchildren.

JULY

Alimentos con Corazón campaign, providing food to 600 underprivileged people.

— Clothing and footwear collection drive for more than 700 underprivileged children.

— Activities as part of a psychosocial support campaign aimed at children facing poverty.

JULY AND SEPTEMBER

Theater performance *Los deshollinadores, una murga*.

AUGUST

Activities as part of a psychosocial support campaign aimed at children in extreme poverty.

— Road safety awareness activities for children, as part of the Forming Community Program, driving community involvement in said projects.

SEPTEMBER

Workshops as part of the With Greater Care campaign for the elderly (Buenos Aires).

NOVEMBER

Ibero-American Science, Technology, Innovation and Education Congress: Moving together toward the Ibero-American educational goals 2021.

CHILE

ANNUAL

Partnership to ensure the continuity of the Educación para Niños Enfermos sin Recursos program with the Nuestros Hijos association.

— Partnership to ensure the continuity of the Apoyo Escolar al Hogar de Menores project, run by Fundación Padre Semería.

— Publication of the book *La apertura al mundo, 1880-1930. Chile III* from the Latin America in Contemporary History collection.

— Traffic education campaign at schools, in collaboration with the Chile Police and involving 7,500 schoolchildren.

— Safe Cycling campaign in Santiago de Chile, involving 5,500 individuals.

— Rural Pedestrians campaign in Santiago de Chile, involving 1,200 individuals.

JANUARY 23 AND 24

Involvement in the 2nd Ibero-American FICVI Meeting, organized by Federación Iberoamericana de Asociaciones de Víctimas contra la Violencia Vial, in Santiago de Chile.

APRIL

Emergency action via the Allí donde Estés Puedes Ayudar campaign, following a fire in Valparaíso.

MAY 29

Presentation of the report *El mercado asegurador latinoamericano 2012-2013*.

JULY 15

Presentation of the first three volumes of the Latin America in Contemporary History collection, Las Condes Cultural Center (Santiago de Chile).

SEPTEMBER 26

Involvement in the International Assembly of Organización de Bomberos Americanos (Santiago de Chile).



OCTOBER

CuidadoSOS campaign (Santiago de Chile).

OCTOBER 1

Participation in the 19th Latin American Seminars on Occupational Health and Safety, JORNAPRASO (Santiago de Chile).

OCTOBER 21

Presentation to the media of the research paper *Informe de seguridad pasiva y activa de vehículos ISPA Chile* (Santiago de Chile).

OCTOBER 22

Involvement in the 3rd MAPFRE RISKS Seminar; Business Risks in a Global Context (Las Condes).

— Involvement in the Road Safety Seminar: Claves y Desafíos en Chile, in partnership with Universidad de Los Andes (Las Condes).

OCTOBER 23

Involvement in the Road Safety Management Systems Seminar, in association with Universidad Católica de Chile (Santiago de Chile).

— Involvement in the Developments in Transport Accident Prevention Seminar, in association with Universidad Católica de Valparaíso.

OCTOBER 22

Business Risks in a Global Context Seminar.

NOVEMBER 16

Involvement in the World Day of Remembrance for Road Traffic Victims in Santiago de Chile, involving 400 people.

COLOMBIA

ANNUAL

Partnership to ensure the continuity of the Atención a la Población Vulnerable de Cartagena project, with Fundación Juan Felipe Gómez Escobar.

— Partnership to ensure the continuity of the Patrocinio Nutricional and Una Coordinadora para los Niños projects, with FANA, a foundation supporting abandoned children.

— Partnership to ensure the continuity of the Brigadas Esperanza project, with CIREC (Integral Rehabilitation Center of Colombia).

— Partnership to ensure the continuity of the Intervención Sociocomunitaria project, with Fundación Laudes Infantis.

— Partnership to support the Programa Integral project, with Fucolde.

— Partnership to ensure the continuity of the Apoyo al Sostentamiento para la Atención Integral a Niños en Situación de Riesgo project, with Fundación Ayuda a la Infancia Bambi.

— Partnership to ensure the continuity of the Construyendo Sueños project with Fundación Catalina Muñoz.

— Partnership to ensure the continuity of the Apoyo a la Educación Integral en Cundinamarca project, with Asociación Secretariado social de Soacha.

— Renewal of the collaboration agreement to ensure the continuity of the Hogar para Niños y Jóvenes con Cáncer project, with Fundación Dharma.

— Renewal of the collaboration agreement to ensure continuity of the Fortalecimiento Educativo project, with Fundación Carvajal.

— Traffic education campaign at schools, in partnership with the Colombia Ministry of Education, with 11,767 schoolchildren in Medellín, Itagüí, Caldas and Palermo taking part.



Visit to a childrens' outreach project in Colombia



CuidadoSOS campaign activity in Chile

- Research studies *Fortalecimiento de los comportamientos urbanos responsables del peatón* and *Estudio descriptivo sobre elementos que influyen en la ocurrencia del accidente de tráfico*, the latter in collaboration with CESVI COLOMBIA.

- Preventative vehicle driving program for motorcyclists, aimed mainly at services companies that use motorcycles as their primary means of transport, in the cities of Bogota and Medellin, and in municipalities of Cundinamarca, involving 600 drivers.

- Educational road safety events for young people at 30 universities in Bogota, Medellin and Cali, with the involvement of approximately 4,000 young people.

- CuidadoSOS campaign in the region of Cundinamarca.

JUNE 13

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life) for the Universidad del Externado de Colombia.

SEPTEMBER 3 TO DECEMBER 8

Emmet Gowin Exhibition. Photography. Museo del Banco de la República (Bogota).

OCTOBER

First volunteering activities exclusively for regional LATAM SOUTH executives and MAPFRE businesses in Colombia based in Bogota.

OCTOBER 16 AND 17

Involvement in the 4th New Technologies, Prevention and Security Congress, in collaboration with the Spanish chapter of the International Insurance Law Association (AIDA), Universidad Pontificia Javeriana and Universidad Externado de Colombia.

OCTOBER 23 AND 24

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for students specializing in insurance at Universidad Javeriana.

ECUADOR

ANNUAL

Renewal of a collaboration agreement to ensure the continuity of the Jóvenes como Actores Protagonicos en la Construcción de la Paz project, with the NGO Cooperación Internacional.

- Partnership to ensure the continuity of the Mejora de las Condiciones de Carchi program, with Fundación Ayuda en Acción.

- Partnership to ensure the continuity of the Acompañando a una Generación project with Cesal.

- Partnership to ensure the continuity of the Programa PAEFIM de Apoyo Educativo project, with Fundación Meridional.

- Partnership to provide continuity to the Gutún Shelter project, with a Comunidad de Ayuda a Niños de América del Sur (Candas).

- Road safety audits e-learning course for 45 members of the Ecuador Department of Mobility and Transport.



Volunteering in Colombia



At FUNDACIÓN MAPFRE, we work on initiatives to improve road safety

— Educational road safety program at schools, benefitting more than 6,000 elementary education learners.

— Road Safety Week, this year aimed at young people and involving 2,000 people.

JUNE

Involvement in the Inclusive Education Conference.

JUNE 5

Signing of an agreement with the National Secretariat of Risk Management to run a Fire Prevention campaign (Guayaquil).

OCTOBER

Fire Prevention Week, in collaboration with the Guayaquil Fire Department.

OCTOBER-NOVEMBER

Fire prevention workshops for children in Quito, with the collaboration with the Ecuador Fire Department

PARAGUAY

ANNUAL

Partnership to ensure the continuity of the Jugando y Sanando project with Fundación Asoleu.

— Partnership to ensure the continuity of the Bañado Community Centers project, with Aldeas Infantiles.

— Partnership to ensure the continuity of development initiatives, with Fundación ALDA.

— Traffic education campaign at schools in a number of Paraguayan cities, with the participation of 2,922 schoolchildren and 116 teachers.

— Tour of *Payasos en peligro* to a number of cities in Paraguay, with 850 children taking part.

— Road Safety for Businesses program, involving 62 people.

— *Si a la vida* road safety for young people, involving 880 young people.

— School for parents, What signals do your children give you?, involving 81 parents.

JANUARY

Charity drives to collect school materials and food for underprivileged people as part of the Hazlo Útil and Food with Love campaigns.

APRIL 23

Involvement in the General Assembly of the Latin American Insurance Supervisors Association (ASSAL).

MAY

Awareness raising event on breast milk at underfunded hospitals.

JULY

Diaper and food collection for underfunded hospitals and shelters.

— Activities as part of the Community Action campaign, promoting breastfeeding in vulnerable zones.

AUGUST

Library donations in neighborhoods of extreme poverty.

— Major awareness raising campaign on breastfeeding in vulnerable neighborhoods of the Paraguayan capital.

— Fire Prevention Week, in collaboration with the Paraguay Fire Department (Asunción).

OCTOBER 2 AND 3

1st International Fire Prevention and Emergency Management Congress in Paraguay, in collaboration with the Paraguay Voluntary Firefighting Force (Asunción).

NOVEMBER

Activities aimed at underprivileged indigenous children.



First International Fire Prevention and Emergency Management Conference

PERU

ANNUAL

Partnership to ensure the continuity of the Acercádonos, Formando a Formadores project, with Asociación Hogares Nuevo Futuro.

— Partnership to ensure the continuity of the Mantenimiento y Mejora de la Guardería Lunita de Paita project, with Fundación Harena.

— Partnership to ensure the continuity of the Fortalecimiento de Capacidades y Habilidades para el Desarrollo Integral project, with Fundación Almenara.

— Partnership to ensure the continuity of Los niños de Quispicanchi project, with Fundación Entreculturas Fe y Alegría.

— Partnership to ensure the continuity of the Acompañando a una Generación project with CESAL.

— Partnership to ensure development of the Los niños de la Cárcel project, with Vivendi World Trade.

— Publication of the book La construcción nacional. 1830-1880. Peru II from the Latin America in Contemporary History collection.

— Traffic education program in a number of cities in Peru, involving 270 teachers and 8,050 schoolchildren.

— Road Safety for Businesses program, involving 22 people.

JANUARY 13 TO 17

Technical training seminar for the Peru Insurance Superintendence.

FEBRUARY

Activities held at underfunded senior centers, as part of the Compartiendo Ilusión campaign.

JUNE 2

Signing of a collaboration agreement with the Peru Voluntary Firefighting Force (Lima).

JULY 18

Publication of the first two volumes on Peru from the Latin America in Contemporary History collection. Lima Book Fair.

OCTOBER

Emergency action via the Allí donde Estés Puedes Ayudar campaign, following an earthquake in Cuzco.

OCTOBER 13 TO 16

Involvement in the annual meeting of data coordinators from the International Road Safety Observatory (OISEVI)(Lima).

OCTOBER-NOVEMBER

Educational activities on fire prevention at Lima schools, in collaboration with the Peru Fire Department.

NOVEMBER 14

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-Life) for the Peru Insurance Superintendence.

URUGUAY

ANNUAL

Partnership to ensure the continuity of the Una Opción para los Jóvenes de Casavalle project, with Asociación Cultural y Técnica.

— Partnership for continuity of training support for children and young people at AUEFA, with Asociación Uruguaya de a Familias Agrarias.

— Partnership to ensure the continuity of the Brindando Oportunidades project, with Fundación Ybyaray.



Activity for promoting a healthy lifestyle in Peru

APRIL 2

Presentation of the research paper *Sistemas de retención infantil en Latinoamérica y el Caribe. Viability analysis on mandatory use of the same in Argentina, Chile, Peru and Uruguay* (Montevideo).

MAY 20 AND 21

Involvement in the International Road Safety for Children Forum (Montevideo).

SEPTEMBER-OCTOBER

Educational workshops Educational workshops on fire prevention, in association with the Fire Department

OCTOBER

Inclusion by Uruguayan authorities of teaching materials from the fire prevention campaign in the CEIBAL Socio-Educational Program (Conectividad Educativa de Informática Básica para el Aprendizaje en Línea), for use by schoolchildren in the country using new technologies.

VENEZUELA

ANNUAL

Partnership to ensure the continuity of the Desarrollo Integral de Niños project, with Fundación María Auxiliadora.

— Partnership to ensure the continuity of the Desarrollo Saludable project with Casa Hogar Santa María Goretti.

— Partnership to ensure the continuity of the Mis Pequeños project with Hogar San Vicente de Paul.

— Partnership to ensure the continuity of the Juventud con Futuro project, with Comunidad Cristiana Jesús es Señor.

— Partnership to ensure the continuity of the Educación, Salud y Nutrición para los Niños de Nuevo Chapellin project, with Asociación Civil Centro Comunal Don Bosco.

— Partnership for the continuity of the Una Mano para ser Feliz, Responsable y Exitoso project, with Centro de Enseñanza Integral Dugarbin.

— Partnership to ensure the continuity of the Afianzando la Atención con la Asociación Benefactora al Niño Sin Asistencia project, ABANSA.

— Partnership to ensure the continuity of the Taller de Lutier project, with the Orquesta Infantil de Duaca.

— Partnership to ensure the continuity of the Apoyo, Desarrollo y Bienestar project, with Asociación Civil Amigos de Niño Especial.

— Partnership to ensure the continuity of the Hogares Esperanza project, with Comunidad Cristiana Jesús es Señor.

— Partnership to ensure the continuity of the Comedor Escolar Jenaro Aguirre Elorriaga project, with Fundación Madre María Luisa Casar.

JANUARY

Activities to support conflict management as part of a psychosocial support campaign, aimed at children in zones of social conflict.

— Closure of the plastic bottle cap collection campaign, for donation to underfunded centers.

JULY

Collection of hygiene, cleaning and food products for the underprivileged, as part of the Línea de Salud and Alimentos con Corazón charity campaigns.

AUGUST

Activities to support the Alimentos con Corazón campaign and psychosocial support for underprivileged and abandoned children.

INTERNATIONAL REGION

NORTH AMERICA Regional Area

UNITED STATES

ANNUAL

Partnership to ensure the continuity of the Way of Webster & Dudley project, with Webster & Dudley in Massachusetts.

APRIL 8 AND 9

Presentation of FUNDACIÓN MAPFRE road safety activities at the United Nations Road Safety Collaboration (UNRSC) meeting in New York.

MAY 28 AND AUGUST 26

Sorolla in America exhibition. The San Diego Museum of Art.

JUNE 7 TO SEPTEMBER 14

Josef Koudelka exhibition. Photography. Chicago Arts Institute.

JUNE 26 TO SEPTEMBER 21

Gary Winogrand exhibition. Photography. Metropolitan Museum of Art (New York).

OCTOBER 11 TO DECEMBER 4

Paul Strand exhibition. Photography. Philadelphia Museum.

NOVEMBER 11 TO MARCH 22, 2015

Josef Koudelka exhibition. Photography. Jean Paul Getty Museum (Los Angeles).

DECEMBER 11

Presentation of our study on safe school environments at the annual Safe Kids meeting, the worldwide organization for the prevention of injuries to children (Washington).

PUERTO RICO

ANNUAL

Partnership to ensure the continuity of Becas para la Educación y Desarrollo para Niños en Alto Riesgo project, with Casa de Niños Manuel Fernandez Juncos.

– Partnership to ensure the continuity of the Educación y Desarrollo Integral de Niñas Maltratadas project, run by Hogar de niñas Cupey.

– Partnership to ensure the continuity of the Juventud Adelante project with Hogares Teresa Toda.

– 14 presentations on traffic education: Safety on the Roads, in 11 municipalities and involving 5,005 children.

– Traffic education Villa Segura roadshow, in which 8,494



Joaquín Sorolla, *Clotilde con traje negro*, 1906. Oil on canvas. The Metropolitan Museum of Art, New York. The Catharine Lorillard Wolfe Collection, Fondo Wolfe, 1909. Photo: © 2014. Image copyright The Metropolitan Museum of Art / Art Resource / Scala, Florence



Reunión del United Nations Road Safety Collaboration en Nueva York

schoolchildren in Aguas Buenas, Fajardo and Humacao took part.

— 233 educational talks, involving 6,479 children, young people and adults.

— Performances of the comic Berto on traffic education for children, involving 4,455 schoolchildren.

— Involvement in running 13 information booths on road safety in a number of Puerto Rican cities, serving 1,610 people.

— As part of the Healthy Living campaign, educational workshops were held at schools on healthy lifestyle habits.

— Display of a crashed car at a number of universities and businesses, particularly around the intercollegiate athletics tournament period. This year 6 on-site visits were run, discussing prevention with some 2,000 people.

— Creation and distribution of road safety materials for schoolchildren. Approximately 10,000 schoolchildren received such materials in 2014.

— Involvement in the Private Schools of Puerto Rico Summit, held at the Conference Center.

FEBRUARY

No al Maltrato Infantil campaign.

MARCH

Activities as part of the Alimentos con Corazón campaign.

— Fund raising drive to help centers battling cancer.

APRIL

Activities to support muscular dystrophy associations.

MAY

Hazlo Útil campaign, to collect school materials for underprivileged children.

JUNE

Awareness raising activities to combat fear.

— Hazlo Útil Campaign.

— Charity campaigns to collect miscellaneous materials for underprivileged people and underfunded centers.

— Activities as part of the Bienestar en Salud program, in areas of extreme poverty.

JULY

Start of a collection drive, ending in August, for school materials, uniforms and shoes to go to underprivileged children.

— Bienestar en salud campaigns in vulnerable zones.

SEPTEMBER 12

Internal Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for employees of MAPFRE PUERTO RICO.

SEPTEMBER 20

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) at the Universidad Politécnica.

SEPTEMBER 29

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) at the Universidad del Sagrado Corazón.

SEPTEMBER 30

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) at the Universidad Católica de Ponce.



UNESCO Puerto Rico award in recognition of FUNDACIÓN MAPFRE's efforts



Healthy Living Campaign

OCTOBER 1

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) at the Universidad de Puerto Rico.

OCTOBER 2

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life) at the Universidad Interamericana.

OCTOBER 3

Seminar on Management and Decision Making at Insurance Entities (bugaMAP Non-life). Inter-university final between the following universities: Universidad Politécnica, Universidad del Sagrado Corazón, Universidad Interamericana, Pontificia Universidad Católica de Ponce and Universidad de Puerto Rico Recinto de Río Piedras.

OCTOBER 8

Presentation of Fire Prevention Week, organized in partnership with the Puerto Rico Fire Department.

EMEA Regional Area

GERMANY

DECEMBER 4

Involvement in the International Protection of Children Conference, Munich.

BELGIUM

JUNE 23

Involvement in PRAISE TR2 Expert Meeting, a project co-financed by the European Commission, in Brussels.

SEPTEMBER 22

Involvement in the Conference on the BIKE PAL project, in Brussels.

OCTOBER 13

Involvement in the International Conference on Road Safety in Brussels.

FRANCE

MAY 13 TO JULY 27

Emmet Gowin Exhibition. Photography. Henri Cartier-Bresson Foundation, Paris.

OCTOBER 14 TO FEBRUARY 8, 2015

Garry Winogrand Exhibition. Photography. Musée Jeu de Paume, Paris.

ITALY

DECEMBER 6 TO FEBRUARY 15

Vanessa Winship Exhibition. Photography. Palazzo delle Stelina, Milan.

MALTA

ANNUAL

Partnership to run the A Head Start project, with Equal Partners Foundation.

— Traffic education program at schools, with 4,323 schoolchildren taking part.



Traffic education program in Malta



Healthy Living campaign workshop in Malta

— Educational workshops for the Healthy Living campaign, involving 4,000 schoolchildren.

MAY 7

Presentation to the media on the Traffic Education Program being run in Malta.

JULY 15 AND 16

Seminars on Management and Decision Making at Insurance Entities (bugaMAP Non-life) for the insurance market.

SWITZERLAND

OCTOBER 6

United Nations Road Safety Collaboration (UNRSC) meeting in the city of Geneva, presenting our new program on Child Restraint Systems.

TURKEY

ANNUAL

Partnership to run a grant program with Besktas Egitim Hizmetleri and Bilgi Education and Culture.

— Driver training campaign, involving 450 drivers.

APRIL

Tree of Wishes project, as part of the psychosocial support campaign.

MAY

Reading activities for blind children, as part of the Hazlo Útil campaign.

JULY

Provision of hygiene kits to hospitalized children with cancer.

AUGUST

Workshops on developing motor skills and psychosocial support for children with cancer.

SEPTEMBER

Activities for orphaned children following the earthquake in central Koruncuk.

— Activities for seniors as part of the Compartiendo Ilusión campaign.

— Beach cleaning as part of the Comprometidos con el Medio Ambiente campaign.

OCTOBER-NOVEMBER

Educational workshops for the Healthy Living campaign, involving 1,500 schoolchildren.

OCTOBER 15

Organization of the International PRAISE Road Safety at the Workplace conference, in the city of Istanbul.

APAC Regional Area

PHILIPPINES

ANNUAL

Partnership to run the Toddler Home project with Fundación Virlanie.

— Partnership to run the Seeds of Hope program the Eugenia Ravasco Day Center.

JUNE

Back to School Activity.



Health workshops were also held in Turkey

JUNE 23 TO JULY 4

Involvement in Asia Pacific Road Safety 2014, showcasing our traffic education program for schools.

JULY

Music Activity.

GLOBAL ACTIVITIES

FEBRUARY

Publication of the report entitled El mercado asegurador Latinoamericano 2012-2013 in Spanish and English.

— Publication of the book *Responsabilidad civil en el arbitraje*.

— Publication of the report *La internacionalización de la empresa española: riesgos y oportunidades*.

— Launch of the Global Volunteering Plan 2014.

FEBRUARY 17

Start of the 5th advanced specialization course in Life, Health and Social Insurance.

MARCH 3

Start of 18 e-learning courses specializing in insurance, including 200 grants for the unemployed.

APRIL

Publication of the book *La reputación corporativa en empresas aseguradoras: análisis y evaluación de factores explicativos*

— Print and electronic editions of number 118 of *Gerencia de Riesgos y Seguros* magazine in Spanish and English.

MAY

Start of the Introduction to Insurance course, as part of Seguros para Todos, in Spanish, English and Portuguese.

MAY 13

Genetics and Insurance Webinar: Predictive underwriting of personal risks, as part of RED CUMES.

JUNE

Invitation for applications for 30 post-graduate grants to help university graduates around the world benefit from specialized in insurance and retirement planning education at Spanish universities and institutions.

— Announcement of Ignacio Hernando de Larramendi research grants.

— Publication of the *Ranking of the largest European non-life Insurance Groups in 2013* in Spanish and English.

— Publication of the book *El seguro de decesos en la normativa aseguradora. Su encaje en Solvencia II*.

— Publication of the book *El seguro basado en el uso*.

— Winners announced for the 7th Short Story About Insurance Competition.



JULY

Publication of the report *El Mercado Español de Seguros 2013*.

- Print and electronic versions of number 119 of *Gerencia de Riesgos y Seguros* magazine, in bilingual Spanish and English edition.

SEPTEMBER

Excellence grants awarded to students of Latin America Superintendences and universities with whom collaboration agreements are held.

- Insurance specialization grants awarded to students of Latin America Superintendences and universities with whom collaboration agreements are held.

- Publication of the report entitled *Predicción de la actividad aseguradora en España*.

- Launch of the Volunteering Awards.

SEPTEMBER 19

Announcement of winners of Insurance Post-Graduate Grants.

OCTOBER

Publication of *La Guía para tu jubilación* in Spanish and Catalan

- Publication of the report *Percepción social del Seguro en España 2014*.

OCTOBER 6

Start of the 10th Master's in Insurance Management and Techniques.

OCTOBER 13

Start of 10 e-learning courses specializing in insurance, including 200 grants for the unemployed.

OCTOBER 23

Webinar on Cyber Risk: Prevention and Insurance Solutions, as part of RED CUMES.

NOVEMBER

Start of the e-learning course on Insurance Education in Schools. High School Education.

- Publication of the *Ranking of insurance groups in Latin America 2013*.

- Publication of the study *Evolución del mercado latinoamericano 2003-2013*.

- Publication of the 7th International Julio Castelo Matrán Insurance Award: *El riesgo de longevidad y su aplicación práctica a Solvencia II: modelos actuariales avanzados para su gestión*.

- Publication of number 200 of the Notebooks of the Foundation collection: *El componente transfronterizo de las relaciones aseguradoras*.

- RED CUMES Webinar on Private Social Insurance: Challenges and Opportunities, presenting the *Guía para tu jubilación*.

- MAPFRE SOLIDARITY MONTH.

DECEMBER

Print and electronic editions of number 120 of *Gerencia de Riesgos y Seguros* magazine in Spanish and English.

- Announcement of Ignacio H. de Larramendi research grants.

- Winners announced for the 8th Short Story About Insurance Competition.

- Launch of the Seguros y Pensiones para Todos project.

- Streaming of the AGERS Big Data in Personal Insurance Conference.

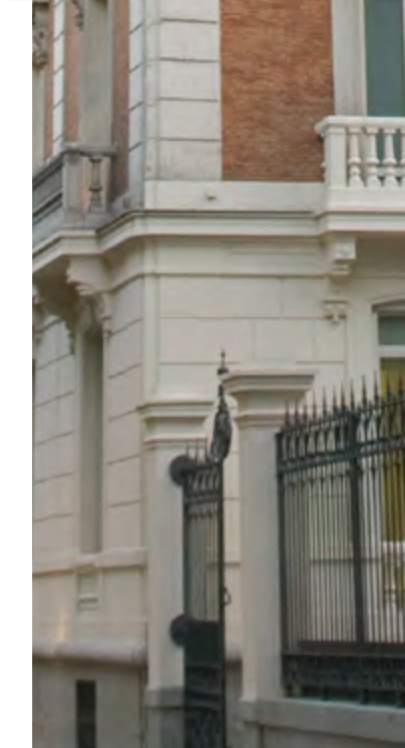
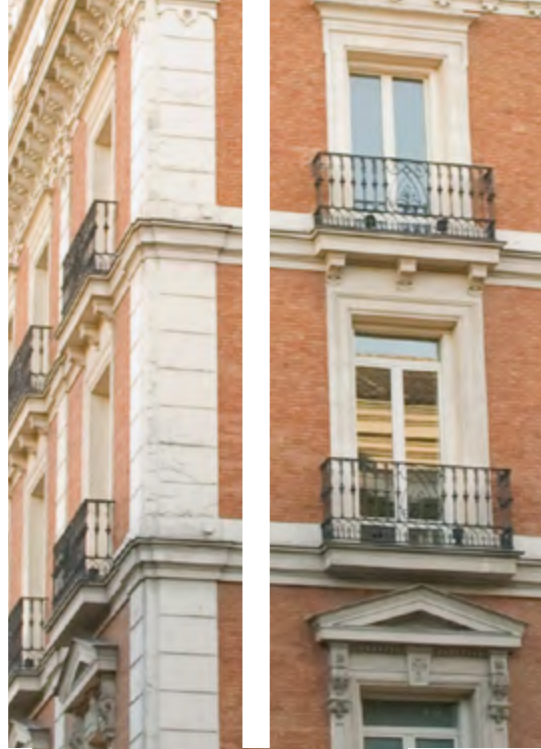
- Publication of the report *El mercado asegurador latinoamericano 2013-2014*.

DECEMBER 5.

International Volunteering Day.



Volunteer activity in Colombia



7

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 2014 are listed below, in alphabetical order and grouped by region.

INTERNATIONAL ORGANIZATIONS

- Geneva Association
- Latin American Association for Occupational Health and Safety
- International Labor Organization
- Special Olympics
- UN Road Safety Collaboration (UNRSC)
- Global Road Safety Partnership (GRSP)

IBERIA REGION

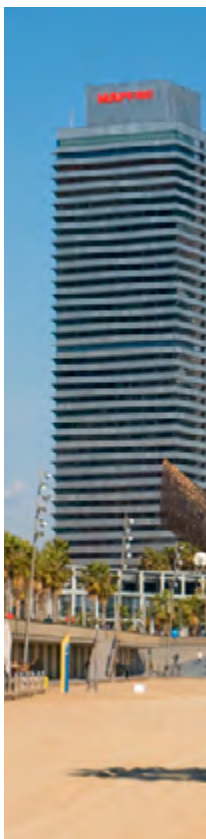
IBERIA Regional Area

SPAIN

- AENOR
- AESLEME (Asociación para el Estudio de la Lesión Medular Espinal)
- Asociación de Consumidores de Bancos, Cajas y Seguro-ADICAE
- Asociación de Empresarios Solidarios de Aragón
- Asociación de Familiares de Discapacitados del Centro Valle del Roncal
- Asociación de Médicos Forenses de Andalucía
- Asociación Española de Derecho Sanitario
- Asociación Española de Fundaciones
- Asociación Española de Gerencia de Riesgos y Seguros - AGERS
- Asociación Española de la Carretera
- Asociación Española de Pediatría de Atención Primaria
- Asociación Internacional de Derecho de Seguros - AIDA
- Asociación Maecenas: Educación y Cultura
- Asociación Pádel para Todos
- Asociación para la Racionalización de los Horarios Españoles
- Asociación Profesional de Técnicos de Bomberos (APTB)
- Asociación Safety Motor Formación
- Ayuntamiento de A Coruña
- Ayuntamiento de Águilas (Murcia)
- Ayuntamiento de Alcántara (Cáceres)
- Ayuntamiento de Alcorcón (Madrid)
- Ayuntamiento de Aranda de Duero (Burgos)
- Ayuntamiento de Avila
- Ayuntamiento de Badajoz
- Ayuntamiento de Barberá del Valles (Barcelona)
- Ayuntamiento de Bilbao
- Ayuntamiento de Burgos
- Ayuntamiento de Cádiz
- Ayuntamiento de Castellar del Valles (Barcelona)
- Ayuntamiento de Ciudad Real
- Ayuntamiento de Dos Hermanas (Sevilla)
- Ayuntamiento de Fuenlabrada (Madrid)
- Ayuntamiento de Gijón (Asturias)
- Ayuntamiento de Granada
- Ayuntamiento de Huelva
- Ayuntamiento de la Línea de la Concepción
- Ayuntamiento de La Palma
- Ayuntamiento de la Puebla de Cazalla (Sevilla)
- Ayuntamiento de Leganés
- Ayuntamiento de Lérida
- Ayuntamiento de Linares (Jaén)
- Ayuntamiento de Lugo
- Ayuntamiento de Málaga

- Ayuntamiento de Mata de Alcántara (Cáceres)
- Ayuntamiento de Mérida (Extremadura)
- Ayuntamiento de Molina de Segura (Murcia)
- Ayuntamiento de Móstoles (Madrid)
- Ayuntamiento de Palamós (Girona)
- Ayuntamiento de Pamplona
- Ayuntamiento de Ponferrada (León)
- Ayuntamiento de Salamanca
- Ayuntamiento de San Fernando (Cádiz)
- Ayuntamiento de San Martín de Valdeiglesias (Madrid)
- Ayuntamiento de Segorbe (Castellón)
- Ayuntamiento de Sevilla
- Ayuntamiento de Tarragona
- Ayuntamiento de Toledo
- Ayuntamiento de Tudela (Navarra)
- Ayuntamiento de Valencia
- Ayuntamiento de Valladolid
- Ayuntamiento de Vitoria-Gasteiz
- Cabildo Insular de La Palma
- Cabildo Insular de Lanzarote
- La Rioja Chamber of Commerce
- Casa Gurbindo

- Centro de Arte. Museo Nacional Reina Sofia (Spain)
- CESVIMAP (Centro de Experimentación y Seguridad Vial MAPFRE)
- Club Balonmano Mar Alicante
- Club de marketing de la Rioja
- Comarcas Bajo y Medio Cinca (Huesca)
- Comité Español de Representantes de Personas con Discapacidad (CERMI)
- Comunidad de Madrid
- Comunidad Foral Navarra
- Confederación de Empresarios de Sevilla-CES
- Confederación regional de Empresarios de Castilla la Mancha (CECAM)
- Confederación Regional Empresarial Extremeña (CREEX)
- Consejería de Economía y Empleo de Castilla la Mancha
- Consejería de Empleo de Extremadura
- Consejería de Empleo de la Junta Castilla la Mancha
- Consejería de Empleo y Servicios Sociales de Extremadura
- Consell de Mallorca
- Diputación de Badajoz
- Diputación de Cáceres
- Diputación de Castellón
- Diputación de Ciudad Real
- Diputación de Guadalajara
- Diputación de Málaga
- Diputación de Palencia
- Diputación de Sevilla
- Diputación Foral de Vizcaya-Sala Rekalde
- Dirección General de Políticas de Apoyo a la Discapacidad
- Dirección General de Tráfico (DGT)
- ENDESA
- Escuela de Basket Fran Murcia
- Federación Andaluza de Deportes para Discapacitados Físicos
- Federación Catalana de Tenis
- Federación de Empresarios de La Rioja (FER)
- Federación de Organizaciones en Favor de Personas con discapacidad, FEAPS
- Federación Española de Deportes de Personas con Discapacidad Física



- Federación Española Down
- Federación Guipuzcoana de deporte adaptado
- Federación Madrileña de Tenis
- Feria de Madrid (IFEMA)
- Fundación Abracadabra
- Fundación Arco Iris/Ciudad Alcalá
- Fundación Caballo Amigo
- Fundación Carmen Pardo Valcarce
- Fundación CONAMA
- Fundación de la Confederación Española de Sordos
- Fundación Deporte y Desafío
- Fundación Eduardo Punset
- Fundación Educación Activa
- Fundación Educación y Cooperación EDUCO

- Fundación Emilio Sánchez Vicario
- Fundación Española de Enfermedades Neurológicas
- Fundación Fútbol Club Barcelona
- Fundación INADE.
- Fundación Konecta
- Fundación LAFER.
- Fundación Mensajeros de la Paz
- Fundación ProCNIC
- Fundación Real Madrid
- Fundación Recal
- Fundación Reina Sofía
- Fundación Social Educativa DUC IN ALTUM
- Fundación Theodora
- Fundación Valencia Club de Fútbol
- Generalitat de Catalunya
- Generalitat de Valencia
- Gestión de Medios Culturales Expresa
- Gobierno de Aragón
- Gobierno de Cantabria
- Gobierno de La Rioja
- Hospital Ramón y Cajal
- Instituto de Mayores y Servicios Sociales (IMSERSO)
- Instituto de Medicina Legal de las Illes Balears
- Instituto Jovellanos de Gijón (Spain)
- Investigación Cooperativa entre Entidades Aseguradoras-ICEA
- Junta de Andalucía
- Junta de Castilla y León
- Junta de Castilla-La Mancha
- Junta de Extremadura
- Ministerio de Agricultura, Alimentación y Medioambiente
- Ministerio de Educación, Gobierno de España
- Ministerio de Empleo y Seguridad Social
- Ministerio de Sanidad
- Museo Picasso, Barcelona
- Osakidetza
- Principado de Asturias
- Random House / Grupo Santillana
- Real Academia de Bellas Artes de San Fernando (Madrid)
- Real Academia Nacional de Medicina
- Real Club Náutico de Sanxenxo
- Región de Murcia
- Sala de exposiciones Vimcorsa, Córdoba
- Sala San Benito, Ayuntamiento de Valladolid

- Salus Infirmorum
- Sección Española de la Asociación Internacional de Derecho de Seguros (SEAIDA)
- Seniors Españoles para la Cooperación Técnica (SECOT)
- Secretaría General de la Confederación Española de Política
- SEMERGEN (Sociedad Española de Médicos de Atención Primaria)
- Servicio de Protección de la Naturaleza de la Guardia Civil (SEPRONA)
- Sociedad de San Vicente de Paúl
- Sociedad Española de Cirugía Ortopédica y Traumatología (SECOT)
- Sociedad Española de Cirugía Torácica y Cardiovascular
- Sociedad Española de Geriatria y Gerontología (SEGG)
- Sociedad Española de Medicina de Urgencias y Emergencias (SEMES)
- Sociedad Española de Paraplejia
- Unión Catalana de Entidades Aseguradoras -UCEAC
- Universidad Autónoma de Madrid



- Universidad Complutense de Madrid
- Universidad de Barcelona
- Universidad de Deusto
- Universidad de Girona
- Universidad de Málaga
- Universidad de Salamanca
- Universidad de Santiago
- Universidad de Valladolid
- Universidad Nacional de Educación a Distancia (UNED)
- Universidad Pablo de Olavide.
- Universidad Politécnica de Madrid
- Universidad Pontificia de Salamanca
- Universidad Pontificia de Salamanca
- Xunta de Galicia

PORTUGAL

- Autoridade para as Condições do Trabalho
- DGEste, Direcção-Geral dos Estabelecimentos Escolares
- Direcção General de Saúde del Ministério de Saúde
- IADE-U (Instituto de Arte, Design e Empresa - Universitário)
- Santa Casa Misericórdia de Lisboa
- Sociedade Belas Artes



LATAM REGION

- Asociación de Supervisores de Seguros de América Latina (ASSAL)
- Asociación Latinoamericana para el desarrollo del seguro agropecuario (ALASA)
- Inter-American Development Bank (IDB)
- FICVI (Federación Iberoamericana de Asociaciones de Víctimas contra la Violencia Vial)
- Observatorio Interamericano de Seguridad Vial
- Organización Bomberos Americanos
- Organización de Estados Iberoamericanos
- Organización Panamericana de Salud (OPS)



LATAM NORTH Regional Area

COSTA RICA

- Asociación Manos Amigas Llevando Esperanza
- Asociación proyecto Daniel

EL SALVADOR

- Asociación Mensajeros de la Paz
- Fundación amigos de la Educación, Fundaeduca
- Fundación Cideco
- Fundación Cinde
- Fundación El Valle

GUATEMALA

- Casa Guatemala ONG
- Cuerpo de Bomberos de Guatemala
- Municipalidad de la Ciudad de Guatemala
- Bomberos Municipales de la Ciudad de Guatemala
- FUNDAL
- Dirección de Tránsito de la Policía Nacional Civil

HONDURAS

- Aldeas Infantiles SOS
- Dirección Nacional de Tránsito de Honduras
- Fundación Copade

MEXICO

- Asociación Mexicana de Instituciones de Seguros (AMIS)
- Casa de la Amistad para Niños con Cáncer
- Centro Nacional de Prevención de Desastres (CENAPRED)
- Cesal
- Comisión Nacional de Seguros y Finanzas (CNSF)
- Consejo Nacional para la Prevención de Accidentes
- Cruz Roja Mexicana
- Departamento de Seguridad Vial y Educación Vial del Estado de Chihuahua
- Fundación CIE
- Fundación CMR
- Fundación Mano Amiga de Chalco
- Fundación Michou y Mau
- Fundación UP-IPADE
- Hospital Infantil Federico Gómez
- Hospital Nicolás San Juan
- Hospital Materno-Infantil de Xochimilco
- Instituto Nacional de las Personas Adultas Mayores (INAPAM)
- Museo Interactivo de Economía (MIDE)
- Museo Trompo Mágico
- Secretaría del Trabajo y Previsión Social
- Universidad Anáhuac (Campus Norte y Sur)
- Universidad Autónoma del Estado de México (UAEM)
- Universidad de las Américas (UDLA)
- Universidad La Salle de México (ULSA)
- Universidad Marista
- Universidad Nacional Autónoma de México (UNAM)
- Universidad Popular Autónoma de Puebla (UPAEP)
- Universidad Tecnológica Americana de México (UTECA)

NICARAGUA

- Asociación Antorcha
- Asociación Pan y Amor
- Policía Nacional de Nicaragua



PANAMA

- Asociación Panameña de Empresas Aseguradoras (APADEA)
- Asociación Panameña de Niños Quemados (APANIQUEM)
- Asociación Pro Niñez Panameña
- Autoridad del Transporte de Panamá
- Benemérito Cuerpo de Bomberos de la República de Panamá
- Ciudad del niño
- Despacho de la Primera Dama
- Panama Book Fair.
- Fundación Panameña de Educación Vial
- FUNDACUNA
- Ministerio de Educación
- Movimiento Sociocultural Nueva Generación
- Museo del Canal de Panamá
- Superintendencia de Seguros y Reaseguros
- Universidad Latina
- Universidad Santa María la Antigua

DOMINICAN REPUBLIC

- Asociación Nuevos Caminos
- Autoridad Metropolitana del Transporte (AMET)
- Corporación del Acueducto y Alcantarillado de Santo Domingo (CAASD)
- Fundación Amanecer Infantil
- Fundación Nuestros Pequeños Hermanos
- Fundación Vida Azul
- Instituto Tecnológico de Santo Domingo (INTEC)
- Intered
- Universidad Iberoamericana de la República
- Universidad UNAPEC de la República Dominicana

BRAZIL Regional Area

BRAZIL

- ACAIA Pantanal
- ACRICA
- Asociación Acción Comunitaria de Brasil en São Paulo
- Asociación Aldeas Infantiles
- Asociación de Asistencia a la Crianza Deficiente
- Asociación de combate a la desnutrición, NUTRIR
- Fundación Fe y Alegría de Nova Iguaçu
- Asociación de Integración Social Morumbí
- Asociación Movimento Pro- Criança
- Associação Sonhar e Acreditar
- AVAPE de Penápolis
- Canal Saúde Brasil
- CEAPS
- Centro de Promoción Social Bororé
- Centro de Referência do Idoso de São Paulo (CRECI)
- Centro de Referência do Idoso de São Paulo Leste
- Centro de Referência do Idoso de São Paulo Norte
- Centro Educacional Unificado Aricanduva
- Colégio Porto Seguro, unidades Panamby, Morumbi y Valinhos (Sao Paulo)
- Congregação Israelita de São Paulo
- Conselho Estadual do Idoso de São Paulo
- Departamento Estatal de Tráfico de São Paulo (Detran-São Paulo)
- EMBRATEL
- Escola Nacional de Seguros de Brasil
- Faculdades Metropolitanas Unidas (FMU) de Brasil.
- Fundação Escola Nacional de Seguros (FUNENSEG) de Brasil.
- Fundação Getúlio Vargas de Brasil.
- Fundación Fe y Alegría de Santa Catarina
- Grupo Equilíbrio Barueri
- Hijas de la Providencia
- IFAN
- Instituto Alana
- Instituto Educacional Mano Amiga
- Liga Solidaria
- Núcleo de Convivência de Idosos Castelinho
- Prefeitura Municipal de Araçatuba
- Prefeitura Municipal de Araraquara
- Prefeitura Municipal de Caraguatatuba
- Prefeitura Municipal de Embu das Artes
- Prefeitura Municipal de Praia Grande
- Prefeitura Municipal de Santos
- Prefeitura Municipal de Tatuí
- Projeto Velho Amigo
- Secretaria Estadual de Assistência Social e Direitos Humanos do Rio de Janeiro
- Secretaria Estadual de Educação de Minas Gerais
- Secretaria Estadual de Educação de São Paulo
- Secretaria Estadual de Educação do Ceará
- Secretaria Municipal de Educação de Curitiba
- UNATI Maringá
- UNIBAN Anhanguera
- Universidade Católica de Santos (UNISANTOS)
- Universidade de São Paulo (USP)



LATAM SOUTH Regional Area

ARGENTINA

- Agencia Nacional de Seguridad Vial de la República Argentina.
- Asociación Aldeas Infantiles
- Asociación Civil Mensajeros de la Paz
- Centro Comunitario Jesús y María (Tres Isletas)
- Federación Argentina de Municipios
- Fundación Altius Mano Amiga
- Fundación Uniendo Caminos
- Red Agustiniana para la Educación y el desarrollo, REDA
- Secretaria de Políticas Sociales, Cultura y Educación de Buenos Aires

CHILE

- Asociación Chilena de Seguridad.
- Carabineros de Chile
- Centro Cultural Las Condes, Santiago de Chile
- Comisión Nacional de Seguridad en el Tránsito.
- Consejo Chileno de Seguridad
- Fundación Padre Semería
- Nuestros Hijos

COLOMBIA

- Asociación Secretariado social de Soacha
- Centro de Rehabilitación Integral de Colombia, CIREC
- CESVI Colombia
- Consejo Colombiano de Seguridad.
- Corporación de Educación e Investigación Intercultural para los pueblos (CEIP)
- Fucolde
- Fundación Ayuda a la Infancia Bambi
- Fundación Carvajal
- Fundación Catalina Muñoz
- Fundación Dharma
- Fundación Juan Felipe Gomez Escobar
- Fundación Laudes Infantis
- Fundación para la asistencia de la niñez abandonada, FANA
- Ministerio de Educación de Colombia
- Museo del Banco de la República
- 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
- Universidad del Externado de Colombia
- Universidad Pontificia Javeriana de Colombia

ECUADOR

- Cesal
- Comunidad de Ayuda a Niños de América del Sur, CANDAS
- Cuerpo de Bomberos de Guayaquil
- Fundación Ayuda en Acción
- Fundación Meridional
- Secretaría Nacional de Gestión de Riesgos

PARAGUAY

- Aldeas Infantiles
- Cuerpo de Bomberos de Asunción
- Fundación ALDA
- Fundación Asoleu
- Gobernación del Departamento de Itapúa



PERU

- Asociación Hogares Nuevo Futuro
- CESAL
- Comisión Nacional de Tránsito
- Cuerpo General de Bomberos Voluntarios del Perú
- Dirección General de Educación
- Lima Book Fair
- Fundación Almenara
- Fundación Entreculturas Fe y alegría
- Fundación Harena
- Superintendencia de Banca y Seguros de Perú
- Vivendi World Trade

URUGUAY

- Asociación Cultural y Técnica
- Asociación Uruguaya de a Familias Agrarias
- Cuerpo de Bomberos
- Fundación Alejandra Forlán
- Fundación Gonzalo Rodríguez
- Fundación Ybyaray
- Municipalidad de Colonia
- Municipalidad de Flores
- Municipalidad de Maldonado
- Municipalidad de Montevideo
- Municipalidad de Rocha
- Municipalidad San José



VENEZUELA

- Asociación Benefactora al Niño Sin Asistencia, ABANSA
- Asociación Civil Amigos de Niño Especial
- Asociación Civil Centro Comunal Don Bosco
- Casa Hogar Santa María Goretti
- Centro de Enseñanza Integral Dugarbin
- Comunidad Cristiana Jesús es Señor
- Comunidad Cristiana Jesús es Señor
- Fundación Madre María Luisa Casar
- Fundación María Auxiliadora
- Fundación Orquesta Infantil de Duaca
- Hogar San Vicente de Paul

INTERNATIONAL

NORTH AMERICA Regional Area

UNITED STATES

- Meadows Museum, Dallas
- National Gallery, Washington
- Philadelphia Museum of Art
- San Diego Art Museum
- The Metropolitan Museum of Art of New York
- The Paul Getty Museum
- Webster & Dudley, Massachusetts

PUERTO RICO

- Agencia Federal de Alimentación y Nutrición
- Departamento de Educación
- Pontificia Universidad Católica de Ponce de Puerto Rico
- Universidad Católica Ponce de Puerto Rico
- Universidad de Puerto Rico
- Universidad del Sagrado Corazón de Puerto Rico
- Universidad Interamericana de Puerto Rico
- Universidad Politécnica de Puerto Rico
- Casa de Niños Manuel Fernández Juncos
- Hogar de niñas Cupey
- Hogares Teresa Toda

EMEA Regional Area

- European Transport Safety Council (ETSC)
- UNECE (United Nations Economic Commission for Europe)

GERMANY

- German Road Safety Committee (DvR)

BELGIUM

- Belgian Road Safety Institute (IBSR/BIVV)

FRANCE

- Henri-Cartier Bresson Foundation, Paris
- Jeu de Paume, Paris
- Musée d'Orsay, Paris
- Modern Art Museum. Georges Pompidou Center, Paris

UNITED KINGDOM

- Tate Modern, London

ITALY

- Uffizi Gallery Museum, Florence

ISRAEL

- The Israel Museum, Jerusalem

MALTA

- Malta Transport Authority.
- Office of Health Promotion and Disease Prevention
- Equal Partners Foundation
- Ministry of Education and Employment

NORWAY

- Norwegian Institute of Transport Economics

TURKEY

- ARPR (Arpr Iletsim Danismanligi Ltd Sti)
- Besktas Egitim Hizmetlireri and Bilgli education and culture
- BP Turkey
- Embarq Turkey
- University of Istanbul.

APAC Regional Area

PHILIPPINES

- Eugenia Ravasco Day Care Center
- Fundación Virlanie
- Superior of the Filipino Corporation of Claretian Fathers, Inc. (SFCCFI)

JAPAN

- National Museum of Modern Art, Kyoto





8

Acknowledgments

Trustees Santiago Gayarre, Sebastián Homet and María Jesús Fernández Antón concluded their activities in 2014 by reaching the age limit established in our statutes. Likewise, and effective on December 31, 2014, Filomeno Mira Candel stepped down as a FUNDACIÓN MAPFRE Trustee.

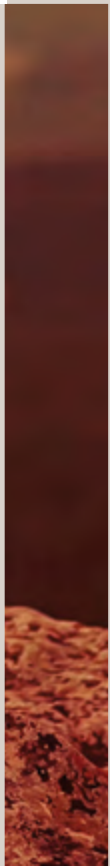
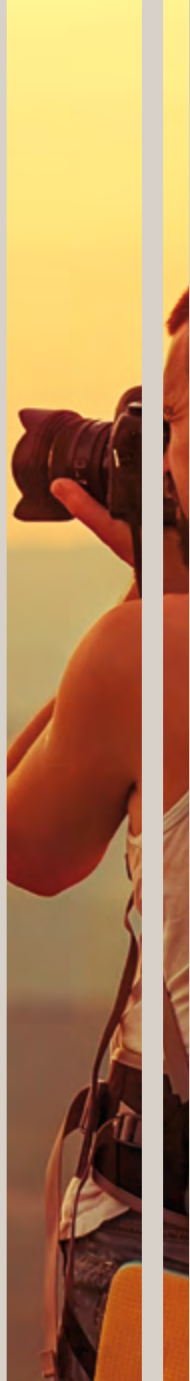
Santiago Gayarre, a law graduate from Universidad Complutense de Madrid, began working at MAPFRE in 1970. He was General Manager and Managing Director of MAPFRE MUTUALIDAD (1990-2006) and chairman and CEO of MAPFRE AMÉRICA (2002-2007), as well as a member of the Board of Directors of MAPFRE (1989-2012), and as of the constitution of FUNDACIÓN MAPFRE in 2005, a member of the Board of Trustees and the Audit and Compliance Committee.

Sebastián Homet holds a degree in Economics from the Universidad de Barcelona, and was hired by MAPFRE in 1965. He spent his career in MAPFRE VIDA, where he attained the post of Chairman in 2001. He was member of the Board of Directors of MAPFRE between 2006 and 2011 and joined the FUNDACIÓN MAPFRE board of trustees and Audit and Compliance Committees.

María Jesús Fernández Antón, has a degree in Economics and Actuarial Sciences from the Universidad Complutense de Madrid. She joined MAPFRE in 1969, where she held the office of General Director of MAPFRE VIDA (1992-2005), has been a board member of MAPFRE VIDA Y PENSIONES and MAPFRE INVERSIÓN II since 2006, and of MAPFRE FAMILIAR since 2011. In September 2010, she joined the Board of Trustees of FUNDACIÓN MAPFRE and has since held the office of Vice Chairman of the Audit and Compliance Committees.

Filomeno Mira Candel, Road, a Canal and Port Engineering graduate from the Universidad Politécnica de Madrid, has a degree in Business and Actuarial Insurance from the Universidad Complutense de Madrid. He joined MAPFRE in 1971 and has since held the office of chairman of MAPFRE RE (1996-2001), MAPFRE AMÉRICA VIDA (2000-2002), MAPFRE SEGUROS GENERALES (1988-1992 and 2002-2005) and MAPFRE EMPRESAS (2003-2008). He also had a seat on the MAPFRE Board of Directors from 1981 until 2013. In 2005, he joined FUNDACIÓN MAPFRE until stepping down this past February 2014, following highly productive activities as Vice Chairman, Chairman of the Insurance Sciences Institute, Road Safety and Health, and Prevention and Environment Institutes.

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 the MAPFRE System.





1

Governing bodies

BOARD OF TRUSTEES	
PRESIDENT	José Barbosa Hernández
VICE PRESIDENT	Ignacio Baeza Gómez
BOARD MEMBERS	Tomás Bobo Díaz
	José Luis Catalinas Calleja
	Teófilo Domínguez Anaya
	Fundación Ignacio Larramendi (Representative: Miguel Hernando de Larramendi Martínez)
	César García Otero
	José Hernández Barbosa
	Miguel Herreros Altamirano
	Tomás Hidalgo Aranda
	Andrés Jiménez Herradón
	Alfredo Montes García
	Humberto Pérez Hidalgo
	Jorge Carlos Petit Sánchez
	Asunción Rodríguez Betancor
	Julián Pedro Sáenz Cortés
Juan Francisco Sánchez Mayor	
Isabel Suárez Velázquez	
SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

HONORARY PRESIDENTS
Fernando Arencibia Hernández
Julio Caubín Hernández

PAST TRUSTEES
Manuel Jordán Martínón
Silvestre de León García
Santiago Rodríguez Santana
Félix Santiago Melián

MANAGEMENT COMMITTEE	
PRESIDENT	José Barbosa Hernández
VICE PRESIDENT	Ignacio Baeza Gómez
BOARD MEMBERS	Teófilo Domínguez Anaya
	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

Composição dos órgãos de governo na data de formulação do Relatório Anual 2014.

2

General information

FUNDACIÓN MAPFRE GUANARTEME is a non-profit private entity founded in 1985 with the fundamental objective of supporting the cultural and social development of the Canary Islands community.

Within the cultural scope, we organize activities in a number of fields, particularly plastic arts, music, literature and theater.

Via our ABRAZOS program, designed to drive social action, we work actively with other public and private organizations

in the Canary Islands to run projects for the elderly, children, young people and the people with disabilities, as well as any other underprivileged groups at risk of social exclusion.

Likewise, given our geographic proximity to the Canary Islands, we also run and support projects seeking to improve quality of life in Africa.

The following table details information on the activities implemented by FUNDACIÓN MAPFRE GUANARTEME in 2014:

	Number of activities	PARTICIPANTS		
		Direct	Website	Total
Seminars, courses and other events	133	4,886	41,757	46,643
Educational activities	19	37,622	13,621	51,243
Publications	24	0	14,205	14,205
Prizes, scholarships and contests	69	114	30,789	30,903
Art exhibitions	23	24,976	21,797	46,773
Concerts	25	2,781	20,421	23,202
Social action	29	15,825	15,317	31,142
TOTAL	322	86,204	157,907	244,111



3

Foundation activities 2014

SOCIAL ACTION

21 courses and events aimed at training professionals from the tertiary sector, providing them with skills and resources for working with children and young people.

- 23 workshops designed to maintain, strengthen and develop mental and motor skills, particularly for the elderly.
- Presentation of the Paisajes submarinos de las Islas Canarias documentary in Gran Canaria, La Palma, La Laguna (Tenerife) and at the International Environmental Film Festival of the Canaries (Tenerife).
- Award of 60 study and research grants.
- Lectures for high school students on harmful and/or addictive substances, promoting healthier lifestyles among young people.
- Preventing drug addiction and school absenteeism among young people in the Schamann neighborhood, through the Asociación Aula de la Naturaleza El Pinar.
- Training in road safety for elementary schoolchildren in Gran Canaria.
- Workshops on water and energy saving for schoolchildren across the Canary Islands.
- Recreational activities and distribution of books at Hospital Materno Infantil de Gran Canaria, Hospital Universitario de Tenerife and Hospital de la Candelaria de Tenerife, with Proyecto Sonrisas.
- Driving social integration of children through music, as part of the Barrios Orquestados program in Tamaraceite, run by the Bela Bartok Association.



Awarding of 20 Erasmus + scholarships to students of the Universities of Las Palmas de Gran Canaria



Avanzando Juntos project exhibition: Arte y Discapacidad

by AVAFES Canarias, promoting environmental education and directed at intellectual disability associations: ACTRADE (Asociación Canaria de Personas con Trastornos Generalizados del Desarrollo), ASPERCAN (Asociación Asperger Islas Canarias), ADEPSI (Asociación de integración laboral y social a las personas con discapacidad intelectual en edad adulta), FUTUCAN (Fundación Tutelar Canaria de Down Las Palmas) and AFESur (Asociación Comarcal de Familias de Personas con Enfermedades Mentales Crónicas).

- Therapeutic and cultural activities aimed at the Asociación de Enfermos Medulares (Medullary Disease Association) ASPAYM and AFESur.

- Support for extra-curricular and recreational activities for children at the Nuevo Futuro home in Lomo Apolinario.

- A summer in the Foundation: recreational and educational workshops for minors of the Nuevo Futuro institution and Cono Sur neighborhoods in Las Palmas de Gran Canaria.

- Avanzando Juntos Project: Art and disability, with an exhibition of the art work produced and the creative process. This project seeks to capitalize on the benefits that art offers people with special needs, represented by APAELP (Association of Parents of Students with Disabilities in Las Palmas Province) and APROSU (Las Palmas Association for the Protection of Persons with Intellectual Disabilities), to develop their creative abilities.

- Six projects aiming to boost the integration of seniors, children and young people, with the aim of preventing social vulnerability.

- Recycling of textile waste and labor integration via the Tabita Project, with Fundación Cáritas.

- Addiction treatment program, with Fundación Forja.

- Workplace and social integration for adults in or at risk of poverty, with the Shelter and Development Social Organization.

- Donation to Orden Hospitalaria de los Hermanos de San Juan de Dios, in recognition of the support they have provided over four decades to dependent people and their families.

- Donation of a facility to Asociación de Caridad San Vicente de Paúl, where it will organize the distribution of food and necessities to families in need and immigrant groups.

AFRICA

Maintenance of the home for girls built by FUNDACIÓN MAPFRE GUANARTEME in Mbar, and supporting the Children's Shelter in Dakar, run by Orden Franciscana Misioneras de María en Senegal.

- Health Education in Senegal: awareness-raising program for hygiene issues, in coordination with Asociación de Puestos de Salud Privados Católicos, las Hermanas Franciscanas Misioneras de María and Radio ECCA Fundación Canaria.

- Construction of a school in Senegal, in coordination with UNICEF.



Reino de la Energía Workshop

CULTURE

Exhibition of the projects of selected artists presented to the public in order to promote and stimulate the creativity of our artists and promote and consolidate our cultural heritage by bringing it closer to the greater public.

– First stage of the Usar y Tirar project, which was selected as part of the 2013 Fine Arts competition (Plaza del Adelantado, Tenerife).

– Bringing the Bajo de las Gerardias, Santuario de la Biodiversidad Marina and La Historia de Isora, Matriarca de una Manada de Calderones en el Piélago exhibitions to the island of Fuerteventura.

– Bringing the Canarios con Salacot: África Subsahariana como Lugar de Emigración (1936-1975) exhibition to the island of Lanzarote.

– Showcase of the works created by students of the workshops organized by FUNDACIÓN MAPFRE GUNARTEME.

– 61 courses, seminars and workshops aimed at analyzing, debating and discovering the arts, and learning about their different languages and disciplines.

– Publication of events and seminars, as well as the short stories entered into competitions.

– Publication of exhibition catalogs and the Apuntes magazine, which details the action taken by FUNDACIÓN MAPFRE GUNARTEME over the year.

– Organization of concerts, so as to open music up to all social sectors, raising the profile of compositions by musicians from the Canary Islands over the course of history, and promoting new composers and performers via an annual open competition for musical projects.

– Charity concert to support Hospital Orden Hospitalaria de los Hermanos de San Juan de Dios, in Las Palmas de Gran Canaria.



Presentation of the *Geografía Botánica: Historia Natural de las Islas Canarias* book

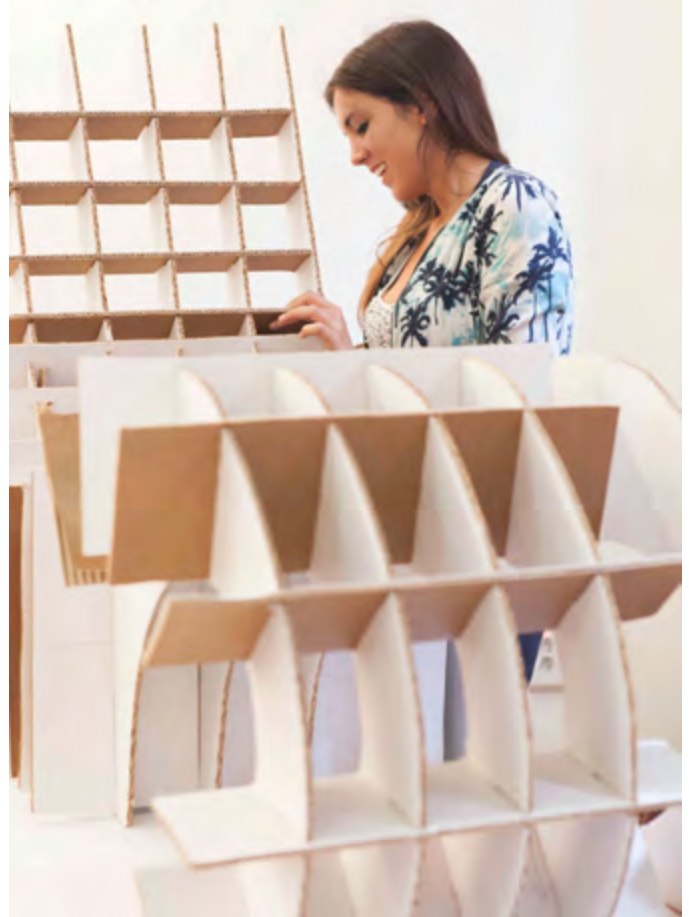


Awards ceremony for the Bookmark school competition



Course on Music therapy as Therapeutic Model against Stress

- Dramatized reading of *Marianela*, by Benito Pérez Galdós, performed by the Dramatized Reading Department at the Centro Superior de Arte Dramático Escuela de Actores de Canarias.
- 14th Saving Memory short stories contest.
- 14th Rincones de Arucas photography competition, titled *La música que nos Acompaña*.
- 5th Ángel Guerra short story competition, aimed at penitentiary inmates.
- 3rd Cuentos Solidarios competition.
- Bookmark school competition.
- 6th Atrium´14 Fine Arts Competition.
- Educational visits for schoolchildren to exhibitions at FUNDACIÓN MAPFRE GUANARTEME facilities, to foster creativity in all areas of the arts and promote respect for historical and cultural heritage.
- Theater activities for schoolchildren, based on drama training projects for high school students and the *Pequeñas personas, grandes personajes* initiative for elementary children.
- Teatrae pedagogical project, in-school theater for the imagination, in collaboration with Teatro Cuyás, to promote the interest of young people and children in theater.
- Special End of Course Prize for the Conservatorio Superior de Música de Las Palmas de Gran Canaria.



Mueble de Cartón Workshop



Travesía saxophone quartet concert



Exhibition for Rafael de Penagos: Los Años del Charlestón

4

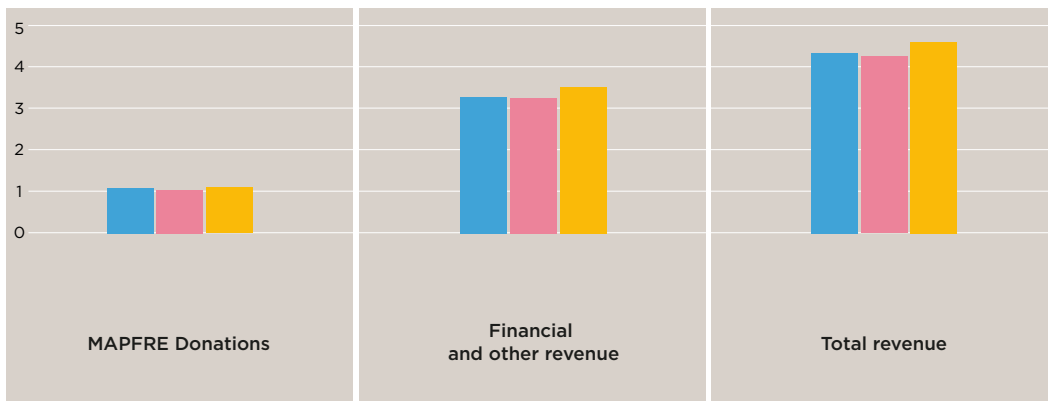
Financial information

— During the 2014 fiscal year, the revenue of FUNDACIÓN MAPFRE GUANARTEME added up to €4.6 million, a figure that represents an increase of 2.6% with respect to the previous fiscal year.

— Total funds employed to run the foundation's activities, including administration expenses, stood at €3.3 million, representing a 5.9 percent decrease against the previous year.

INCOME

FIGURES IN MILLIONS OF EUROS



EXPENSES

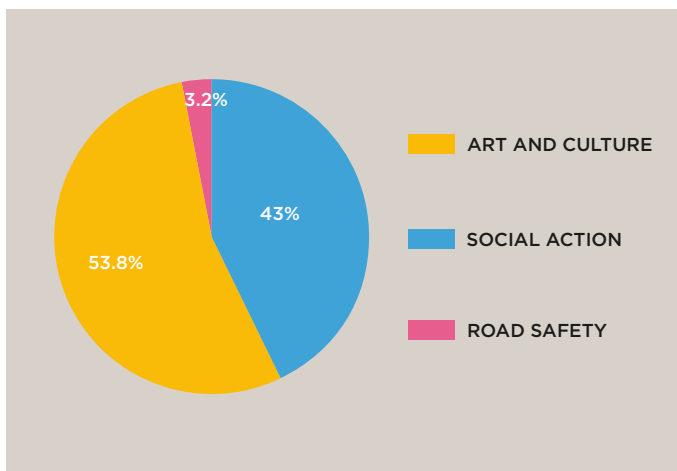
FIGURES IN MILLIONS OF EUROS



■ ACTUAL 31/12/2013 ■ BUDGETED 31/12/2014 ■ ACTUAL 31/12/2014

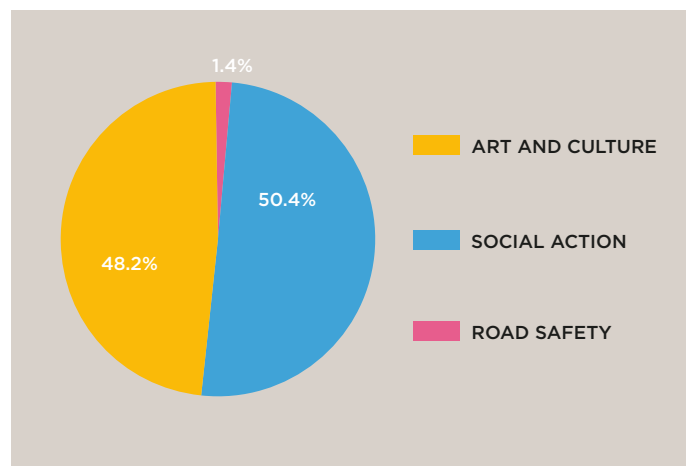
The amounts used in the various foundation activities in 2014 were allocated mainly for activities related to Culture (43 percent), Social Action (53.8 percent) and Road Safety (3.2 percent). The chart below displays said information with a comparison against the previous year.

**FUNDING BY ACTIVITY AREA
31/12/2014**



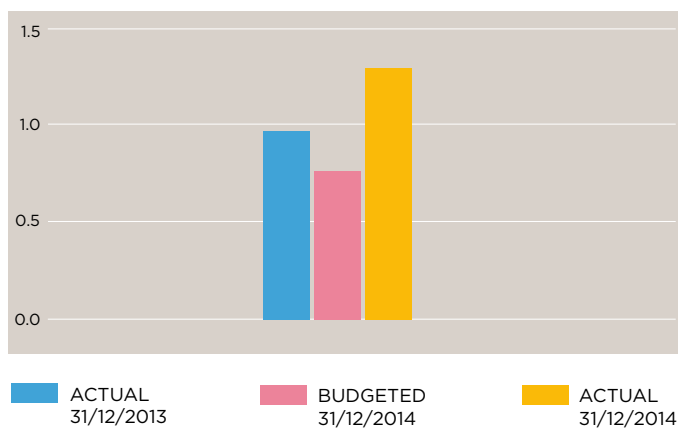
— The budget approved by the Board of Trustees for 2015 will be channeled toward activities linked to culture (48.2 percent), social action (50.4 percent) and road safety (1.4 percent).

**FUNDING BY ACTIVITY AREA
BUDGETED 2015**



— The surplus from fiscal year 2014 stood at €1.3 million

**SURPLUS
FIGURES IN MILLIONS OF EUROS**



BALANCE SHEET

— At December 31, 2014, the foundation's equity was €85.4 million.

ASSETS	31/12/13	31/12/14
NON-CURRENT ASSETS	70.3	80.7
Fixed assets	7.9	7.7
Long-term financial investments	62.4	73.0
CURRENT ASSETS	6.4	5.2
Short-term financial investments	6.1	4.5
Treasury	0.3	0.7
TOTAL ASSETS	76.7	85.9

Millions of euros

LIABILITIES	31/12/13	31/12/14
FINANCIAL RESOURCES	76.1	85.4
CURRENT LIABILITY	0.6	0.5
Trade creditors and other accounts payable	0.6	0.5
TOTAL LIABILITIES	76.7	85.9

Millions of euros

INCOME STATEMENT 2014

ITEM	31/12/14	
	BUDGETED	ACTUAL
FUNDACIÓN MAPFRE donation	1.00	1.08
Financial and other revenue	3.25	3.51
Administration activities and expenses	3.49	3.30
Surplus	0.76	1.29

Millions of euros

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Institutional Relations

The main institutions with which FUNDACIÓN MAPFRE GUANARTEME has worked during the 2014 fiscal year are listed below:

- ACTRADE, Asociación Canaria de Personas con Trastornos Generalizados del Desarrollo.
- ADEPSI, Asociación de integración laboral y social a las personas con discapacidad intelectual en edad adulta.
- ADIPYMES.
- AFESur, Asociación Comarcal de Familias de Personas con Enfermedades Mentales Crónicas.
- Asociación Bela Bartok.
- Asociación Canaria de Enfermos Medulares ASPAYM.
- Asociación de Caridad San Vicente de Paúl.
- Asociación de Personas Sordas de Gran Canaria.
- Asociación Aula de la Naturaleza El Pinar.
- Asociación Padre Laraña.
- Asociación para el Progreso de la Investigación del Hospital de Gran Canaria Dr. Negrín.
- Asociación Libertad y Vida.
- Asociación Raíz del Pueblo.
- Asociación Veterinaria para la Atención de la Fauna Exótica y Salvaje, AVAFES Canarias.
- APAELP, Asociación de Padres de Alumnos con Discapacidad en Aulas en Clave de la Provincia de Las Palmas.
- APROSU, Asociación Protectora de Personas con Discapacidad Intelectual de Las Palmas.
- ASPERCAN, Asociación Asperger Islas Canarias.
- City halls of the islands.
- Town councils of the islands.
- Cáritas Diocesana de Canarias.
- Cáritas Diocesana de Tenerife.
- Centro Penitenciario Las Palmas I “Salto del Negro”.
- Conservatorio Profesional de Música de Las Palmas de Gran Canaria.
- Conservatorio Superior de Música de Canarias.
- Consorcio de Bomberos de la Isla de La Palma.
- Complejo Hospitalario Universitario Insular-Materno Infantil de Gran Canaria.
- Club Deportivo San Fernando de Maspalomas.
- 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 FORJA.
- FUNDACIÓN MAPFRE
- Fundación Pere Tarrés.
- FUTUCAN, Fundación Tutelar Canaria de Down Las Palmas.
- Gobierno de Canarias.
- Hospital Universitario de Gran Canaria Dr. Negrín.
- Hospital Universitario Nuestra Señora de Candelaria.
- Hospital Universitario Materno Infantil de Canarias.
- Instituto de Estudios Hispánicos.
- Museo Canario.
- Nuevo Futuro.
- Obispos de Canarias.
- Obra Social de Acogida y Desarrollo - Centro Dr. O'Shanahan.
- Obra Social San Benito.
- OCIDE.
- Orden Franciscanas Misioneras de María. Senegal.
- Radio ECCA Fundación Canaria.
- Real Academia de Medicina de Santa Cruz de Tenerife.
- Real Sociedad Económica de Amigos del País de Tenerife.
- UNICEF.
- Universidad de La Laguna. Tenerife.
- Universidad de Las Palmas de Gran Canaria

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Collaboration agreements

During 2014, FUNDACIÓN MAPFRE GUANARTEME signed the following 40 agreements, all of which remain in force:

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

- Erasmus Mobility Grants.
- Call for the Solidarity Short Stories contest according to the agreement with the ULPGC Publications Service.

UNIVERSIDAD DE LA LAGUNA

- Erasmus Mobility Grants.

CANARY ISLANDS HIGHER CONSERVATORY OF MUSIC

- Erasmus Mobility Grants.

PROFESSIONAL MUSIC CONSERVATORY OF LAS PALMAS DE GRAN CANARIA

- Special End of Course Prize.

RADIO ECCA FUNDACIÓN CANARIA

- Health Education Project in Senegal.

CANARY ISLANDS MUSEUM

- Cataloging of the Historical Photography Collection and the Teodoro Maisch Photography Fund.

CANARY ISLAND PARISH CÁRITAS CHARITY ORGANIZATION

- San José neighborhood Women's Project.
- San Nicolás neighborhood Women's Project.

CANARY ISLANDS DIOCESE CÁRITAS CHARITY ORGANIZATION

- Family support project.
- Intervention Project in the Southern Region of Las Palmas de Gran Canaria.

TENERIFE DIOCESE CÁRITAS CHARITY ORGANIZATION

- Finca España neighborhood Project for the Elderly.
- Finca España neighborhood Project for Youths.

CÁRITAS CANARY ISLANDS FOUNDATION FOR SOCIAL AND WORK INTEGRATION

- Waste recycling project on the island of Gran Canaria in the Lomo Blanco district.

NEW FUTURE

- You Have a Home project.

AULA DE LA NATURALEZA EL PINAR ASSOCIATION

- Social development project in Schamann district.

FORJA FOUNDATION

- For a Better Life project.
- Collaboration agreements to provide financial support for addiction recovery.

SOCIAL ORGANIZATION FOR SHELTER AND DEVELOPMENT

- Integration opportunities.

CANARY ISLANDS MEDULLARY DISEASE PATIENTS ASSOCIATION (ASPAYM)

- Therapeutic, cultural, recreational and free time activities.

VIRGIN MARY FRANCISCAN MISSIONARY SISTERS

- Senegalese Children and Youth project.

SAN VICENTE DE PAÚL CHARITY ASSOCIATION

- This is Your House project.

AFESUR ASSOCIATION

- Recreational and free time activities project.

BELA BARTOK ASSOCIATION

- Orchestrated Neighborhoods Project.

AVAFES CANARY ISLANDS

- Know Your Fauna project.

ASOCIACIÓN PADRE LARAÑA

- Socio-educational intervention with teenagers at risk of social exclusion.

ASOCIACIÓN APAELP

- Avanzando Juntos Project: Arte y Discapacidad.

UNICEF

- Construction of a school in Senegal.

HOSPITAL UNIVERSITARIO DE GRAN CANARIA DR. NEGRÍN AND FUNDACIÓN CANARIA DE INVESTIGACIÓN Y SALUD

- Collaboration agreement to finance the La evaluación de complicaciones crónicas, adherencia al tratamiento y aspectos psicológicos de pacientes con Enfermedad Renal Crónica Terminal en el área norte de Las Palmas project, at the Department of Nephrology and run by Dr. José Carlos Rodríguez Pérez.

ASOCIACIÓN RAÍZ DEL PUEBLO, FUERTEVENTURA.

- Collaboration agreement for the launch of the Popular Music in Fuerteventura Island workshop for children and youth training.

HOLY FAMILY PARISH

- Maintenance agreement for the Holy Family Parroquial Center.

REAL ACADEMIA DE MEDICINA DE SANTA CRUZ DE TENERIFE

- Support for publication of the Ars Clínica Académica digital magazine.

REAL SOCIEDAD ECONÓMICA AMIGOS DEL PAÍS DE TENERIFE

- Support for raising the profile of the Nava library collection within Red BICA (Canary Islands Library Network).

CABILDO INSULAR DE LANZAROTE

- Agreement to run the El Reino del Agua environmental program with third grade elementary school children on the island.

LA PALMA ISLAND AUTHORITY

- Agreement to run the El Reino del Agua environmental program with third grade elementary school children on the island.

CABILDO INSULAR DE LA GOMERA

- Agreement to run the El Reino del Agua environmental program with third grade elementary school children on the island.

CABILDO INSULAR DE EL HIERRO

- Agreement to run the El Reino del Energía environmental program with third grade elementary school children on the island.

CLUB DEPORTIVO SAN FERNANDO DE MASPALOMAS

- Agreement to teach educational classes for young club members.

CANARY ISLANDS PERFORMANCE ARTS AND MUSIC FOUNDATION OF CUYÁS THEATER, GRAN CANARIA

- Collaboration agreement for the implementation of the Cuyás Theater Pedagogical Project in 2014-2015, for the promotion of the interest of youngsters and children in theater through the Teatrae Project, the development of theatrical projects in education centers through the Let's Create and Theater in the Classroom projects, as well as the creation and maintenance of an Internet space for dissemination of the Pedagogical Project, along with materials, and resources.

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Accolades and Awards received in 2014

Over the course of 2014 FUNDACIÓN MAPFRE GUANARTEME was honored for its efforts as part of the *I Encuentro de ONG y Empresas Solidarias* organized by Las Palmas de Gran Canaria City Hall. The prize was awarded by a number of private and public institutions, which selected the six best institutions for their charity work. The Chairman of FUNDACIÓN MAPFRE GUANARTEME accepted the award at a ceremony held on December 4, 2014.

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Main challenges for 2014

In 2015, FUNDACIÓN MAPFRE GUANARTEME will optimize and consolidate the Hugs Program to thwart the social exclusion of the population.

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Acknowledgments

FUNDACIÓN MAPFRE GUANARTEME wishes to express its gratitude to all those who have exhibited their work at our exhibition facilities, and to those who have supported and attended concerts, courses, workshops, events, seminars, publications and social projects; as well as to all those who have participated in calls for submissions, competitions and educational activities; and to all those institutions and individuals who, one way or another, have helped us in our work during 2014.

REPORT 2014

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