

2021

# Annual Report



Fundación **MAPFRE**





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### NAVIGATION CODE





# Fundación **MAPFRE**

Building a more humane future







# Introduction

Fundación  
**MAPFRE**

We were happy and didn't know it. We were aware that unemployment, inequality, and poverty existed; that many did not have access to adequate education, and that these same people, or others, lacked a system of social protection that would ensure them something as basic as health. When we were aware of these realities, we were overwhelmed, but in our day-to-day lives, we were happy. We had projects, ambitions and an unquestionable certainty that everything could go well for us. Pain, hopelessness, lack of future, illness, which no one doubted existed, seemed alien to us. But when on an imprecise day in 2020 the fuse of happiness blew, we all lived with dread, in our flesh, the fear of illness, of losing everything, of not recovering that everyday life, that old normality, of which we complained so much and which suddenly became so attractive to us.



“

I have set my rainbow in the clouds, and it shall serve as a sign of the covenant I make with the earth.”

GENESIS 9: 13

### THE WORLD WAS TURNED UPSIDE DOWN.

Overnight, it had become a big stiffy, with the counterweight reversed, and no matter how hard we pushed in one direction, the head never got back to where it should be.

Now that the pandemic waters seem to be receding, although we must not forget that thousands of people are still dying every day, it is worth asking ourselves what we have learned. Many said that we would come out of this crisis better than before; the collective trauma of loss would make us value what we have and empathize with those who never had anything. Solidarity should be installed among us, not as a decorative piece, as entertainment for our free time, but as something rooted in our existence. May it be so, may the millions of dead not have been in vain, and may the ranks of those who struggle to make the world a better place swell. However, and without giving in to skepticism, history and psychology show us that the feeling that absorbs us when we are going through a traumatic experience, individual or collective, is that we will come out better, stronger, resilient. Faced with a present of anguish, we like to imagine a better future. That feeling is hope, which does not build itself. It will depend on what we do on our part so that the presentiment that helps us to face adverse situations becomes a reality and a better reality.

For more than 46 years, Fundación MAPFRE has been looking at problems in the face and putting all our human and economic resources into solving them. After the initial surprise, we knew how to react, we got to our feet, and even though one wave after another of the pandemic hit us, we managed to put the counterweight in place, and the stronger the blow, the faster we recovered our verticality. We know that this is a long-distance race, one of those races in which there are still several kilometers to go when it seems that the finish line is near. But we also know that we have been training for many years, that we know how to dose our efforts and that we will eventually cross the finish line, no matter how much reality insists on delaying it time and time again.

Last year we said that our annual report was full of disclaimers and justifications, of postponing the immediate to solve the urgent. We were able, as circumstances demanded,

**Hope does not sustain itself.  
It will be up to us to make it happen**





**We were able, as circumstances demanded, to concentrate all our efforts on what was most important without abandoning any of our foundational goals**

to concentrate all our efforts on what was most important without abandoning any of our foundational goals or abandoning the fulfillment of our three-year strategic plan. In 2021, where investment against covid continues to be our main item, there are already minimal waivers and justifications. Our hallmarks remain intact. We persist, now more than ever, in the idea of improving people's lives since the virus

has only deepened the pre-existing situations of inequality and poverty. Statistics show that the distribution of wealth has gone in one direction in the last two years. We are concerned about the opposite, the one that pushes us to avoid social exclusion and discrimination suffered by people with disabilities; the one that encourages us to believe that all accidents can be avoided, that health care remains a priority, and that education and culture make us grow as people. We want to return, if possible, to impact the causes so that we do not have to palliate the consequences; in short, we want to continue educating in values so that we can all be agents of change.

Over 2021, we have accomplished a great deal in the 28 countries in which we have developed our activities. More than nine million

“

Pain, to whom we  
owe all that we are”

**JOHN DONNE, *DEATH***

As we were writing these pages, happy to report on all that had been achieved, two terrible pieces of news immediately followed one after the other, which filled all of us who work at Fundación MAPFRE with sadness: the death of Julio Castelo Matrán and Luis Hernando de Larramendi Martínez, Honorary President and Vice-President of our institution.

Just mentioning their names would not be necessary to explain to anyone who works, has worked or is even slightly aware of MAPFRE's history the significance of both of them. Julio Castelo succeeded Ignacio Hernando de Larramendi, with whom he had been a close collaborator, as Chairman of the company, and in the ten years that he was at the helm, he was able to take MAPFRE to the highest level, positioning it as the leading insurance group in Spain and Latin America, and he did so by establishing the values that define us and which are set out in our code of good governance, which we owe to his initiative. Luis Larramendi joined MAPFRE as a director in 1994, following his father's retirement. He was always in the background, in a discreet manner. He was always generous with his advice and experiences, sparing nothing that could result in making us bigger, a growth that he understood, like everyone else, as social development.

Both have also been very important in the intrahistory of Fundación MAPFRE. Julio was there from the very beginning, promoting everything related to road safety and insurance. It is not for nothing that we biennially award an international insurance prize that bears his name. Luis was a member of our Board of Trustees since 2006, to which he contributed his broad culture and social conscience, which characterized him as the complete humanist that he was. If we at Fundación MAPFRE have been able to see further, it has been because we have been standing on the shoulders of giants, as Julio and Luis undoubtedly were. His example will always be with us.

Rest in peace.

people have benefited from them, while another 140 million know what we do and may be encouraged to take action this year. Our five thousand volunteers have brought solidarity to almost two hundred thousand people. 2021 has been the year in which two projects that saw the light of day during the pandemic, the Ageingnomics Research Center and the KBr - Fundación MAPFRE Center of Photography, have consolidated their position as benchmarks in their respective fields of action. It has also been the year in which our collection of monographs, Cuadernos de la Fundación, has completed thirty years of uninterrupted activity with the publication of volume 232. Anyway, now that the sun seems to be warming our faces again and the clouds are slowly giving way to the rainbow, it is time to continue doing what we believe in with more faith. We can't do it without your help.

We would like this to be our last annual report. It would mean that we have overcome inequality, that society is aware of the risks to its health posed by its way of life, that culture and education are within everyone's reach. Hopefully, that day will come. In the meantime, we are still here, because we never left, waiting for you to help us make utopia a reality because the adversity of the present should not serve us as an excuse but as an incentive to build a better world.



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# Governing bodies



# Governing bodies

## HONORARY PRESIDENT

José Manuel Martínez Martínez

## HONORARY PATRON

Carlos Álvarez Jiménez

## BOARD OF TRUSTEES

### CHAIRMAN

Antonio Huertas Mejías

### FIRST VICE PRESIDENT

Ignacio Baeza Gómez

### SECOND VICE PRESIDENT

Antonio Miguel-Romero de Olano

### MEMBERS

Rafael Casas Gutiérrez  
Montserrat Guillén i Estany  
José Manuel Inchausti Pérez  
Ana López-Monís Gallego  
Francisco J. Marco Orenes  
Fernando Mata Verdejo  
Antonio Miguel Romero de Olano  
Alfonso Rebuelta Badías  
Inmaculada Riera Reñé  
Laura Ruiz de Galarreta Barrera  
Elena Sanz Isla

### NON-MEMBER SECRETARY

Ángel Luis Dávila Bermejo

### NON-MEMBER VICE SECRETARY

Jaime Álvarez de las Asturias

## GENERAL DIRECTOR

Julio Domingo Souto

## MANAGEMENT COMMITTEE

### CHAIRMAN

Ignacio Baeza Gómez

### VICE CHAIRMAN

Julio Domingo Souto

### MEMBERS

Nadia Arroyo Arce  
Clara Bazán Cea  
Antonio Guzmán Córdoba  
José Manuel Inchausti Pérez  
Jesús Martínez Castellanos  
Antonio Miguel Romero de Olano  
Jesús Monclús González  
Daniel Restrepo Manrique  
Esteban Tejera Montalvo

### NON-MEMBER SECRETARY

María Luisa Linares Palacios

Composition of the governing bodies as at the date of publication of the report.



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# Mission, Vision, and Values





# Mission, Vision, and Values

Improving people's quality of life and social progress is the driving force behind all our activities, which we deploy in 28 countries. We do so following our founding objectives aimed at fighting inequality, disseminating culture, and promoting knowledge, with special emphasis on issues related to road safety, health, and the world of insurance and social welfare.

Achieving these goals requires us to carry out a wide range of initiatives: awareness campaigns (health and accident prevention); aid to disadvantaged groups; artistic and social exhibitions; scholarship and research aid programs; conferences and seminars; and teaching and specialized training activities.

We are a non-profit institution with solid ethical principles that encourage us to be rigorous in assigning financial resources and deciding on objectives when considering whether to undertake an activity.

Our governing bodies, the Board of Trustees and the Management Committee, meet periodically throughout the year to supervise the work carried out and establish new objectives.

We also believe that it is necessary for all those who work at Fundación MAPFRE to participate and be aware of the activities carried out throughout the year. We, therefore, held two strategic planning meetings in January and September.

We strive to make all our work known and valued to involve more and more people in achieving our goals. We publish the magazine La Fundación four times a year (Spanish, English, and Portuguese editions) and report on our day-to-day activities through our website.

In 2021 we received various awards for our work, which encourage us in our efforts and for which we would like to express our gratitude from these pages:

**Improving people's quality of life and social progress is the driving force behind all our activities, which we deploy in 28 countries**



> **Order of Merit of the Civil Guard**, for our road safety campaigns and cooperation with the General Directorate of Traffic.

> **Acknowledgement of the Consejo Superior de Investigaciones Científicas** for the support provided for the implementation of the global health platform for covid knowledge.

> **COAS Solidarity 2020/21 Award** for the actions deployed in Argentina to alleviate the consequences of covid.

> **APEL Awards** for our Discover VET project.

> **Law Enforcement Recognition** for our Target Zero awareness campaign.

**We are a non-profit institution with solid ethical principles that encourage us to be rigorous in assigning financial resources and deciding on objectives when considering whether to undertake an activity**



#### TO FIND OUT MORE

Institution website  
[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

La Fundación magazine  
<https://revistalafundacion.com/>



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# Foundation Activities 2021



# Awards



## SOCIAL AWARDS

**The Fundación MAPFRE Social Awards** are international in scope, and each of the four categories has an endowment of 30,000 euros. They seek to recognize the dedication and generosity of individuals and institutions that share our commitment to achieving a more just, egalitarian, and supportive society. The number of nominations received from Brazil, Mexico, Spain, Colombia, Portugal and Argentina is proof of the acceptance of the Social Awards:

- > **Lifetime Achievement Award**, 144 nominations.
- > **Award for the Entity with the Best Track Record in Social Causes**, 410.
- > **Award for the Best Project or Initiative given its social impact**, 594.
- > **10th Julio Castelo Matrán International Insurance Award**, 71.

The awards ceremony was October 6 in an event presided over by Her Majesty Queen Sofia and Antonio Huertas, with attendance by Milagros Paniagua, Secretary-General for Social Inclusion and Social Protection Objectives and Policies.

The winners were:

### LIFETIME ACHIEVEMENT AWARD: Raphael

A universal artist who has put his success at the service of various social causes, ranging from supporting young musicians to promoting organ donation, child vaccination in the third world, and, recently in the context of the pandemic, his support for food banks. Raphael has been able to make visible like no one else one of the great social problems, the problem impacting the homeless, a task to which he has devoted himself for years and for which he has received several awards.

### AWARD FOR THE ENTITY WITH THE BEST TRACK RECORD IN SOCIAL CAUSES: Grupo Social ONCE

ONCE represents a unique model of integration, solidarity, and the provision of increasingly specialized services that transcend borders. Its efforts have earned it the consideration of a unique social economy organization due to its entrepreneurial activity, its solidarity values, and the non-profit nature of its activities.

We wanted to recognize their international work through which millions of people with disabilities have achieved a decent job and economic independence, thanks to the elimination of barriers, training, labor intermediation, and a firm commitment to new technologies to achieve social integration.





### **AWARD FOR THE BEST PROJECT OR INITIATIVE GIVEN ITS SOCIAL IMPACT. 360° Model - Juanfe Foundation**

One in five mothers in Colombia is an adolescent, making it the third country in Latin America with the most cases of early motherhood. These pregnancies are most often linked to poverty and social inequality.

With this award, we wanted to recognize their 360° Model project, which helps these teenage girls to break the cycle of poverty through education, psychosocial repair, strengthening of the maternal role, and the achievement of a decent and stable source of income.

Since 2001, the Juanfe Foundation's work with teenage mothers, their children, and families has impacted more than 250,000 people.

### **INTERNATIONAL JULIO CASTELO MATRAN INSURANCE AWARD: Abel B. Veiga Copo for Insurance and Technology research. The impact of digitization on insurance contracts**

In 2021 we relaunched the 10th edition of the Julio Castelo Matrán International Insurance Award, which was postponed in 2020 due to the pandemic.

A total of 71 nominations were received, from which the jury of experts had the difficult task of selecting a winner. The judgment was in favor of Abel B. Veiga Copo, doctor and professor of Insurance Law and Commercial Law at Comillas Pontifical University, for his work "Insurance and technology: The impact of digitization on insurance contracts."

In his work, he highlighted that insurance is in the middle of a transition while facing an enormous challenge: the need to adapt, amid new regulations, to the new scenario that has

emerged due to companies, mainly financial firms, breaking into the market with innovative methods, lower costs, and a thorough understanding of consumer needs.

## FUNDACIÓN MAPFRE AWARDS FOR SOCIAL INNOVATION

With these awards, structured in three categories—Health Improvement and Digital Technology (e-Health), Prevention and Safe and Sustainable Mobility and Economics of Aging (Ageingnomics)—we recognize the work of projects that use innovation to solve social problems. As in previous editions, we collaborated with IE University, and both finalists and semifinalists projects have become part of the Red Innova, a community of entrepreneurs and social innovators created around the awards.

In this edition, we received more than 300 applications, from which we selected 27, of which nine reached the final held on May 6, 2020. The jury chose the three winners who received 30,000 euros as a cash prize and, as a novelty in this fourth edition, a consultancy by Fundación EY Spain, to help them to grow and become more efficient.

The 2021 winners were:

### HEALTH IMPROVEMENT AND DIGITAL TECHNOLOGY (E-HEALTH) **Medicsen**

For the first wearable, needle-free drug delivery device. This startup founded by young Spaniards to launch a treatment that will change forever the way of dealing with diabetes, proposes a non-invasive treatment solution through software that obtains information from the patient and can calculate and anticipate their insulin needs based on their activities. An artificial pancreas, based on an intelligent needle-free drug delivery patch and software to anticipate the user's needs and risks.



Juanfe Foundation.



Raphael.



## ACCIDENT PREVENTION AND SAFE AND SUSTAINABLE MOBILITY: Wheel the World

This project, which arose from the personal need of its promoters, provides a technological solution that performs an online mapping to obtain specific information on hotels, tours, and activities so that travelers with disabilities can find and book 100% accessible travel experiences.

## ECONOMY OF AGEING (AGEINGNOMICS): Labora

A platform capable of unblocking barriers to accelerate the presence of different generations in companies, ensuring the successful inclusion of the parties involved. Labora matches organizations with senior workers so they can hire this valuable talent. A system matches the company's needs with the competencies and skills of these professionals and provides them with training to adjust to them and improve their adaptability, both to the position and the company itself. Once hired, Labora monitors their performance through a control panel. In this way, they ensure that professional merit prevails over age when hiring someone.



### TO FIND OUT MORE FUNDACIÓN MAPFRE SOCIAL AWARDS

> [Fundación MAPFRE grants and social outreach awards](#)

#### RAPHAEL

> [Raphael celebrates 60 years on stage](#)

#### GRUPO SOCIAL ONCE

> [Introducing the ONCE social group](#)

#### JUANFE FOUNDATION

> [The Juanfe Foundation: a model of social development](#)

#### AWARDS FOR SOCIAL INNOVATION

> [5th edition of Fundación MAPFRE Awards for Social Innovation](#)

#### VIDEO OF THE FINAL

> [The grand finale of the Fundación MAPFRE Social Innovation Awards](#)

#### MEDICSEN

> [Medicsen: winner of the fourth edition of the Fundación MAPFRE Social Innovation Awards](#)

#### WHEEL THE WORLD

> [Wheel the World: winner of the fourth edition of the Fundación MAPFRE Social Innovation Awards](#)

#### LABORA

> [Labora: winner of the fourth edition of the Fundación MAPFRE Social Innovation Awards](#)



# Social aid



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 84.

## SOCIAL EMPLOYMENT PROJECT

Fundación MAPFRE's Social Employment Project was created to promote access to the labor market and foster the professional development of those already employed. By collaborating with SMEs, the self-employed, and social entities, the Social Employment Project provides aid for hiring any person: unemployed adults, young people seeking their first job, people with disabilities, etc.

Over the last few years, it has been carried out with three initiatives: Juntos Somos Capaces, Accedemos, and the Soy cAPPaz app.

### Juntos Somos Capaces Employment Promotion Initiative

It is a social and labor integration project aimed at people with intellectual disabilities and mental health problems. It began in 2010, it

has been carried out every year since with the support of the associative entities that work with them every day.

Its main objective is to reduce the inactivity and unemployment rate of people with intellectual disabilities and mental health problems in Spain, incorporating them into the labor market after a period of training and professional qualification adapted to their needs. In this way, previously excluded sectors become social assets that improve the lives of all, starting with their own. In addition, Juntos Somos Capaces also considers the family environment, with specific activities that in turn serve to raise awareness in society as a whole.

Juntos Somos Capaces has a strong social character, having become a national reference in access to employment and training for people with intellectual disabilities and mental





health. It works as a dynamic and intermediary platform between the business network and the associative entities that represent and actively defend the rights of these people. It seeks, in turn, to complement other existing initiatives that pursue the same goal: to integrate all people with multifunctional diversity.

In 2021 we achieved employment for 450 people, thanks to the mediation we carry out with more than 500 companies and 80 social entities. Once the candidate gets the job, they complete a training course and receive help from a work mentor who accompanies them to their new job to make sure that the integration process is complete. Since 2010, Juntos Somos Capaces has collaborated with more than 5,700 companies and has facilitated the creation of more than 10,000 stable jobs, 20% of which have been for people with mental health problems.

We are very proud of what we achieved in these 11 years of activity in which Juntos Somos Capaces has become a reference that has received more than 20 awards.



# 190,000

## DOWNLOADS

of the Soy CAPPaz app on devices used exclusively by people with an intellectual disability

## Accedemos employment grants

In 2021 we completed the 10th edition of Accedemos, in which we granted more than 5,600 grants. Over the years, Accedemos has demonstrated its ability to adapt to the social demands that Fundación MAPFRE has had to face. In this sense, we have been expanding the groups of attention and making the hiring requirements more flexible (type of contract, duration, and working hours) to adapt them to the reality of the business fabric.

## II EXTRAORDINARY CALL FOR EMPLOYMENT AID "ACCEDEMOS COVID"

The impact of the pandemic on employment in Spain required the launching of a second extraordinary call for proposals that would provide continuity to the one we developed in 2020. In it, we introduced the pertinent modifications to provide an adequate response to the labor scenario that arose after the beginning of the first confinement measures and the declaration of the state of alarm. In this sense, we extended the aid to preserve jobs for people hired in previous years. In this way, we support new hires and the maintenance of employment by helping SMEs maintain their activity in a situation marked by the recession.

The deadline for submitting applications began on March 23 and ended on May 25, 2021. Due to the success of the call for applications, the initial 500 grants were increased by 50 more.

## Soy Cappaz App

In 2014, Fundación MAPFRE and Fundación GMP developed the application for cell phones and tablets Soy cAPPaz, which promotes independent living and facilitates the labor market integration of people with intellectual disabilities and acquired brain injury (ABI), allowing them to achieve a greater degree of independence in their living conditions and break down barriers that hinder their integration into the labor market.

Since its launch, the application has been downloaded by more than 190,000 users in Spain and Latin America. This figure is particularly significant, as it only accounts for installations made in devices used exclusively by people with intellectual disabilities.

Soy Cappaz is a free application available in Spanish, English, and Portuguese for Android devices through Google Play.



Related to Soy Cappaz's scope of action, we created the **Activate** event, which consists of a series of recreational days aimed at families of people with intellectual disabilities and mental health problems, in which we highlight the importance of their children being active through leisure, training, qualification, and employment, regardless of their degree of disability, as the best way to increase their well-being and quality of life.

## SÉ SOLIDARIO PROJECT

Solidarity is, in simple words, that act of giving, helping, and supporting another person we see or know is in need without expecting anything in return. For this reason, Sé Solidario is concerned about the interests, causes, and conflicts of others and provides decisive and necessary support so that small social entities throughout Spain can carry out their work.

Under the umbrella of Sé Solidario in 2021, we carried out the following activities:

### Rare diseases

According to the Spanish Federation of Rare Diseases, these are diseases with a low prevalence in the population, affecting less than 5 out of every 10,000 inhabitants. Although it may seem paradoxical, a very significant percentage of the population suffers from a disease classified as "rare." According to the World Health Organization, about 7,000 rare diseases affect 7% of the world's population. In total, it is estimated that in Spain, more than 3 million people are suffering from this type of ailment.

This reality convinced us to develop a specific campaign that has benefited 50 projects that will help improve the knowledge of these pathologies and, therefore, the quality of life of those who suffer from them.

**In 2021 we achieved employment for 450 people, thanks to the mediation we carry out with more than 500 companies and 80 social entities**

### Intellectual disability

Campaign to support and finance non-profit social entities that develop projects aimed at people with physical, sensory, intellectual, and psychosocial disabilities in Spain. In 2021, we allocated 25 solidarity grants, complemented by sponsorship and micro-donations, such as the Euro Solidarity grants. We also helped disseminate the awareness campaigns that these entities carry out.





### Actions against child malnutrition

Malnutrition is a problem that affects more than 800 million people worldwide. Unicef indicates that Spain is among the European Union countries with the highest child malnutrition rates. This is why we implemented these actions throughout 2021:

► **Fundación MAPFRE nutritional cookie.** In collaboration with the Siro Group Foundation, we manufactured and distributed 2.5 million cookies enriched with vitamins and minerals to help cover the nutritional deficiencies present in the diet of 25,000 families in Spain and Portugal. The main feature of this cookie is that, for only 30 cents, which is the cost of 100 grams, 50% of the vitamins and minerals a person needs per day are guaranteed. The

product contains vitamins A, B1, B2, B3, B5, B6, B12, C, D, and E and folic acid and protein, calcium, iron, magnesium, iodine, and high fiber content.

► **Solidarity Campaign Feeding the Little Ones.** Combats child malnutrition through Educo's lunchroom scholarship program. With the campaign, we not only guarantee a hot, nutritious and complete meal a day, but we also encourage children to acquire good eating habits and get used to a balanced and varied diet, which will improve their health and school performance, since a good diet improves concentration and attention span.



Finally, in this section of solidarity, we would like to mention the delivery of 30 micro-grants to small social entities to alleviate the most urgent needs they have had to face throughout 2021 due to the covid pandemic.

## INTERNATIONAL SOCIAL PROJECTS

Fundación MAPFRE's International Social Projects program promotes comprehensive education. Our goal is to help improve the living conditions of children, young people, and people at risk of social exclusion.

Our collaboration agreements with social entities and NGOs are developed in the 26 countries where our program is present. In 2021 we added Italy.

This year, as in the previous year, the program has adapted its activities to adequately respond to the challenges generated by the covid pandemic. The digital divide, increasing inequalities, isolation, and shortage crises have made our work even more necessary.

The systematized methodology of agreement renewals has allowed the projects to redistribute resources without losing the traceability of funds and the possibility of being audited to face and adapt to the situations that have arisen as a result of the pandemic.

The foundation of the program is education as an integral and comprehensive concept. This means that it must include a compendium of aspects and attend to all the needs and manifestations of people.

Comprehensive education should equip all students with the basic knowledge and skills necessary to function in life. It includes both educational and formative aspects. Intellectual, physical, artistic, social, or emotional dimensions, among others, are the ones that integral education encompasses. It is a type of education that takes place at school or in educational institutions, extracurricular activities, and everyday life.

Our concept of integral education is divided into five main lines of action:

**> Health.** We guarantee that the program's beneficiaries have health conditions that allow them to attend their training.

**> Nutrition.** The projects offer nutritional support to alleviate possible problems such as malnutrition, anemia, and different pathologies derived from an incorrect diet.

**> Education.** At Fundación MAPFRE, we firmly believe that education is the tool that allows us to break the cycle of poverty and lack of opportunities, so we focus our efforts on enabling these children and young people to opt for a decent future through training.

**> Female leadership.** We support the dismantling of toxic gender roles that have





historically made poor girls and young women the most vulnerable subjects in society. We support women's empowerment projects so that they can overcome their condition of being the most affected among the group of people living in poverty or extreme poverty.

#### > Training to access to the labor market.

We promote vocational and technical training programs, with different educational itineraries, that enable people to find employment and become professionals and economically independent and active members of society.



#### TO FIND OUT MORE

> [International Social Projects - Fundación MAPFRE \(fundacionmapfre.org\)](https://fundacionmapfre.org/)

#### FUNDACIÓN MAPFRE MEXICO VIDEO

> [Our dream: to eradicate hunger in Mexico - YouTube](#)

#### FUNDACIÓN MAPFRE - BRAZIL VIDEO

> ["Mochilas de sonrisas" \("Backpacks of smiles" project\)](#)

#### MEXICO VIDEO - FUNDACIÓN MAPFRE

> [The MAPFRE-UP community grows stronger every day](#)

#### MEXICO VIDEO - FUNDACIÓN MAPFRE

> [Casa de la Amistad \(House of Friends\), a refuge for children with cancer](#)

## SOCIAL HALL

In the hall of the MAPFRE Tower in Barcelona, we offer different exhibitions that bring to the public the activities related to the social action in which Fundación MAPFRE is present.

On February 15, Kalipay: A Journey to Hope, which showcased the activities of the Kalipay Foundation on the island of Negros (Philippines), closed on February 15.

From February 22 to May 21, it was possible to visit VISIONES: stories of personal improvement of Fundación Grupo SIFU, which aims to raise awareness and sensitize society about the need for integration of people with disabilities and their full integration into the labor market. It is an exhibition consisting of 15 large-format photographs, which offer 15 points of view on the daily life of the group

of people with functional diversity, showing their capabilities and their normalization in the workplace. It is a wake-up call to citizens to mobilize and become active and participative members, and together we can generate an engine of social change towards equal opportunities.

Between May 28 and September 17 we present Two Faces: Insider and outsider views of acquired brain injury (ABI) from the GMP Foundation. It consisted of various images of patients who have a fascinating story about ACD. The objective is to give visibility to this group and show the reality in which people who have had to rebuild their lives after suffering ACD live.

We ended 2021 with the launch of the new photographic exhibition Building Dreams: Sport as an engine of social change, carried out in collaboration with the Barça Foundation, which thus celebrated its presence for 10 years in the FutbolNet social project in Brazil. The exhibition, which opened on October 29, can be visited until January 2022. It is made up of 40 photographs, 13 information panels, and a video, and is set in a sports and educational environment that recreates the Olympic Village of Maré in Rio de Janeiro, and introduces us to the young people, boys and girls who

participate in this project, allowing us to learn about their stories of personal improvement. Throughout the tour, we will learn about Futbolnet's methodology and values, which are currently applied in Brazil by more than 500 educators.



#### TO FIND OUT MORE WEB SOCIAL EXHIBITIONS

> [Social Exhibitions](#)

**VISIONES: STORIES OF SELF-IMPROVEMENT**

> [A photographic look at disability](#)

**TWO SIDES: INSIDE AND OUTSIDE VIEWS OF ACQUIRED BRAIN INJURY (ABI)**

> [The TwoFaces of Acquired Brain Injuries](#)

**BUILDING DREAMS: SPORT AS AN ENGINE OF SOCIAL CHANGE**

> [Our goal: to resolve conflicts through sport](#)





# Educational and awareness programs



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 85.

## IN ACCIDENT PREVENTION AND ROAD SAFETY

### EDUCATIONAL PROGRAMS

The main goal of our educational activity is to provide education on injury prevention during childhood and teenage years and promoting safe, healthy, and sustainable mobility. The public health situation in 2020 meant that we moved a large part of our activities to the digital environment. Gradually, depending on health conditions, we have been recovering our presence in person. Our activity is connected with the Sustainable Development Goals (SDGs) and Goal Zero for incident victims due to traffic accidents and in other areas of people's lives.

### SDG Planet

SDG Planet is an activity to provide instruction on risk prevention during childhood and teenage years and promoting safe, healthy, and sustainable mobility. Given the public health situation, most of the activities were carried out online. Although we have begun to return to face-to-face workshops.

Within these workshops we use Fundación MAPFRE's "virtual home" as a resource, an interactive platform in which we move around inside a home while discovering the different risks and learning how to protect ourselves from them. As a logical progression, in 2021 we launched Fundación MAPFRE's "virtual world" of prevention and mobility. In our city and our world, we leave our homes and travel to different locations, encountering risks and learning from tips on how to protect ourselves. In addition, this city has a virtual gallery and an expo park where we have direct access to all our educational material.



### TO FIND OUT MORE

> [SDG Planet Teaching children to be confident leads to confident adults](#)



## Road Safety and Accident Prevention in Schools

As part of this activity, we held workshops on risk prevention and safe, secure, and sustainable mobility, adapted to the reality of each country. Carried out in partnership with public and private institutions, we go to schools to promote the main concepts behind road safety for sustainable transportation. This year, for public health reasons, we opted mostly for online activities, although we carried out the activity in some countries in person.

Thus, during 2021 we carried out the activity digitally in Brazil, Chile, El Salvador, Mexico, Argentina, Paraguay, Peru, Dominican Republic, and Turkey, and in-person in schools in the United States, Colombia, Ecuador, Guatemala, Panama, Uruguay, Malta, Philippines, and Turkey.

## Road Safety Education Roadshow

A traveling activity in which school children learn the meaning of safe mobility with explanations arising from conversations with the students and a fun, practical part.

The main goals of our Road Safety Education Roadshow are the following:

- Promote responsible behaviors and attitudes in students regarding road travel and preventing injuries (fires, domestic incidents, etc.).
- Make school children responsible in their role as bike riders and pedestrians.
- Teach students to recognize and obey the basic traffic signs.





In 2021, due to the global social and health situation, the different roadshows were canceled, with just one activity online and in Puerto Rico.

### **Ahora vamos andando al cole [Now We Walk to School]**

We hold this activity in Spain with the STOP Accidentes Association. It consists of conducting educational workshops at schools for primary education students to teach safe, secure, and sustainable behaviors in the daily trips of the school community to promote a model of healthy coexistence in the area of shared mobility.

In addition to the workshops, we held a drawing contest to increase the message of safe mobility.

In 2021, due to the health situation, the workshops were held primarily online.

### **Fire Prevention Week**

Fire Prevention Week is a series of awareness-raising activities aimed at disseminating knowledge about fire prevention and self-protection in the event of a fire. The activities are aimed at the general public, especially children and the elderly. In Spain, we carried it out in collaboration with the Professional Association of Firefighter Technicians (APTBB) and with different Fire Extinguishing and Fire Prevention Services throughout the country. In Latin America, our partner is the Organization of Firefighters of the Americas (OBA).

In 2021 we continued with this activity, designed to be carried out both digitally and in-person, taking into account the health situations of the different countries. In Spain, for example, face-to-face activities resumed in October.

For this purpose, in addition to the guides and posters with tips, we have a battery of audiovisual materials, including guided videos and mini-videos, to be used, jointly or independently, in the training workshops or as a resource for social networks.

This activity was carried out in 2021 in Spain, Guatemala, Panama, Mexico, Argentina, and Ecuador.



**TO FIND OUT MORE**

> [Fire prevention education](#)

**We disseminate knowledge about fire prevention and self-protection, especially among children and the elderly**

## Company Road Safety

An activity designed to raise awareness among employees in any type of company or organization, regardless of their jobs, on work-related traffic risks. The activity includes a specific website and a training platform, complemented by workshops and awareness talks supported by spinal injury patients who were traffic accident victims.

During 2021 we revised and updated all the contents and news on the website and all the prevention courses aimed at the employees of the companies collaborating in the program.



TO FIND OUT MORE

[Road safety for companies](#)

## AWARENESS-RAISING PROGRAMS

### Goal Zero Awareness

With this project, we are present in countries worldwide to achieve an ambitious goal: to reduce traffic fatalities and serious injuries to zero. To this end, we carry out actions to raise awareness among the general public on how to prevent this type of accident, with special attention to the most vulnerable groups (pedestrians, cyclists, and motorcyclists). The activities are carried out in collaboration with various national and international organizations.

This year we would like to highlight that the area participated in June in MAPFRE Week 2021, dedicated to sustainability. We held five workshops: Awareness for Adults, SDG Planet for children, Fire Prevention (for adults in Spain and children in Puerto Rico), and road safety workshops (LOOK BOTH WAYS-USA).

Other awareness-raising activities include prevention and road safety activities in Argentina, Ecuador, Colombia, Paraguay, the Dominican Republic and Portugal.

In September, as part of Traffic Week and European Mobility Week, we also carried out high-impact and high-visibility awareness campaigns in Spain, Brazil and Portugal.

In the United States we continued with our awareness campaign (Street Art) and communication within our Look Both Ways project, as well as the continuation of awareness activities with Boston Children's Hospital (BCH) and Mothers Against Drunk Driving (MADD).

Globally, from May 17 to 23, we actively participated in the worldwide #love30 Streets For Life campaign. This campaign is organized by the UNRSC (UN) and focuses on speed as the risk factor that has the greatest impact on road accidents. We developed a specific social media campaign for Fundación MAPFRE and published it on all MAPFRE and Fundación MAPFRE profiles around the world.





We would also like to highlight the activity we carry out every year on the occasion of the World Day of Remembrance for Road Traffic Victims, organized by the European Federation of Road Traffic Victims (FEVR) and the World Health Organization. This year, under the slogan "The best tribute, your responsibility," we launched a campaign on all MAPFRE and Fundación MAPFRE social media profiles worldwide, between November 15 and 21. The video has been disseminated in collaboration with the Ibero-American Federation of Victims of Road Violence (FICVI) and has also been included in the WHO's information channels.

### Circula Seguro (Drive Safely)

Once again this year we are contributing to this bilingual (Spanish and Portuguese) informational blog about mobility, which we carry out in collaboration with the Michelin Foundation, focused on covering road safety from every angle possible. We aspire each day to give our visitors information, resources, experiences, and things to consider to help them drive more safely on the road.



#### TO FIND OUT MORE

> [Drive safely. Your post about road safety](#)

### ADAS Systems

With this content we can learn about all these advanced driving assistance systems in depth, as well as keep up to date with the news about them. We also have a comparison tool where you can enter several vehicle models and easily see what ADAS options they include.



#### TO FIND OUT MORE

> [ADAS Systems: Towards a future of safe mobility](#)

### It Can Happen to You/If you're in control, you'll be back

Once again this year we held these awareness activities in collaboration with the Spanish Association for the Study of Spinal Injuries (AESLEME) to help prevent accidents and injuries among teens and young people.



The activities consist of conferences held at schools, given by medical professionals doctor and a person with a traumatic spinal cord injury. In the activity, It Can Happen To You, we have a light-hearted discussion about the causes of accidents and how to avoid them and teach what to do in an accident to not make the injury or the consequences worse. In Si Controlas, Vuelves we warn about the effect that the consumption of alcohol and other drugs has on driving.

## Child Restraint Systems

Specialized activity on the safety of children traveling by car and proper use of child restraint systems. We carried it out in collaboration with the Federation of Midwife Associations of Spain, giving educational talks at hospitals and health centers to provide road safety knowledge that is later passed on at childbirth classes.

Through this program, in recent years, we distributed over 1.5 million copies of our guide *Bebés y niños seguros en el coche* (Safe children and Babies in Cars). In 2021 we reviewed and updated all content and news published on the website.



### TO FIND OUT MORE

> [Children and safe driving](#)

## Special Events

As part of the **Prevention Project** activities, we carry out specific events to prevent emergencies and promote safe, healthy and sustainable mobility. These events are normally aimed at families, to provide them, playfully and entertainingly, with all this knowledge. Within these events, we consider the impact on the media to increase the visibility of Fundación MAPFRE. To this end, we have been preparing information on current issues in advance, so that the media can report quickly and efficiently.

For 2021, we would like to highlight the design of the awareness campaign

**Si lo Haces Bien, Todo va Bien**, on the responsible use of personal mobility vehicles (PMVs) in collaboration with Fundación RACC, and the **Concesionarios por la Seguridad Vial** campaign, in collaboration with Santander Consumer Finance and Faconauto.

## Blind spots

With this face-to-face activity, carried out in collaboration with ALSA, we show society the risks associated with blind spots around large vehicles. It is aimed especially at cyclists, electric scooter users, and pedestrians and heavy vehicle drivers. This year we carried out this action in Bilbao and Zaragoza, with great acceptance by the public.

## We warn about the effect that the consumption of alcohol and other drugs has on driving





### European Charter

In 2021, the European Commission designated us as national liaison for the European Road Safety Charter.

Among the functions that Fundación MAPFRE assumes is assisting the almost 1,000 Spanish entities that have signed the European Charter, together with the organization and participation in dissemination seminars.

With educational workshops, in 2021 we were present in schools in Madrid, Castilla-La Mancha, and Aragon. In the first half of the year, our program psychologists gave online workshops on the appropriate use of ICTs. Starting in October, we are renewing the dynamics, using methodologies such as flipped classroom and gamification, to make them more innovative and playful. Whenever possible, we carried them out in person. Thus, thanks to the 1,600 workshops held, we reached more than 12,000 students in person and more than 20,000 through communication technologies.

## IN HEALTH PROMOTION

### Controla tu Red [Control Your Network]

Unquestionably, there is an increasing tendency to use digital technologies more intensively and at younger and younger ages, a predisposition that the covid pandemic has exacerbated. For this reason, it is increasingly necessary to educate minors in proper, healthy use of information and knowledge technologies (ICT). To this end, for more than five years we have been developing, in collaboration with the National Police, the Controla Tu Red (Control your Network) educational program, aimed at teachers, students, and families.

This program includes educational workshops given by specialized psychologists and the delivery of different didactic materials. This year, we disseminated an updated version that has reached more than 90,000 schoolchildren thanks to the collaboration of the National Police.

We continued to disseminate advice and animations on the correct use of ICTs in social networks in collaboration with the National Police, Pantallas Amigas and Twitter, on topics such as: abusive use, viral challenges, visual health with screens or parental mediation. Through these actions in social networks we reached more than 3 million views and interactions.

Internationally, we continued to develop this educational program in schools in Malta, Puerto Rico, and Peru. We updated educational materials in the latter two countries and developed videos and infographics for social networks. At the international level, more than 7,000 students have participated in the Control your Network campaign in person and 26,000 online. In collaboration with the Universidad de la Sabana in Colombia, we also updated the educational materials. In addition to adapting them to start activities next year in the Dominican Republic, we conducted a research study on Youth and technology: use and abuse, the challenge of knowing how to balance.

Lastly, we organized two streaming sessions for families and teachers on the healthy use of ICTs, which were attended by around 800 participants:

- On June 29, we held a conference on Visual Health and Screens organized in collaboration with Pantallas Amigas and Visión y Vida.
- On November 16 we participated in the Jornada Ciudadanía Conectada 2021, with Pantallas Amigas, within the framework of the European project SIC-SPAIN 2021, and in collaboration with Google and Twitter, dealing with the topic of children's rights and parental mediation in the digital context.

#### TO FIND OUT MORE LINKS

##### CONTROL YOUR NETWORK :

➤ [We promote healthy and responsible use of ICTs](#)

##### CONTROL YOUR NETWORK PERU:

➤ [Conversations on the safe and healthy use of technology](#)

##### CONNECTED CITIZENS WORKSHOP:

➤ [Children's rights and parental mediation in the digital context](#)

##### VISUAL HEALTH AND SCREENS:

➤ [The 1st edition of Digital Health Workshops: Visual Health and Screens](#)

##### NEWS

➤ [Correct use of ITC and developing healthy habits](#)

➤ [Madrid's Patrocinio de San José School stands up to tech addiction](#)

##### SOCIAL NETWORKS

##### ANIMATION VIRAL CHALLENGES:

➤ [Guidelines for responsible use of mobile devices](#)

##### ANIMATION ABUSIVE USE:

➤ [Guidelines to help manage your child's digital/virtual world](#)

## Feel Good, Play Better: health campaign for young people

Videogames have become one of the primary leisure options for young people and adults. The "gamer world" is a mass phenomenon that sometimes, especially regarding e-Sports, gathers larger crowds than some traditional sporting events.

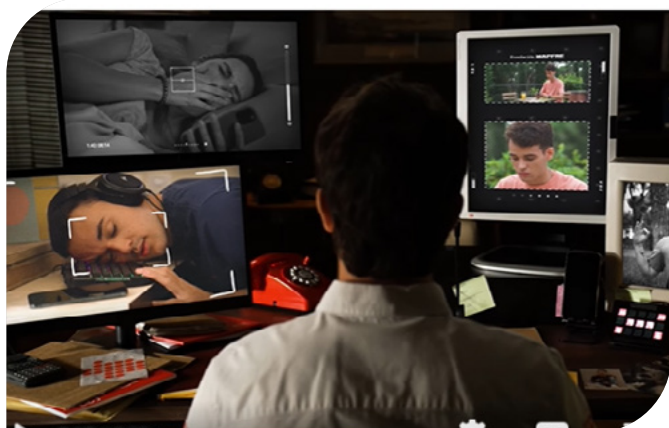
While video games have always been associated with unhealthy life habits, those who play them professionally need a multidisciplinary team to assess aspects such as physical training, nutrition, ergonomics at the playing station, visual and aural health, rest, stress control, and the mental load.

Feel Good, Play Better we wanted to leverage the global social influence of the gamers to send the message that good health makes you a better player. Professionals and the personalities in this ecosystem use different messages to indicate how to enjoy better health and attain greater gaming skills.

In the first half of the year, in collaboration with the youtuber Manute, players and trainers such as Champi and Motroco and health professionals from the world of gamers such as Victor Hernández, Ismael Pedraza or Luka Gómez, we disseminated advice on nutrition, postural hygiene, visual and sleep health, physical activity and emotional wellbeing on social networks and in the main online competitions.

In October and November, Fundación MAPFRE challenged five figures from the gamer world to change some of their habits for a few days and share the experience on social networks. The protagonists were league commentator Wolk who was challenged to improve his diet, players Flakke and Koldo who were asked to improve their stress and physical activity respectively, while caster Mellado and journalist Lara Smirnova were asked to focus on sleep and visual rest habits. The action ended with the launch of a challenge to the gaming community during the final of the Iberian Cup through social networks.





The videos with healthy tips and challenges have obtained, through Twitch, more than 1.7 million unique users, and through the social networks of Fundación MAPFRE and the Video Game League, approximately 6 million reproductions and digital interactions.



#### TO FIND OUT MORE

> [Feel Good-Play Better. GAMERS. Healthy habits to improve your wellbeing and get more out of playing videogames](#)

#### SOCIAL NETWORKS

##### NUTRITION

> [Nutritionist Luka Gómez looks at the best healthy habits for gamers](#)

##### EYE HEALTH:

> [Ophthalmologist Pilar Ramírez gives tips for better eye health](#)

##### SLEEP HYGIENE:

> [Ismael Pedraza, expert in sport psychology, talks about the importance of rest for gamers](#)

##### PHYSIOTHERAPY:

> [Physical therapist Victor Hernán gives tips for maintaining good posture and avoiding injury](#)

##### SPORTS:

> [Coach and former professional athlete Mario Martínez explains the risks associated with the sedentary nature of e-sports](#)

##### HEALTHY CHALLENGES:

> [Healthy eating challenge](#)

## Elige Vivir Mejor [Choose to Live Better]

The objective of this program is to promote healthy habits and safe behaviors in companies and to collaborate with them as health generating agents. Since 2017, the program has evolved by offering member entities a catalog of services that includes health content customized to the interests of workers through a web platform, both printed and online materials to develop awareness campaigns, workshops (online and in-person) and challenges for the promotion of physical activity.

We had a presence in 113 companies where we held workshops, distributed materials, and implemented our platform.

In collaboration with the Spanish Network of Health Promoting Universities (REUPS), we developed emotional wellbeing workshops in 19 educational centers and distributed materials (tablecloths, posters, and leaflets) with the aim of disseminating advice on healthy lifestyle habits among the university community. In Peru, we distributed printed material on healthy eating, physical activity, emotional well-being, and rest, as well as information related to covid, to more than 40 companies.

More than 60,000 people in person and more than 40,000 digitally have benefited from the Choose to Live Better program.

Additionally, we continued to promote training for health professionals, with the organization of the following workshops attended by nearly 550 professionals.

- March: Mental wellness at a critical time.
- April: Debunking nutritional fake news.
- May: How to reduce stress and increase resilience in our organizations
- June: Digital disconnection and time management.
- July: Tell me how you communicate and I will tell you how healthy you are.
- October: How to improve my rest. Sleep hygiene.
- November: Mindful eating.

Finally, in May, we participated in the **MEES Day Digital**, an event with health in the company, where different entities and speakers presented their initiatives and experiences for the promotion of healthy work environments. A total of more than 700 health professionals participated.

With *Elige Vivir Mejor* we been present in 2021 in Spain, Peru, and Paraguay.



#### TO FIND OUT MORE

➤ [The Choose to Live Better Program](#)  
promotes health and road safety

## Cardiopulmonary resuscitation campaign (CPR): Learning Together to Save Lives

Sudden cardiac death or cardiorespiratory arrest is a major health problem. In Spain, more than 25,000 cases occur every year, most of them outside health centers, which is equivalent to one death every 20 minutes. In this context, to promote awareness of cardiopulmonary resuscitation techniques (also known as CPR), we created the Learning Together to Save Lives educational program to facilitate teaching CPR at schools. Through different purpose-written training guides, videos, and an online course, our first aim is for teachers to acquire the knowledge they need on CPR. We then focus on the students through three practical sessions given by the teachers themselves, in which the emphasis is on having fun (escape room, videos, posters) so that any student knows how to act in a cardiorespiratory arrest situation.



Throughout this year, we made various arrangements with the heads of the Health and Education Departments of different autonomous communities to implement the program. As a result, the first two online Learning Together to Save Lives courses for teachers in Extremadura began on November 15. In January 2022 we will start the program in the Balearic Islands in collaboration with SAMU 061 to implement it in all schools in this community. We are also in advanced discussions with the autonomous communities of Madrid and Murcia.

In 2021 we participated in the activities carried out in all Andalusian capitals on the occasion of the celebration of the European CPR Day. In addition, during this day, we published the informative video of the Learning Together to Save Lives program on social networks, which has had 380,000 views.

Likewise, with the Learning Together to Save Lives program, we were present at Juvenalia, where we trained more than 2,100 children in the practice of CPR and the lateral safety position.

Internationally, in Argentina the CPR campaign has been carried out in collaboration with the Fundación Cardiológica Argentina through online workshops offered to schools. In Colombia, the campaign *Cuando los Segundos Cuentan* (When Seconds Count), carried out in collaboration with the Colombian Red Cross, continued.





In total, in 2021, nationally and internationally, the CPR campaign has involved more than 7,700 people in person and 32,000 through communication technologies.

**+** **TO FIND OUT MORE**  
**LEARNING TOGETHER TO SAVE LIVES:**

> [What to do in case of choking or cardiorespiratory arrest](#)

**SOCIAL NETWORKS:**  
**PROGRAM PRESENTATION ANIMATION: LEARNING TOGETHER TO SAVE LIVES:**

> [Only 4 out of 10 Spaniards would know what to do in the event of cardiac arrest](#)

## Vivir en Salud [Healthy Living]

For more than 10 years, Fundación MAPFRE has been developing the Vivir en Salud educational project, aiming to educate and promote healthy lifestyle habits from childhood. This year, we renewed the entire program to adapt it to the requirements that teachers have when it comes to teaching healthy habits and thus developing efficient educational resources. For this purpose, online surveys were conducted with more than 100 teachers and several focus groups with kindergarten and primary education teachers. In addition, we have taken the opportunity to align the contents of the program with the SDGs of Health, Education and Responsible Consumption and Production to raise awareness among future generations

about the importance of leading a healthy and sustainable lifestyle.

At each educational stage we work on a specific theme. This year, as a novelty, we highlight the incorporation of emotional wellbeing contents in the second cycle of infant and first cycle of primary school through fun mascots called the emonstruitos; in the second cycle of primary school we cover healthy and sustainable food; and in the third cycle we focus on physical activity. The program has been designed with the most widely used innovative methodologies such as flipped classroom, gamification, project work or meaningful learning and has a large set of resources and educational materials, digital and printed: teaching guides, stories, videos, infographics, manipulative worksheets, gamified quizzes, songs, escape room, among others.

All available on our website, the materials have been downloaded more than 13,000 times in the last quarter of the year. All contents have been reviewed by the Spanish Academy of Nutrition and Dietetics, the General Council of Physical and Sports Education and the Faculty of Psychology of the Complutense University of Madrid.

The workshops began in October and during the last quarter we have visited schools in Madrid and Castilla La Mancha, carrying out more than 300 face-to-face workshops with more than 6,700 schoolchildren. Likewise, we published different videos of the children's buildings on social networks, reaching more than 2.8 million views.

For another year, we participated in Juvenalia, where we carried out different activities. For this purpose, we have a space for children from 3 to 6 years old, where we develop activities and games related to emotional education such as storytelling, large-scale games like "Emonstrioca," hands-on activities, and more. And another space, for children from 6 to 12 years old, where we carry out a gymkhana to work on physical activity and other activities in which we deal with healthy eating. More than 5,200 children participated in the Vivir en Salud activity at Juvenalia.

Finally, we participated in the sixth edition of El Maratón al Cole, with more than 45 schools and 13,500 schoolchildren.

In Brazil, in partnership with the Secretariat of Education of São Paulo and the Federal University of São Paulo, we developed the Emotional and Mental Health in Schools program. As part of this program, we published the guide *Conversando con los educadores sobre la salud mental de los niños y educadores* (Talking to educators about children's mental health and educators) and held two seminars for teachers: "The impact of new technologies and virtual relationships on emotional health and education" and "Mental health in school and comprehensive education." To transfer all this content to the classroom, we developed complementary materials and activities for teachers. We also continued to conduct workshops on healthy eating and physical activity in schools. As a result, more than 2 million people have participated in the program in person, while more than 2.2 million have participated digitally.

In Panama, in collaboration with the Ministry of Education and the Ministry of Health, we distributed posters and educational materials with covid prevention tips in preparation for the first phase of schoolchildren's return to the classroom. Materials have been printed and have reached more than 124,000 students.

In Mexico, a new subject has been introduced in the school curriculum related to healthy lifestyle habits, which has generated a great demand for training and educational materials from teachers. To this end, we developed an online course uploaded to the educational platform of the Ministry of Public Education of the country, while we designed various teaching resources to help teachers teach this subject. More than 13,500 teachers have enrolled in the course. On the other hand, we continued to carry out digital educational workshops on healthy habits, reaching approximately 9,000 children.



**TO FIND OUT MORE  
VIVIR EN SALUD [HEALTHY LIVING]:**

> [Emotional well-being, healthy eating, physical activity](#)

**NEWS:**

> [Police and firefighters in the tenth edition of Juvenalia](#)

> [Education in comprehensive health](#)

> [Health resources for teachers](#)

**SOCIAL NETWORKS:**

> [Video on the MAPFRE educational program Vivir en Salud](#)

> [Video of "I can do it"](#)

**VIDEO "EL ENFADO":**

> [Video of "The Angry One"](#)





## Practicooking

Practicooking was born in 2019 as an initiative to promote the importance of a healthy diet and restore the kitchen as a meeting point for families with simple recipes and nutrition advice.

During the first and second quarter of 2021, we completed the second edition of Practicooking with chef Ricard Camarena, holder of two Michelin stars and three Repsol soles. We registered more than 2,130,000 views of the four recipes published during this period.

In October 2021 we launched the third edition of this campaign with Masterchef contestant Daniel del Toro and his daughter, Claudia del Toro. In this edition of Practicooking we wanted the kitchen to be a place to live and enjoy new gastronomic adventures with the family, discovering the taste of being together. During the last quarter, Daniel and Claudia del Toro's recipes exceeded 1.4 million views.



### TO FIND OUT MORE PRACTICOOKING:

> [Practicooking: bringing the senses to the table and taking care of our health](#)

### SOCIAL NETWORKS:

**RECIPE FOR FLAME GRILLED EGGPLANT, PICO DE GALLO, PINE NUTS AND FETA CHEESE BY RICARD CAMARENA:**

> <https://www.facebook.com/190968184261523/videos/1070116593489258>

**RECIPE FOR MARGARITA RICE BY RICARD CAMARENA:**

> <https://www.facebook.com/watch/?v=540882637223966>

**RECIPE FOR COCA OF MACKEREL WITH DRIED TOMATOES AND PINE NUTS VINAIGRETTE BY RICARD CAMARENA:**

> <https://www.facebook.com/FundacionMapfre/videos/1047206189139506>

**RICARD CAMARENA'S RUSSIAN SALAD**

> <https://www.facebook.com/watch/?v=329203135289291>

**AVOCADO GAZPACHO BY DANIEL DEL TORO:**

> <https://www.facebook.com/190968184261523/posts/6735414393150170>

**LENTILS WITH VEGETABLES BY DANIEL DEL TORO:**

> <https://www.facebook.com/190968184261523/posts/6851124238245851>

**QUINOA SALAD WITH RED FRUITS BY DANIEL DEL TORO:**

> <https://www.facebook.com/FundacionMapfre/videos/1509517336095942/>

**ZUCCHINI STUFFED WITH SHRIMP BY DANIEL DEL TORO:**

> <https://www.facebook.com/FundacionMapfre/videos/193820099536122>

## SOS Respira

According to the Spanish National Statistics Institute, choking or foreign body airway obstruction (FBAO) is one of the leading causes of unnatural death each year. Given that situation, Fundación MAPFRE, the Spanish Emergency Medicine Society (SEMES), and the Federation of Chefs and Confectioners of Spain (FACYRE) launched the SOS Respira campaign in 2016 to raise public awareness, especially among professionals from the hospitality sector, about how to act when someone is choking.



Due to the restrictions imposed by covid, no activities have been carried out in Spain this year.

At the international level, we reached a collaboration agreement with the Uruguayan Red Cross to carry out the campaign, but due to the health situation the start of activities has been delayed to the first quarter of 2022. We also carried out face-to-face and virtual training activities in Peru, thanks to the collaboration with the Peruvian Red Cross, which has allowed us to reach more than 2,400 people.

The SOS Respira app for Android and iOS uses videos and text messages to explain the sequence of steps to follow to clear an obstructed airway.



#### TO FIND OUT MORE SOS RESPIRA (SOS BREATHE):

> [S.O.S. Respira. Knowing how to act quickly makes all the difference](#)

#### SOCIAL NETWORKS:

##### COVID RECOMMENDATIONS ANIMATION: "FOOD TO GO":

> [Safety measures for ordering food from a restaurant](#)

##### COVID RECOMMENDATIONS ANIMATION: "TERRACES":

> [Safety and prevention measures to stop disease transmission](#)

##### COVID RECOMMENDATIONS ANIMATION: "DELIVERY":

> [Video recommendations for ordering takeout food](#)

## Mujeres por el Corazón [Women for the Heart]

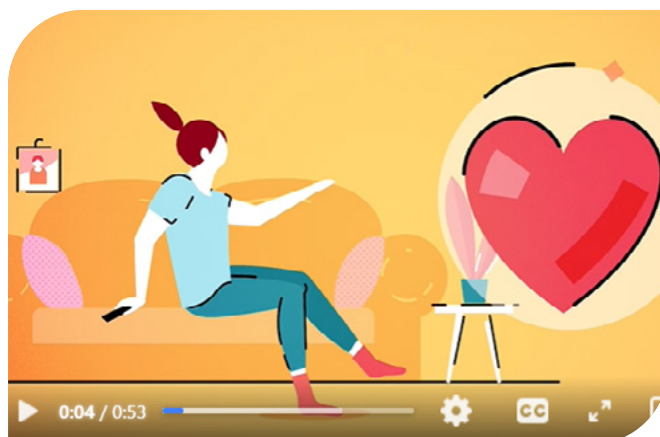
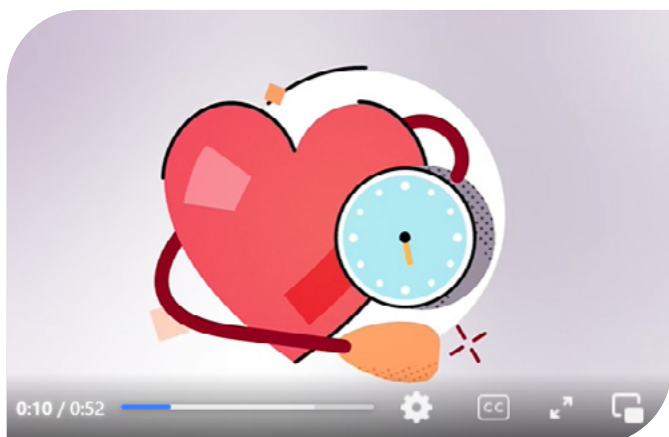
This campaign was created to inform women about the symptoms of heart attack, its risk factors, and to raise awareness of the need to seek immediate medical attention.

During this year, we have only been able to develop activities in Panama. Yasmín Colón de Cortizo, First Lady of the Republic, and Luis Francisco Sucre, Minister of Health, participated in the presentation of the program. Among the activities carried out, we would like to highlight: the development of cardiovascular disease prevention workshops, the installation of tents and stands to provide information on the symptoms of heart attack and disseminate prevention advice in public places, and the creation of murals in waiting rooms with messages about healthy lifestyles. In commemoration of Heart Day, we illuminated in red important buildings in the country, such as the F&F Tower, the Ministry of Health, the Capital Bank building and the Caja de Ahorro. In total, more than 50,000 people participated in the activities in Panama.

Lastly, for World Heart Day, we disseminated two new animations on social networks in Spain: sedentary lifestyles and hypertension. Both animations had more than 960,000 views.

**To inform women about the symptoms of heart attack, its risk factors, and to raise awareness of the need to seek immediate medical attention**





#### TO FIND OUT MORE

> [Women for the Heart: health education and dissemination](#)

**SOCIAL NETWORKS:  
ENCOURAGEMENT OF SEDENTARY LIFESTYLES:**

> [A sedentary lifestyle is one of the risk factors for cardiovascular disease](#)

**HYPERTENSION ANIMATION:**

> [Consuming too much salt may lead to health complications](#)

### Campaign on mental health in Brazil: "Papo Cabeça"

In Brazil, in partnership with the Pan American Health Organization (OPAS), we conducted an awareness campaign to promote tips for improving emotional well-being and combating mental health stigma in society.

Under the slogan "Papo Cabeça," the campaign is aimed at different target audiences (general population, young people, children, the elderly, health professionals, journalists and communicators, students, etc.) with different levels of health and mental health literacy. To reach all of them, we combine different types of strategies (online and offline), media (internet, digital media, television, radio, etc.) and disseminate different messages, according to the values and preferences of stakeholders, all supervised by OPAS professionals.

### Educational Content on Social Media

Since the beginning of the pandemic, social networks have taken on a major role in our lives, becoming the main means of communication. And in this year 2021, still marked by covid, we continued to publish through our social networks content related to emotional well-being and mental health, to provide society with keys and tips to cope with the new normality. Thus, this year we published different animations such as: tolerating frustration, living in the present, resilience and conflict management.

We also continued to publish content related to nutrition, such as the use of food supplements, and advice on physical activity, such as the animation on the new WHO recommendations.

We saw a total of 2,800,000 views and interactions this year.

#### TO FIND OUT MORE ANIMATION TOLERATING FRUSTRATION:

> [Managing uncertainty to prevent emotional wear and tear](#)

**ANIMATION LIVING IN THE PRESENT:**

> [All you have is today. Live in the moment](#)

**ANIMATION NUTRITIONAL SUPPLEMENTS:**

> [Nutritional supplements are no substitute for a balanced diet](#)

**RESILIENCE ANIMATION:**

› [Put your resilience to the test by facing change](#)

**ANIMATION CONFLICT MANAGEMENT:**

› [Ideas for successfully coping in times of adversity](#)

**ANIMATION RECOMMENDATIONS PHYSICAL ACTIVITY WHO:**

› [Physical activity is good for your heart, body and mind](#)

## IN INSURANCE AND SOCIAL PROTECTION

### FINEXIT: Financial Escape Room

The financial escape room is an educational resource designed based on the concepts included in the Spanish vocational training curriculum. It consists of an innovative project that combines financial concepts with an escape game, which has a face-to-face and a virtual version. In this way, we offer teachers two different options to teach financial subjects to their students.

In April, we began to implement it in schools in Spain, and in the last quarter of the year, we adapted it to several Latin American countries' curricular content to disseminate the financial and insurance culture in a wider geographical area.

We held sessions in 50 Spanish provinces, in which more than 400 educational centers and almost 18,000 students have participated.

### Campaign on Savings and Social Protection 2021

The campaign has aimed to raise awareness of the need to acquire an adequate savings culture, for which purpose articles have been published in different media, and multimedia resources and animations have been developed with different concepts that can help citizens.

We addressed concepts such as pre-savings, ant-spending, tips for creating and managing family budgets, future expenses that you can plan for today, and others that show how a good investment policy can reinforce the results obtained through savings.

For this purpose we created, under the claim practistisaving, a series of six animations that deal with all these concepts.

Media content has reached more than 700,000 readers, and the video and animations of practistisaving have been viewed by 16 million people.

### MIDE: Finance Classroom for Society

With the aim of disseminating knowledge of insurance among Mexican citizens, in 2015 we formalized a collaboration agreement with the Interactive Museum of Economics of Mexico (MIDE), through which we carried out several activities.



**We use an interactive game to demonstrate how purchasing one of the different types of insurance policies can help reduce the impact caused by an unfortunate accident or mishap**

In the space MIDE uses for finance in society, we have a room called Prevention, Assets, and Risk, allowing people to research value forecasts and promoting insurance education for children, youth, and adults.

We use an interactive game to demonstrate how purchasing one of the different types of insurance policies can help reduce the impact caused by an unfortunate accident or mishap. This helps visitors familiarize themselves with insurance concepts like policies, premiums, deductibles, amounts insured, and benefits.

More than 13,000 people have passed through this space in 2021.

**MIDE Workshops  
"Better safe and secure"**

The pandemic situation derived from covid in Mexico has prevented us from holding the face-to-face workshops that we had been developing at MIDE, so we updated their content and format to deliver them virtually. In this way, we held 19 sessions in which more than 1,000 students have participated.

**Seguros y Pensiones para Todos  
(Insurance and Pensions for All)**

During 2021 we migrated the [www.segurosypensionesperatodos.org](http://www.segurosypensionesperatodos.org) website to a more current and dynamic environment, in order to improve the user experience. We reorganized and created new content related to savings and investments, through animated infographics. We also translated the page into English, so that it is now available in two languages.

Throughout the year we continued with the campaign of animations on types of insurance (agricultural insurance, home insurance, specific insurance for hybrid and electric vehicles, insurance for SMEs and dependency insurance) and on concepts related to savings and useful techniques, so that users can easily adopt them (ant-spending, conscious spending and pre-saving).

The content videos on types of insurance have reached more than 1.5 million views, and those on savings have reached around 400,000.

We also adapted the contents to Brazil and Mexico, with the intention of launching two new sections on the Fundación MAPFRE websites in these countries in 2022, which will include all the insurance, pensions and savings contents currently available on the website [www.segurosypensionesperatodos.org](http://www.segurosypensionesperatodos.org)



## PlayPension

PlayPension, which started in 2015 as a board game aimed at students aged 16+, serves to help raise awareness among young people of the importance of everyday risk management, foresight and long-term savings.

Students can participate in the activity in three different ways:

- ▶ Workshops led by monitors from Fundación MAPFRE.
- ▶ Physical game distributed in educational centers.
- ▶ Online games.

In 2021, we held more than 400 workshops in which more than 24,000 students took part. We also distributed around 150 units of the game. Nearly 800 students participated in the online version.

## bugaMAP seminars

bugaMAP is an activity aimed at university students. It consists of a business simulation game that teaches insurance business management. The sessions are organized in groups of students that make up a simulated insurance market, and they compete among themselves as insurance companies would on the real market.

In 2021, we conducted nearly 60 bugaMAPs at various universities, in which more than 1,200 students participated.

The third edition of the inter-university championship of Catalonia/Balearic Islands, in which eight universities are participating, is underway. The final will take place next February 2022 at the site of one of the four finalist universities.

In Paraguay, bugaMAP has burst onto the scene and is considered by the university community to be an excellent tool for

disseminating the insurance culture. We held eight seminars attended by more than 160 students.

In Brazil, 124 students from Centro Universitário das Faculdades Metropolitanas Unidas - Campus Liberdade participated.

In Colombia, 42 students from the Universidad Externado de Colombia attended.

Because of the pandemic, school activity has not returned to normal in Mexico. The teachers are preparing to be able to deliver it online. Thus, next year we will offer both modalities.

## Thematic guides on insurance

We continue to publish and update informative guides on different aspects of interest in insurance and social security, which offer the possibility of dealing with a subject in greater depth and practicality.

Throughout 2021 we published in Catalan and Spanish the update of the Guide for your retirement with the latest legislative changes and adapted to the Basque Country and Navarra; a new completely renewed edition of the Guide to protect your home, available in digital format and with a version adapted to Mexico, a circumstance shared by the Guide for the protection of restaurants and bars.

All our insurance and social security guides are available online at <https://segurosypensionesparatodos.fundacionmapfre.org/guias/>

## Finance Education Day and Week

We carried out activities in Brazil, Spain, and Mexico.

We took part in the eighth edition of Financial Education Week in Brazil, organized by the Brazilian Financial Education Forum, with three activities:

- Financial and insurance knowledge quiz.
- Launch on the country's social media profiles of two animations on conscious spending and how to spend to be happy.
- Participation in the webinar entitled "Iniciativas do mercado voltadas à educação e inclusão securitária," which we shared with representatives of different Brazilian entities of the financial and insurance sector.

Financial Education Day was observed on October 4 in Spain, which is an initiative promoted by the National Securities Market Commission and the Banco de España within the Financial Education Plan and in collaboration with various institutions and organizations.

Fundación MAPFRE has participated by supporting the 2021 slogan "Your finances, also sustainable" to transmit the need to acquire responsible financial habits when managing the finances of citizens and families.

In addition, we collaborated in different virtual activities:

- Launch of an animation on networks on how to spend to be happy.
- Publication of a fun quiz on financial and insurance knowledge.
- Participation in the program "Todos Seguros" hosted by Capital Radio to connect society with the financial and insurance culture.
- Publications on our social media.

Because of the pandemic, all National Financial Education Week events have been held virtually in Mexico. The slogan for 2021 has been "Caring portfolio, happy heart," and Fundación MAPFRE has been present with the following activities:

- Financial and insurance knowledge quiz.
- Webinar presentation of the Latin American Insurance Market 2020 report.
- Webinar on job opportunities in the insurance sector.
- Launch of an animation on conscious spending on the country's social media profiles.

Approximately 900,000 people participated in our activities.

# Knowledge innovation and promotion



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 86.

## PUBLICATIONS

### IN ACCIDENT PREVENTION AND ROAD SAFETY REPORTS AND STUDIES

#### **Crash-testing of electric scooters and the risks associated with the recharging process: recommendations for safe use**

This study shows the accident rate data for personal mobility vehicles (PMVs), through information on the type of accident, vehicles involved, drivers' age, the road on which the accident occurred and its severity. The analysis of these data has guided us on the most common scenarios of accidents with VMP in urban environments, first by reproducing the simulations using a specific software for reconstruction of traffic accidents and, based on their analysis, designing and carrying out real crash-tests, in collaboration with the MAPFRE Road Safety and Experimentation Center (CESVIMAP).

The study has been completed with the recommendations drawn from all the dynamic assumptions analyzed and the studies and experiments carried out from the point of view of the modification of VMP elements and their heating, due to the use of portable batteries and chargers.

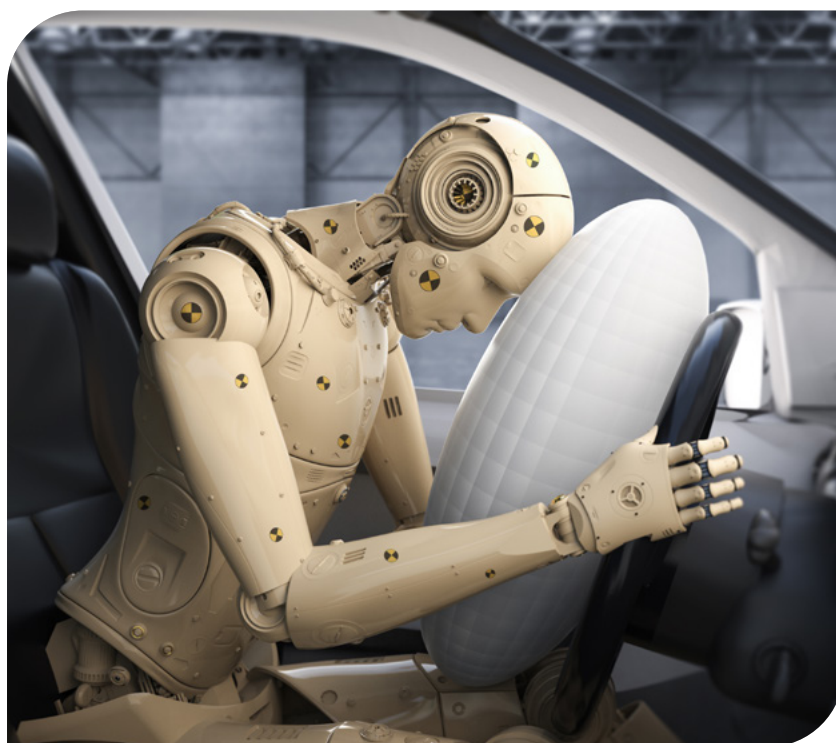
#### DOWNLOAD THE STUDY HERE:

##### SPANISH VERSION:

[Pruebas de choque \(crash-tests\) de patinetes eléctricos y riesgos asociados a su proceso de recarga: recomendaciones para un uso seguro](#)

##### ENGLISH VERSION:

[Crash test of electric scooters and risks associated to charging process: safety recommendations](#)







### Road safety and electric vehicles for personal mobility in Brazil: context, perceptions and perspectives

Electric personal mobility vehicles (MPVs), increasingly common in the urban mobility of Brazilian cities and represented mainly by bicycles and electric scooters, have increased their use in recent years, either by owner users or through rental services. The study explains the context in which these vehicles have been introduced into Brazilian society, their implications for road safety, how legislation is being designed around the world, and who the potential consumers of this promising mobility segment in Brazil are.

**DOWNLOAD THE STUDY HERE (PORTUGUESE VERSION):**

> [Segurança viária e veículos elétricos para mobilidade pessoal no Brasil: contexto, percepções e perspectivas](#)

### Cell phone, fatigue, drowsiness and distractions at the wheel

The study was carried out by measuring the brain and physiological activity of drivers subjected to an experimental situation (driving in a simulator while having a conversation over a cell phone). Compared to other studies, the novelty of this study is that it focuses on the use of the cell phone while using the "hands-free" device. The study aims to visualize and quantify how hands-free cell phone use and fatigue affect driving in the clearest and most didactic way possible, comparing brain activity in drivers affected by these risk factors versus others in normal conditions.

The results of the research can be seen through a 3D video, reproducing the changes in brain activity caused by the cell phone while driving.

**DOWNLOAD THE STUDY HERE:**

> [Cell phone, fatigue, drowsiness and distractions at the wheel](#)

### Roadmap to improve road safety for motorcycle and moped users in Spain

This study aims to propose recommendations to help reduce the accident rate among motorcycle and moped users, both in urban and interurban areas. Complementarily, we consider as intermediate objectives to analyze national and international experiences and good practices, gather experts' opinions through interviews and workshops, and identify the risk factors for accidents involving motorcyclists and mopeds. The work has been prepared in collaboration with the Spanish Road Association, using data from the General Directorate of Traffic, as well as from the MAPFRE claims database, which has allowed us to carry out a detailed analysis of more than 250 cases of fatal accidents and another 7,000 of injuries.

**DOWNLOAD THE STUDY HERE:**

> [Roadmap to improve road safety for motorcycle and moped users in Spain](#)

## Assessment for the Decade of Action for Road Safety 2011-2020

This research, prepared jointly by Fundación MAPFRE, The George Institute and The Milken Institute School of Public Health for the World Health Organization, highlights the progress made by countries over the last 10 years and the new opportunities and challenges in the field of road accident prevention.

### DOWNLOAD THE STUDY HERE:

> [An evaluation of the Decade of action for Road Safety 2011-2020](#)

## Fire Victims in Spain in 2020

Together with the Asociación Profesional de Técnicos Bomberos, we presented once again this study, created with data contributed by fire departments and the Institutes of Legal Medicine in the various autonomous communities and provinces.

The significant amount of fire mortality data in Spain included in this study has made it a document of reference in the industry every year since 2010, when the report began coming out annually. It is also a pioneer document internationally, since only a few countries in Europe and America carry out work of the same nature, credibility and range.

On the other hand, and coinciding with the dissemination of this study, we also presented the virtual Atlas of fire fatalities in Spain, an interactive tool that was created to complement the studies we have been developing for years and that facilitates the management of data related to fire victims. The user has access to the fire data history and the ability to cross-reference variables that he/she deems relevant. This application aims to bring the information closer to firefighters, technicians, teachers, students, etc. so that they can graphically visualize the figures.



### FURTHER INFORMATION:

> [Virtual map of fire victims in Spain](#)

### DOWNLOAD THE STUDY HERE:

> [Fire Victims in Spain in 2020](#)

## MONOGRAPHS

### From infinity to zero: this is how we did it

With more than 40 authors, this book is the largest collective reflection in recent years on all that has been done and all that remains to be done to achieve in the near future the goal of zero fatalities and fatalities in road mobility. The book's content attempts to explain how Spain has become a world leader for its significant reduction in traffic-related casualties.

Co-edited by Pere Navarro (Director General of the DGT) and Jesús Monclús, it contains forewords by Fernando Grande Marlaska, Minister of the Interior, Antonio Huertas, President of Fundación MAPFRE, Juan José Matarí, President of the Commission on Road Safety of the Congress of Deputies, Etienne Krug, Director of the WHO Commission on Social Determinants for Health, and Matthew Baldwin, European Coordinator for Road Safety and Sustainable Mobility of the European Commission.

### DOWNLOAD THE BOOK HERE:

> [FROM INFINITY TO ZERO: this is how we did it](#)

## IN HEALTH

### Health and new digital habits

Analysis of the digital habits that have been implemented and maintained in our lives during the covid pandemic, how Spaniards understand digital health and what habits we incorporated to maintain it.

DOWNLOAD THE STUDY HERE:

> [Health and new digital habits](#)

### Food and lifestyle programs in Spanish companies

Evaluation of some aspects of food and nutrition of Spanish workers in different sectors of activity, both those related to the identification and diagnosis of problems, as well as those leading to the design of strategies or recommendations for good practices. It is prepared in collaboration with Universidad CEU San Pablo (Madrid).

DOWNLOAD THE STUDY HERE:

> [Food and lifestyle programs in Spanish companies](#)

### Use of nutritional supplements in the Spanish population

This study, carried out in collaboration with the Spanish Academy of Nutrition and Dietetics, shows how the high frequency of nutritional supplements, the high degree of self-prescription, and their indiscriminate use can represent a public health problem.

DOWNLOAD THE STUDY HERE:

> [Use of nutritional supplements in Spanish society](#)

## IN INSURANCE AND SOCIAL PROTECTION

### Expert Reports from MAPFRE Economics

At Fundación MAPFRE, we publish the reports prepared by MAPFRE Economics, which are a reference in public discussions of insurance and social welfare, macroeconomics, finance, and regulation.

On the structure of insurance markets, we published:

- > The Spanish Insurance Market 2020
- > The Latin American Insurance Market 2020
- > Ranking of the Largest European and Latin American Insurance Groups
- > GIP MAPFRE 2021: update of the Global Insurance Potential Index calculated for 96 insurance markets, both developed and emerging. Published in Spanish, English and Portuguese.

Regarding the economic field, we publish Panorama, an annual report with quarterly updates, which provides an overview of the main macroeconomic and financial perspectives, forecasts and trends, as well as an assessment of their impact on the insurance business.

In addition to the recurring reports, these monographs have been published:

- > Pension Systems in Global Perspective which is an update and expansion of the 2017 report on pension systems.
- > Insurance Industry Investment: An overview of the evolution, distribution and risk profile of the assets in the investment portfolios of insurance companies across a selection of developed and emerging markets.



**DOWNLOAD THE STUDIES HERE:****THE SPANISH INSURANCE MARKET 2020**

> [The Spanish insurance market in 2020](#)

**THE LATIN AMERICAN INSURANCE MARKET 2020**

> [The Latin American insurance market in 2020](#)

**RANKING OF THE LARGEST EUROPEAN AND LATIN AMERICAN INSURANCE GROUPS**

> [Ranking of insurance groups in Latin America in 2020](#)

**PANORAMA**

> [Industry and Economic Outlook 2021](#)

**PENSION SYSTEMS FROM A GLOBAL PERSPECTIVE**

> [A global perspective on pension systems](#)

**INSURANCE INDUSTRY INVESTMENT**

> [Insurance industry investment](#)

**MAPFRE Insurance Dictionary**

After the publication in 2019 of the fifth revised and updated edition of the Dictionary in paper format and its electronic version, through direct access on the Fundación MAPFRE website, its consultation is continuous and open to collaboration with the contributions and suggestions that users, researchers and insurance professionals send us on new terms, different meanings or suggestions on the content. Any institution can also include a direct link on their website to the search engine in our Dictionary, which is available in any way quickly and easily.

**TO FIND OUT MORE**

> [MAPFRE Insurance Dictionary. A classic in the insurance world](#)

**Cuadernos de la Fundación**

Within this collection, which we have been publishing uninterruptedly for 30 years, issue 232, Legal implications in the development and use of artificial intelligence systems in the insurance sector, was published in 2021: a reflection on the legal certainty for resolving the legal issues that the development and deployment of artificial intelligence systems may raise in the insurance sector.

**DOWNLOAD THE STUDY HERE:**

> [Legal implications in the development and use of artificial intelligence systems in the insurance sector](#)

**CENTRO DE DOCUMENTACIÓN**

Comprometidos con el conocimiento

**LLEVAMOS EL CONOCIMIENTO DENTRO DE NOSOTROS**

Ya puedes acceder al Centro de Documentación de Fundación MAPFRE.

Entra en [www.fundacionmapfre.org/documentacion](http://www.fundacionmapfre.org/documentacion) y accede a un catálogo web especializado en seguros, gerencia de riesgos y previsión social con más de 150.000 referencias, que te ofrece:

- > Plataforma multilingüe.
- > Boletín de novedades.
- > Bibliografías.
- > App móvil.

**Fundación MAPFRE**

## IGNACIO H. DE LARRAMENDI RESEARCH GRANTS

At Fundación MAPFRE we have always been aware, now more than ever, of the need for research to achieve a better future. For this reason, we once again announced our H. de Larramendi Research Grants to provide financial support for projects in two areas of action, health promotion and insurance and social welfare. The total amount of the grants represents an investment of 300,000 euros.

We received a total of 392 applications, from 22 countries, in the usual themes of the call, which are: strategies for changing habits, patient education, assessment of bodily harm, health management (quality and clinical safety), longevity and quality of life (new for 2021), social welfare and senior-silver economy (new for 2021).

**Now more than ever, we are aware  
of the role research plays in ensuring  
a better future for everyone**



The projects that received aid were:

- Hospital Universitario Ramón y Cajal; Instituto Ramón y Cajal de Investigación Sanitaria (IRYCIS). Spain. Jesús María Aranaz Andrés. Project: How to design preventive medicine and public health that responds to clinical practice needs after the experience of the covid pandemic.
- INTA. Universidad de Chile. Chile. María Paulina Correa Burrows. Project: Obesity-induced accelerated aging: the gap between chronological age and biological age in a historical cohort of young adults associated with obesity exposure at key developmental stages.
- International University of La Rioja. Spain. Beatriz Feijoo Fernández. Project: DIGITAL\_FIT: Body and diet as sales arguments in social networks: Impact of branded content published by influencers on children's imaginary about their physical appearance and healthy eating habits.
- Foundation for Biomedical Research of the Hospital Universitario La Paz. Spain. Ana María Méndez Echevarría. Project: Immunosuppressed children and pets. Why, how, when...? Evidence-based recommendations for immunosuppressed patients and their pets.
- Fundação Oswaldo Cruz. Brazil. Catia Oliveira. Project: Effectiveness evaluation of the Academia da Saúde Program in the municipality of Rio de Janeiro.
- Foundation for Biomedical Research of the University Hospital of Getafe. Spain. Rodrigo Pérez Rodríguez. Project: ADELA: Virtual assistant for the prevention of delirium in hospitalized elderly people.

- FIDIS. Fundación Instituto de Investigación Sanitaria de Santiago de Compostela. Spain. Antonio Rodríguez Núñez. Project: CHAS-Down (Development and application of a chatbot to help people with Down syndrome to acquire healthy habits).
- Spanish Council of Cardiopulmonary Resuscitation. Spain. Fernando Rosell Ortiz. Incidence and survival of out-of-hospital cardiac arrest in Spain after the covid pandemic.
- PRLInnovation. Spain. Jorge Enrique Tubio. Process of adaptation of a methodology for evaluating emotional well-being in companies.
- Institut d'Economia de Barcelona Private Foundation. Spain. Francois Cohen. Project: The Impacts of Universal Healthcare Extension: Evidence from Mexico.
- Universitat de Barcelona. Spain. David Moriña Soler. Project: Health insurance after the epidemic: measuring transformation
- Saeid Safarveisi. Belgium. Project: Actuarially Market-Consistent Valuation of Catastrophe Bonds
- University of Liverpool. the United Kingdom. M. Carmen Boado-Penas. Project: Impact of COVID-19 on Public Pension Systems: Actuarial Fairness and Sustainability
- Pontificia Universidad Católica del Perú. Peru. Javier Olivera Angulo. Project: Aging unequally in Latin America.

## ADVANCED MEDICAL RESEARCH

We always provided dedicated support to medical research. Generating knowledge is a key requirement of the social program. With the advent of the covid pandemic, its practical utility has become even more evident.

### Personalized Cell Therapy

Once again, this year, we are continuing our research support work related to cell therapy for patients with neurological disabilities, which we began in 1997 at the Puerta de Hierro University Hospital.

The following projects are currently underway:

- Submission to the Spanish Agency of Medicines and Health Products of the final reports with the cut-off point data for the spinal cord injury (SCI5) and head injury (SCI1) trials.
- Request for clinical trial for the treatment of neuropathic pain. The study will be conducted with 15 patients between the ages of 18 and 70, with chronic spinal injury, treating them with stem cells.
- Drafting of the medical protocol and application for the development of a clinical trial for the treatment of stroke with the collaboration of Hospitales Madrid as recruiting center.



#### TO FIND OUT MORE NEWS:

- [Presentation of a treatment for spinal cord injury](#)



## Therapies in the Early Stages of Parkinson's Disease

Parkinson's disease occurs due to a lack of dopamine, which impedes the nervous system's normal functioning. As it progresses, the deterioration gets worse, and as time passes, the damage is more difficult to treat and sometimes can be irreversible.

The project on Therapies in the initial phases of Parkinson's Disease, directed by Dr. José Obeso and developed in collaboration with the HM Hospitales Research Foundation, continues with its goal of finding very early signs and symptoms of the disease to treat them with HIFU (High Intensity Focused Ultrasound) and LIFU (Low Intensity Focused Ultrasound) technology. The HIFU and LIFU techniques combine ultrasound with magnetic resonance imaging diagnostics to detect amyloid plaques and then apply very precise and concentrated with ultrasounds to destroy them. The first results of this clinical trial were published by the prestigious medical journal The New England Journal of Medicine.

From a social and health care perspective, detecting the onset of the disease to block its progress may help prevent Parkinson's disease from causing disability. In Spain, some 150,000 people suffer from this disease.



### TO FIND OUT MORE

#### NEWS:

> [Pioneering research to detect and prevent Parkinson's](#)

## National Cardiovascular Research Center (CNIC)

Fundación MAPFRE is part of the board of trustees of Fundación Pro CNIC through which it channels its annual contribution aimed at funding research projects conducted by CNIC scientists that aim to improve health.

This year, in addition to the cardiovascular area, the CNIC has continued to work in areas related to covid to find possible treatments that could improve the prognosis of the disease. To do this, the following projects have been undertaken:

- > Validation of the first blood biomarker for myocarditis, a heart disease whose symptoms and signs are very similar to those of myocardial infarction. At present there is no non-invasive test capable of differentiating between the two pathologies, and therefore in the vast majority of cases it is necessary to perform an urgent catheterization (invasive test) to correctly diagnose the patient. The study was published in The New England Journal of Medicine.
- > Confirmation that metoprolol, a drug traditionally used for cardiovascular disease, is useful in critically ill patients with covid. The results have been published in the Journal of the American College of Cardiology. Treatment with metoprolol is associated with a very significant reduction in pulmonary alveolar inflammatory infiltrate and this appears to result in a very rapid improvement in patients' oxygenation capacity.
- > We also initiated the RESILIENCE project developed with funding from the European Union involving 11 partners from 6 countries (Spain, France, the Netherlands, Portugal, Germany and Denmark) working under the coordination of the CNIC, to study the

unresolved clinical needs concerning the cardiotoxicity associated with the use of anthracyclines, the lack of therapies capable of preventing or curing this condition and the absence of specific markers to identify the problem in its early stages.

During this year, the CNIC has reached the second position of Cardiovascular research centers worldwide in the SCImago ranking, only surpassed by the National Heart, Lung, and Blood Institute, belonging to the National Institute of Health of the United States.

## Fundación Reina Sofía

In collaboration with the Fundación Reina Sofía and the Fundación CIEN (Center for Research in Neurological Diseases), over 10 years ago, we started a scholarship program aimed at young researchers in the biomedical field, aimed at applied clinical research in neurodegenerative diseases and the early diagnosis of dementia and Alzheimer's.

Alzheimer's disease is the leading cause of dementia, and it is one of the main causes of deterioration in quality of life for senior citizens.

In 2021, the grant awarded to Dr. Qumars Behfar, doctor of medicine and neuroscience, was extended to continue his research at both the Fundación Reina Sofía Alzheimer Center and the University Hospital of Cologne, Germany.

We also awarded another scholarship in 2021 to Mr. Mikel Benali Itoiz, outstanding master in neurosciences, to develop a stay at the Alzheimer Center of the Queen Sofia Foundation and the Department of Human Genetics and Alzheimer Centre of the Free University of Amsterdam, and deepen the knowledge of the biology of dementia and cognitively healthy aging.

## Spanish National Royal Academy of Medicine

Since 2015, we have been collaborating with the project to develop the Pan-Hispanic Dictionary of Medical Terms, a work carried out by the Royal National Academy of Medicine of Spain in collaboration with more than a dozen Latin American Academies of Medicine through the Latin American Association of National Academies of Medicine.

The Pan-Hispanic Dictionary will constitute the great work of medical lexicography in Spanish, which will make possible the standardization and defense of our linguistic heritage as a vehicle for the transmission of medical knowledge and will bring together the wealth of the Spanish-speaking biomedical lexicon, providing the variants and specific uses of health language in each of the countries of the pan-Hispanic scope.

Throughout the year 2021, the Royal National Academy of Medicine has continued the tasks of drafting and revising entries, with special attention to the incorporation of terms related to covid. Likewise, the Spanish American Academies have continued their tasks of revision and incorporation of variants and synonyms at a very satisfactory pace.



### TO FIND OUT MORE NEWS:

> [The Royal Academy of Medicine of Spain and Fundación MAPFRE renew their collaboration agreement](#)

## Erasmus+ Program: Ending project

In May we launched the ENDING project, funded by the European Commission's Erasmus+ program. This project, led by Fundación MAPFRE, aims to reduce school dropout rates by identifying and preventing risks caused by the misuse of digital technologies and misinformation. Throughout this year, and as a project's first activity, a guide for educators has been developed and will be tested in several educational centers in Spain and Portugal.

Together with Fundación MAPFRE, four other European institutions, including the Spanish National Police, participate in the consortium.

### **Workshops on Bodily Damage Assessment**

On October 14 and 15, the XIV Conference on the Evaluation of Bodily Injury was held in the Auditorium of the Reina Sofia Museum. Twenty-seven prestigious professionals from the judiciary, the legal profession, forensic science and medical valuation participated.

Among the topics addressed in this edition were assessing post-traumatic brain injury, upper limb bodily injury, mild loss of quality of life, and assessment of the previous state.

The keynote lectures dealt with mesenchymal cell treatment in spinal cord injury and brain damage, loss of opportunity concerning the covid pandemic and how the assessment of cervical sprain is approached in other countries and legislations.

The conference, which was attended by 374 professionals, was held both in person and via streaming.

**Throughout 2021, the Royal National Academy of Medicine has continued the task of drafting and revising entries for the Pan-Hispanic Dictionary of Medical Terms, paying special attention to the incorporation of COVID-related terminology**



## DOCUMENTATION CENTER

The Documentation Center of Fundación MAPFRE, with more than 30 years of activity, is an information resource center specializing in insurance, risk management and social welfare, and related subjects such as economics and law. It is also incorporating documentation on senior economics, to provide documentary support to Fundación MAPFRE's new Ageingnomics Research Center.

During 2021, the Documentation Center has continued with its digital activity of work and attention to information queries and documentation location.

The vast majority of these resources are available in digital format and freely available on the internet. He also has agreements in place with public and private institutions that allow him to openly publish their publications and works and papers done by students (dissertations from the leading Spanish universities), professors, professionals, and researchers.



### TO FIND OUT MORE

#### RECOMMENDED BIBLIOGRAPHIES:

➤ [Selection of current publications](#)

#### DOCUMENT SEARCH ENGINE:

➤ [Documentation Center: Document search engine](#)

#### EMAIL FOR INQUIRIES:

➤ [centrodocumentacion@fundacionmapfre.org](mailto:centrodocumentacion@fundacionmapfre.org)

## AGEINGNOMICS RESEARCH CENTER

The Ageingnomics Research Center persists in its intention to lead the global strategy that combines longevity and the new niches of economic activity that it generates. To this end, it works to achieve a positive image and a constructive vision of the opportunities derived from demographic growth, with special relevance in the Western world, and more specifically in Spain.

Its main lines are outreach, research and entrepreneurship.

### DISCLOSURE

#### Cycles of Ageingnomics meetings

Our cycles are spaces for dialogue and reflection on the challenges of aging from a social point of view and its impact on economic growth. In 2021, in collaboration with Deusto Business School, we held two cycles:

- Territories in favor of the senior economy, in which the need to address the unstoppable demographic transition from the public sector was analyzed.
- Senior tourism: keys and future, which was held at the headquarters of Fundación MAPFRE Guanartermo.

#### Young people with gray hair. Anti-aging guide

This guide gathers the pillars on which healthy aging is based today and the advances that will cure some of the most prevalent diseases in our society and will significantly prolong life in good health and average life expectancy in a few decades. Its author, Dr. Ángel Durántez, is one of the leading experts in preventive and anti-aging medicine.



We presented the guide on September 25 as part of the activities of the Vida Silver Fair.

## INVESTIGATION

### Senior Consumption Barometer

Those over the age of 55 add to their growing demographic weight (over 15 million people in Spain) their importance as economic activity agents, where most homes have more than one source of income, which undoubtedly impacts their consumption.

In this second edition of the publication, Google has collaborated with the company. The presentation event took place on December 10 and was attended by Fuencisla Clemares, general manager of Google Iberia, Roberto Ramos, head of the Structural Analysis Unit of the Bank of Spain, and Antonio Huertas.

We also have a specific barometer for the Canary Islands presented in September.

### Economy and longevity

An academic seminar organized in collaboration with the University of Deusto to advance in the frontier of knowledge around the interrelationship of longevity and economics in a context characterized by the effects of COVID.

In June, the registration phase opened with 15 candidacies received. Among them, the scientific committee selected the following:

► Javier Varea. University of Barcelona: "Global radiography of temporal variation in longevity."

► David Roch. Comillas Pontifical University: "Technical methodology for the development of the indicator on the progress of the Silver Economy Silver Economy Tracker."

► Cristina Vilaplana. University of Murcia. "Longevity optimism? Effects in the areas of health and finance."

► Javier Isaac Lera. University of Cantabria. IDIVAL. "Relationship between ageism and specialized development in sectors related to the silver economy: present and future."

► Manuel Javier Callejo. UNED. "Unequal lifestyles among the elderly: cultural consumption."

► Sara González. University of Valladolid. "ARADOS Platform A collaborative and innovative project to improve independent living and attention to the needs of the elderly in rural areas."

The seminar was held in Madrid on September 29 and included the participation of María Blasco, molecular biologist and director of the Spanish National Cancer Research Center (CNIO), who spoke on "Aging as the origin of diseases."

In addition, in May we will publish the book with the presentations of this seminar.

## Measuring the silver economy: data and impact

Organized in collaboration with the Universidad Pontificia de Comillas, the seminar created an interdisciplinary and inter-university research group that can address the challenges and opportunities of aging societies from multiple socioeconomic perspectives. In addition, during the conference, the Silver Economy Measurement Methodology, developed by the University of Comillas for the Ageingnomics Research Center, was presented.

## Ranking of senior economy territories

The study provides a comparative framework of how the different autonomous communities approach the senior economy, through the compilation, systematization and qualification of the available official sources.

## Senior talent map 2021

This research provides information on the self-employed senior population, working for others or starting up a business in Spain.

The Senior Talent Map was created with a vocation of continuity to measure this phenomenon's evolution. In addition, in this first edition, to check whether the covid pandemic has affected the senior workforce, the study specifically analyzes the ERTE tool and the use of teleworking. Finally, he selects best practices in senior talent management in large global companies by way of inspiration.

The study was presented in Madrid on October 1 and was attended by José Manuel Inchausti in his capacity as CEO of MAPFRE Spain and trustee of Fundación MAPFRE and José Luis Escrivá, Spain's Minister of Inclusion, Social Security and Migration.

## SUPPORT FOR ENTREPRENEURSHIP

### Participation in the VIDA SILVER Fair - IFEMA Madrid

The first fair dedicated to the senior economy took place in Madrid from November 25 to 27. The Ageingnomics Research Center participated with a stand and organized, among other activities, different workshops on wellness and health, senior talent at the service of entrepreneurship and a round table on "Company strategy for the senior market" moderated by Juan Fernández Palacios, director of the center.

### Participation in Workshops and Conferences

Ageingnomics Research Center has been invited to participate as a guest expert in different forums and reference events such as:

- Silver Economy: An opportunity for innovation, entrepreneurship and inclusion, organized by the IDB and IDB Lab, to promote dialogue between different development actors on the silver economy and how this sector will be linked to the generation of new ventures and job opportunities, especially for women, and a greater economic contribution of older adults.
- Silver Economy: An engine for social inclusion and economy recovery, organized by the IDB and IDB Lab, highlights the senior economy's importance for social inclusion and the launch of its silver economy challenge.



#### TO FIND OUT MORE WEBSITE

► [Ageingnomics Research Center](#)

#### LINKEDIN PROFILES

► [Fundación MAPFRE's Ageingnomics Research Center on LinkedIn](#)

#### TWITTER

► [@FM\\_Ageingnomics: Fundación MAPFRE's Ageingnomics Research Center on Twitter](#)



# Courses, workshops, and conferences



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 86.



It has a theoretical part, which is given in e-learning format, and a practical part, accessible only to people who have successfully passed the theoretical evaluations. The theoretical part was conducted in March, and the practical part had to be canceled due to the social and health situation in the Madrid region.

## INTERNAL WORKSHOPS AND CONFERENCES

### **SER: Pregnancy and newborn safety**

In Argentina, we continue with the SER digital conference series: Pregnancy and Newborn Safety, consisting of online sessions held on Saturdays of each month throughout the year. Conducted in collaboration with midwives and pediatricians in the country, they are designed especially for first-time parents. We would like to point out that communication is also provided in sign language.

### **Electrical Safety in Fire Prevention**

On February 11, this conference was jointly organized by Fundación MAPFRE, the Association of Firefighter Technicians and the Professional Association of Electrical and Telecommunications Installations Businessmen. The day, held in digital format, aimed to raise awareness of the importance of electrical safety in fire prevention.

## IN ACCIDENT PREVENTION AND ROAD SAFETY

### COURSES AND TRAINING

#### **Course on Protection, Self-Protection and First Aid, and Road Safety**

A course given in collaboration with the regional Department of Education and Research of Madrid, to train teachers from Madrid in the area of first aid, protection, self-protection and road safety.

## Challenges in Road Safety Training

On March 4, this mixed face-to-face and digital conference, organized by Fundación MAPFRE in collaboration with AESLEME and FESVIAL, was held to analyze how road safety training has been carried out up to now and the challenge it represents in the future.

## CIPE'2021 International Conference on Prevention and Emergencies

The third edition of the International Congress on Prevention and Emergencies CIPE'21 took place from May 10 to 13. This time it was 100% online. Seminars, actions on social networks, virtual meeting rooms and exhibitions were held on forest fires, urban disasters, prevention, research, and everything related to the world of emergencies. We convened a wide range of national and international specialists to exchange experiences, information and knowledge that will enable firefighters to improve their day-to-day work.

## The Motorcycle in Latin America

On June 24, we participated in this conference organized in Costa Rica and within the framework of the Road Safety Observatory of Ibero-America, whose objective was to analyze the importance of actions aimed at motorcycle management in Ibero-America, from different angles and how its policies contribute to the reduction of injuries and deaths on the road due to traffic accidents.

## Citizen training for the decade

As part of Traffic Week in Brazil, Jesús Monclús participated in this international event on September 22 with the theme "How the world educates its drivers."

## Safe, Healthy, and Sustainable Mobility, also in the Company

On September 23, as part of Fundación MAPFRE's Elige Vivir Mejor program, we held this master class given by Jesús Monclús, director of the Prevention and Road Safety area, in which he spoke about safe, healthy and sustainable mobility in the company and how to promote safe habits among our employees, so that commuting to work is a risk-free action.

## XIX Congress of the Federation of Midwives Associations of Spain FAME

This annual congress, organized jointly with FAME, was held in the city of Logroño from October 7 to 9. We actively participated in the opening of the congress, and with a presentation explaining the collaboration and milestones achieved since 2015, the first year in which we began our work with the midwives' collective.

## VI National Meeting of Educators of the National Transit System (Brazil)

Jesús Monclús participated as a keynote speaker in this national congress organized by the National Traffic Secretariat of Brazil on November 10. The presentation's topic was "Road safety education in the context of road safety."

## European Road Safety Charter

On December 2, we organized a conference on the European Road Safety Charter, a European initiative for which Fundación MAPFRE is the national liaison. This charter is the world's largest initiative for socializing, exchanging experiences and awarding prizes, with the participation of more than 4,000 European organizations, of which some 950 are Spanish.



## II International Digital Meeting Fundación MAPFRE - OBA

On December 10 and 17, the traditional MAPFRE-OBA Emergency Congress was held, this year digitally. Under the slogan "New challenges for fire departments," it offered a series of contents to discuss the most current issues in emergencies and prevention, presented projects and issues related to the SDG 2030 applied to emergency services and addressed gender issues in the firefighting community. In addition, within the same framework, we continue to develop training on the use and handling of water purification plants, consolidate knowledge derived from the experience we acquired over the years, and prepare for future emergencies.

## National Emergency Congress

On December 14 and 15, the National Emergency Congress was held in Linares, jointly organized by the Association of Firefighter Technicians and Fundación MAPFRE, where we highlighted the best practices existing in the country in terms of prevention and emergencies.

## PARTICIPATION IN WORKSHOPS AND CONFERENCES

In 2021, we took part in the following seminars and conferences:

- Vision Zero for Latin America, organized by IRF, May 19.
- Conference on Speed Management in LAC, organized by REDUX (Consejo Iberoamericano de Movilidad Segura), May 20.

► Master's Degree in Road Safety and Traffic of the Civil Guard, May 21.

► V Edition of the National Child Safety Day "Ensuring the best for children," organized by the Associação para a Promoção da Segurança Infantil (APSI), May 23.

► Webinar Security of Vulnerable Users, organized by Fundación Ibercaja (Zaragoza Mobility City), May 26th.

► Webinar presentation of the LEARN! Project Manual, developed by the European Transport Safety Council (ETSC) and in which we actively participated as part of the panel of experts, June 23.

► Fleet Management as a Tool for Speed Reduction, organized by REDUX, July 22.

► The role of Driving Schools in Road Safety Education, organized by FICVI, July 28.

► VI Meeting of Cities for Road Safety and Sustainable Mobility "Cities 2030" in Zaragoza, October 21.

► Evaluation of the first Decade of Action for Road Safety 2011-2020, organized by the Milken Institute at George Washington University, The George Institute and Fundación MAPFRE, October 28.

► II Ibero-American Forum in Memory of the Victims of Road Violence against Children and Adolescents, II FIMEVI NNA, organized by FICVI, November 22.





- The Basque Company, Commitment to Road Safety from Advanced Management, organized by the Basque Government, December 1st.
- IV INTERCISEV Congress organized by the Spanish Road Association on December 15 and 16 under the slogan "A decade to mark the change."

## Health Promotion in the School Environment

In May and October, we launched new editions of this course given with UNED and the Research Group for Nutrition, Exercise and Healthy Lifestyle at the Polytechnic University of Madrid. The aim is to offer teachers tools and resources to undertake practical health promotion at school.

## IN HEALTH PROMOTION

### E-LEARNING COURSES AND TRAINING

#### Course for Teachers on Accidents and Medical Emergencies

This year, we published the 8th and 9th editions of this continuous medical training MOOC in collaboration with the UNED and the Spanish Society of Emergency Medicine and the Official Association of Physicians in Madrid. The main goal is to help teachers act in emergencies, providing them with the tools and knowledge they need. In addition, since last year, we included a new chapter on covid and prevention measures in the classroom, which we maintained during these two new editions.

#### Healthy and Responsible Use of ICTs

In May 2021, after several months of work, we debuted the first edition of this MOOC, which aims to familiarize teachers and families with a responsible and healthy use of new technologies, offering advice on how minors should use them. Following the first edition's success, we published a second edition of the course in October of this year.

**The main goal is to help teachers act in emergencies, providing them with the tools and knowledge they need**

## INTERNAL WORKSHOPS AND CONFERENCES

We continued to promote the training of health professionals by holding the following conferences:

- March: Mental wellness at a critical time.
- April: Debunking nutritional fake news.
- May: How to reduce stress and increase resilience in our organizations.
- June: Digital disconnection and time management.
- July: Tell me how you communicate and I will tell you how healthy you are.
- October: How to improve my rest. Sleep hygiene.
- November: Mindful eating.

On October 14 and 15 we held the XIV Conference on the Valuation of Bodily Injury in the Auditorium of the Reina Sofia Museum. Twenty-seven prestigious professionals participated. The in-person sessions were attended by more than 180 people and the streaming was followed by more than 200.

## PARTICIPATION IN WORKSHOPS AND CONFERENCES

In 2021 we attended various workshops and conferences either as presenters or participants and would like to highlight the following:

- MEES Day Digital – A day for health in the company, where different entities and speakers presented their initiatives and experiences in promoting healthy working environments. May 19 and 20.
- Day on Visual Health and Screens organized in collaboration with Pantallas Amigas and Visión y Vida. June 29.
- 2021 Connected Citizens Workshop Children's rights and parental mediation in the digital

context. With Pantallas Amigas, as part of the European project SIC-SPAIN 2021, and in collaboration with Google and Twitter. November 16.

## IN INSURANCE AND SOCIAL PROTECTION

### Workshops and webinar on insurance knowledge

This year, the insurance knowledge days have been held virtually. The following workshops were conducted in 2021:

- Presentation in webinar format of the MAPFRE Economics GIP MAPFRE 2021 report. The event was held with simultaneous translation into Spanish and Portuguese and was attended by almost 300 people. Brazil
- On the occasion of the Financial Education Week in Brazil, we participated with a presentation entitled "Iniciativas do mercado voltadas à educação e inclusão securitária," where we detailed all the initiatives being implemented by Fundación MAPFRE to improve the insurance and financial culture among Brazilians.
- Presentation of The Latin American Insurance Market in 2020, which was followed by more than 300 users. Colombia
- Presentation of the MAPFRE Economics report Panorama económico y sectorial 2021, reaching more than 500 connected users. Spain
- Presentation of the MAPFRE Economics report The Spanish Insurance Market in 2020. The number of connected users was 100. Spain
- Presentation of the MAPFRE Economics report Pension systems in global perspective. Nearly 800 users followed it. Mexico
- Webinar to present the report Ranking of insurance groups in Latin America 2020 by MAPFRE Economics, which was attended by more than 300 people. Mexico

# Exhibits



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 88.

Fundación MAPFRE's cultural activity throughout 2021 was conditioned by the same contrasting circumstances that determined both public life as a whole and that of each one of us: the effort and enthusiasm to rebuild and share customs and situations that had been postponed, together with the uncertainty when analyzing and facing the new contexts left behind by the pandemic.

All the cultural institutions had to face the recovery of the activity attending, on the one hand, to give continuity with the greatest exigency to our trajectory; on the other hand, to respond to the changes that, without any doubt, the pandemic was going to leave in the behavior of the public, some of them

very evident, such as the contraction of foreign tourism or the familiarity with online proposals, but others much less identifiable in the short term.

While awaiting data with which to evaluate the situation of the sector as a whole, the figures for participation in our cultural activities in 2021 allow us to speak of an openly positive balance, above initial expectations, and which, if health circumstances do not change substantially, anticipates a growing trend in the normalization of cultural behaviors.







In the field that for years has been the essential axis of our cultural program -the visual arts and photography exhibitions- the year 2021 has meant addressing, along with that unexplored and uncertain post-pandemic context, two important innovations: in Madrid, the unification in a single space (Sala Recoletos) of the painting and photography exhibitions; in Barcelona, the regular operation of the KBr photography center, inaugurated in the fall of 2020, and whose continued operation raised a certain question mark regarding how the changes in programming and location it represented concerning the activity carried out until then by Fundación MAPFRE in the Catalan capital could be reflected. The final result, as detailed below, has been clearly satisfactory in both cases.

### RECOLETOS ROOM - KBR

In Madrid, the Sala Recoletos presented three double programs (painting and photography): Alexei von Jawlensky. The landscape of the face and Tomoko Yoneda, in winter (February-May); Miró. Poem and Bill Brandt, in summer (June-August); and Morandi. Infinite Resonance with Judith Joy Ross in the fall (October-January 2022). As previously mentioned, this was the first time this space offered a

regular double program of photography and painting. The result has been clearly favorable: while the number of visitors to the painting exhibitions showed, as a whole, a volume proportionate to that which this type of exhibition received before the pandemic, in the photography exhibitions it was observed that the coexistence with the painting exhibitions has led part of this public to be interested in the photographic exhibition as well. In clear correspondence with this behavior, this year has allowed us to perceive that the identity of Fundación MAPFRE as a cultural agent is evolving to include, more and more, this double dedication as a hallmark of its identity.

After its successful opening in the fall of 2020 (several months behind schedule due to the pandemic), the KBr photography center in Barcelona faced 2021 as its first full annual programming cycle. And, indeed, throughout 2021 we presented the six annual exhibitions with which, to provide it with a coherent and valuable sense in the local and international sphere, this project was conceived from the outset: three exhibitions that presented extensive anthologies of great masters or current established authors (the main criterion of Fundación MAPFRE's photographic programming) and, next to each of them, smaller exhibitions dedicated, respectively, to



publicize relevant photographic collections of Catalan institutions, present the photography collection of Fundación MAPFRE and show a selection of the work of the new generations of creators who are being trained in the main photography schools in Barcelona.

In line with this program, between February and May, the KBr presented the exhibitions Claudia Andujar and *La mirada cautiva*. The daguerreotype collection of the Centre de Recerca i Difusió de la Imatge (CRDI) of Girona; in the summer (June to September), the exhibitions dedicated to Garry Winogrand and Nicholas Nixon: *The Brown Sisters* (Fundación MAPFRE collection); the last part of the year (September-January 2022) hosted the exhibition Paolo Gasparini. *Field of images* and KBr Flama 21 (photography schools).

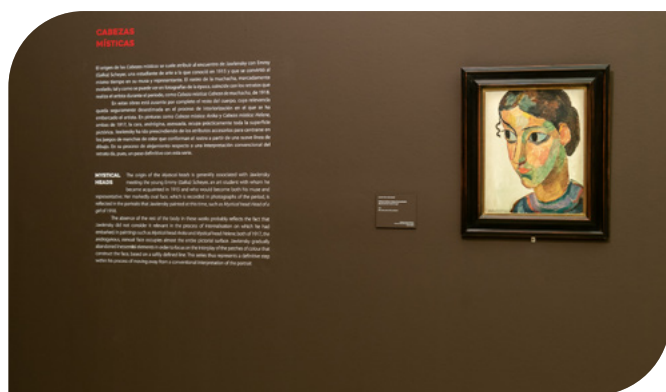
The balance of this first year has been positive, although there is still considerable room for growth. On the one hand, and according to the criteria provided by previous years' experience, the attendance figures showed that practically all of what can be called the "photographic audience" of the city attended all or most of the KBr proposals. On the other hand, there is no doubt that the difficult recovery of international tourism to Barcelona—significantly lower in 2021 than in other destinations of similar rank—has prevented the reception of foreign visitors, a contribution that, due to KBr's location, should have a greater presence in the future. It is also expected that other sectors of the local public will be incorporated due to the development of some of the deepening actions planned for 2022.

Another highlight of the KBr Center's activity in 2021 was the announcement and resolution of the first edition of the

### **The Russian-American photographer Anastasia Samoylova won the inaugural KBr Photo Award for her *Image Cities* project**

**KBr Photo Award.** Launching a photography award of international scope was one of the strategic lines of this project; its initiation was planned for the second year of activity, as an element to boost the projection of the center. Following this program, in the last quarter of the year, the first edition of this award was announced and decided upon, aimed at recognizing unpublished projects and which pays special attention to the dissemination of both the award-winning work and the career of the winning artists as a whole. By unanimous decision of the jury, the first edition went to the Russian-American photographer Anastasia Samoylova for her project *Image cities*.

Along with this ambitious program of our galleries in Madrid and Barcelona, a third axis of Fundación MAPFRE's exhibition dedication has been, since practically the beginning of these activities in the nineties of the last century, to share our proposals with other institutions in the rest of Spain and abroad. In this field, the effects of the pandemic have been reflected in a very intense way: the closure of most European cultural institutions for several months led to the cancellation or delay of many



exhibitions. We had to wait until June to witness the progressive reopening of many institutions that received a public eager to recover the experience of the exhibitions but which did so in a much smaller proportion than before the pandemic.

With different nuances, this was the general scenario under which the exhibitions that we shared with other entities throughout the year took place, in a balance that is openly satisfactory considering these circumstances. As far as photography exhibitions are concerned, in 2021 we share eight proposals, two temporary exhibitions and six made with funds from the Fundación MAPFRE Collection. The first two took place in Germany: Lee Friedlander, at the C/O Berlin (September-December) and Bill Brandt, at the Kunstfoyer Versicherungskammer Kulturstiftung (Munich, September-November). With respect to our collections, we held four exhibitions of our photography collections: Nicholas Nixon in São Paulo (Tomie Othake Institute, January-April), Paz Errázuriz in Bogotá (April-August) and Paul Strand in two national institutions: at the Fundación MAPFRE Guanarteme in Las Palmas from April to July, and at the Thyssen Museum in Málaga from November (until March 2022).





The collection of drawings and engravings was shown on two other tours: at the national level, the Museo de Bellas Artes de Castellón hosted *Dibujar la modernidad 1864-1968* (Drawing Modernity 1864-1968). Fundación MAPFRE Collections (March-June), while Picasso's *Vollard Suite* was exhibited at the Het Noordbrabants Museum (Then Bosch, The Netherlands), between October and February 2022. These exhibitions must finally be added the exhibition (September-December) of the Miró deposit at the Fondazione Magnani-Roca in Parma, an exhibition that closed the five-year collaboration with the Sucessió Miró to whom we express our most sincere thanks.

## ONLINE

The increase in telematic (online) communication has been one of the main consequences of the period of confinement and subsequent restrictions. There is no doubt that this is something whose importance and duration will extend beyond the temporal limits of the pandemic. Telematic interconnection has become an everyday act, rapidly normalized as another element of labor relations, personal communication, education, general consumption, entertainment and cultural leisure. In this last area, the irruption of telematics represented -and represents- a complex dilemma for cultural institutions: the spectator's contact with the artistic proposal, whatever its nature

(musical, theatrical, pictorial, audiovisual...), is an essential element of the cultural experience as an instrument of personal enrichment, but it is impossible at the same time to fail to meet the growing demands of a digitized society. Therefore, it is inevitable and necessary to set in motion processes of hybridization between the physical (in our case, the exhibition halls) and the virtual.

## Our assessment of this first powerful irruption of telematics in cultural activity could not be more satisfactory

And although this is a phenomenon that will undergo major changes in the short term, our assessment of this first powerful irruption of telematics in cultural activity could not be more satisfactory. Two lines of action have contributed to this: on the one hand, the launching of a regular program of conferences (lectures, conversations...) around the exhibitions of the KBr photography center. Already started in the fall of 2020, the year 2021 has represented the positive culmination of a regular programming, concretized in five calls, with a total of 28 sessions in which 36 guests participated. The sessions were well attended online, and in the last months of the year, when health regulations permitted, they were also open to face-to-face attendance.



On the other hand, already during the pandemic, and as a reaction to the demand mentioned above for online content, we perceived the need to implement a line of action specifically aligned with this new social behavior; that is, an action that, while taking as a starting point the exhibitions presented at any given time in the galleries of Madrid and Barcelona, translates into a series of digital proposals whose main objective is not so much to encourage the visit to the exhibition, but to raise awareness of Fundación MAPFRE's activity and capture their attention and interest in it among its recipients -a mostly young group- and capture their attention and interest in it. These proposals include the participation of leading figures in online culture (artists, writers, etc.) and aim to position our activity in social networks with cultural content, whose audiences are not, in general, part of our regular visitors. The success of this initiative is evidenced by the breadth of digital audiences achieved throughout 2021.

## COLLECTIONS

The photographic holdings of the Fundación MAPFRE Collection (which also includes a relevant set of drawings and engravings) grew significantly in 2021 with the incorporation of a large group of photographs by the Italian-Venezuelan Paolo Gasparini, author of a wide and renowned work focused on reflecting the social and cultural situation of Latin America. The collection was partly acquired and partly donated by the photographer himself.

### Insurance Museum

In the Fundación MAPFRE Insurance Museum exhibition hall, located in Madrid, we exhibit an interesting collection of original pieces related to the history of insurance activity from the 18th century up until the end of the 20th century. Tours are only given to groups by previously requesting a time. During the tours, they tell interesting stories and facts about some of the most significant pieces, which are guides to explaining the history of insurance.

We offer two types of activities for the public: guided visits for the general public and workshop visits for students.

Given its small size, the museum has remained closed throughout the year, except for the last quarter, when it has been possible to make some visits with reduced seating capacity for groups related to the insurance, financial or insurance mediation sector.



#### TO FIND OUT MORE

[Virtual insurance museum](#)

### Remembrance and gratitude

In addition to these expectations and concrete facts, it is also worth mentioning the emotions and feelings deeply linked to the balance of the year in a very different way. 2021 has left us with the loss of two great personalities of our artistic culture with whom Fundación MAPFRE has had the privilege of collaborating very recently: Tomàs Llorens, a central reference in the artistic field for his institutional and academic career (he was, among other occupations, founder of the Valencian Institute of Modern Art, first director of the Museo Nacional Centro de Arte Reina Sofía and artistic director of the Thyssen Museum for more than 14 years) was curating for the Foundation the exhibition Julio González-Picasso, the dematerialization of sculpture, to be held in the fall of 2022 in our galleries in Madrid. The project was very advanced at the time of his death, so we decided to maintain it and that the exhibition pays tribute in some way to this capital figure of our recent cultural history.

At the beginning of September Carlos Pérez-Siquier, winner of the National Photography Award (2003) and one of the protagonists of the renewal of Spanish artistic photography in the central years of the 20th century, also left us, thanks to the influence exerted by the Agrupación Fotográfica Almeriense (AFAL), of which he was the promoter and director. In February 2020 we will present a major retrospective of his career in Barcelona. This exhibition will be part of the summer program in Madrid, also paying him a well-deserved tribute.

Finally, we would like to express our most sincere thanks to all the museums, institutions and individuals who, throughout 2020, provided us with the loan of works of art that they own or that are part of their patrimony. Thanks to their generosity, to the dedication and rigor of those who have collaborated in our projects from very different cultural fields, and to the effort and professional demand with which, year after year, our team in the Culture area carries out its work, the achievements described here were possible.



# Volunteering

With the Fundación MAPFRE Volunteering Program, we channel solidarity. Our objective consists in helping improve the living conditions of people most in need and contribute to the environment. Our volunteers, present in 27 countries, put their time, effort, and enthusiasm into each of the activities they participated in.



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 88.

## ACTIVITIES

This year there has been a greater need than ever for active and committed volunteers. In person and online, our volunteers have stood with those who have needed it most, with material aid, a message of hope, and confidence.

We would like to express our gratitude again for making solidarity a part of their activity to all of them. And we would also like to thank the organizations that have gradually joined our online management platform.

**We would like to once again express our sincere gratitude to all our volunteers for making solidarity an important part of their lives**

In addition, it is worth noting that this year we set out to measure the contribution of volunteering activities to the Sustainable Development Goals. The United Nations has highlighted the important role of volunteering and volunteer involvement in achieving

the objectives of the 2030 Agenda and its Sustainable Development Goals (SDG). At Fundación MAPFRE, we are firmly committed to the Agenda, and one of the keys to attaining some of the overall goals is volunteering.

To achieve this objective, we defined our own methodology based on an integral analysis of our program. The methodology is integrated into the Fundación MAPFRE Volunteering website, and, through the indicators of the actions reported by the countries, we can determine our global and local contribution to the SDGs.

Partnerships between companies, employees and social entities are imperative to contribute to achieving goals. Therefore, during 2021 we consolidated our collaboration with the entities that were already part of our Volunteer Program (MAPFRE, Solunion and VASS), and it has been strengthened with the incorporation of a new company: Securitas Direct. This allows us to send a message of hope and optimism that from now on we will be able to go a little further with the help of new volunteers.

The efforts of the 4,725 volunteers make it possible for solidarity to spread more and more throughout the world.



## LINES OF ACTION

The Volunteering Program is based around five core lines of action:

► **Health.** The actions are very varied and range from adapted sports workshops that enable blind people to enjoy a bike ride through to the collection of toiletries or clothes for people at risk of social exclusion.

► **Nutrition.** We get food for people at risk of social exclusion, we help social entities care for their dining rooms, distributing breakfasts and snacks.

► **Education.** We support children's education through school reinforcement activities and material donations and raise awareness and educate young people in values of solidarity.

► **Environment.** We raise awareness and educate about certain types of responsible behavior towards the environment. We also clean up natural spaces, parks and beaches and we collaborate in the reforestation of green belt areas and the maintenance of parks.

► **Emergency Assistance** We act in the face of catastrophes or humanitarian emergencies with collections and deliveries of basic necessities.

To these five lines we added a sixth, **Share Solidarity**, in which we included some specific activities which, due to their nature, would be impossible to classify within any of the others.



# COVID-19 extraordinary assistance

Fundación MAPFRE allocated an extraordinary budget of 10 million euros to address the socio-economic crisis and emergency situation that COVID-19 is causing in Latin America. We carried out 100 actions in collaboration with 80 social entities that have impacted more than 700,000 people.



IF YOU WOULD LIKE TO KNOW THE DETAILS OF THE BENEFICIARIES OF THIS PROGRAM, SEE PAGE 102.

## Malnutrition and basic food needs

The covid pandemic has caused an unprecedented food crisis in Latin America, affecting, according to FAO, more than 85 million children. With the projects carried out in the region, we tried to alleviate this crisis. We distributed nutritional supplements that do not require refrigeration and are endorsed by the World Food Programme to ensure basic nutrient levels in babies and children up to 10 years of age. We also distributed almost 200,000 food baskets to the most vulnerable communities at risk of social exclusion.

Overall, we carried out 42 food projects in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Dominican Republic, El Salvador, Uruguay and Venezuela. Some of note include:

- Collaboration with the Food Bank of Mexico (BAMX) and the Food Bank of the Dominican Republic (BARD). In Mexico, we distributed 180,000 baskets during two months through the 54 food banks present in the country, which have brought relief to more than 27,000 families. In the Dominican Republic, we donated almost 400,000 kilos of food that were distributed during six months, benefiting more than 400 families and more than 16,000 orphans.
- Fundación MAPFRE food bank. The action provides nutritional supplements to malnourished children from 0 to 10 years of age, which are delivered every two weeks for six months, using a food box containing an educational toy. This action was carried out in Colombia, Argentina, and Brazil.
- In Brazil, we collaborated with the Gastromotiva Association by setting up solidarity kitchens in different neighborhoods of Rio de Janeiro. We also delivered more than 4,000 food baskets equivalent to more than 55,000 kilos, which have helped some 140,000 people.





## Employability, Training and Enterprise

With the aim of contributing to the recovery of the most socially and economically vulnerable families, with a special focus on women, we created this employability, training and entrepreneurship project, with which we provide advice on finance and commerce, in addition to providing seed capital to help our students develop their small businesses.

We carried out 16 entrepreneurship and employability projects in Argentina, Brazil, Chile, Colombia, Ecuador, Guatemala, Mexico, Paraguay, Peru, El Salvador and Uruguay. Among them we can point out:

- Brazil: "Coronavirus against the wall" provides training to more than 6,000 women living in favelas who currently have little or no income. The three-month courses, offered in collaboration with Instituto Generando Halcones, aim to teach women everything they need to know in order to start a small business, as well as explaining their social rights and boosting their self-esteem and confidence, which is of special importance given the emotional impact of the pandemic.
- Colombia: "The objective of this project is to contribute to the strengthening of

the capacities of 200 women from host communities and Venezuelan migrants in vulnerable conditions in the municipalities of Cúcuta, Villa del Rosario, Puerto Santander, Tibú and El Tarra, so that they can face economic and psycho-emotional problems. This action was carried out in collaboration with the Terre des Hommes Foundation.

- In Mexico, we developed an empowerment program for 100 indigenous women living in the metropolitan area of the State of Nuevo León (Monterrey), to whom we provided financial assistance to acquire a sewing machine, with which they can start workshops in their homes and thus achieve a certain degree of economic independence. This project has been carried out in collaboration with Altitud, who trains the participants to set up the workshop and, once installed, they request textile orders with the principle of fair trade and labor ethics.
- El Salvador: The "Jóvenes superpreparados" project consists of training young entrepreneurs in biosafety measures and providing them with protective equipment. This action has been carried out with 40 entrepreneurs for six months, in collaboration with World Vision International.



### Education and digital divide

In Latin America, most of the children could not attend school due to the health situation. With this project we carried out actions that help alleviate access to education for children from vulnerable families and reduce the digital divide.

In total there have been 10 education and digital divide projects in Argentina, Brazil, Chile, Costa Rica, Ecuador, Guatemala, Nicaragua, Panama and Uruguay, among which we can highlight:

- Argentina: In collaboration with the Uniendo Caminos Foundation, we carried out a project consisting of educational tutoring and the donation of school materials, so that 450 children, young people and adults with limited resources and without access to the Internet can complete their courses.
- Chile: "Education for children and adolescents with cancer." Carried out in collaboration with the Nuestros Hijos Foundation, the project provides health safety conditions for the transportation of 54 students, and educational conditions that allow them to attend school in hybrid mode (face-to-face-online), thus guaranteeing that they can continue with their classes at

a distance when their health does not allow them to attend the classroom.

- Guatemala: We worked, in collaboration with the K'wa Association, to prevent school dropouts and to include 400 indigenous girls and young women in training programs that strengthen the social structures of the rural world.

### Social inclusion and disability

This line of action is aimed at integrating people with any type of disability into the labor market, one of the groups most affected by covid, especially when in Latin America there are hardly any programs adapted to their social integration. We carried out four inclusion and disability projects with which we have been present in Argentina, Brazil, Chile, Colombia, Ecuador, El Salvador, Mexico, Nicaragua, Paraguay, Dominican Republic, and Uruguay.

We would like to highlight the project for the employment of visually impaired people. This is an action carried out in 11 Latin American countries to integrate eight people into the labor market through a specific three-month training course. We made available 86 three-month internship scholarships in



local companies, where we adapted the jobs to the needs of these people. These actions are carried out in partnership with Fundación FOAL.

We would also like to point out that, in Uruguay, and with the support of the Mariposas Civil Association, we contribute to the integral development of 11 people with disabilities, implementing actions aimed at educational, social and community integration.

## Medical supplies

We continued with the 2020 project to protect healthcare personnel, caregivers of the elderly, and all those who work with at-risk groups by purchasing and distributing medical equipment and medical supplies to protect against covid and building rehabilitation and intensive care rooms in hospitals.

In total, we carried out 19 projects in which medical equipment and medical supplies have been donated in Argentina, Chile, Colombia, Costa Rica, Honduras, Panama, Paraguay, Peru, El Salvador, Uruguay and Venezuela, among which we can highlight:

► Costa Rica: donation of equipment to the Therapy Service of the National Rehabilitation Center for the care of people suffering from covid and its sequelae, in order to facilitate their recovery.

► Honduras: we built the intensive care ward for critically ill covid patients at the Hospital Escuela. This room has the capacity to attend to 150 patients per month. After the pandemic, it will continue to be active with patients with other conditions.

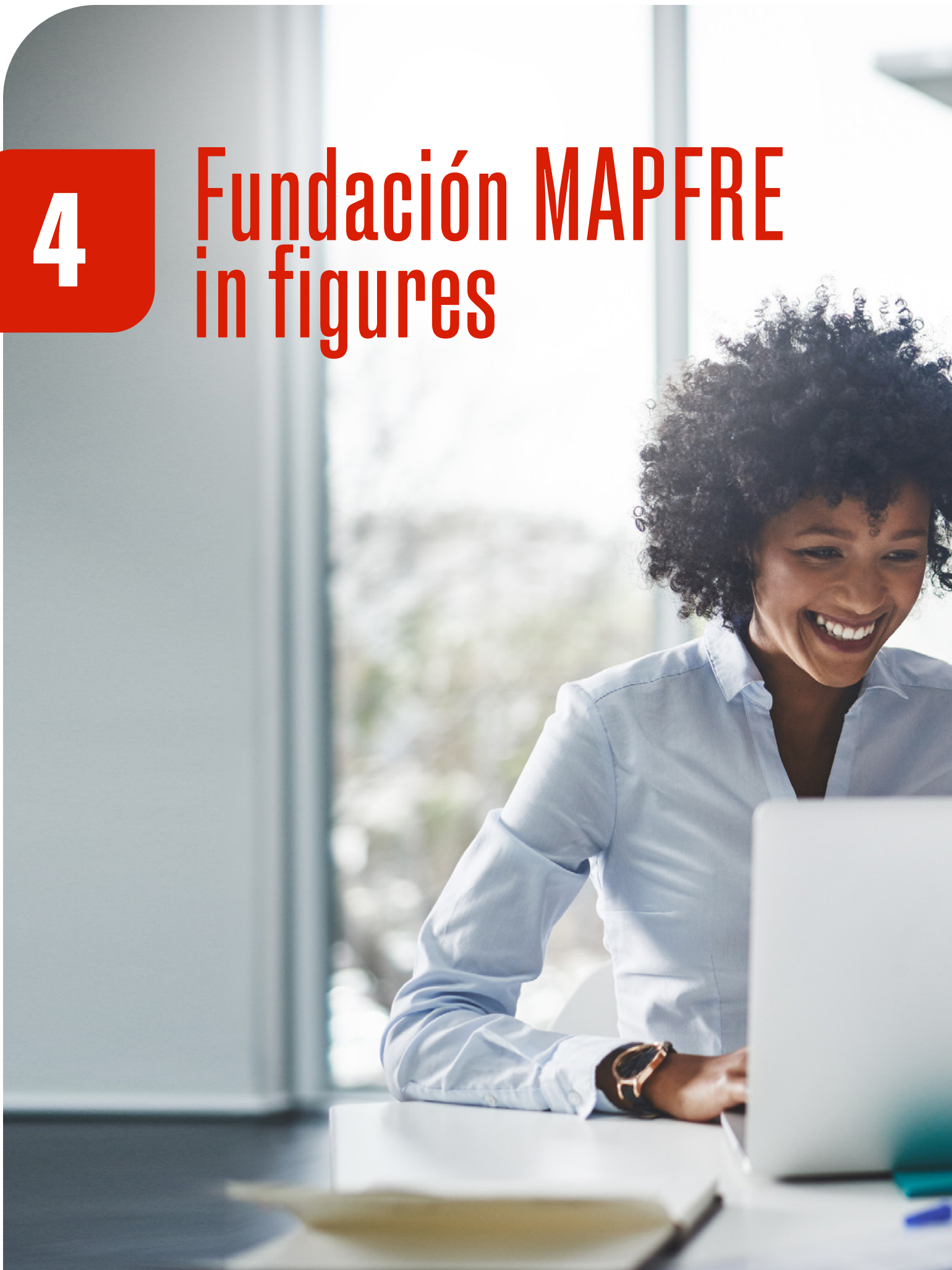
## In total, we carried out 19 projects in which medical equipment and medical supplies have been donated to Latin America

► Peru, in collaboration with the Peruvian Episcopal Conference, San Ignacio de Loyola University and the National Society of Industries, and through the "Respira Peru" program, we built an oxygen plant for filling balloons, which, once the pandemic is over, we will donate to a public hospital.



4

# Fundación MAPFRE in figures





# Activity map

VOLUNTEERING

- Nutrition
- Education
- Environment
- Share Solidarity
- Health
- Help in emergencies

ACTIVITIES

- Projects and Social Assistance
- Extraordinary aid COVID-19
- Educational and Awareness Programs
- Promotion of Research and Knowledge
- Courses, Conferences and Congresses
- Exhibitions

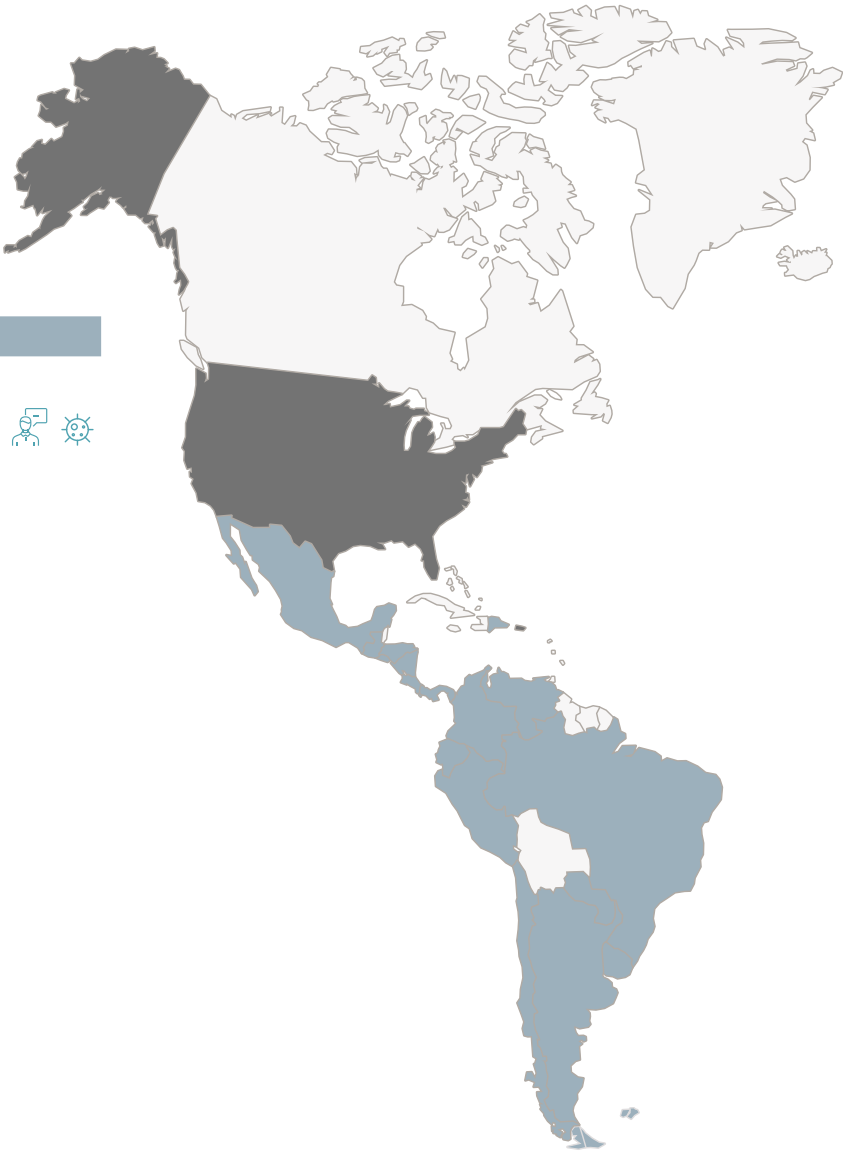


SPAIN

- Environment, Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions

LATIN AMERICA

Argentina	Environment, Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Brazil	Environment, Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Chile	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Colombia	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Costa Rica	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Ecuador	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
El Salvador	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Guatemala	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Honduras	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Mexico	Environment, Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Nicaragua	Environment, Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Panama	Health, Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Paraguay	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Peru	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Dominican Rep.	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Uruguay	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions
Venezuela	Education, Nutrition, Health, Help in emergencies, Projects and Social Assistance, Extraordinary aid COVID-19, Educational and Awareness Programs, Promotion of Research and Knowledge, Courses, Conferences and Congresses, Exhibitions





**UNITED STATES AND PUERTO RICO**

United States						
Puerto Rico						

**EUROPE**

Germany						
Italy						
Malta						
Netherlands						
Portugal						
United Kingdom						
Turkey						

**ASIA**

Philippines				
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The following is a summary of the activities, events and beneficiaries of the work carried out by Fundación MAPFRE in 2021. According to our measurement criteria, we distinguish between beneficiaries and audience. The latter, which also distinguishes between face-to-face and digital, is not included in the tables of this annual report.

We understand as a face-to-face audience those people who are physically present at a foundational activity or receive a direct message from Fundación MAPFRE, but who are not considered beneficiaries of the activity. This includes messages in traditional media, such as the press and other print media, and content and participation in radio and television. The digital audience measures the users of web content (unique visitors to

Fundación MAPFRE's pages, or those whose privacy policy is shared with another entity), social networks and the recipients of branded content campaigns (i.e., unique visitors to Fundación MAPFRE's content that is the object of the campaign, in the corresponding digital media); likewise, those attending institutional events broadcast by streaming.

The total aggregate audience of our activities is more than 140 million people, of which almost 5 million are in the face-to-face section and 135 million make up our digital audience.

The following tables do not include, either as beneficiaries or audience, the recipients of the display campaigns: posters, urban furniture, in means of transport, banners, etc.).

## GLOBAL

ACTIVITIES 2021	ACTIVITIES	EVENTS	BENEFICIARIES	
			ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
Fundación MAPFRE Awards	2	16	4	27
Projects and Social Assistance	119	199	160,537	65,905
Special COVID-19 grants	110	110	864,172	0
Educational and Awareness Programs	70	10,477	2,759,309	3,233,757
Promotion of Research and Knowledge	22	71	259	1,265,263
Courses, Conferences, and Congresses	46	268	3,144	354,130
Exhibitions	25	28	314,250	18,122
Other institutional actions	3	12	0	199,639
<b>TOTAL</b>	<b>397</b>	<b>11,181</b>	<b>4,101,675</b>	<b>5,136,843</b>

VOLUNTEERS	ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION
			ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES	
Number of volunteers 4,725					
Help in emergencies	4	10	944	0	55
Share solidarity	12	53	1,392	134	389
Education	18	266	9,398	3,876	1,485
Environment	17	35	756	150	823
Nutrition	25	715	139,939	89	3,842
Health	107	366	20,486	290	2,372
<b>TOTAL</b>	<b>183</b>	<b>1,445</b>	<b>172,915</b>	<b>4,539</b>	<b>8,966</b>



## SPAIN

	BENEFICIARIES			
	ACTIVITIES	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
Fundación MAPFRE Awards	2	16	4	27
Projects and Social Assistance	10	97	20,620	65,825
Educational and Awareness Programs	26	7,432	339,715	982,547
Promotion of Research and Knowledge	21	69	259	1,264,952
Courses, Conferences and Congresses	32	147	3,023	25,347
Exhibitions	20	23	247,597	18,122
Volunteering	6	629	79,289	4,103
La Fundación Magazine/Web/Social Networks	3	12	0	199,639
<b>TOTAL</b>	<b>120</b>	<b>8,425</b>	<b>690,507</b>	<b>2,560,562</b>

### FUNDACIÓN MAPFRE AWARDS

ACTIVITIES	BENEFICIARIES		
	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
Social Outreach Awards	7	4	0
Awards for Social Innovation	9	0	27
<b>TOTAL</b>	<b>16</b>	<b>4</b>	<b>27</b>

### PROJECTS AND SOCIAL ASSISTANCE

ACTIVITIES	BENEFICIARIES		
	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL EMPLOYMENT PROGRAM</b>	<b>11</b>	<b>1,906</b>	<b>65,825</b>
Accedemos	7	793	0
Soy Cappaz App	1	0	65,665
Juntos Somos Capaces	2	1,113	0
Gypsy Secretary Program	1	0	160
<b>SOLIDARITY</b>	<b>73</b>	<b>18,128</b>	<b>0</b>
Sé Solidario	57	7,936	0
Nutritional Supplement - Nutritional Biscuit	12	1,677	0
Solidarity Euro	2	1,156	0
Calls for applications for Social Grants Be Solidary	2	7,359	0
<b>OTHER ACTIVITIES</b>	<b>13</b>	<b>586</b>	<b>0</b>
Social Hall	2	186	0
Juntos lo Logramos Special Olympics	11	400	0
<b>TOTAL</b>	<b>97</b>	<b>20,620</b>	<b>65,825</b>

EDUCATIONAL AND AWARENESS PROGRAMS		BENEFICIARIES	
ACTIVITIES	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>PROGRAMS THAT RAISE KNOWLEDGE AND AWARENESS</b>	<b>2,158</b>	<b>98,609</b>	<b>856,459</b>
<b>On Accident Prevention and Road Safety</b>	<b>1,928</b>	<b>55,791</b>	<b>495,221</b>
Special Events	10	27,420	0
Awareness Activities with AESLEME	1,912	27,686	32,215
Awareness Activities with ALSA	1	635	0
Child Restraint Systems	5	50	463,006
<b>On Health promotion</b>	<b>212</b>	<b>42,818</b>	<b>71,882</b>
CPR and Learning Together to Save Lives	26	7,706	29,962
Choose to Live Better Campaign	186	35,112	41,920
<b>On Insurance and Social Protection</b>	<b>9</b>	<b>0</b>	<b>286,848</b>
Insurance and Pensions for All	9	0	286,848
<b>Ageingnomics research center</b>	<b>9</b>	<b>0</b>	<b>2,508</b>
Cycles of Ageingnomics meetings	2	0	389
<i>Young people with gray hair. Anti-aging guide</i>	1	0	566
<i>Seniors Entrepreneurship Guide</i>	1	0	1,553
Ageingnomics web and social media activities	5	0	0
<b>EDUCATIONAL PROGRAMS</b>	<b>5,274</b>	<b>224,222</b>	<b>110,594</b>
<b>On Social Action</b>	<b>151</b>	<b>0</b>	<b>747</b>
Social support documents and monographs	151	0	747
<b>On Accident Prevention and Road Safety</b>	<b>1,447</b>	<b>92,727</b>	<b>43,384</b>
Now Let's Walk to School, with STOP Accidents	476	12,781	2,273
SDG Planet	753	27,448	24,677
Fire Prevention Week	217	52,498	16,408
Road Safety in the Company	<b>1</b>	<b>0</b>	<b>26</b>
<b>On Health promotion</b>	<b>2,102</b>	<b>129,448</b>	<b>40,163</b>
Control Your Network	1,678	102,880	27,036
Living in Health	424	26,568	13,127
<b>On Insurance and Social Protection</b>	<b>1,569</b>	<b>840</b>	<b>25,369</b>
FINEXIT. The financial escape room	1,090	0	17,714
PlayPension	434	141	7,320
bugaMAP Seminars	45	699	335
<b>On Culture</b>	<b>5</b>	<b>1,207</b>	<b>931</b>
School educational activities exhibitions Barcelona	1	132	0
Family educational activities exhibitions Barcelona	1	32	0
School educational activities exhibitions Madrid	1	880	0
Family educational activities exhibitions Madrid	1	163	0
Online educational activities	1	0	931
<b>TOTAL</b>	<b>7,432</b>	<b>322,831</b>	<b>967,053</b>

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>KNOWLEDGE INNOVATION AND PROMOTION</b>			
<b>SCHOLARSHIPS AND GRANTS</b>	<b>5</b>	<b>15</b>	<b>0</b>
Ignacio H. de Larramendi Research Grants (Insurance and Social Welfare)	2	5	0
Fundación Carolina Scholarship	1	1	0
Ignacio H. de Larramendi Research Grant (Health)	2	9	0
<b>CORPORATE</b>	<b>43</b>	<b>29,787</b>	<b>471,260</b>
<b>Monographs</b>	<b>31</b>	<b>29,787</b>	<b>340,087</b>
MAPFRE Insurance Dictionary	1	0	239,929
The Latin American insurance market in 2020	1	65	0
Global Insurance Potential index MAPFRE GIP 2021	1	170	0
Prevention and Road Safety Reports (published in 2021)	9	0	10,906
Prevention and Road Safety Reports (published before 2021)	0	0	7,190
Health publications downloads	4	0	64,871
Photography exhibition catalogs	12	9,624	0
Fine Arts exhibition catalogs	3	7,866	0
Photography and Fine Arts exhibition catalogs (published before 2021)	0	6,031	0
Culture publications downloads (published before 2021)	0	6,031	17,191
<b>Journals</b>	<b>12</b>	<b>0</b>	<b>131,173</b>
Journal of Locomotor Pathology	4	0	33,810
Trauma Journal	4	0	87,550
Journal Traumatic Head Injury	4	0	9,813
<b>DOCUMENTATION CENTER</b>	<b>9</b>	<b>0</b>	<b>802,795</b>
<b>AGEINGNOMICS RESEARCH CENTER</b>	<b>12</b>	<b>55</b>	<b>5,527</b>
2nd Senior Consumer Barometer	6	49	3,008
2021 academic seminar on economics and longevity	5	6	668
Map of senior talent in the Spanish labor market	1	0	1,851
<b>TOTAL</b>	<b>69</b>	<b>29,857</b>	<b>1,279,582</b>

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>COURSES, CONFERENCES AND CONGRESSES</b>			
<b>COURSES</b>	<b>56</b>	<b>471</b>	<b>3,167</b>
<b>On social action</b>	<b>26</b>	<b>0</b>	<b>89</b>
Online courses Volunteer Training	26	0	89
<b>On Accident Prevention and Road Safety</b>	<b>16</b>	<b>0</b>	<b>761</b>
Protection, Self-protection, First Aid and Road Safety Course (CAM)	1	0	527
Road Safety Courses in the Company	15	0	234
<b>On Health promotion</b>	<b>7</b>	<b>0</b>	<b>254</b>
Healthy and Responsible Use of ICT course - UNED	2	0	69



## COURSES, CONFERENCES AND CONGRESSES

## BENEFICIARIES

ACTIVITIES	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
Course on Health Promotion in the School Environment - UNED	2	0	27
Learning Together to Save Lives Course - Junta de Extremadura	1	0	70
<b>On Insurance and Social Protection</b>	<b>2</b>	<b>248</b>	<b>0</b>
Higher Vocational Training in Administration and Finance with a specialization in Insurance	1	248	0
Online courses on Initiation to Insurance	1	0	0
<b>On Culture</b>	<b>5</b>	<b>223</b>	<b>2,063</b>
KBr_2021 Conferences (Photo & Chance)	1	37	216
KBr_2021 Conferences (Photo & Exhibition)	1	0	598
KBr_2021 Conferences (Gasparini)	1	51	22
KBr_2021 Conferences (Guests_1)	1	0	266
Lectures KBr_2021 (Revolutions)	1	135	961
<b>CONFERENCES AND CONGRESSES</b>	<b>86</b>	<b>1,701</b>	<b>7,086</b>
<b>On Social Action</b>	<b>67</b>	<b>511</b>	<b>2,156</b>
Accedemos Project Presentation Conference	8	77	65
Presentation of the project "Together We Can"	59	434	2,091
<b>On Accident Prevention and Road Safety</b>	<b>6</b>	<b>1,003</b>	<b>2,810</b>
SDG Planet workshop for FICVI members	1	0	27
Fire Prevention workshop with APIEM	1	0	456
International Congress on Emergencies CIPE 21	1	0	2,118
Healthy, Safe and Sustainable Mobility, also in the Enterprise	1	0	85
II Technical Conference on Special Interventions Linares 2021	1	108	124
19th FAME Congress (Child restraint systems)	1	895	0
<b>On Health promotion</b>	<b>9</b>	<b>155</b>	<b>703</b>
Choose to Live Better Campaign Conference	7		484
14th Conference on Bodily Injury Assessment	2	155	219
<b>On Insurance and Social Protection</b>	<b>4</b>	<b>32</b>	<b>1,417</b>
Presentation of the Documentation Center	1	32	0
The Spanish insurance market in 2020 report presentation	1	0	115
2021 Economic and industry outlook report presentation	1	0	515
Pension systems from a global perspective report presentation	1	0	787
<b>PARTICIPATION IN CONFERENCES AND CONGRESSES</b>	<b>5</b>	<b>49</b>	<b>1,741</b>
<b>On Health promotion</b>	<b>5</b>	<b>49</b>	<b>1,741</b>
Live Gamers Show 2021 online conference	2	0	234
Connected Citizenship workshop	1	49	511
Digital Health workshops: Visual Health and Screens	1	0	281
Mees Day: Digital Meeting 2021	1	0	715
<b>TOTAL</b>	<b>147</b>	<b>2,221</b>	<b>11,994</b>

EXHIBITIONS ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>TEMPORARY EXHIBITIONS MAPFRE FOUNDATION VENUES</b>	<b>17</b>	<b>215,311</b>	<b>0</b>
<b>Recoletos Room</b>	<b>9</b>	<b>146,113</b>	<b>0</b>
Lee Friedlander (2021)	1	1,512	0
Jawlensky. The landscape of the face	3	36,709	0
Tomoko Yoneda	1	25,133	0
Bill Brandt	1	16,614	0
Miró. <i>Poem</i>	1	8,001	0
Morandi	1	35,862	0
Judith Joy Ross	1	22,282	0
<b>KBr Room</b>	<b>8</b>	<b>69,198</b>	<b>0</b>
Bill Brandt	1	4,458	0
Paul Strand	1	4,449	0
Claudia Andujar	1	11,580	0
The Captive Gaze	1	10,352	0
Winogrand	1	11,711	0
Nicholas Nixon. The Brown Sisters	1	11,070	0
Paolo Gasparini	1	8,211	0
KBr Flama 21	1	7,367	0
<b>PERMANENT EXHIBITIONS MAPFRE FOUNDATION VENUES</b>	<b>2</b>	<b>84</b>	<b>13,163</b>
Insurance museum	2	84	13,163
<b>EXHIBITIONS AT OTHER VENUES</b>	<b>4</b>	<b>26,034</b>	<b>0</b>
The hand with pencil (Castellón) 2021	1	4,367	0
Paul Strand (Guanarteme)	1	504	0
Paul Strand (Málaga)_2021	1	19,330	0
Drawings 20th C (Málaga)_2021	1	1,833	0
<b>TOTAL</b>	<b>23</b>	<b>241,429</b>	<b>13,163</b>

VOLUNTEERING ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
Help in emergencies	6	776	0
Share solidarity	6	40	51
Education	79	2,367	1,965
Environment	18	314	0
Nutrition	407	69,004	0
Health	113	6,788	258
<b>TOTAL</b>	<b>629</b>	<b>79,289</b>	<b>2,274</b>

INTERNATIONAL	ACTIVITIES	EVENTS	BENEFICIARIES	
			ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
Projects and Social Assistance	109	101	139,917	80
Special COVID-19 grants	110	110	864,172	0
Educational and Awareness Programs	44	3,045	2,419,594	2,251,210
Promotion of Research and Knowledge	1	2	0	311
Courses, Conferences and Congresses	14	121	121	328,783
Exhibitions	5	5	66,653	0
Volunteering	59	859	93,626	2,288
<b>TOTAL</b>	<b>342</b>	<b>4,243</b>	<b>3,584,083</b>	<b>2,582,672</b>

## INTERNATIONAL EUROPE

GERMANY	ACTIVITIES	EVENTS	BENEFICIARIES	
			ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EXHIBITIONS</b>		<b>2</b>	<b>37,000</b>	<b>0</b>
Lee Friedlander (Berlin)		1	30,000	0
Bill Brandt (Munich)		1	7,000	0
<b>SOCIAL AID PROGRAMS</b>		<b>1</b>	<b>190</b>	<b>0</b>
Die Arche		1	190	0
<b>VOLUNTEERING</b>		<b>16</b>	<b>1,193</b>	<b>0</b>
Help in emergencies		2	52	0
Share solidarity		3	5	0
Nutrition		1	1,080	0
Health		10	56	0

ITALY	ACTIVITIES	EVENTS	BENEFICIARIES	
			ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>		<b>1</b>	<b>130</b>	<b>0</b>
Portofranco Milano		1	130	0
<b>VOLUNTEERING</b>		<b>1</b>	<b>1</b>	<b>0</b>
Education		1	1	0

**MALTA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>363</b>	<b>3,500</b>	<b>3,470</b>
Street Smart Workshops	152	3,500	0
Control Your Network	211	0	3,470
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>646</b>	<b>0</b>
Equal Partners Foundation	1	416	0
Inspire	1	230	0
<b>VOLUNTEERING</b>	<b>7</b>	<b>68</b>	<b>0</b>
Share solidarity	7	68	0

**NETHERLANDS**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EXHIBITIONS</b>	<b>1</b>	<b>17,117</b>	<b>0</b>
Vollard Suite (Netherlands)_2021	1	17,117	0

**PORTUGAL**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>1</b>	<b>981</b>	<b>0</b>
European Week in Lisbon	1	981	0
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>217</b>	<b>0</b>
Musgueira Social Center	1	142	0
Novo Futuro	1	75	0
<b>VOLUNTEERING</b>	<b>21</b>	<b>4,656</b>	<b>0</b>
Share solidarity	1	75	0
Nutrition	20	4,581	0

**UNITED KINGDOM**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>	<b>1</b>	<b>1,138</b>	<b>0</b>
Place to Be	1	1,138	0



**TURKEY****BENEFICIARIES**

ACTIVITIES	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>7,582</b>	<b>0</b>
Darussafaka	1	513	0
Kağuv - The Hope Foundation for Children with Cancer	1	7,000	0
TEV Turkish Education Foundation	1	69	0
<b>VOLUNTEERING</b>	<b>9</b>	<b>614</b>	<b>0</b>
Education	2	130	0
Nutrition	3	400	0
Health	4	84	0

**UNITED STATES AND PUERTO RICO****UNITED STATES****BENEFICIARIES**

ACTIVITIES	EVENTS	ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>145</b>	<b>22,188</b>	<b>11,895</b>
Road Safety Awareness in collaboration with MADD	48	5,964	1,938
Look Both Ways	9	10,560	6,450
Child injury prevention	88	5,664	3,507
<b>SOCIAL AID PROGRAMS</b>	<b>7</b>	<b>22,156</b>	<b>0</b>
Best Buddies Central	1	275	0
Bottom Line	1	300	0
Fundación Real Madrid Sport Schools	1	70	0
Teach for All Arizona/California	1	18,683	0
Teach for All Boston	1	600	0
United Way of Webster and Dudley	1	1,965	0
Worcester Community Action Council	1	263	0
<b>VOLUNTEERING</b>	<b>80</b>	<b>5,904</b>	<b>625</b>
Share solidarity	6	230	0
Education	46	2,905	625
Nutrition	3	832	0
Health	25	1,937	0

**PUERTO RICO**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>368</b>	<b>12,439</b>	<b>24,529</b>
Road Safety Education Mobile Fleet	280	2,684	19,719
Fire Prevention Campaign	20	2,690	1,881
Control your Network	68	7,065	2,929
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>75</b>	<b>0</b>
Cupey Girls' Home	1	30	0
Teresian Polytechnic, Teresa Toda Home (Loiza)	1	25	0
Manuel Fernandez Juncos House-Scholarships for Abused Children	1	20	0
<b>VOLUNTEERING</b>	<b>47</b>	<b>1,723</b>	<b>0</b>
Education	8	143	0
Environment	4	100	0
Nutrition	9	861	0
Health	26	619	0

**LATIN AMERICA****ARGENTINA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>271</b>	<b>0</b>	<b>23,225</b>
Safe, Healthy and Sustainable Mobility Workshops	102	0	9,067
Fire Prevention Workshops	135	0	11,826
SOS Breathe and CPR	34	0	2,332
<b>SOCIAL AID PROGRAMS</b>	<b>9</b>	<b>27,097</b>	<b>0</b>
SOS Children's Villages - A Family Environment for Every Child	1	60	0
Centro Comunitario Jesús María - Training and Activity Workshops	1	25,000	0
Special COVID19 grants	6	1,857	0
Mensajeros de la Paz - Nutritional, Health and Educational Support	1	180	0
<b>VOLUNTEERING</b>	<b>23</b>	<b>2,396</b>	<b>0</b>
Share solidarity	1	483	0
Education	2	138	0
Nutrition	8	251	0
Health	12	1,524	0
<b>COURSES, CONFERENCES AND CONGRESSES</b>	<b>19</b>	<b>0</b>	<b>4,052</b>
MOVIS Congress (Road Safety)	2	0	800
SER digital conferences: Pregnancy and newborn safety	17	0	3,252

**BRAZIL**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>35</b>	<b>2,086,895</b>	<b>2,047,458</b>
Financial Education Activities	2	0	2
Living in Health	33	2,086,895	2,047,458
<b>SOCIAL AID PROGRAMS</b>	<b>28</b>	<b>382,191</b>	<b>0</b>
Acaia Pantanal - Jatobazinho School	1	60	0
Ação Comunitaria do Brasil São Paulo	1	1,395	0
SOS Children's Villages	1	400	0
Faith and Joy (Manaus)	1	922	0
Filhas da Sta. Maria da Providencia	1	300	0
Albert Einstein Foundation	1	560	0
FC Barcelona Foundation Socio-sports Schools São Paulo/Rio de Janeiro	2	2,000	0
Fundación Real Madrid Escuelas Sociodeportivas Niteroi	1	200	0
Real Madrid Foundation Socio-sports Schools São Paulo	1	290	0
Crescer Institute	1	40	0
Liga das Senhoras Católicas de São Paulo (Catholic Women's League of São Paulo)	1	778	0
Movimento Pro-crianza	1	1,800	0
Nourish. Asoc. Combating Malnutrition	1	2,210	0
International plan	1	50	0
Special COVID19 grants	12	368,786	0
Julita Project	1	2,400	0
<b>VOLUNTEERING</b>	<b>113</b>	<b>17,591</b>	<b>1,057</b>
Share solidarity	4	0	36
Education	39	592	989
Environment	2	250	0
Nutrition	56	16,383	32
Health	12	366	0
<b>PROMOTION OF RESEARCH AND KNOWLEDGE</b>	<b>3</b>	<b>0</b>	<b>908</b>
Road safety and prevention publications (along with related events)	3	0	908
<b>ART EXHIBITIONS</b>	<b>1</b>	<b>4,140</b>	<b>0</b>
Nicholas Nixon. <i>The Brown Sisters</i>	1	4,140	0
<b>COURSES, CONFERENCES AND CONGRESSES</b>	<b>84</b>	<b>0</b>	<b>317,866</b>
Mental Health Courses Brazil	13	0	208,242
Financial Education Week. "Market initiatives aimed at education and security inclusion" workshop.	1	0	70
Global Insurance Potential Index 2021 report presentation	1	0	298
Safe, Healthy and Sustainable Mobility Online Course	1	0	58
Road and Vital Education Course	67	0	108,955
Conference - Road and Vital Education Meeting	1	0	243

**CHILE**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>83</b>	<b>0</b>	<b>3,105</b>
Safe, Healthy and Sustainable Mobility Workshops	83	0	3,105
<b>SOCIAL AID PROGRAMS</b>	<b>12</b>	<b>92,124</b>	<b>0</b>
Fundación Beneficencia Pública - Núcleo Humanitario (Public Charity Foundation - Humanitarian Nucleus)	1	28,205	0
Our Children - Therapeutic Recreational Gymnastics	1	364	0
Special COVID19 grants	9	63,455	0
Father Semería	1	100	0
<b>VOLUNTEERING</b>	<b>34</b>	<b>4,089</b>	<b>375</b>
Education	11	86	225
Environment	6	0	150
Nutrition	16	3,953	0
Health	1	50	0

**COLOMBIA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>416</b>	<b>27,782</b>	<b>2,450</b>
Safe, Healthy and Sustainable Mobility Workshops	368	10,808	1,882
Raising Awareness for Goal Zero (Road Safety)	48	16,974	568
<b>SOCIAL AID PROGRAMS</b>	<b>15</b>	<b>58,798</b>	<b>0</b>
Casa de la Madre y el Niño	1	100	0
Fana Foundation - Sponsorship of Five Abandoned Children (Bogotá)	1	92	0
Juan Felipe Escobar Foundation - Medical Center (Cartagena)	1	1,425	0
Bambi Homes. Fundación Ayuda a la Infancia - Comprehensive care for abandoned children	1	95	0
The Wheel Wheel	1	400	0
Special COVID-19 grants	9	56,446	0
Nu3	1	240	0
<b>VOLUNTEERING</b>	<b>73</b>	<b>22,244</b>	<b>42</b>
Education	16	645	42
Nutrition	32	19,126	0
Health	25	2,473	0
<b>ART EXHIBITIONS</b>	<b>1</b>	<b>8,395</b>	<b>0</b>
Paz Errázuriz (Bogotá)	1	8,395	0
<b>COURSES, CONFERENCES AND CONGRESSES</b>	<b>1</b>	<b>0</b>	<b>338</b>
<i>The Latin American insurance market in 2020 report presentation</i>	1	0	338



**COSTA RICA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>	<b>6</b>	<b>5,563</b>	<b>0</b>
Association for the Help of Young People with Cancer (Project Daniel)	1	380	0
Special COVID-19 grants	4	3,033	0
Palliative	1	2,150	0
<b>VOLUNTEERING</b>	<b>1</b>	<b>65</b>	<b>0</b>
Education	1	65	0

**ECUADOR**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>92</b>	<b>11,904</b>	<b>2,138</b>
Safe, Healthy and Sustainable Mobility Workshops	43	2,904	0
Fire Prevention Workshops	49	9,000	2,138
<b>SOCIAL AID PROGRAMS</b>	<b>8</b>	<b>4,184</b>	<b>0</b>
Cesal - Educational Reinforcement Program for Youth (Quito)	1	311	0
Jonathan Foundation	1	1,200	0
Sister Domiga Bocca Foundation	1	23	0
Special COVID-19 grants	4	1,120	0
Manabí	1	1,530	0
<b>VOLUNTEERING</b>	<b>28</b>	<b>880</b>	<b>0</b>
Education	10	260	0
Environment	3	80	0
Nutrition	5	155	0
Health	10	385	0

**EL SALVADOR**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>18</b>	<b>0</b>	<b>1,620</b>
Safe, Healthy and Sustainable Mobility Workshops	18	0	1,620
<b>SOCIAL AID PROGRAMS</b>	<b>8</b>	<b>17,070</b>	<b>0</b>
Homeowners Association CINDE	1	150	0
Cinde Foundation - Integral Educational Attention (Soyapango)	1	400	0
Special COVID-19 grants	5	16,195	0
Real Madrid Socio-Sports Schools Foundation	1	325	0
<b>VOLUNTEERING</b>	<b>9</b>	<b>391</b>	<b>0</b>
Education	2	44	0
Environment	2	12	0
Nutrition	3	215	0
Health	2	120	0

**GUATEMALA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>29</b>	<b>3,067</b>	<b>0</b>
Safe, Healthy and Sustainable Mobility Workshops	14	1,221	0
Fire Prevention Workshops	15	1,846	0
<b>SOCIAL AID PROGRAMS</b>	<b>8</b>	<b>16,108</b>	<b>0</b>
Futuro Vivo	1	200	0
Special COVID-19 grants	6	14,348	0
Manabí	1	1,560	0
<b>VOLUNTEERING</b>	<b>12</b>	<b>810</b>	<b>0</b>
Nutrition	5	121	0
Health	7	689	0

**HONDURAS**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>	<b>1</b>	<b>400</b>	<b>0</b>
Special COVID-19 grants	5	3,900	0
SOS Children's Villages - Youth Community	1	400	0
<b>VOLUNTEERING</b>	<b>9</b>	<b>139</b>	<b>0</b>
Nutrition	5	49	0
Health	4	90	0

**MEXICO**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>605</b>	<b>16,853</b>	<b>20,602</b>
Financial Education Week	1	0	3
Interactive Museum of Economics: Prevention, heritage and risk room	1	13,644	0
Interactive Museum of Economics: "Better safe and secure" workshops	19	0	1,165
School Program	170	0	9,524
Fire Prevention the Nutty Professor	50	3,209	972
Living in Health	364	0	8,938
<b>SOCIAL AID PROGRAMS</b>	<b>13</b>	<b>205,106</b>	<b>0</b>
Champions of Life Red Nose	1	436	0
Casa de la Amistad Niños con Cáncer - Strengthening of the Education Program	1	931	0
Cesal - Community Development (Oaxaca and Campeche)	1	150	0
MAPFRE Community - UP	1	7,550	0
Altius Foundation: Mano Amiga School (Chalco)	1	410	0
CMR Foundation - Comedor de Santa María (Mexico DF)	1	540	0
Special COVID-19 grants	6	194,974	0
Fundación Real Madrid Sport Schools	1	115	0
<b>VOLUNTEERING</b>	<b>150</b>	<b>13,872</b>	<b>136</b>
Share solidarity	21	370	47
Education	2	21	0
Nutrition	66	12,400	57
Health	61	1,081	32
<b>COURSES, CONFERENCES AND CONGRESSES</b>	<b>4</b>	<b>55</b>	<b>4,937</b>
<i>Ranking of insurance groups in Latin America</i> report presentation	1	0	337
<i>The Latin American insurance market in 2020</i> presentation. <i>Mexico Data</i>	1	55	451
Financial Education Week. "Job Opportunities in the Insurance Sector" Webinar.	1	0	85
Teachers course <i>Living in health</i>	1	0	4,064

**NICARAGUA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>	<b>5</b>	<b>13,316</b>	<b>0</b>
Sunrise Lights	1	345	0
Special COVID-19 grants	3	12,551	0
Bread and Love - Educating Children without Opportunity for Education	1	420	0
<b>VOLUNTEERING</b>	<b>8</b>	<b>556</b>	<b>0</b>
Share solidarity	3	101	0
Education	1	331	0
Nutrition	2	90	0
Health	2	34	0

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>274</b>	<b>187,945</b>	<b>0</b>
Fire Prevention Workshops	212	12,000	0
Bici Escuela	43	1,787	0
Women for the Heart	18	50,158	0
Living in Health	1	124,000	0
<b>SOCIAL AID PROGRAMS</b>	<b>9</b>	<b>55,354</b>	<b>0</b>
Asociación Pro Niñez Panameña	1	7,173	0
Ciudad del Niño - Educational Project for Regular Class Attendance	1	120	0
Fundación Real Madrid Sport Schools	1	200	0
Special COVID-19 grants	5	47,661	0
Vital Voices	1	200	0
<b>VOLUNTEERING</b>	<b>10</b>	<b>374</b>	<b>0</b>
Help in emergencies	1	66	0
Education	2	33	0
Nutrition	4	247	0
Health	3	28	0
<b>COURSES, CONFERENCES AND CONGRESSES</b>	<b>1</b>	<b>0</b>	<b>674</b>
Women for the Heart virtual conference	1	0	674

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>38</b>	<b>1,200</b>	<b>7,401</b>
Safe, Healthy and Sustainable Mobility Workshops	31	0	7,401
Helmet on the Head	7	1,200	0
<b>SOCIAL AID PROGRAMS</b>	<b>8</b>	<b>3,193</b>	<b>0</b>
Asoleu: School support for children with cancer	1	200	0
Alda Foundation - Improving Children's Developmental Levels	1	150	0
Special COVID-19 grants	5	2,686	0
Fundación Real Madrid Sport Schools	1	157	0
<b>VOLUNTEERING</b>	<b>23</b>	<b>3,665</b>	<b>0</b>
Education	1	40	0
Nutrition	16	3,477	0
Health	6	148	0



**PERU**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>179</b>	<b>37,867</b>	<b>96,989</b>
Safe, Healthy and Sustainable Mobility Workshops	21	22	77,259
Road Safety in the Company	1	9,175	0
Control your Network	155	0	19,730
Choose to Live Better	1	26,250	0
SOS Breathe	1	2,420	0
<b>SOCIAL AID PROGRAMS</b>	<b>16</b>	<b>54,213</b>	<b>0</b>
Asociación Nuevo Futuro - Getting Closer by Training Trainers	1	1,176	0
CESAL	1	1,800	0
Espro	1	54	0
Fundación Real Madrid Sport Schools	1	221	0
Messengers of Peace	1	200	0
Special COVID-19 grants	10	49,262	0
Huascarán Missions	1	1,500	0
<b>VOLUNTEERING</b>	<b>40</b>	<b>5,424</b>	<b>0</b>
Help in emergencies	1	50	0
Education	15	1,134	0
Nutrition	7	655	0
Health	17	3,585	0

**DOMINICAN REPUBLIC**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>76</b>	<b>448</b>	<b>3,916</b>
Education on Accident Prevention and Road Safety.	62	14	3,847
Target Zero and Motorcyclist Safety	14	434	69
<b>SOCIAL AID PROGRAMS</b>	<b>11</b>	<b>24,770</b>	<b>0</b>
Asociación Nuevos Caminos - Farmacia Popular	1	208	0
Fundación Real Madrid Sport Schools	1	400	0
Intered	1	191	0
Special COVID-19 grants	7	23,586	0
NPH - Nutritional Plan for Orphaned and Abandoned Children	1	385	0
<b>VOLUNTEERING</b>	<b>33</b>	<b>5,151</b>	<b>0</b>
Education	16	186	0
Nutrition	17	4,965	0

**URUGUAY**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>3</b>	<b>6,000</b>	<b>0</b>
Fire Prevention Park	3	6,000	0
<b>SOCIAL AID PROGRAMS</b>	<b>14</b>	<b>2,496</b>	<b>0</b>
Prointegra	1	44	0
Special COVID-19 grants	12	2,267	0
Cultural and Technical Association - A Choice for the Youth of Casvalle	1	185	0
<b>VOLUNTEERING</b>	<b>14</b>	<b>879</b>	<b>30</b>
Education	5	217	30
Nutrition	6	492	0
Health	3	170	0

**VENEZUELA**

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>SOCIAL AID PROGRAMS</b>	<b>6</b>	<b>4,594</b>	<b>0</b>
Camurí Grande	1	259	0
Casa Hogar Santa María Goretti - Personal Hygiene (Lara)	1	40	0
Salesian Ladies	1	1,045	0
Special COVID-19 grants	2	1,900	0
María Luisa del Casar Foundation	1	1,350	0
<b>VOLUNTEERING</b>	<b>52</b>	<b>919</b>	<b>0</b>
Education	7	60	0
Nutrition	24	602	0
Health	21	257	0

## ASIA

### PHILIPPINES

ACTIVITIES	EVENTS	BENEFICIARIES	
		ON-SITE BENEFICIARIES	DIGITAL BENEFICIARIES
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>39</b>	<b>500</b>	<b>2,412</b>
Education on Accident Prevention and Road Safety.	39	500	2,412
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>1,333</b>	<b>0</b>
Eugenia Ravasco Day Care Center	1	1,000	0
Philippines - Kalipay	1	103	0
Fundación Real Madrid Sport Schools	1	230	0
<b>VOLUNTEERING</b>	<b>3</b>	<b>22</b>	<b>0</b>
Share solidarity	1	20	0
Health	2	2	0

## COVID-19 AID

### ARGENTINA

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Educational support	451	Uniendo Caminos Foundation
Argentine food bank	1,275	Fundación CONIN
Equipment for Hospital General de Agudos José María Penna	1	COAS
Hogar San José and the Day Club	1	Messengers of Peace
Integrating visually impaired people into the workplace in Argentina	27	FOAL Foundation (Argentina)
Plot of Hope	108	Jesús María Community Center. Pro Cultura Association. Tres Isletas
<b>TOTAL BENEFICIARIES</b>	<b>1,863</b>	

### BRAZIL

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Amigos do Bem	73,501	Amigos do Bem Instituição Nacional Contra a Fome e a Miséria (National Institution Against Hunger and Misery)
Food box Brazil	501	NUTRIR Foundation (CREN)
Solidarity kitchens	139,906	Gastromotiva
Coronavirus against the wall (employability)	19,001	Generating Falcons Institute
Field Hospital Donation	14,976	Oswaldo Cruz Foundation
Field hospital donation	22,132	Albert Einstein Hospital
Donation to equip a laboratory boat	1,230	Oswaldo Cruz Foundation
Integrating visually impaired people into the workplace in Brazil	27	FOAL Foundation (Brazil)
Brasileiros pelo Brasil	45,001	Fundação Banco do Brasil
Women in social vulnerability	52,521	Rede Mulher Empreendedora Institute (IRME)
<b>TOTAL BENEFICIARIES</b>	<b>368,796</b>	



**CHILE**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
Acquisition of ultrasound equipment	9,001	Dr. Exequiel González Cortés Hospital
Balanced nutrition for vulnerable communities	10,001	Humanitarian Core
Education for children with cancer	56	Nuestros Hijos Foundation
Emprende Mujer	3,001	Agrega Foundation
Training in healthy cooking for grassroots organizations	99	Humanitarian Core
Integrating visually impaired people into the workplace	27	FOAL Foundation (Chile)
Support in the implementation of the special school	37	CORPALIV
Donation of critical support items to high-risk patients	41,129	Dr. Roberto del Río High Complexity Public Hospital
Nutritional program for children with cancer	114	Nuestros Hijos Foundation
<b>TOTAL BENEFICIARIES</b>	<b>63,465</b>	

**COLOMBIA**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
Acquiring medical supplies	1	Cardioinfantil Foundation
Acquiring medical supplies	1	Palmira Clinic
Combating hunger	16,501	ABACO
Supply donation	1	San Martín de Porres Hospital Chocontá
Integrating visually impaired people into the workplace	27	FOAL Foundation (Colombia)
Woman, entrepreneurial seed	1,101	Terre des Hommes
Nutritional support	501	Fundación Psicarehabilitar IPS
No Hunger at Home	401	NU3
Protection of the rights to food and health of individuals	37,921	Alliance for Solidarity (APS)
<b>TOTAL BENEFICIARIES</b>	<b>56,455</b>	

**COSTA RICA**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
Equipment of the Therapy Service of the National Center for Rehabilitation	2,001	National Rehabilitation Center "Dr. Humberto Araya Rojas" (CENARE)
Nurtured Families	482	Fundación DEHVI
Creative Homes	552	Fundación DEHVI
Supporting our golden citizens	1	National Emergency Commission (CNE)
<b>TOTAL BENEFICIARIES</b>	<b>3,036</b>	

**ECUADOR**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Multipurpose room	851	Karla Morales Foundation
Nutrition for development	71	Sembrar Integral Development Foundation
A home in the mission	1	Our Father Jesus of the Passion Welfare Foundation
Nutrition Project	201	Maria Gracia Foundation
<b>TOTAL BENEFICIARIES</b>	<b>1,124</b>	

**EL SALVADOR**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Super Prepared Entrepreneurs	41	World Vision
Delivery of food and supplies in the community of Santa Ana	946	Nuestros Pequeños Hermanos Foundation El Salvador
Protection and biosafety at Covid	9,805	Education and Cooperation Foundation -EDUCO-
Food for your table, peace for your soul	5,381	Destination Foundation
Integrating visually impaired people into the workplace	27	FOAL Foundation (El Salvador)
<b>TOTAL BENEFICIARIES</b>	<b>16,200</b>	

**GUATEMALA**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Donation to the hospital in Santa Lucía Cotzumalguapa	1,163	Santa Lucia Hospital
Integrating visually impaired people into the workplace	27	FOAL Foundation (Guatemala)
Food delivery in the community of Parramos	301	Nuestros Pequeños Hermanos Foundation Guatemala
Improving nutrition in indigenous Chortí communities	1	Action Against Hunger
COVID-19 Prevention	860	19 in young entrepreneurs and employees
Indigenous girls' education in COVID's time	12,001	Fundación KWA
<b>TOTAL BENEFICIARIES</b>	<b>14,353</b>	

**HONDURAS**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Donation of medical supplies	2,826	Mario Catarino Rivas Hospital, in the city of San Pedro Sula
Donation of medical equipment	501	Fundación Apoyo H. Escuela/CAHDA
Donation of medical equipment for COVID-19 Rooms	1	National Cardiopulmonary Institute El Torax
Prevention and management of acute malnutrition	425	Action against hunger
Intensive Care Unit (H. School)	151	Hospital Escuela Support Foundation
<b>TOTAL BENEFICIARIES</b>	<b>3,904</b>	

**MEXICO**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Support for women's employability	101	Altitud
Integrating visually impaired people into the workplace	27	FOAL Foundation (Mexico)
Support to the Food Bank (BAMX)	78,481	Support to the Food Bank (BAMX)
Complete food packages	108,000	Food Bank (BAMX)
Food and health support for senior citizens	369	Elderly Care Network
Donation of complete food packages	5,401	National Monte de Piedad
Social regeneration	2,601	Cozumel Foundation
<b>TOTAL BENEFICIARIES</b>	<b>194,980</b>	

**NICARAGUA**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Support for rural schools	1,083	Terre des Hommes
Response to the health crisis resulting from the Covid-19 pandemic	11,443	Education and Cooperation Foundation - EDUCO-
Integrating visually impaired people into the workplace	27	FOAL Foundation (Nicaragua)
<b>TOTAL BENEFICIARIES</b>	<b>12,553</b>	

**PANAMA**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
Integrated Services continuity	2,198	APANIQUEM
Hato Chamí School	1,198	Waved
Social Inclusion of Persons with Disabilities with sequelae resulting from COVID19	601	SENADIS
Sustainable food production Ngäbe Buglé Region	201	Nutrition Board
Panama in solidarity with children	43,468	APROB
<b>TOTAL BENEFICIARIES</b>	<b>47,666</b>	

**PARAGUAY**

ACTIONS	BENEFICIARIES	COLLABORATING INSTITUTION
BelleSer	31	San Ignacio de Loyola University
Donation to the Medicine Bank	1,001	H, District of Villa Elisa
Donation of food kits	1,331	LA SALLE Foundation
Economic resilience in the face of the pandemic with indigenous women	301	Manos Unidas
Integrating visually impaired people into the workplace	27	FOAL Foundation (Paraguay)
<b>TOTAL BENEFICIARIES</b>	<b>2,691</b>	

**PERU**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
Food and nutrition	542	Kusimayo
Food for all	1,203	PUCA
Recovering together: malnutrition	551	Cesal Foundation
Recovering together: employability	200	Cesal Foundation
Respira Perú: oxygen donation	1,201	Peruvian Episcopal Conference
Support for the fight against COVID-19	40,001	Messengers of Peace
Improving nutritional intake of vulnerable families in the Cañete community	400	Nuestros Pequeños Hermanos Peru Foundation
Food supplementation program and biogardens	4,961	Huascaran Mission
Let's recover together	1	Chamber of Commerce and Industry of Arequipa
Fundación MAPFRE Rehabilitation Room	253	National Rehabilitation Institute
<b>TOTAL BENEFICIARIES</b>	<b>49,313</b>	

**DOMINICAN REPUBLIC**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
Food aid for families of children and adolescents	3,316	Salesian Don Bosco Foundation
Food aid for families of children and adolescents	1,587	La Merced Foundation
Food aid for families of children and adolescents	109	Luisa Artea Home for Girls
Donation of complete food packages	17,052	Food Bank of the Dominican Republic (BARD)
Delivery of baskets in S. Pedro Macoris	201	Nuestros Pequeños Hermanos Foundation Dominican Republic
Network of boys and girls with Don Bosco	1,300	Salesian Don Bosco Foundation
Integrating visually impaired people into the workplace	27	FOAL Foundation (Dominican Republic)
<b>TOTAL BENEFICIARIES</b>	<b>23,592</b>	



**URUGUAY**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
Acquisition of Mobile ICUs	1	State Health Services Administration (ASSE)
Employability for women	800	Asociación Obra Social San Martín
Production workshops and equipment facilities	31	Centro Esperanza CADY Young
Integrating visually impaired people into the workplace	27	FOAL Foundation (Uruguay)
Butterflies	12	Civil Association MARIPOSAS
Shaping the neighborhood	501	Shaping the future
Food & Education for Casavalle	1	Los Rosales Foundation
Educational project	26	ICOPO
Social inclusion of persons with mental disabilities	26	EPI Rehabilitation Institute
Specialized psycho-pedagogical teachers	51	SOS Children's Villages Uruguay
We heal we learn	1	Josefina Humaniza Foundation
Action with Obra Social San Martín	801	Obra Social San Martín
<b>TOTAL BENEFICIARIES</b>	<b>2,278</b>	

**VENEZUELA**

<b>ACTIONS</b>	<b>BENEFICIARIES</b>	<b>COLLABORATING INSTITUTION</b>
St. Sebastian Parish Canteen	401	Diocese of La Guaira
Purchase of medicines COVID-19	1,501	Doctors of the World
<b>TOTAL BENEFICIARIES</b>	<b>1,902</b>	

SUMMARY	ACTIONS	BENEFICIARIES
Argentina	6	1,863
Brazil	10	368,796
Chile	9	63,465
Colombia	9	56,455
Costa Rica	4	3,036
Ecuador	4	1,124
El Salvador	5	16,200
Guatemala	6	14,353
Honduras	5	3,904
Mexico	7	194,980
Nicaragua	3	12,553
Panama	5	47,666
Paraguay	5	2,691
Peru	10	49,313
Dominican Republic	7	23,592
Uruguay	12	2,278
Venezuela	3	1,902
TOTALES	110	864,171





5

Financial Information





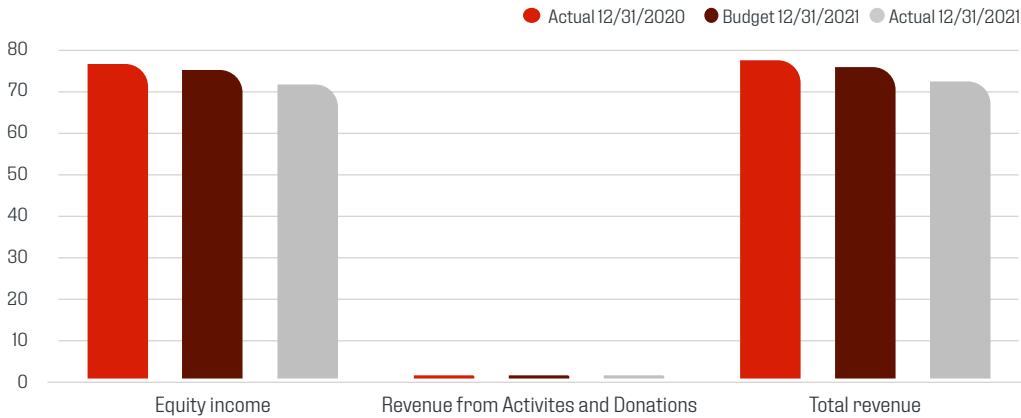


# Financial Information

In 2021, Fundación MAPFRE's revenues totaled 71 million euros, a figure that represents a decrease of 6.3% compared to the previous year. This decrease in income

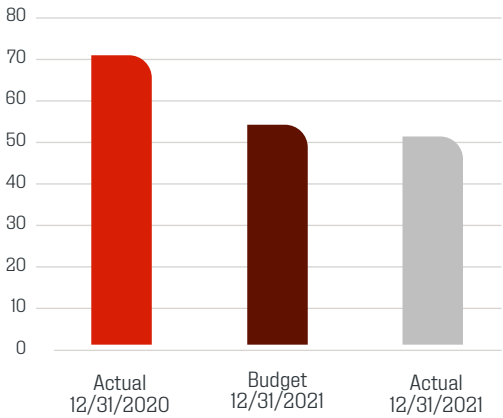
is justified by a reduction in the dividend of Cartera MAPFRE in line with a lower investment in foundational activities and other expenses.

## REVENUE



Figures in millions of euros.

## ACTIVITIES AND EXPENSES



Figures in millions of euros.

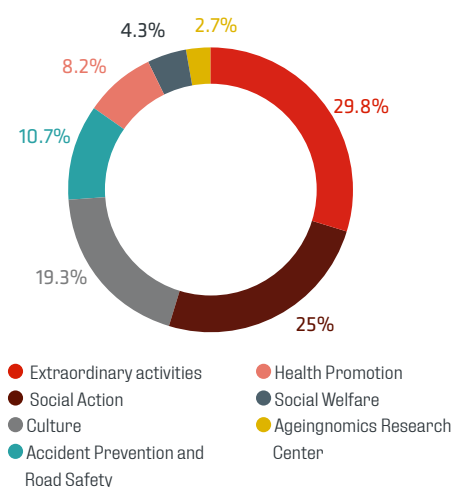
The amount used to undertake foundational activities and other costs, including administration expenses, was 52.8 million euros: 26.7% more than the previous year.

These amounts are set aside primarily for extraordinary activities related to COVID-19 (29.8%), Social Action (25%), Culture (19.3%), Prevention and Road Safety (10.7%), Health Promotion (8.2%), Insurance and Social

Welfare (4.3%) and the Agingnomics Research Center (2.7%).

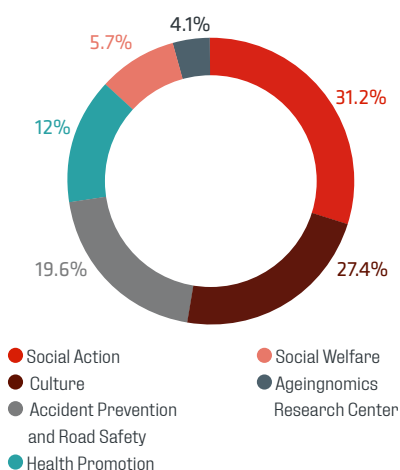
The surplus for fiscal 2021 amounted to 19 million euros.

### APPLICATION OF FUNDS BY AREA OF ACTUAL ACTIVITY AS OF 31-12-2021

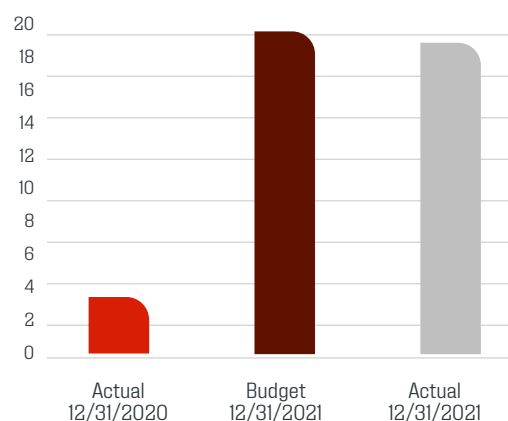


The budget approved by the Board of Trustees for 2022 will be set aside for Social Action (31.2%), Culture (27.4%), Accident Prevention and Road Safety (19.6%), Health Promotion (12%), Insurance and Social Welfare (5.7%) and the Agingnomics Research Center (4.1%).

### APPLICATION OF FUNDS BY AREA OF ACTIVITY PLAN BUDGET 2022



### SURPLUSES

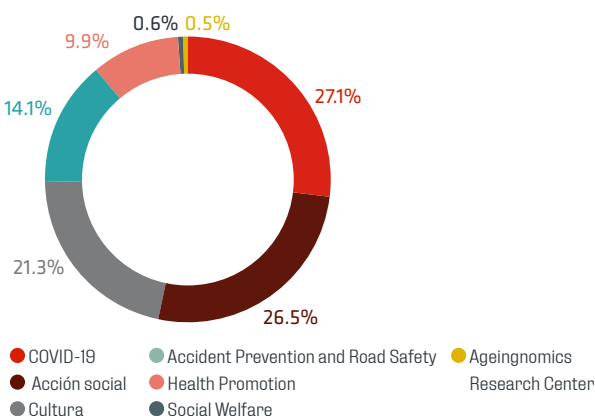


Figures in millions of euros.

As at December 31, 2021, Fundación MAPFRE's Equity had risen to 2.82 billion euros.

In 2021, expenses by line of action were dedicated to Extraordinary COVID-19 Actions (26.5%), Social Projects and Aid (27.1%), Educational and Awareness Programs (21.3%), Exhibitions (14.1%), Innovation and Promotion of Knowledge (9.9%), Volunteering (0.6%) and Courses, Workshops and Conferences (0.5%).

### EXPENSES BY ACTIVITY TYPE 12/31/2021



## BALANCE SHEET

ASSET	12/31/2020	12/31/2021
<b>NON-CURRENT ASSETS</b>	<b>2,886.6</b>	<b>2,883.8</b>
Intangible fixed assets	0.2	0.2
Historical Heritage Assets	19.2	19.5
Property, plant and equipment	71.7	68.6
Real estate investments	197.1	197.1
Long-term investments in Group and associated companies	2,597.6	2,597.5
Long-term financial investments	0.8	0.9
<b>CURRENT ASSETS</b>	<b>19.5</b>	<b>12.7</b>
Trade debtors and other accounts receivable	0.4	0.3
Short-term investments in group and associated companies	7.0	0.0
Short-term financial investments	6.0	0.1
Short-term accruals/deferrals	0.2	0.2
Cash and other liquid asset equivalents	5.9	12.1
<b>TOTAL ASSETS</b>	<b>2,906.1</b>	<b>2,896.5</b>

Figures in millions of euros.



LIABILITIES	12/31/2020	12/31/2021
<b>EQUITY</b>	<b>2,800.7</b>	<b>2,820.0</b>
Endowment	2,630.5	2,630.5
Reserves and other	159.4	164.2
Result	4.6	19.0
Subsidies, donations and bequests received	6.2	6.3
<b>NON-CURRENT LIABILITIES</b>	<b>75.2</b>	<b>52.5</b>
Long-term provisions	0.9	0.7
Long-term payables	1.2	1.5
Long-term payables to Group and associated companies	73.1	50.3
<b>CURRENT LIABILITIES</b>	<b>30.2</b>	<b>24.0</b>
Short-term provisions	1.6	0.9
Creditors	6.0	2.4
Short-term payables to Group and associated companies	16.9	17.0
Trade and other payables	5.7	3.7
<b>TOTAL LIABILITIES</b>	<b>2,906.1</b>	<b>2,896.5</b>

Figures in millions of euros.



## STATEMENT OF FINANCIAL PERFORMANCE

STATEMENT OF FINANCIAL PERFORMANCE	12/31/2020	12/31/2021
Income from the entity's own activity	0.9	1.2
Financial aid and other	-41.5	-20.9
Other operating revenue	5.7	6.2
Personnel expenses	-8.3	-7.9
Other operating expenses	-15.9	-18.2
Amortization and depreciation of fixed assets	-4	-4.1
Impairment and gains/(losses) on fixed asset disposal	-0.4	0.0
<b>RESULT FROM OPERATIONS</b>	<b>-63.5</b>	<b>-43.7</b>
Financial income	70.0	64.4
Financial expenses	-1.7	-1.4
Fair value variation in financial instruments	-0.1	-0.1
Foreign exchange differences	-0.1	-0.2
<b>FINANCIAL SURPLUS</b>	<b>68.1</b>	<b>62.7</b>
<b>RESULT</b>	<b>4.6</b>	<b>19.0</b>

Figures in millions of euros.

## BUDGET OUTTURN 2021

	12/31/2021	
ITEMS	BUDGET	REAL
Equity annuity	74.3	70.6
Revenue from activities and donations	0.8	1.2
Administrative activities and expenses	55.4	52.8
Surplus	19.7	19.0

Figures in millions of euros.

## 6

# Acknowledgments

We are not alone in everything we do. Most of our activities are based on collaboration with institutions that share our vision of the world and help us to bring our projects to fruition. To all of them, our deepest gratitude. Without them, the aid to alleviate covid would not have arrived on time, our health, prevention, and insurance culture programs would not have been delivered, and without the generosity of museums and individuals, who share with us that culture and art enrich us as people, none of our exhibitions would have been possible.

It would be impossible to list all the public and private entities that have helped us in our work. All of them are expressly mentioned in the text; with most of them, our collaboration is not a one-day flower, it is a relationship of years. As an example, we would like to mention two recent collaborations.

For many years, we have maintained a close relationship with international organizations in the implementation of our prevention programs, in particular with the European Commission. We would therefore like to thank you for the trust you have given us, first by appointing us, and then by ratifying us, as national liaison for the European Road Safety Charter, an initiative that brings together more than 3,500 institutions.

We have long been concerned about innovation and entrepreneurship as levers for social development. The result of this concern was the establishment of

the Fundación MAPFRE Social Awards for Innovation, the fourth edition of which was held in 2021. This year, we were fortunate enough to have collaborated with the EY Spain Foundation, which has offered the three finalists consulting support, which will undoubtedly help their projects to grow and gain in efficiency.

\*\*\*

Last July, José Barbosa Hernández (Las Palmas de Gran Canaria, 1951) retired as a trustee of Fundación MAPFRE. With a degree in Pharmacy from the University of Santiago de Compostela, José Barbosa has been an important figure, first at Mutua Guanarteme de Accidentes de Trabajo and later at MAPFRE Guanarteme.

José always knew how to combine his professional career with a concern for social problems, which led him to be an active member of Fundación MAPFRE Guanarteme, where he served as Chairman of the Board of Trustees, Chairman of the Board of Directors and today he is an Honorary Trustee. In 2012 he joined the Board of Trustees of Fundación MAPFRE.

Thank you José for your time, advice and suggestions, which have helped us to make our projects a reality. On behalf of Fundación MAPFRE and the millions of beneficiaries of its activities, who have also benefited from your generosity, we wish you all the best in this new stage of your life. You will always be with us.







Fundación  
**MAPFRE**  
**g**uanarteme







# Introduction



In 2021, the Canary Islands community faced the social and economic effects of the covid health crisis. Effects that throughout the country have affected both the physical and emotional health of people, as well as their economic security due to job instability in general and the loss of jobs in sectors such as tourism which, in the case of the Canary Islands, is one of the critical employment niches. According to the labor force survey during the third quarter of 2021, 23.9% of the population of the Canary Islands was unemployed, with young people under 25 years of age being the most affected by this situation (56.2%).



“

Nothing in life is to be feared, only to be understood. Now is the time to understand more, so that we can fear less.”

**MARIE CURIE**

Within this global scenario of great uncertainty, the Canary Islanders have had to face another crisis, the one caused by the eruption of the Cumbre Vieja volcano on the island of La Palma in September. It is a natural catastrophe that has hit hard the inhabitants of municipalities such as El Paso, Los Llanos de Aridane and Tazacorte, whose economy is mainly focused on agriculture and who have seen how their houses, their land and the work and effort of a lifetime was buried by lava. An extraordinary situation to which we responded immediately by activating an initial emergency measures plan to provide personal protective equipment (FFP2 and FFP3 masks and goggles) to the population affected by the volcanic eruption and to the emergency teams working tirelessly in the area. In addition, during December, we held instrument and carol workshops to energize the children of the most affected

municipalities during the Christmas holidays. Fundación MAPFRE Guanarteme continues to work on new measures, which will be implemented in 2022 to support families and reactivate the local economy with workshops in the three affected municipalities.

**Within this global scenario of great uncertainty, the Canary Islanders have had to face another crisis, the one caused by the eruption of the Cumbre Vieja volcano on the island of La Palma in September**

**Now, more than ever, knowledge  
is vital for the survival  
and evolution of our society**



**11,134**

**BENEFICIARIES**

of our social activity

Two circumstances that have also reinforced the solidarity of the whole society with the islands and the spirit of union that characterizes the Canarian people. As part of the civil society of the islands, the Foundation is deeply committed to the welfare and progress of the Canarian community. A commitment that in times of crisis has been redoubled to promote actions that respond to the principle of active and sustainable solidarity over time, allowing us to continue building a society in which all people have the same opportunities, are self-sufficient, economically independent fully integrated.

In the words of the scientist and Nobel laureate in Physics and Chemistry, Marie Curie, “Nothing

in life is to be feared, only to be understood. Now is the time to understand more, so that we can fear less.” Undoubtedly, knowledge has been one of the determining factors in dealing with the crises we faced in the last two years. Now, more than ever, knowledge is vital for the survival and evolution of our society. For this reason, the Foundation continues to support research and develop actions and activities that support the talent and training of young people in our community, especially the most vulnerable, to promote their employability and personal and economic independence.

The table on the following page summarizes the activities carried out by Fundación MAPFRE GUANARTEME in 2021.



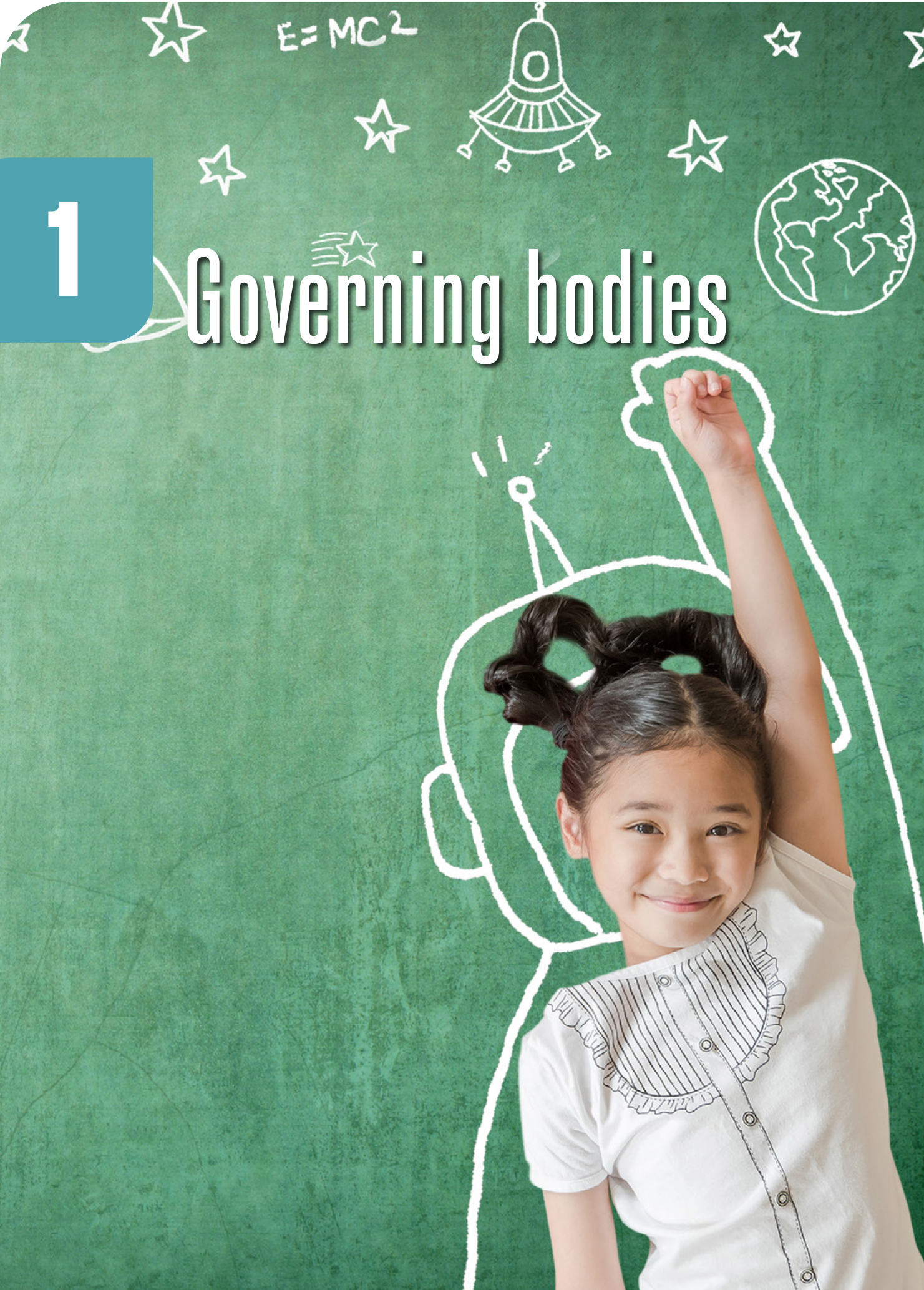
## 2021 OVERVIEW

Program	Projects	Activity	Event	In-person beneficiaries	Digital Beneficiaries
Educational	Excellence	6	9	23	—
	Specialization	17	42	247	1,304
	Training	7	43	984	—
Prevention and Outreach	Workshops and Activities	10	1,314	15,507	15,103
Social	Social Projects	19	30	10,776	538
Cultural	Exhibitions	7	17	282,630	—
	Concerts	8	46	1,680	26,880
	Publications	10	12	1,031	—
	Contest	4	6	25	61
<b>TOTAL</b>		<b>88</b>	<b>1,519</b>	<b>312,903</b>	<b>43,886</b>



1

# Governing bodies





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**MEMBERS**

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Alfredo Montes García  
Julián Pedro Sáenz Cortés

**SECRETARY**

Jaime Álvarez de las Asturias Bohorques  
Rumeu

**MANAGER**

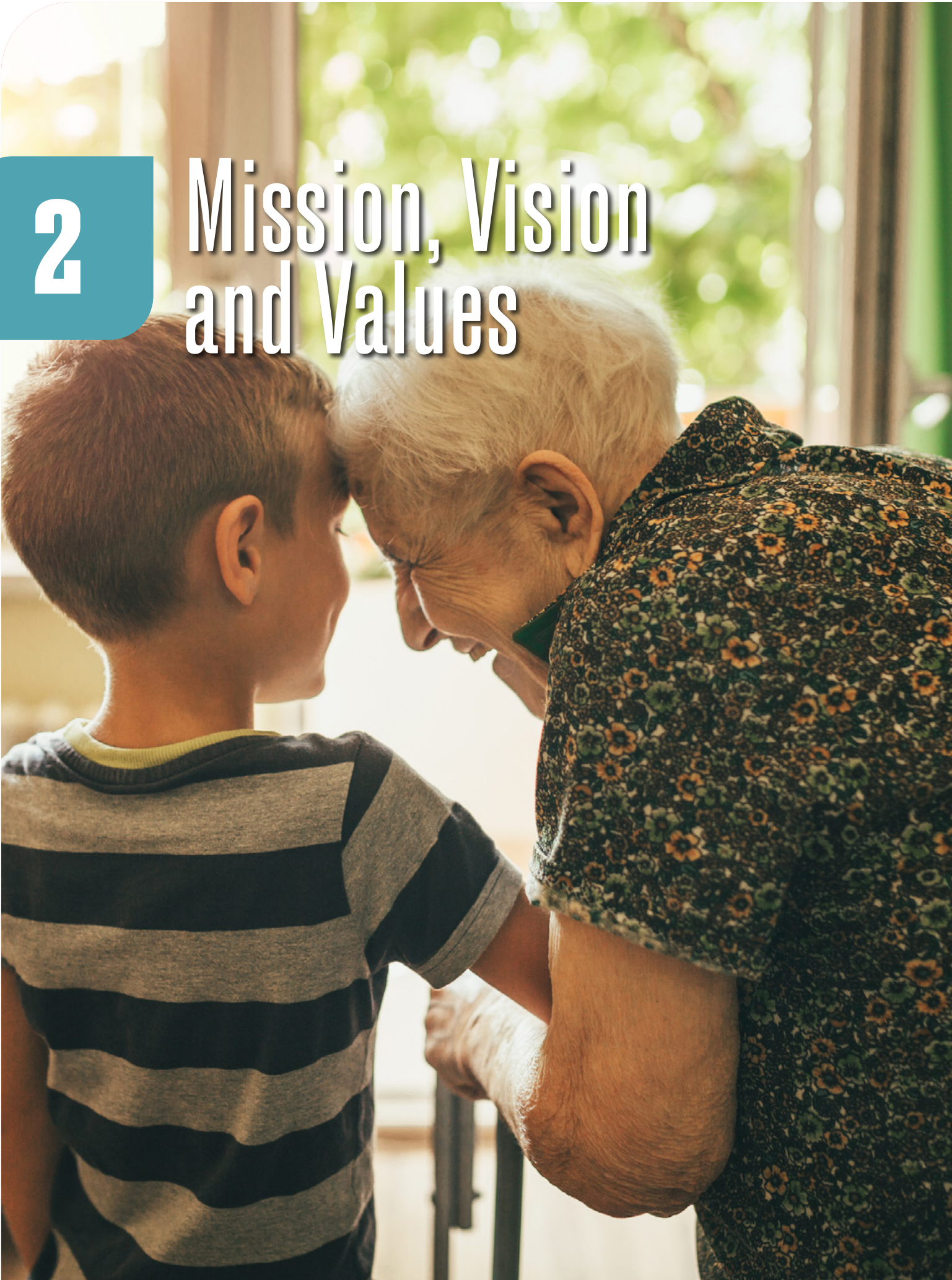
Esther Martel Gil

Composition of the governing  
bodies as at the date of  
publication of the report.



2

Mission, Vision  
and Values





“

Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.”

**MELODY BEATTIE**

### MISSION

To contribute to and offer support for the educational, social, and cultural development with programs and activities designed and adapted to the reality of the Autonomous Community of the Canary Islands.

### VISION

We want to be the foundation of reference for our commitment to the well-being and progress of Canary Island society.

### VALUES

At Fundación MAPFRE Guanarteme we work on the challenge of responding to our environment with the following values:

> **Transparency.** Clarity and objectivity in the management of our projects and programs.

> **Equity.** We work for inclusion and for a society comprising everybody, for everybody.

> **Empathy.** We seek dialog and actively listen to our beneficiaries to learn about and anticipate their needs.

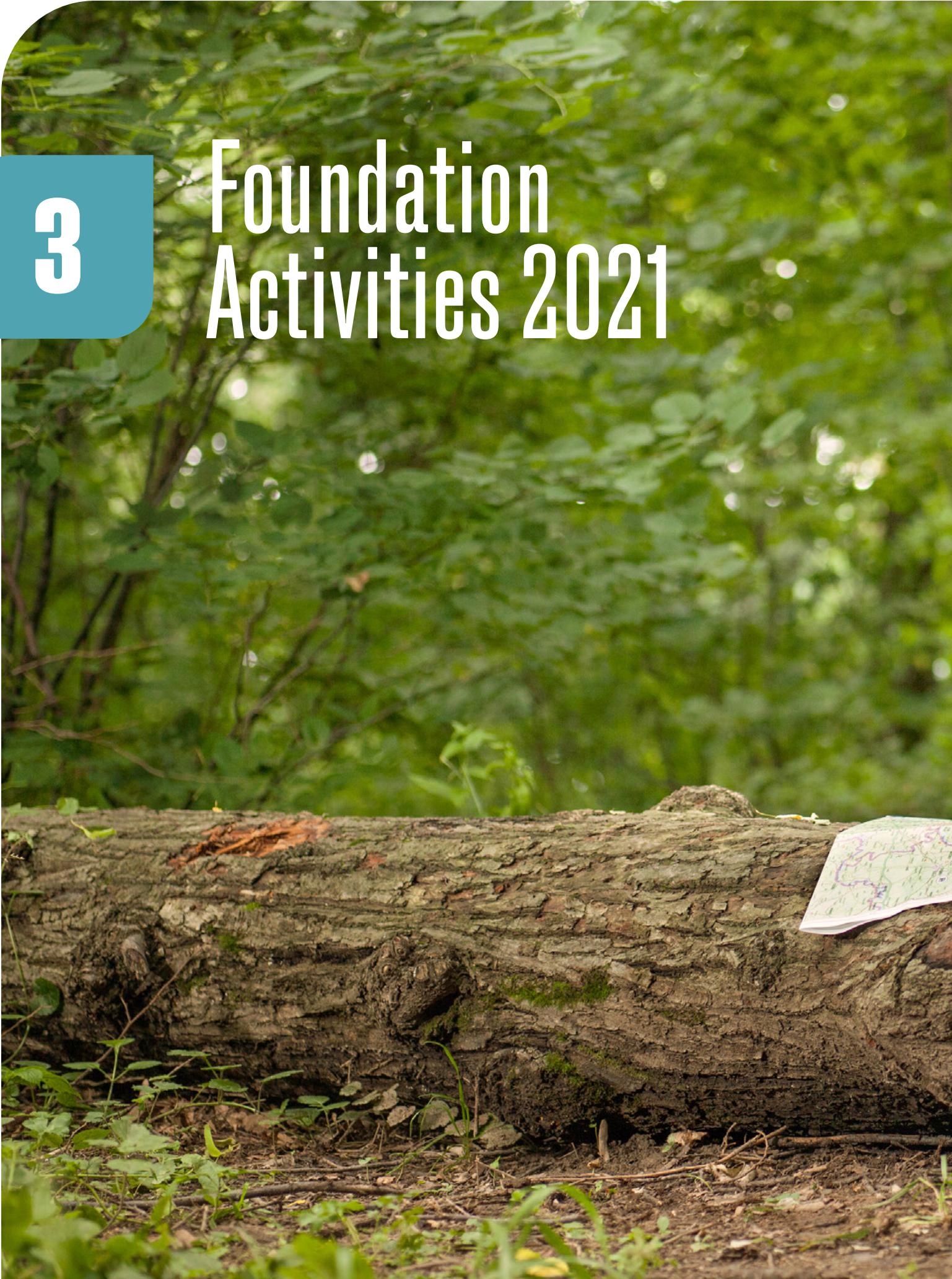
> **Closeness.** We strive to develop trust-based relationships with our collaborators and beneficiaries.

> **Independence.** We always act as an independent organization, free from political, religious or economic affiliations in the development of our mission.



3

# Foundation Activities 2021









# Social Activity

With the actions and projects we develop as part of our social activity, we put solidarity into action, acting as agents of change and promoting initiatives that are sustainable over time and of deep social significance to achieve a fairer and more egalitarian society for all people.



## Emergency aid from Fundación MAPFRE Guanarteme for the island of La Palma

In view of the emergency situation declared on the island of La Palma, we activated extraordinary measures with which we provided the population of the municipalities most affected by the eruption of the Cumbre Vieja volcano with masks, goggles and artificial tears to protect them from volcanic emissions.

### NEWS

- > [Emergency aid from Fundación MAPFRE for the island of La Palma](#)
- > [Aid to the value of 65.000 euros in masks, glasses and lubricating eye drops](#)
- > [Aid to protect yourself from volcanic emissions](#)
- > [Aid to protect the citizens of La Palma](#)

## Hugs, for the Promotion of Social Action

Through the Abrazos Program to promote social action, we continued to promote and develop projects aimed at improving health and the surroundings in hospital environments, and social inclusion and improving living conditions for people with disabilities, and wellbeing for young people and their families together with Barrios Orquestados, Nuevo Futuro, Asociación Padre Laraña, Fundación Forja, AVAFES, CREVO, AFES, PROMINSUR, PROBOSCO, OROBAL, APAELP, and others.

### VIDEOS

"Social Integration" Project in collaboration with the Orobol Association:

- > [Developing resources for people with disabilities](#)

"Azalea" Project in collaboration with AFES Salud Mental

- > [Promoting mental health through sports and leisure activities](#)



**We continued to promote and develop projects aimed at improving health and the surroundings in hospital environments, and social inclusion and improving living conditions for people with disabilities, and wellbeing for young people and their families**

**"Azalea" Project in collaboration with AFES Salud Mental**

> [Self-empowerment program](#)

**"Tejiendo apoyos" project in collaboration with Probosco**

> [Full inclusion for people with intellectual disabilities](#)

**"Physiotherapy Rehabilitation and Social and Health Care Program for people with severe disabilities" in collaboration with Crevo**

> [Early assistance and social-health for special education](#)

**"Integration for people with intellectual disabilities" Program in collaboration with Prominsur**

> [Water activities and rehabilitation in physiotherapy](#)

## Hospital Music Therapy

Our Hospital Music Therapy project is a national reference, since it is the only one in this field that is being developed in all the university hospitals of an autonomous community that, in addition, has music therapists integrated into the health teams of the different intervention units within the hospitals.

The project has continued to be carried out in 2021, adapting at all times to the public health situation of covid and extending to the Short Stay units of the Hospital Universitario Materno Infantil de Canarias, the Emergency Psychiatry Module of the Hospital Universitario Insular de Gran Canaria, the Hospital Detoxification Unit of the Hospital Universitario de Gran Canaria Dr. Negrín and the Hematology Day Hospital of the Complejo Hospitalario Universitario de Canarias. In addition, with the support of a grant from the Fundación (Grant awarded in 2020 and which was suspended by covid), the research "Effects of music therapy in the management of anxiety, pain and delirium of the critical patient" began to be developed in the Intensive Medicine unit of the Complejo Hospitalario Universitario Insular Materno Infantil de Gran Canaria, led by Dr. Juan Carlos Martín González, in which the members of the music therapy team of this project participate.

An intense activity that our music therapists have combined with the attendance to National and International Congresses to show the medical community how the incorporation of music as a complementary therapy contributes to the improvement of the quality of life of hospitalized patients.



# 5,000

**MUSIC THERAPY SESSIONS**

to improve well-being of patients on the Canary islands

# Prevention and outreach

With our prevention and dissemination activities, we continue to raise awareness among the Canary Islands population, especially among the youngest, about the importance of acquiring responsible behavior to reduce exposure to accidents as much as possible, through campaigns such as Drowning Prevention and Road Safety.



One of the novelties this year was the launching, together with the Observatory for Equality and Social Integration of the Inter-island Football Federation of Las Palmas, the Department of Social Rights, Equality, Diversity and the Directorate General for Child and Family Protection of the Government of the Canary Islands, the National Police in the Canary Islands and the Civil Guard in the Canary Islands, of the ***Football Protects You: No to child sexual abuse*** project. An initiative that has brought together public and private institutions with a clear and important objective: to train, inform and raise awareness among minors, coaches, referees, soccer club boards of directors and family members about sexual harassment and to become an essential tool in the fight to eradicate sexual abuse.

We also continued to develop the program ***¡Precavidos, listos, ya!***, offering the school community of the islands a two-part prevention activity: a workshop with fun experiments to learn what viruses and bacteria are and the importance of maintaining measures to







## We promoted the "Football Protects You: No to child sexual abuse" project, an essential tool in eradicating sexual abuse

avoid contagion and protect themselves in risk situations, and an explanatory video to learn how to perform the Heimlich maneuver and guidelines on how to identify and act in a choking situation.

We take our preventive talks to schools on the risks associated with alcohol and drug consumption and identifying and dealing with bullying and cyberbullying.

We continue to carry out activities within the *TEATRAE* project, in collaboration with Teatro Cuyas, to bring theater and dance closer to the children of the Canary Islands with plays such as *Amour* by Marie de Jong; *Ángaro* by Cía. Pieles; *Nudos* de DA.TE danza and Orfeo de La Canica.

And in collaboration with the Ageingnomics Research Center of Fundación MAPFRE, we presented the Senior Consumer Barometer of the Autonomous Community of the Canary Islands and organized a Conference on Opportunities in the Senior Economy, Senior Tourism, in the Canary Islands.



### NEWS

- > [Drowning prevention campaign](#)
- > [Fundación MAPFRE Guanarteme collaboration in the campaign to prevent drownings](#)
- > [Play sponsored by Fundación MAPFRE Guanarteme](#)
- > [Senior consumer barometer: the niche market of people over 55](#)
- > [The Canary Islands allocates resources to target the "senior citizen" tourist](#)

# Training activity

The different training programs and grants that we provided in 2021 were designed around three main pillars: excellence (aimed at university students), specialization (aimed at university students, upper-level vocational training students, and professionals), and professional training (aimed at the sector of the population at risk of social exclusion and with basic studies).



## EXCELLENCE

### Canary Island Healthcare Support

The health crisis has further highlighted the importance of medicine to society and the work of those who have chosen to dedicate their lives, work and effort to prevent, preserve and restore people's health. For more than two decades, the Fundación has been continuously supporting the health sector through different hospital intervention projects, scholarship programs, and actions that improve the welfare of people in the Canary Islands community.

This is the objective of our research scholarship program and the MIR awards to the most outstanding resident intern in each of the public hospitals of the Canary Islands, as well as to the Resident Intern in Family and Community Medicine in the provinces of Las Palmas and Santa Cruz de Tenerife, which this year went to 11 professionals from the islands.

**+** NEWS

- › [Fundación MAPFRE Guanarteme awards and scholarships for the health sector](#)
- › [Fundación MAPFRE Guanarteme rewards the talent of the best Medical Intern Resident \(MIR\) of the Canary Islands](#)
- › [Eleven professionals from the Canary Islands Health Service, winners at the Fundación MAPFRE Guanarteme](#)
- › [Awards for the best MIR](#)

**Promotion of talent and support for training young people**

To support talented young people on the islands, we implemented an internship and specialization scholarship program to help them access studies relevant to their professional development, completing internships in the United States, postgraduate studies in STEM (Science, Technology, Engineering and Mathematics), ADE (Business Administration and Management) and Music.

**+** NEWS

- › [Promoting specialized training for university students](#)
- › [Financial support for young people from the Canary Islands](#)



Ceremony held for the MIR Awards and medical research grants from Fundación MAPFRE Guanarteme.

**€1.68 million****ALLOCATED TO  
TRAINING ACTIVITY**





## SPECIALIZATION

### Courses and Workshops

We promote specialization by organizing courses and conferences on subjects related to technological innovation, entrepreneurship and humanities with the collaboration of institutions such as the SPEGC, the Island Council of Gran Canaria; the Chamber of Commerce of Tenerife; the University Foundation of Las Palmas; the Chair of Technology and Education of the MAPFRE Guanarteme Foundation at the University of La Laguna (TECNOEDU); the PORMAR Chair at the University of Las Palmas de Gran Canaria; the Department of Education of the Canary Islands Government through the five Schools of Art and Design of the Canary Islands; or the Conservatory of Music of the Canary Islands, among others.

As part of these collaborations, we developed training initiatives such as Emplea + 35, aimed at improving skills for employment and labor reinsertion of unemployed people between

35 and 50 years of age; the FMG-FULP Entrepreneurship Awards and the TECNOEDU Awards for Innovation with Educational Technology; the digital acceleration program for tangible products BOXLAB 4.0; the specialization courses in 2D and 3D Animation; and the Master Classes in Music, among others.

And through our virtual campus we launched, during the last quarter of the year, specialized training programs in Digital Marketing and RRSS; Lead Management and Initiation to videoblogging.

### NEWS

> [Supporting the students of the School of Art of Fuerteventura](#)

> [Training course financed by Fundación MAPFRE Guanarteme](#)

> [Supporting Canarian entrepreneurs in the third Boxlab 4.0 edition](#)

> [Fundación MAPFRE Guanarteme with the Boxlab 4.0 digital accelerator](#)

## PROFESSIONAL TRAINING

### Training Activities and Professional Internships

Occupational training is a social need that we turned into one of our priority lines of action with the firm objective of training, guiding, and accompanying people at risk of social exclusion or with basic studies in their job placement process. With this objective, in 2021, we carried out a full agenda of educational and professional internships with support from institutions such as Cáritas (together with the European Social fund), Fundación El Buen Samaritano, Fundación Ataretaco, Cooperativa Agrícola del Norte de Gran Canaria and Obra Social de Acogida y Desarrollo, in which we combined job placement and social strategies with a personalized roadmap that takes into account the socioeconomic situation, the socio-family context, habits, educational needs, guidance, training and internships and accompaniment in the job placement phase. Some of the courses given within the framework of these



# 34 %

### LABOR INSERTION RATE

for people participating in professional training programs







## The 2021 training program has enabled people from Gran Canaria, Tenerife, Fuerteventura and La Palma to enhance their employment prospects

collaborations during this year have been: the course of Auxiliary Training in Agro-ecological Activities oriented to Customer Service; the Course of Stocker of large supermarkets; the Course of Butchery, Delicatessen, Fruit and Fish; the course of School Canteen Monitor; Building Maintenance; the course of Cashier and Point of Sale Terminal; the Certificate of Professionalism in Social and Health Care of Dependent Persons in Social Institutions; the course of Store Personnel with Warehouse Management; the course of Multipurpose Laborer with Vertical Works; and the Professional Certificate of Auxiliary Activities of Agriculture, among others. A job training program that has enabled people in vulnerable situations on the islands of Gran Canaria, Tenerife, Fuerteventura and La Palma to improve their employment prospects. Along the same lines, we continued to develop Fundación MAPFRE's Social Employment Program in the Canary Islands, which includes the Employment Aid and

Juntos Somos Capaces programs for the labor integration of people with intellectual disabilities or mental illness.



### NEWS

➤ [Promote the labor market inclusion of people with an intellectual disability](#)

➤ [Support for the program Juntos Somos Capaces \("Together We Can"\)](#)

# Cultural activity

Our commitment to culture in the islands offers everyone in the Canary Islands community the opportunity to enjoy a quality and accessible cultural offer based on three fundamental axes: exhibitions, concerts and editions.



## 285,366

**IN-PERSON  
BENEFICIARIES**

## 26,941

**DIGITAL  
PLATFORM  
BENEFICIARIES**

Faithful to our principle of transparency, it is a cultural selection mainly nourished by the exhibition, musical and publishing projects received through our annual public calls and competitions. These competitions offer artists, performers and authors from the Canary Islands community the opportunity to showcase their talent and works in a professional environment and with the support of an institution such as Fundación MAPFRE Guanartermo, which enjoys great prestige in the field of culture in the islands. Selected projects complete our program along with other proposals such as the Paul Strand exhibition of the MAPFRE Foundation Collections, *Talents of a new century* in collaboration with Agencia EFE, *Fotonoviembre* in partnership with TEA Espacio de las Artes de Tenerife; International Music Festivals such as the *International Bach Festival* and our editorial collections such as *Canarias en Letras* or in collaboration with *Cuentos Solidarios* with the University of Las Palmas de Gran Canaria and *Cuentos desde la celda* with the General Secretariat of Penitentiary Institutions.

Cultural activities that we continued to adapt during this year to comply at all times with the

measures and recommendations against covid indicated by the Government of the Canary Islands, being for this reason many of them carried out in *streaming* through our social channels Facebook and YouTube Live.







**Every year we offer artists, performers and authors from the Canary Islands community the opportunity to showcase their talent and works in a professional environment**



#### **+** NEWS

- [The 7th Edition of the International Bach Festival, with the support of Fundación MAPFRE Guanarteme](#)
- [Master classes with the violinist Vera Martínez at Fundación MAPFRE Guanarteme](#)
- [The 1st Edition of the "Music by Your Side" Program in hospitals and social-health centers](#)
- [Inauguración de la exposición Paul Strand en las colecciones Fundación MAPFRE](#)
- [New edition of Fotonoviembre](#)
- [El trío A Few Colors, de gira por Canarias](#)
- [2021 Canary Islands Literature Day Workshop - Masscultura](#)
- [2021 Canary Islands Literature Day Workshop - La Provincia](#)
- Exhibition "Talents of a new century" EFE**
  - [Talents of a New Century Exhibition at Fundación MAPFRE Guanarteme](#)
- Exhibition "Claros en mis noches," Frodo García Conde de los Ríos**
  - [Exhibition "Claros en mis noches", Frodo García Conde de los Ríos](#)
- Exhibition "Trazas," Daniel Rietti**
  - [Exhibition "Trazas," Daniel Rietti](#)
- Exhibition "[Sin] Lindes," Pepa Sosa**
  - [Exhibition «\[Sin\] Lindes», Pepa Sosa](#)



4

# Financial Information

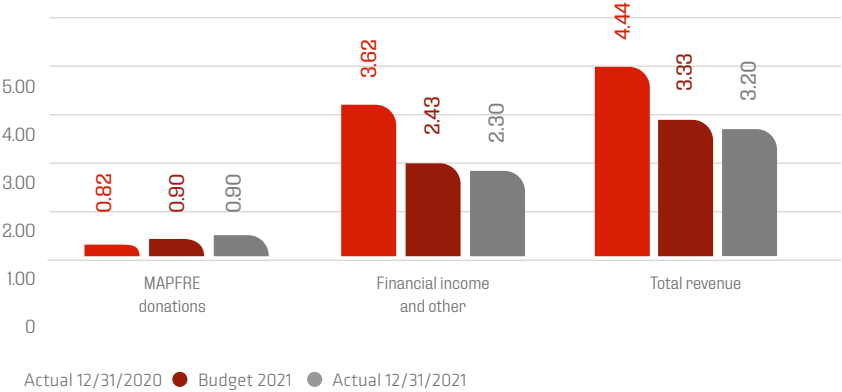






REVENUE

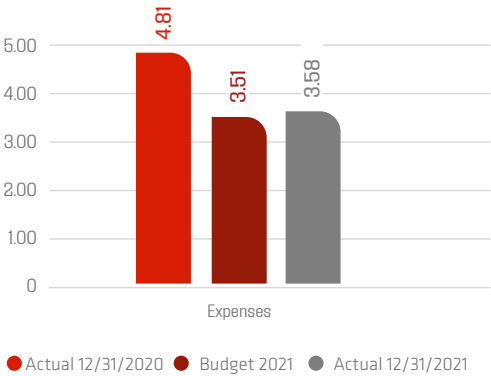
In fiscal year 2021, Fundación MAPFRE Guanartermo's income was 3.2 million euros, which represents a decrease of 28 percent compared to the previous year.



Figures in millions of euros.

EXPENSES

Expenses for the year amounted to 3.58 million, which represents a decrease of 26 percent compared to the previous year, was spent on foundation activities, including administrative expenses.

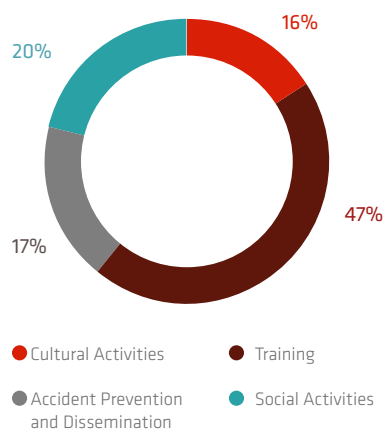


Figures in millions of euros.

€3.58 million  
ALLOCATED TO  
FOUNDATION ACTIVITIES  
IN 2021

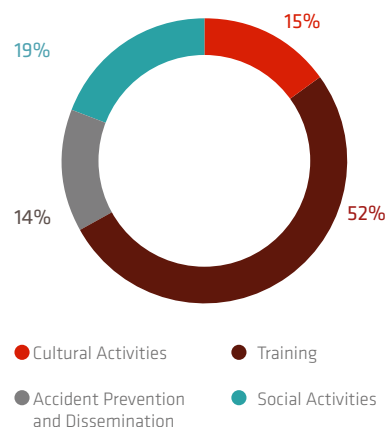
## APPLICATION OF FUNDS BY AREA OF ACTUAL ACTIVITY AS OF (12/31/2021)

The amounts spent on the various foundational activities during fiscal year 2020 were mainly allocated to the following: Training (47 percent); Accident Prevention and Dissemination (17 percent); Social Activities (20 percent); and Cultural Activities (16 percent). This information is presented below.



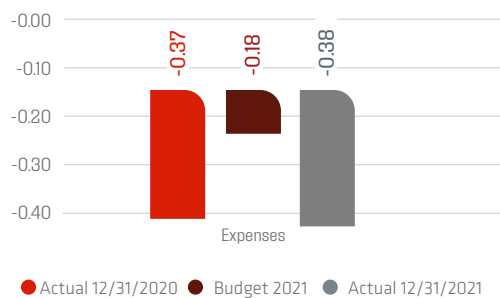
## APPLICATION OF FUNDS BY AREA OF ACTIVITY PLAN 2022

The budget approved by the Board of Trustees for 2022 will be allocated to activities related to the: Training (52 percent); Accident Prevention and Dissemination (14 percent); Social Activities (19 percent); and Cultural Activities (15 percent). This information is presented below.



## SURPLUS

The surplus for the 2021 fiscal year was negative in the amount of 0.38 million euros.



Figures in millions of euros.



## BALANCE SHEET

ASSETS	(MILLION EUROS)	
	12/31/21	12/31/21
<b>NON-CURRENT ASSETS</b>	<b>85.3</b>	<b>83.1</b>
Fixed assets	6.4	6.2
Non-current financial investments	78.9	76.9
<b>CURRENT ASSETS</b>	<b>4.0</b>	<b>4.0</b>
Current financial investments	2.7	0.5
Cash	1.3	3.5
<b>TOTAL ASSETS</b>	<b>89.3</b>	<b>87.1</b>

LIABILITIES	(MILLION EUROS)	
	12/31/20	12/31/21
<b>EQUITY</b>	<b>88.1</b>	<b>86.1</b>
<b>CURRENT LIABILITIES</b>	<b>1.2</b>	<b>1.0</b>
Trade creditors and other payables	1.2	1.0
<b>TOTAL LIABILITIES</b>	<b>89.3</b>	<b>87.1</b>

**€86.1 million**FOUNDATION'S ASSETS  
AS OF DECEMBER, 31, 2021

## BUDGET OUTTURN 2021

ITEMS	12/31/21	
	BUDGET	REAL
Donation from Fundación MAPFRE	0.90	0.90
Financial and other income	2.43	2.30
Activities and administrative expenses	-3.51	-3.58
Surplus	-0.18	-0.38

Figures in millions of euros.

## 5

# Acknowledgments

Our most sincere gratitude and recognition to all medical, social and health professionals and security and emergency forces for their daily care for our health and wellbeing. Especially, for the commendable work and the titanic effort they have made during the last two years in which the covid crisis has hit us so hard. Undoubtedly, they have saved many lives even at the risk of their own.

To the public and private institutions, social organizations, companies, professionals and people who accompany us in our daily work, such as the team of the Fundación Canaria Instituto de Investigación Sanitaria de Canarias (FIISC), which every year helps us to channel the resources we allocate to medical research to those areas of health in which there are pathologies with a special incidence or prevalence in the Canary Islands community.

And especially to all our colleagues on the island of La Palma. For being our eyes and ears on the island. For remaining strong despite experiencing first-hand a natural catastrophe such as the one caused by the volcanic eruption and witnessing the loss of the work and effort of a lifetime of many inhabitants of La Palma, without losing the spirit of solidarity and the desire to help that characterizes all the people who are part of this company.

We close the year with optimism because, although we do not know exactly what the future holds, we are certain that it will be full of people who are more supportive, more united and stronger than ever to face anything or any situation.







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# Annual Report 2021

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