

# la fundación

Fundación MAPFRE magazine#42 | March 2018  
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Committed

## A CHILDREN'S HOME IN THE PHILIPPINES

Art

## *Brassaï*

Committed

## THE JOBS OF THE FUTURE. WHAT WILL THE MOST DEMANDED SKILLS BE?

Education

## EDUCATIONAL INNOVATION IS ALSO NECESSARY

Insurance

## THE ROOTS OF *EL SEGADOR*

Health Watch

## FOOD AND HEALTH IN THE WORKPLACE

Fundación MAPFRE  
Social Innovation Awards

## AN OPPORTUNITY FOR TALENT





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Fundación **MAPFRE**

Brassaï  
*Extinguishing a Streetlight, rue  
Émile Richard, hacia 1932*  
[Nuit 267]  
Estate Brassaï, Paris  
© Estate Brassaï Succession, Paris

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elinfiernosegunrodin](http://exposiciones.fundacionmapfre.org/elinfiernosegunrodin)  
#infiernoRodin

## BRASSAÏ

**Lugar**  
Sala Fundación MAPFRE Casa Garriga  
Nogués  
Diputació, 250. 08007 Barcelona

**Fechas**  
Desde el 19/02/2017  
hasta el 13/05/2018

**Horario de visitas**  
Lunes: 14:00 a 20:00 h.  
Martes a sábado: 10:00 a 20:00 h.  
Domingos y festivos: 11:00 a 19:00 h.  
Acceso gratuito los lunes



## BRASSAÏ

**Location**  
Fundación MAPFRE Casa Garriga Nogués  
Exhibition Hall  
Diputació, 250. 08007 Barcelona

**Dates**  
From 19/02/2017  
to 13/05/2018

**Visiting hours**  
Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

André Derain  
*Geneviève à la pomme* [Geneviève  
con manzana], hacia 1937-1938  
Colección particular  
© Thomas Hennocque  
© VEGAP, Madrid 2017

[http://exposiciones.fundacionmapfre.org/  
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#expo\_DBG

## DERAIN, BALTHUS, GIACOMETTI

**Lugar**  
Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

**Fechas**  
Del 01/02/2018  
al 06/05/2018

**Horario de visitas**  
Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
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Free entry on Mondays

Ed van der Elsken  
*Feria de Nieuwmarkt,*  
*Ámsterdam, 1956*  
Nederlands Fotomuseum  
© Ed van der Elsken / Collection  
Ed van der Elsken estate

[http://exposiciones.fundacionmapfre.org/  
vanderelsken](http://exposiciones.fundacionmapfre.org/vanderelsken)  
#expo\_vanderelsken

## ED VAN DER ELSKEN

**Lugar**  
Sala Fundación MAPFRE  
Bárbara Braganza  
Bárbara de Braganza, 13. 28004 Madrid

**Fechas**  
Desde el 25/01/2018  
al 20/05/2018

**Horario de visitas**  
Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.



## ED VAN DER ELSKEN

**Location**  
Fundación MAPFRE  
Bárbara Braganza Exhibition Hall  
Bárbara de Braganza, 13. 28004 Madrid

**Dates**  
From 25/01/2018  
to 20/05/2018

**Visiting hours**  
Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.

Joan Miró  
*Trois boules / Tres Bolas, 1972*  
Colección Particular en depósito  
temporal  
© Successió Miró 2016

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recoletos/espacio-miro.jsp](https://www.fundacionmapfre.org/fundacion/es_es/exposiciones/sala-recoletos/espacio-miro.jsp)  
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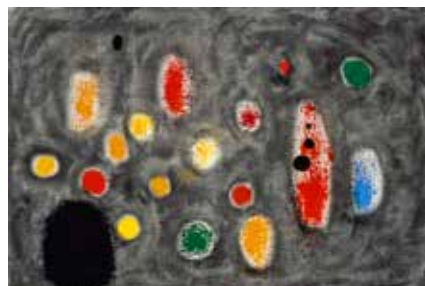
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**Lugar**  
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Paseo de Recoletos 23, 28004 Madrid

### Exposición Permanente

**Horario de visitas**  
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Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.

Acceso gratuito con la compra  
de la entrada a las salas Fundación  
MAPFRE Recoletos



## ESPACIO MIRÓ

**Location**  
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Paseo de Recoletos 23, 28004 Madrid

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# *the picture*



## **First edition of the Fundación MAPFRE Social Innovation Awards**

For an initiative to be considered innovative, there must exist a significant change in the service offered or in the product generated, but how can you gauge its social aspect? We in Fundación MAPFRE believe that Social Innovation refers to those projects which directly affect the well-being of people and have the prime objective of improving our society. Through these awards we wish to promote those innovative solutions that truly respond to social problems. You can find all the information on these awards in this issue of our magazine. **Present your project to us.** ✕

**la fundación** Fundación MAPFRE magazine Chairman of the Editorial Board Antonio Núñez Tovar Director Javier Fernández González Published by MAPFRE Communication Division Editorial & Advertising Dept. Ctra. de Pozuelo 52. 28222 Majadahonda. Madrid. T 915 815 073. F 915 818 382. comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Paseo de Recoletos 23. 28004 Madrid T 916 025 221. informacion@fundacionmapfre.org Editorial Production Moonbook S.L. contenidos@moonbook.es Infographics Gorka Sampedro Printed by Edipack Grafico, S.L. Legal Deposit M-26870-2008 ISSN 1888-7813 The publication of this magazine does not necessarily imply agreement by Fundación MAPFRE with the contents of the articles and works therein. The reproduction of articles and news is duly authorized, provided express authorization is sought from the publishers and the source is acknowledged. Cover image courtesy of Kalipay Negrese Foundation, Philippines.

# summary

BRASSAÏ



Brassaï,  
*Nude in the  
Bath*. 1938  
Brassaï Estate,  
Paris  
© Brassaï Estate,  
Paris

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### COMMITTED



### VOLUNTEERS ON THE GROUND







# The jobs of the future Highly human profiles in the age of robots

TEXT: RAMÓN OLIVER PHOTOS: THINKSTOCK

Social skills are being viewed as keys to success in a work environment dominated by technology.

“Technological development and the consequent changes in business models mean that continually adapting their professional skills is a fundamental factor if people are to be able to participate successfully in the labor market. Moreover, those who are not capable of making this effort are doomed to be left behind.” This is one of the conclusions of the report *The Future of Work: Jobs and Skills in 2030*, a study conducted in February 2014 by the Commission for Employment and Skills for the UK government.

It is just one of the many voices all around the planet – although one of the few speaking out on behalf of a national government – which is warning about the panorama we can expect to see in the next few years on the labor front. Another recent report – *The Skills Revolution. Digitization and Why Skills and Talent Matter* – produced following an international survey by ManpowerGroup of 18,000 executives from 43 countries, revealed that three out of four business leaders believe that automation will call for new skill sets over the next two years. “We cannot slow the rate of technological advance or globalization, but we can invest in employees’ skills to increase the resilience of our teams and organizations,” was the view expressed in the report’s introduction by Jonas Prising, Chairman & CEO of the talent strategy multinational.

There are pros and cons within these prospects, in which the unprecedented technological revolution we are witnessing plays a fundamental role. It is no secret

that the new digital environments are the ones calling the shots when it comes to employment generation at the global level, nor that areas such as cybersecurity, big data, the Internet of Things, artificial intelligence or machine learning stand out as the most urgent requirements companies have when seeking qualified professionals. It is clear that, in the midst of this digital revolution, emerging technologies are laying down the terms for employment in the coming decades.

## Employment for lovers of the arts

Mathematicians, statisticians and programmers currently account for the vast majority of job offers. “There are not enough qualified professionals to meet the demand and, meanwhile, the need just keeps rising,” says Noelia de Lucas, sales manager at Hays. This reality is confirmed by Francisco Ruiz Antón, Public Policy Manager at Google, “The major companies are queuing up to recruit software engineering graduates; they take them all and there are simply not enough.”

But the labor market is not limited to the IT sector, nor can all the professional profiles stem from these technical fields. What happens to the humanities-related profiles? Historians, journalists, philologists, philosophers, filmmakers, fine arts graduates. What role is reserved for these professionals in this paradigm shift? Must they seek retraining or are they



inevitably doomed to extinction, as happened a few years ago with the disappearance of the Philosophy and Arts course at some Spanish universities? Well, quite the contrary. The experts believe that, paradoxically, the arts careers are more alive than ever in this new technological era.

“Of course the humanities are going to have their place in this new labor reality! And a very important one!” Santiago García, co-founder of the Future for Work Institute, states categorically. “The major companies increasingly seek out these profiles because, in the end, all these technological applications are used by people, and their success depends on them being tailored to suit their users. And those

with a humanities background are the ones who best know the mechanisms that mobilize people’s behavior,” he argues.

Amber Wigmore, Talent & Careers executive director at the IE Business School, is also convinced that the humanities profiles have a great deal to say in these environments. “A growing labor trend is the generation of multidisciplinary teams, comprising professionals from different fields of knowledge, among others the humanities. In this way, companies are seeking a more global vision of the challenges

they face. It could be said that the humanities are essential for understanding today’s world. The professionals who have studied these disciplines often bring

**In the midst of this digital revolution, emerging technologies are laying down the terms for employment**



Technological advances are producing a profound transformation in work environments. They change ways of working, change motivations and change our very conception of work



valuable critical thinking to the table, which ends up paying its dividends to the company they work for,” she remarks.

Along the same lines, Fernando Botella, CEO of Think & Action, stresses that, in highly competitive business ecosystems, in which organizations need continuous innovation, humanities graduates contribute a differentiating element: “the ability to contemplate reality in a non-customary manner. It is not that they are better qualified than an engineer or a physicist, but rather that they are able to see things differently from how others perceive them. A humanities professional is capable of questioning the obvious, and that is key to disruptive thinking and innovation.”

**A much-needed vision**

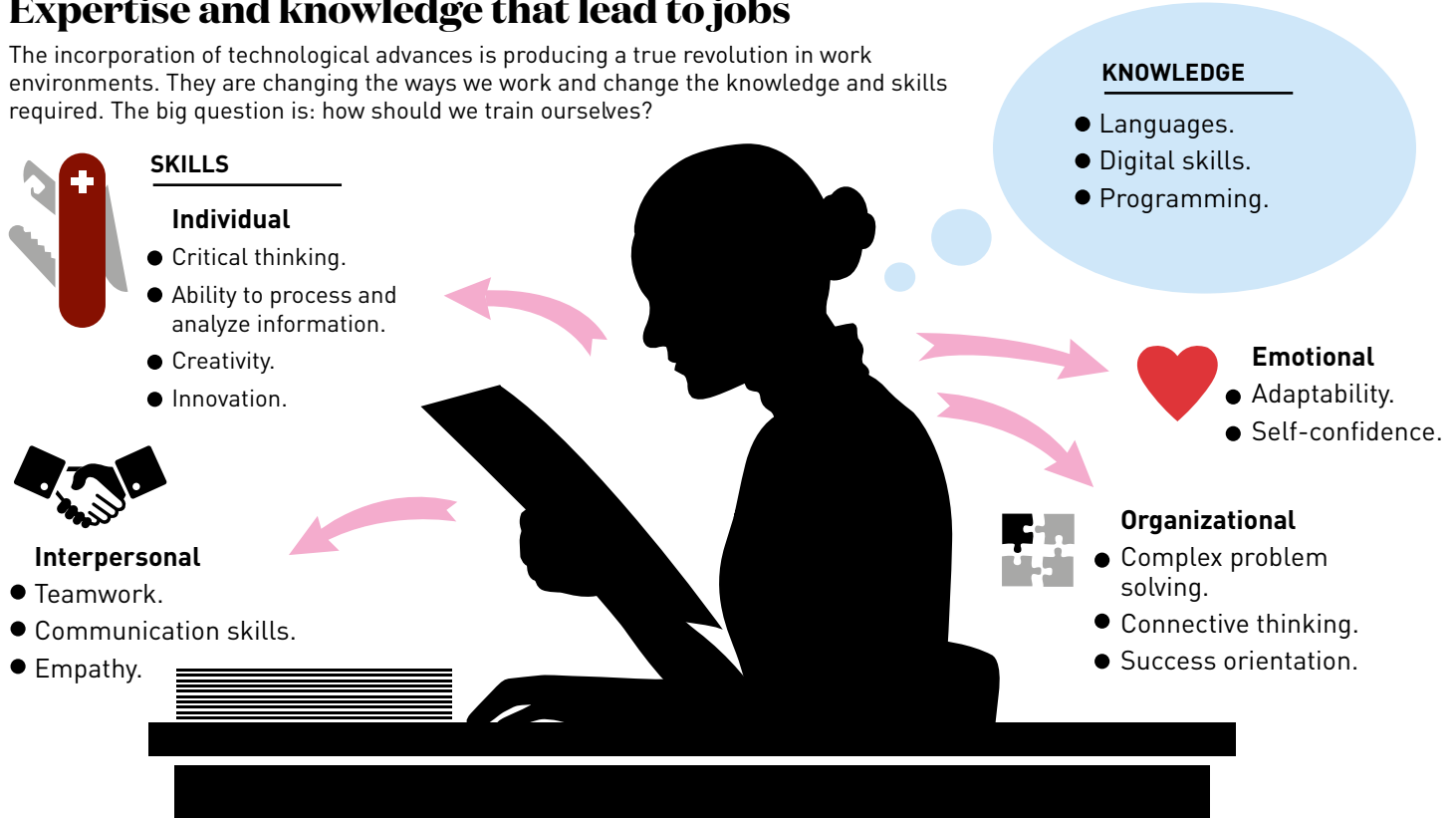
A self-driving car is traveling along a road when a pedestrian crosses in front of it. There is no time to slow down and so the computer controlling the

vehicle must decide in tenths of a second whether to run the pedestrian down or swerve sharply to avoid the person, with the consequent risk of causing injury to the passengers on board or others traveling in nearby cars. This dilemma is already being analyzed today by the developers of autonomous vehicles. It will not be the only one. “Smart prostheses, nanotechnology, artificial intelligence and certain technological uses are opening up a whole universe of hitherto unknown ethical implications, due to the impact they will have on society. And humanist profiles will be able to make an important contribution in this area,” says Santiago García.

Technological advances are also producing a profound transformation in work environments. They change ways of working, change motivations and change our very conception of work. Formulas such as teleworking, flexible work schedules, work by objectives or projects, or a labor force in which freelance professionals are increasingly important

**Expertise and knowledge that lead to jobs**

The incorporation of technological advances is producing a true revolution in work environments. They are changing the ways we work and change the knowledge and skills required. The big question is: how should we train ourselves?





are all gradually setting aside such concepts as permanent contracts or clocking in from nine to five. “Jobs for life no longer exist,” Francisco Ruiz Antón affirms. Today people are at the center of the equation, and Santiago García reminds us that “the competitiveness of enterprises depends on their ability to attract and retain the best talent.” But, as the Future for Work Institute co-founder explains, it also depends on workers giving their all during the time they devote to their work. “And the humanities professionals help to achieve work environments where people perform to their full capacity,” he adds.

Technology giants such as Google have understood this reality only too well. Its worldwide Human Resources Manager, Laszlo Bock, already revealed this when, in a recent interview in the *New York Times*, he stated that “the academic record of the candidates is of no use at all.” From Google Spain, Francisco Ruiz Antón is not as categorical, although he does believe that hiring criteria have changed radically. “We’ve realized that certain cognitive skills such as empathy, leadership capacity, initiative, communication or creativity are often more important than experience or specific training for the job position in question. Because, in no time at all, the people who fulfill these characteristics will be capable of performing the task for which they are to be hired.”

Will it be these skills, more than the purely digital ones, which enable the more humanist profiles to avoid being left behind? According to Fernando Botella, there are three skills which are going to be absolutely key to improving people’s employability in the next few years. “The first is disruptive thinking. Simply distilling creative energy is not enough; nowadays real differences need to be generated, offering benefits that the others don’t have, thinking outside the box. The second is the ability to connect talent. In today’s world, you need the help of others, both within

and outside the organization, so that things that really add value can happen. And, for that, you need an open, collaborative mindset. Finally, excellent execution is essential. There are businesses in which productivity is absolutely fundamental and so a key element is to have people who are capable of executing their tasks superbly.”

In an increasingly global, interconnected world, the American market stands out as a huge testing ground of successful models which, with ever-increasing speed, end up crossing the pond and being implemented in Europe. Antonio Núñez, managing partner of Parangon Partners and president of the Harvard Kennedy School Alumni association, underscores how the Anglo-Saxon professionals are “increasingly geared toward specific projects and less committed long term to one particular company. There is a booming demand for freelance professionals and a kind of ‘uberization’ of the work force.”

### Productivity + people

It is not a question of there being professionals who are better than others. At the management level, Noelia de Lucas feels we are moving to profiles that combine the best of both worlds. “The tendency is toward a leadership style that does not lose sight of the KPI, productivity and company profits, but, at the same time, has sufficient emotional intelligence to take the pulse of motivations within the team,” is how the Hays executive sums it up. This hybridization is also necessary in the lower echelons. And it will require great effort from everyone. “Humanists have to strive to better understand technology, and the technologists likewise to better comprehend individuals. The mere profile of a specialist is no longer enough,” explains Santiago García.

Training plays a significant role in this whole process. “The growing importance of technology and the digital world requires today’s worker to

**“Humanists have to strive to better understand technology, and the technologists likewise to better comprehend individuals”**

The experts believe that, paradoxically, the arts careers are more alive than ever in this new technological era



become increasingly aware of these environments and platforms,” Amber Wigmore suggests. Noelia de Lucas proposes building bridges to facilitate this transition. “Just as in the 1990s, with the proliferation of finance courses and masters for non-financial people, there is now a need for non-technical people to develop digital skills.”

As for Santiago García, he calls for a total rethinking of the way these skills should be acquired. Formats such as gamification, role-playing, MOOCs or self-learning are gaining traction in these new frontiers of learning defined by the dizzying speed of change. “Businesses need agility to be able to respond to this world undergoing continuous transformation and, therefore, require that their workers are, in turn, agile. And perhaps the way to instill agility or autonomy is not through classic training courses, but rather by

employing formulas which, in themselves, include these capabilities.”

Despite this, Amber Wigmore has no doubts that training remains the best investment to ensure future employment. But this training must be adapted to suit a socioeconomic reality in continuous transformation. “Workers must continue their training throughout their careers, view knowledge updating and acquisition as indispensable allies to be able to fulfill their employment dreams,” the head of the talent area at the IE Business School summarizes the situation.

### **The robots are coming!**

At the beginning of the 19th century, a group of English artisans who became known as Luddites set about destroying the industrial looms that had





come – so they argued – to destroy their way of life. Without reaching these extremes, the new robotic era looming over the world of work is setting off quite a few alarms, with voices announcing the loss of thousands of jobs because of the arrival of these new machines. The experts, however, reject such scaremongering. The ManpowerGroup study, for example, shows that technology will replace routine manual and cognitive tasks, with the result that people may choose non-routine tasks and more rewarding jobs. “Creativity, emotional intelligence and cognitive flexibility,” the report goes on, “are the skills that will exploit human potential and enable people to perform better than robots can, instead of being replaced by them.”

Nor does Ruiz Antón believe there are objective reasons to start tearing your hair out. “Any change

creates uncertainty, but – as the Google executive points out – more than affecting jobs, robotization will enable tasks to be replaced and streamlined. A machine may be able to diagnose a patient with greater precision and speed, but the creativity, care or kindness of a doctor or nurse can never be replaced.” ✕

## Diversity adds value to businesses

Fundación MAPFRE promotes access to the labor market through its Social Employment Program, a project which, in turn, entails various initiatives aimed at different population groups, each with their special needs and characteristics, but all of them with the common goal of joining, and adding value to, the labor market. The programs Together We Can, whose goal is the integration of people with intellectual disability and mental illness, Discover VT, focused on developing to the maximum the possibilities of Vocational Training as a gateway to employment, or the various grants to encourage the hiring of particularly vulnerable population groups seeking their first job all form part of this ambitious project.

The progressive digitization of work environments, together with the emergence of new, more flexible, outsourced employment models, open up new challenges and possibilities in all these spheres of activity. One of the most complex is, undoubtedly, that of disability. Together We Can has become the benchmark program in Spain for the incorporation of people with intellectual disabilities and/or mental illness, acting as a facilitator and intermediary platform between the business sector and associations that represent and fight for the rights of these people.

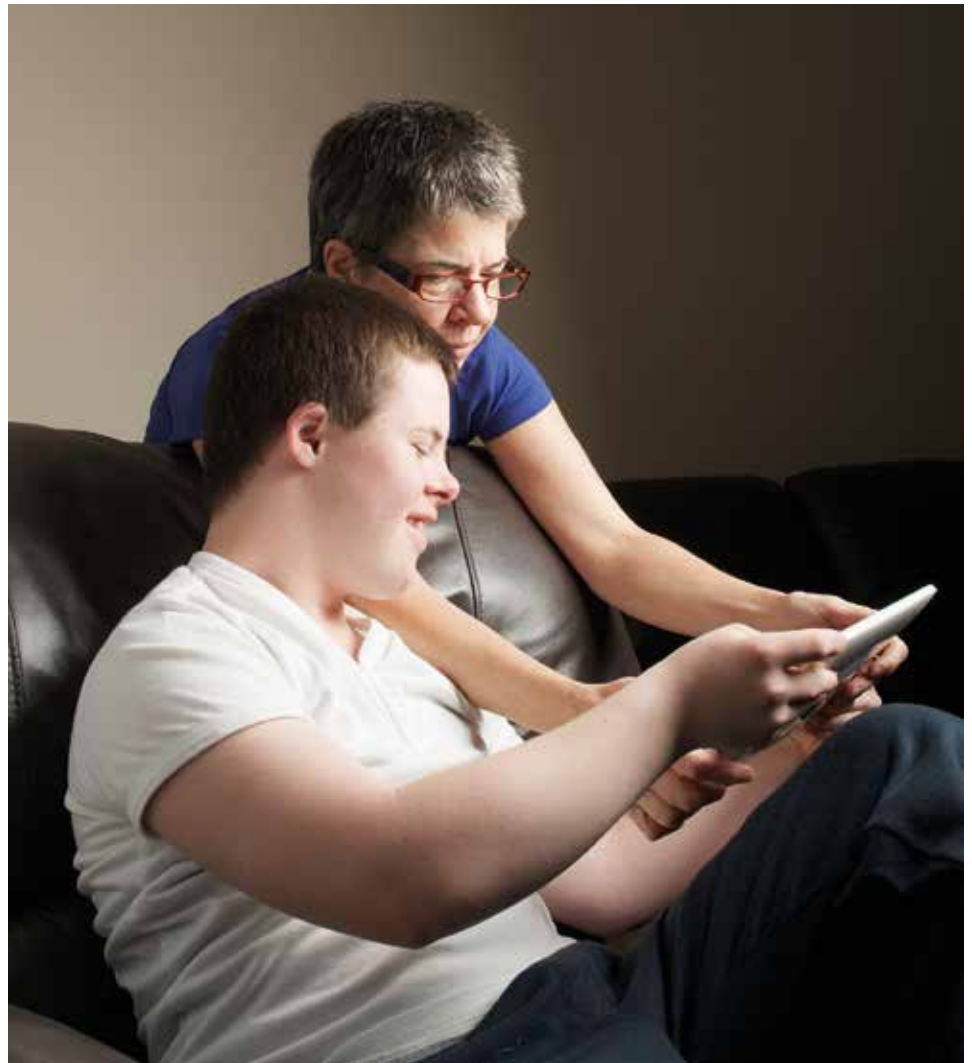
### Reciprocal adaptation

What is the role of the world of disability in the current technological revolution? For Daniel Restrepo, manager of the Social Action Area at Fundación MAPFRE, the current technological advances represent a great opportunity to boost normalization and true integration. "For example, in Fundación MAPFRE we have developed the app Soy Cappaz, an application that enables people with intellectual disabilities to lead an independent life, especially in the workplace, and enhance their professional autonomy and

integration." Among other features, this mobile application helps users remember appointments and tasks, as well as facilitating their mobility by guiding them to their destination without getting lost.

"Together We Can is not only important because it works with a particularly vulnerable group, but also because employment is the best tool for integration. The idea is to give these people the opportunity to demonstrate their abilities and skills, as worthy additions to the human capital of the company they join," Restrepo points out. Fundación MAPFRE stresses

the fact that diversity adds value to society and also to companies. Under this premise, the integration of the most vulnerable groups depends, to a large degree, on eliminating a number of barriers that are often "more in people's minds than in the real world", the head of the Social Action Area adds. We are all different, we have different capabilities and contribute complementary values.



According to UNESCO, “Culture forms a fundamental dimension of the development process, and helps to strengthen independence, autonomy and identity”. Fundació MAPFRE enthusiastically strives to bring art closer to the citizens of the whole world

## Art for all

### Barcelona

#### BRASSAÏ

Fundación MAPFRE  
Casa Garriga Nogués Hall  
20/02/2018 – 13/05/2018



Left:  
Brassaï, *New Orleans*. 1957  
Estate Brassai Succession, Paris  
© ESTATE BRASSAI SUCCESSION, PARIS

Below:  
Joan Miró, *Femme, oiseau / Woman, Bird*, 1973  
Private Collection on temporary loan  
© SUCCESSION MIRÓ 2018



### Madrid

#### DERAIN, BALTHUS, GIACOMETTI. A FRIENDSHIP BETWEEN ARTISTS

Fundación MAPFRE  
Recoletos Hall  
01/02/2018 – 06/05/2018

#### PERMANENT COLLECTION. ESPACIO MIRÓ

Fundación MAPFRE  
Recoletos Hall

#### ED VAN DER ELSKEN

Fundación MAPFRE  
Bárbara de Braganza Hall  
25/01/2018 – 20/05/2018



André Derain, *Geneviève à la pomme* [*Jane Keeping an Apple*], 1937-1938  
Private Collection  
PHOTO: © THOMAS HENNOCQUE  
© ANDRÉ DERAIN, VEGAP, MADRID,



Ed van der Elsken, *Ata Kandó checks a print by a light bulb*, Paris, 1953.  
Netherlands Photo Museum  
© ED VAN DER ELSKEN / COLLECTION STEDELLIK MUSEUM AMSTERDAM





**Bilbao**

**BRUCE DAVIDSON**

Rekalde Hall  
05/02/2018 – 06/05/2018

Left:  
Bruce Davidson, *Brooklyn, New York*, 1959  
© BRUCE DAVIDSON / MAGNUM PHOTOS

Right:  
Peter Hujar, *Susan Sontag*, 1975  
The Morgan Library & Museum, The Peter Hujar Collection.  
Acquired thanks to the Charina Endowment Fund, 2013,108:1.4  
© THE PETER HUJAR ARCHIVE, LLC. COURTESY OF PACE/MACGILL GALLERY, NEW YORK AND THE FRAENKEL GALLERY, SAN FRANCISCO.

**New York**

**PETER HUJAR. AT THE SPEED OF LIFE**

The Morgan Library & Museum  
26/01/2018 – 20/05/2018



**Granada**

**DUANE MICHALS**

José Guerrero Center  
26/01/2018 – 01/04/2018

Left:  
Duane Michals, *Dr. Heisenberg's Magic Mirror of Uncertainty*, 1998  
Duane Michals. Courtesy of DC Moore Gallery, New York  
© DUANE MICHALS

Right: Manuel Vázquez Díaz,  
Ramón Gómez de la Serna, c. 1923  
Fundación MAPFRE Collections



**La Laguna-Tenerife:**

**VÁZQUEZ DÍAZ IN THE FUNDACIÓN MAPFRE COLLECTIONS**

Fundación MAPFRE Guanarteme  
23/02/2018 – 20/04/2018

CONCIERGE  
DU  
5 & 7





# Brassaï

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Produced by Fundación MAPFRE and curated by Peter Galassi, chief curator of the Department of Photography at the Museum of Modern Art in New York from 1991 to 2011, the exhibition we present below is the first retrospective of the famous Hungarian photographer organized since the year 2000 (Pompidou Center), and the first of its kind to take place in Spain since 1993.

It benefits from an exceptional loan from the Brassaï Estate (Paris) and other loans from some of the leading institutions and private collections of North America and Europe: Art Institute of Chicago, Museum of Fine Arts (Houston), Metropolitan Museum of Art (New York), Museum of Modern Art (New York), National Museum of Modern Art – Pompidou Center (Paris), Philadelphia Museum of Art, San Francisco Museum of Modern Art, David Dechman and Michel Mercure, ISelf Collection (London), and Nicholas and Susan Pritzker.

Following its run at the Casa Garriga Nogués Hall in Barcelona, from February 20 to May 13, the exhibition will be moving on to the Fundación MAPFRE Recoletos Hall in Madrid, from May 31 to September 2, 2018, before a stay at the San Francisco Museum of Modern Art (SFMOMA) from November 17, 2018 to February 17, 2019.

Brassaï (the pseudonym of Gyula Halász) was born in 1899 in Brassó, Transylvania. After studying art, firstly in Budapest and later in Berlin, he moved to Paris in 1924 to dedicate himself to painting. But he quickly discovered a stable source of income from the sale of articles, caricatures and photographs to newspapers and other illustrated publications.

He therefore left drawing and painting to one side, although he continued feeling great devotion for these disciplines and would return to them throughout his life. He immediately gained great recognition for this work and, with the idea of preserving his real name for his paintings, he started signing his caricatures and photographs as “Brassaï”, that is to say “from Brassó”.

That was how he began taking photographs in 1929; at first, with a camera borrowed from a friend, but he soon acquired his own, a Voigtländer Bergheil using 6.5 x 9 cm glass plate negatives. He maintained an intense work schedule throughout the 1930s. He also met and befriended people who were to prove extremely important in his life, such as Henri Michaux, Pablo Picasso, Eugène Atget, André Kertész, Georges Ribemont-Dessaignes, Maurice Raynal or Tériade.

The city of Paris became the central theme of his work: its physical structures, its everyday life and especially the way it looked and its vitality by night. His extraordinary treatment of light and the subtlety of the details captured in his images made him famous; with these techniques, Brassaï achieved snapshots of such evocative power and capacity that they would become true cultural icons, symbols of an era, and testimonies of his irresistible fascination with the French capital. His work swiftly achieved unquestionable recognition in artistic photography circles, but also within the tourist industry and the commercial photography world; for example, from 1934 until 1937, he worked intensely photographing



The city of Paris became the central theme of his work: its physical structures, its everyday life and especially the way it looked and its vitality by night.



Brassai, *Extinguishing a Streetlight, Rue Émile Richard*.  
c. 1932  
Brassai Estate, Paris  
©Brassai Estate, Paris

exhibitions and hairdressing salons, mainly on behalf of magazines.

On June 12, 1940, just two days before the German army entered Paris, Brassai fled the city. But he returned in October and stayed there for the remainder of the occupation. Having refused to collaborate with the Germans, he found it impossible to work openly. As a result, when Picasso commissioned him to photograph his sculptures at his studio on Rue Grands-Augustins, this became his sole source of income. Moreover, following a hiatus that had lasted twenty years, Brassai returned to drawing and sculpting, and started exploring his remarkable talent as a writer.

From then on, photography would no longer be his sole activity and his work ceased to be driven by his fascination with the nightlife of Paris.

In April 1945 he met Gilberte-Mercédès Boyer, twenty years his younger. They married three years later. It was also at this time that he reorganized his archive: he defined forty-two thematic categories, such as *Nuit* [Night], *Plaisirs* [Pleasures] and *Étranger* [Foreign Land], on the basis of which he assigned a number and a one or two-letter prefix to each negative. In addition, due to numerous assignments from the American magazine *Harper's Bazaar*, he once again devoted part of his time to photography and to traveling regularly

(Edinburgh, Spain, Morocco, Italy, Greece and Turkey are just some of the places he visited during these years).

By the early 1950s he was already a renowned photographer. In 1955, the Art Institute of Chicago hosted the first of his solo exhibitions at an American museum, which later traveled on to other American cities. A year later, the Museum of Modern Art in New York put on *Language of the Wall. Parisian Graffiti Photographed by Brassai*. The Bibliothèque nationale de Paris organized a retrospective of his work in 1963, simply entitled *Brassai*.

His work was recognized as a cornerstone of the birth and evolution of a new trend in photographic practice that emerged between the two world wars. The leaders of this new movement had discovered the potential of everyday scenes, recovering the concept of photography as a creative medium by producing extremely visually and poetically evocative images that went far beyond their merely documentary nature.

Far removed from the emulation of the traditional arts inherent in turn-of-the-century photography, these photographers highlighted the artistic potential of this

discipline. And when this tradition started gaining traction in the 1970s, Brassai was recognized as one of its major exponents, thus becoming a key figure in the history of 20th century photography. He was named Chevalier des Arts et des Lettres de la Légion d'Honneur in 1973, and guest of honor at the *Rencontres Internationales de la Photographie d'Arles*, together with Ansel Adams and Bill Brandt, in 1974.

He died in Beaulieu-sur-Mer (France) in 1984, without ever having returned to his native country. He is buried in the Montparnasse cemetery.

This exhibition traces his whole career by way of over two hundred works (period photographs, several drawings, a sculpture and documentary material) grouped into twelve thematic sections, with 1930s Paris by night being the chief protagonist.

### Paris by night

1932 saw the publication of *Paris de nuit*, a book illustrated with photographs of Parisian nightlife taken by a youthful, still unknown Brassai. It was a great success, despite not including some of the artist's best nocturnal scenes (many of which would be published later). His rich photogravures and marginless prints afford great modernity to his design. There is an example from this period in the exhibition, together with some thirty photographs that illustrate the dynamic, vibrant pulse of

the Parisian night and clearly demonstrate the direct, frank style the artist was to maintain the rest of his life.

### Pleasures

When Brassai organized his archive after the Second World War, he used the title *Plaisirs* to group together themes related to the Paris underworld: gangsters, prostitutes, nightclubs... far removed from the characteristic conventions of the bourgeoisie. He compiled a huge collection of images of entertainment venues, ranging from bars to

popular fairs, and the people who frequented them.

But these images depict both the reality and legend of Parisian nightlife:

*"I was eager to penetrate the other world, this fringe world, the secret, sinister world of mobsters, outcasts, toughs, pimps, whores, addicts, invertes. Rightly or wrongly I felt at the time that this underground world represented Paris at its least cosmopolitan, at its most alive, its most authentic, that in these colorful faces of its underworld there had been preserved, from age to age, almost*



Brassai, *Streetwalker, near the Place d'Italie*.  
1932  
Brassai Estate, Paris  
©Brassai Estate, Paris

without alteration, the folklore of its most remote past” (Brassaï, 1976).

### Paris by day

Brassaï was peerless when it came to photographing Paris by night, but he also turned his attention to reflecting everyday life in the city in daylight. Monuments, picturesque corners and details of everyday life are the protagonists of a large number of these scenes. Some of his photographs from the 1930s also reflect his interest in geometric styles or sharply clipped images, which he often encountered in architecture and the urban environment.

### Graffiti

The appreciation of graffiti as a powerful art form began to emerge in the 20th century. Like tribal objects from Africa, the

art of children or of psychiatric patients, graffiti was felt to be more expressive and dynamic than other refined forms of traditional Western art.

In fact, Brassaï was one of the first to embrace this topic. An inveterate hoarder, throughout his life he collected all kinds of objects abandoned on the streets. As soon as he started taking photographs, his eyes were drawn to the graffiti he came across on the walls of Paris. He eventually ended up taking hundreds of them, a small sample of which are on display here.

He had a preference for those graffiti which had been etched or scratched – rather than drawn or painted – in which the irregularities of the wall itself played an important role in aesthetic terms.

### Minotaure

Between his arrival in Paris in early 1924 and its first steps in photography six years later, Brassaï built up a wide circle of friends among the international community of artists and writers in Montparnasse. Among them were *Les Deux Aveugles* (the two blind men), as the art critics Maurice Raynal and the Greek E. Teriade called themselves.

In December 1932 – the same month that *Paris de nuit* appeared – Teriade invited Brassaï to photograph Picasso and his studios to illustrate the first issue of *Minotaure*, the lavish art magazine founded by the Swiss publisher Albert Skira which first appeared in June 1933. Several copies are on show here. This collaboration marked the starting point of his friendship with Picasso, one of the most important in his whole life.

Over the next few years, the photographer was to enjoy a prominent place in this publication. The first issue included a series of nudes and the fledgling graffiti series, while number seven devoted several pages to his nocturnal images. These creations are a fine reflection of the artist’s



Brassaï, *Montmartre*. 1930-31  
Brassaï Estate, Paris  
©Brassaï Estate, Paris



His work was recognized as a cornerstone of the birth and evolution of a new trend in photographic practice that emerged between the two world wars

modernity and his relationship with the most important circles of the Parisian avant-garde.

### Characters

In 1949, in the foreword to *Camera in Paris*, a monograph dedicated to contemporary photographers, Brassai himself – paraphrasing Baudelaire in the “Painter of Modern Life” – sought to establish a line of continuity between the art of photographers and some of the best artists of the past such as Rembrandt, Goya and Toulouse-Lautrec. In this sense he explained how, like the latter, photography is capable of raising the motifs portrayed to the same level as painting, given that, through a set or series of snapshots, a photographer can reflect motifs of a universal nature and not simply individual ones. From a worker in the Les Halles market to a transvestite or a member of a brotherhood in Seville, all the characters portrayed in this section reflect that idea: as their dignity is promoted, they are no longer just individuals, but go on to represent the whole group of their peers.

### Places and things

One of Brassai’s early projects that finally never came to fruition was a book of photographs of cacti. Much later, in 1957, he would make a short film about animals. But, generally speaking, Brassai’s interests with regard to objects and places focused on human creations, reflecting his



Brassai,  
*Nude in the Bathtub*. 1938  
Brassai Estate, Paris  
©Brassai Estate, Paris

unwavering curiosity about the people that created, used or lived in them.

During his travels he took many photographs and we can see some examples of them here: a perspective of Gaudi’s Sagrada Familia from an elevated position; a painted wall in the Sacromonte district of Granada; or a store window in New Orleans.

### Society

This section brings together a score of photographs mostly taken at high society events and soirées – banquets, dances and receptions

held in the 1930s. Brassai enjoyed a good social and professional reputation. During the Nazi occupation, he spent a lot of time in bars and cafés, where he began jotting down fragments of conversations he heard. He made no modifications later and, as was the case with his photographs, he allowed the characters to emerge, as he put it, “in their own light”.

### Body of a woman

Most of the drawings that have been preserved from Brassai’s time as an art student in Berlin in 1921-1922, as well as most of

Most of the portraits Brassai did were of people he knew and the result, perhaps because of that closeness, is of great serenity



Brassai, *Lobster Seller, Seville*, 1951  
Brassai Estate, Paris  
©Brassai Estate, Paris

are just some of the protagonists of the portraits we can see in this section. Most of the portraits Brassai did were of people he knew and the result, perhaps because of that closeness, is of great serenity. But even when he portrayed models he did not know, and the aim was not so much to do a portrait as to depict a certain social type, the artist confers on them a dignity that converts the motif depicted into a distinctive character.

### Sleep

Spontaneity was not an aspect that really interested Brassai and, to demonstrate this, between 1932 and 1937 he took these pictures of people sleeping in public places. Snapshots in which the artist was undoubtedly able to enjoy taking his time in order to capture the scene. Pictures of everyday life in which Brassai continues working on particular viewpoints and his taste for clipped images, as reflected in *Montmartre* (1930-1931) or the strange *Marseille* (1935-1937).

### The street

Brassai's work for *Harper's Bazaar* led him to travel around France and to many other places, from Spain to Sweden, the United States and Brazil. Thus, although his talent had its roots in Paris, he amassed a huge collection of photographs taken in places that were fairly unfamiliar to him. This section shows several of these images, three of them taken in Spain. ⊗

those he did in the 1940s, are female nudes. The same is true of many of the sculptures he started producing after the war using stones weathered and eroded by water.

Typically, for this kind of photos, Brassai went to the home or studio of the character in question, even though those surroundings went virtually unnoticed in the end result. The model and photographer face each other with total honesty and, in the case of the nudes, with a stark carnal presence that harks back to the volumetric forms of sculpture.

### Portraits: artists, writers, friends

*“Forcing the model to behave as though the photographer was not there is truly asking them to enact a comedy. What is natural is not to conceal that presence. What is natural in this situation is that the model should pose honestly”* (Brassai, undated note).

Pablo Picasso, Salvador Dalí, Henry Miller (who coined the expression “The eye of Paris”, referring to Brassai), Pierre Reverdy, Jacques Prévert, Henri Matisse, Leon-Paul Fargue... these

## THE CURATOR'S CHOICE

PETER GALASSI

*"I was eager to penetrate the other world, this fringe world, the secret, sinister world of mobsters, outcasts, toughs, pimps, whores, addicts, inverts. Rightly or wrongly I felt at the time that this underground world represented Paris at its least cosmopolitan, at its most alive, its most authentic, that in these colorful faces of its underworld there had been preserved, from age to age, almost without alteration, the folklore of its most remote past" (Brassaï, 1976).*

This was how Brassai expressed it in his introduction to *Le Paris secret des années 30*. The book was published in 1976, some forty years after completing his extraordinary photographic compilation of the lowest strata of Parisian society. Brassai had exerted considerable effort, as well as tremendous power of persuasion, to be able to enter the tough world that fascinated him so much, and mixing with those thugs, prostitutes and pimps posed a genuine personal risk.

But Brassai's secret Paris held no secrets. On the contrary, it was both a genuine reality and an elaborate legend, as suggested by the photographer himself on referring to "the folklore of the most remote past [of the city]". The heroic figure of that folklore was the poet and outlaw of the 15th century, François Villon, whose name was unceasingly invoked. In the mid-19th century, it was widely agreed that the true spirit of Paris, rooted in the distant past, was to be found in those living on the margins of society. In the forty or fifty years before Brassai took up photography in 1930, a rich visual imagery appeared – much of it in the popular press – that was truly on a par with the literary fables of the lowest depths of the underworld. Brassai's great achievement was to transfer those images to the freshest medium, namely photography, in its most visceral, immediate form.

Among the most noteworthy haunts of Brassai's shady characters were the dance halls, called *bals musette* for the bagpipe instrument which the peasants of Auvergne had brought with them in the 19th century. (In the 20th century, the *musette* had given way to the accordion, but the name remained). In



artistic terms, Brassai's most prolific location was perhaps the Bal des Quatre Saisons in Rue de Lappe, near the Place de la Bastille.

His photographs in the Quatre Saisons are anything but informal and spontaneous. The camera was set on a tripod and each exposure called for the intrusion of a powerful flash. Brassai had taken the time, and worked hard, to earn the trust of his subjects and, to some extent, they were acting for him. Partly as a result of this, in photographs like this one he was able to distill the hustle and bustle of dance hall romance into a convincing archetype, made even more vivid by the reflection in the mirror. It is the unwavering durability of that archetype which earned Brassai a permanent place in the crowded pantheon of Paris-based artists. ⊗

Brassai, *Bal des Quatre Saisons*,  
 Rue de Lappe. c. 1932  
 Brassai Estate, Paris  
 ©Brassai Estate, Paris

\* Peter Galassi (1951) was head curator of the Department of Photography at the Museum of Modern Art (MoMA) in New York from 1991 to 2011. In 2012 he was awarded a Guggenheim Fellowship.





## **Pepe Pedraz**

With a Master's degree in Gamification & Transmedia Storytelling, he trains educators, is a project manager, marketing specialist, community manager and a Business Coaching graduate, and specializes in GBL – Game-Based Learning.



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# Educational innovation is indeed necessary

TEXT: CRISTINA BISBAL PHOTOS: MÁXIMO GARCÍA

Educators and teachers are increasingly critical of the traditional teaching system, that is to say, direct instruction classes in which the teacher is the protagonist. In this society of the Internet and instant information, pupils need other tools. Other methodologies. Fortunately, some are already being applied.

9 am and the teacher enters the classroom. The pupils are silent and listen for about 60 minutes to what the teacher tells them. Sometimes they take notes. Other times they underline phrases in their book. They often do not grasp what the teacher is saying because they find it boring and far removed from their reality, so they take advantage of a passing fly to get distracted, or even try to slip their cell phone out to send a WhatsApp message or sneak a look at their Instagram. After a while the bell rings: class has finished. The pupils close all their books and the teacher leaves. This is what is known as passive learning. What teachers have always done to give classes, and pupils to learn. But, is such a system still valid in the 21st century? There are many professionals and experts who believe it has become obsolete.

For example, Richard Gerver, a teacher who, in 2002, turned the soulless school he ran outside Nottingham into an example of innovation that attracted the attention of intrigued colleagues from 50 countries. His theories can be read in

books such as *Creating Tomorrow's Schools Today*. "The current system solely values academic results, yet we need to create a broader educational experience that helps youngsters find what interests them and discover their own talent. For this to be possible, we must increase the number of experiences the kids have throughout their education. This is achieved by providing opportunities for such experiences to arise in the school, affording each of them the same value."

Something is not right. This is made clear every year in the PISA report, the most renowned international test in the world, in which Spanish pupils fail in a practically systematic fashion. But, above all else, the telling data are the academic failure rates. According to the EPA (Labor Force Survey) data in Spain for 2015, 19.97 percent of youngsters now aged 18-24 left school at the end of their compulsory education. One of the reasons for this failure has to do with the lack of motivation among pupils. Luis Cacho, musicologist and president of

the Promete Foundation feels that: "We must engage pupils in their own learning process in order to double the success rates."

From these data it can be deduced that the education system is in need of a significant structural change. Why now more than ever? Because, as Gerver says, pupils nowadays in no way resemble pupils in our day and, when they become adults, they will not resemble the adults we are now. A real challenge for the teachers who have to deal with them every day in the classroom, who have to search for new tools and new formulas for their new pupils. This is what is known as educational innovation.

This new system may entail a quest for personalization and the introduction of different ideas in the classroom; the use of games as a teaching method; the responsible use of ICT (Information and Communication Technologies) and flipped learning or inverted education. These are just some of the new methods already being used in some schools in our country. And



“Education that does not aspire to the success of all will, at the very least, only create a two-speed society and, therefore, will not be fair”

mentioned by the four speakers at the Educational Innovation Seminar organized by Fundación MAPFRE and the OEI (Organization of Ibero-American States for Education, Science and Culture), within the framework of the Fundación MAPFRE project Educa tu Mundo [Educate Your World], whose goal is to promote education in values, disseminate culture, foster healthy habits, and promote financial and insurance education. ✕

### Fernando Trujillo Sáez

Doctor in English Studies and professor at the University of Granada

## In search of the egalitarian school

### Why is there a need for educational innovation?

We are being faced with new contents for new people and, to some extent, a what-for question. We are living in a world with a dizzying pace of continuous change (technological, economic and legislative), while schools keep moving as slowly as ever. This is a time of great uncertainty where the least likely future is one in which nothing changes.

### Today's pupils have little in common with those of some years ago. Is the lack of motivation one of those differences?

Motivation is not included in the backpack of 21st century pupils. Our boys and girls live in a world saturated with excessive stimuli (video games, virtual worlds, etc.), all of which means that motivation has to be 'co-created' in the classroom.

### What are the challenges facing schools in the 21st century?

Success must be guaranteed for all pupils everywhere. Regardless of the neighborhood, region or country in which they live. Only when success is guaranteed for all will we be creating

an egalitarian, democratic, free society. Education that does not aspire to the success of all will, at the very least, only create a two-speed society and, therefore, will not be fair. We must reduce the gap between boys and girls who achieve good results and those who get bad results. We cannot be satisfied with these academic failure rates. Moreover, they have to teach in the present with an eye on the future, a future we might not even experience. And we must ensure that our kids go down this path with courage, autonomy and the skills to be able to live in that future.

### One of the key factors you claim is fundamental is tutoring...

This term sounds like an old-fashioned concept and is often immediately taken to be something tedious. But learning is an

individual activity played out in a group, and tutoring is a top-quality resource for ensuring it takes place in an effective manner. Tutoring is the key to inclusive education. It is the system of seeing pupils as people. Because it helps glean information about the family, the student, their parents, how that family lives, and what they are concerned about...

### And, what role does technology play in all of this?

Technology has an impact on the way we learn and, nowadays, citizens not only have to retain data (which is still important), but must also be able to explore, observe and experiment. It's learning in a more complex reality than the one we lived through. And, in this sense, project-based learning (PBL) continues to offer teachers resources and proposals for reflection, with a



### Fernando Trujillo Sáez

Expert in innovation with regard to basic education skills and teaching innovation, he is the author of several books on the subject, such as *Proposals for a School in the 21st Century*. In addition, last year he received the University of Granada-Caja Rural de Granada Award for Digital Media Communication and Innovation.



“Social networks are a kind of black hole where you send a message; if you aren’t capable of managing it, you don’t know how far it can go – to hundreds or thousands of people”

technological basis and a clearly social orientation.

### What can PBL offer our children?

It basically consists of three steps. We are going to propose a challenge to our pupils (because our pupils face continuous challenges – in video games, social networks, etc.) to seek quality, useful, reliable information. We then have to accompany our pupils to see that they duly process that information and draw acceptable, scientifically-valid conclusions. And, from there, create artifacts, often technological developments such as electronic books, presentations, comic books...

### And how is this assessed?

The new assessment has to be a tool for advancing toward success and that is why we need to look for an alternative assessment method. An educational project with a lot of academic failure is not a good educational project. Because we must go beyond the classroom, look at the social environment and ask that social environment to accompany us in this process of change. And take into account the circumstances of the children when they get home.

## Tamara Díaz Fouz

Doctor in Education with a degree in Psychology

### *The ICT as an innovation tool*

**As an expert in educational innovation, are the ICT absolutely necessary for education nowadays?**

The technologies are a tool, they are yet another instrument that should be available to teachers. They are therefore not indispensable. There are tremendously innovative proposals in the field of education that do not use any kind of technology, yet respond to processes of change and improvement. Innovating in education is much more than simply incorporating technology.



### Why is innovation more necessary in education now than ten years ago?

It’s always been important to understand innovation as a process of change and improvement which seeks to produce transformations. Insofar as we now have a different context as regards technologies, with rapid changes occurring at breakneck speed, we must indeed be able to respond more swiftly to events. Our pupils are living in a context that requires them to respond at a pace which previously was not necessary.

### Does the appearance (invasion, perhaps) of ICT make it more difficult to teach?

To start with, educating is a very complicated task. But it is true that our pupils are now much more exposed to information. And in such an immediate fashion. We could say that, previously, all the information came from the teacher and the encyclopedia; and there are now more competitors. So it’s not so much about giving out information, but rather that pupils should be able to distinguish between useful and useless information. Because they also receive disinformation. What is known as infoxication, i.e. intoxication due to information overload. And it’s important

## Tamara Díaz Fouz

Expert in educational innovation, she is the technical secretary of the Evaluation Institute within the Organization of Ibero-American States. Moreover, she is a professor at the Autonomous University of Madrid and a researcher for the UNED (Spanish distance-learning university).

to be able to tell which sources are reliable. For this reason, I don’t think educating is more difficult. I believe it’s different, that it calls for other skills.

### Skills, I understand, required by the teacher...

Indeed so. In this sense, the work of teachers has changed. They are no longer mere transmitters, nor are pupils mere receivers. Teachers have to be able to motivate pupils and ensure they are capable of learning to learn throughout their lives. The kind of skills required of a teacher has changed.

### Is it more a case of using technologies in the classroom or of teaching pupils how to use them responsibly?

It’s true that using tools in the classroom is an interesting option, but it’s the pupils who must use them. It’s the teacher’s job to make pupils responsible for the use they make

“With flipped learning, the order is changed: the theory is seen or read at home and the activities take place in class”

of technology, both in and out of the classroom. That’s why they must be made aware of the scope of these tools, particularly with regard to the Internet and social media. They must be taught to make a reasoned, ethical use of them, within limits; and they must be shown the possible consequences of bad or inappropriate use.

**I believe that, despite everything they are told, they aren’t aware of what the use of technology really means...**

Social networks, for example, are a kind of black hole where you send a message; if you aren’t capable of managing it, you don’t know how far it can go – to hundreds or thousands of people. Or that the photograph you send to one specific person, in milliseconds can be seen on the other side of the world. We adults find it hard to grasp, and the kids even more so. It’s very easy for things to get out of hand. And it must be borne in mind that we adults didn’t grow up in this environment, and so it’s harder for us to educate them as to what it means.

**Gerver says (as do you) that this is the most sophisticated generation. What benefits and what harm can this bring them?**

I think he was referring to the fact that this is a generation with immediate access to information, with constant stimulation, living in an extremely fast environment. One of the main drawbacks is the difference between the context in which they live and the context of their educational model. These kids need more motivation, they need challenges. There is a huge contrast between the teaching mode and their natural way of having fun, socializing...

### **Manuel Jesús Fernández**

A leading expert in inverted education or flipped learning in Spain, he has been giving classes for nearly 30 years, and has formed part of executive boards for 18 of those. He has imparted teaching skills through a range of courses and conferences.

### **Manuel Jesús Fernández**

Social Science teacher

### *What about flipping the classes?*

**Has the way we teach been rendered obsolete?**

Nowadays we communicate, we seek information and we socialize very differently to how we did just ten years ago; however, schooling has barely evolved over this period. The structure, the basics, the school system as a whole has remained the same for ages. When someone thinks about school, they think the same as our parents and grandparents thought, and that demonstrates the lack of adaptation to social changes.

**What do pupils need nowadays?**

They are seriously lacking in a fundamental quality: they aren’t autonomous and this deficit can be put down to a highly mechanized, standardized school system and really overprotective families. Pupils need to be held more accountable, to have more control over their learning. They must make decisions, create their products, be creative, learn to collaborate, lose

the fear of making mistakes, and be prepared for the world in which they live, not for one that no longer exists.

**You advocate flipped learning. What does it entail?**

Put simply, you could say that it’s doing the opposite of what’s normally done. With flipped learning, the order is changed: the theory is seen or read at home and the activities take place in class.

**What is the main advantage of this teaching method?**

We cannot speak of a single advantage, but one of them is undoubtedly making the most of classroom time for learning. But, there are many more: better knowledge of the pupils, catering to diversity better, making pupils more independent and responsible, and inserting informal, digital learning into formal learning.

**Do pupils learn in the same way?**

No. Not only do they learn from the teacher’s explanations, but also from their own investigations and explanations to others... in short, from what they do. So, their learning is not only different, but also more profound and real. The pupils adopt another stance with respect to the rest of the class and the teacher. The roles change and pupils become much



“One of the key features of games is that they are won and lost. And we have to learn how to deal with frustration”

more active participants. They decide, they investigate, they explain, they assess results...

**Are pupils willing to change the way they attend class and learn?**

Yes, but the switch is not always easy, nor swift. They are used to the ‘convenience’ of simply listening to explanations, doing activities and memorizing facts in order to pass the exam. Active methodologies force them to be more active, make decisions, reach agreements, explain, and be more responsible. But when they see that they learn more and better, that it’s worth the effort and they don’t have to memorize so much, they are all for it.

**Who is more reticent, the pupils or the teachers?**

In general, schools are routine-based institutions resistant to change. Therefore anything new – and more so if it means modifying the learning and assessment structures – is difficult to swallow. In my case, there’s much more reluctance on the part of the faculty than the pupils.

**I believe that one of the keys to flipped learning is the relationship between teachers and pupils. In what way does it change?**

When teachers limit themselves to explaining from their pedestal, they cannot get to know their pupils. When you move among pupils who are working, having doubts and resolving them, guiding them with their research and seeing how they work and what difficulties they have, you get to know them better and they will trust you more.

**I imagine that part of the reticence toward this teaching mode stems from how it is assessed...**

Assessment is the key to everything and has to be consistent with both the methodology used and with the pupils’ prospects. If you use active methodologies, you cannot simply assess them with examinations; and, if they are used as an instrument, they are challenges that may even be cooperative or collaborative, entailing

skillful application of knowledge, rather than mere rote learning. Carried out in this way we achieve a much more continuous, formative form of process assessment.

## Pepe Pedraz

Gamification designer & storyteller

### *The magic of learning in a fun way*

**What can games offer the learning process?**

Concentration, attention to detail, collaboration, capacity for analysis, perseverance... Characteristics anyone would recognize as optimal skills for achieving effective learning. But there is more: at an early age we learn how to engage with others, take care of things, communicate, be organized, get frustrated, win, lose, cooperate... As we grow up, game-based strategies can go on to serve as ‘accompaniment’ during the process of acquiring knowledge. In some cases we can learn things while we play (an obvious example are the Historical Wargames), while, in others, the creation of a gamified environment will help us to feel more motivated and predisposed to acquiring this knowledge.

**Through playing, we learn how to win, but also how to lose.**

One of the key features of games is that they are won and lost. And we have to learn how to deal with frustration. The nice thing about games is that they allow us to learn this under the protection of that magical world which is created. When we win, we want to repeat it immediately; and, if we lose, we want to take on that challenge again and seek victory. All of us who have played Super Mario know that’s how it

is! Face the challenge, lose, improve, win, take on the next challenge...

**What is the relationship between emotion and learning?**

I always say that emotions are the glue of our memory. Does this mean that we cannot learn things that do not excite us? That’s not the case either (we’ve had to memorize heaps of things in our lifetime). But the motivation that emanates from our emotions really helps our predisposition to acquiring knowledge. What’s more, motivation is closely linked to the concept of fun, which considerably boosts joy and predisposition. Perhaps the biggest problem is that many people find it hard to see fun as part of the learning process.

The best memories we store in our memory are fun ones and, in many cases, they are connected to learning new concepts, to teamwork or to some challenge posed by new situations, areas which are undoubtedly highly productive for people.

**Do teachers generally engage in this form of teaching?**

An ever-increasing number of people are showing interest in this type of learning strategies and tools. Moreover, fortunately, there are already clear examples in Spain that the use of games in the classroom can be a guarantee of real learning. The key to reaching more people each day has two aspects. Firstly, get families to understand (an ESSENTIAL element within the teaching process) that the use of game-based tools is useful. And, secondly, strive to put across the message that terms like ‘gamification’, ‘GBL’, etc. are meaningless without a teacher guiding the kids. By this I mean that the tool never replaces the teachers using it and that, obviously, it’s up to them to decide whether or not to make use of it each day. Because a good tool does not make up for a bad teacher. And, vice versa, teachers who decide not to use it are not necessarily bad teachers (far from it); they have simply opted for the use of other tools they feel are more suitable.

**Fundación MAPFRE organizes activities and offers educational materials free of charge, all related to the topics covered in the Educational Innovation Seminar:**

- **ControlaTIC.**
- **Gamification Platform.**
- **Flipped learning.**

**19.97%**

**OF YOUNGSTERS NOW AGED 18-24 LEFT SCHOOL AT THE END OF THEIR COMPULSORY EDUCATION.**





# “Volunteers are essential for a solidarity campaign to work”

TEXT: NURIA DEL OLMO. @NURIADELOLMO74 PHOTOS: MÁXIMO GARCÍA

Three out of every ten families living in poverty have stopped buying medicines due to their scant resources. These are data from Banco Farmacéutico, a Spanish NGO which has been operating for over ten years, which highlight the importance of solidarity to collect essential drugs to ensure no one lacks the treatment they require. This is what drives volunteers such as Ana Gil, CEO of EDF Península Ibérica, to join up. She is proud of the fact that, year after year, numerous pharmacies and volunteers throw themselves into making this solidarity initiative a great success.

“Our goal is to ensure that no patient misses out on treatment due to a lack of financial resources”



Her arrival in Madrid, two years ago, coincided with a major advance in her professional career at the leading French power generation and distribution company. And also with new challenges in the volunteering and social action field. Ana Gil (Zaragoza, 1971) is currently involved in an essential drugs solidarity campaign promoted by Banco Farmacéutico, a nonprofit organization which helps over two million people at risk of poverty and social exclusion gain access to basic medicines. Her spirit of solidarity grows day by day and, whenever she can, she spreads the word within her own company, with activities that afford her great satisfaction.

### **How did you start collaborating with Banco Farmacéutico?**

It all started thanks to a friend I'd been accompanying for some time doing volunteer work. It was with her I discovered that, despite the universal coverage of our social security system, there are people who suffer from pharmaceutical poverty. It was clear to me that I should offer up some of my time to enhance the most valuable thing we have – our health – and help those who sometimes have to choose between buying food or medicine. Through its good work, Banco Farmacéutico reaches out to lend a hand to people we do not know and who cannot afford something that, for most of us, is both basic and essential.

### **What kind of people make up this NGO?**

The real driving force behind the association are the 60-plus volunteers who collaborate throughout the year on various projects, as well as the work of 900-plus who participate each year in the solidarity campaign. Since its inception in 2007, this campaign has managed to collect more than 120,000 medicaments, thanks to the collaboration of over 1,000 pharmacies and 2,500 volunteers.

### **March 10 is a very important date. What are the objectives for this year?**

This is indeed a truly significant day, as it is the focal point of the year's endeavors. Once more, we will be encouraging everyone to collaborate, this year by contributing 2.5 euros to a solidarity fund, with the aim of raising a minimum of 30,000 euros. The

work of the volunteers is essential for a solidarity campaign to work. We need the assistance of at least 1,200 volunteers to cover the 600 pharmacies which have undertaken to participate this year in various Spanish cities. In this edition, instead of collecting non-prescription drugs, as has been the case for the past ten years, the aim is to raise funds to help pay for longer-term prescription drug plans for those most in need, namely those suffering from more serious, or even chronic, health problems.

### **What distinguishes the volunteers who collaborate in the campaign?**

I believe we are individuals who give up our time to enhance the visibility of a real problem, albeit unknown to many. We also promote a series of essential values, such as solidarity, generosity and empathy, which we like to share with others and which will undoubtedly help ensure our society becomes more human and less indifferent. Moreover, we are aware of the needs of thousands of homeless people, families with children, drug addicts or mentally ill people, among others, and we strive to raise awareness among the general public and get them to join the project.

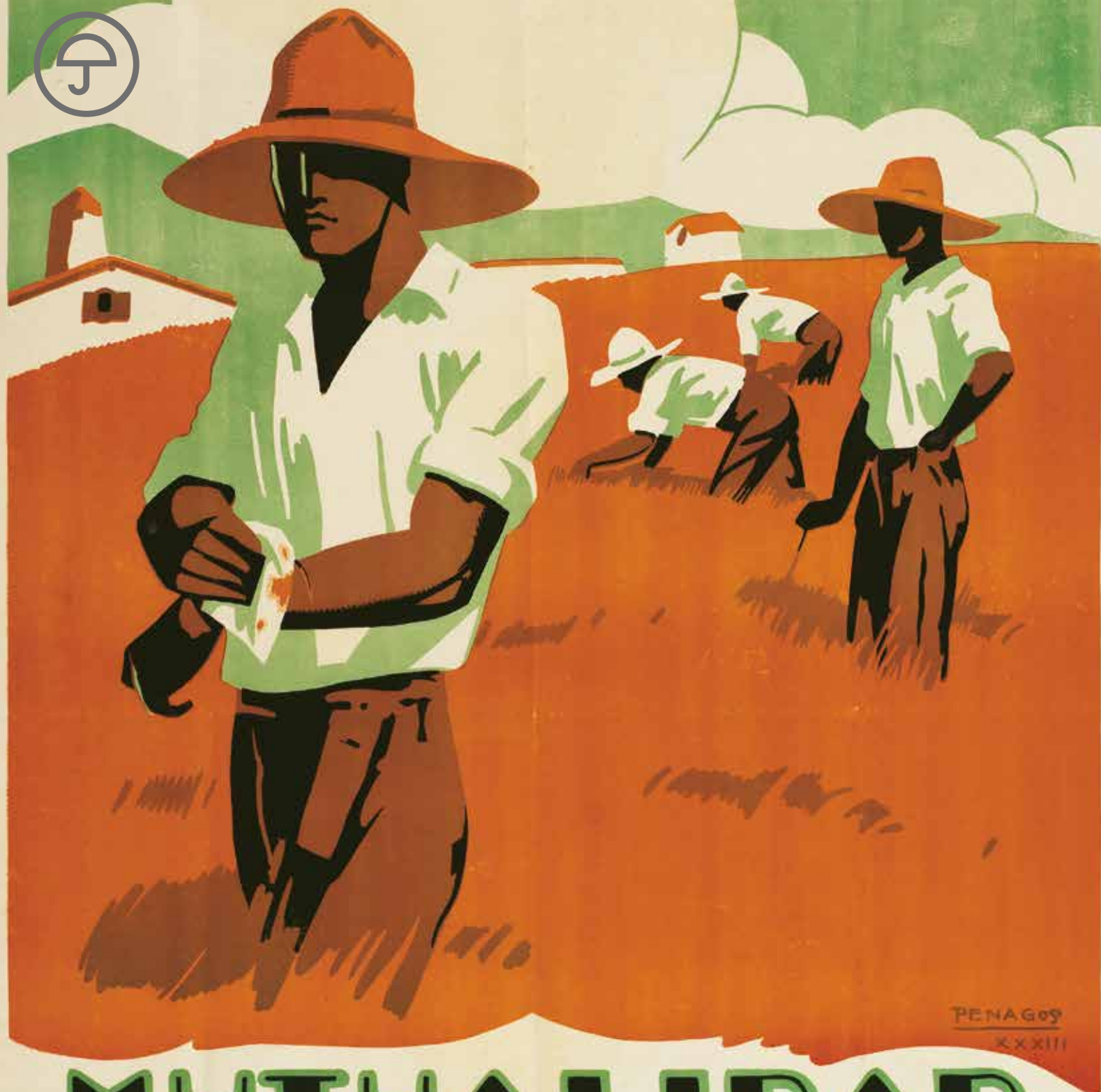
### **Why? What has this kind of work got to offer?**

Helping others, improving their health and supporting the most vulnerable in society, so that they feel loved and not alone, is tremendously gratifying. It's also highly rewarding to see how well the campaign is received among those who enter the pharmacies. As soon as they know the reason for our work, they are interested and want to get involved. That's really gratifying.

### **Do you collaborate with other solidarity projects?**

In our company, I decided to propose several initiatives to the team and they were very well received. During the month of December, for example, we decided to donate the amount equivalent to the corporate gift for our clients to the Aladina Foundation. We have also encouraged employees to sign up to this kind of initiatives and to donate the value of their Xmas hamper. These are popular actions that achieve an excellent level of participation. ✕





PENAGOS  
XXIII

# MUTUALIDAD DE SEGUROS

DE LA  
AGRUPACIÓN DE PROPIETARIOS  
DE FINCAS RÚSTICAS DE ESPAÑA

M.A.P.F.R.E. - SANTA CATALINA, 7.  
MADRID



# The roots of *EL Segador*

TEXT: ANA SOJO & ROCÍO HERRERO

Fundación MAPFRE

IMAGES: COLLECTIONS OF FUNDACIÓN MAPFRE AND INSURANCE MUSEUM

“A scream from the wall.” This was how Josep Renau defined the poster, coining what was probably one of the most pertinent definitions of this means of communication, which has served commercial, educational and propaganda ends since the 18th century. The golden age of the poster in European and American cities spanned from the second half of the 19th century up to the 1960s. And Spain was no exception, given the memorable artists in the country who left us some remarkable examples of their work. Some of them have gone on to become true works of art, or also, as in the present case, a testimony of an era.

MAPFRE was born in 1933 as a benefit society (Mutualidad) founded by the Agrupación de Propietarios de Fincas Rústicas Españolas (grouping of Spanish agricultural property owners) in response to the legislative changes introduced during the Second Republic, specifically the expansion of occupational accident insurance in the agricultural sector. The initial headquarters were in Calle Santa Catalina in Madrid. As stated in its first annual report in 1934, just one year after its creation, the insurer had to relocate its headquarters to a larger space, specifically to Paseo de Recoletos 25 (current head offices of MAPFRE RE), given that, due to the huge growth experienced in its first year of operation, it saw the need to hire more employees and expand its office space. For this reason, there are versions of the plaque with different addresses: Santa Catalina 7; Paseo de Recoletos 25; and Avenida Calvo Sotelo 25 (previous name of Paseo de Recoletos).

The illustrator and painter Rafael de Penagos

(Madrid, 1889-1954) was commissioned to produce the company’s first brand image. In his book *Así se hizo MAPFRE* [How MAPFRE Was Born], Ignacio Hernando de Larramendi comments: “It seems incomprehensible that (Penagos) would have accepted that assignment from MAPFRE...” This comment is due to the fact that the Madrid artist was considered the most representative commercial artist of his time, as well as an extraordinary poster artist, and enjoyed tremendous professional recognition. A regular contributor to the leading publications at that time — *La Esfera, Nuevo Mundo, Blanco y Negro* — Penagos contributed to the imagery of the period with illustrations depicting a modern, cosmopolitan society. In addition, he won numerous poster competitions organized by industrialists and commercial companies, and this afforded him great prestige.

In this first MAPFRE poster, Penagos depicts the figure of a harvester with a bandaged hand covered in blood, who is turning around toward the viewer, while his colleagues keep working. The four individuals are portrayed with the same clothing and their faces barely reveal any personalized physical traits. The artist was probably trying to create a prototype day laborer with an anonymous aspect, so that other workers could see themselves reflected in a dramatic, unexpected event and understand the need for protection, given how an accident at work could pose a serious setback for them. Most

noteworthy, from an artistic viewpoint, is the simplicity of the composition, achieved using plain colors and simplified forms.

The image of the harvester became an

**The illustrator and painter Rafael de Penagos was commissioned to produce the company’s first brand image**

Left: Rafael de Penagos, *El segador*, 1933

© Rafael de Penagos. VEGAP, Madrid, 2018  
 © Fundación MAPFRE Collections



icon for MAPFRE and the figure was transferred onto metal plaques which were handed out to its members to be displayed at their insured places of work. In the policies at that time, the payment of the plaque, as well as that of the premium, was recorded. Moreover, MAPFRE's first Annual Report, in 1934, detailed the expenditure of 10,790.50 pesetas for the production of plaques for their policyholders. The image of the harvester was printed on a range of media and gave rise to numerous versions with diverse texts, colors and sizes.

The plaques were engraved at the Societé Generale des Cirages Français. Of French origin, this Soci t  was set up in Santander in 1877. As well as operating as a lithographic printing press, it manufactured tin cans, lithographed brass items and advertising plaques.

The harvester remained a strong sign of identity until the 1950s. In this decade the company was transformed and wished to convey a different vision that reflected its diversification into other lines of insurance. To achieve this, the traditional image was adapted,

**Most noteworthy, from an artistic viewpoint, is the simplicity of the composition, achieved using plain colors and simplified forms**

managing to combine the agricultural and industrial sectors. The end result was the use of the bust of the harvester's figure, but with a very different landscape from that of the original poster: the farmhouses were replaced by factory

structures, with the smoke from the chimneys sweeping across a large part of the sky. All encompassed within a circular space, half of which was framed by an ear of wheat, and the other by a toothed wheel.

While the figure of the harvester has been consigned to oblivion by other more up-to-date logos and images, in keeping with the world of corporate strategy and communication, it is interesting to recall how the company's first image came about and, above all, the importance of calling on the most famous illustrator of the time, Rafael de Penagos. The immense legacy left by the Madrid artist, faithful witness of a hectic, difficult time, is reflected in the numerous excellent drawings that form part of the artistic collections of Fundaci n MAPFRE, as well as in the historical plaques depicting the harvester which can be seen at the Insurance Museum. ✕



MAPFRE's historical plaques. Insurance Museum. Fundaci n MAPFRE



# Innovators who are changing the world

TEXT: ANTONIO HUERTAS  
President of Fundación MAPFRE

The Fundación MAPFRE Social Innovation Awards are an opportunity to discover projects capable of transforming the world, in terms of digital health, mobility and the insurance industry itself. Social innovation is key to helping resolve the problems of the 21st century.

If you have an innovative project, an idea you believe could revolutionize the world and help society overcome its difficulties, this is your opportunity. Fundación MAPFRE wishes to help you develop your project and make it a reality. We are looking for initiatives that can transform three aspects essential to any society, namely health, mobility and road safety, and insurance.

We live in a fast-changing world whose transformation is being spurred on by digitization. This calls for economic and technological capabilities that are not within the reach of every region in the world and, sometimes, not even all those living in the same region. The digital divide is accelerating these differences and so, concerned as we are about the most underprivileged, we in Fundación MAPFRE want to do our bit by promoting new social solutions that can respond to the growing needs generated by this digitization process and, without doubt, also to the problems arising from the resulting increase in inequality. This is the reason

for these Fundación MAPFRE Awards and for social innovation being a priority on the agenda of institutions such as ours.

This first edition, which we are promoting together with a magnificent partner in the form of the IE Business School, seeks to discover trends of change, open new markets, both physical and digital, and contribute to the development of social innovation ecosystems interconnecting all the stakeholders, all key to solving society's problems.

Over the next few months, the Foundation will be contacting the leading social innovation centers and laboratories to promote these Awards and encourage them to put forward powerful nominations for each of the categories. We are looking for dynamic ideas and approaches, and disruptive models, which can most likely be transformed into useful solutions for improving mobility and road safety (*mobility*), health (*e-health*) and insurance (*insurtech*).

In the field of health, for example, the rules of the game are changing, and the challenges are unimaginable. We are heading toward connected medicine, whereby the home will be



Antonio Huertas, president of Fundación MAPFRE



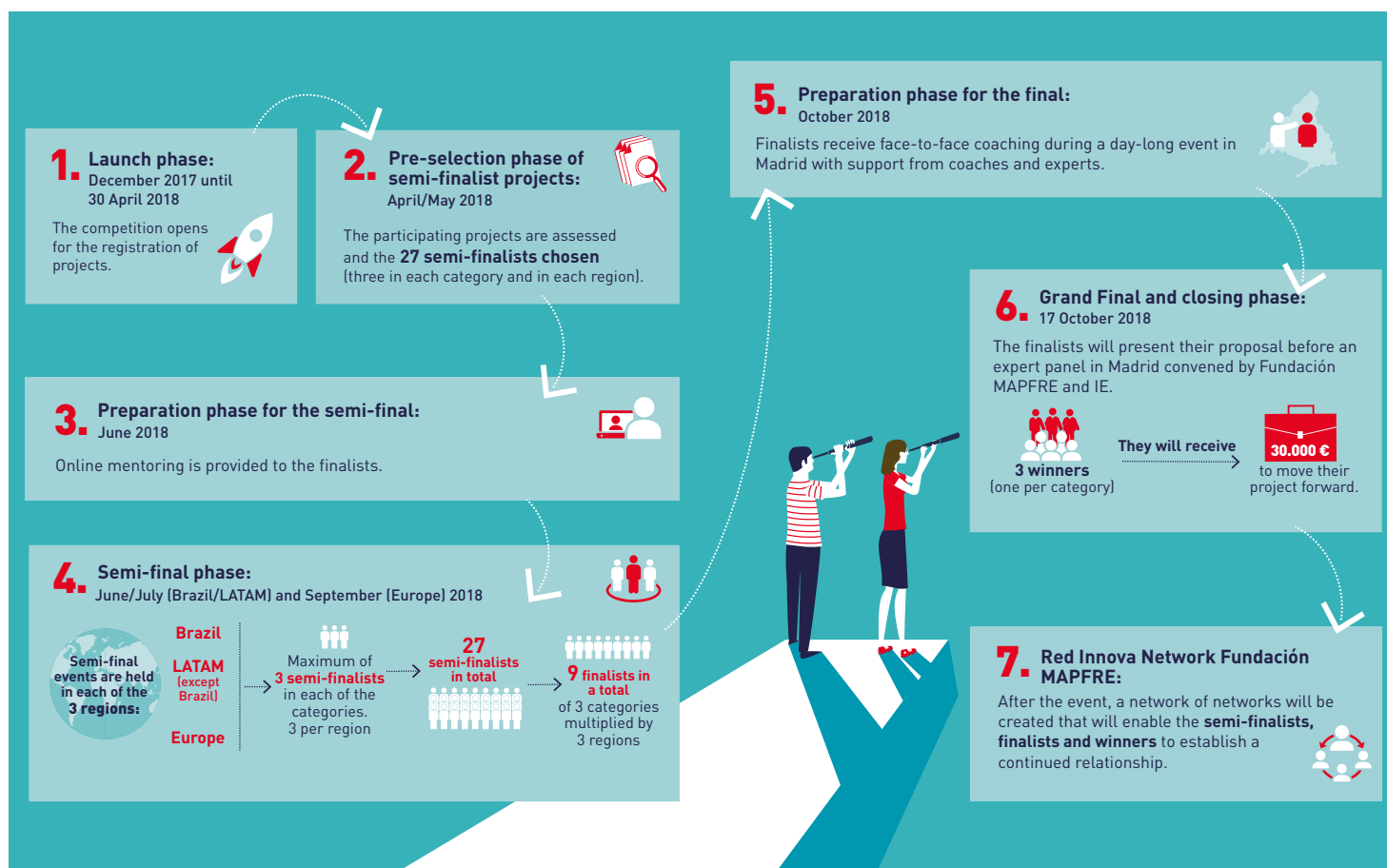
the most common 'hospital' for treating many pathologies. For urban environments, efficacy will be optimized by better management of core health-related issues, such as by using video consultations. But that urban development also opens the door to high-quality medicine for many remote areas of the planet that cannot afford access to traditional medicine facilities. The mobility we know today is also going to change – indeed it is already changing. We need to design, comprehend and adapt to a new connected environment where vehicles will really come to the fore. They will continue transporting people, but there will also continue to be pedestrians or cyclists.

## To close the inequality gaps, not only do we need more and better solutions, but rather, above all else, those that are new and different

This new reality has to be organized and managed so that it can adapt to society, and not the other way around, whenever possible.

The challenge is greater in those regions of the planet where

inequality is greatest. To close these inequality gaps, not only do we need more and better solutions but rather, above all else, those that are new and different. Some Latin American countries are already implementing innovative financial education methodologies, offering tools to overcome the microcredit barrier and enable small local organizations to obtain funds from the community. These are then distributed within the same group in



“We live in a fast-changing world whose transformation is being spurred on by digitization. This calls for economic and technological capabilities that are not within the reach of every region in the world”, Antonio Huertas

the form of credit, savings and investment to finance their needs.

With the launch of these awards, we are starting up an innovation *Got Talent* to help develop products and services that meet society’s needs, are sustainable over time, and have the potential to transform the culture of a community, or even a whole city. We are looking for *GameChangers*,

people with initiatives and social awareness who convey passion, ambition and commitment, and are developing projects and strategies to transform their environment, build a better society and make a positive impact on the world. Today we are all called upon to be agents of change and contribute to the transformation of our society.

Join the challenge! #scalingyourimpact

## A world full of brilliant ideas

London, São Paulo, Medellín, Berlin and Mexico City are just some of the cities in which many of the foremost social innovation centers are located. These are areas dedicated to entrepreneurship, openly encouraging participation and integration. These are key to keeping in touch with customers and investors, and being able to launch new proposals, projects or startups which will impact on social, economic, urban, cultural and political life.

One of the most outstanding is the UNLTD foundation —[www.UnLtd.org.uk](http://www.UnLtd.org.uk)— which offers support to over 1,000 social entrepreneurs each year through its Global Network Social Entrepreneurship Network (GSEN). With a presence in nine countries, including Spain, it offers innovators access to training and advice, as well as to a comprehensive network of executives and philanthropists interested in supporting social entrepreneurship projects. Likewise highly active in the British capital are Nesta Impact Investments ([www.nesta.org.uk/impact-investments](http://www.nesta.org.uk/impact-investments)), UK National Advisory Board on Impact Investing (<http://uknabimpactinvesting.org>), Social Enterprise UK ([www.socialenterprise.org.uk](http://www.socialenterprise.org.uk)) and the British government’s official web page ([www.gov.uk/set-up-a-social-enterprise](http://www.gov.uk/set-up-a-social-enterprise)), which explains how to create a social innovation enterprise and how to obtain financing.

Brazil has two outstanding innovation centers located in São Paulo. They are the Amani Institute (<https://amaniinstitute.org/what-we-do/social-innovation-management>), a training center for potential innovators, which offers practical experience in

countries such as India, as well as participation in the Social Innovation Management program, which can be combined with professional activities. Also noteworthy in this Brazilian city is the Impact Hub São Paulo, (<http://saopaulo.impacthub.com.br>), which offers a host of conferences and open days with top-flight entrepreneurs, where experiences can be shared. In Colombia, a striking factor is the growth experienced in the city of Medellín when it comes to promoting social innovation.

Truly exemplary is the social innovation center of the ANSPE (National Agency for Overcoming Extreme Poverty) —[www.idsocial.co](http://www.idsocial.co)— which provides both technical and financial support for projects whose goal is to offer solutions for the problems affecting the very poorest in the country.

Of note in Mexico City is the EGADe Business School, Tecnológico de Monterrey (<http://egade.mx/en>), which offers Master’s and PhD programs in the field of social innovation, with the aim of producing ethical enterprising leaders. In collaboration with the International Business Community, it runs internship programs in companies, consultancy projects, project-related research and services for entrepreneurs.

Another social innovation center which has also been operating in Spain since 2005 is the Ashoka Foundation, founded in the United States in 1981. It works with businesses to discover their potential for being agents of change through their employees, and promotes the *changemaker* attitude by selecting innovative individuals who are improving the lives of millions of people.

Illustrations: © Thinkstock







# If you know them, you'll take care of them

TEXT: RAQUEL VIDALES PHOTOS: AVAFES CANARIAS

“You cannot conserve what you don’t know.” This is the motto of the I Know My Fauna program run by the environmental organization AVAFES Canarias, with the support of Fundación MAPFRE Guanarteme. The aim is to teach schoolchildren and people with disabilities to discover the habits of the wild animals in their environment, as this is the only way they will feel inclined to love them and care for them.

“Hi. My name is Víctor. I’m going to tell you something very important about turtles. Turtles don’t eat seaweed, but rather jellyfish, as their digestive system is designed for this. But, if we throw plastic cups into the water, turtles may get confused, think they are jellyfish, and swallow them. And then they may die.” Víctor, who tells us this in a promotional video, is one of the 6,000-plus children in the Canarias who, over the last ten years, have become ‘green sentinels’ after attending the environmental education workshops organized regularly by the AVAFES Canarias association for schools and people with disabilities. What does it mean to be a green sentinel? Basically, to be a guardian of nature, caring for endangered animals, and explaining to others what should and should not be done to help conserve the natural environment.

In 2008 a group of veterinary students began wondering what could be done about the general public’s lack of knowledge regarding the situations encountered on a daily basis in a wildlife hospital: animals who are wounded or in a critical condition due to the accumulation of waste in the sea, the dispersal of toxic substances in the natural world, being run over, light pollution... But they realized that, in order for citizens to become aware of these issues, the first step should be creating a bond between them and the animals: see them up close, stroke them, feel them, even give them names. And that is how they

started working, following a maxim: “You cannot conserve what you don’t know.”

Thus was I Know My Fauna born a decade ago. This is a program of courses offered in wildlife hospitals and natural spaces, so that children in the Canarias can learn about the habits of the different species of wild animals that live on the islands: what does a turtle eat; what do the blue chaffinch or the ‘guirre’ (Egyptian vulture) – both birds in danger of extinction – need to survive; what to do if you come across a wounded animal... Once they have assimilated all this through games and videos, those participating become green sentinels, which means they undertake to take care of – and get others to take care of – nature. And they readily take this on as a truly important mission, for they have seen with their own eyes the fatal consequences simple negligence may bring about.

But, little by little, after the experience of the first few years, the organizers of AVAFES noticed that something was lacking. “We realized that the workshops were sometimes attended by people with special needs (intellectual or physical disability, or mental illness) and yet our activities were not adequately adapted. We saw that they could benefit from these activities as much as – or more than – others, given that sensory contact with nature is highly beneficial in general, and so we set ourselves a new goal: organize specific courses for these groups,” explains the biologist Federico González Moreo, the project coordinator.

In 2013, with the assistance and financial support of Fundación MAPFRE Guanarteme, the first workshops for people with disabilities and at risk of social exclusion were run. Since then, dozens of users from local associations working with these groups have incorporated the philosophy of the green sentinels into their lives. Two of them, Wendy García and Juan Carlos Alamo, have even become protagonists of one of the videos that the monitors use as a teaching tool in the courses. Wendy is Violeta and Juan Carlos plays Leoncio: these two greens sentinels explain the special characteristics of the archipelago's native species and the hazards humans pose to them.

The work of AVAFES and our Foundation with these groups is achieving results that go beyond environmental education. "Firstly, of course, those who participate

in the workshops become aware of the need to take care of nature. But, in addition, for them this is also an integrating activity which brings great satisfaction on many fronts, as not only do we organize courses, but also excursions, beach clean-ups, etc. Some are even gaining work experience to become environmental monitor assistants. Apart from being a stepping-stone toward a job, this affords them greater visibility and normalizes their presence in schools," González Moreo stresses.

"The sea is dirty and the fish are dying because people throw trash into the sea," says a student in an AVAFES video. "And it's the end for us too. Where are we going to swim?" another insists. Because they are already aware and know that what they have discovered and enjoy needs to be conserved. ✕



## ***The beaches, cleaned up***

The I Know My Fauna program is not limited to organizing environmental education courses for children and people with disabilities. From the outset, the workshops have been complemented by periodical activities such as excursions to observe the wildlife or release fauna back into the wild, and clean-up operations on beaches in the Canaries.

In 2013, Cristian, José and Israel, three youngsters from Actrade (Canaries Association of People with Pervasive Development Disorders) were tasked with releasing three loggerhead turtles which had spent several months in rehabilitation at the Wildlife Recovery Center of Tafira. These turtles had become entangled in nets and garbage which had damaged their flippers. The vets had therefore decided to remove them for a while from their natural surroundings in order to heal them.

Once rehabilitated, AVAFES was entrusted with returning the turtles to their natural habitat. They took advantage of World Autism Awareness Day to organize this release back into the wild together with several autism associations, with the twofold objective of this fun activity fostering environmental awareness, as well as greater visibility and integration for those with this disorder.

Another activity organized within the I Know My Fauna program is the clean-up of beaches. AVAFES volunteers periodically arrange clean-up operations which not only serve to collect garbage, but also to motivate society and make the public aware of the need to look after the natural surroundings. Plastic bags, hooks and pieces of raffia are especially dangerous for wild species that live in the waters of the Canary Islands.

30 people participated in the latest operation, organized at the El Cabrón beach in October last year. They

were from ADEPSI and APADI, two associations working for the social and labor inclusion of people with different disabilities. The activity began with an awareness talk and ended with the distribution of ashtrays among the people who were on the beach, and the release of shearwater chicks rehabilitated at the Recovery Center of Tafira. Sometimes, the plastic elements collected in these beach clean-up operations have subsequently been used as materials for artistic and recycling workshops.



## ***Plastic, the major threat***

One of the greatest enemies of nature – and, perhaps, one of the things a green sentinel most fears – is plastic. More than eight million tons of plastic reaches the oceans each year, which is equivalent to dumping a garbage truck of plastic every minute, according to a recent study published by the United

Nations Environment Program (UNEP).

It is estimated that, each year, plastic kills one million seabirds and more than 100,000 marine mammals and sea turtles. They die by swallowing it, or from intoxication, suffocation or entrapment. The worst thing is that a plastic bottle, for example, can have a lifespan

of 450 years and, during that period, can kill different animals over and over again.

All species of sea turtles, for example, eat plastic fragments. They also swallow bags, which they mistake for jellyfish, a typical prey for them. This often leads them to an agonizing death. The same is true for filter feeders such as

mussels. Even microscopic beings that form marine plankton eat microplastics. Plastics in the sea, in addition to their own toxicity, attract and accumulate the toxins present in seawater.





# Eating well to be happier?

TEXT: CRISTINA BISBAL  
IMAGEN: THINKSTOCK

**Serotonin is a substance that contributes to our well-being and a lack of it seems to be associated to depressive states. We can obtain it from the food we ingest, but can eating better really make us happier?**

Serotonin is undoubtedly one of the most popular neurotransmitters in our body. This is, above all else, because it is related to medication to treat depression. It was back in the 1980s when it was discovered that

people with depression had lower levels of serotonin. The solution came in the form of selective serotonin reuptake inhibitors (SSRIs) which are responsible for increasing the amount of this substance available, by blocking the “reabsorption” of this neurotransmitter. Over the past 30-plus years their prescription by psychiatrists and physicians has become increasingly common. For some, too common. According to Oscar Picazo, a chemistry graduate and dietitian-nutritionist at Fundación MAPFRE: “Recent studies (such as

the one at Copenhagen University Hospital) cast doubt on their efficacy, and reveal that their side effects may have been underestimated. The cost-benefit ratio is not clear, and there are signs that they have been overprescribed.” On the other hand, the same substance is now being taken into account for treating digestive problems.

“Although it may seem surprising, most of the body’s serotonin is actually found in the intestine, not in the brain. Moreover, it has been observed that, with disorders such as diarrhea or celiac disease, serotonin levels are increased, while, in the case of constipation, they are reduced. This has led to an interest in the role of serotonin in irritable bowel syndrome, given that the pharmacological treatment may help regulate the intestinal motility, thus alleviating the symptoms,” Picazo remarks. It should be noted that the verb he employs is *regulate* and not increase. The Fundación MAPFRE expert explains the reason for this too: “In biology, more is not always better. There are generally certain ranges of physiological values within which the body functions optimally. Above or below these values, there may be imbalances. In addition, it should be borne in mind that processes within the body are normally interrelated. If we increase something a lot, we are probably causing an imbalance in other parts of the system,” he states.

What does seem clear is that an adequate amount of serotonin can help keep us in a good mood while, at the same time, facilitating our digestion. But medicines are not necessary to achieve this balance; it can all be done

through what we eat. “The body is capable of producing serotonin from an essential amino acid present in food proteins – tryptophan,” Picazo points out. You might think that, if we were to eat more foods high in tryptophan, thus could make us happier. Among these foods are some seeds, such as sesame, sunflower or pumpkin seeds, almonds and other nuts, cheese, meats and fish, pulses and eggs. It is said that some foods such as bananas contain serotonin, but they are really very small amounts. In addition, vitamin B6 plays its part in the synthesis of melatonin and serotonin. And carbohydrates help to make tryptophan more available, compared to other amino acids, by improving the formation of these neurotransmitters.

Despite all this, there appears to be no evidence that, if more tryptophan is consumed, serotonin levels will increase. “It is true that a tryptophan-deficient diet could adversely affect serotonin levels. But a high intake is not necessarily better, since the transport of tryptophan across the blood-brain barrier is limited and regulated.

The solution, in Oscar Picazo’s view, does not solely depend on a good diet. “It seems that focusing on aspects such as our quality of life, social support, resilience and, of course, healthy lifestyle habits (diet, exercise, rest, avoiding smoking and alcohol) is, in the long term, most likely to be the best recipe for happiness.” ✕

**It seems clear that an adequate amount of serotonin can help keep us in a good mood while, at the same time, facilitating our digestion**







# Working Diet

TEXT: ÁNGEL MARTOS

Cafeteria or lunch box, fresh fruit or vending machine, going out to eat or sitting in front of the computer... Healthy eating is increasingly at the center of our working lives. And also in the health prevention strategies of companies. This topic was the subject of debate at the Food and Health in the Workplace seminar which Fundación MAPFRE and the Spanish Nutrition and Dietetics Academy organized in Valencia.

The legendary photograph *Lunch Atop a Skyscraper* was taken on September 20, 1932, during the construction of one of the Rockefeller Center towers in New York. The identity of the author remains unknown. As does that of the workers seated on a girder at a tremendous height, during their work break, their feet dangling above Manhattan. We are fascinated by how natural they look and imagine them chatting away, oblivious to the dangers of possibly falling. But, what if the danger depicted were not an industrial accident? What if the hazard lay in that mid-morning snack wrapped in newspaper?

Healthy eating has become the new field of interest for occupational health experts. “Proper nutrition is the basis of productivity, safety, wages and job stability” argues Christopher Wanjek in his book *Food at Work*, published in 2005 by the International Labor Organization (ILO). Are companies therefore hurting their own interests by not

offering their employees better options? What are the guidelines for improving this situation? Does the Spanish gastronomic culture protect us from bad practices? What strategies have been implemented and which have proved successful?

To respond to this and many other questions, Fundación MAPFRE and the Spanish Nutrition and Dietetics Academy organized the seminar *Food and Health in the Workplace: Current Situation and New Trends* at the IMED Hospital in Valencia. In addition, this event served to set aside hackneyed views, highlight truths and arouse passionate debates. Because the workplace is full of polarized viewpoints. In the office, one may be a fan of Real

Madrid or Barcelona, of American or Spanish TV series... and of fresh fruit or vending machine products. That glass-fronted monster – filled with such tempting convenience foods, sweetened processed products and soft drinks – is the prime culprit for any expert in the field. “Diabolical” is the term employed, for example, by the nutritionist Pilar Esquer, although “the problem is never the food, but rather what we have become used to eating,” she adds.

## Healthy eating, social benefit

In the case of Spain, on workdays 52.9 percent of workers usually take a full meal (the European average is less than 40 percent), according to the 2016 barometer of the FOOD program, sponsored by the European Union. Moreover, one of every three employees brings a lunch box from home, while sandwiches (1.9 percent), salads (4.5 percent) and fast food (1.5 percent) are rare in this country.

However, 43.5 percent of the fatal accidents at work are the

**43.5%**

OF FATAL ACCIDENTS IN THE  
WORKPLACE ARE THE RESULT OF A  
HEART ATTACK OR A STROKE

## It's lunchtime!

When the lunch break comes, there can be many choices and some may be healthier than others. From the European Union Food program, we propose a series of recommendations that will help us make the right choices.



Always taste your food before adding salt.



Drink water as your beverage of choice to accompany meals.



Consume at least five portions of fruit and vegetables a day.



Try to acquire the habit of taking fruit or a low-fat dairy product for dessert.



Choose cooking methods that do not add an excessive amount of fat.



Prioritize the consumption of whole grains and their derivatives, such as, for example, whole wheat bread.



Increase your intake of pulses, fish and eggs, as an alternative to the consumption of meat, especially red meat.



Choose a menu which guarantees the presence of vegetables, especially as a first course or, otherwise, as accompaniment.



Watch the size of the portions. Eat only what you need – no more, no less.



During breaks, avoid nibbling tidbits with too much fat, salt or sugar (e.g. savory or sweet snacks).

result of a heart attack or a stroke, according to the 2016 *Occupational Accident Statistics* report produced by the Ministry of Employment and Social Security. This is a rising trend, Antonio Guzmán, manager of Fundación MAPFRE's Health Promotion Area, reminds us. He advocates "increasing the culture of self-protection and self-care." Making trays of fruit available to employees, for example, "is one of the most successful actions to promote healthy eating that companies can take," says María Luisa Capdevilla, a doctor in MAPFRE's Prevention Service.

### But will that be enough?

Antonio Cirujano, Prevention technical manager at FREMAP, stresses that turning to processed

foods is increasingly common, "because it's so convenient, requires little time and, let's not delude ourselves, is ever cheaper."

As for Francisco Marqués, from the National Institute for Occupational Health, Safety and Well-being, he believes that "it's really difficult to draw conclusions from one isolated intervention... Healthy eating is fundamental, but so is time management, sleep hygiene, encouraging physical activity, combating sedentary lifestyles, and even having a toxic boss or colleague!" Marqués stands by the experiences of the nearly 400 members of the Healthy Companies Network and views the question in the medium and long term, as well as the social – rather than the individual –

benefits: "Those business owners who launch intervention programs looking for a return or savings will probably be disheartened."

### Information and personalization

For Rafael Urrialde, Health and Nutrition manager at Coca-Cola Iberia, the solution lies in individual attention: "Just as we are doing for consumers in terms of precision, individualized nutrition, we have to start taking action on a person-by-person basis in companies too. It's not the same to be working on a factory production line as doing night shifts at a hospital or working outdoors in summer, with temperatures of 40 degrees in Madrid." Even so, Urrialde ventures to offer two basic tips, following the advice of Dr.

Grande Covián, a disciple of the Nobel laureate Severo Ochoa: “Back in the 1990s I recommended “less food and more exercise”, and also eating from small plates, as one of the problems we have today are the portions, the amount you are given in the cafeterias.”

Having reached this point, Domingo Sánchez, CEO of the firm Sportsnet, proposes actions in varying degrees, depending on the type of company, using the Internet. These include the assistance of a nutritionist, whether

in-house or remote; running on-site or online workshops; cataloging the nutritional status of menus using traffic light colors; and even coordinating with the hospitality sector.

There are many other potential measures, depending on the characteristics of each company. David Martínez, from the Prevention Department at FCC Environment, explained the success of their healthy tapas contest, now in its third edition, which was born out of a healthy

eating workshop for the cleaning staff at one of their facilities. Pilar Esquer speaks of “changing the concept of cafeteria for that of a “work café”, a multi-purpose area that workers can use for eating, but also for meetings, resting or brainstorming sessions.” The fact is that, as Marqués also stresses, “the surroundings are fundamental; eating in a pleasant, motivating, warm environment not only influences how we eat, but also the result of that meal.” ✕

## ***Pilar Esquer: “If the dishes are healthy, I go for the menu”***

“We are what we eat, but we have no idea of the extent to which this is true”, Pilar Esquer, an expert in nutrition, declares passionately. That is why she advocates greater awareness of our eating habits, also in relation to the sustainability of the planet. “Many experts speak about being on a *four-degree diet*, for the expected increase in temperature as a consequence of these eating habits.”

**In the office, do you prefer to bring a lunch box or go for the menu?**

Freshly prepared food is organoleptically richer and conserves the nutrients better. So, if the dishes are healthy, I go for the menu.

**You talk about managing stress from the stomach. How is that achieved?**

Food is neither stressful nor relaxing, but we can indeed follow a diet that helps us maintain a balance. For example, avoiding the roller-coaster of sugar intake as we eat various foods, often without even realizing it. Poor management of blood sugar levels is often behind many conflicts.



Imagen cedida por Pilar Esquer

**Is a meeting at six in the evening fertile ground for aggressiveness?**

It’s putting all your money on things not working out, as everyone is really tired. But, if there’s no remedy, you must at least take into account when the last meal was, what time the meeting is at, and how you can maintain those sugar levels so as to perform optimally.

**You also defend the consumption of fats.**

They are absolutely necessary. They cover our cells with a lipid layer. Our

brain, if we drain it, is 60 percent fat! However, we need to explain which should be included in our diet and which avoided.

**The Omega 3 and Omega 6 fatty acids, which are found in olive oil, nuts...**

And fish! Our emotions are so closely linked to food that you can even predict the murder rate of a country on the basis of their consumption of fish. Thanks to the remains of the first hominids found in Africa, it was found that the skulls of those who lived inland had a

great many more chips than their peers on the coast, and the fundamental difference was the diet. The psychiatric world is also starting to tackle many pathologies from that perspective.

**We know that vending machines are a nutritional nightmare... What other bad habit would you highlight?**

The habit of eating while we’re working. We are the only animal that does something else while eating. If you have a pet, try bothering it while it’s eating...



# Fundación MAPFRE projects that help development



## Nutrition

To be able to progress, it is essential to have your basic needs covered. Beyond mere figures, with each plate of food, we are changing the life of a person, their family and those around them.

In 2017, we collaborated with **97** projects serving a total of **151,155** beneficiaries:

**99,073** people received nutritional support.

**99,019** people obtained medical treatments funded by our health projects.

**122,355** children and youngsters improved their education.

**45,603** people benefited from programs facilitating access to the labor market.

**1,198** women received training to further their empowerment.

More information: <https://www.fundacionmapfre.org>

We believe that integral education consists in satisfying all those aspects of people's lives that enable them to live up to their full potential. For this reason, we work in collaboration with local organizations on projects that foster nutrition, health, education, access to the labor market, and the empowerment of women.



**Empowering women**  
We believe women are the principal agents of change in their communities and we support their fundamental role in generating a social stratum that facilitates social evolution.



**Access to employment**  
We support access to employment for people suffering social exclusion and we encourage entrepreneurship by offering workshops, project evaluation, business management training, and support for gaining access to markets and credit.



**Education**  
Through education, we offer the chance of a good job, given that, with steady employment, families can afford to send their children to school. We can thus break the cycle of poverty.



**Health**  
Health is one of the basic needs of any person. Hygiene education, access to safe drinking water, a balanced diet, and the possibility of access to medical assistance are the mainstays of our projects.



# I'm a micro-donor

TEXT: ANTONIA ROJO  
PHOTO: THINKSTOCK

I confess: I'm a micro-donor. And I'm not alone. I form part of that 24.3 percent of Spaniards over the age of 18 who try to do their bit to make this world a better place. According to the Study of Spaniards Collaborating with NGOs and the 2016 Donor's Profile of the AEFr (Spanish Fundraising Association), there are 9.3 million of us... and rising. The improving economic situation and the advent of the new technologies have been key factors in producing dramatic changes in solidarity trends over the last few years.

It is still common to find groups of young people in our city centers offering information on the NGOs they represent and trying to sign up new members to make their projects financially viable. However, as in so many other areas, solidarity nowadays can be expressed simply by connecting to the Internet and searching for a social crowdfunding platform.

Fundación MAPFRE launched its own platform – #SeSolidario – in March 2017 with a special mission:

to act as a bullhorn publicizing small organizations, which make up 76 percent of the social enterprises in Spain. “They receive a mere ten percent of the subsidies and yet they offer more direct help to a greater number of people at risk of social exclusion,” explains Pedro Méndez, from Fundación MAPFRE's Social Action Area.

#SeSolidario represents advice more than a command, a boost rather than an order. Its aim is to channel that collaborative energy flowing between civil society and the NGOs. “We are the only foundation that provides small social enterprises with a comprehensive program to help solve their greatest needs,” Méndez stresses. The sector has welcomed this Fundación MAPFRE initiative with open arms and, so far, over 200 entities have signed up to the program. “We focus on providing specialized training for carrying out their activity, offering to spread the word and publicize



their cause, arrange volunteering collaborations to facilitate the execution of their projects, and raise funds through crowdfunding,” Méndez points out.

The fact is that social enterprises not only rely on money: human and media capital are the other pillars on which to build a sustainable goal. “Granting us greater visibility means people get to know us and what we do... if I get a lot of help, I can help a lot!” states Pilar Aural, founder of the ‘Pato Amarillo’ [Yellow Duck]. Her organization, which supports struggling families in the Orcasitas neighborhood of Madrid, was one of those chosen to inaugurate #SeSolidario.

The program consists of two causes: ‘Vidas Cruzadas’ [Interwoven Lives], with projects centered on the well-being of people affected by rare diseases or functional diversity. And ‘Cuenta con Nosotros’ [Count on Us], which collaborates with entities offering support to those most in need with food, clothing, medicines, etc. There is a third additional cause, ‘Emergencias’, which is solely triggered in response to natural disasters and extraordinary aid campaigns. “Each year we renew the solidarity projects and organizations that form part of each of these causes. We always distribute donations – whether monetary or otherwise – in an equitable fashion between them,” declares Belén Rosales, from Fundación MAPFRE’s Social Action Area.

In 2018, the new causes have truly descriptive names. Such as ‘El Patio de los Valientes’ [Playground of the Brave], which aims to prepare a recreational area for children admitted to the Oncology Unit of the Virgen del Rocío Hospital in Seville. Or ‘Universos Infantiles’ [Children’s Universes], a center caring

for children with functional diversity which wishes to renew its stimulation and learning materials. In Valencia, ‘Mucho más que Comer’ [Much More Than Meals] runs three free schools for children aged 1-3 and is striving to meet the costs of school materials and uniforms. Finally, ‘Hogares para el Futuro’ [Homes for the Future] are supervised flats for mothers with children over three years of age with gender violence or immigration issues. They are provided with food, school integration, medical care, etc. Four specific projects with very clear needs, which can make a real difference to the families they assist.

To form part of #SeSolidario, each organization has gone through a selection process in which transparency is key. This verification and the security of the micro-donation process are, precisely, two of the strengths of this Fundación MAPFRE program. “The perception in society is that only a certain percentage of what people donate to a cause actually goes toward running the project,” Méndez points out. “We guarantee that these are real projects targeting those who need them the most and that one hundred percent of all proceeds go into the project, with Fundación MAPFRE assuming any administrative costs that may arise.”

I have already donated. The process is simple: I went to the Fundación MAPFRE website and learned about the chosen projects. I clicked on the Donate Now button for the one I most closely identify with. I entered the amount I felt I should give. I filled in my personal and credit card details and made the payment. As simple as buying a ticket for a movie. But much more real than any movie and, what’s more, it is tax deductible. ✕

**Fundación  
MAPFRE  
guarantees  
that these  
are real  
projects  
targeting  
those who  
need them  
the most  
and that one  
hundred  
percent  
goes into the  
project**



# Soy Cappaz, the mobile app that empowers thousands of people

TEXT: ÁNGEL MARTOS

The smartphone is one of the most powerful technologies in our daily lives. With the Soy Cappaz app, it becomes a tool for transforming the lives of people with intellectual disabilities.

It is increasingly common to see something like this on our streets: people (we ourselves are often guilty) totally engrossed as they stare at their smartphone, searching for information, looking at a map or reading the news. A picture that often leads to the habitual reflections on the degree to which the new technologies can end up isolating us from others. But perhaps not enough emphasis is placed on the digital revolution's ability to enhance connectivity, even managing to integrate into society those who find this most difficult. As is the case for people with intellectual disabilities. This is the story of one of those small revolutions: the mobile application created by Fundación MAPFRE and the Gmp Foundation to help them in their development as individuals. This tool can now be downloaded for free in any English or Spanish-speaking country, according to the

language of the device's operating system, regardless of the country you are in.

If there were a contest to choose the best name for a service, Soy Cappaz would be the unanimous winner. The effective combination of just two words (I'm Capable in English) sums up its inspiring message: software that empowers and prepares users for their daily family, social and work routines. "Previously, they [my parents] never left me in peace, always wanting to accompany me. But now, with my smartphone, I can go to work on my own, go out with my friends or wherever, and nobody's worried about me." This is the view of the young protagonist of the promotional video for Soy Cappaz, which can be seen on Fundación MAPFRE's YouTube channel. This is in the script for good reason. It faithfully reflects the experience of thousands of

families with a member with some intellectual disability at home. As José Francisco Fernández, director of the Gmp Foundation explains: "There were some parents who told us that they were totally in favor of encouraging their children to be independent. They said they let them go to the special employment center or workplace on their own, but, as soon as they left the house, could not resist the temptation of getting in the car to follow them and see whether they actually reached their destination."

As pointed out in an interview by María Soledad Cisternas Reyes, United Nations Special Envoy on Disability and Accessibility, the families have the duty to empower these individuals so that they can develop their personal and social skills, "and thus avoid resorting to overprotective measures; rather, they must strive to provide them with the tools – and the freedom – needed to be able to





The I Need Help menu of the Soy Cappaz application

cope with daily life perfectly well, on equal terms with their peers.”

This is the reality – albeit, undoubtedly, with a multitude of nuances – faced by the one percent of Spaniards with some kind of intellectual or developmental disability, according to the calculations of the Plena Inclusión organization. A significant population group which, nonetheless, has often been neglected with regard to accessibility, given that the endeavors generally focus more on physical and sensory adaptations.

It is therefore no exaggeration to say that Soy Cappaz was created to fill a void. As Fernández points out, “in this age in which we live, with the ongoing technological development, we felt that this kind of situations could be avoided.”

Moreover, from the United Nations observatory, Cisternas notes that “technology is not a luxury for people with disabilities, but rather a necessity.”

Soy Cappaz required 16 months to create and, since its launch in October 2015, has been downloaded thousands of times on devices running Android, the operating system for which it was designed. Most of these downloads are in Spain, although, as from 2016, numbers have been increasing in the rest of the world, as it can also be installed on smartphones in a further 20 countries (Argentina, Brazil, Bolivia, Chile, Colombia, Costa Rica, Ecuador, United States, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Dominican Republic, Turkey, Uruguay and Venezuela).

Jose Carlos, one of its users, has given Soy Cappaz five stars on the Google Play download platform. These are his reasons: “It’s a very good application for people with intellectual disabilities. My most sincere congratulations. Keep up the good work and make more apps for us.” One of those mobile apps “that were really needed. Hopefully, there will be more support for initiatives of this kind,” says Pepe, another user, who defines it as “very useful, simple and intuitive.” Civil society has also recognized its merits, acknowledged by various institutions and organizations through awards from associations such as Autelsi, Corresponsables and Supercuidadores.

But how has its design warranted so much praise?

Its design is the result of compiling the needs various intellectual disability institutions have passed on to us,” explains José Francisco Fernández. In particular, from contacts with the Garrigou Foundation and the María Corredentora Special Education Center in Madrid, with its 50-plus years of experience, as well as the collaboration with Down Spain and Plena Inclusión Madrid.

The application displays an opening screen with four main sections:

- *My Calendar*, an agenda listing important events, linked to the Google Calendar application and ready to send out messages and reminders.

- *Where Am I?*, which lists the routes usually taken by users on their own, showing as many intermediate points, or breadcrumbs, as needed. “If users deviate from the route, whether in terms of time or distance,” Fernández points out, “the contact person receives an email.”

- *My Tasks*, with personalized video tutorials on specific everyday tasks, ranging from how to use the printer at work to how to put the washing machine on at home, which are activated by scanning bar code labels.

- Finally, *I Need Help* is a button to communicate directly with the support personnel in case of emergency.

Belén Gómez works at Astor, an association in Torrejón de Ardoz (Madrid) which strives to ensure that “all people with intellectual or developmental disabilities, and their families, can achieve true quality of life, as citizens with full rights in a society where fairness and solidarity reign.” She has been able to verify firsthand how Soy Cappaz is helping to make that “self-determination of all individuals” which it promotes a reality, as well as their right to participate in society with guarantees of equality.

“In our case, in the workplace, it provided support for the autonomy of workers performing various tasks, particularly door-to-door mailings,” Gómez remarks. She also underscores the benefits of the video tool: “There are people who find it difficult to know which bus to catch and others

have doubts about the task to be performed. The videos can be recorded on an individual basis and adapted to each person... In our work environment, for example, the use of the microwave was complicated; so, we recorded the video and placed a sticker on it for them to scan with their cell phone and watch the explanation.”

It is precisely this range of everyday acts which, taken together, can do a lot for the quality of life of users of Soy

Cappaz. And this is what enables them to develop as individuals, but also as workers. According to figures from the Spanish Public Employment Service, solely 37.9 percent of Spaniards of working age with a disability have a job or are looking for one, compared with 76.9 percent for the rest of the population. A gap that mobile applications such as the one created by Fundación MAPFRE and the Gmp Foundation are managing to close. ❌



The *Where Am I?* functionality shows you the route to follow

## ***Soy Cappaz crosses the pond***

According to the United Nations, over one billion people in the world live with one or more impairments, whether physical, sensory, intellectual or developmental, thus constituting the largest minority in the world. The First Ibero-American Conference on Technologies for Inclusion, which was held March 7-9 in the Mexican state of Zacatecas, was dedicated to them. The event boasted a comprehensive panel of experts from both sides of the Atlantic to discuss the possibilities presented by current technologies “to ensure that those of us with disabilities

can enjoy better opportunities in the various spheres of our development,” declared Lourdes Rodarte, who runs the Institute for the Attention and Inclusion of People with Disabilities in Zacatecas. The program put together for the conference prioritized practical – rather than academic – aspects, welcoming and publicizing initiatives such as the Soy Cappaz mobile application, created by Fundación MAPFRE and the Gmp Foundation, which is available on Google Play for Android devices in 21 countries, including Mexico.







# Therapy to heal the wounds of poverty

TEXT: RAQUEL VIDALES PHOTOS: KALIPAY NEGRENSE FOUNDATION

One and a half million children live on the streets of the Philippines. Many of them begging, homeless, without love and without a future. Fundación MAPFRE helps to finance two shelter homes that the Kalipay Negrense Foundation runs on the island of Negros, one of the archipelago's poorest, where some 100 children rescued from misery now live.

In 2007 a social worker came across little Lisa hanging upside down in a shanty dwelling, crying in pain after a savage beating from her uncle. She was just five years old, malnourished and dirty. Her uncle gave her a beating because she returned home with little money after begging all day on the streets. Her father had abandoned her, while her mother was a drug addict and prostitute. But everything changed for her that day: that man took her to a shelter home where they took care of her, gave her an education and, above all, affection. Lisa is now a new person: when she was rescued, she would not let anyone give her a hug, but the love she received there transformed her into an affectionate little girl.

David's story is somewhat similar. When he was 12 years old, in 2012, he was found begging for food on the streets.

His family was very poor and one of his siblings had died of severe malnutrition. His father, consumed by the hardship, sometimes mistreated his wife and their children. David was then a child with no future, distrustful and elusive about hugs, but suddenly his luck also changed: he was taken into the same home as Lisa and now smiles with no sign of fear. And he now has a new dream: to become a sailor.

Lisa and David are two of the 400 children rescued by the Kalipay Negrense Foundation since 2007 in the western region of the island of Negros. This area is one of those with the highest rate of child poverty in the Philippines, in itself already a poverty-stricken country. According to UNICEF, around 23.7 million citizens of this country (a quarter of the population) live below the poverty line, while six

million children suffer from malnutrition.

But poverty never comes alone: it is always accompanied by violence, abuse and exploitation. According to UNICEF, of the 1.6 million who live on the streets, 600,000 are forced into prostitution and around 28 are arrested for some offense on a daily basis. For this reason, the Kalipay rescue program not only consists of taking children in and meeting their material needs until they reach adulthood. It is also designed to offer them a home where they can heal the emotional scars of abuse and poverty. A new life. As Anna Balcells, founder and president of Kalipay, explains "therapy is important for these kids to overcome their past and lead normal lives, while avoiding them turning into abusers themselves in the future. We need to break this chain of pain."



### A true home

In order to achieve this goal, Kalipay runs two shelter homes in or near to the city of Bacolod, the most populated in the Negros Occidental province, where the rescued children live in a real home: they receive food, clothing and medicines, but also education and therapy. The so-called Haven Home is located in the city of Bacolod and currently houses 20 minors: six babies, six young children and eight adolescents. The other is called Recovered Treasures Home; it is in the city of Bago and currently houses 76 children. There is a school within their facilities and teachers give

them classes Monday to Friday. Each home has an administrator, social workers, psychologists, cooks and drivers. But the most important thing is that men and women acting as parents also live there with them. In this way, the children can feel that they are in a real home, receive love and have role models on whom they can rely.

### The four pillars

Kalipay's good work is founded on four guiding principles: "no child should be on the streets; no child should go hungry; no child should be denied education; and no child should be subjected to violence."

Following these maxims, the organization developed a residential care program for children who have suffered – or are at risk of experiencing – any of these situations: abandoned, malnourished or orphaned children, minors forced to work, or victims of physical or sexual abuse, or people trafficking. "The first baby I rescued was living on the street; his feet were burned and he had only ever drunk coffee, never milk. He was less than one year old, maybe eight months. That baby changed my life. I realized that we had to do something to save these children," Anna declares.

“No child should be on the streets; no child should go hungry; no child should be denied education; and no child should be subjected to violence”

For three years now, Fundación MAPFRE has been financing the Kalipay residential program. “This support has been really important for us. We were going through a bad time and maybe would have had to close, were it not for Fundación MAPFRE,” Balcells states in an interview recorded on video, which can be seen in the digital edition of this magazine.

### Love and education

“In Kalipay we give them a roof and food, but also something very important – a lot of love and affection. We assure them that no one will hurt them again, that we are going to protect them,” she stresses. The rescued children also receive something very important that many of them have never had – Education. “We make sure that all those who are capable can go on to university. We already have six who have graduated, and that is indeed a triumph,” the founder of Kalipay proudly declares.

“What makes you happy?”

For some, happiness is owning a dream house or automobile, or traveling. Others find happiness in simple things, like spending time with their family, eating a favorite dish or receive a comforting text message from a friend (...). But, do you know that there are children whose idea of happiness could break your heart?” Balcells asks in a letter that can be read on the Kalipay website. “I asked some children what made them happy and these were some of their amazing answers: not being hit for a day; not being seen by the person

who molests them; to be treated like a normal child in their own family. With these words, what they mean is that they want to be

fed and, from time to time, receive some love and affection.”

Kalipay, in the local Hiligaynon language, means happiness. ✕

## For the well-being of the community

The Philippines is a country made up of over 7,000 islands, but most of its population is concentrated on just 11 of them. Over the last decade the archipelago’s economy has doubled, with growth rates of six or seven percent each year. Paradoxically, this has not been reflected in any improvement of the quality of life for most of the country’s population, a quarter of which remains below the poverty threshold. Currently,

26.3 percent of Filipinos live on less than 174 euros a month.

Over the years, ever since its creation, Kalipay has broadened its scope of action and work, not just with disadvantaged children, but also with families who need their help. It runs community outreach projects and activities, promoting family values to improve the well-being of all its members and the community in general.



### Details

**Name of project:** 2018 Kalipay Negrense Foundation Residential Care Program

**Town/City:** Bacolod

**Target group:** Minors and people with disabilities

**Number of beneficiaries financed by Fundación MAPFRE:** 95

**Total number of beneficiaries of the project:** 104

**Lines of action:** Nutrition, health, education, residential shelter and social services.

**Amount contributed by Fundación MAPFRE:** 30,000 euros

**Website:** kalipaynegrense foundation.org





# Volunteering, a way of looking at life

TEXT & PHOTOS: MARÍA FLORENCIA RODRÍGUEZ ESTÉVEZ

María Florencia Rodríguez Estévez has been working for 14 years at MAPFRE ARGENTINA and, since 2008, participating in the company's Volunteering Program, one of the first in her office to sign up. For her, this activity became a way of looking at life.

*"Many little people, in little places, doing little things can change the world"*

Eduardo Galeano

When you are a volunteer, when you feel it profoundly, when you take on that commitment as an act of love, it undoubtedly becomes a way of life, the desire to help is spontaneous. From my earliest days as a volunteer at MAPFRE, I discovered that this is a two-way affair.

That's what makes it magical, because you receive so much back that, little by little, your life starts changing. Each action, however small it may seem, produces a change in the other person, and in ourselves.

I've participated in different activities, with different groups of colleagues and, over time, I've been joined by family, friends... and, looking back, I can see the path I've traveled, compiling incredible stories along the way that have significantly marked my life.

One of the most memorable actions was building a house for a family with very limited economic resources. Those were days of really intense work. We had to put body, mind and soul into it; we could sense the poverty, we felt it, we walked in the shoes of others and comprehended situations from the inside. It was a truly profound experience, the kind that makes you start reconsidering many aspects of your life: the things you possess, how much we can change the lives of others if we set our minds to it, if we combine our efforts. It was very moving and motivating to offer that family a roof. Today, five years after that experience, I still recall it with the same emotion.

Other milestones on my journey as a volunteer include having discovered the Hogar San José, where homeless elderly people live, many without a family, and where, eight years ago now, we collaborated tirelessly on a range of activities. We carried out gardening chores and recreational activities, but, above all else, we shared time, chats, stories and moments of joy. This relationship shows me that, when things are done with a genuine heart, a bond of mutual love, impossible to break, is formed. We've lived out so many stories at that residency; I've seen colleagues' children grow up and, over time, seen them also go down the volunteering road.

Today, after so many years, the Hogar San José is our home, a feeling that is difficult to explain with words, but one which those of us who have been going there for years all share, a beautiful feeling that always encourages us to return.

And I must highlight the fact that, at the end of 2017, I participated in the organization of the Different Race, the first competition for children with disabilities. It was a great challenge, something new for the MAPFRE volunteers in Argentina, and an experience that, without a doubt, we want to repeat. We joined in to help realize the idea of a passionate group of athletes, who were thinking of the less fortunate and saw the possibility of offering children with various physical, motor and intellectual disabilities a chance to enjoy the experience of practicing sport. It was wonderful to see children together with their families, volunteers, athletes, "payamedics"... participating in an unforgettable party and see all of them cross the finish line. These are the things that reaffirm my volunteering vocation every day!

Today, after all these years as a volunteer in MAPFRE, I can say that I've made friends, formed valuable bonds that will no doubt accompany me throughout my life and I choose to continue down this path. I hope there will be many more of us! ✕

**Each action, however small it may seem, produces a change in the other person, and in ourselves**



# Another Way to Help

TEXT: MARTA ROZPIDE

## The scars of acid: a struggle for dignity

In 2012, the world was shaken by the news of the multiple rape of a young girl in New Delhi. The overall data reflecting the number of hate crimes against women have not improved since then. India is one of the countries where most sexist attacks take place each year, with one of the most common being the use of acid to disfigure the face and identity of girls and mothers, young and old. Around

300 women suffer these attacks on the Asian subcontinent, according to official data from the Interior Ministry. MakeLoveNotScars is the main organization assisting these women, left defenseless by the law, society and their families. Its founder, Ria Sharma, is only 25 years old, but that did not stop her coming back from the United Kingdom, where she was finishing her college degree

course, to actively combat sexism in her native country. At its center in Delhi, the organization offers medical treatment and legal support, as well as rehabilitation through the only training school in the world for the full social reintegration of these women: SKILLS NOT SCARS. More information at: <http://makelovenotscars.org/>



Photo: Twitter  
@MakeLuvNotScars





## Thanks to ashes you will be planting trees

In 2017, the northwest of the Iberian peninsula suffered the worst fires of the decade. More than 200 fires devastated Galicia, forcing more than 4,000 people to abandon their homes and laying waste to almost 50,000 hectares that were burned to a cinder, more than in the previous three years together. The Galician Environmental Association, in collaboration with Tiempo BBDO, have created “Árboles de Cinza” [Trees from Ash], an initiative whose aim is to reforest these devastated areas. The idea is to sell

ashes, the remains of the thousands of trees that were burned down during the fires last fall. In addition, those running the project stress that it not only serves reforestation purposes, but also to remember the disaster and prevent it happening again. The funds collected are used to create programs to restore the affected areas and, in exchange, those collaborating with the project can use the ashes as natural fertilizer to help grow other plants. Further information at: <https://www.arboresdecinza.es/>

## The best hotel in Europe

Over 50,000 refugees have been seeking asylum in Greece for decades. Children, youngsters, couples and families without a fatherland or home trapped in this Mediterranean country. Given this desperate situation, in 2016 a group of activists took advantage of a famous hotel in the Greek capital abandoned after the financial crisis. From that time on, the City Plaza Hotel became home to more than 1,500 refugees fleeing armed conflicts in countries such as Syria, Iraq, Pakistan or Afghanistan. Over 200 children form part of the nearly 2,000 refugees who received help from the organization “The Best Hotel in Europe” last year. Thanks to this fully self-managed initiative they are offered food, clean, tidy facilities, a pharmacy, school materials, language classes, safety and legal support. The whole thing relies on donations and the constant, daily work of hundreds of volunteers who, in addition, work hard to

achieve the integration of these homeless people within Greek society.

Further information at:

<https://best-hotel-in-europe.eu/es/home/>



Photo: Facebook of TheBestHotelinEurope

## Seen on the Web

Learn about all our activities on social media. In this section you will find a selection of the best posts on Facebook, Twitter and Instagram.

### f FACEBOOK

@FundaciónMapfre  
@fundaciónmapfrecultura  
@EducatuMundo  
@FMobjetivocero

### t TWITTER

@fmapfre  
@mapfreFcultura  
@EducatuMundo  
@FMobjetivocero  
@FMculturaCat

### Instagram

@mapfrecultura

### THE BEST TWEET

@fmapfre

The Fundación MAPFRE Social Innovation Awards seek out those projects which enhance health and digital technology. Have you still not sent in your nomination? [bit.ly/2Bs5TNa](http://bit.ly/2Bs5TNa) #eHealth



### Instagram Brassai

Picturesque spots, details of everyday life, monuments of the city... Brassai photographed the city of light both by day and by night. Pictures that reflect his taste for bold geometries and clipped images. Travel to 1930s Paris with us.

#expo\_brassai #brassai #Arte #Fotografía



### Instagram Miró on Instagram

"I follow dangerous paths and I confess that at times I am seized with panic like that of the hiker who finds himself on paths never before explored, but this doesn't last, thanks to the discipline and seriousness with which I am working," Joan Miró.

#Arte  
#Cultura  
#EspacioMiró  
#Pintura  
#exposiciones  
#Madrid  
#JoanMiró  
#fundación MAPFRE



### f A day with Andrés

Because their disease may be rare, but their dreams are not. Join them. Collaborate.

<http://bit.ly/2hi3MHE>  
#DíaMundialEnfermedadesras



### f Bar Guide

Because we want your business to work, we help you take good care of it. Download our "Guide for the Protection of Restaurants, Bars and Cafeterias".  
<http://bit.ly/2Dwottg>



### f Learning to save by playing



Do you know the latest gaming trend? With "Vive Seguro" you will learn about saving and prevention by playing. Go on, show what you know! <http://bit.ly/2ELE3yG>

**in Hogares por el Futuro - Fundación MAPFRE - Sé solidario**  
fundacionmapfre.ORG

Within Sé Solidario we continue supporting those most in need, such as the Mundo Justo association. Its project “Hogares por el futuro” [Homes for the Future] is designed to ensure shelter facilities are available for women with children who are at risk of social exclusion.

If you want to help it keep going, find out how to donate here.



**in Employment Grants - Fundación MAPFRE**  
fundacionmapfre.ORG



Do You Know our “Employment Grants” program? It is designed to help businesses, the self-employed and social enterprises with the hiring of new talent for their projects.

There are currently nearly 5,000 beneficiaries.

You can find all the information here.

**in Fundación MAPFRE in SICUR 2018**  
fundacionmapfre.ORG



Healthier, safer, better prepared! We wish to show you the tools necessary to prevent situations of risk in the workplace and recommend what the best practices in this field are.

SICUR (International Security, Safety & Fire Exhibition).

**in Discover VT**  
fundacionmapfre.ORG

Formal learning, education cycle... Vocational Training is a field that encompasses a great many concepts. Discover them and learn about all the options for your professional future.

We believe in vocational training.







## Alba's video

"The Happy Days" of Balthus, in the words of Alba. [#expo\\_DBG](#)



## Brassaï on Twitter

The photographer was particularly renowned for his extraordinary treatment of light and the subtlety of the details captured in his images. [#expo-brassai](#)



## Controla tu red

Police officers [@policía](#) have given the first [#ControlaTuRed](#) [Control your Network] workshop to sixth grade pupils at the Sacred Heart school in Madrid.



## Innovation Awards

The Fundación MAPFRE Social Innovation Awards seek out those projects which enhance health and digital technology. Have you still not sent in your nomination? [bit.ly/2Bs5TNa](https://bit.ly/2Bs5TNa) [#eHealth](#)



## What to do in the event of a snowstorm?

Always remember to check traffic and weather conditions before setting off on a journey and assess whether, in the circumstances, it is really necessary.



[https://www.fundacionmapfre.org/fundacion/es\\_es/noticias/temporal-nieve.jsp](https://www.fundacionmapfre.org/fundacion/es_es/noticias/temporal-nieve.jsp)



## Travel safe on the road

We are in the midst of a cold wave! Are you going away for the weekend and snow is forecast? These tips will be useful to you. Take note and travel safe on the road.



<https://www.facebook.com/FundacionMapfre/videos/1993038874054436/>



## Ed van der Elsen

In the 1950s, jazz was becoming increasingly popular. The young people went insane at Amsterdam's Concertgebouw, where they attended concerts by Miles Davis, Chet Baker or Ella Fitzgerald. Ed van der Elsen feels that intensity and manages to capture it with his camera.

[#expo\\_vanderelsken](#) [#Arte](#) [#Cultura](#) [#Fotografía](#)  
[#EdvanderElsen](#) [#BárbaraDeBraganza](#) [#exposiciones](#)  
[#FundaciónMAPFRE](#) [#Madrid](#)



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