

A young girl with dark hair in two pigtails is seen from the side, looking out a window. Her hands are pressed against the glass, and she appears to be holding a small object between them. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The background outside the window shows a blurred view of a building and a fence.

2020

Report



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Fundación **MAPFRE**
Introduction



Fundación
MAPFRE

INTRODUCTION

Why report on a year that
we would all **truly prefer
to forget?**



At the end of my suffering there was **a door**

Louise Glück



The student could not believe his eyes. He was in one of those typical bars that you can find around the main squares of any city, where trash gathers on the floor waiting for a sprinkling of sawdust to be swept up. There, with his elbows on the bar in the dead of winter, he saw a poor man come in, dressed in rags. And the worst part, given the temperature and the filth in the establishment, was that he was completely barefoot. The mere sight of him left him shaken, even more so after watching patrons shoo him away, without giving him the help he was asking for or even noticing his situation. When he reached him, the student had already ordered a coffee and a pastry. They spoke as he finished off his order. The poor man did not complain. He believed his situation to be the result of destiny. He'd seen better times that he felt might return some day. Why wouldn't they? It was an attitude that annoyed the student to a certain extent who had asked at one point how he could walk around barefoot in the dead of winter. The poor man answered tersely that someone had stolen his shoes two nights ago in the shelter where he usually spent the night. The student blew up: what kind of heartless person could have been responsible for such a misdeed! The poor man answered calmly: "Look at my clothes, which you would surely consider rags. Well, my shoes were even worse. They barely did their job. When I woke up and saw that they weren't by my side, I felt sad, not so much for what had been stolen from me, which was worth little, but for the thief and how bad off he must be to want my miserable shoes. I was sad because, although my situation is deplorable, I know, there's someone who has it even worse. If someone stole my shoes, it was because they needed them more than I did."

Why report on a year that we would all truly prefer to forget? What is the point of going over the pain we all, to greater or lesser extents, felt in 2020? Building a speech from the heart is a trap. Reason must always rein in the feelings that are also necessary. No matter how much we reject it, reality is stubborn, and it's always there. Yes, we need to report on this year in which many people were in a bad way but told us that others needed our help more, that we shouldn't waste that precious time on them, because even dressed in rags and barefoot, they were sure that there was someone in an even worse situation. How can we not tell this story?

In mid-March 2020, when the World Health Organization said that we were facing a global pandemic that ignored all borders, did not discriminate between those who have everything and those who have nothing, as the virus was devastating them equally, at Fundación MAPFRE we understood that we could not watch from the sidelines because we were clearly facing the greatest challenge of our 45-year history. That was how we saw it: as a challenge, but with the hope that things could get better. That idea of hope was always greater; it is what pushed us and kept us from giving up. With all of our dreams focused on an action we believed in, but from a foothold in realism, because we were aware that there is no stairway to heaven, we put together a plan designed to save as many lives as possible and mitigate the pandemic's social consequences.



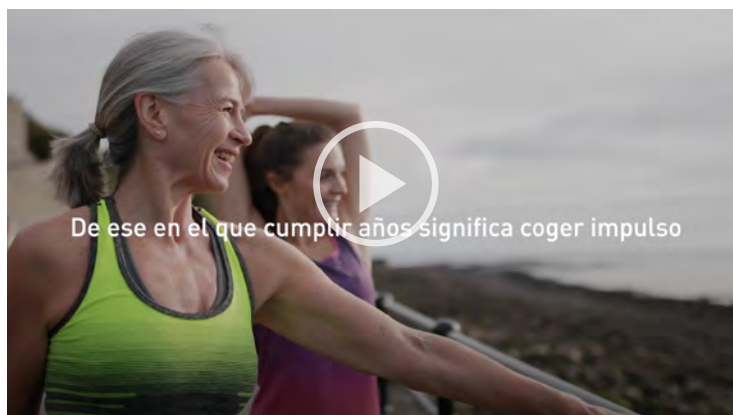


"We have saved lives, supported research, and contributed to keeping the disease from increasing the social consequences of poverty and inequality"

We won't bore you with figures. This report provides a detailed account of everything we did and how we did it. And if you would like to know more, there is a specific annual report on all the actions undertaken in the fight against COVID-19. But we want you to know that we are very proud of everything we have achieved, which we wish could have been more. We have saved lives, supported research, and contributed to keeping the disease from increasing the social consequences of poverty and inequality. More than ever, we were a team guided by a short-term objective. Our work was multiplied hundred-fold with thousands of people around the world who, when they saw us offer our hand, did not hesitate to grab on to it strongly while offering their own hands to others. When solidarity begins its march, there is no stopping it.

Our job is not over. In 2021, we will continue to bail out the sea with a thimble, setting aside a large part of our budget and our activity to fighting against the enormous enemy that is COVID-19, because we know that at the end of our suffering is a door, and behind it the hope for a better world. Although we are now seen for our clumsy rags, we are aware that there is always someone worse off who will see our shoes as a treasure. We have hope that things will change for the better. And we are not alone in that effort. Our bucket of water passes from hand to hand down a line of thousands of people who know that sooner than later the fire will be put out.

COVID-19 disrupted all our plans. Our work is to focus on the consequences, when we believe that the institutions of the third sector need to focus on the causes with long-term projects that improve the lives of people. Some activities had to be canceled, but we resumed them as soon as we were able. Others had to be delayed, but they were ultimately brought to fruition. Still others were redefined to adapt them to the social and public health situation that we are experiencing. The reader has in their hands an annual report filled with resignations and justifications. It may feel like a sigh for what was left behind, and it is, but it is also true that it was not the moment; we had to concentrate on what was most urgent. The following pages also shed light on our flexibility, our ability to adapt and to make quick, accurate decisions. We had already proven that before, but in this ill-fated year that we are still experiencing, we have shown it possibly even more.



Ageingnomics, one of our flagship projects.

In 2020, along with everything else, we have also been concerned with socio-occupational integration for the groups that suffer from physical, intellectual, emotional, or social disadvantages. We were aware more than ever of the importance of financial education and innovation. When we were able to, with the necessary safety, we once again injected the vaccine for the soul that is art. And, of course, in a year such as this one, our prevention and health promotion programs eloquently highlighted the importance they have always had.

We will tell you all about it on the following pages. No pandemic will force us to abandon our commitment to social progress. Now we need, as a thirsty person needs water, for inequality and poverty to take a step back as easily as they take a step forward. We will not allow it, and our volunteers, who are spread throughout some thirty countries, will help us in our efforts.

This year is marked indelibly in our collective memory by the humanitarian tragedy. The short history of our institution will also be marked by the launch of two exciting initiatives that came to fruition in 2020: the Ageingnomics Research Center and the KBr, Fundación MAPFRE Photography Center.

The Ageingnomics Research Center came about in response to the need to respond to the increasingly clear context concerning the increase in both life expectancy and quality of life for people. Aging as such has exceeded the limits of tradition and legislation. There is a group of people over the age of 60 who can act as vectors for economic and social progress. These are the ones who make up what we like to call the experience economy, which is simply leveraging all the knowledge and energy of that this age group offers and can continue to offer. The Ageingnomics Research Center was created for that purpose, incorporating in the syntagm that defines it a neologism made from combining two words: aging and economics. The center will host, as it already has this year, research symposiums and seminars, specialized publications and other less-specialized that will help spread information about our aims. The center was presented officially on December 10, at a meeting presided over by Teresa Ribera, 4th Deputy Prime Minister and Minister of Ecological Transition and the Demographic Challenge.



2020

- **THE AGEINGNOMICS RESEARCH CENTER**

- **KBR, THE FUNDACIÓN MAPFRE KBR PHOTOGRAPHY CENTER**

Two exciting initiatives were launched



Our new Fundació MAPFRE KBr Photography Center in Barcelona, which opened last October.



The Fundació MAPFRE KBr Photography Center reflects the continuity of our activity in Barcelona while at the same time renewing it by taking another step forward. The project includes both the historical photography of the great masters and contemporary work by established living artists and young photographers who have just graduated from schools in Barcelona and have shown that they have their own style. KBr has a clear international ambition with its program and collaborators, but it also seeks to provide a space to show the public the wealth of the photography collections held by institutions in Catalonia. We want to project ourselves beyond a space to the same extent that we want to be rooted in it. We began our journey in September to the unanimous applause of the world of culture, encouraging us to continue.

Prologues and introductions are nothing more than a step toward what comes next. They are, in short, an invitation to read. It has been a tragic year, but the most important of the 45 years of Fundació MAPFRE's existence. If you want to know why, please keep reading.



CODA

Action or words? The latter is easy; the former is much more challenging. For things to change, to foster social progress, it is essential to take that first step. But it is hard to move from words to actions, just as it is easier to stop than to push on. Forty-five years ago, four just men, those who combine justice and reason naturally, decided it was time for action, for MAPFRE to give back to society part of all that it had received. So began this adventure that has not yet come to an end known as Fundación MAPFRE.

Like a snowball rolling down the side of a mountain, we just keep growing, reaching more people and more locations. The vision, mission, and values that built that dream born 45 years ago are now a joyful reality. But we need to keep dreaming. We need to continue with the idea that a better world is possible, but building it is everyone's responsibility. Let's honor those four just men by remembering their names: José Antonio Rebuelta García, José Joaquín Márquez y Álvarez de Toledo, José Ayala y Zabala, and Ignacio Hernando de Larramendi y Montiano. They got that snowball rolling, which over time became unstoppable. May their drive never be stopped, and may we bury the world in an avalanche of solidarity.



1

Governing Bodies



Governing bodies

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Jesús Monclús González

- **INSURANCE AND SOCIAL PROTECTION**

Clara Bazán Cea



2

Mission, Vision, and Values

Mission, Vision, and Values

FUNDACIÓN MAPFRE IS A NON-PROFIT INSTITUTION DEDICATED TO IMPROVING THE QUALITY OF LIFE FOR PEOPLE AND ADVANCING SOCIAL PROGRESS. WE ARE A GLOBAL INSTITUTION WITH A CONTINUOUS PRESENCE IN OVER 30 COUNTRIES, CONDUCTING ACTIVITIES IN LINE WITH THE OBJECTIVES OF OUR FOUNDATION, WHICH ARE:



- Ensuring the safety of people and their property, with a special focus on road safety, accident prevention and health.
- Improving people's quality of life.
- Promoting culture, the arts and literature.
- Raising awareness of the culture of insurance and social protection.
- Improving the economic, social and cultural conditions of the most disadvantaged persons and sectors of society.
- Conferences, symposiums, seminars, and other similar events.
- Campaigns focusing on unintentional injury prevention, road safety, and healthy lifestyle choices.
- Managing and sharing knowledge through studies and research work and a specialized documentation center.

Ethics, transparency, and social commitment are the foundation of all our activities and principles that define how we are:



OUR FOUNDATION

Ethics,
transparency
and social
commitment

To meet these objectives, we conduct a variety of activity programs, including

- Grants for the most disadvantaged people and groups.
- Awarding scholarships and research grants.
- Organizing art exhibitions.
- Specialized teaching and training activities.
- International calling.
- Efficient use of resources.
- Clear, evident, and entirely unambiguous funding.
- Objective selection of our activities, avoiding conflicts of interest and affirming our non-profit nature, independent of any business interest or the interests of any person, entity, group, or power.



We work hard to report on everything we do through all possible channels, because we do not want anyone to be left out of our activities and the social benefits that come with them

Our articles of association and the regulations of the Board of Trustees establish that the governing bodies must comply with all the principles listed above. In 2020, both the Board of Trustees and the Management Committee met five times to supervise, approve, and establish plans for the future, one time more than usual due to the decisions we had to make regarding the COVID-19 pandemic.

The Friday of the second week in January we held a meeting that included everyone who works at Fundación MAPFRE to reflect on this past year of activity and discuss the strategy for the future. We repeated this activity at the end of the first half of the year to validate the progress.

We publish this report each year in Spanish, English, and Portuguese, and, as for the previous

editions, it is available on our website. Each quarter, we publish the magazine La Fundación in Spanish and English (hardcopy), as well as in Portuguese (electronic version only). Both initiatives are in line with our commitment to transparency, which is also true of our website: the best option for keeping up with everything we do.

We work hard to report on everything we do through all possible channels, because we do not want anyone to be left out of our activities and the social benefits that come with them. Throughout 2020, we have received the following awards and honors that endorse everything we do and how we do it. We are grateful for these awards, not so much for the public recognition that they represent, but because of what they mean: the social benefit that someone, somewhere in the world has received.



Awards and honors received in 2020

• 6TH EDITION OF THE SUPERCUIDADORES AWARDS 2020

These awards recognize the work of family and professional caregivers, as well as companies, organizations, and institutions that run programs and activities focused on vulnerable groups, with a particular emphasis on the figure of the caregiver and the sick or those with disabilities and/or dependencies, as well as other vulnerable groups. In the most recent edition, we received an honorable mention for our program "Juntos Somos Capaces."

• SERES AWARD

Focused on the best strategic and innovative actions that create value for society and the company, this award recognizes the work done in 2020 by Juntos Somos Capaces, a program that brings together companies, social entities, and public administrations to integrate people with intellectual disabilities and mental illness into the workforce.

• ASPERGER GRANADA RECOGNITION

For International Asperger's Day, February 15th, the Asperger Granada organization recognized the Juntos Somos Capaces program for its enormous support and commitment to integrating people with this condition into the workforce.

• ASPERGER CÁDIZ RECOGNITION

To celebrate its 15th anniversary, the Asperger Cádiz Association gave an honorable mention to the Juntos Somos Capaces program for its collaboration and support in integrating people with this syndrome into the workforce.

• MADD CT LAW ENFORCEMENT RECOGNITION

Recognition given by the MADD Association for our collaboration in the road safety awareness activities in Connecticut.

• PHOTOESPAÑA 2020 AUDIENCE AWARD

For the Lee Friedlander exhibition.

• PRİDA COMMUNICATION AWARD

For the Tabagım Renkli Hayatım Hareketli project (My Plate is Colorful, My Life is Active) that we have been conducting for over five years in Turkey to raise awareness about childhood obesity and highlight the importance of a healthy diet and daily exercise.

• ORDER OF POLICE MERIT CROSS WITH WHITE BADGE

Received by our General Manager, Julio Domingo Souto, in recognition of the collaboration between the two institutions in the fight against the COVID-19 pandemic and for the joint project Controla tu Red [Control Your Network], which focuses on preventing both the risks associated with Internet usage and bullying at school.

i TO FIND OUT MORE AWARDS 2020

Institution website

› www.fundacionmapfre.org

La Fundación magazine

› <https://revistalafundacion.com/>



3

**Foundation
Activities
2020**

Awards

IN LIGHT OF THE GLOBAL HEALTH SITUATION, WE HAVE BEEN FORCED TO POSTPONE SOME OF OUR CONTESTS. WE HAVE HOWEVER MAINTAINED OUR SOCIAL INNOVATION AWARD CEREMONY IN RECOGNITION OF TRANSFORMATIONAL INITIATIVES. IN THIS NEW CONTEXT, WE HAVE HAD TO HOLD THE SEMI-FINALS AND FINALS ON THE INTERNET ASYNCHRONOUSLY.

Social Outreach Awards

As every year since 2007, our international Social Outreach Awards, endowed with €120,000, seek to recognize the dedication and generosity of people and institutions that work to make our world a better place, providing visibility to those who share our commitment to improving society and dedicate their efforts to making it a reality.

Due to the extraordinary circumstances caused by the COVID-19 pandemic, we were forced to postpone the official announcement of these awards to redirect our efforts and resources where they were needed most.

We hope to reactivate the event and resume our commitment to the outstanding people, initiatives, and actions that contribute to bringing more justice and solidarity to the world.

International Julio Castelo Matrán Insurance Award

In October 2019, we opened the 10th edition of the Julio Castelo Matrán International Insurance Awards. The winner of the two-year award shall receive a cash prize of €30,000. The award will be given to scientific research work of significant importance in the field of insurance and social protection.

Due to the context of global pandemic that we have experienced throughout 2020, coinciding with this year's edition, we felt it was better to postpone it.



Sustainable
development goals

SDG



Social Innovation Awards

In addition to giving a significant push to transformative initiatives, these awards seek to solve real problems that affect real people. We contribute in some way to helping our award recipients grow, which in turn becomes growth that benefits society.

During the first three editions, Fundación MAPFRE has received nearly 1,000 nominations from researchers and entrepreneurs from 22 different countries, primarily in Latin America and Europe. Among them, awards were given to nine projects from five different countries (Brazil, Colombia, Spain, Mexico, and Peru), of enormous quality and a clear impact on the communities where they operate. As a distinguishing element, we also created the Innova Network, the awards' community of social entrepreneurs with members from around the world who act as ambassadors for the awards in over 10 countries, primarily in Latin America.

TO FIND OUT MORE AWARDS

Social Outreach Awards

► https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/premios-fundacion-mapfre/

International Julio Castelo Matrán Insurance Award

► https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/premios-fundacion-mapfre/premio-internacional-seguros/

Social Innovation Awards

Winners, finalists, and semifinalists 3rd ed.

► https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/premios-fundacion-mapfre/innovacion-social/tercera-edicion/

4th edition Currently Underway

► https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/premios-fundacion-mapfre/innovacion-social/



The proposals' quality made it difficult for the panel in the grand finale to choose the three winners. In the health category, the winner was the Peruvian HOPE project for early detection of the human papillomavirus, which causes nearly 100 % of all cervical cancer cases. It is an automatic, easy-to-use, low-cost kit. With the



Pensium, winner of the Insurance Innovation Award, here.

money raised, they send one kit for each one purchased to an impoverished woman so that they too can be free of cervical cancer.

INSURANCE INNOVATION

The winner in the insurance innovation category was Pensium, a Spanish initiative for the elderly who cannot live on their own and need to live in a nursing home or receive in-home assistance. It provides them with a payment alternative by renting the home owned by the elderly person, thereby avoiding the need to sell their house, take out a mortgage, and economically ruin themselves or their families. This enables the family and the owner to benefit from the reappraisal of the home, while providing money for their care.

SUSTAINABLE MOBILITY

Finally, in the field of sustainable mobility, the award went to the Brazilian Guiaderodas. In this collaborative app, anyone, with or without a disability, can rate the accessibility of the places they visit, making that information available to anyone wishing to consult it. Considered the Best Inclusive Digital Solution in the World by the UN, its most notable features are that it is free, rates places all over the world, open to anyone to providing ratings and access it, and takes just 30 seconds to enter the score. There are currently ratings from over 2,000 cities in 112 countries.

As in the last edition, with just a one-day difference compared to the close of the third edition, we announced the fourth edition of the awards to help the Fundación to position social innovation as a driving force for recovery in this crisis we are facing, at the service of society.

ECONOMY OF AGEING - AGEINGNOMICS

The registration deadline for nominees was in late November. In this edition, the Insurance Innovation category was replaced by Ageingnomics in which we are looking for initiatives that encourage participation by the elderly members of our society by promoting employment, intergenerational participation, leisure options, culture, and others, placing value on mature people between the ages of 55 and 75, creating a truly inclusive society for them.

Social projects and assistance

OUR SOCIAL PROJECTS ARE DESIGNED TO HELP THOSE WHO NEED IT MOST, SO THAT WHEN ANYONE IS FACING A SITUATION OF SOCIAL, INTELLECTUAL, PHYSICAL, OR EMOTIONAL DISADVANTAGE, THEY CAN FIND THE SUPPORT THEY NEED TO OVERCOME IT. THROUGHOUT 2020, WE WERE PRESENT IN 28 COUNTRIES. ALL OF OUR SOCIAL ACTION ACTIVITIES ARE ORGANIZED AROUND THREE PILLARS: EMPLOYMENT, EDUCATION, AND SOLIDARITY.



Social employment project

The right to a decent job is a desideratum included in the Spanish Constitution. Despite the best wishes of legislators, unfortunately the socioeconomic reality means that progressively more people are having trouble accessing or remaining in the job market, being and feeling useful to society, and driving off the specter of exclusion.

Our Social Employment Program is aimed at all of them, at all of us, because all of us could need help at any time. It is carried out through three initiatives: Juntos Somos Capaces, Accedemos, and the Soy cAPPaz app.

Thanks to the work of Spanish businesses and the indispensable collaboration of 745 social entities, our program has managed to include 8,752 people in the job market, which is a source of great pride for us and encourages us to intensify our efforts so that fewer and fewer people are marginalized.

'JUNTOS SOMOS CAPACES' EMPLOYMENT PROMOTION INITIATIVE

Among the unemployment statistics, those regarding people with intellectual disabilities (PWD-i) and mental illness are especially alarming and reflect the social exclusion of this group. In 2010, 'Juntos Somos Capaces' was created to help overcome fear and rejection.

We have two goals. One is to provide training and qualification through collaboration with various specialized social associations. Once we have achieved that, we implement new workforce insertion methodologies that help prevent exclusion and inequality, so that they can do their jobs without infringing on the rights offered to all workers.

Today, 'Juntos Somos Capaces' is present throughout Spain. Further, by leveraging the synergies offered within MAPFRE, we have undertaken a set of actions, MAPFRE Employee Family Members Program and Fundación MAPFRE, that involve internships, awareness workshops and other more entertaining activities, such as "Today I Cook With My Abilities," that are equally necessary in achieving full integration. Unfortunately, these activities have been affected by the COVID-19 pandemic, but they will be resumed once the health conditions permit them. Today, we will integrate and raise awareness so that in the future social exclusion is nothing but a sad memory.

In 2002, we placed 455 people with psychiatric disabilities and mental illness in jobs with a proven methodology that has been used for years and continues to give us extraordinary results. First, we find a job. Then we provide training to ensure perfect job performance, and, finally, to complete the integration, we provide follow-up: an occupational trainer guides the worker during their first steps in their new working environment.



Access the full explanatory video of the Soy cAAPaz (I Can Do It). application [here](#)

Despite the adverse health conditions we faced in 2020, we also took actions to raise awareness in nearly 300 companies, collaborating with over 70 social organizations. Today, Juntos Somos Capaces is a leading project for job placement in Spain for PWD-i and/or mental health issues.

'SOY CAPPZ' APP

We believe in using technology for social purposes, often enabling us to reach further in ways that would otherwise be difficult or much more costly to undertake.

In 2014, Fundación MAPFRE and the GMP Foundation developed the 'Soy cAAPaz' app for smartphones and tablets, helping people with intellectual disabilities and acquired brain injury (ABI) to live independently and overcome

impediments that hinder their integration into the job market. The app is free and has been downloaded more than 112,000 times.

'ACCEDEMOS' EMPLOYMENT GRANTS 8TH EDITION OF THE ACCEDEMOS RURAL EMPLOYMENT INCENTIVES

Some expressions immediately catch on and thrive. They stay with us because they are a good synthesis for a social concern. The concept of "Empty Spain" is certainly one of them.

Why is there a Spain that is emptying? Can we prevent it? At Fundación MAPFRE, we are convinced that we can and the way to do it is by implementing employment policies that reduce economic inequality among regions to a minimum.

Sustainable development goals



455

JOB OPENINGS

Thanks to the organization Juntos Somos Capaces (We Can Do It Together), people with psychological disabilities or mental illnesses have joined the labor market



The Premios Accedemos Rural (Rural Access Awards) boost employment in rural areas and parts of Spain with minimal population.



149

RECRUITMENT GRANTS

from Accedemos Rural were given, in spite of the pandemic

The 8th edition of Accedemos Rural focused on offering 300 hiring incentives lasting nine months, with an endowment of €500 for each full-time contract and €300 for part-time contracts to stimulate employment in rural areas.

Due to the effects of the COVID-19 pandemic, we were forced to cancel this year's edition early. Despite that, by May 31, 2020, we had given out 149 grants, of which 34 % led to permanent contracts and 65 % to jobs for women. By age group, 38 % were for people under 30 years old, 48 % for those between 31 and 50, and the remaining 14 % for those over 50.

SPECIAL EDITION OF THE EMPLOYMENT INCENTIVES "ACCEDEMOS 2020 COVID-19"

One of our defining characteristics is our ability to adapt. Our structures are flexible enough so that when extraordinary circumstances arise in our lives we are able to respond in the most appropriate way possible. We have proven it over the years, acting in different social emergencies caused by human or natural disasters.

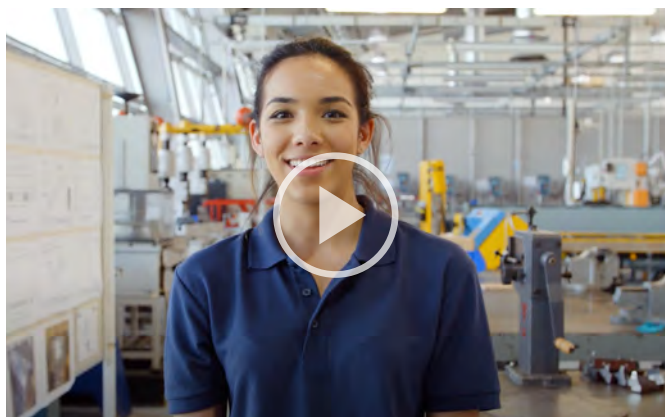
COVID-19 has caused a profound social and economic crisis that Fundación MAPFRE could not simply ignore. That is why, in 2020, we organized a special edition of the incentives to reactivate the productive framework, preserve employment, and minimize the social and economic effects of the pandemic in Spain.

We offered 1,500 grants for small and medium-sized businesses, self-employed workers and social entities, of which nearly 1,400 have already been given out. This edition was open until December 30, 2020.

TO FIND OUT MORE EMPLOYMENT GRANTS

Employment grants

› https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/ayudas/contratacion/ayudas-empleo/



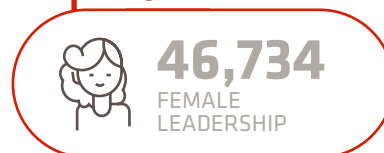
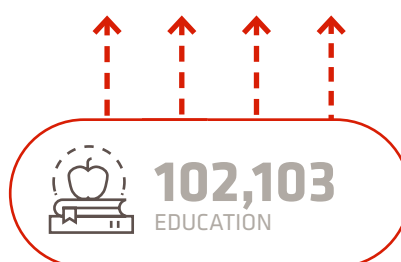
Access the full video on employment grants here.

International social projects

Our social action activities have always stood out due to their international reach. In 2020, we were present in 24 countries, working with nearly 100 entities that benefited 110,000 people (mostly children and teens). These results are similar to those of previous years and are again thanks to the volunteer work of MAPFRE employees worldwide.

Our initiatives promote comprehensive education (basic, health, and nutrition education) for children and teens in areas of poverty, extreme poverty, or risk of social exclusion, conducted in collaboration with local and institutional social entities. Each year, we use a special methodology to review the development of each of the projects to get an exact picture of our achievements, pending tasks, and the number of people who have benefited in some way from them.

Our lines of action are education (102,103 beneficiaries in 2020), nutrition (77,852), health (83,626), female leadership (46,734), and employment-related training (59,847). This year, due to the complexity of the global situation with the COVID-19 pandemic, we adjusted our approach to the planned activities to face the most peremptory needs in each context.



Sustainable development goals **SDG**





Solidarity

'SÉ SOLIDARIO PROJECT'

Solidarity is unconditional commitment or support to the causes or interests of others, especially in delicate or difficult situations, leveraging altruism to offset inequalities, promoting social cohesion and accepting together the risks or harm suffered by certain people or groups. That is why the 'Sé solidario' supports projects undertaken with small Spanish social entities, those that need the most support and act as a channel for institutions and people to show solidarity as a value, as one of the most important elements of coexistence.

In 2020, we carried out several actions as part of the microdonation and patronage programs, as well as Euro Solidario, where MAPFRE employees donate one euro a month to promote solidarity projects. In Spain and Portugal, we have also held a new edition of Social Assistance that benefited 30 projects of different kinds. We also continued with our outreach and awareness work in the activity of small social entities.

Additionally, this year, due to the health crisis caused by COVID-19, we adapted our project and carried out six specific actions to address the social consequences of the pandemic:

- **All For Them and Zero Loneliness**
Microdonations to facilitate assistance, meals, medicine and support for elderly people in situations of isolation and loneliness, as well as people with intellectual disabilities and their families.
- **Micro-aid for social entities**
to address the most urgent needs at the start of the pandemic.

- **Donation of PPE and healthcare material**
to several homes for the elderly and people with disabilities, hospitals, and social entities throughout Spain.

- **Aid for meal projects in Madrid**
(CESAL and Saint Vincent de Paul), ethnic Roma groups, and vulnerable groups in Extremadura (Saint Vincent de Paul, Cáritas and the Red Cross).

- **School aid:** Fundación MAPFRE school kit and donation of laptop computers for vulnerable students.

- **Fundación MAPFRE solidarity cards**, some for the purchase of food and primary need products and another specifically for Christmas that also includes purchasing clothes and toys.

TO FIND OUT MORE SOLIDARITY PROJECTS

General information

› https://www.fundacionmapfre.org/fundacion/es_es/donaciones/conoce-los-proyectos/

Vidas cruzadas (Intersecting Lives)

› https://www.fundacionmapfre.org/fundacion/es_es/donaciones/conoce-los-proyectos/vidas-cruzadas/

Cuenta con nosotros (Rely on us)

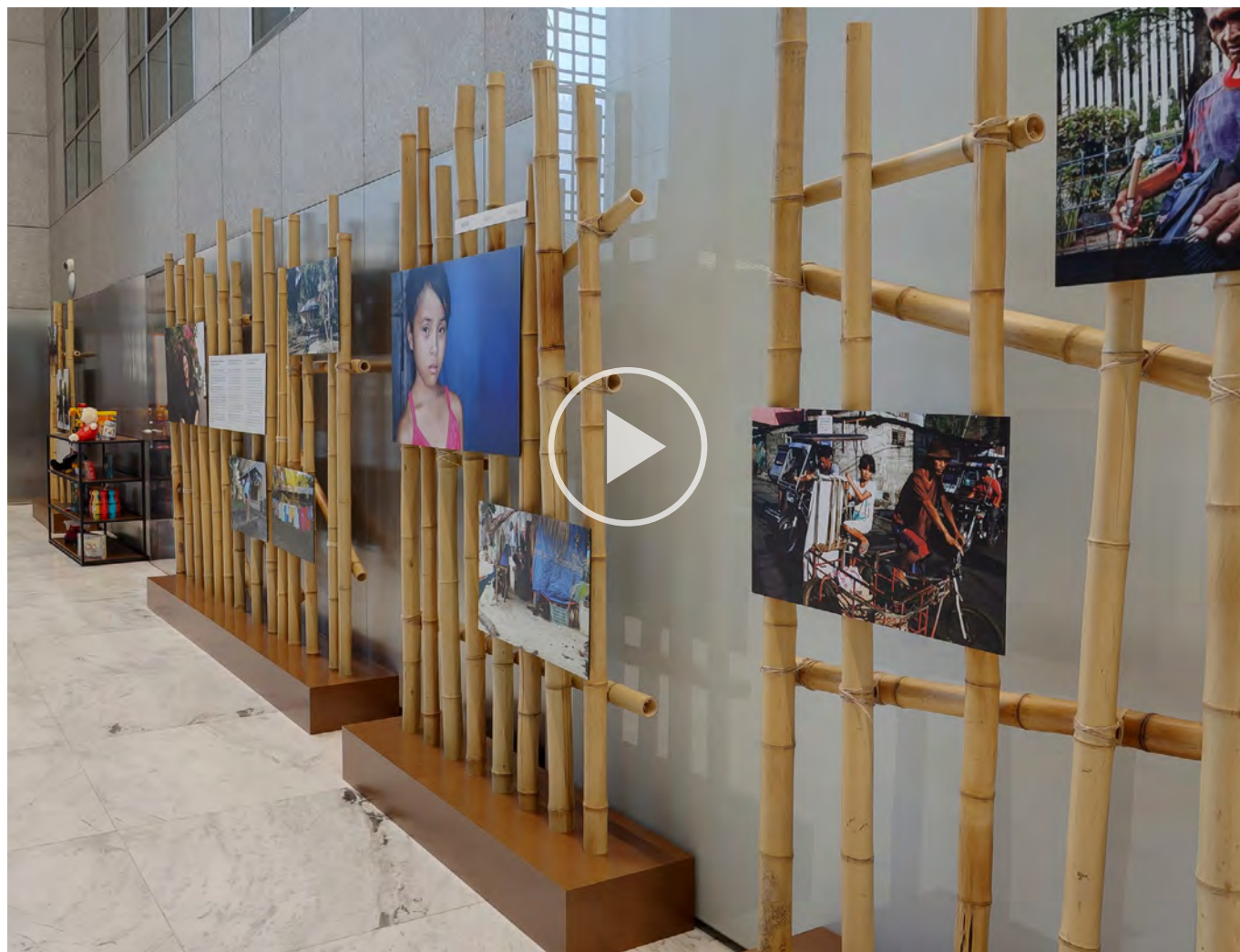
› https://www.fundacionmapfre.org/fundacion/es_es/donaciones/conoce-los-proyectos/cuenta-con-nosotros/

Help us improve their future

› https://www.fundacionmapfre.org/fundacion/es_es/donaciones/conoce-los-proyectos/ayudanos-a-mejorar-su-futuro/

Solidarity masks

› https://www.fundacionmapfre.org/fundacion/es_es/donaciones/conoce-los-proyectos/mascarillas-solidarias/



Virtual tour of the Kalipay social exhibition.

SOCIAL EXPOSITIONS

On October 13, at Torre MAPFRE, in Barcelona, the Social Hall, a unique exhibition and experience area set aside to give a voice to the unique social products with which Fundación MAPFRE collaborates. On this first occasion, we visited the streets of the Philippines to learn about the harsh reality of life for many kids and share the stories of hope offered by the Kalipay Foundation.

TO FIND OUT MORE SOCIAL EXPOSITIONS

Exposition

› https://www.fundacionmapfre.org/fundacion/es_es/exposiciones/sociales/kalipay.jsp

Article

› <https://revistalafundacion.com/un-viaje-a-la-esperanza/>

Educational and awareness **program**

EDUCATING AND RAISING AWARENESS ABOUT THE THINGS THAT WE BELIEVE CONTRIBUTE TO SOCIAL IMPROVEMENT IS ONE OF OUR HALLMARKS. THE SOLUTION TO ANY PROBLEM INVOLVES BEING AWARE OF THE PROBLEM ITSELF; EDUCATION DOES THE REST.

SDG Sustainable development goals



Art, financial education prevention, and health are the four pillars of our education and awareness program.

In art

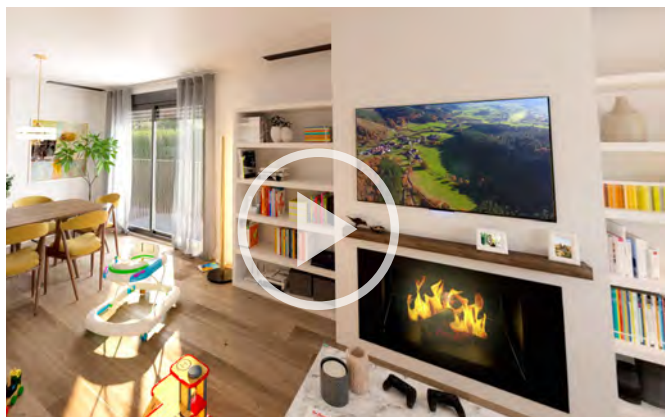
We believe that knowledge of art is an essential part of the academic curriculum. The Education Services Office in the Culture area promotes a wide range of educational activities related to visual arts exhibitions that we schedule throughout the year. The proposal covers both the school area, with differentiating activities for all educational levels, and the family area where we also consider different age groups, enabling visitors to acquire artistic knowledge in a fun way.

The shutdown of activities caused by the pandemic meant that in 2020 we were only able to hold the first exhibition of the year, Rodin-Giacometti, and, in Espacio Miró, a collection that has regularly been well attended by school children. The limited period of activity for both programs took shape as 34 activities with education centers and 21 family workshops. The former were enjoyed by 619 participants, while those attended by families, held on weekends, were attended by 96.

At the end of the lockdown, we felt it was more appropriate not to resume the in-person version of the education program, pending a more favorable social-health context. Meanwhile, we began to design and develop a digital education

Rodin-Giacometti, the first exhibition of the year.
Photograph: Giacometti posing with The Burgheers of Calais by Rodin. © Fondation Giacometti, Paris.





La ciudad virtual de prevención de lesiones (Virtual City of Injury Prevention).



program to address satisfactorily the growing demand, especially with school groups, for online educational content. This digital educational project also allowed for content related to photography.

In accident prevention and road safety

EDUCATIONAL PROJECTS

The goal of our educational activity is to provide instruction on risk prevention during childhood and teenage years and promoting safe, healthy, and sustainable mobility. As in art, in accident prevention and road safety we canceled in-person educational activities due to COVID-19 and moved to the digital environment with training content for use by both schools and homes as the need remains and Fundación MAPFRE has not given up on continuing to fulfill its foundational objectives. Our activity is connected with the Sustainable Development Goals (SDGs) and Goal Zero for injury victims due to traffic accidents and in other areas of people's lives.

SDG Planet

SDG Planet is an activity divided into two major blocks: My Safe World, where we cover risk prevention in the home, and the 3Ss of Mobility: safe, secure, and sustainable.

Both include digital workshops and are supported by new and innovative resources, some of which are highlighted below:

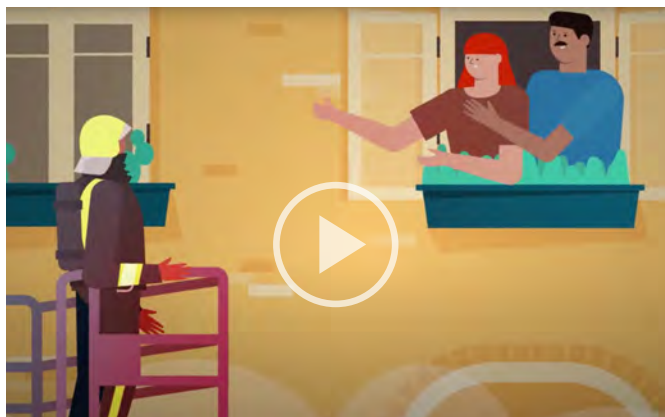
- **The virtual city of injury prevention.**
An innovative interactive platform on which as we move through a house and its surroundings we discover the different risks that we might find and at the same time we find tips on the best way to protect ourselves.
- **Guided videos** on personal mobility vehicles (PMV) and safe, secure, and sustainable mobility are the best audiovisual support for the different resources when encouraging interaction with students.

This activity also includes a digital collage contest in which both students and the school can win different prizes.

TO FIND OUT MORE EDUCATIONAL PROGRAM

Road safety

› https://www.fundacionmapfre.org/fundacion/es_es/programas/seguridad-vial/planeta-ods/



Salir de casa en caso de incendio (Evacuating the house during a fire).



Road Safety Education Roadshow organized by MAPFRE in Spain and some Latin American countries.

Fire Prevention Week

Once again this year, in collaboration with the Professional Association of Firefighting Technicians (APTB), we launched a new edition of the Fire Prevention Week, redesigned on the digital side to mitigate the activities that could not be conducted in the context of COVID-19.

To get the project underway, we gave a series of webinars in which the local firefighters were able to deliver prevention messages to teach school children how to avoid and/or react in situations of risk.

Two new developments this year are a drawing contest and new digital guides and posters with tips, in addition to a group of animated GIFs that can be used in the activity or independently as a resource in another social media activity, and guided videos where a YouTuber and a firefighter explain how to evacuate a school in case of fire and how to prevent them from happening at home.

In addition to Spain, in the year's first quarter, the Fire Prevention Week was also conducted in-person in Peru.

TO FIND OUT MORE

All of the videos are available in:

› https://www.fundacionmapfre.org/fundacion/es_es/programas/prevencion/semana-prevencion-incendios/videos/

Road Safety Education Roadshow

Traveling road safety activity at schools in different cities in Spain, Mexico, Puerto Rico, and Brazil. With our roadshow, school children learn the meaning of safe mobility with explanations arising from conversations with the students and a fun practical part.

In 2020, due to the global social and health situation, the different roadshows were canceled, with just one activity early in the year in Spain and Brazil.

Permanent Road Traffic Parks

Activities for primary school children to raise their awareness of the need to act responsibly to avoid situations of risk related to traffic.

This program is held in parks and centers equipped with a training room, where the children receive a theoretical session about basic traffic concepts in the different roles (pedestrian, cyclist and passenger) and complete a traffic circuit that accurately resembles the environment that the students normally travel.

Because of the pandemic, this program could only take place this year in Panama.

MAIN GOALS OF OUR ROAD SAFETY EDUCATION ROADSHOW



PREVENTION

Promote responsible behaviors and attitudes in students regarding road travel and preventing injuries (fires, domestic incidents, etc.).



RESPONSABILITY

Make school children responsible in their role as bike riders and pedestrians.



TRAFFIC SIGNS

Teach students to recognize and obey the basic traffic signs.

Road Safety in Schools

As part of this activity, we held workshops on safe, secure and sustainable mobility, adapted to the reality of the country. Carried out in partnership with public and private institutions, we go to schools to promote the main concepts behind road safety for sustainable transportation. This year, due to the global pandemic, we had to cancel the in-person activities that had already begun in some countries, and we moved to the digital environment in others. The essence remains the same: conducting exciting and engaging activities that get the school children to participate so they internalize the safety concepts and learn responsible behaviors.

We want to highlight Peru's experience, where we digitized the teacher training and set a new global standard in training teachers in Fundación MAPFRE's safe, secure and sustainable mobility. Related to the above, we joined the Peruvian Ministry of Education's Aprendo en Casa (Learning at Home) education program.

We would also like to highlight the activity conducted in Chile, where we worked to digitize and adapt all of our road safety educational material for the teacher training program in road safety, in collaboration with CONASET.

Road Safety at Schools was also present in Brazil, Chile, Peru, and the Dominican Republic.

Ahora vamos andando al cole (Now We Walk to School)

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



Road safety education for children, via the program Parques Fijos de Tráfico. (Fixed Traffic Parks)

In addition to the workshops, we held a drawing contest to increase the message of safe mobility. In 2020, due to the health situation, the workshops were held in-person and online.

Child Restraint Systems

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

Through this program, in recent years, we distributed over a million and a half copies of our guide *Bebés y niños seguros en el coche* (Safe children and Babies in Cars). In Spain and Argentina, we conducted the webinar series Digital Workshops - SER: pregnancy and newborn safety. Conducted in collaboration with midwives and pediatricians in the country, they are designed especially for first-time parents.

TO FIND OUT MORE

› www.seguridadvialinfantil.org

Company Road Safety

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

In 2020, it was impossible to hold the in-person activities, while the website and the educational platform worked normally.

TO FIND OUT MORE

› <https://www.seguridadvialenlaempresa.com/>

Protect What Matters Most

In collaboration with the Firefighting Technicians Professional Association (APTB) and Metro de Madrid, we once again started an awareness campaign about home fire risks to teach people in a practical way what steps to take to avoid fires and what to do if one occurs.

To that end, we created posters with the most important tips on fire prevention and self-protection in the home, displayed at all Metro de Madrid stations during the Christmas holidays.

AWARENESS PROJECTS

Drive Safely Blog

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

TO FIND OUT MORE

› www.circulaseguro.com

ADAS Systems

This year, we started a website on Advanced Driver Assistance Systems (ADAS) in collaboration with Fundación CEA.

This website provides in-depth information on these systems, as well as the latest news related to them. There is also a comparison tool in which you can enter several vehicle models and easily see what ADAS options they include.

TO FIND OUT MORE

› www.sistemas-adas.org

We conducted multiple awareness campaigns for safe, healthy, and sustainable driving that prevent accidents and damage



MOBILITY

3S

Safe
Secure
Sustainable

Microsite Manual on the 3Ss of Mobility: safe, secure, and sustainable

Safety, security, and respect for our environment are a priority in our lives. As such, in 2020, we created and published the site Manual of the 3Ss of Mobility: safe, secure and sustainable, which brings together all recommendations related to safe and sustainable mobility in a visual, immediate and orderly way.

TO FIND OUT MORE

› <https://manualmovilidadsegura.fundacionmapfre.org/>

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

Once again this year we held these awareness activities in collaboration with the Spanish Association for the Study of Spinal Injuries (AESLEME) to help prevent accidents and injuries among young people and teens. The activities consist of conferences held at schools, given by professionals trained by a doctor and a person with a traumatic spinal cord injury. In the activity, It Can Happen To You, we have a light-hearted discussion about the causes of accidents and how to avoid them and discuss what to do in the

event of an accident to not make the injury or the consequences worse. Meanwhile, in the "If you're in control, you'll be back" activity, we warn about the effects of alcohol, drugs and other addictive substances when driving vehicles.

Activity commemorating World Day of Remembrance for Road Traffic Victims

Every year we hold awareness activities at the global level in observance of the World Day of Remembrance for Road Traffic Victims.

This year, we put together a video of testimonies from MAPFRE colleagues across the world who have suffered the consequences of traffic accidents, along with prevention tips.

These videos were distributed on our social media channels, and there is a summary video that we use at our conferences.

TO FIND OUT MORE

› <https://www.instagram.com/stories/highlights/17848554140407892/>



136

COMPANIES
HAVE IMPLEMENTED OUR
HEALTH PLATFORM:
**ELIGE
VIVIR MEJOR**



59,000

PEOPLE

Took part in
'Elige Vivir Mejor
(Choose to Live Better)'
and we reached an
additional 18,500 online

Drowning Prevention

In January, we completed the Drowning Prevention workshops on the beaches of São Paulo and Santos in Brazil, which hosted a significant number of participants. These workshops culminated the line of work in drowning prevention that we have been working on in recent years.

Special Events

As part of the activities for the prevention project, we conducted various emergency prevention events aimed primarily at families, with the goal of teaching prevention measures to the public in a fun and entertaining way. Although the activity was canceled this year for health reasons, in February we held it as part of Firefighters Day in Bilbao.

IN HEALTH PROMOTION

Elige Vivir Mejor (Choose to Live Better)

This program, conducted in collaboration with the Prevention and Road Safety area, is designed to promote safe and healthy behaviors in companies and to collaborate with them as agents for generating health. Since 2017, the platform has evolved, offering program members a catalog of services

that includes custom content, printed materials, workshops (online and in-person), and challenges to encourage physical activity.

In 2020, we added new features to promote greater participation and support from the users, adapting the platform to offer advice and propose activities related to the COVID-19 pandemic situation. We also improved integration with mobile devices.

We had a presence in 136 companies where we held workshops, distributed material and implemented our health platform. In collaboration with the Spanish Network of Health Universities (REUS), we also distributed materials (tablecloths, posters, and pamphlets) on 25 Spanish campuses to offer tips on emotional wellbeing in the university community.

Over 59,000 people took part in 'Elige vivir mejor (Choose to Live Better)', and we reached an additional 18,500 online.

TO FIND OUT MORE

› <https://elgevivirmejor.fundacionmapfre.org/>



Controla tu Red (Control Your Network)

Every day, information and communication technologies (ICT) have a greater presence in the lives of our children and teens. It is important for us to be able to detect possible problems related to them and to instruct them on proper usage. Young people in general are skilled in their use, but that does not mean that they are aware of security, privacy, applicable legislation, or responsible usage. To that end, we developed the Controla tu Red (Control Your Network) program with the Spanish National Police for teachers and students and their families.

The program has various educational materials adapted by age group: guides (for parents and teachers), pamphlets, and posters.

During the first quarter, program psychologists gave workshops on addiction prevention at schools in Madrid, Castile-La Mancha, and Aragon. This activity was complemented with those held by the professionals from the Central Citizen Participation Unit at Police Headquarters, which cover aspects related to student privacy and safety. Since October, we have conducted all of these activities online.

Under the framework of publication on social media, we have provided a series of animations on measures that young people and their families need to take when using ICTs and video games. The campaign was viewed approximately 1.6 million times.

Likewise, in collaboration with Pantallas Amigas and Twitter, we developed the Ten Rules for a Healthy Digital Lockdown with the Family and Practice Airplane Mode campaigns. The two initiatives have had over 230,000 interactions. Internationally, we have begun to offer online workshops in Malta, and we will soon resume our activities in Peru and Puerto Rico.



230,000

INTERACTIONS

in Decálogo campaigns for Confinamiento Digital Saludable en Familia y Práctica el Modo Avión (Healthy Digital Confinement with Family in Flight Mode) held in collaboration with Pantallas Amigas and Twitter

TO FIND OUT MORE

Controla tu Red (Control Your Network)

› https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/controlatic/

Social networks

Privacy Animation with the Spanish National Police

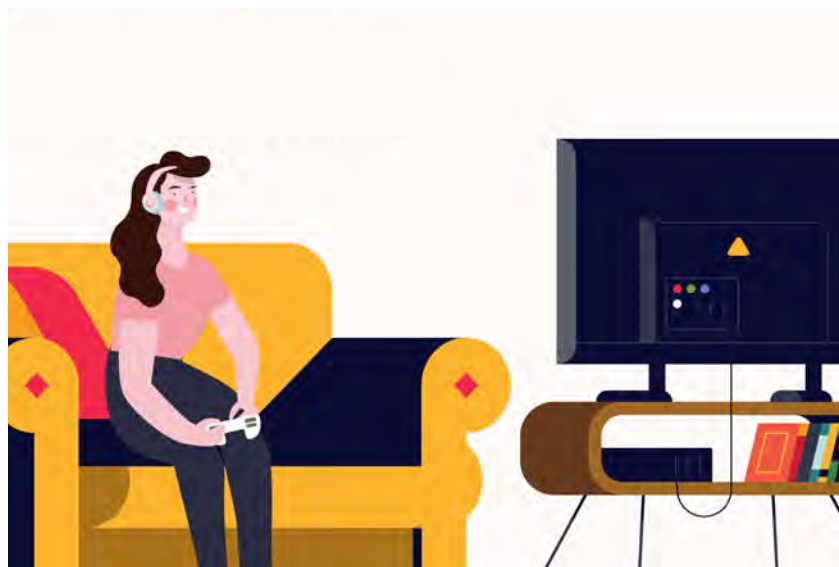
› <https://www.facebook.com/190968184261523/videos/840115816455446>

Practice Airplane Mode

› <https://twitter.com/PantallasAmigas/status/1277589349425651713>

Ten Rules for a Healthy Digital Lockdown with the Family

› <https://twitter.com/PantallasAmigas/status/1245666485034500096>



The professional gamers themselves are the ones helping us to promote healthy living and gaming among young persons through the program Feel Good, Play Better

We want to reach the gamer world to promote a healthy lifestyle that is compatible with playing video games.

Feel Good, Play Better: health campaign for young people

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

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

Feel Good, Play Better was developed with the professional video gamers league and is designed to leverage the global social influence of the gamers to send the message that good health makes you a better player. Professionals and their teams use different messages to indicate how to enjoy better health and attain greater gaming skills.

Since October 2020, we have been very active on social media and at the top online competitions, and we will continue to be for as long as it is impossible to hold in-person events.

So far, we have totaled over 3,450,000 views and digital interactions on both our social media channels and on the Video Gamers League networks.

TO FIND OUT MORE

Salud gamers

› https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/gamers/

Social networks

Feel Good – Play Better Presentation Video

› <https://www.facebook.com/190968184261523/videos/412980513031720>

Feel Good - Play Better Animation

› <https://www.facebook.com/FundacionMapfre/videos/848460389238806>



870,000

VIEWS

of the presentation video of the program *Aprendiendo Juntos a Salvar Vidas*, which we launched on social networks on the occasion of European CPR Day

The campaign *Aprendiendo Juntos a Salvar Vidas* (Learning to Save Lives Together) teaches cardiopulmonary resuscitation techniques. Better awareness of these techniques could help prevent one person dying every twenty minutes in Spain,

Cardiopulmonary resuscitation campaign (CPR)

Sudden cardiac death (cardiac arrest, CPR) is a leading health problem. In Spain, there are 25,000 cases outside of healthcare centers each year, equal to one death every 20 minutes. In this context, to promote awareness of cardiopulmonary resuscitation techniques, we created the Learning Together to Save Lives educational program to facilitate teaching CPR at schools. The program is divided into two phases. Through different purpose-written training guides, videos, and an online course, the former trains teachers to get the knowledge they need on CPR. The latter is for the students and is structured into three practical sessions that focus on fun (escape room, videos, posters) so that any student can act in the event of cardiac arrest.

Due to the COVID-19 pandemic we are experiencing, we have added a document to the program, developed together with the Spanish Cardiopulmonary Resuscitation Council (CERCP) and the Official Association of Physical Education Graduates (COLEF), which includes specific information for determining how to act in this situation.

For European Restart A Heart Day, we posted a video on social media to present the Learning Together to Save Lives program, which was viewed over 870,000 times.

Through March, in collaboration with the regional government of Madrid's Directorate General for Sports, we offered workshops on injury prevention and CPR at schools throughout the region. Nearly 5,000 people attended them.



5,000

PEOPLE

attended the workshops on workshops on injury prevention and CPR

TO FIND OUT MORE

CPR

› https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/rcp/

Learning Together to Save Lives

› https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/aprendiendo-juntos-salvar-vidas/

Social networks

Program presentation animation: Learning Together to Save Lives

› <https://www.facebook.com/FundacionMapfre/videos/1564758363730523>

Vivir en Salud (Healthy Living)

According to the World Health Organization, being overweight affects over 42 million children and causes over 3 million victims. The reasons for these figures are mainly attributed to a lack of healthy food and a sedentary lifestyle, in addition to inadequate rest time. These bad habits are formed at a young age and detrimentally affect physical, intellectual, and social development.

Healthy Living is an educational program that we launched over ten years ago to promote healthy lifestyles, emphasizing paying attention to diets and keeping physically active, especially among children and teens.

This year, we updated the program to align the materials and contents with the SDGs (Sustainable Development Goals), which led us to include emotional well-being.

In the pandemic context, we produced a series of posters for COVID-19 prevention aimed at teachers and students in pre-primary, primary, and secondary education regarding proper handwashing techniques and behavior in the lunchroom and warning of the danger of sharing school materials. We also created complementary materials with different educational activities for students to do in the classroom and home. All of these materials are available on the Fundación MAPFRE website and have been downloaded over 6,600 times.

We continued to work with Fundación Trinidad Alfonso on the Marathon to School program, which seeks to promote sports outside of the school with the family or friends to stay in good physical shape.

In Brazil, we continue to work with the Secretary of Education in São Paulo to include content on emotional wellbeing in the Healthy Living educational program. To that end, we held the online seminar "Mental Health at School and Comprehensive Education," viewed by over 24,000 people, published the guide Talking to Educators About Mental Health in Children and Educators, and we held training workshops with the participation of 5,148 schools.

In 2020, we launched a new edition of our electronic publication 'Stories and Recipes', created with the content sent by schools that took part in our program.

During the first quarter of the year, we scheduled various activities in Mexico, Brazil, Panama, and Turkey, which were unfortunately interrupted by the pandemic.

This year, over 15,000 schoolchildren took part in person, and 310,000 did so digitally.

**VIVIR EN SALUD
(HEALTHY LIVING)
2020 IN FIGURES**



+5,000

SCHOOLS IN BRAZIL

took part in the activities of the Vivir en Salud (Healthy Living) program



+24,000

ATENDEES

at the online seminar on mental health at school



Aimed at children and young people, the Vivir en Salud (Healthy Living) program uses visual materials developed for primary school children to halt the spread of COVID-19

TO FIND OUT MORE

Vivir en Salud (Healthy Living)

› https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/vivir-en-salud-familias/

News

› <https://www.semprevalencia.com/2020/11/10-000-escolares-de-32-colegios-mantienen-vivo-el-proyecto-educativo-el-maraton-al-cole-con-las-medidas-de-seguridad-y-sanidad-necesarias/>

› <https://www.lavanguardia.com/deportes/20201116/49492403408/el-maraton-al-cole-sigue-vivo-con-10000-escolares-y-32-colegios.html>

› https://www.elperiodic.com/valencia/10000-escolares-colegios-mantienen-vivo-proyecto-educativo-maraton-cole-medidas-seguridad-sanidad-necesarias_712962



Practicooking promotes the importance of a healthy diet and restore the kitchen as a meeting point for families.



Recipe for Cream of Bollit (Valencian vegetable dish), prepared by Ricart Camarena.



**CHEF RICARD
CAMARENA**

2 MICHELIN
STARS

3 REPSOL
SOLS

Practicooking

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

In 2020, we launched the second edition of the program in which chef Ricard Camarena, winner of two Michelin stars and three Repsol Sols, prepared a series of easy, quick, and tasty recipes based on natural products so that parents and children could discover the essence of vegetables, which are at the heart of all his culinary creations.

This year, La Fundació Per Amor a l'Art has joined Practicooking by offering its facilities for a cooking workshop with a group of children that they usually provide care for through their social area.

The videos from this year's program have been viewed more than 2.68 million times.

TO FIND OUT MORE

Practicooking

› https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/practicooking-habitos-saludables-cocina/

News

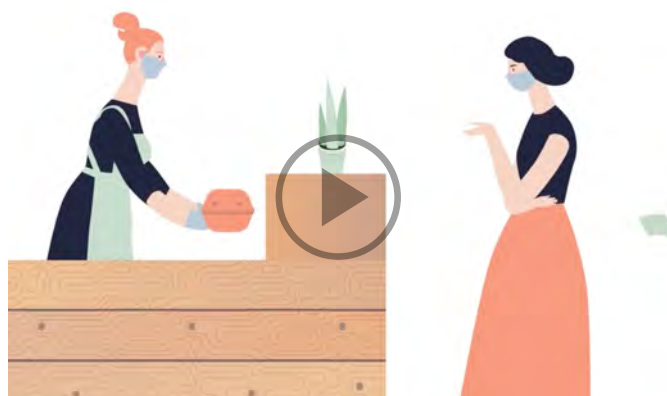
› <https://www.lasprovincias.es/comunitat/practicooking-inicia-segunda-20201002234201-ntvo.html?ref=>

› <https://adndelseguro.com/rsc/programa-practicooking-segunda-edicion/>

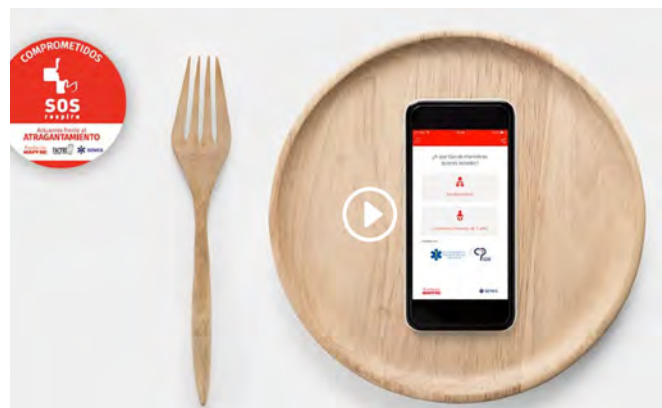
Social Media

Practicooking Recipe: "Cintas de calabacín"

› <https://www.facebook.com/FundacionMapfre/videos/631845680828252>



Video on Comida para Llevar (Takeaway Dining) here, one of the informational campaigns on Restaurants and COVID-19 prevention.



The campaign S.O.S Respira uses videos and text messages to explain the sequence of steps to follow to clear an obstructed airway.

SOS Respira (SOS Breathe)

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

In collaboration with FACYRE and SEMES, as a result of the pandemic, we carried out an informational campaign for the hospitality and restaurant sector in Spain with tips and recommendations for safely attending to guests on their premises. The campaign was run countrywide with digital actions on social media and on the web and posters to be hung on the premises. Hospitality businesses received 15,000 printed copies of the posters, and over 4,000 copies of the materials were downloaded. On social media, videos on the COVID-19 recommendations at bars and restaurants were viewed more than 920,000 times.

The training activities planned for the restaurant sector were suspended in March due to the pandemic.

Internationally, the pandemic has also affected the planned activities. In Uruguay, where the campaign was scheduled to begin with the presentation and launch of a video recorded with highly prestigious chefs, and in Puerto Rico, Peru, Colombia, Mexico, and Argentina, we were forced to cancel all the activities.

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

In 2020, it was downloaded over 1,700 times.

TO FIND OUT MORE

SOS Respira (SOS Breathe)

› https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/sos-respira/

Social Media

Recommendations

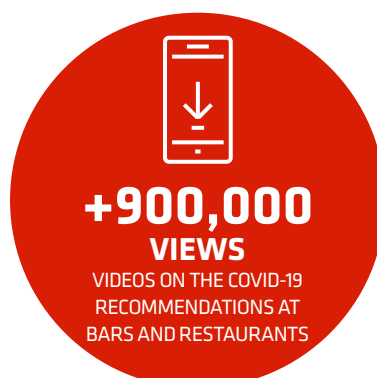
animation: 'Food to Go'

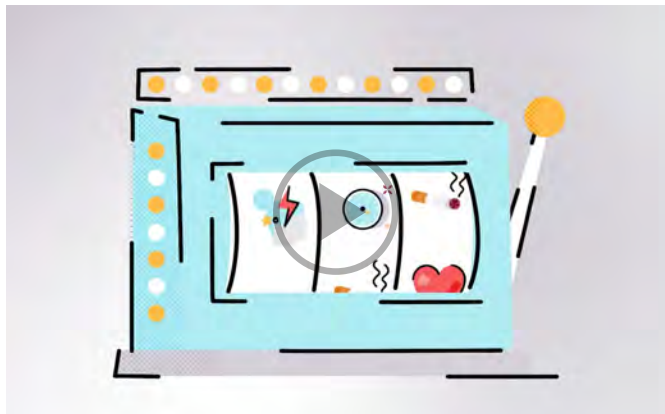
› <https://www.facebook.com/FundacionMapfre/videos/558671071491333>

Recommendations

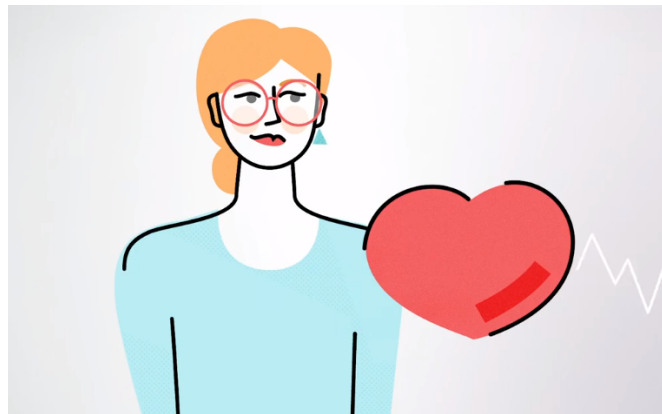
animation: 'Terraces'

› <https://www.facebook.com/watch/?v=2639293316359233>





Factores de riesgo en el infarto femenino (Risk factors for heart attacks in women) here.



TO FIND OUT MORE

Mujeres por el Corazón (Women for the Heart)

› <https://www.mujeresporelcorazon.org/>

General symptoms of heart attacks in women

› <https://www.facebook.com/190968184261523/videos/436626527314653>

Mujeres por el Corazón (Women for the Heart)

To inform women about the symptoms of heart attack, the risk factors, and awareness of the need to seek immediate medical attention, since 2014, Fundación MAPFRE launched the Mujeres por el Corazón (Women for the Heart) campaign in collaboration with Fundación ProCNIC, the Spanish Heart Foundation, and the regional government of Madrid.

This year, due to the COVID-19 pandemic, we canceled the Mujeres por el Corazón bus, scheduled to visit different regions of Spain. In the first quarter of the year, we offered awareness activities and free diagnosis tests in collaboration with eight Spanish companies.

Internationally, the activities planned for Brazil, Colombia, Paraguay, and Panama were also affected.

For International Women's Day, we published an animation on social media about the cardiovascular risk factors in women, garnering over 390,000 views, while for World Heart Day, we posted a video on the general symptoms of heart attacks in women.



Video Manejar la ansiedad (Handling anxiety).



Video Hábitos posturales (Posture habits).

Educational Content on Social Media

This year, social media has become the primary channel for communication. It has enabled us to overcome the pandemic's inconveniences and continue a large part of our health-related work, publishing a large amount of advice. We recommended different COVID-19 prevention measures during the lockdown, such as the proper use of masks and handwashing.

Following the arrival of the "new normal," society faced different situations of uncertainty and stress, so we published content related primarily to emotional wellbeing and mental health, which are the two areas of health that have been affected most by the health crisis. We published a variety of animations, such as anxiety, depression, and procrastination.

We also continued to publish content related to nutrition, physical activity, and good posture.

In 2020, total interaction and views exceeded 5.37 million.

TO FIND OUT MORE

Procrastination Animation

► <https://www.facebook.com/190968184261523/videos/3300206356731893>



PlayPension is a financial simulation game for young people.

297

**WORKSHOPS ON
PLAYPENSION**
WERE RUN FOR 4,177
VOCATIONAL EDUCATION
STUDENTS

IN INSURANCE AND SOCIAL PROTECTION Financial Escape Room

Until last year, we were teaching a financial and insurance education workshop in Spain, which is geared toward students from 14 to 16 years old to teach them about insurance and what it is intended for.

This year, we have adjusted our target audience and created a new resource for taking financial education to the classrooms. We now also address older students between the ages of 18 and 25. To that end, we created our Financial Escape Room, designed based on the financial concepts included in the syllabuses of several Spanish Vocational Training programs. The activity can be in-person or online. This enables us to offer vocational education teachers in Spain two different options to teach financial subjects to their students.

In 2021, we will adapt the game to the syllabus content in different Latin American countries, spreading financial and insurance culture to a wider geographical area.

PlayPension

PlayPension is a game that helps students realize the importance of managing daily risks, prevention, and long-term savings, simulating the life of different families throughout their existence. It is designed for students over the age of 16.

This activity, which began in 2015 as a board game, has evolved into the current online version. 218 teachers in 16 countries have registered to use it.

We continued to conduct in-person versions of the game at vocational training schools through March when they were brought to a halt by COVID-19. We resumed the activity in October when the schools reopened. And as a new addition, we offer the workshop online so that the school can decide which format to use.

Throughout the year, we ran the game 199 times in person in the region of Andalusia for 2,840 students, and 98 times online in the regions of Andalusia, Aragon, Castile-La Mancha, Castile-Leon, Extremadura, La Rioja, Madrid, Murcia, and Valencia, with the participation of 1,337 students. A total of 297 workshops were run for 4,177 vocational education students.

SEGUROS Y PENSIONES PARA TODOS IN FIGURES



600,000
WEB VISITS



180,000
SIMULATOR VISITS



4,500,000
VIEWS

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

Our Seguros y Pensiones para Todos website (Insurance and Pensions for All) website recorded over 600,000 visits this year. During this period, we expanded the site with a new section specific for savings, with content aimed at raising awareness of its importance and of properly managing money to achieve short-, medium-, and long-term goals, teaching about the tools and tricks needed to always make the best choices.

Throughout the year, we continued the animation campaign on insurance types (sky insurance, unpaid rent, automobile, health, dependency, and social prevention), which were widely welcomed on social media with over 4.5 million views to date.

We would like to highlight that our pension simulator received over 180,000 visits during the year.



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



Campaign on Savings and Social Protection 2020

The campaign planned for the beginning of the year was canceled due to the pandemic, and it was resumed after summer with a reduced budget that forced it to focus on fewer media outlets.

From October to December, we published content in all digital newspapers in the Prensa Ibérica group, targeted at the general public. We covered issues related to the pandemic's impact on the insurance sector, how it responded to its clients, how resources were directed to help those affected, and the advantages of having complementary social welfare products to increase the amount of pensions collected following retirement.

We have published articles in the newspaper Autónomos y Emprendedores covering topics similar to the above, but in this case, aimed especially at self-employed workers in Spain. This content has reached a total of 156,975 readers who spent an average of 2.5 minutes reading it.

Also, in this campaign, under the heading "Hit Like for Your Future!" we produced a video that shows how proper saving habits can help overcome the economic consequences of situations like those caused by COVID-19. We also created two shorter videos to complement the main one, which were streamed on social media.

The main video was viewed in excess of 5.87 million times on YouTube, and the shorts were viewed almost 2.7 million times on the Fundación MAPFRE profiles (Facebook, LinkedIn, and Twitter).



Thematic guides on insurance

We continue to publish informative guides on different aspects of insurance and social protection.

We distributed 16,000 copies of the Guide to Protecting Your Farming Business in Spain, primarily among those attending agricultural fairs during the first quarter.

We updated the Guide to Protecting Your Health, based on the current reality that is transforming this type of insurance, driven by technology use. We distributed 5,000 copies.

Like every year, we updated the Retirement Guide with the laws' newest changes. Over 27,000 copies of this guide, which was translated into Catalan and adapted to the Basque Country and Navarre legislation, have been distributed.

27,000 copies of Guía para tu jubilación (Retirement Guide) were updated to incorporate the latest legislative changes and consider the realities of the regional statutes in Navarre and the Basque Country. The guide is also available in Catalan

TO FIND OUT MORE

All of our guides are available free on our website

› <https://segurosypensionesparatodos.fundacionmapfre.org/syp/es/guias/>

**SEGUROS Y PENSIONES
PARA TODOS (INSURANCE
AND PENSIONS FOR ALL)
WEBSITE
IN FIGURES**



16,000

**COPIES
DISTRIBUTED**
of the 'Guide to
Protecting Your
Farming Business
in Spain'



5,000

**COPIES
DISTRIBUTED**
of the updated
'Guide to Protecting
Your Health'



27,000

**COPIES
DISTRIBUTED**
of the Retirement Guide,
incorporating the latest
legislative changes

Innovation and knowledge promotion

WE HAVE ALWAYS PROVIDED DEDICATED SUPPORT TO RESEARCH. GENERATING KNOWLEDGE IS A KEY REQUIREMENT OF THE SOCIAL PROGRAM. IN 2020, MORE THAN EVER, THE COVID-19 PANDEMIC HAS SHOWN US THE PRACTICAL USE OF SCIENCE.

SDG Sustainable development goals



Ignacio H. de Larramendi research grants

Due to the health emergency we experienced throughout 2020 caused by COVID-19, Fundación MAPFRE decided to organize a new edition of the Ignacio H. de Larramendi Research Grants program, endowed with up to €240,000, to provide economic support to health promotion research projects.

On this occasion, the grants that had regularly been given in insurance and social welfare were postponed.

In the health research sphere, we awarded seven scholarships this year in the amount of nearly €250,000 to undertake several research projects related to strategies on changing habits, preventing obesity and encouraging physical activity, education for patients, assessing bodily injury, and quality health management and clinical safety.

In this edition, we evaluated the projects that included aspects that help fight against COVID-19, such as reducing the spread, self-care, and the culture of self-protection, the relationship between the prior state of health (lifestyle) and morbidity and mortality and COVID-19 and mental health.

IGNACIO H. DE LARRAMENDI
RESEARCH GRANTS



€200,000
IN GRANTS

to implement projects
in the field of health research



Projects that received help

IGNACIO H. DE LARRAMENDI

- Fundación Instituto de Investigación Aragón, España - José Miguel Arbonés Mainar:** "Obesity may promote emergence of virulent SARS-CoV-2 strains. Implications for treatments and vaccination strategies."
- Fundación Universidad Francisco de Vitoria, España - David Varillas Delgado:** "Analysis and genetic profile of metabolic markers, cardiorespiratory and muscular function, and their association with the risk of obesity and injury in professional athletes; evaluation during the COVID-19 pandemic".
- Fundación Estivill Sueño, España - Carla Estivill Domènech:** "Sleep and telecommuting in the time of COVID".
- Universidade Federal de Minas Gerais / Fundação de Desenvolvimento da Pesquisa, Brasil - Larissa Loures Mendes:** "Manejo da Obesidade Infantil no Contexto da Atenção Primária à Saúde: Uma Abordagem Baseada na Intervenção Intensiva de Múltiplos Componentes".
- Fundación Española para la Promoción y el Desarrollo Científico y Profesional de la Psicología, España - Roger Muñoz Navarro:** "PsiCOPvid Project. Evaluation of the Psychological Telephone Support Program run during the COVID-19 crisis".
- Universitat Internacional de Catalunya, España - Esperanza Gómez-Durán:** "Sexting victimization during the COVID-19 Pandemic: toward an evidence-based educational paradigm".
- Universidad Rey Juan Carlos, España - Cristina Rodríguez Sánchez:** "Analysis of the stride pattern through the design of an electronic prototype and a monitoring app (G-STRIDE)".

Advanced medical research

PERSONALIZED CELL THERAPY

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

The following projects are currently underway:



Works being done on Personalized Cell Therapy

ADVANCED MEDICAL RESEARCH

- **Clinical trial for the treatment of spinal injuries** that affect the spinal cord, with the recruitment of 15 patients.
- **Clinical trial for the treatment of diffuse axonal injury** (head trauma with radiological signs of axonal injury), with the recruitment of 10 patients.
- **Request for trial in which stem cells will be administered**, via lumbar puncture, to 15 patients between the ages of 40 and 70 diagnosed with Alzheimer-type dementia.
- **Request for clinical trial for the treatment of neuropathic pain.** The study will be conducted with 15 patients between the ages of 18 and 70, with chronic spinal injury, treating them with stem cells.

TO FIND OUT MORE

News

› <https://www.europapress.es/madrid/noticia-puerta-hierro-inicia-tratamiento-terapia-celular-pionero-europa-30-pacientes-lesion-medular-20190301134311.html>

THERAPIES IN THE EARLY STAGES OF PARKINSON'S DISEASE

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

The project on Therapies in the Initial Phases of Parkinson's Disease, directed by Dr. José Obeso and developed in collaboration with the HM Hospitales Research Foundation, continues with its goal of finding very early signs and symptoms of the disease to treat them with HIFU (High Intensity Focused Ultrasound) and LIFU (Low Intensity Focused Ultrasound) technology. The HIFU and LIFU techniques combine ultrasound with magnetic resonance imaging diagnostics to detect amyloid plaques and then apply very precise and concentrated with ultrasounds to destroy them.

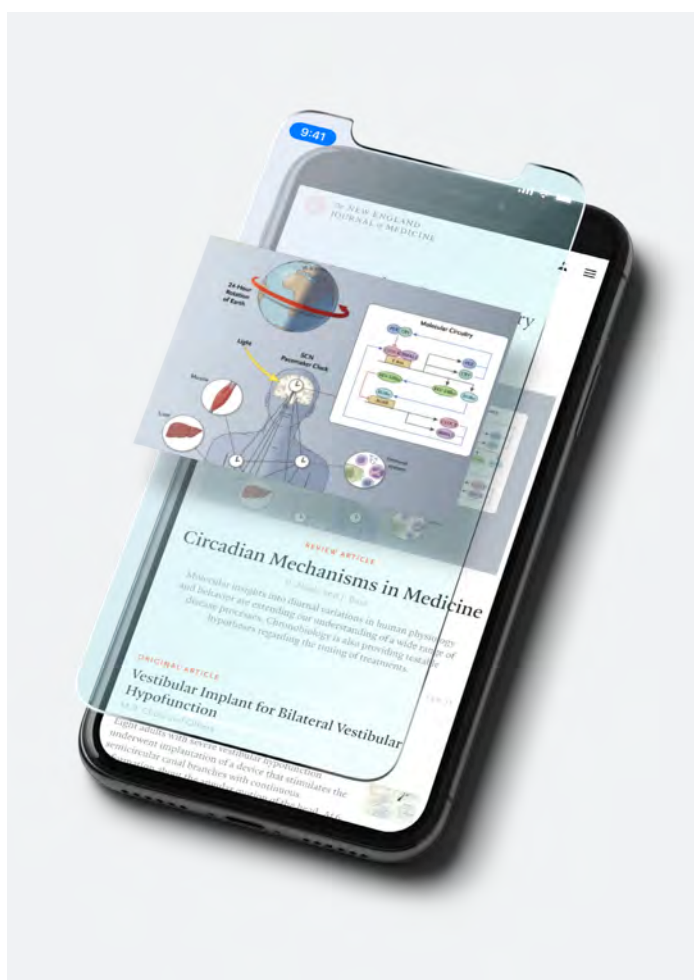
From a social and health care perspective, detecting the onset of the disease to block its progress may help prevent Parkinson's disease from causing disability. 150,000 people are suffering from this disease in Spain.

TO FIND OUT MORE

News

› <https://www.hmhospitales.com/prensa/notas-de-prensa/fundaci%C3%B3n-mapfre-y-fundaci%C3%B3n-de-investigaci%C3%B3n-hm-hospitales-investigaci%C3%B3n-detectar-prevenir-enfermedad-parkinson>

› https://www.nejm.org/neurology-neurosurgery?query=main_nav_lg



150,000 people in Spain have been diagnosed with Parkinson's. Early detection of this disease can help to prevent the disabilities it causes

NATIONAL CARDIOVASCULAR RESEARCH CENTER (CNIC)

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

This year, in addition to the cardiovascular area, CNIC has worked in the new areas related to COVID-19 to overcome this pandemic with the lowest possible personal and economic cost.

To do this, the following projects have been undertaken:



22

LABORATORIES

throughout
Spain comprise
ProteoRed, Carlos III
Health Institute's
online platform

Work related to COVID-19

ADVANCED MEDICAL RESEARCH

- MADRID-COVID Clinical Trial**
 A study on the role of a drug used as a cardioprotective drug, metoprolol, whose mechanism blocks the exacerbated damaging effect of the hyperactive neutrophils in patients with severe COVID-19. The similar mechanism makes it possible to slow down the acute lung damage caused by the disease.
- Development of trials to detect antibodies against SARS-COV-2 in serum**
 The project aims to develop and validate new antibody diagnostic tests against the coronavirus with proven and improved sensitivity and specificity. Once established, these tests will be made immediately available to the public health system, exploring the possibility of developing it commercially in collaboration with Spanish companies.
- Booster for the COVID-19 vaccine**
 CNIC developed MV130, a product that protects against some viral respiratory infections, which is now in clinical trials. The study seeks to verify that it can boost and modulate COVID-19 vaccines under development.
- Proteomics.** A large-scale study of the proteins for advancing in new diagnosis, therapy, and vaccination strategies. The project is part of ProteoRed, the Carlos III Health Institute's network platform comprised of 22 proteomics laboratories throughout Spain.



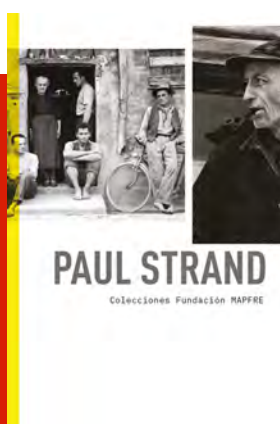
In art

The exhibition catalogs that Fundación MAPFRE has published regularly from the start—over three decades now—for our schedule of artistic exhibitions have received unanimous recognition in the areas of culture and publication, both due to the demanding formal quality and to the rigor of their content. Aware of the role they play as direct testimony to a particular institutional activity, we have always paid very close attention to this aspect, always seeking the highest quality in printing and reproducing the works exhibited and aiming for the participation of renowned specialists in content creation. To reach the largest audience possible, we often publish an item in multiple languages: in Catalan for the exhibitions held at the Barcelona Hall and in English and French for exhibitions (usually photography) produced by Fundación MAPFRE and then shared with recognized museum institutions around the world.

In 2020, Rodin-Giacometti (Spanish ed.) was released, focusing on the sculptural work of these two masters and the influence Rodin had on the work of Giacometti. In the area of photography, we published four titles in nine different editions, which give an overview of the work of four great names in the history of photography: Lee Friedlander (Spanish and English eds.), Pérez Siquier (Spanish and Catalan eds.), Bill Brandt (Spanish, Catalan and English eds.) and Paul Strand (Spanish and Catalan eds., both with an appendix in English). The Paul Strand catalog was created with the works in our collection that, in the case of Strand, is among the most significant in Europe.

There are exhibition notebooks published as complements to the catalogs, which were renovated in 2020 in design and content. This year saw the publication of the Rodin-Giacometti and Lee Friedlander notebooks.

The Paul Strand catalog was created with the works in our collection that, in the case of Strand, is among the most significant in Europe



In accident prevention and road safety

REPORTS AND STUDIES

Horizon C3: nearly zero cities

In recent decades, some Spanish cities have achieved very promising results in terms of reducing the number of accidents; the "nearly zero cities." Another group of cities in our country, not always coinciding with the previous one, are applying sustainable and safe mobility policies, promoting new road safety practices. This study provides a deeper look into these cities' characteristics where the severe or deadly accident rate is lower than that of the city of Stockholm, which is considered the safest in Europe, and it examines the new mobility and public space models that are being introduced in some cities with notable success. This analysis will enable these processes to be replicated in other places, continuing to improve until reaching Goal Zero.

Burn Victim Report in Spain (2011-2017)

Each year in Spain, there are over 6,500 visits to emergency rooms due to burn injuries, and over 1,300 hospital admissions due to the same cause. The conclusions of the Burn Victim Report in Spain (2011-2017), created by Fundación MAPFRE in collaboration with the Spanish Association of Burns and Electrical Injuries (AEQUE), show that, while the situation has improved in the past 25 years, it is still necessary to act to prevent these types of injuries and to reduce the number of burn victims.

Agricultural accident and death rate, tractor roll-overs and harvester fires 2010-2019

The agriculture sector is thought to have a low accident rate in Spain. That image, which is deduced from the official work-related accident statistics, is not real. After many years of study, researchers from the University of Zaragoza and the Public University of Navarre have shown that those official work-related accident data for the sector offer accident rate results far below reality. That gives the false impression of occupational safety and conceals a problem that exists in the agriculture sector. This study seeks to increase the visibility of this problem to demand actions and measures that make it possible to reach Goal Zero in the rate of fatal and severe accidents in the fields

Fire Victims in Spain in 2019

In collaboration with the Asociación Profesional de Técnicos Bomberos (APTBB), we presented this study once again, which compiles and analyzes data contributed by fire departments throughout Spain and by the institutes of legal medicine in the various autonomous regions and provinces.

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

Download the study here

[Horizon C3: nearly zero cities](#)



Download the study here

[Burn Victim Report in Spain \(2011-2017\)](#)



Download the study here

[Agricultural accident and death rate, tractor roll-overs and harvester fires 2010-2019](#)



Download the study here

[Fire Victims in Spain in 2019](#)





Download the guide here
Managing work-related road injury risk: ensuring decent work conditions for those who drive for work and protecting other road users



Download the activity book here Report on the Decade of Action for Road Safety. Advances and challenges from the perspective of the Latin American associations for traffic accident victims



Download the activity book for pre-primary here
In case of fire, shout Fire!!!: fire prevention activity book (ages 6 to 8)



Download the activity book for primary here
Take action! In case of fire, you are the hero: fire prevention activity book for ages 9 to 12

Managing work-related road injury risk: ensuring decent work conditions for those who drive for work and protecting other road users

Members of the project drafted this report on occupational road safety from the UN Road Safety Collaboration (UNRSC) group to support the conference's commitment to share the success stories and lessons learned in applying the Global Plan for the Decade of Action for Road Safety 2011-2020.

Death and injury on the road represent a significant threat for all users, especially for workers. Nearly a third of all traffic accidents in wealthy countries are related to work. Death and injury on the road also have a devastating effect on families and society at large. Guaranteeing decent working conditions for those who drive on the job and preventing them from causing third-party accidents is an action that saves lives and contributes to achieving the sustainable development goals.

Report on the Decade of Action for Road Safety. Advances and challenges from the perspective of the Latin American associations for traffic accident victims

Developed countries have spent years applying road safety measures. With them, not only do we have valuable knowledge on the measures that work best, but also specific examples that other countries can learn from. Still, the number of deaths in traffic accidents has remained quite constant since 2007. The fact that there has still not been a decrease in traffic accidents worldwide illustrates the need to find ways to reinforce the adoption of more efficient measures.

OTHER PUBLICATIONS

Activity notebooks for fire prevention guides aimed at children between the ages of 6 to 12

This year, we designed and published two activity books complementary to the guides so that students can understand the risks they may encounter in their lives and, more importantly, how to prevent them. Among many other things, it teaches them how to avoid fires, which items are the most dangerous, what to do in case of fire and which emergency telephone number to ring. Children will also learn about the main protection equipment, such as fire extinguishers and hydrants. There is material suited to all ages, both in format and in content.



MAPFRE distributed interactive cards to educate children on risks at home.

Interactive files with tips on safety and prevention for accidents in the home

At Fundación MAPFRE, we are convinced that many domestic incidents can be avoided. According to WHO data, worldwide 90 % of children's injuries are due to involuntary accidents, and nearly 830,000 children die each year from injuries, almost 2,300 every day. We want to help you keep your family safe. To do that, we have created files in several formats that you can use to discover with your children, interactively, which points to watch out for to make your home a safe place.

Preview of Fatal Fire Victims (Spain): November-December (2019) - January-February (2020)

As usual, at the year's start, we published the final tables from the Fire Victims in Spain Study, in this case from 2018, and some conclusions that complement the study.

Report on the 3rd Conference on Road Safety. February 2020. Stockholm, Sweden (2020) - Federación Iberoamericana de Asociaciones de Víctimas Contra la Violencia Vial

Prepared in collaboration with FICVI, this report offers the vision of the victims' associations of the Third Global Ministerial Conference on Road Safety, which they participated in last February in Stockholm. Under the theme "Achieving Global Goals 2030," it allowed participants to share achievements and lessons learned from the application of the Global Plan for the Decade of Action for Road Safety 2011-2020, lay out the future strategic directions for road safety around the world, and define ways of accelerating the action in strategies of proven effectiveness.

Road safety and the SDGs: a guide for private sector organizations

Guide for companies to increase their commitment to road safety, in keeping with the provisions of the UN's 2030 Agenda, which seeks efficiency to reach Goal Zero. This working document enjoys the participation of leading companies through their commitment to road safety. It was presented as part of the Third Global Ministerial Conference on Road Safety, held on February 19 and 20, in Stockholm.

Download the files here

[Interactive files with tips on safety and prevention for accidents in the home](#)

Download the tables here

[Fatal Fire Victims \(Spain\): November-December \(2019\) - January-February \(2020\)](#)

Download the report here

[Report on the 3rd Conference on Road Safety. February 2020. Stockholm, Sweden \(2020\) - Federación Iberoamericana de Asociaciones de Víctimas Contra la Violencia Vial](#)

Download the guide here

[Road safety and the SDGs: a guide for private sector organizations](#)



In insurance and social protection

EXPERT REPORTS FROM MAPFRE ECONOMICS

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

We publish recurring sector reports that provide a vision of the structure of different insurance markets: The Spanish insurance market 2019, The Latin America insurance market 2019, and the rankings of the major European and Latin American insurance groups.

Also published annually, with updates every trimester, are the economic situation reports that offer an overall glance of the main macroeconomic and financial trends, forecasts, and previsions, as well as an evaluation of their impact on insurance activity.

In addition to the above, we published the following monographs in 2020:

- **Elements for the Development of Life Insurance:** an international comparative analysis of the different types of insurance and public policies for the development of life insurance markets as a way of creating alternative methods of managing savings.
- **Investments by the Insurance Sector:** this report offers a comparative vision of the distribution of investments by insurance entities by type of asset in a selection of markets, including four of the largest in the world (Eurozone, United States, Japan, and United Kingdom), in addition to Spain, Brazil, and Mexico.

In health promotion

RESEARCH STUDIES

Early Detection and Prevention of Technology Addiction in Young People

Early detection of pathologies associated with technology addictions makes interventions more effective, helping to prevent the appearance of more severe disorders. The technotest is a tool for professionals who work with young people to detect those at risk of suffering from an addiction disorder. A study developed in collaboration with the University of Valencia.

Miracle Diets in Spain: knowledge, following, and influencers

Prepared in collaboration with the Spanish Academy of Nutrition and Dietetics, its goal is to determine the extent of miracle diets among the Spanish population.

Research study on health following COVID-19

This project aims to determine changes of perception among the Spanish population toward different aspects of health following the lockdown during the COVID-19 pandemic.



Download the study here

[Early Detection and Prevention of Technology Addiction in Young People](#)



Download the study here

[Miracle Diets in Spain: knowledge, following, and influencers](#)



Download the study here

[Research study on health following COVID-19](#)

- **MAPFRE GIP 2020:** update on the Global Insurance Potential Index calculated for 96 insurance markets, both in developed countries and emerging markets, that offers a comparative view of the global expansion potential for the insurance market in the upcoming years. This index was established in 2018 and is updated annually during the third quarter.

FUNDACIÓN NOTEBOOKS, BOOKS AND OTHER PUBLICATIONS

In our collection of Notebooks from the Fundación, we have published *Insurance for a Renewable and Sustainable World* (notebook 231). This book seeks to clarify economic uncertainty in the investment for cases in which the energy generated was not sufficient or self-supply through the purchase of insurance coverage. The notebook's focus is to create a pricing model to enable insurance companies to offer that coverage.

Risk and the Insurance Business in History: this book includes the projects and presentations given at the conference The Risk and the Insurance Business in History, held from June 11 to 14, 2019, in Seville organized by the International University of Andalusia.

All our publications are available on our website, and they are published digitally in pdf and epub, many with versions in English and Portuguese.

TO FIND OUT MORE

› https://www.fundacionmapfre.org/fundacion/es_es/publicaciones/destacadas/seguros.jsp

MAPFRE INSURANCE DICTIONARY

In 2019, we published the fifth revised and updated edition of the dictionary, both in hardcopy format and in the electronic version, available on the Fundación MAPFRE website. In addition to obtaining information, readers can make contributions to new terms, different definitions and content suggestions.

Any institution can also include a direct link on their website to the search engine in our Dictionary, which is available quickly and easily with a widget. This year, the online version of the Dictionary received over 240,000 visits.

TO FIND OUT MORE

› https://www.fundacionmapfre.org/fundacion/es_es/publicaciones/diccionario-mapfre-seguros/



+240,000

VISITS TO THE DICTIONARY

The MAPFRE Insurance Dictionary is free to use and is constantly updated

WEB CATALOG
 NOTEWORTHY FIGURES

156,828
**BIBLIOGRAPHICAL
REFERENCES
IN THE WEB
CATALOG**

1,200
SEARCHES

28,600
**DIGITAL VISITS TO THE
FUNDACION MAPFRE
DOCUMENTATION
CENTER**

961.905
**ELECTRONIC
DOCUMENT
DOWNLOADS**

Documentation Center

In 2020, the Fundación MAPFRE Documentation Center turned 30, always at the cutting edge of technology to offer users and subscribers the highest quality service.

Since its creation in 1990, the experience acquired and its enormous qualification have enabled it to become a leading center in insurance, risk management, prevention, and social welfare.

During the covid-19 crisis period, the entire Documentation Center team has worked at full capacity, updating the web catalog daily with electronic documents and digital journals, following the latest in the sector, and answering users' queries by email through our web catalog and the inquiry inbox.

As the Fundación MAPFRE document repository, the Documentation Center works with all areas, providing the digital link for the publications made. It also answers users' queries every day (professionals and researchers from the insurance and academic sector).

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

We also have a significant social media presence, primarily on LinkedIn, and we publish the News Bulletin monthly, which our subscribers receive, with the participation of different collaborators with articles on current events and also including recommended bibliographies.

We have a reading room open to the public where we meet by appointment directly with anyone interested in querying our collections. However, that was not possible this year due to covid-19.

As of December 31, 2020, the web catalog comprised 156,828 bibliographic references. They have been consulted 1,200 times by universities, researchers, and businesses. The website received 28,600 views with 961,905 electronic document downloads.

TO FIND OUT MORE
Web

› https://www.fundacionmapfre.org/fundacion/es_es/centro-documentacion/

Web Catalog

› <https://www.fundacionmapfre.org/documentacion/>

Ageingnomics research Center

Ageingnomics is a term coined by MAPFRE and the Deusto Business School. It is a newly coined word created by combining the words 'ageing' and 'economics,' which seeks to summarize a constructive vision of demographic ageing's economic opportunities.

The Ageingnomics Research Center works to make Spain a leader in a global strategy by which longer lives represent opportunities for the areas that explore new economic niches.

In 2020, we carried out the projects that we will describe below.

SENIOR CONSUMPTION BAROMETER

Among the activities carried out by the Fundación MAPFRE Ageingnomics Research Center, the barometer's creation on senior consumption in Spain was considered one of the first contributions of ageing economics.

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



The barometer was created to be updated periodically, making it viable to monitor changes in consumption among seniors and the appearance of new trends in the future that will help the silver economy act as the driving force for growth in Spain



2020 ACADEMIC SEMINAR ON AGEING AND COVID-19

Organized in collaboration with the University of Deusto to advance in the frontier of knowledge around the interrelationship of ageing and economics in a context characterized by the impact of covid-19.

In September, the registration phase opened with 35 candidacies received. Among them, the scientific committee selected the following:

- **Javier I. Lera (Universidad de Cantabria / IDIVAL)** 'Can we improve long-duration care of older people in the covid-19 era? An empirical Europe-wide analysis.'
- **Andrés Losada Baltar (Universidad Rey Juan Carlos)** 'Family and care for people with dementia in the time of covid-19: impact on the health of caregivers and the people cared for.'

- **Jésica de Armas Adrián (Universitat de Barcelona/Universitat Pompeu Fabra)** 'Geographic distribution of the elderly population, support services and incidence of cases in covid-19: the case of the city of Barcelona.'
- **Nerea Amenábar (Ubikare)** 'Ageing is not a synonym for losing quality of life.'
- **Beatriz Santamaría Trincado (Bizipoz)** 'Innovative initiatives in age management.'
- **María González Manso (Tucuví Care)** 'Usefulness and acceptance by covid-19 patients of a virtual caregiver.'
- **Román Vilares (Inbizi Healthcare)** 'Technology, a tool for the fight against pandemics.'

In addition, philosopher, professor emeritus, and member of the Royal Academy of Moral and Political Sciences, Adela Cortina, participated in the presentation 'The ethics of ageing in the time of the pandemic.'



GUIDE TO SENIOR ENTREPRENEURSHIP

This guide aims to clarify questions that people may have when deciding to undertake entrepreneurial projects after the age of 50.

Prepared by a research group from the International University of La Rioja, it consists of a main document that, based on the experience of Spanish entrepreneurs in that age group, provides guidance on the aspects that must be taken into account when undertaking any initiative. We have made an extract from that main document with the seven most important aspects, which we have used to create digital content that will be distributed on the social media accounts of the Research Center beginning in 2021.



- https://documentacion.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1110019

Courses, workshops and conferences



Frame from the video *Extimidad*, by Sophie Calle and Joan Fontcuberta, displayed at Fundación MAPFRE KBr.

SDG Sustainable development goals



In art

The new international photography center opened in May this year in Barcelona, the Fundación MAPFRE KBr center—commented on in detail below—contemplates as one of its regular lines of activity, in addition to exhibitions, organizing events (meetings, conferences, etc.) related to its exclusive area of action.

To make that aim apparent from the start, despite the covid-19 pandemic that limited in-person encounters, in November, KBr promoted, in collaboration with the visual festival Panoràmic, the series *Extimacy* (public, private,

secret), five conferences that explored through a variety of disciplines (visual arts, literature, sociology) one of the great hallmarks of our time: the exteriorization of intimacy.

TO FIND OUT MORE

› <https://kbr.fundacionmapfre.org/actividades/panoramic-festival/>

In accident prevention and road safety

COURSES AND TRAINING

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

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

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

INTERNAL WORKSHOPS AND CONFERENCES

Companies Workshop: Applying SDGs to improve road safety

On January 29, we held a workshop in Madrid where companies shared best practices that combine the SDGs with the effort of their road safety policies.

Webinar Sharing Experiences in Work Mobility in Times of covid-19

On June 16, we conducted this webinar in which experts in prevention and road safety answered the questions posed by small and large companies about how to face occupational mobility challenges during the global covid-19 pandemic.

2020 Fire Prevention Week Training Webinar

On November 18, we organized this webinar for trainers and firefighters in which we presented the activities of Fire Prevention Week, and we provided guidelines and advice on how to approach and conduct these new fire prevention workshops.

Digital Meeting Organization of American Firefighters -Fundación MAPFRE 2020: The future of firefighting services

On October 30 and 31, this encounter was verified broadcast live on the internet. Organized jointly by the Organization of American Firefighters, this 100 % digital event replaced the traditional one, canceled due to the pandemic. The activity was a space for training and discussion in the area of prevention and emergency response.

Webinar Ten Years of Road Safety: Balance and A Look to the Future

Coinciding with Traffic Week in Brazil, on September 25, we organized an international webinar on the Decade of Road Safety: Balance and A Look to the Future. The encounter had the participation of Etienne Krug, director of the World Health Organization's Social Determinants of Health Department, Víctor Pavarino, national officer of Road Safety and Sustainable Mobility - Pan-American Health Organization/World Health Organization in Brazil, and Ernesto Neta, Chairman of Detran-SP. The event gave a global introduction and local analysis of the state of road safety, its advances, and future challenges.

Digital Workshops - SER: Pregnancy and newborn safety

In July in Argentina, we launched the SER program - Safety in Pregnancy and Newborns, which consists of online workshops that were given on Saturdays each month through the end of the year. These workshops were conducted in collaboration with midwives and pediatricians in the country, and they were designed especially for first-time parents.

Roundtable Discussion: Safe mobility during pregnancy and childhood

Conducted in collaboration with the Pan-American Health Organization (PAHO), the Regional Office for the Americas of the World Health Organization (WHO), and the National



Road Safety Agency of the Republic of Argentina, we held an online roundtable discussion on November 20 in commemoration of World Children's Day. Participants included Enrique Pérez, interim representative of the PAHO in Argentina, Eugenia Rodrigues, regional advisor for road safety with the PAHO/WHO, Victoria Bertolino, Family Health advisor for the PAHO/WHO, Pablo Rojas, national director of the road safety monitoring center of the National Road Safety Agency of Argentina, Jesús Monclús, director of the Fundación MAPFRE Prevention and Road Safety Area, Osvaldo Aymo, head of the Provincial Road Safety Agency for the Province of Santa Fe, Argentina, and Héctor D'Agostino, father of a traffic accident victim. The panel was chaired by María Eugenia Keller, national road safety advisor for the PAHO/WHO.

PARTICIPATION IN WORKSHOPS AND CONFERENCES

In 2020, we took part in the following seminars and conferences:

- **Webinar roundtable discussion Breakfast on Wheels**, organized by the National Federation ASPAYM on November 10.
- **2nd World Youth Assembly for Road Safety**, organized by YOURS and held in February in the city of Stockholm.
- **3rd Global Ministerial Conference on Road Safety 2020**, organized by UNRSC and held in February in the city of Stockholm.

In health promotion

E-LEARNING COURSES AND TRAINING Emergencies and health emergencies course for teachers

During it, we conducted the 7th edition of this MOOC in collaboration with the UNED and the Spanish Society of Emergency Medicine and the Official Association of Physicians in Madrid. The main goal is to help teachers act in emergencies, providing them with the tools and knowledge they need. This year, a new chapter was included on covid-19 and prevention measures in the classroom.

Over 560 people enrolled in this edition.

Health Promotion in the School Environment

In 2020, we launched a single edition of this course given with UNED and the Research Group for Nutrition, Exercise and Healthy Lifestyle at the Polytechnic University of Madrid. The aim is to offer teachers tools and resources to undertake practical health promotion at school.

Over 300 professionals took part in this fifth edition of the course.

Healthy and Responsible Use of IT

We are working on a new version of this course, which aims to familiarize teachers and families with a responsible and healthy use of new technologies, offering advice on how minors should use them. It is expected to launch on the UNED platform in 2021.

190
HEALTH
PROFESSIONALS
PARTICIPATED IN OUR
WORKSHOPS AND
CONFERENCES



INTERNAL WORKSHOPS AND CONFERENCES

We continued to promote training for health professionals, with the organization of the following workshops attended by a total of 109 professionals.

Personalized Medicine in Prostate Cancer: on the path of prediction

Workshop held on February 4 at The LIX Institution of Madrid, where a select group of experts reviewed current knowledge on all existing tools or biomarkers that make it possible to 'tailor make a suit' for patients with suspected or diagnosed prostate cancer.

Organization of this workshop was combined with the presentation of the reports: 'Miracle Diets and Spanish Society' (May 27) and 'Early Detection and Prevention of Technology Addictions in Teens' (June 11).

TO FIND OUT MORE

News

› <https://www.lyxurologia.com/noticias/curso-medicina-personalizada-cancer-prostata-camino-la-prediccion/>

PARTICIPATION IN WORKSHOPS AND CONFERENCES

In 2020, we attended several conferences and workshops as speakers and participants, attended by over 100 people in person and over 1,200 online, including:

- **Healthy Organizations in the Framework of SDGs**, February 27, at SICUR (International Security Exhibition).
- **MEES Day Digital – My Company is Health event**, where different entities and speakers presented their initiatives and experiences in promoting healthy working environments. June 22 and 23.
- During the months of April and June, we took part in a series of talks on Zoom, **MEES Conversations**, with workplace health and prevention professionals.
- **COVIBESITY: Childhood obesity behind covid-19**. Workshop organized by the Autonomous University of Madrid on September 29, in which we participated as speakers at the roundtable discussion.
- **Erasmus+Digital Wellbeing Educators Multiplier Event Spain**. Promoting and raising awareness about digital wellbeing with the presentation 'Control Your Network. Safe and healthy use of technology,' at the workshop organized by the University of Alcalá on July 8.

+300

PROFESSIONALS
TOOK PART IN THE FIFTH
EDITION OF THE COURSE
HEALTH PROMOTION
IN THE SCHOOL
ENVIRONMENT



Installation in the Interactive Economics Museum (MIDE) in Mexico, housed in the former Convent and Hospital of Our Lady of Bethlehem and Saint Francis Xavier of Mexico City.



35,464

VISITS TO THE MIDE

(joint project between Fundación MAPFRE and the Museo Interactivo de Economía)

- **VIMET (Virtual Internacional Meeting of Education and Technology)** with the presentation 'Healthy and safe use of new technologies - Control Your Network', organized by SIENA on October 15.
- **Participation in the roundtable discussion 'Education and Health'**, as part of the workshop Together for Education, organized by SIENA in Madrid on December 16.

In insurance and social protection

MIDE: FINANCE CLASSROOM FOR SOCIETY

Since 2015, we have a collaboration agreement with MIDE, the Interactive Museum of Economics of Mexico, through which we conduct a variety of activities primarily to spread knowledge about insurance among Mexican citizens.

In the space dedicated by the Museum to finance in society, we have a room called Wealth, Risk, and Insurance, allowing people to research value forecasts and promoting insurance education for children, youth, and adults.

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

visitors familiarize themselves with insurance concepts like policies, premiums, deductibles, amounts insured, and benefits

Due to the global pandemic that we are experiencing, the museum has been closed since mid-March. It reopened in September with a maximum occupancy of 30 %.

The covid-19 pandemic has prevented us from conducting the Vamos a la Segura activity with Fundación MAPFRE, an educational experience for people over the age of 18 which invites participants to recognize the importance of insurance as an instrument that makes it possible to protect people's finances in case of an unexpected event.

TO FIND OUT MORE

› <https://www.fundacionmapfre.mx/mexico/es-mx/campanas-programas-educativos/museo-interactivo-economia/>



Infographic for illustrating webinars on insurance and prevention.

FINANCE EDUCATION DAY AND WEEK

We hold this event the first Monday of October in Spain and Mexico.

Spain

Financial Education Day is promoted by the National Securities Market Commission and the Banco de España within the Financial Education Plan and in collaboration with various institutions and organizations.

Fundación MAPFRE has collaborated with this initiative since 2012. This year's theme was 'Responsible finances for all,' to transmit the need to acquire responsible financial habits which is especially relevant these days due to the covid-19 epidemic. For the first time, all activities were conducted online. Fundación MAPFRE participated in the following activities:

- **+Seguro Escape Room**, a fun virtual escape game in which users had to pass several tests to figure out the final code that would enable them to take part in a drawing for three Amazon gift cards valued at €300 each.
- **Participation in the program 'Todos Seguros'** hosted by Capital Radio to connect society with the financial and insurance culture.
- **Publications on our social media**

Mexico

In previous editions, the National Financial Education Week in Mexico was held in the month of October with in-person activities, but this year, due to the pandemic caused by covid-19, it was moved to November and entirely online, with the theme 'I look after my money, I protect my health'. To do that, the National Commission for the Protection and Defense of Financial Services Users created a virtual fair with the participation by collaborating entities. Fundación MAPFRE is present in this attractive virtual space with fun activities designed to inform people about the different types of insurance and the basic principles behind understanding how insurance works:

- **+Seguro Escape Room** adapted to the country. Those who managed to overcome the challenge were entered in a drawing for three Amazon gift cards valued at 3,000 pesos each. A total of 917 people completed the challenge.
- **Webinar on the impact of the insurance market on the covid-19 pandemic**, with 264 users connected.
- **Infographs on insurance and social welfare**

917

PEOPLE
COMPLETED THE
CHALLENGE +SEGURO
ESCAPE ROOM
IN MEXICO



244

USERS
joined the webinar
on the impact
of the insurance
market on the
COVID-19 pandemic

Five students from the University of the Balearic Islands won the bugaMAP Championship, organized by Fundación MAPFRE.



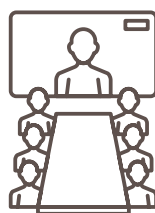
400

UNIVERSITY STUDENTS

participated
in the Bugamap
Seminars in January
and February

BUGAMAP SEMINARS

This activity, designed for university students, consists of a business simulation game carried out in person, which teaches insurance business management. Participants must make decisions in strategic areas of an insurance company, and they see their direct impact on management ratios such as the company's solvency, market share, or results. The sessions are organized in groups of students that make up a simulated insurance market, and they compete among themselves as insurance companies do on the real market.



230

UNIVERSITY STUDENTS

have participated
in the online
Bugamap Seminars
since September

The sessions are organized in groups of students that make up a simulated insurance market, and they compete among themselves as insurance companies do on the real market

During the months of January and February, seminars were held at 18 Spanish universities, and we reached over 400 students. Beginning in March, due to covid-19, we suspended all seminars that we had scheduled, both at Spanish universities and in other Latin American countries.

Previously, we held the final of the Catalonia / Balearic Islands interuniversity championship, but the ones scheduled for Madrid, Andalusia, and Valencia could not be carried out.

We have worked to conduct the activity only, and since September, we have held ten seminars in Spain, attended by 230 university students.



Insurance posters.



WORKSHOPS AND WEBINAR ON INSURANCE KNOWLEDGE

Before the state of alarm, a workshop was held in person, but after that all workshops scheduled had to be moved online.

The following workshops were conducted in 2020.

Brazil

- Presentation in webinar format of the MAPFRE Economics report 'Elements for the Development of Life Insurance', attended by nearly 600 people.

Spain

- In September, we presented the MAPFRE Economics report 'The Spanish Insurance Market' in 2019. The number of connected users reached 100.
- On October 10, we conducted the webinar 'Escape Rooms and Finances for Students' as part of the activities conducted at VIMET (Virtual International Meeting of Education and Technology). This is an educational initiative organized by SIENA Educación, where each year professionals meet from the education sector in search of innovative proposals that can be applied at their schools. A total of 123 teachers registered for the event.

Mexico

- In January, we presented the MAPFRE Economics report 'Economic and Sector Outlook 2020', attended by 151 people.
- On December 1, we conducted a webinar to present the Global Insurance Potential Index 'MAPFRE GIP 2020' by MAPFRE Economics, which 1,600 people attended.

Peru:

- As part of the events at the Virtual Insurance Day Fair in Peru, on September 30, Fundación MAPFRE took part with the webinar titled 'The Latin American Insurance Market in 2019', attended by 208 people.

TO FIND OUT MORE

› https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/cursos-formacion-e-learning/



1.751

PEOPLE participated in the webinars on insurance knowledge held in Mexico throughout 2020

Exhibitions

IN A YEAR MARKED BY THE PANDEMIC AND ITS HARSH IMPACT ON EVERY AREA, AT FUNDACIÓN MAPFRE WE CONCLUDED A PROJECT THAT IS NOW A REALITY DESPITE EVERYTHING, WHICH WE HAD BEEN WORKING ON FOR SOME TIME: THE LAUNCH IN OCTOBER OF THE FUNDACIÓN MAPFRE KBR PHOTOGRAPHY CENTER, WHERE WE WILL NOW FOCUS FUNDACIÓN MAPFRE'S CULTURAL ACTIVITY IN THE CATALONIAN CAPITAL.

SDG Sustainable development goals



Later, we will provide details on this project's key features and how the start of its activities has been a very positive experience. In this introduction, we simply want to illustrate the events planned for 2020, despite the circumstances that have disrupted some of our expectations.

Overall, as is usually the case in our cultural activities, the 2020 action plan was a continuation of the lines that have defined us over the years as a cultural agent on the national and international scene: the conception and production of art exhibitions (visual arts and photography) presented as both a contribution to specialized knowledge and proposals aimed at enriching general culture in society.

As is also common in the way we work, the overall schedule of events includes exhibitions in our halls (Madrid and Barcelona) and mobile exhibitions at other institutions in Spain, the rest of Europe, and the United States, especially in photography exhibitions and our artistic collections.

The initial schedule included, by location, a total of six exhibitions in Madrid (two for painting and one for photography), while for Barcelona, there were four exhibitions, all for photography, three of them in the new hall, which was scheduled initially to open in June. Concerning exhibitions at other sites, the schedule included a total of 8 new traveling shows, four in Spain, two in Europe, and two in Brazil. Like so many other things, the entire project came to a halt in mid-March. Despite that, with regard to other sites, the pandemic did not represent a drastic drop in the number of exhibitions, as we were finally able to conduct a total of five exhibitions once the social and health situation allowed, three at the site in Barcelona. The greater presence of photography exhibitions is related both to the orientation of the new center and to the inevitable cancellation of the painting exhibition scheduled for autumn in Madrid due to the general limitations to international transportation and because the effort required to put on a display as significant as the one dedicated to Rodin and Giacometti made it advisable to postpone it. At the exhibitions at other sites, the pandemic's effect was felt more intensely, with the circumstances and difficulties of many institutional agents in play, faced with organizational restrictions, limitations to the movement of people and goods, etc.



Our new KBr Photography Center in Barcelona opened last October.

As a result, of the eight traveling shows planned, only four could be carried out in the end in Spain ('Miró. A collection', 'Portraits', 'Drawn avant-garde' and 'Eamonn Doyle'), one in Germany ('Berenice Abbott') and another in Brazil ('Paz Errázuriz').

Despite all the difficulties that the pandemic causes for the exhibition activity, we are satisfied with what we have achieved,

keeping our commitment to spreading art unabated. Because of that, we had to postpone some projects and move others forward, but thanks to the selfless collaboration of first-rate cultural institutions that we have worked with for a long time, art was still present in our lives when we needed it more than ever.



Exhibitions at out sites

53,193
PEOPLE
VISITED THE EXPOSITION
RODIN-GIACOMETTI

VISUAL ARTS

The annual program began with a proposal of the highest international order.

Rodin-Giacometti, which opened to the public on February 8. Organized in collaboration with the two institutions that hold the legacy of these two great artists (Musée Rodin and Fondation Giacometti, both in Paris), the nearly 200 works offered a suggestive and original tour of the works of these two great names in contemporary art: a sort of conversation that showed how in each of them approached sculptural creation, reflecting both their traits and their respective historical contexts in their themes and formal expressions. The public's reception of the exhibition was exceedingly positive when the pandemic hit. Following complicated formalities, we were given consent by the lending institutions to continue with the exhibition after lockdown. So we were able to reopen in early July. From then until it closed, in late August, the

rate of visits, due to the circumstances and legal limitations to mobility, decreased sharply, calculating that in the second period the exhibit received between 10 % and 15 % of the visitors that might have been expected under normal circumstances. Rodin-Giacometti received a total of 53,193 visitors.

As we indicated before, the other visual arts exhibition planned, a broad sample of the work of painter Leonora Carrington, was called off due to the cancellation of practically all international transportation for works of art, especially in countries from which the majority of the loans were coming from (the United States and Mexico). We still believe in the project that we shared with other institutions, so we have decided to postpone it until 2023.

PHOTOGRAPHY

The photography program began with the exhibition dedicated to English photographer Richard Learoyd (1966). The collection, which had been presented in the Barcelona hall in the summer of 2019, offered the Spanish public for the first time the opportunity to appreciate the vastness of one of the most personal and fascinating projects due to its lyricism and the technical excellence of the images, of the international photography scene. The excellent response that it was receiving was interrupted by the pandemic when it had received just over 5,500 visitors.

i TO FIND OUT MORE VISUAL ARTS

Rodin-Giacometti

› https://www.fundacionmapfre.org/fundacion/es_es/exposiciones/cultura-en-movimiento/el-abrazo-huidizo-de-alberto-giacometti/

› <https://www.facebook.com/176968927752/videos/rodin-giacometti-fundaci%C3%B3n-mapfre-sala-recoletos-madrid-hasta-el-10052020/1845251735776186/>

› <https://www.youtube.com/watch?v=q73OL3aYy5c>



Auguste Rodin.
Monument des Bourgeois de Calais
(Monument of The Burghers of Calais),
1889. Modern copy.



Carlos Pérez Siquier: Vanguardia periférica (Peripheral Vanguard).

It was precisely that circumstance ('Leonora Carrington's' cancellation) that led us to open the autumn program in Madrid with a photography exhibition: the retrospective on Lee Friedlander, which was scheduled for later. With nearly 300 works, it represents a milestone due to the exhaustive way in which, for the first time in our country, the work is presented by undoubtedly one of the greatest photographers of our time: American Lee Friedlander, who is still active at the age of 86. The collection has received over 20,000 visitors who readily gave it the Audience Award at the PhotoEspaña 2020 festival.

With regard to Barcelona, the pandemic restrictions have kept us from holding the exhibition scheduled for the summer, but another three could go on, although the first of them, Pérez Siquier, barely lasted a month before public life ground to a halt in mid-March.

The exhibition dedicated to Almería native Carlos Pérez Siquier (1930), which opened on February 13 at Casa Garriga Nogués, was an opportunity to get to know the full breadth of one of the artists who has dominated Spanish photography in the second half of the 20th century. His production, as well as the collective initiatives he promoted, especially the magazine AFAL, were decisive in modernizing and professionalizing the discipline in Spain. For the month it was open, Pérez Siquier had received 6,262 visitors.

The new KBr Fundación MAPFRE space, the significance and status of which is commented extensively below, opened on October 9 with a dual proposal that faithfully expressed the lines of action that the center would have: a broad, anthological exhibition dedicated to one of the great contemporary photographers (the German-born Englishman Bill Brandt) and a smaller selection of one of the most important collections of the Fundación's Collections, American Paul Strand. As explained below, the programming for this center will always be double, alternating a large anthological exhibition with another type of project, including the progressive presentation of our photography collections. The two exhibitions received 14,650 and 14,584 visitors, respectively.

TO FIND OUT MORE

Pérez Siquier

› https://www.fundacionmapfre.org/fundacion/es_es/exposiciones/cultura-en-movimiento/el-fin-del-undo-es-azul/

› <https://www.lavanguardia.com/local/barcelona/20200213/473528721692/catalunya-la-mayor-retrospectiva-fotografica-de-perez-siquier-toma-la-fundacion-mapfre.html>

› <https://www.youtube.com/watch?v=QugCk9s9Uw8>

Lee Friedlander

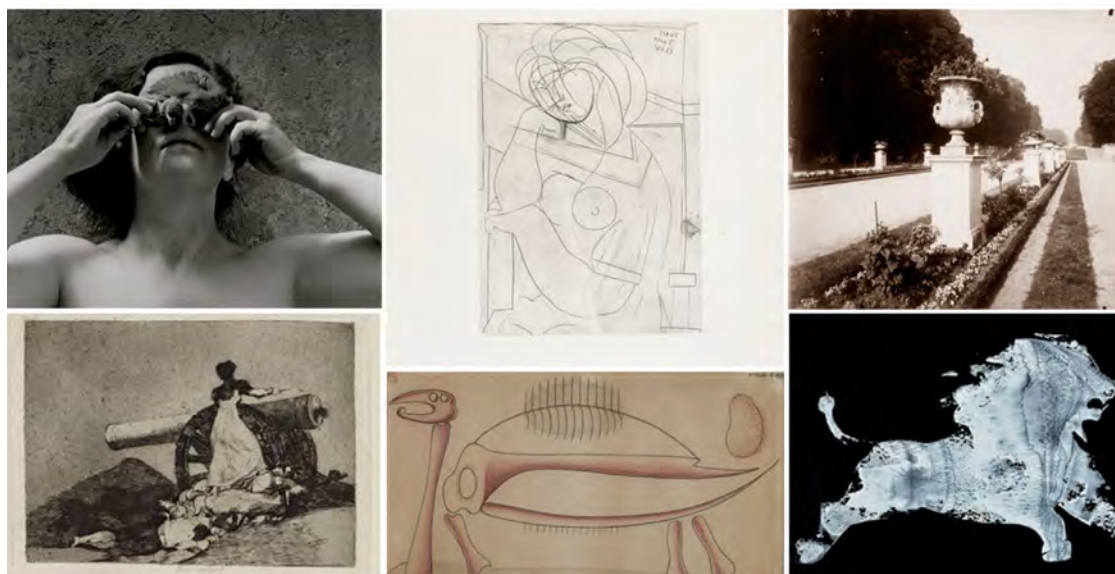
› <https://www.youtube.com/watch?v=lkrC-Fxzzlw>
› https://elpais.com/cultura/2020/10/08/babelia/1602153622_860279.html

14,650

**PEOPLE
VISITED THE
BILL BRANDT
EXHIBITION**

14,584

**PEOPLE
VISITED THE
PAUL STRAND
EXHIBITION**



Initiated in the 1980s, the Fundación MAPFRE Collections are a benchmark in Spain and throughout the world.

Fundación MAPFRE Collections

Started in the 1980s, Fundación MAPFRE Colecciones currently consists of a notable art collection (drawings, prints, photographs, and to a lesser degree, painting, and sculpture) that shows the institutional commitment we have in protecting culture and presenting it to society. They are made up of a total of five different corpus, four in fine arts plus one large collection of photographs: the Drawing Collection, with pieces from well-known Avant-garde European artists (Matisse, Schiele, Degas, Rodin, Picabia, Klimt, and others) and prestigious names in 19th and 20th century Spanish Art (Chillida, Fortuny, Gutiérrez Solana, Miró, Picasso, Pinazo, Regoyos, Vázquez Díaz, Viola, etc.); the respective collections from illustrator Rafael de Penagos and the artist and caricaturist Luis Bagaría; the Print collections (a complete set of Picasso's Volland Suite, multiple bullfighting scenes from Carnicero and Goya, and also from the great Aragon-born artist, a series of The Disasters of War). The Photography Collection, which currently consists of over 1,200 pieces, gathers together representative sets of the work of both the great masters of the 20th century (Robert Adams, Walker Evans, Lee Friedlander,

Helen Lewitt, Paul Strand, etc.) as well as other contemporary and internationally recognized photographers (Paz Errázuriz, Graciela Iturbide, Nicholas Nixon, and others).

The need to renew, which affects any self-respecting collection subscribes to, was reflected in 2020 in acquiring a significant number of photographs by the Italian-Venezuelan Paolo Gasparini (1934) of Latin America's most prestigious photographers.

The collections are an active projection factor for the Foundation's cultural project through exhibitions in other institutions in Spain and abroad using its own collections, described above, as well as through the loan of exhibitions from other institutions, a process that, in addition to helping Fundación MAPFRE establish our presence in cultural projects in Spain and abroad, makes it possible to create and maintain an extensive and fruitful network of institutional contacts. This aspect was also severely affected by the stoppage of cultural activities due to the pandemic. Compared to what had been common in previous years, we received a significant y lower number of requests in 2020.



+1,200

PIECES

make up the Fundación MAPFRE Photography Collection



41,682

VISITORS

enjoyed the exhibitions at the other locations where Fundación MAPFRE collaborates



Paz Errazuriz's photographs traveled in October to the Moreira Salles Institute (São Paulo).

Exhibitions at other locations

TO FIND OUT MORE

Doyle (Gijón)

› <https://www.youtube.com/watch?v=638jYNf8NWw>

Errázuriz (São Paulo)

› <https://ms-my.facebook.com/imspaulista/videos/a-exposi%C3%A7%C3%A3o-que-o-covid-19-adiou-paz-errazuriz/1069124286795881/>

Our collaborations with national and international art institutions, with whom we share agreements to host the exhibitions conceived and organized by Fundación MAPFRE, form a big part of our art exhibition activity. It is a proposal that is especially important to us because it enables us, on the one hand, to achieve significant institutional coverage through the exhibitions of the Fundación MAPFRE Collections (drawings, etchings, photography), and, on the other hand, the traveling exhibitions are an effective tool for consolidating our international reputation and expanding our network of institutional relations, especially in the case of photography.

This aspect of our program was also logically affected very directly by the restrictions to public life caused by the pandemic, but, as we pointed out above, in the second half of the year, we made a special effort to recover as many of the planned exhibitions as possible. Even so, in the end we were able to hold 4 of the 8 we had initially planned, although there were also exhibitions that opened in the last quarter of the previous year and closed during

the first weeks of January. This is the case of the three photography exhibitions: the Richard Learoyd exhibition at The Hague (Fotomuseum, 10/05/2019 - 01/05/2020), which received nearly 3,000 visits toward the end; Peter Hujar at the Jeu de Pomme (Paris, 10/15/2019 - 01/19/2020), an exhibition that in the short period of time it was open that year received just over 15,000 visitors; and, in Spain, the Portraits exhibition (Fundación MAPFRE Collections) at the Fine Arts Museum of Castellón.

Of the traveling exhibitions scheduled for this year, the Thyssen Málaga Museum hosted Drawn Avant-Garde from October to January 2021; Paz Errazuriz's photographs traveled in October to the Moreira Salles Institute (São Paulo) where they remained until January. As regards our traveling photography exhibitions, as has generally been the case, some of the ones shown recently in our halls were shared with other institutions: Eamonn Doyle was exhibited at the Gijón Cultural Center between June and September; Berenice Abbott was shown in the SK hall (Stiftung Kultur) in Cologne between May and September.



The Fundación MAPFRE KBr Center

From left to right:

Lee Friedlander
'Nashville, Tennessee',
1963. Colecciones Fundación
MAPFRE © Lee Friedlander,
courtesy Fraenkel Gallery,
San Francisco

Bill Brandt
'Evening in Kew Gardens,
(Tarde en Kew Gardens)',
1932. Private collection,
Courtesy Bill Brandt Archive
and Edwynn Houk Gallery.
© Bill Brandt / Bill Brandt
Archive Ltd.

Paul Strand
'Blind Woman, New York,
(Mujer ciega, Nueva York)',
1916. Colecciones Fundación
MAPFRE © Aperture
Foundation Inc., Paul Strand
Archive

As mentioned before, 2020 brought with it big news in our cultural activity: the opening of a new space in Barcelona, the Fundación MAPFRE KBr Photography Center, which opened to the public on October 9, located at the foot of Torre MAPFRE, one of contemporary Barcelona's most emblematic buildings.

The proposal, presented as an explicit step forward in our presence in Catalonia's cultural life, opens a new stage in the exhibition activity that Fundación MAPFRE has been undertaking since 2015 with a new addition: photography will now be the central pillar for all activity at the new center.

Since we started creating photography exhibitions in 2009, they have received constant recognition, even in the countries where we hosted them, from institutions, professionals, media outlets and organizations linked to contemporary photography conservation and dissemination. Along that line, KBr recognizes that new role for Fundación MAPFRE and the

responsibility it represents, but at the same time, it's also a way to solidify our presence as a cultural agent in the dynamic Catalan capital, with a subject like photography, which is known to be an important part of the cultural creativity in contemporary Catalonia.

Its name is evocative of the continuation and renovation inspired simultaneously in the project: KBr is the symbol for potassium bromide, one of the components of silver bromide, which was used to 'reveal' on a piece of paper images previously reflected thus enabling the photograph to appear. The name reflects on the one hand, the continuity of an institutional journey that has paid special attention to the great tradition of the masters of contemporary photography and, on the other hand, the universality of the symbol expresses the dimension of photography as a shared contemporary language and the profound international vocation with which the center was conceived.



Paul Strand Anna Attinga Frafa, Accra, Ghana (Anna Attinga Frafa, Accra, Ghana), 1964. Gelatin silver. Fundación MAPFRE Collections
© Aperture Foundation Inc., Paul Strand Archive



The KBr has two exhibition spaces, which will always be active simultaneously. Its programs and the large retrospectives also include another three lines of programming: collaboration in spreading the photographic heritage held in Catalan institutions, attention to photography schools, and organizing exhibitions with the works in the Fundación MAPFRE Collections. This new configuration of the activity was clearly reflected in the opening project: the exhibition dedicated to photographer Bill Brandt and an exhibition presenting the Paul Strand collection held in our collections.

The public presentation of KBr was, and unfortunately continues to be, hampered by the pandemic and its strict limitations in all aspects of social life. However, we have posed a strategy of personalized visits to share the project with representatives of the leading institutions of culture and public life in Barcelona. For nearly a week, the heads of the Culture area were able to present the new project, in a long series of very reduced visits, to nearly 200 people from public institutions, art museums, and photography centers, universities and photography schools, other cultural institutions, etc.

The result of this strategy was commensurate with the effort made, as both the response to the personal invitations and media coverage agreed that the institutional effort represented by a project of this size, the excellence of its cultural focus, the quality and originality of the space created and, in short, the valuable contribution of KBr to the Catalan capital were all positive. The public's response (over 20,000 people visited the center in 2020) was no less enthusiastic, and we feel quite satisfied with the effort made and involved and enthusiastic about the new project that is facing Fundación MAPFRE.

TO FIND OUT MORE

› <https://www.lavanguardia.com/vida/20201007/483914454639/fundacion-mapfre-abre-en-barcelona-kbr-con-exposiciones-de-brandt-y-strand.html>

› <https://www.youtube.com/watch?v=ljWhT1x6VMU>



El canto del pájaro al rocío de la Luna
(The bird's song to the moon dew), 1955. Joan Miró.



Paisaje, 3 de marzo de 1974
(Landscape, 3 March 1974). Oil on canvas. Joan Miró.



Personajes en un paisaje cerca del pueblo
(Personage in Front of a Landscape), 1965. Joan Miró

Permanent exhibitions

ESPACIO MIRÓ

The return of the temporary exhibitions in July also reached Espacio Miró, where we showed a collection of 65 works by the Catalan artist that, together with five mobiles by the American Calder, are part of the Fundación MAPFRE Collections as temporary loans. As has been the case since the arrival of this notable collection, Espacio Miró hosted an intense schedule of educational workshops and activity that remains suspended to date for health prevention reasons. With visits by schools and families participating in the workshops, Espacio Miró was also a point of interest for visitors to the temporary exhibits, receiving nearly 2,500 visits.





Virtual tour of the Insurance Museum here.

INSURANCE MUSEUM

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

We organize two types of activity in the Museum: a guided tour for the general public and a dynamic tour for students.

The Museum remained open until March 10, having received up until then 212 students on dynamic tours and 288 adults on guided tours. Given the structure of the Museum, and as the visits are in groups of at least 10, it did not reopen in 2020 because it was impossible to comply with the health safety rules established by the competent authority.

TO FIND OUT MORE

online tour of the Museum available at
[› https://www.museovirtualdelseguro.org/es](https://www.museovirtualdelseguro.org/es)

Volunteering

THE FUNDACIÓN MAPFRE VOLUNTEERING PROGRAM PROMOTES SOLIDARITY AND HELPS OTHERS DO IT. WE OFFER INSTITUTIONS AND COMPANIES OUR CUMULATIVE EXPERIENCE IN THE DEVELOPMENT OF SPECIFIC VOLUNTEERING PROGRAMS SO THAT ANYONE WHO WANTS TO CAN SHARE THEIR EFFORT IN BENEFIT OF OTHERS, WHICH BENEFITS THEM AND SOCIETY AS A WHOLE.



5,006
VOLUNTEERS

SDG Sustainable development goals



THE OBJECTIVES OF THE PROGRAM CAN BE SUMMARIZED AS:

- Helping people improve their quality of life and achieve basic well-being, whether by recognizing or defending their rights and basic needs, through access to education and culture and improving their environment.
- Collaborating so that socially-responsible organizations, companies, and people can promote and improve on their solidarity work.
- Improving people's surroundings and raising social awareness of the importance of caring for the environment and its impact on the wellbeing and health of society.

All of our volunteer activities are framed within the five lines of action: nutrition, education, health, environment, and emergency aid, in addition to a sixth one, which we call Share Solidarity and groups the specific actions that have the biggest impact on a line of action.

Our activities are varied and flexible enough to enable volunteers to choose their level of involvement and commitment based on their interests and availability. They can collaborate one day at a soup kitchen and another day take on greater responsibility, such as in a leisure and accompaniment activity for people at risk

of social exclusion for three months. We are all necessary; there are no more or less important activities because they all are: every little bit helps. That action, which may seem insignificant and takes just a morning of your time, may save a person's life.

To redouble the impact of our activities, we work with non-profit social entities. It's not about Fundación MAPFRE; the heroes are the volunteers.

Our volunteering activities are aimed primarily at children, teens, the elderly, people with disabilities (physical, intellectual, and emotional), the sick or at risk of social exclusion.

There are also now 13 online courses that we have developed and cover different aspects that influence the design of a volunteering activity, from the legal scope to how the type of benefit defines the action to be taken.

This year more than ever, we have needed active and committed volunteers, and that's what we got. In person and online, our volunteers have stood with those who need it most, with actions in 28 countries where we have also taken material aid, a message of hope, and optimism. In that sense, our volunteers were at the forefront in building that better world to come after the pandemic. We do not doubt it.



Fundación MAPFRE Volunteering.



TO FIND OUT MORE VOLUNTEERING

Global website

› <https://voluntariosfundacionmapfre.org>

Fundación MAPFRE Volunteers Video

› https://www.youtube.com/watch?v=1N3skmtjcJI&list=PLY_KU9eaUF217y15c9ywJCMVgCsBUj5ws&index=2

Fundación MAPFRE and WCK offer 30,000 New Year's Eve dinners to vulnerable families

› https://www.youtube.com/watch?v=8iYusvh0EdM&list=PLY_KU9eaUF217y15c9ywJCMVgCsBUj5ws&index=1&t=23s

Fundación MAPFRE and the Colombian National Police united against covid-19

› https://www.youtube.com/watch?v=hjFXcmSz0HE&list=PLY_KU9eaUF217y15c9ywJCMVgCsBUj5ws&index=7

In the fight against covid-19, join the Fundación MAPFRE volunteers in Colombia

› https://www.youtube.com/watch?v=wrYBpw64idQ&list=PLY_KU9eaUF217y15c9ywJCMVgCsBUj5ws&index=6

***This year, more than ever,
we needed active and
committed volunteers***

35 million hopes around the world

RESEARCH, DONATION OF MEDICAL AND HEALTHCARE SUPPLIES, AND ATTENDING TO VICTIMS ARE OUR MAIN LINES OF ACTION AGAINST COVID-19

SDG Sustainable development goals



Extraordinary action to combat COVID-19

While the virus paralyzed the world and many of us sheltered in our homes during the lockdown, at Fundación MAPFRE we unfurled our sails to plot a course toward a challenging goal, with an immediate impact on the protection and care for the lives of many people around the world: donating all sorts of primary needs healthcare and protection material for the fight against the pandemic, social aid for the victims and knowledge about what we were facing. An impressive budget of €35 million to help prevent infection, alleviate the effects and understand how to act in the future.

The effort was worth it to the extent that many of those affected have benefited from our work and indicated that solidarity is the best way to tackle the pandemic. Since March 2020, Fundación MAPFRE has donated 4,662,970 masks, 4,100,096 boxes of gloves and many other prevention elements and treatment equipment, including ventilators, ultrasound machines, monitors, thermometers... and even a CT scanner to diagnose more complicated cases. We have delivered hospital beds, even entire models for emergency assistance; supported the renovation of equipment, such as air-conditioning installations or sewage networks in new hospitals. We have purchased and shipped a mask machine to Guatemala, where the President of the Republic, Alejandro Giammattei,

took part in commissioning it, and we equipped a vessel to take covid-19 detection kits to the deepest part of the Amazon rainforest.

We were with the major hospitals in Boston and with the small volunteering organizations in Venezuela, or with the volunteer firefighters who scoured all the hospitals in the cities and found no beds available and then had to return patients to their homes accompanied by nothing but an oxygen bottle and the hope that it would be enough. We prioritized care for first-line workers in the battle against the pandemic, beginning with healthcare workers. We also helped countless rest homes in Argentina, Turkey, Spain, places where the disadvantaged sought shelter, centers for people with disabilities. The most important thing: all types of people. We spared no effort whenever we say that we could help someone.

As the pandemic spread, we managed to adapt to the evolution of healthcare needs. In that sense, in November, in response to the Izmir earthquake, we helped the people of Turkey with masks and other basic items, an effort recognized by the mayor of the city himself. We were also able to send food to those affected by disease in Brazil or Honduras. These successes were a source of joy in the same way we have felt sorrow when we were unable to answer all the calls for help that we received: this crisis has turned our entire world on its head, all our lives, starting with our health, but continuing with the economy, education, inequality, and so many other things.



35
MILLION EUROS

Budget to help prevent infection, alleviate the effects and understand how to act in the future

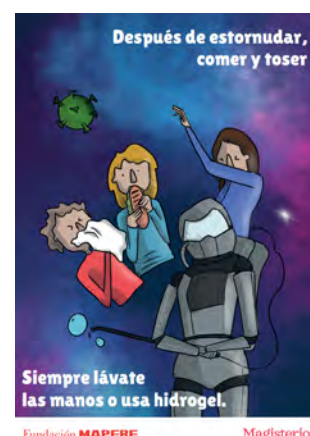


An important part of our work has consisted in managing all the assistance with the utmost rigor and transparency, valuing every unit cost of every piece of equipment in every country, every agreement, every supporting document, every material delivery, every bank transfer, every currency exchange, every final receipt at the destination, etc. We have undertaken hundreds of initiatives in 27 countries, including Italy and Indonesia, where Fundación MAPFRE had not taken any actions before. And we have done so in the shortest amount of time possible because every day, every hour counted and, unfortunately, continues to count.

We are very proud of many things: for example, of having received the trust in Uruguay of Zúrich Seguros and Banco Santander, with which we collaborate with medical donations. Whenever

possible, we have supported sectorial actions when they have presented themselves as the most efficient option at any given time: for example, in Peru, we were able to drive the first aid from Fundación MAPFRE, consisting of purchasing the first 20 ventilators of a total of 81.

We are also very proud of the solidarity shown by many people in different countries, some of whom told us, 'There are places where the situation is even worse; focus on them first.' Others have helped us purchase supplies at times in which the distribution chains around the world had broken, and we were all trying to find equipment wherever it was available, analyzing the best way to select the most appropriate and transport it where it was needed.





In addition to alleviating the most urgent needs, we have also been concerned with preventing them, keeping the disease from spreading. In short, acting more on the causes than on the consequences. We were immediately aware that we needed to know more about a disease that was, and to a great extent still is, a great unknown. That is why we donated €5 million to the Higher Council for Scientific Research, to learn more about what we were facing, and crush it with the vaccine timeline in mind. We complemented this measure with others of a more modest, but no less important, scope, such as promoting research that makes it possible to develop ventilators with limited resources, manufacturing personal protective equipment with different Spanish universities, and providing economic resources to channel the most relevant initiatives that have come from different entrepreneurs.

Epidemics come to an end, but they leave many open wounds that need to be sutured as soon as possible. Some are economic; others are emotional. If we want to properly overcome this pandemic, which we refrain from describing with the epithet we all have in mind out of respect for our readers, because it is not the proper tone for our annual reports, we cannot overlook the social consequences. That is why we launched a telephone and online support service for the deceased's families that they may find comfort in a voice and appropriate psychological advice. We were also aware that ropes always break at their weakest point. In the Spanish economic structure, that point is found in the self-employed workers. That is why we have created a legal support service to advise them about



All together, as one big team. It was the support of the volunteers that made it possible in the end for the aid to arrive, such as those in Mexico who prepared humanitarian aid for healthcare staff that was distributed in their work centers and that, after long and exhausting workdays, were received in their neighborhoods with insults and aggressions for fear that they would infect their neighbors.

But what makes us proudest is having had a generous budget to do our work. The funds, like all those at Fundación MAPFRE, originate in the effort of many colleagues and in the trust of millions of group customers. They are the ones who truly made it possible, and they continue to do so. We had the obligation not to betray their trust and turn their donations into the hope that those who needed it most could hang on to.

TO FIND OUT MORE

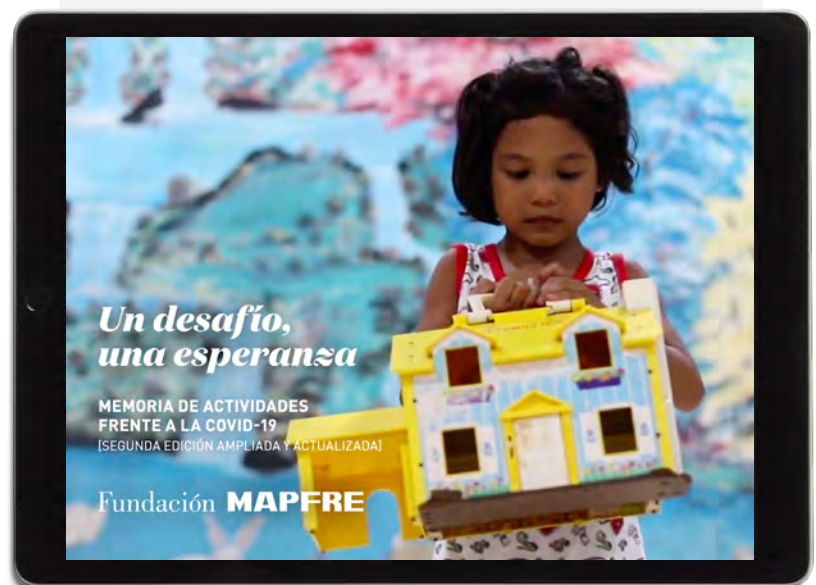
COVID-19 Report

processing public assistance, deferring taxes and contributions, or any other aspect that could affect their businesses' viability.

The sails of our ship remain unfurled. Our course is no longer so unclear, and we know where we want to arrive. Our commitment to quality research, ensuring that healthcare assistance arrives in record time, and implementing social support measures has contributed to grasping the helm firmly. We don't know when this voyage will end, but we have learned to weather storms, heavy seas, and dead calms in these months. The birds are now reaching our vessel, so the coast must always be closer.

For all those who have been involved, and it is fair to say that it has been Fundación MAPFRE in its entirety in one way or another, this is undoubtedly one of the most significant professional challenges of our lives. However, the human experience has been much more so and will continue to be, with the service it represents, which has always characterized our foundational spirit. We are a team, and we have shown it, which we are proud of, but none of what we have achieved, none of those 35 million hopes, would have been possible without the support of the thousands of volunteers who have made our wishes come true. We are nothing without them.

Thank you very much!



We don't know when this voyage will end, but we have learned to weather storms, heavy seas, and dead calms in these months. The birds are now reaching our vessel, so the coast must always be closer



4

**Fundación
MAPFRE
in figures**



Measuring the impact of our actions is key to continuous improvement and **effective management**

In April, we made profound changes to our rules for measuring beneficiaries due to the updating work we began the year before. The renovation was threefold: to adapt to the current reality of information on events from digital environments, continuously increasing over the past several years; accommodating the structure of programs and projects and reorganizing them according to the data processing tools; and, undoubtedly the most important aspect, communicating better with society to report our activities so that our work and social value are understood in their true measure.

As in any organization, social entities must seek maximum efficiency as one of their primary goals. To do that, they need accurate and detailed information on the resources made available to them and the results obtained in each of the lines of action and, in our specific case the people who have benefitted from them. In short, it is all a matter of systematically and rigorously identifying, measuring, and evaluating what we do and who benefits from it, so that the improvement process can be continuous.

Indeed, this measurement of benefit is initially subjective because what do each of us consider 'receiving a benefit deriving from a social activity'? And what yardstick do we use to measure it? Unfortunately, we do not have a normalized standard that we can use as a base or reference, so we still need to explain, transparently, how we identify and measure our beneficiaries. That is why we came up with the new methodology that we designed and adopted as the standard.

In summary (the standard has 21 pages and three appendixes), the most important concepts are:

BENEFICIARY: A person or legal entity that obtains or receives a benefit from an action or that takes part in a foundational activity or event. In other words, they are the people targeted directly by the activity.

AUDIENCE: These are people directly related to the foundational activities, such as those who receive information from Fundación MAPFRE or those who take part indirectly in our activities, but who are not the intended target, or those in whom we believe that our degree of contribution is not significant enough to be cataloged as a beneficiary.

In both cases, beneficiary and audience we distinguish between in-person and digital. In the first case, we refer to those who attend the event at the place where who hold a particular action, because the nature of the action so requires or because they have chosen to do so, while the second groups those who attend over the internet (web, social media, apps, digital media campaigns, streaming events e-learning courses, etc.).

By making this classification we are aware that it is difficult to compare very different types of activities, given the different scopes of action and the themes we cover. It is, therefore, important to highlight that we do not believe that some activities or beneficiaries are better than others and that, as a whole, what each of them seeks is to make the greatest possible impact on improving our interest groups and, by extension, society at large. Despite this diversity and complexity, we have attempted to adopt common criteria to homogenize the measurement of all Fundación MAPFRE activities. We believe that by applying this standard, we reflect our activity faithfully, transparently and verifiably.

Only a measurement based on verifiable acts enables the data to be validated, and to be used as a basis for a continuous improvement process, especially taking into account that measuring the beneficiaries and scope of the audience is a means of helping in management, never an end unto itself. We trust that this new standard will help us all reach a thorough understanding of what we do and how we measure it.

We must evaluate the impact of our actions on beneficiaries and audiences, both in person and online, with standard measurement criteria

Volunteering map

IBERIA

SPAIN		
PORTUGAL		

LATAM

South America		
Argentina		
Brazil		
Chile		
Colombia		
Ecuador		
Paraguay		
Peru		
Uruguay		
Venezuela		
Central America		
Costa Rica		
El Salvador		
Guatemala		
Honduras		
Mexico		
Nicaragua		
Panama		
Dominican Rep.		

INTERNATIONAL

North America		
United States		
Puerto Rico		
Europe/Asia		
Germany		
China		
Philippines		
France		
United Kingdom		
Indonesia		
Italy		
Malta		
Netherlands		
Turkey		





GLOBAL DATA

	BENEFICIARIES				PARTICIPATION	
	Activities	Events	In-person Beneficiarie	Digital Beneficiarie	In-person audience	Digital audience
Fundación MAPFRE Awards	3	3	26	0	0	236
Social Projects and Assistance	10	336	121,622	56,469	428	1,808,345
Educational and Awareness Programs	33	2,921	355,377	4,101,649	9,524,818	37,686,542
Innovation and knowledge promotion (*)	16	90	23,482	1,598,707	217,876	259,405
Courses, Workshops and Conferences	23	80	36,571	6,605	0	689,128
Exhibitions (**)	14	47	165,014	369,550	0	490,068
Volunteering	7	1,026	166,492	2,573	1,342,766	512,181
COVID-19 Actions (***)	3	402	4,444,690	8,781	13,452	763,304
TOTAL	109	4,905	5,313,274	6,144,334	11,099,340	42,209,209

(*) Includes advanced medical research activities.

(**) Includes the Paz Errázuriz exposition in the activities and events column only.

(***) Includes the donation of €5 million to CSIC for the promotion of research.

FUNDACIÓN MAPFRE AWARDS

PROJECTS AND ACTIVITIES		BENEFICIARIES		PARTICIPATION	
	Events	In-person Beneficiarie	Digital Beneficiarie	In-person audience	Digital audience
Social Innovation awards					
Health	1	9	0	0	147
Insurance Innovation	1	8	0	0	46
Sustainable Mobility	1	9	0	0	43
TOTAL	3	26	0	0	236

SOCIAL SOCIAL PROJECTS AND ASSISTANCE

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
SOCIAL EMPLOYMENT PROJECT	203	6,629	56,401	400	769,407
Juntos Somos Capaces Employment Promotion Initiative	159	2,247	10,006	400	0
SOY CAPPAZ app	4	0	46,165	0	0
Accedemos employment grants	40	340	230	0	769,407
Secretariado Gitano	2	4,022	0	0	0
Fundación Alala	1	20	0	0	0
Downloads Reflections Intermediate and Advanced Vocational Training 2020	12	0	139	0	0
Downloads Guides for Reflection and Evaluation of Internships 2020	9	0	22	0	0
INTERNATIONAL SOCIAL PROJECTS	114	112,887	68	0	42,795
International Social Projects	114	112,887	68	0	42,795
SOLIDARITY	19	2,106	0	28	996,143
Sé Solidario Project	16	2,100	0	28	991,996
Social expositions	3	6	0	0	4,147
TOTAL	336	121,622	56,469	428	1,808,345

EDUCATIONAL AND AWARENESS PROGRAMS

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
IN ART	2	715	0	0	0
Exposition: Rodin-Giacometti	1	91	0	0	0
Exposition: Espacio Miró	1	624	0	0	0
IN ACCIDENT PREVENTION AND ROAD SAFETY	1,749	216,780	3,011,613	9,524,818	5,722,893
SDG Planet	64	0	1,170	0	0
Fire Prevention Week (Spain and Peru)	443	156,680	3,126	0	2,708,154
Road Safety Education Roadshow (Spain and Brazil)	20	2,254	0	0	0
Permanent Road Traffic Parks (Panama)	2	2,627	0	0	0
Road Safety in Schools (Brazil, Dominican Republic, Chile and Peru)	54	1,418	41,756	23,500	107,963
Ahora vamos andando al cole	100	7,545	1,833	0	0
Child Restraint Systems	26	100	861,802	0	707,500
Company Road Safety	16	0	469,259	0	0
Protect What Matters Most	1	0	0	9,500,000	0
Drive Safely Blog	23	0	1,592,854	0	0
ADAS systems	6	0	1,379	0	0
Microsite Manual on the 3Ss of Mobility: safe, secure and sustainable	4	0	1,713	0	0
It Can Happen to You/If you're in control, you'll be back	803	13,561	12,330	0	0
World Day of Remembrance for Road Traffic Victims	1	0	0	0	830,772
Drowning Prevention (Brazil)	24	9,500	0	0	0

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person beneficiarie	Digital Beneficiaries	In-person audience	Digital audience
Dissemination and awareness materials (In collaboration with FICVI: Spain, Panama and the United States)	83	6,966	873	1,100	1,232,662
Dissemination and education materials	38	10,514	19,621	218	135,842
Dissemination and prevention materials	40	3,615	3,897	0	0
Special events	1	2,000	0	0	0
IN HEALTH PROMOTION	837	85,179	452,867	0	18,492,055
Elige Vivir Mejor (Choose to Live Better)	174	59,595	18,503	0	0
Controla tu Red (Control Your Network)	570	5,895	7,668	0	1,813,482
Feel Good, Play Better: Health campaign for young people	13	0	0	0	3,530,611
SOS Respira and CPR	49	4,000	13,070	0	1,821,776
Vivir en Salud (Healthy Living) (Spain and Brazil)	13	15,289	310,792	0	5,092
Practicooking	7	0	0	0	5,549,551
Mujeres por el Corazón (Women for the Heart)	7	400	102,834	0	397,470
Educational Content on Social Media	4	0	0	0	5,374,073
IN INSURANCE AND SOCIAL PROTECTION	333	52,703	637,169	0	13,471,594
PlayPension	299	4,337	433	0	0
Seguros y Pensiones para Todos website (Insurance and Pensions for All)	8	0	636,736	0	4,749,133
Campaign on Savings and Social Protection 2020	4	0	0	0	8,722,461
Thematic Guides on Insurance	22	48,366	0	0	0
TOTAL	2,921	355,377	4,101,649	9,524,818	37,686,542

KNOWLEDGE PROMOTION AND INNOVATION

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
SCHOLARSHIPS AND GRANTS	1	7	0	0	458
Ignacio H. de Larramendi Research Grants	1	7	0	0	458
Ageingnomics Research Center	4	7	768	0	11,246
PUBLICATIONS	74	23,461	634,335	216,256	216,256
Monographs (*)	58	23,461	309,973	216,256	216,256
Art	11	23,221	0	0	0
Prevention and Road Safety	13	0	18,894	0	1,973,056
Health Promotion	4	0	93,717	0	0
Insurance and Social Protection	30	240	197,362	200	0
Periodicals	16	0	324,362	0	0
La Fundación magazine	12	0	187,656	0	0
Seguridad y Promoción de la Salud magazine	1	0	18,015	0	0
Trauma magazine	1	0	74,104	0	0
Patología del Aparato Locomotor magazine	1	0	31,059	0	0
Traumatismo craneoencefálico	1	0	13,528	0	0
DOCUMENTATION CENTER	11	7	963,604	0	31,445
TOTAL	90	23,482	1,598,707	216,256	256,405

Advanced medical research activities are not included in this table

(*) The events column includes publications printed in 2020, while the beneficiaries and audience columns include the publication readers from previous years.

COURSES, WORKSHOPS AND CONFERENCES

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
IN ART	1	1	595	0	0
Extimacy (public, private, secret)	1	1	595	0	0
IN ACCIDENT PREVENTION AND ROAD SAFETY	23	295	3,148	0	41,063
Protection, Self-Protection, First Aid and Road Safety	1	0	553	0	0
Companies Workshop: Applying SDGs to improve road safety	1	135	0	0	0
Webinar Sharing Experiences in Work Mobility in Times of COVID-19	1	0	205	0	0
2020 Fire Prevention Week Training Webinar	1	0	341	0	0
OBA-Fundación MAPFRE Digital Meeting 2020: The future of firefighting services	3	0	52	0	10,588
Webinar Ten Years of Road Safety: Balance and a Look to the Future	1	0	1,002	0	0
Digital Workshops - SER: Pregnancy and Newborn Safety	11	0	809	0	181
Roundtable Discussion: Safe mobility during pregnancy and childhood	1	0	132	0	30,294
Participation in webinar Roundtable discussion: Safe Breakfast on Wheels	1	0	54	0	0
Participation in 2nd World Youth Assembly for Road Safety	2	160	0	0	0
IN HEALTH PROMOTION	15	236	1,378	0	753
Workshop Personalized Medicine in Prostate Cancer	1	109	0	0	0
Course on Health Promotion in the School Environment	1	0	31	0	271
Emergencies and Health Emergencies Course for Teachers	1	0	82	0	482
Participation in Workshop SICUR 2020 "Healthy Organizations Within the Framework of the SDGs"	1	94	0	0	0
Participation in the Digital MEES Day - meeting "My Company is Healthy"	2	0	725	0	0
Participation in the In-Person MEES Day - meeting "My Company is Healthy"	1	33	0	0	0
Participation in MEES Day Conversations	7	0	476	0	0
Participation in COVIBESITY: Childhood Obesity Behind COVID-19	1	0	64	0	0
IN INSURANCE AND SOCIAL PROTECTION	41	36,039	1,484	0	647,312
MIDE: Finance Classroom for Society	1	35,464	0	0	0
Finance Education Day and Week (Spain and Mexico)	3	0	249	0	647,312
bugaMAP Seminars	32	424	301	0	0
Workshops and Webinar on Insurance Knowledge	5	151	934	0	0
TOTAL	80	36,571	6,605	0	689,128

EXHIBITIONS

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
TEMPORARY EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	6	114,407	362,628	0	382,785
Madrid	3	79,197	177,043	0	116,994
Rodin-Giacometti	1	53,195	71,580	0	6,654
Lee Friedlander	1	20,449	105,463	0	110,340
Richard Learoyd	1	5,553	0	0	0
Barcelona	3	35,210	185,585	0	265,791
Pérez Siquier	1	6,262	37,697	0	34,658
Bill Brandt	1	14,486	97,458	0	198,331
Colecciones MAPFRE: Paul Strand	1	14,462	50,430	0	32,802
PERMANENT EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	35	3,019	6,922	0	107,283
Espacio Miró	1	2,445	6,910	0	88,597
Insurance Museum	34	574	12	0	18,686
EXHIBITIONS AT OTHER LOCATIONS	6	47,588	0	0	0
Portraits (Castellón)	1	4,733	0	0	0
Richard Learoyd (The Hague)	1	3,000	0	0	0
Peter Hujar (Paris)	1	15,018	0	0	0
Drawn Avant-Garde (Malaga)	1	15,150	0	0	0
Berenice Abbott (Cologne, Germany)	1	2,001	0	0	0
Eamonn Doyle (Gijón)	1	7,686	0	0	0
TOTAL	47	165,014	369,550	0	490,068

The data on beneficiaries and digital audience are aggregate and have been prorated by exposition.

The journey of Paz Errázuriz to São Paulo is not included because the exact number of visitors is unknown.

VOLUNTEERING

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
Emergency Aid	25	1,681	0	4,524	0
Share Solidarity	91	5,881	0	2,000	0
Education	107	5,106	0	16,049	0
Environment	22	141	0	4,034	0
Nutrition	478	126,650	0	694,603	0
Health	255	20,533	0	621,556	0
Other	48	6,500	2,573	0	512,181
TOTAL	1,026	166,492	2,573	1,342,766	512,181

COVID-19 ACTIONS

PROJECTS AND ACTIVITIES	BENEFICIARIES			PARTICIPATION	
	Events	In-person Beneficiaries	Digital Beneficiaries	In-person audience	Digital audience
Healthcare and protection material	191	4,259,578	0	0	115,025
Social support for victims	211	185,112	8,781	13,452	648,279
TOTAL	402	4,444,690	8,781	13,452	763,304

In addition to these two lines of action, there is also the €5 million donation to CSIC to promote COVID-19 research. To conduct the activities related to COVID-19, we have collaborated with 186 institutions from around the world.

5

Financial information

Financial information

In 2020, Fundación MAPFRE's revenues totaled 76.6 million euros, a figure that represents an increase of 22 % compared to the previous year. This increase in revenue is justified by the increase in the MAPFRE Portfolio dividend to pay the extraordinary grants approved by the trustees to mitigate the effects of the global COVID-19 pandemic.

The amount used to undertake foundational activities and other costs, including administration expenses, was 72 million euros: 53.2 % more than the previous year.



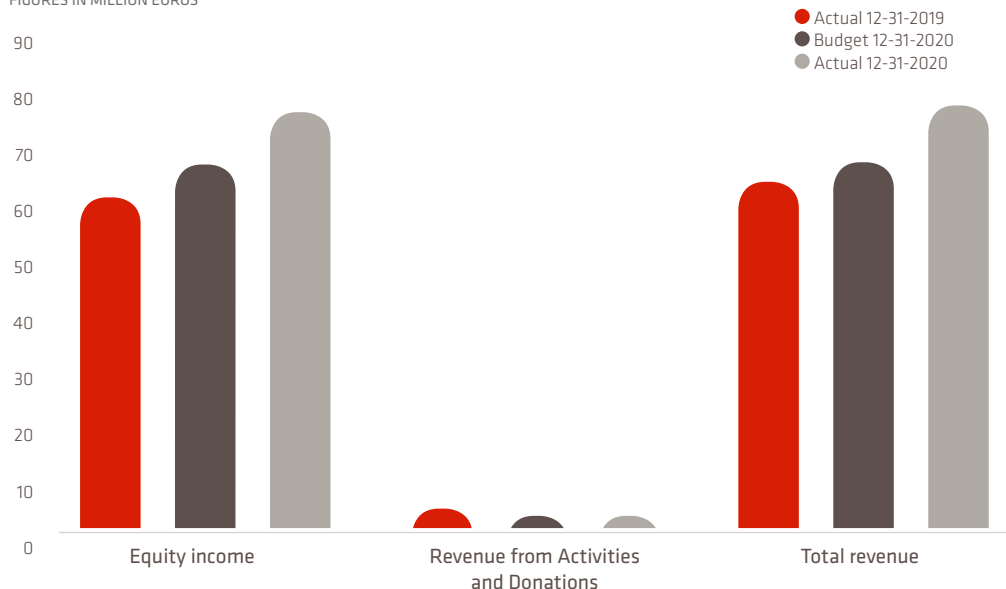
22%

INCREASE

in income
compared to the
previous period

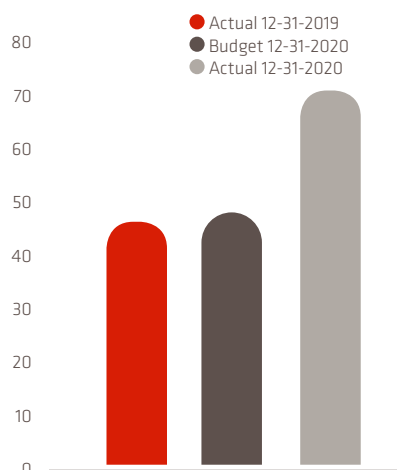
REVENUE

FIGURES IN MILLION EUROS



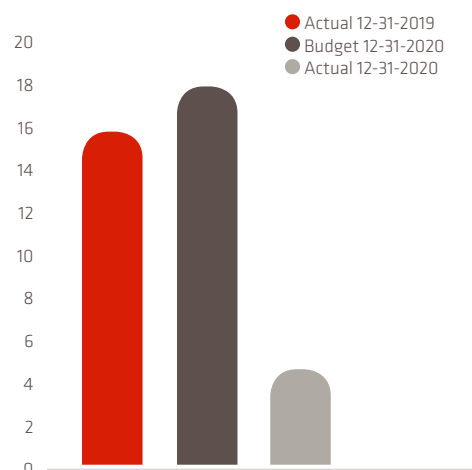
ACTIVITIES AND EXPENSES

FIGURES IN MILLION EUROS



SURPLUS

FIGURES IN MILLION EUROS

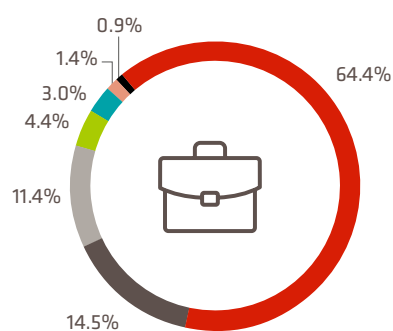


These amounts are set aside primarily for extraordinary activities related to COVID-19 (64.4 %), Social Action (14.5 %), Culture (11.4 %), Accident Prevention and Road Safety (4.4 %), Health Promotion (3.0 %), Insurance and Social Protection (1.4 %) and the Ageingnomics Research Center (0.9 %).

The budget approved by the Board of Trustees for 2021 will be set aside for extraordinary activities related to COVID-19 (27.9%), Social Action (22.1%), Culture (20.3%), Accident Prevention and Road Safety (14.2%), Health Promotion (8.6%), Insurance and Social Protection (4.0%) and the Ageingnomics Research Center (2.8%).

FUNDING BY ACTIVITY AREA

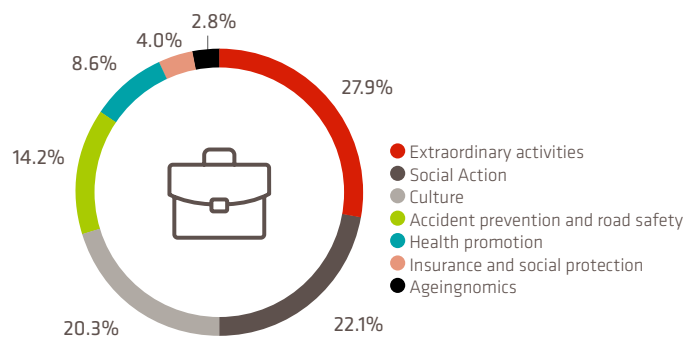
(ACTUAL 12-31-2020)



64.4 %
OF THE BUDGET
WAS USED
FOR COVID-19
ACTIVITIES

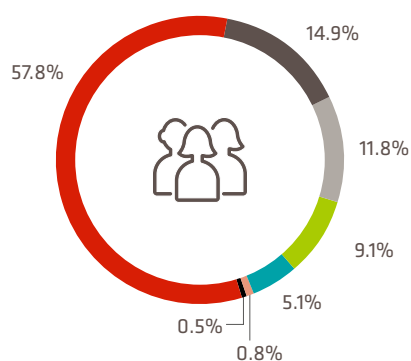
FUNDING BY ACTIVITY AREA

BUDGET 2021



EXPENSES BY ACTIVITY AREA

(12-31-2020)



- COVID-19 Actions
- Projects and Social Assistance
- Educational and Awareness Programs
- Exhibitions
- Innovation and Knowledge Promotion
- Volunteering
- Courses, Workshops and Conferences

As of Thursday, December 31, 2020, the Foundation's Equity had risen to 2,800.7 million euros.

In 2020, expenses by line of action were dedicated to Extraordinary COVID-19 Actions (57.8 %), Projects and Social Assistance (14.9 %), Educational and Awareness Programs (11.8 %), Exhibitions (9.1 %), Innovation and Knowledge Promotion (5.1 %), Volunteering (0.8 %) and Courses, Workshops and Conferences (0.5 %).

BALANCE SHEET

FIGURES IN MILLION EUROS

ASSET	31/12/2019	31/12/2020
NON-CURRENT ASSETS	2,884.9	2,886.6
Intangible fixed asset	0.0	0.2
Historical Heritage Assets	19.1	19.2
Property, plant and equipment	78.0	71.7
Tangible investments	189.2	197.1
Long-term investments in Group and associated companies	2,597.6	2,597.6
Long-term financial investment	1.0	0.8
CURRENT ASSETS	28.3	19.5
Trade debtors and other accounts receivable	0.2	0.4
Short-term investments in group and associated companies	0.0	7.0
Short-term financial investment	15.0	6.0
Short-term accruals/deferrals	0.1	0.2
Cash and other liquid asset equivalents	13.0	5.9
TOTAL ASSETS	2,913.2	2,906.1

LIABILITIES

FIGURES IN MILLION EUROS

LIABILITIES	31/12/2019	31/12/2020
EQUITY	2,795.9	2,800.7
Endowment	2,630.5	2,630.5
Reserves and other	143.6	159.4
Result	15.8	4.6
Subsidies, donations and bequests received	6.0	6.2
NON-CURRENT LIABILITIES	91.2	75.2
Long-term provisions	0.9	0.9
Long-term payables	1.3	1.2
Long-term payables to Group and associated companies	89.0	73.1
CURRENT LIABILITIES	26.1	30.2
Short-term provisions	1.0	1.6
Short-term debt	0.0	0.0
Creditors	1.4	6.0
Short-term payables to Group and associated companies	16.8	16.9
Trade and other payables	6.9	5.7
TOTAL LIABILITIES	2,913.2	2,906.1

STATEMENT OF FINANCIAL PERFORMANCE

FIGURES IN MILLION EUROS

STATEMENT OF FINANCIAL PERFORMANCE	31/12/2019	31/12/2020
Income from the entity's own activity	1.4	0.9
Financial aid and other	-12.1	-41.5
Other operating income	4.9	5.7
Personnel expenses	-7.5	-8.3
Other operating costs	-20.7	-15.9
Depreciation of fixed asset	-4	-4
Subsidies transferred to results	0.6	0
Impairment losses and income from disposal of fixed asset	-0.6	-0.4
RESULT FROM OPERATIONS	-38	-63.5
Financial income	55.9	70
Financial expenses	-2	-1.7
Fair value variation in financial instrument	0	-0.1
Foreign exchange differences	-0.1	-0.1
FINANCIAL SURPLUS	53.8	68.1
RESULT	15.8	4.6

BUDGET OUTTURN 2020

FIGURES IN MILLION EUROS

ITEMS	31/12/2020	
	BUDGET	ACTUAL
Equity annuity	65.9	75.7
Revenue from activities and donations	0.8	0.9
Administrative activities and expenses	49.0	72.0
Surplus	17.7	4.6

6

Acknowledgments



Acknowledgments

HOW WILL 2020 BE REMEMBERED IN 100 YEARS?

We don't know. Predictions tend to fail in real time and are infallible in retrospect. Maybe in 100 years, 2020 will not be remembered as the year of the COVID-19 pandemic, rather as when humankind began to decisively defeat diseases that until then had been deadly thanks to therapies based on mRNA. And in that future that we will never see, they are a simple annoyance resolved with a video appointment with the family doctor, another practice that became popular this year that is, undoubtedly for us, the year of the pandemic.

How many writers found fame and fortune during their lives and are now absolutely unknown? We know that Van Gogh only sold one painting in his life and the Bécquer had to die for his friends to gather up his verses and start to publish them. In the early 20th century, Robert F. Scott was the top Antarctic sailor and explorer, while Ernest Shackleton was pale copycat of his feats, whose sole success had been to return the entire crew of an absolute failure of an expedition alive. In 2000, a popular vote chose Shackleton as the 11th most important Briton of the 20th century, while Scott was not even in the top 50. Over time, awareness changes and value are given to the things that explain the world we live in, not what made sense to those who left it to us. Legends grow over time.

It has been a rough year that prevents us from appreciating what has emerged and will undoubtedly mark the future. The victims will become a number that, like those of the flu of 1918, no one can agree on. However, right now, they are someone's father, the mother, the sibling, friend, colleague. But 100 years from now, when maybe a historian finds this report and these lines, we want to make it very clear that, for us, for Fundación MAPFRE, the victims have, and always will have, a full name, they will never be just a number; they have left behind relatives, projects and dreams, and they are waiting for someone to put together a true and faithful account of the suffering that we all, in one way or another, have gone through, and in it, the victims must be in the central role. But also, future reader (as all readers are), we want you to know that at Fundación MAPFRE, we are very grateful to all the people around the world who were not afraid and who supported our efforts to alleviate the effects of the pandemic.

The difference between being reckless and brave is thoughtlessness; while the former is unaware of what they are facing, which gives them their courage, the brave ones know the risk they are taking and, even so, they are unable to remain indifferent, and they choose to take action. Thanks to those thousands of brave souls, to the thousands of volunteers who have enabled a project that was built with the urgency demanded by the circumstances to become a reality. And, please, main the annals of 2020 also have the prominence they deserve. They have been our heroes, and we trust that their efforts will not be forgotten over time and that their legends will grow.



*At Fundación MAPFRE,
we are very grateful to all
the people around the world
who were not afraid
and who supported our
efforts to alleviate the
effects of the pandemic*



GRATEFULNESS FOR THE SERVICE PROVIDED

RAFAEL
BECA BORREGO

ANDRÉS
JIMÉNEZ HERRADÓN

MERCEDES
SANZ SEPTIÉN

We also want to show our appreciation for the work of those who, in addition to creating wealth and promoting economic and social development, are generous with their time and join our institution's Board of Trustees where they duplicate much of what they have achieved in their successful professional careers. This year, having reached the age established in the regulations of our articles of association, we believe it is only fair to thank Rafael Beca Borrego and Andrés Jiménez Herradón for the work they have done.

Rafael Beca Borrego (Seville, 1950), a chartered accountant from the University of Seville, is what Joseph Schumpeter called a 'captain of business,' an innovator who has stood out in the real estate sector and the farming industries. A family member with ties to MAPFRE that go way back—his father, Pedro Beca, had ties to the company from the beginning—Rafael was a member of the board from a very young age.

Those who know him admire his sense of loyalty and disposition that perfectly combines two of his greatest qualities: passion for what he does and honesty, which is something that those who have had the pleasure of working with Rafael have always been grateful for. His profound knowledge of the real estate world was essential in the territorial development of MAPFRE in the 1990s.

Since 2018, he was a member of the Fundación MAPFRE Board of Trustees, where he always showed his friendly nature and contributed with his advice to making our institution grow. At the racetracks around the world, *becas*, as the thoroughbreds Rafael's family breeds are known, enjoy great prestige, just as he has left in Fundación MAPFRE.

Andrés Jiménez Herradón (Madrid, 1951) is known in the world of sports as a 'one-club man.' Like the legendary soccer players, he has spent his entire professional life at MAPFRE where he joined at a very young age and where he has been chairman of MAPFRE Re, Global Risk, Mutuality, International, America, CEO of the International Direct Insurance and Global Businesses divisions and Senior Vice Chairman of MAPFRE. His business responsibilities never kept him from playing a significant role in Fundación MAPFRE, where he was a trustee since 2005, Third Vice Chairman from 2011, and Chairman of the old Institute of Insurance Sciences, now the Insurance and Social Protection area.

Only an exceptional person can maintain such a high level of continuous performance. Those who know him well point to his human quality and his great ability to make the right decision in the shortest amount of time possible. Andrés's kindheartedness leaves an indelible mark on all those who have had the pleasure of dealing with him over the years.

If Andrés Jiménez is a 'one-club man,' Mercedes Sanz Septién (Valladolid, 1961) is a 'one-club woman.' Like Andrés, she has spent her entire professional life at MAPFRE, where she joined in 1984 after finishing her Industrial Engineering studies as one of the three women in her graduating class. A part of Fundación MAPFRE since 1991, in 2006, she joined the management team of the Insurance and Social Protection area, a position she held until her retirement. We remember Mercedes as a faithful and disciplined woman in her performance, traits that she may have inherited from her father, a career military man; also for her tenacity, work capacity and public relations, which she always put in the service of Fundación MAPFRE, understanding how to detect good ideas and make them her own: like a sponge, she absorbs everything that makes her better. And that is in combination with an exceptional human touch, a sensibility toward others' problems that she experiences as her own. She leaves a great memory with us all.

In a year marked by an extraordinary event that has altered life on the entire planet, for those of us who make up Fundación MAPFRE, we will also remember it in our internal history as the year that Mercedes, Rafael, and Andrés bid us farewell. Thank you for the years we have shared and for the many things that you have given us. You are now part of our history, and only time will tell where your legend will grow.

We want to thank Mercedes, Rafael, and Andrés for all the years they gave us and highlight their capacity for work, generosity, and dedication





Fundación **MAPFRE**
guanarteme

Introduction



INTRODUCTION

FUNDACIÓN MAPFRE GUANARTEME

In 2020, we continued to focus our efforts on actions and activities aligned with our strategic priority of promoting talent and supporting training to promote the employability of young people in general, especially those in a situation of social vulnerability or at risk of suffering from it.

A broad program that, true to our foundational values, we have carried out with transparency, equity, empathy, proximity, and independence.

This program was reinforced in April 2020 when the state of alarm was declared due to COVID-19 with a plan of exceptional measures to support Canary Island society and the most vulnerable groups.

Summary of the activities carried out in 2020

2020

PROGRAM	PROJECTS	BUSINESS	EVENT	BENEFICIARIES	DIGITAL BENEFICIARIES	AUDIENCE	DIGITAL AUDIENCE
Educational	Excellence	6	6	30	0	511,033	11,743,363
	Specialization	17	76	2,020	1,127	2,851,207	25,251,821
	Training	9	21	665	785	761,807	10,210,502
Prevention and Outreach	Workshops and Activities	7	833	11,535	9,279	4,926,182	48,987,446
Social	Social Projects	17	2,532	2,660	2,906	30,634	432,180
Cultural	Exhibitions	7	12	201,958	0	3,044,249	11,724,129
	Concerts	5	36	1,848	13,229	234,255	7,793,785
	Publications	9	11	1,190	249	97,000	19,438,448
	Contest	4	4	27	6	68	29,945,981
Exceptional measures	SARS COVID- 19	4	81	33,449	2,631	4,873,000	19,763,817



1

Governing Bodies



Governing bodies

HONORARY PRESIDENT

Julio Caubín Hernández

PAST TRUSTEES

José Hernández Barbosa

Santiago Rodríguez Santana

Juan Francisco Sánchez Mayor

Félix Santiago Melián

BOARD OF TRUSTEES

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Ignacio Baeza Gómez

• VICE CHAIRMAN

José Barbosa Hernández

• MEMBERS

Julio Domingo Souto

Carmen García Pascual

Fundación Ignacio Larramendi

—Representative: Miguel Hernando de Larramendi—

Miguel Herreros Altamirano

Andrés Jiménez Herradón

Alfredo Montes García

Eva María Nacarino Berrocal

Javier Pérez Zúñiga

Jorge Carlos Petit Sánchez

Asunción Rodríguez Betancort

Julián Pedro Sáenz Cortés

Isabel Suárez Velázquez

Eva Tamayo Etayo

- **SECRETARY**

Jaime Álvarez de las Asturias Bohorques Rumeu

- **MANAGER**

Esther Martel Gil

MANAGEMENT COMMITTEE

- **PRESIDENT**

Ignacio Baeza Gómez

- **VICE CHAIRMAN**

José Barbosa Hernández

- **MEMBERS**

Julio Domingo Souto

Alfredo Montes García

Julián Pedro Sáenz Cortés

Isabel Suárez Velázquez

- **SECRETARY**

Jaime Álvarez de las Asturias Bohorques Rumeu

- **MANAGER**

Esther Martel Gil



2

Mission, Vision and Values

Mission, Vision and Values

Our goal is to be the leading foundation in the Canary Islands, based on our values of transparency, equity, empathy, intimacy, and independence, promoting educational, social, and cultural development

MISSION



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

VISION



We aim to be the benchmark foundation for our commitment to the well-being and progress of Canary Island society

VALUES



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

- **TRANSPARENCY**

Clarity and objectivity in the management of our projects and programs.

- **EQUITY**

We work for inclusion and for a society comprising everybody, for everybody.

- **EMPATHY**

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

- **CLOSENESS**

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

- **INDEPENDENCE**

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



3

Foundation Activities 2020

Training activity

THE DIFFERENT TRAINING PROGRAMS AND GRANTS THAT WE PROVIDED IN 2020 WERE DESIGNED AROUND THREE MAIN PILLARS: EXCELLENCE (AIMED AT UNIVERSITY STUDENTS), SPECIALIZATION (AIMED AT UNIVERSITY STUDENTS, UPPER-LEVEL VOCATIONAL TRAINING STUDENTS, AND PROFESSIONALS), AND PROFESSIONAL TRAINING (AIMED AT THE SECTOR OF THE POPULATION AT RISK OF SOCIAL EXCLUSION AND WITH BASIC STUDIES).

SDG Sustainable development goals



Excellence

CANARY ISLAND HEALTHCARE SUPPORT

At Fundación MAPFRE Guanarteme, we have spent over 20 years promoting different programs and projects that lead to better health and wellbeing for residents of the Canary Islands, through research grants and the MIR awards to the best resident medical intern in each of the public hospitals on the Canary Islands.

PROMOTION OF TALENT AND SUPPORT FOR TRAINING YOUNG PEOPLE

Along that line, we have developed an action plan that involves granting professional and specialization internships, enabling beneficiaries to access studies relevant to their professional development, completing internships in the United States, postgraduate studies in STEM (Science, Technology, Engineering and Mathematics), ADE (Business Administration and Management and Music).

TO FIND OUT MORE TRAINING ACTIVITY

News

Diario de Avisos

- › <https://diariodeavisos.elespanol.com/2020/02/el-caso-de-enrique-sanchez-cuando-el-talento-y-la-oportunidad-se-dan-la-mano/>
- › <https://diariodeavisos.elespanol.com/2020/10/daniel-molina-no-basta-una-vida-para-conocer-toda-la-buena-musica/>

La Vanguardia

- › <https://www.lavanguardia.com/deportes/20200731/482592326344/la-fundacion-mapfre-guanarteme-beca-el-talento-de-13-jovenes-canarios.html>

El Día

- › <https://www.eldia.es/cultura/2020/08/01/fundacion-mapfre-guanarteme-beca-talento-22364872.html>



CLASES MAGISTRALES PARA DIVERSOS INSTRUMENTOS

Fundación MAPFRE Guanarteme

IBF Canarias organiza clases magistrales para diferentes instrumentos impartidas por profesores de renombre.

Ildikó Szabó, violonchelo
del 7 al 9 de Octubre 2020
Fecha límite de inscripción 20 septiembre 2020

The Hungarian cellist Ildikó Szabó gave masterclasses to gifted students, at an event organized by Fundación MAPFRE Guanarteme.

TO FIND OUT MORE TRAINING ACTIVITY

News

Crónicas de Lanzarote

► <https://www.cronicasdelanzarote.es/articulo/sociedad/video-mapping-transforma-fachada-casa-cultura-arrecife/20200213154239216924.html>

El Día

► <https://www.eldia.es/economia/2020/10/10/proyectos-participantes-boxlab-4-0-22326196.html>
 ► <https://www.eldia.es/economia/2020/11/21/camara-mapfre-guanarteme-clausuran-curso-24038821.html>

La Vanguardia

► <https://www.lavanguardia.com/vida/20201103/49200050228/apostando-por-el-emprendimiento-en-tiempos-de-incertidumbre.html>

La Provincia

► <https://www.laprovincia.es/empresas-en-las-palmas/2020/11/02/fundacion-mapfre-guanarteme-universidad-laguna-22146757.html>
 ► <https://www.laprovincia.es/cultura/2020/10/06/chelista-hungara-ildiko-szabo-imparte-16060101.html>

Diario de Avisos

► <https://diariodeavisos.lespanol.com/2020/11/fundacion-mapfre-guanarteme-universidad-la-laguna-apuesta-decida-innovacion-tecnologia-educativa/>

Diario de Tenerife

► <http://www.diariodetenerife.info/auditorio-y-fundacion-mapfre-guanarteme-vuelven-a-unirse-para-ofrecer-un-plan-de-formacion/>

Specialization

COURSES AND WORKSHOPS

To promote specialization, we have held courses and workshops in different years on subjects related to technological innovation, entrepreneurship, and the humanities, together with the following institutions: SPEGC, island government of Gran Canaria; Tenerife Auditorium; Tenerife Chamber of Commerce; Las Palmas University Foundation; Fundación MAPFRE Guanarteme Technology and Education Chair at the University of La Laguna (TECNOEDU); Canary Islands Department of Education through the five Schools of Art and Higher Design of the Canary Islands, Higher Conservatory of Music of the Canary Islands, among others, the following courses: Live Shows Audiovisual Production; the Emplea + 35 program; the FMG/FULP Entrepreneurial Projects awards; the TECNOEDU awards; the digital accelerator of tangible products BOXLAB 4.0, Master Classes in Music, and the Launch Your Company on Gran Canaria.

We fund courses with a special emphasis on health in the Canary Islands and workshops related to technological innovation, entrepreneurship, and humanities



In 2020, we developed a complete program of training activities and professional internships alongside numerous institutions, such as Cáritas.



CÁRITAS DIOCESANA DE CANARIAS AND FUNDACIÓN MAPFRE GUANARTEME

In 2020, the two parties renewed their collaboration agreement to carry out training activities for people at risk of social exclusion

Professional training

TRAINING ACTIVITIES AND PROFESSIONAL INTERNSHIPS

Occupational training is a social need that we have turned into one of our priority lines with the firm objective of training, guiding, and accompanying people at risk of social exclusion or with basic studies in their job placement process. To this end, over the year, we have conducted a complete program of training activities and internships, together with the following institutions: Cáritas (together with the European Social fund), Fundación El Buen Samaritano, Fundación Ataretaco, Cooperativa Agrícola del Norte de Gran Canaria and Obra Social de Acogida y Desarrollo, in which we have combined job placement and social strategies with a personalized roadmap that takes into account the socioeconomic situation, the socio-family context, habits, educational needs, guidance, training and internships and accompaniment in the job placement phase.

Some of the courses given in 2020 included the Professional Certificate for Social and Health Care for Dependents in Social Institutions; the Agricultural Training Course; Retail Clerk Course; Customer Support and Access Control Course; Kitchen Help and Wait Staff Course; Basic Cleaning Operations with Specialized COVID-19 Disinfectant Course; Kitchen help Courses; or the Professional Certificate for Auxiliary Farming Activities, among others.

In this section, we have also continued development in the area of the autonomous region of the Canary Islands of the Fundación MAPFRE Social Employment Program, which includes the Employment Incentives and Juntos Somos Capaces programs.

TO FIND OUT MORE TRAINING ACTIVITY

News

La Vanguardia

› <https://www.lavanguardia.com/vida/20200220/473668750923/caritas-y-mapfre-forman-a-440-personas-vulnerables-y-135-logran-un-empleo.html>

› <https://www.lavanguardia.com/vida/20200702/482053615766/mapfre-guanarteme-y-up2u-apuestan-por-la-capacitacion-agricola-para-jovenes.html>

Diario Palmero

› <https://www.diariopalmero.es/texto-diario/mostrar/1824504/caritas-diocesana-canarias-fundacion-mapfre-guanarteme-reafirman-compromiso-insercion-laboral-personas-situacion-vulnerabilidad>



El Paso road safety workshops.



The campaign ¡Precavidos, listos, ya! (Careful, set, go!).

Prevention and outreach

At Fundación MAPFRE Guanarteme, we are committed to raising awareness in Canary Island society of the importance of adopting responsible behavior, which help reduce risk exposure as much as possible, through campaigns such as Drowning Prevention and Road Safety.

We have also launched the 'Careful, ready, go!' program, designed especially for the school-aged community, which consists of two parts: a workshop in which fun experiments show what viruses and bacteria are and the importance of measures for preventing infections and how to protect against situations of risk, and a video explaining how to act in the event of choking, learning the Heimlich maneuver.

We have also given prevention talks at schools on the risks associated with consuming alcohol and drugs and identifying and acting in situations of bullying and cyberbullying.

TO FIND OUT MORE PREVENTION AND OUTREACH

News

Noticias de Lanzarote

Noticias de Lanzarote

► <http://www.noticiasdelanzarote.com/municipios/tias/51975-puerto-del-carmen-participa-en-la-campana-de-prevencion-de-ahogamientos-y-Covid-19>

El Periódico de Canarias

► <https://www.elperiodicodecanarias.es/un-taller-de-prevencion-ensenara-a-escolares-la-importancia-de-la-mascarilla/>

COPE

► https://www.cope.es/emisoras/canarias/las-palmas/gran-canaria/noticias/fundacion-mapfre-guanarteme-forma-los-escolares-sobre-prevencion-las-aulas-20201105_982268

Sustainable development goals

SDG



Social activity



Hugs and music therapy improve the well-being of hospitalized patients.

SDG

Sustainable development goals



'Abrazos para el fomento de la acción social' promoting social action

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

Hospital music therapy

Our Hospital Music Therapy project was also established as a reference nationwide, as it is the only project in this area that intervenes in all the region's university hospitals. The project has a team of five professional music therapists and a coordinator integrated into the healthcare teams in different units at the hospitals.

TO FIND OUT MORE SOCIAL ACTIVITY

News

ABC

► <https://agencias.abc.es/noticia.asp?noticia=3297848>

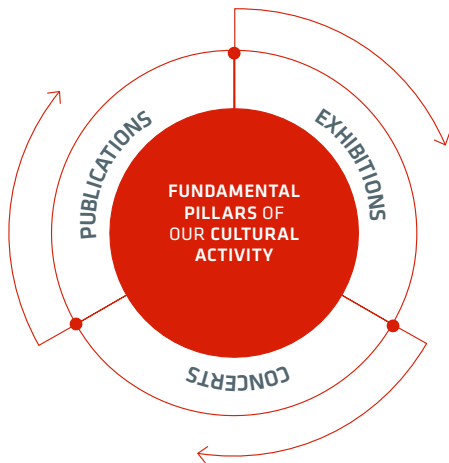
COPE

► https://www.cope.es/emisoras/canarias/las-palmas/gran-canaria/noticias/musicoterapia-para-ayudar-los-pacientes-del-hospital-insular-gran-canaria-20200207_615047

La Provincia

► <https://www.laprovincia.es/sociedad/2020/05/22/abrazos-musicales-sanitarios-gran-canaria-8211529.html>

Cultural activity



Our cultural activity revolves around the three fundamental pillars: exhibitions, concerts, and publications. Through this annual public event for exhibition and music projects and publishing contests, we have offered artists, actors, and authors from the Canary Islands the opportunity to show their talent and their works in a highly prestigious institution in the area of culture on the islands. Projects that have been included in the annual program with the exhibitions of the Fundación MAPFRE Collections, Galería Lyendecker, EFE, Atrium, International Music Festivals, and publishing collections.

We want to highlight that, although all these actions were suspended when the state of alarm was declared in March, they were resumed when the de-escalation went into effect, adapting them to comply with the COVID-19 measures outlined at all times by the Government of the Canary Islands, which is why some were rescheduled and others, such as the concerts, were conducted via streaming or, in the case of the courses, online via virtual platforms.

TO FIND OUT MORE CULTURAL ACTIVITY

News

La Provincia

› <https://www.laprovincia.es/ocio/agenda/variantes-asimetricas-relaciones-fragmentos-11368038.html>

Toda La Música

› <https://www.todalamusica.es/jovenes-musicos-de-canarias-de-entre-6-y-23-anos-interpretan-obras-de-bach-vivaldi-o-debussy/>

El Periódico de Canarias

› <https://www.elperiodicodecanarias.es/el-festival-internacional-de-trompeta-de-maspalomas-se-reafirma-como-principal-exponente-mundial-en-su-especialidad/>

All these actions were resumed when the de-escalation went into effect, adapting them to comply with the COVID-19 measures

Sustainable development goals

SDG



COVID-19 extraordinary measures plan

AFTER DECLARING THE STATE OF EMERGENCY IN MARCH, AT FUNDACIÓN MAPFRE GUANARTEME, WE REINFORCED OUR SUPPORT FOR CANARY ISLAND SOCIETY AND THE MOST VULNERABLE GROUPS TO SLOW THE EFFECTS OF COVID-19, AND WE LAUNCHED AN EXTRAORDINARY PLAN IN APRIL THAT FOCUSED ON THREE LINES OF ACTION.



18.525

UNITS

of face shields,
1,085 ear guards,
and 48 prototypes
of pieces for
respirators
manufactured
at the start
of the pandemic



3,300

REUSABLE
HYGIENIC
MASKS

Immediate aid

HEALTH-RELATED

At the outset of the pandemic, we manufactured 18,525 face shields, 1,085 ear protection pieces, 48 prototypes for ventilator parts, and 3,300 reusable hygienic masks (for adults and children), which we delivered to all users, beneficia ies, and staff, at the social entities with which we collaborate as part of the project for promoting Social Action, as well as the MAPFRE colleagues in the Canary Islands. .

SOCIAL EMERGENCY

Also, from the start of the state of alarm, the Foundation designed a program of emergency aid to tend to the most fragile and vulnerable groups' basic needs, affected by the crisis in our society. This aid took shape as the delivery of non-perishable food packages or coupons and shopping cards for supermarkets, aid for buying medicine, housing expenses, or primary need energy supplies, such as gas, for families in a situation of vulnerability.

The Fundación also granted aid to purchase food for a soup kitchen.

Family and employment assistance

AID FOR FAMILIES

During the last half of the year, we continued to support the families in greatest need, offering them the opportunity to earn income that would enable them to acquire primary need products that, to support and rebuild the business fabric of our community, should be acquired through local commerce or at neighborhood stores.

We also helped families handle back-to-school expenses through an aid campaign for the 2020-2021 school year, enabling us to continue to support local commerce by promoting the purchase of school supplies at bookstores in the area where the students receiving the aid lived.

FAMILY ASSISTANCE

When the COVID-19 health crisis was declared, many people interested in participating in our training programs did not have the resources to attend, so we created study grants that allowed them to travel to places where the theory and practical sessions were held.



From the beginning of the state of alarm, an emergency assistance program was put in place to address the basic needs of the most vulnerable and disadvantaged groups.

Also, to bridge the digital gap, we created multimedia classrooms at the facilities of two of the social entities with which we run our professional training programs, and we acquired and distributed tablets to other collaborating entities in our training projects to enable students to complete their training with guarantees for success.

One of the segments of the population punished most during the pandemic were the elderly and workers from the domestic employment and in-home care sector, so we launched a hiring program with 15 domestic employees who assisted 63 older adults in situations of social vulnerability for a period of six months.

We helped vulnerable families to manage the back-to-school season with grants for school materials from local stores

Support plan for hiring and employability

EXTRAORDINARY EDITION OF ACCEDEMOS AL EMPLEO

We launched a new edition of Accedemos COVID-19 to give the opportunity to benefit from this aid to a greater number of businesses and self-employed workers.

SOCIAL ENTREPRENEURSHIP GRANTS

We launched a specific program with social entrepreneurship grants to promote and facilitate insertion and/or continuity on the job market through the support of businesses, self-employed workers, and entities that develop projects that promote the employability of especially vulnerable groups that have been affected by this crisis, as well as entrepreneurs who want to launch social entrepreneurship projects.

Sustainable development goals

SDG





Campaña Especial Fundación MAPFRE Guanarteme covid-19
(Special COVID-19 Campaign by Fundación MAPFRE Guanarteme).



Incubadora de Emprendimiento Social Agroecológico en la Finca El Viso
(Social Agricultural Entrepreneurship Incubator at the El Viso Farm).



63

OLDER ADULTS

in situations of social vulnerability were assisted over a period of 6 months thanks to the implementation of a recruitment program for 15 homecare workers

TO FIND OUT MORE PLAN MEASURES COVID-19

News

- › <https://www.lavanguardia.com/vida/20200702/482055991562/fundacion-mapfre-guanarteme-destina-15-millones-para-paliar-crisis-Covid-19.html>
- › <https://www.lavanguardia.com/vida/20200424/48693473566/la-fundacion-mapfre-guanarteme-concede-15-millones-a-colectivos-vulnerables.html>
- › <https://agencias.abc.es/noticia.asp?noticia=3362535>
- › <https://diariodeavisos.lespanol.com/2020/05/fundacion-mapfre-guanarteme-destina-15-millones-a-frenar-los-efectos-del-Covid-19-en-canarias/>
- › <https://www.laprovincia.es/sociedad/2020/05/04/fundacion-mapfre-guanarteme-destina-1-8223674.html>
- › <https://www.eldia.es/sociedad/2020/05/04/fundacion-mapfre-destina-1-5-22413653.html>
- › https://www.cope.es/emisoras/canarias/las-palmas/gran-canaria/noticias/fundacion-mapfre-guanarteme-destina-millones-euros-para-paliar-los-efectos-sociales-del-coronavirus-20200507_709566

Immediate aid

- › <https://agencias.abc.es/noticia.asp?noticia=3424945>

Aid for families and employment

- › <https://www.lavanguardia.com/local/canarias/20201110/49388254417/caritas-y-fundacion-mapfre-conceden-mas-de-6000-ayudas-basicas-durante-el-estado-de-alarma.html>
- › <https://www.diariopalmero.es/texto-diario/mostrar/2157255/caritas-diocesana-tenerife-mapfre-conceden-6000-ayudas-basica-estado-alarma>
- › <http://www.elblogoferoz.com/2020/11/10/solidaridad-caritas-y-la-fundacion-mapfre-han-repartido-mas-de-6-000-ayudas-durante-la-pandemia/>

Support plan for hiring and employability

- › <https://www.teldeactualidad.com/hemeroteca/noticia/economia/2020/08/08/5823.html>
- › <https://www.lavanguardia.com/vida/20201030/4979560535/crean-el-primer-centro-de-trabajo-colaborativo-agropecuaria-de-canarias.html>
- › <https://www.laprovincia.es/economia/2020/10/31/crean-primer-centro-trabajo-colaborativo-22061263.html>
- › <https://www.lavanguardia.com/vida/20201029/4972074237/viernes-30-de-octubre-de-2020.html>
- › <https://www.teldeactualidad.com/noticia/economia/2020/10/30/5739.html>



Fundación MAPFRE Guanarteme worked with several social organizations so that all Canary Islanders could celebrate Christmas.

A CHRISTMAS FOR ALL

We ended the year with the A Christmas for All campaign to help the most vulnerable people in our community to spend the holidays in an exceedingly complicated year. With the collaboration of all the social organizations with which we have joined forces during the health crisis, we provided the neediest families with a Christmas package with products made on the Canary Islands, distributed through a cooperative of small Canary Islands merchants.

TO FIND OUT MORE PLAN MEASURES COVID-19

News

- › <https://www.canarias7.es/sociedad/mapfre-guanarteme-regala-20201212005149-nt.html>
- › <https://www.laprovincia.es/empresas-en-las-palmas/2020/12/18/fundacion-mapfre-guanarteme-cierra-ano-26461158.html>
- › <https://www.eldia.es/comunicaciones-empresas/2020/12/17/fundacion-mapfre-guanarteme-cierra-ano-26420890.html>



4

Financial Information

Financial information

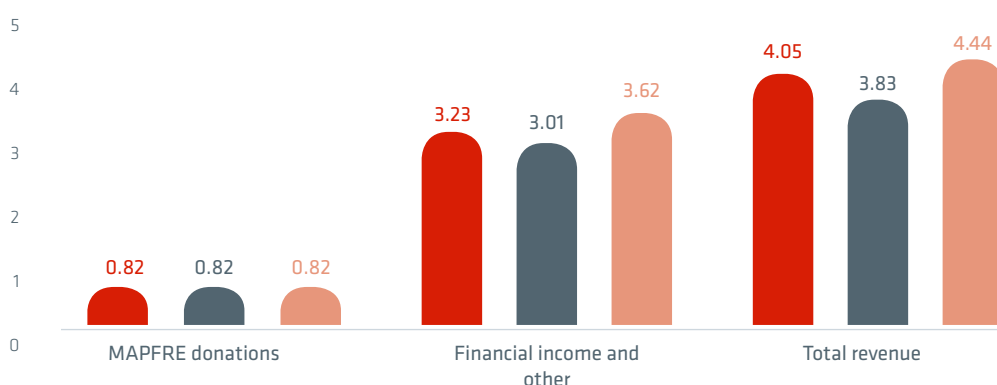
IN FISCAL 2020, THE REVENUE OF FUNDACIÓN MAPFRE GUANARTEME TOTALED 4.44 MILLION EUROS, A FIGURE THAT REPRESENTS AN INCREASE OF 10 PERCENT FROM THE PREVIOUS YEAR.



REVENUE

FIGURES IN MILLION EUROS

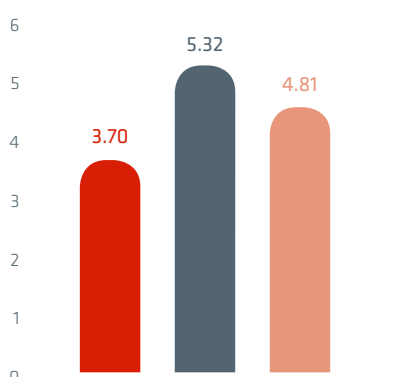
- Actual 12-31-2019
- Budget 12-31-2020
- Actual 12-31-2020



EXPENSES

FIGURES IN MILLION EUROS

- Actual 12-31-2019
- Budget 12-31-2020
- Actual 12-31-2020

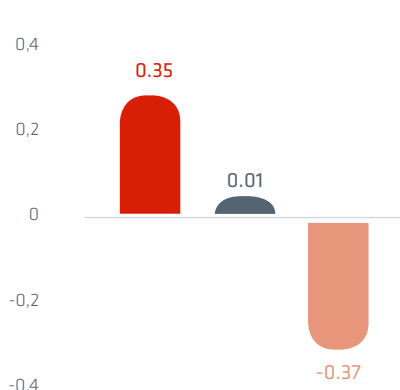


The amount used to carry out foundational activities, including administrative expenses, reached 4.81 million euros, an increase of 30 percent from the previous year.

SURPLUS

FIGURES IN MILLION EUROS

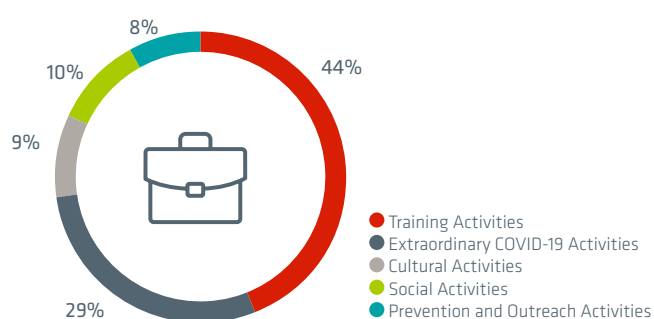
- Actual 12-31-2019
- Budget 12-31-2020
- Actual 12-31-2020



The surplus for fiscal 2020 as negative, in the amount of 0.37 million euros.

FUNDING BY ACTIVITY AREA

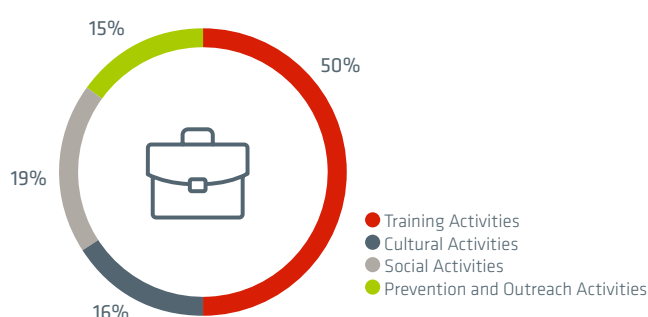
(ACTUAL 12-31-2020)



The amounts used to finance the various foundational activities during fiscal 2020 were allocated primarily to the following: Training Activities (44 percent), Prevention and Outreach Activities (8 percent), Social Activities (10 percent), Cultural Activities (9 percent) and Extraordinary COVID-19 Activities (29 percent). This information is summarized in the accompanying chart.

FUNDING BY ACTIVITY AREA

BUDGET 2021



The budget approved by the Board of Trustees for 2021 will be allocated to activities related to: Training Activities (50 percent); Prevention and Outreach Activities (15 percent); Social Activities (19 percent); and Cultural Activities (16 percent). This information is summarized in the accompanying chart.

As of December 31,
2020, the Foundation's
Equity had risen to

€88.1M

BALANCE SHEET

FIGURES IN MILLION EUROS

ASSETS	31/12/2019	31/12/2020
NON-CURRENT ASSETS	85.3	85.3
Fixed assets	6.5	6.4
Long-term financial investment	78.8	78.9
CURRENT ASSETS	4.6	4.0
Short-term financial investment	2.6	2.7
Cash	2.0	1.3
TOTAL ASSETS	89.9	89.3

LIABILITIES	31/12/2019	31/12/2020
EQUITY	89.1	88.1
CURRENT LIABILITIES	0.8	1.2
Creditors and other accounts payable	0.8	1.2
TOTAL LIABILITIES	89.9	89.3

BUDGET OUTTURN 2020

FIGURES IN MILLION EUROS

ITEMS	31/12/20	
	BUDGET	ACTUAL
Fundación MAPFRE Donation	0.82	0.82
Financial income and other	3.01	3.62
Activities and other costs, including administration	5.32	4.81
Surplus	-1.49	-0.37



*In 2020, the revenue of
Fundación MAPFRE Guanarteme
totaled 4.44 million euros, representing
an increase of 10% from the previous year*

5

Acknowledgments



Our sincerest thanks to all the public and private institutions, social organizations, companies, professionals, and people who accompanied us and accompany our journey each day, especially this year that has come to an end when so many things happened.

Together we have continued to advance toward a better and fairer future for all. In our memories and hearts, we hold a special place for those who left us this year. You will always be a part of us



Fundación
MAPFRE

Fundación
MAPFRE
guanarteme