

# AT MAPFRE, INSURANCE MEANS MORE THAN JUST BUSINESS

AN OVERVIEW BY MERCEDES SANZ SEPTIEN AND ANA SOJO, MAPFRE FOUNDATION

Because insurance isn't just about business, risk and claims management, FullCover presents a look at the social outreach efforts of the Insurance Science Institute (Instituto Ciencias del Seguro), of MAPFRE FOUNDATION. This is only a short overview of the Institute, highlighting the Museo del Seguro (Insurance Museum), given by Mercedes Sanz Septién and Ana Sojo, from MAPFRE FOUNDATION.

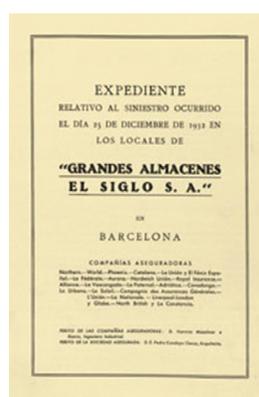
MAPFRE FOUNDATION advocates and funds nonprofit, general-interest activities through five institutes specializing in Social Outreach, Insurance Science, Culture, Prevention, Health & Environment, and Road Safety. Specifically, the Insurance Science Institute focuses on developing insurance activities and fostering deeper knowledge about the sector. To that end, it develops specialized training programs on actuarial science, insurance and risk management, which for the most part are long-distance. The Institute also joins forces with universities and other organizations to conduct specialty seminars and conferences, drives research and studies on the insurance sector and offers a number of research grants, awards and scholarships.

Nowadays, Internet has become an indispensable tool to support all educational activities and an aid to research, documentation, information and dissemination. The Institute, a solid name among sector professionals, has created the first insurance-based social network, Red Cumes ([www.redcumes.com](http://www.redcumes.com)), and developed a website on insurance culture ([www.segurosparatodos.es](http://www.segurosparatodos.es)) which goal is to build bridges between the insurance

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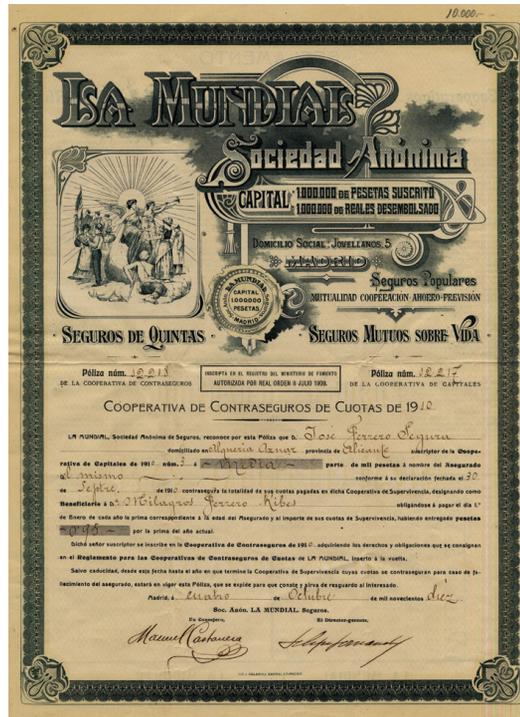


- Industrial engineer with a degree from the Engineering School of the Polytechnic University of Madrid (Escuela Técnica Superior de Ingenieros Industriales de la Universidad Politécnica de Madrid).
- Her entire career has been with MAPFRE, which she joined in 1984
- Currently, she is Director-general of the MAPFRE FOUNDATION Insurance Science Institute.



“...the Insurance Science Institute focuses on developing insurance activities and fostering deeper knowledge about the sector.”

THE INSURANCE FIELD ENJOYS A STORIED PAST, AND THE MAPFRE FOUNDATION IS HELPING PROFESSIONALS AND THE PUBLIC DISCOVER ITS ROOTS.



An insurance policy to exempt young men from military service (18<sup>th</sup> and 19<sup>th</sup> century).

sector and society as a whole.

MAPFRE FOUNDATION also advocates the insurance culture through its Insurance Museum, a one-of-a-kind museum that highlights the relevance, importance and roles the insurance sector has played over the years; the museum demonstrates how insurance has always been connected with societal development and progress through its risk distribution mechanisms.

To do so, the museum displays pieces connected with milestones in the insurance industry. The museum gathers together the graphic history of the insurance sector, having collected a number of promotional pieces by several companies produced over decades. The display includes relevant documents, such as old insurance by-laws, policies and stock, insurance company plaques, posters and promotional brochures.

The permanent collection is subdivided by themes, selected in accordance with their relevance to the sector. At the museum you'll find a large collection of documents and items pertaining to maritime insurance as a precursor to modern insurance. Also on display, you'll find mutual company and fire insurance documents which demonstrate the evolution of insurance coverage. The collection outlines the emergence of different insurance branches, displaying materials connected with working



“ ...the museum is home to a large collection of UK insurance policies.



ANA SOJO



- BA in History and Geography by the UPV - Basque Country University (Universidad del País Vasco).
- MA in Museology from the UB, University of Barcelona
- Has worked with the MAPFRE FOUNDATION since 1989. Currently heads the publishing department of the Insurance Science Institute and directs the Insurance Museum.

accidents, life insurance, civil liability, car insurance and coverage of other material possessions. Furthermore, the museum is home to a large collection of UK insurance policies.

No less important are the documents on the establishment of companies, the legal forms thereof, their bourse/stock value and the payment of coupons. Finally, there is a large store of documents on insurance activities and the management of insurance operations. Among others, the museum has preserved documents on estate and asset investments, tariff calculations, company statutes, receipts and minutes or memoranda.

Among the unique pieces at MAPFRE FOUNDATION Insurance Museum, two curious items are worth mentioning. One is an insurance policy from La Mundial, the “seguro de Quintas,” an insurance line conceived to exempt young men (either in whole or in part) from military service against a set payment. This kind of coverage was

provided from the second half of the 18th century until 1911, when new conscription laws and national service entered into force. Another object of interest is the report on the 1932 fire at the Almacenes El Siglo (El Siglo Stores). This report is a careful, detailed account of one of the greatest accidents that ever took place in Barcelona. On Christmas Day, a spark from an electric toy train on a shelf started a devastating fire that turned a multi-story shopping centre to ashes. The report shows floor layouts, photos and a co-insurance table including 22 insurance companies.

The museum, sited at MAPFRE FOUNDATION building in Madrid, is now home to a 600-piece display and a total of 1,300 preserved in the institution’s vaults. You can see all the pieces at the virtual museum online ([www.museovirtualdelseguro.com](http://www.museovirtualdelseguro.com)). Admission is free, only an appointment is required.

*Coordinated by Paula Rios, Executive Director at MDS Portugal.*