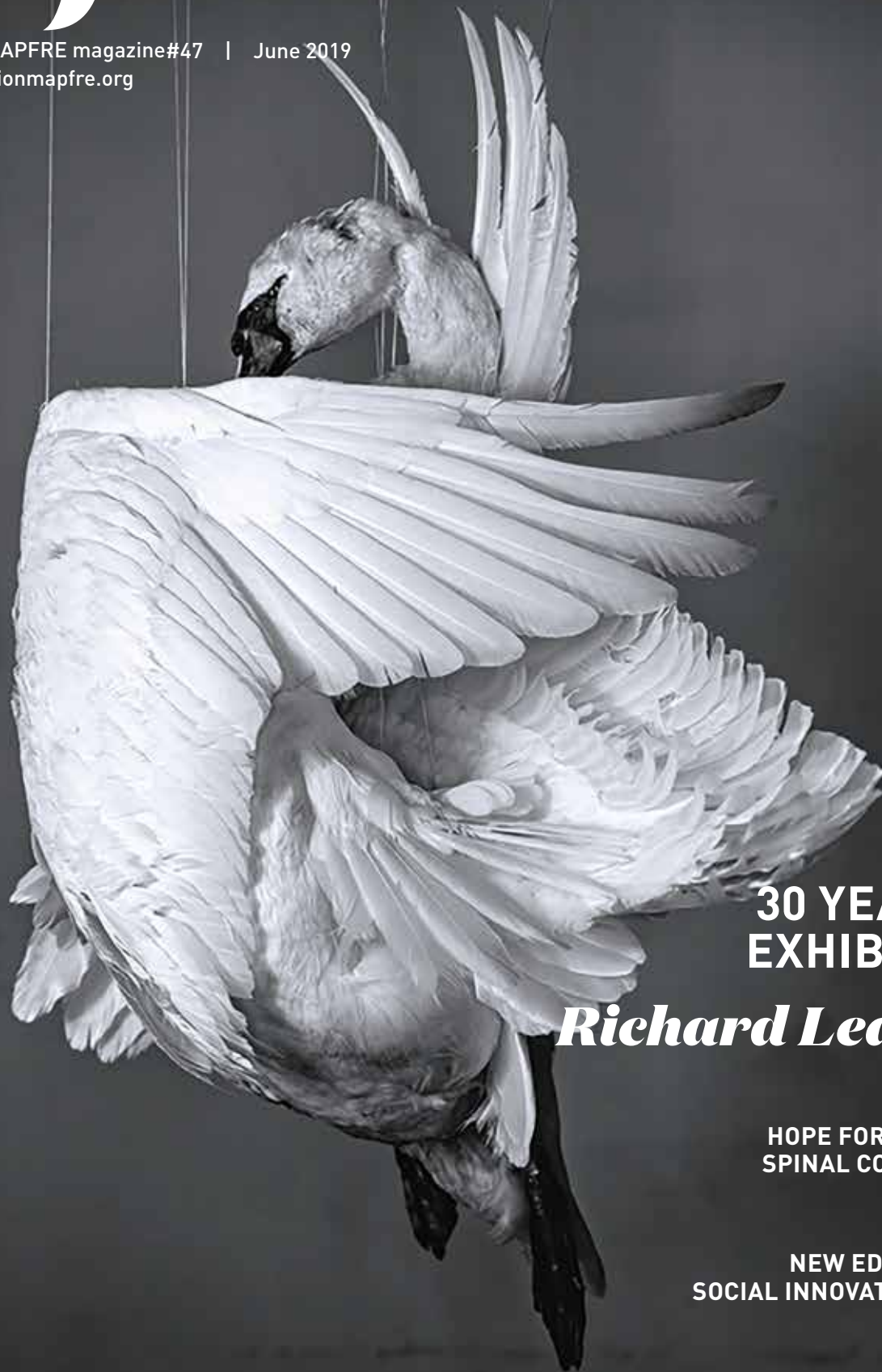


la fundación

Fundación MAPFRE magazine#47 | June 2019
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Art

**30 YEARS OF
EXHIBITIONS**

Richard Learoyd

Health Watch

**HOPE FOR THOSE WITH
SPINAL CORD INJURIES**

Innovation

**NEW EDITION OF THE
SOCIAL INNOVATION AWARDS**

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BERENICE ABBOTT. RETRATOS DE LA MODERNIDAD

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

Fechas
Desde el 01/06/2019
al 25/08/2019

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



BERENICE ABBOTT. PORTRAITS OF MODERNITY

Location
Fundación MAPFRE Recoletos Exhibition Hall
Paseo de Recoletos 23, 28004 Madrid

Dates
From 01/06/2019
to 25/08/2019

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

Richard Learoyd
A la manera de Ingres, 2011
Pier 24 Photography,
San Francisco
© Richard Learoyd. Cortesía del artista y Fraenkel Gallery, San Francisco

RICHARD LEAROYD. EL SILENCIO DE LA CÁMARA OSCURA

Lugar
Sala Casa Garriga Nogués
Diputació, 250. 08007 Barcelona

Fechas
Desde el 05/06/2019
hasta el 08/09/2019

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



RICHARD LEAROYD. THE SILENCE OF THE DARK CAMERA

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

Dates
From 05/06/2019
to 08/09/2019

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

ESPACIO MIRÓ

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

Exposición Permanente

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

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



ESPACIO MIRÓ

Location
Fundación MAPFRE Recoletos Exhibition Hall
Paseo de Recoletos 23, 28004 Madrid

Permanent Exhibition

Visiting hours
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the picture



We're changing the rules of the game

Practice sports to run, play and have fun. But also to learn the importance of respect, teamwork and, above all else, resolving conflicts in a peaceful manner. This is the objective of an ambitious program involving close to 5,000 Brazilian children aged six to 17, which

has proved possible thanks to the support of the MAPFRE and Barça foundations. Since 2002, these two organizations have been making a significant contribution to preventing youth violence in the Maré and Alemão favelas of Rio de Janeiro. ✕

la fundación Fundación MAPFRE magazine Chairman of the Editorial Board Ignacio Baeza Director Javier Fernández González Published by MAPFRE Corporate Communication Editorial & Advertising Dept. Ctra. de Pozuelo 52. 28222 Majadahonda. Madrid T 915 815 359. comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Pº de Recoletos, 23. 28004 Madrid. informacion@fundacionmapfre.org Editorial Production Moonbook S.L. contenidos@moonbook.es Printed by Edipack Grafico, S.L. Legal Deposit M-26870-2008 ISSN 1888-7813 The publication of this magazine does not necessarily imply agreement by Fundación MAPFRE with the contents of the articles and works therein. The reproduction of articles and news is duly authorized, provided express authorization is sought from the publishers and the source is acknowledged. Cover image Richard Learoyd, Swan, 2013 © Richard Learoyd. Courtesy of the artist and Fraenkel Gallery, San Francisco

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FULL ARTICLE ON THE DIGITAL VERSION



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THE ARCHITECTURAL LEGACY MADE POSSIBLE BY INSURANCE



HEALTHY DIET FOR GOOD PHYSICAL AND MENTAL HEALTH



Mercedes Gállego, nutritional coach and Dietetics specialist

HOPE FOR THOSE WITH SPINAL CORD INJURIES



Image: Máximo García



Rebeca Grynspan, Ibero-American General Secretary: “I’ve seen how public policy and collective action can effectively change the reality of life for thousands of people”

TEXT: ISABEL PRESTEL
PHOTOS: MÁXIMO GARCÍA

Economist and former president of Costa Rica, the country where she was born in 1955, Rebeca Grynspan is an affable woman, a great conversationalist, with really clear ideas and great foresight. All extraordinary qualities for heading the SEGIB (Ibero-American General Secretariat, which she has chaired since February 2014, having renewed in the post just a few months ago. The first woman to lead this institution, she has managed to raise certain issues which, without a doubt, highlight Latin America’s future challenges, thanks to her evidently great sensitivity.

As you start this new term, what legacy would you like to leave behind at the Ibero-American General Secretariat?

Firstly, having managed to consolidate this Latin American organization as a place where we can share our firm commitment to multilateralism, open dialog, cooperation and peace. This institution continues championing the core values firmly embedded in

its original international structure, although this needs to be modified and, indeed, improved. But we must continue defending these essential values.

Regarding the priorities you have identified, what are you particularly proud of?

Having brought some new issues to the Secretariat which have made a great impact. For example, gender equality, which was at the forefront of the summit in Guatemala, and was defended by a very large number of countries. We have dedicated ourselves to the whole area of women’s economic empowerment, as we know this lays the path to their independence. Fostering autonomy and independence are key elements when it comes to combating gender-based violence and achieving equality. Another issue is related to the UN’s 2030 Agenda for sustainable development goals. The Declaration of Guatemala reiterates the region’s commitment to the 17 development goals.

So many issues to be addressed..

Too true! At the Summit we also talked about the first Latin American multidisciplinary disability program,



which aims to support a really vulnerable population group. And the climate change observatory for the region. This is a region that is going to be greatly affected by climate change and we need to consider policies that are not only aimed at mitigation, but also at adaption. There are many areas already affected by climate change, hit by droughts and floods, and we have to learn how to cope with them as they are not going away: this is not reversible. And the private sector question: which business models are going to be compatible with the sustainable development goals, ensuring that growth can be both inclusive and sustainable. Another issue that sparked great interest in Guatemala was a new program

for social innovation, innovation in science and technology, innovation to resolve problems within communities, innovation to attract young people, creative industries... that whole package of innovation and talent, making the best use of people's potential.

In that sense, do you believe that technology and innovation help increase or decrease inequality?

We just completed a report for the International Labor Organization (ILO). In it we indicated that new technologies can help reduce poverty but, if they remain concentrated in just a few hands, they will only foster growing inequality. Technology is a tool; on its own, it is neither good nor bad. Technology

**Policies
need to be
implemented
to defend
individuals,
not the jobs
they do**



The new technologies can help reduce poverty but, if they remain concentrated in just a few hands, they will only foster growing inequality



empowers those who possess it. And our task is to seek universal access and teach people how to use it.

Moreover, the possible loss of jobs was heavily underscored. Personally, I believe it's necessary to defend the workers, not job positions. Policies need to be implemented to defend

individuals, not the jobs they do. We have to assist workers so that they can migrate to other better quality jobs, with social protection. I believe many jobs are going to be created shortly, as there are sectors that have to expand, such as education, health, the care economy... But perhaps the workday would need to be shortened.

In order to facilitate work-life balance, right?

We must seek the right balance between men, women and work. Between family and work. It may prove necessary to reduce the workday, as there are still people working really long hours. And we need to ensure those rights we created in the 20th century are truly effective. This is a 21st century task, given that, in many places, these rights are not respected. At the same time, what is needed is flexibility within the world of work so as to be able to adapt to the new conditions. I believe that, in the future, there will be many more self-employed workers. But those workers must not lose the fundamental rights we managed to win in the 20th century. We must strive to attain a more stable life, with less uncertainty. We should devise a social protection framework that does not depend on the type of job one has. With a contributory scheme, but always accessible to everyone. And that is one of the challenges we must tackle, even more so now in this new world.

How do you see Latin America in that future?

I'm optimistic because our citizens are much more active. I feel this will put pressure on the political system and institutions to improve matters. But, of course, we're going to continue feeling tension and friction. One of the things



Women constitute the largest emerging labor market in the world. Talent that is entering political life, companies and all spheres of social life. But there still exists a lot of invisible discrimination

that make me most hopeful about Latin America is that we have the largest cohort of young people in history. And this is a great opportunity. A gold mine of talent! These youngsters are better educated than their parents. The university population has doubled in recent years. What we must do is know how to respond. Because these young people also want better jobs and greater opportunities, and they need a world that lets them manifest their ideas and participate with their talent, with their proposals. If we manage to do that, we can be really hopeful about the future.

What role do you feel women are going to play in Latin America?

A glance at the figures reveals how huge numbers of women have entered the labor market. One third of the decline in poverty rates has to do with the incorporation of women into the labor market in Latin America. Into the remunerated labor market, of course. And these women are asking for equal pay for equivalent jobs. In fact, I believe women constitute the largest emerging labor market in the world. Talent that is entering political life, companies and all spheres of social life. But there still exists a lot of invisible discrimination.

Much remains to be done...

There are no women in the highest positions, nor on the boards of directors. This is a family life cycle issue. Spain, for example, has a major problem. Women are achieving work-life balance by not having children. The reason for our fight has always been to be able to decide whether or not to have kids. But you must be able to decide. We're now making certain decisions because we cannot make others. We're not totally free when it comes to making

these decisions. One option rules out the other. And these sacrifices are no longer just a question for women, but also for men. Men are also entitled to have feelings. They must also be able to enjoy being with their family. We want people to be happier. A Scandinavian politician recently declared that equality cannot mean overwhelmed women and embittered men. We have to distribute our tasks better, not just within the couple, but rather in society at large. Reproduction, our happiness, affects us all; we cannot resolve this on an individual basis. This is a global, collective issue.

I'd like to ask you how you are feeling at this moment of your life.

It hasn't always been that way, but I can say that my life now is exactly how I want it to be. I'm excited and highly motivated. I have the energy and motivation needed. While I can indeed see the dark side of society, I still believe in a better world. This is probably because I come from a country where kids ran around barefoot, but today has a high human development index. I remember my childhood in the rural area of my country, where there was no electricity and not all children went to school. And I've witnessed the progress. I've seen how public policy and collective action can effectively change the reality of life for thousands of people. That's why I cannot resign myself to doing anything other than all we possibly can to achieve this. ✕

Technology is a tool; on its own, it is neither good nor bad. Technology empowers those who possess it. And our task is to seek universal access and teach people how to use it



Rebeca Grynspan in 10 words

MULTILATERALISM: “More necessary than ever.”

DISRUPTION: “What’s needed is a transformation that does not entail suffering. We’re going to see a great deal of disruption in this so-called fourth industrial revolution. And it may lead to worlds with greater inclusion, sustainability and prosperity. But, if we don’t handle this correctly, we’re going to see a lot of people suffering.”

EDUCATION: “The most important element for development.”

SOCIETY: “An essential aspect of human beings. None of us can survive alone. One of the most impressive things in the evolution of human beings is precisely their ability to form a society. This is what has led to the greatest progress.”

FAMILY: “Happiness (laughs). This has also been an essential element for everyone. When you read studies on happiness, people attribute most of their joy and happiness to their nearest and dearest. The affection of those around them: the family.”

EQUALITY: “The horizon we must aim for, without oversimplifying the issue. When we speak of equality, we are not referring to egalitarianism. We are different, we are diverse; we must live in diversity, with respect for others who may be different.”

LEADERSHIP: “Most necessary in these times. But positive, robust leadership. Leaders who are able to develop leaders. Not only thinking of perpetuating their position and creating followers. Leaders with charisma and a special ability to reach out to others and achieve collective undertakings.”

DEMOCRACY: “A conquest for my generation. A concern for the new generations. My generation lived through dictatorships and we know that democracy is something to be nurtured every day. We appreciate its intrinsic value, as it allows us to change the state of things, despite the discontent, mistrust and errors.”

LOVE: “I believe that love makes us excel as individuals, because it demands the best from us. The best and the worst can be found in us humans; and love makes us bring out the best in ourselves. The worst in each of us needs to be controlled; it cannot be allowed to run around loose (laughs).”

WELL-BEING: “We have tended to believe that well-being can be gauged by the gross domestic product. And that’s not true. Robert Kennedy said that GDP measures many things, save the most important. It’s deceptive. Well-being has to do with those issues: with our affections, with our friends, with the family. Hopefully we can move toward measuring well-being in a different fashion.”



Shade gone green, 2009

© Richard Learoyd. Courtesy of the artist and Fraenkel Gallery, San Francisco

#RichardLearoyd

Richard Learoyd

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Richard Learoyd (Nelson, United Kingdom, 1966) is one of the most interesting contemporary photographers of our times. Learoyd's work is firmly rooted in the past, with multiple references to the history of painting, as regards both his themes and technique. Whether in color or black and white, his photographs are the result of an artisan process using a camera obscura of his own construction. From June 5 through September 8, 2019 at the Fundación MAPFRE's Casa Garriga Nogués Hall in Barcelona.

Richard Learoyd is widely acclaimed for the unique photographic works he has produced for over a decade. While they mainly consist of portraits of clothed or naked models produced in his studio, he has also addressed other themes such as animals, landscapes or dark mirrors. They all receive the same serious, loving attention. Many of the animals are no longer alive, but wrapped in cables or stretched between wires in order to be examined. These are not your usual still lifes, but rather experiments, frequently playful and prolonged, using ordinary, yet often rare objects. The mirrors are perhaps the most abstract: they look like constellations from deepest outer space. He has recently produced large-scale photographs in black and white, and has even taken his enormous camera outdoors to shoot landscapes and old buildings he comes across in small Eastern European cities. In some cases, he returns to the same place to photograph them in different seasons of the year.

This exhibition presents Richard Learoyd at the peak of his career, with a selection of 51 color and black-and-white works that epitomize his oeuvre over this last decade. The exhibit also includes one of the landscapes shot in Spain (on the island of Lanzarote), commissioned by

Fundación MAPFRE and incorporated into the Foundation's Photography Collection to join two other works by the artist.

Photographs from the camera obscura

The English artist Richard Learoyd has spent around two decades taking photographs with his camera obscura: a huge studio camera of his own design based on ancient optical principles. This instrument has enabled him to produce pictures that possess a captivating uniqueness, at a time when photography has become ubiquitous and trivial. The people he portrays seem to inhabit a world with a particular psychological intensity and are examined under an extraordinarily crystalline, distinctive light. Even the subjects – sometimes rather unusual – he chooses for his still lifes possess exceptional, evocative beauty and tranquility.

The photographs he produces with this apparatus are basically as large as the camera itself. Both taking these photographs and studying them calls for a more careful, attentive way of observing, a more contemplative activity than the immediacy with which we tend to see and photograph the world. Learoyd has developed this camera of huge dimensions, yet at the same time quite flexible, so that it can be moved with certain limitations. After

Richard Learoyd has spent around two decades taking photographs with his camera obscura: a huge studio camera of his own design based on ancient optical principles



Lanzarote 1

© Richard Learoyd. Courtesy of the artist and Fraenkel Gallery, San Francisco



Gdansk, Poland, 2016

© Richard Learoyd. Courtesy of the artist and Fraenkel Gallery, San Francisco

composing the image, he places a sheet of photographic paper the size of his machine at the back of the camera, and creates a single copy. Despite its complexity, this

technology enables him to produce highly characteristic works with unusual light and color qualities. There is nothing fortuitous about these photographs.

More recently, the photographer has expanded his technological horizon and designed a camera he can take outdoors to make a limited

number of non-unique prints. Once again, they bear no relation to any other picture you may have seen before and address an extraordinary array of themes. Released into the wild outdoors, Learoyd has photographed very well-known places, such as California's Yosemite Valley, and also less familiar territories in Eastern Europe. These new images seem to examine the situation of the modern world, breathtakingly beautiful and, at the same time, potentially destructive. They represent a release from the earlier limitations imposed by his self-defined process, and are just the beginning of a new vision of a broader world.

New images

Before experimenting with the magical color images for which he is so well known today, Learoyd was a landscape photographer who took classic, black-and-white photographs. He has recently managed to modify his huge camera obscura to take it outdoors and this change has enabled him to produce images brimming with the thrill of discovery.

While working to refine this process, his photos progressively turned into increasingly complex images. His early experimental works in black and white were very similar to his color photographs: for example, the nude portraits of Agnes and the tangled pair of magpies trapped

in wires. These photographs were produced in the studio. When he moved outdoors, he discovered a discreet, mysterious bag with fishing nets on a beach in Portugal (*The Sins of the Father*); and he also came up with a family portrait in front of a manor house (*The Von der Becke Family*), a more ambitious image in terms of its composition. Lately, he has gone yet further afield: a lunar-like desert landscape on the island of Lanzarote and, even, the hybrid architectural forms in Eastern Europe (*Gdansk, Poland*). He also collects burned-out cars in the United States, which he stores in a warehouse in Texas to photograph their shells as metaphors of these disturbing



2016-69 (3 branch apples)

© Richard Learoyd.
 Courtesy of the artist and Fraenkel
 Gallery, San Francisco



Agnes, nude on stool, 2008
 © Richard Learoyd. Courtesy of the artist and Fraenkel Gallery, San Francisco

times, like victims of some kind of holocaust.

Portraits and figures

While the people we see in Learoyd's studio photographs look really contemporary, as though they had been sitting

there a moment ago and were waiting for him to finish adjusting that curious, bulky camera, these human figures also have a timeless quality that harks back to the art of bygone times. Since antiquity, the visual expression has been dominated by both portraits and paintings of the human figure. In museums all over the world we find pictures of people dressed, naked or sitting patiently while an artist describes the elaborate embroidery on a dress, or the particular complexion of a beautiful young woman. In addition to analyzing the great Renaissance artists, Learoyd has studied such 19th century painters as Jean-Auguste-Dominique Ingres, an especially elegant portraitist. Ingres was also a grand master of the nude, and some of the paintings he did are echoed in this photographer's images of human figures. Moreover, despite the fact that Learoyd's photographs establish a dialog with the works of the English Pre-Raphaelite painters, it is the Victorian photographer Julia Margaret Cameron who is of singular importance to him.

But just as important as these artistic precursors is Learoyd's distinctive personality, which transforms what he chooses to photograph with his particular form of perception. Learoyd's studies of the human figure and his portraits are specifically aligned to the present: the feeling of remoteness, internalized emotions and the

Despite the fact that Learoyd's photographs establish a dialog with the works of the English Pre-Raphaelite painters, it is the Victorian photographer Julia Margaret Cameron who is of singular importance to him

The Sins of the Father

© Richard Learoyd. Courtesy of the artist and Fraenkel Gallery, San Francisco



strange beauty of the bodies are testimonies to a present filled with anxiety.

Still lifes [interrupted lives]

Learoyd is particularly interested in the creation of still lifes, although his are substantially different from many of the classic expressions of this genre in the history of art. In the Netherlands, the 17th-century still life paintings were often an arrangement of luxury objects, and many included symbols of the passing of time, such as extravagant bouquets of flowers with hidden insects. The works of the famous 18th-century French painter Jean Siméon Chardin highlighted the simple pleasures

of a modest life: freshly-picked cherries in a bowl or bread on a table, always depicted in a precise, exquisite manner. Later painters, from the Impressionists onward, also arranged objects in their studios in order to analyze them: Paul Cézanne and his modern followers liked to distribute apples around the table. Traditionally, still lifes evoked little emotion in the spectators contemplating them.

Learoyd totally revised the "still life" concept, placing special emphasis on the true sense of the term: these are pictures of lives that have been interrupted. Some bear a certain similarity to images with which we are familiar: the broken branches of

wild apples, for example, appear unusually laden and fortuitous here, as though they had just been snapped off in a garden to be photographed indoors. Others are simultaneously beautiful and disturbing: a severed horse's head, with its glossy white hair and shiny, dark dead eye in stark contrast with the deep red of the blood from its neck. Learoyd had also arranged magpies and swans as hanging decorations; presented in a whimsical fashion... but dead. Some of his more original pictures are hybrid forms which he himself sculpted using creatures that were once alive: *Fish Heart*, for example, is formed by two organisms sewn together and suspended in the air. ✕



30 years sharing art with the public

TEXT: IGNACIO GONZÁLEZ CASASNOVAS IMAGES: FUNDACIÓN MAPFRE

The calendar of exhibitions put on by Fundación MAPFRE constitutes a cultural offering which, for quite some time now, has been the subject of continued interest and recognition by large swathes of the population avid for culture in both Spain and many other countries. Were we to try to summarize this assertion with a figure, we would only need to cite the 15 million-plus people who, over the past three decades, have visited close to 570 art and photography exhibitions organized over that period.

It all began in 1988. The Foundation managed to acquire a significant collection of drawings and oil paintings by the Madrid-born illustrator Rafael de Penagos (1889-1954), who had produced MAPFRE's first advertising poster back in 1933. To mark the occasion, an annual award was launched with a view to distinguishing an illustration by a Spanish artist. This first edition was accompanied by an exhibition, *Seven Sculptors with the Penagos Award*, in which well-known artists of that time were invited to use sculpture to open a discourse on Penagos's work.

This two-pronged initiative signaled the start of Fundación MAPFRE's involvement in the field of artistic and cultural creation. The project started up in the Azca Hall, on one floor of a shopping mall belonging to MAPFRE, right in the heart of Madrid's financial district.

Our two hallmark characteristics were thus already clearly laid down: the preparation of exhibition projects and the progressive creation of our own artistic collection.

1989-1993, in search of our own, unique, meritorious project

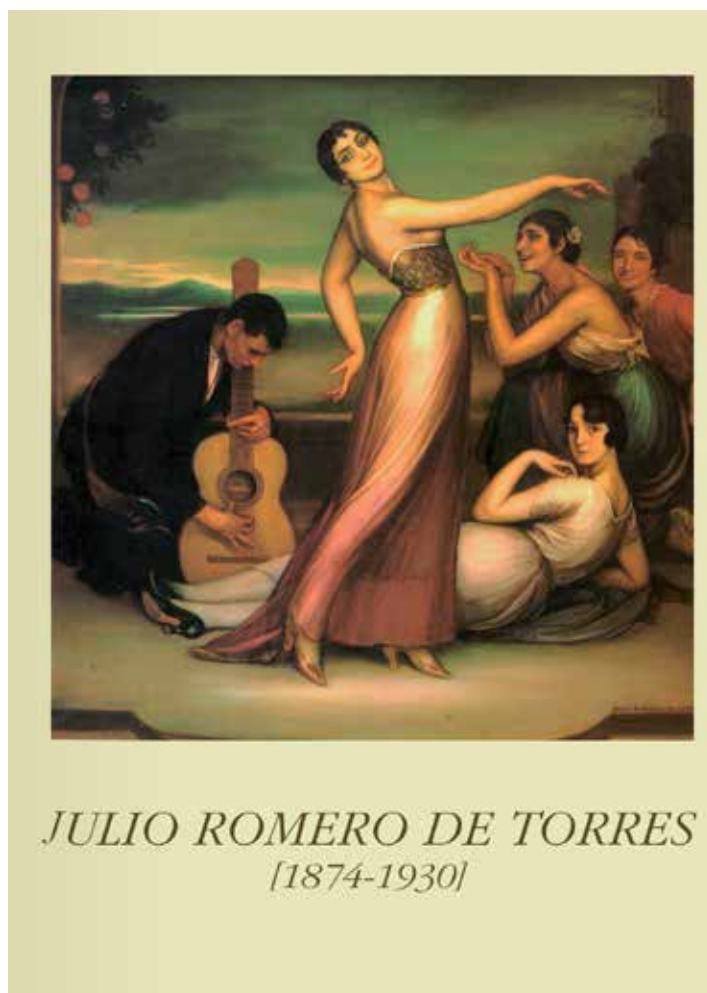
The intervening years – up to 1993 – were to be a period of learning and training. The soaring rate with which exhibitions were put on was astonishing: in 1989 there were just five exhibits, while 1992 came to a close with a total of 19 successful events. These figures reveal both the effort made to maintain a regular calendar of quality shows and the eclectic nature of their themes (exhibitions on Gargallo, Eugenio Granell, Julián Grau, Surrealism, etc.). Moreover, there was already clearly an unequivocal desire to extend these offerings to a wider public. Thus, between 1990 and 1992, the exhibitions dedicated to the oeuvre of José Gutiérrez Solana and to the Penagos Award could be visited in a total of 14 cities around Spain.

1993-2008, Modernity comes to the fore

October 1993 saw the opening in the Azca Hall of the exhibition *Julio Romero de Torres (1874-1930)*, which proposed a new interpretation of the Cordoba-born painter, his significance in the Spanish pictorial tradition, and the merit of his painting. This event truly marked a turning point. It was unquestionably a great public success (with nearly 120,000 visitors)

Visitors to the exhibition *Impressionism. A New Renaissance* observe the painting *The Fifer*, by Eduard Manet

The exhibition Julio Romero de Torres (1874-1930) was the start of a long-term exhibition project based around a central idea: to disseminate and reinstate the important manner in which artistic modernity became known to, taken on board and reinterpreted by Spanish artists



Cover of the catalog published on the occasion of the exhibition dedicated to Julio Romero de Torres

and enabled a venue away from Madrid's city center such as the Azca Hall to earn its place in the city's cultural circuit.

That was the start of a long-term exhibition project based around a central idea: to disseminate and reinstate the important manner in which artistic modernity became known to, taken on board and reinterpreted by Spanish artists.

In order to fulfill this purpose, the Foundation was to maintain a comprehensive, sustained effort (310 exhibitions, 176 of which took place outside Madrid and

22 outside Spain), as a result of which it consolidated its role as a prestigious cultural agent within Spanish society (with over three and a half million visitors); it forged links with major museum and artistic institutions in Spain and other countries, and consolidated its sustained acquisition program (131 exhibitions were dedicated to its own collections).

Those years focused on several lines of action: first of all, the major anthological exhibitions of the protagonists of our pictorial modernity, with the milestone event being the one dedicated

to Joaquín Sorolla (1995) – another important episode in the institution's existence, given its profound impact (nearly 160,000 visitors) – as well as those held between 1997 and 2005 dedicated to Rusiñol, Sunyer, Nonell, Casas, Regoyos, Echevarría and Joaquim Mir; moreover, there were the thematic exhibitions, such as those dedicated to landscaping (*Painters of the Soul*, 2000), *The Generation of 1914* (2002) and *Gaslight. The Night in Spanish Painting* (2005) or *Amazons of New Art* (2008); the gradual incorporation into the program of international offerings (among others: *Poland, Turn of the Century*, 2003; *Serge Charchoune*, 2004; *Steinlen. Paris 1900*, 2006. *Camille Claudel*, 2007; *Rodin. The Naked Body* (2008) and, finally, the relationship that was forged at that time with institutions such as the San Fernando Royal Academy of Fine Arts, the Museu Nacional d'Art de Catalunya (MNAC), the Bilbao Fine Arts Museum, the Musée Rodin, etc.

2008-2015, cultural actors and promoters on the international stage

15 years after the opening of *Julio Romero de Torres* a new, decisive stage was to begin. October 24, 2008 saw the opening of the exhibitions *Spain 1900. Between Two Centuries*, *Degas*, *The Process of Creation* and *The Brown Sisters* and, with them, the Foundation's new exhibition hall, located in one of MAPFRE's main buildings, the Palace of the Duchess of Medina de las Torres, at 23 Paseo de



The Brown Sisters
 © of the photographs, Nicholas Nixon
 © Fundación MAPFRE Collections

Recoletos, right in the center of Madrid. That was much more than the opening of a new, dedicated space; the Foundation was moving on to become a cultural actor and promoter on the international stage.

In effect: the exhibition *Impressionism. A New Renaissance*, which opened in January 2010, categorically manifested this new international vocation. Organized with the collaboration of the Musée d'Orsay, it offered, for the very first time in Spain, an exceptional anthology of the grand masters of Impressionism. Given its quality

Great visitor numbers
 at the Fundación MAPFRE exhibitions





Casa Garriga Nogués Hall 1

and the huge support it received (327,000 visitors), *Impressionism...* clearly reflected the essence of the Foundation's new statutes. The new venue thus firmly established itself within Madrid's cultural axis (Paseo del Prado and Recoletos), the so-called Golden Mile which is home to one of the world's greatest museum offerings (with the Prado, Queen Sofia and Thyssen-Bornemisza Museums).

Since then, and up to the present day, the visual arts exhibitions have maintained this level of major international productions, focusing generally on the Modernity period and always with the assistance of internationally renowned art museums and institutions (the aforementioned Musée d'Orsay; Jeu de Paume; Pompidou Center; Galleria degli Uffizi; MUNAL, Mexico. This is the case of *Portraits of the Pompidou Center*,

Giacometti. Playing Fields, Picasso in the Studio, Pierre Bonnard, The Fauves o Rediscovering the Mediterranean, among others, up to a total of just over 60 visual art exhibitions to date, 15 of them overseas, bringing in nearly two million visitors.

Shortly before this, the Foundation's cultural offering had taken another leap forward: a systematic dedication to photography, as one of the great artistic languages of our time. Over the years, photographic exhibitions and collections have fleshed out this new project in which three lines of interest converge: the undisputed masters who, since the start of the last century, have written the history of artistic photography (Eugene Atget, Paul Strand, Lisette Model, Walker Evans, Diane Arbus...); artists actively working, but already considered "classics"

of our time (Graciela Iturbide, Nicholas Nixon...); and those who, with more recent careers, have already achieved international recognition for the maturity and uniqueness of their pictures (Fazal Sheikh, Dayanita Singh, Anna Malagrida, among others).

In little more than a decade, the Foundation has achieved widespread international acclaim in this field: more than 120 exhibitions, about half of which have taken place in other countries in Europe, United States and Latin America – in artistic and photographic institutions of international renown: MoMA; Nederlands Fotomuseum, Rotterdam; The Morgan Library & Museum, Nueva York; FOAM Fotografiemuseum, Amsterdam, etc. – which, altogether, have received 2.8 million visitors.

The third relevant episode of recent years was the opening, in the fall of 2015, of an exhibition hall in Barcelona. After a much celebrated launch (the exhibition *The Triumph of Color*, again dealing with the Impressionist movement, which attracted more than 150,000 visitors), Casa Garriga Nogués (a notable example of Catalan Modernist buildings) slotted effortlessly into the cultural life of Barcelona. ⊗

According to the UNESCO, “culture constitutes a fundamental dimension of the development process and helps to strengthen the independence, sovereignty and identity of nations.” Fundación MAPFRE enthusiastically strives to bring art closer to the citizens of the whole world

Art for all

Frankfurt

GRACIELA ITURBIDE

Fotografie Forum
3/8/2019 – 6/30/2019



Graciela Iturbide
Francolín, 2019



Humberto Rivas
María, 1978
© HUMBERTO
RIVAS ARCHIVE,
BARCELONA

Valencia

HUMBERTO RIVAS

University of Valencia. La Nau Cultural Center
5/21/2019 – 9/15/2019

Oporto

VOLLARD SUITE. FUNDACIÓN MAPFRE COLLECTIONS

Palácio das Artes
5/30/2019 – 9/11/2019



Pablo Picasso
Sculptor and his Model Before a Window, 3/31/1933
Vollard Suite – Miscellaneous
© PABLO PICASSO: PABLO PICASSO ESTATE / VEGAP, MADRID
© FUNDACIÓN MAPFRE COLLECTIONS



Egon Schiele
*Schlafendes
Mädchen*
[Sleeping Girl],
1909

Sitges

**FROM MODERNISM TO THE AVANT-GARDE.
DRAWINGS FROM THE FUNDACIÓN MAPFRE COLLECTION**

Sitges Museum
3/29/2019 – 6/23/2019



Juan Verde:

“I’ve worked with many politicians and I believe the vast majority are good people”

TEXT: CRISTINA BISBAL IMAGES: FERNANDO MAQUIEIRA

He was born in the charming municipality of Telde (Gran Canaria) in the summer of 1971. He led a simple life with his parents and five siblings. But fate had a surprise in store for him: to become one of the world’s most influential Spaniards, working with the Democratic Party in the United States first of all, and then in the Obama administration. To get there he had to work hard and graduated *cum laude* in Political Science and International Relations from Boston University, before taking a Master’s Degree in Public Policy at Harvard University. But, above all, what stands out is that this is an affable, charismatic man, grateful for his good luck, with a strong Canaries accent and very clear ideas. It is a pleasure to hear him speak.

According to Wikipedia, you are an “international strategist for the public and private sectors.” What does that mean exactly?

Just as you hire a lawyer to advise you on legal matters, or an expert to advise you on communication questions, I work with governments or private firms advising them on how to implement more effective economic and social strategic planning. I specialize in three areas. Firstly, the sustainable economy: perceiving sustainability as an economic competitive advantage, i.e. getting companies to understand that it makes sense to be more ecological. Secondly,

Big Data and technology; in other words, how and why technological tools should be incorporated so as to make maximum use of the data you possess on your clients. Finally, advising governments on attracting foreign investment with measures such as tax incentives.

You were even a consultant for President Obama. What was a Canarian doing in the White House? How did you finally end up there?

I went to study in the United States at a very early age, just 15 years old. And what, in principle, was going to be one year learning English turned into a life project,

as well as a professional project that allowed me to develop a public sector career in the United States. First off I worked at Boston City Hall; then for the Democratic Party; next, for the White House under the Bill Clinton administration; and, finally, with Obama. The story of a youngster from Telde on the Canary Islands who ended up working in the White House. The key is to have a bit of luck and work really hard.

In your case, there was a defining moment in your adolescence that changed your life. Something to do with the



Image: juanverde.net

generosity of your parents. Tell us about it.

Indeed so. It’s a lovely story that confirms the saying “Cast your bread upon the waters.” In the early 1980s, a single woman with four children left Cuba with almost nothing and ended up living in the Canaries, in Telde, in my street, in a truly precarious situation. My parents helped her as much as they could, with food and work. My siblings and I made friends with her children. Later on, this lady moved to Boston and her luck changed. I was invited to spend a year with them studying there, as a show of kindness and gratitude. And that was what changed my life. My parents never imagined what helping that woman was going to mean for me and my life.

So it is true that being kind to people sometimes has its

reward, returning the goodness you’ve spread about...

Absolutely. I’m convinced of it. I would never have come to the United States, reached the White House, nor worked in the Obama Administration, without all that sacrifice of my parents, my mentors, and my friends. I feel that, at least in Spain nowadays, people forget the sacrifices others made in the past on issues such as women’s or workers’ rights, or even democracy itself. They took to the streets to demand these things, often losing their lives in the process. We wouldn’t have those benefits today, were it not for them.

For example, democracy seems to be in crisis...

This is something that could explain Trump’s rise to power, or the appearance of parties like Vox or Podemos in Spain. It has nothing

to do with political ideology, but rather with the apathy of a large segment of the population. And with good reason, I must say. Because traditional politicians haven’t done their job of connecting with the public. But that apathy, that estrangement only opens the door to populist movements.

These movements that perhaps started out in Latin America have spread to the rest of Europe and the world. It should make us stop and think, don’t you agree?

Yes, because it’s a worldwide phenomenon. And Brexit is a clear case of what we’re talking about here. That Le Pen is the second most-voted force in France. That the extreme right in Austria failed to win by less than two points. Italy, Spain... And this isn’t an ideological comment; it’s a critical comment, a reflection on why democracy is in crisis. The key lies in civil society. People have to get back out on the streets, participating in residents’ association, student movements or in a Chamber of Commerce. I’ve worked with many politicians and I believe the vast majority are good people.

You chair a foundation that “teaches people to be leaders”. To what degree is education important?

The universities are very good and we don’t want to compete with them; but they are very good at furthering people’s academic development. When you start your career, the key to being a leader is your professional experience.

Our mission is to identify those we believe have the potential to become agents of change within society and put them to work in institutions and centers of excellence. We combine that with leadership skills: how to convince people; to motivate people; to make an effective presentation in public...

In other words, those skills not taught in the current education system, at least here in Spain... In your view, what should that system be like?

Much more flexible, based on encouraging children to be happy. Employees who are happier are more effective. Students who are happier learn more. Because, when you love what you do, when you have a passion for what you do, you are much more capable. I really don't know exactly what the educational system should be like, but I do know what it shouldn't be like: it shouldn't be like the current one. The important thing is not the answer to the question, but rather the process of seeking that answer.

Your foundation chooses the youngsters who could be leaders. How can you tell who could be a leader?

It's difficult to identify them, but it isn't difficult to select them. It's difficult to know where they are, to reach them. But when you find them, it's relatively easy to select them. Because, in my experience, the leader is the one who wants to be a leader. If I have ten excellent youngsters and one of them wants to be an agent of change in society, that one should be chosen.

That is to say, a leader wants to be an agent of change in society. Totally. When you ask leaders why they do what they do, the vast majority state it's not about acquiring greater knowledge or money. It's for self-fulfillment.

They want to be happier. There has to be feedback for what they do to have an impact and that's what gives them that degree of happiness. ✕



From Fundación MAPFRE Guanarteme in the Canaries to the world

Juan Verde has no doubt that early work experiences are fundamental in anyone's career: "The first few jobs you have after college are, for the vast majority of people, those that determine what you're going to dedicate the rest of your life to." Offering the chance of an extraordinary experience is one of the goals of the agreement signed between the Advanced Leadership Foundation and Fundación MAPFRE Guanarteme. Since 2015 they have both been "identifying young professionals in the Canaries who show potential as agents of change in society. We design and create employment opportunities for their professional development in the United States which will serve as catalysts for their careers." For four months, these young people travel to Washington D.C., where they gain professional work practice in some of the best U.S. companies and government agencies there.

Admission to the program is conditional upon their returning to the Canary Islands to initiate a project: "Form a company or become social entrepreneurs or politicians. It doesn't matter what the project is, but we do want them to return to their communities with the aim of changing things. We take them over there with a work visa conditional upon their returning and that avoids a brain drain," Verde concludes.

Over the nearly five years this Scholarship Program for Internationalization and Professional Internships in the USA has been running, a score of young people have already completed professional internships in that country. Those selected this year will receive a scholarship of 15,000 euros plus travel expenses to cover this work experience period.



Superhéroes de Barrio

Urgent song of Javi and María

TEXT: FRANCISCO JAVIER SANCHO MAS IMAGES: LEAF HOPPER

In this new section in our magazine, in each issue, we will be presenting our Superhéroes de Barrio, a campaign that Fundación MAPFRE has launched through its Sé Solidario program. We start with the story of Javi and María. And how much they both raced in 2012 to fulfill a dream. She wanted to be the first Spanish woman to drive a Formula 1 car. He had to race to make the most of the short life heralded by the disease with which he was born (a distortion of his genes, those that sometimes put in question everything we think we know about life, or where its start and finishing points are).

Javier, Fátima, Marina, Javi and Santi

“Just imagine. We were in Madrid, at the end of 2009,” the opening words in unison of Javier Pérez-Mínguez and Fátima Escudero, a couple of journalists who were working in communication agencies. They had been married for five years and had already had Marina, their eldest child. Javi was barely a year old then, and Santi was already on the way.

“Javi was in the day nursery. From there they sent us the first alarm signal. He was not progressing like the other children. His body was weaker. He couldn’t control his movements.” Javier relates events with his calm voice. “And we’d just completed the 12-month screening tests and everything came up normal,” Fátima adds. She is always cheerful and forthright. “We didn’t notice anything; just that he wasn’t crawling like Marina, the elder sister, had done.” But the report from the nursery was worrying.

There was no mistaking the analyses results: Javi had mitochondrial issues. The mitochondria are essential for producing energy in the body. Without that energy, the organs, any organ, can be seriously affected. In general, affected children develop tremendous muscular weakness, a kind of profound tiredness. This genetic disorder generally appears before the age of 20. But also in small children.

“They said that the child was not aware of anything; that he couldn’t see. But we noticed that he did respond to stimuli. It’s so important that physicians take the time to listen to those who spend the most time with the children,” Javier now says. “But, of course, they’re so busy. They themselves complain that they don’t have enough time.”

Mitochondrial diseases, as well as all other genetically transmitted neuromuscular disorders, form part of a group of rare diseases. Rare because they affect less than five out of every 10,000 people. Even so, in Spain alone there are some 60,000 cases. And, like Javi, about 400.

There is no cure. Nonetheless, palliative care, therapies and research give cause for hope. The vast majority of all this is supported financially by the families, with the aid of donors and private entities. And, while the public health service does commendable work, the organizations and families of these patients barely receive assistance from the public administration.

Life expectancy in the case of illnesses such as Javi’s is proportional to the time at which their symptoms appear. The later this is, the longer they will live. The sooner... Javi was diagnosed at one year old.

Today, the Foundation has established itself as a benchmark therapeutic center for children with neuromuscular diseases, many of them mitochondrial. They cater to 200 people, mostly from Madrid and the surrounding area



In 2011 Javier Pérez-Mínguez left the communication agency in which he worked in order to fight to improve the life of his son Javi and many like him. And that is how the adventure of the Ana Carolina Díez Mahou Foundation began.

“What we do know is that some therapies work really well. I saw it with my own son, Javi, who was even able to do his exercises in the water. The first child in Spain with a tracheotomy who entered a swimming pool to receive therapies. And we were thus able to share with him all the things in life he could enjoy,” Javier adds.

The adventure starts

In 2011, some relatives gave them the initial push. To fight to improve the lives of Javi and many others like him. So began the adventure of the Ana Carolina Díez Mahou Foundation, in memory of a female philanthropist of the last century, who belonged to Fátima’s family.

A few years later, the Foundation has established itself as a benchmark therapeutic center for children

with neuromuscular diseases, many of them mitochondrial. They cater to 200 people, mostly from Madrid and the surrounding area. And that means over 3,600 therapies a year. It means facilitating integration and engaging their families. And improving the children’s motor neuron and cognitive development. And training all those involved in the process of these pathologies. And boosting research for the treatment and cure of these diseases. And furthering the social integration of children with physical and mental disabilities caused by these pathologies.

All this with 150,000 euros per year, with 90 percent of this coming from private financing, thanks to donors and entities such as Fundación MAPFRE, through its Vidas Cruzadas cause, or the First Star Program, the legacy of María de Villota. Thanks to this aid, these children are able to participate in sessions of water, dog or music therapy.

And what exactly do we mean by racing

María de Villota. Do you remember? The first Spanish woman to drive a Formula 1 racing car. You probably remember her in her star-painted helmet and eye patch, after the accident she had in July 2012. It so happens that María was Javi’s aunt and a cousin of Javier, his father.

In September, just two months after María de Villota’s accident, that same year 2012, it was Javi who suffered one. His heart stopped and that was that. He lived more than three years. Much longer than they predicted. And that is where yet another story begins, another song for Javi and María. María had started getting involved with children like Javi.

But María died in October 2013. Her legacy lives on today through the Ana Carolina Díez Mahou Foundation, improving the quality of life for families and children with diseases like that of her nephew Javi.

Learning to sit down, learning everything

The psychologist who supports the Díez Mahou Foundation attends the relatives of the children, particularly those healthy siblings who often suffer from a lack of attention from parents and other family members. It is like a variation of the prodigal son story. One of them is always demanding more care. Even when they are

twins, like Jorge and his brother Fernando.

Their father Álvaro says that, during pregnancy they were warned that their child might suffer epileptic seizures. That the development of his brain was different and it would have fewer folds. There was the possibility of an abortion, but that meant losing both twins. So the two brothers were born.

Today, Jorge attends the therapy sessions with his brother. Jorge has to learn everything. It is as though he had been born with a blank slate, nothing is innate, save the need to eat. And so he has to learn everything. They also said he would not even live for a month. And there he is at two and a half years old in his big, round glasses so as not to miss a thing, nor stop chasing his twin brother.

Children with rare diseases require constant attention. And life's time scales are no longer the same. Leonor, for example, is four and suffers from propionic acidemia. This is also a genetic disorder. Observing Leonor, although she walks with difficulty and does not coordinate some movements well, she looks happy in the Díez Mahou house. This is not only due to the therapies, but also the sleepless nights of Lucía, her mother. She is 34. Leonor is her only daughter. Leonor cannot eat animal protein. That would kill her. She suffers developmental delay. She is fed via a tube. And she must be fed every two or three hours. This means that Lucía has not had a full night's sleep since Leonor was born. And meanwhile, that Kiko Veneno song, 'Superhéroes de Barrio' [Neighborhood Superheroes], is in the background.

Lucía says she has left her previous life behind. You come to a grinding halt, and start over again. "But she's my hero," she says about Leonor. "She's pulled back from the brink so many times and keeps going. In two months, she's been in hospital four times. The changes in the weather particularly affect her."



Song for learning to sit down

Inside the therapy room, we find Elena and Mary. Elena is a full-time physiotherapist with the Foundation. Mary is a music therapist who also collaborates with the foundation Porqueviven.

The language of many of these children is purely musical. And their attention improves with the rhythm of the songs. Such a simple movement as sitting down requires tremendous

coordination, a full choreography of muscles, cells, bones and nerves. A whole symphony. A child with difficulties, such as those attending the Díez Mahou Foundation, can take months or years to master this. But in the three minutes that the exercise circuit with Elena lasts, to the rhythm of a song adapted by Mary, the process is accelerated and the child finally sits down.

What really matters

In October 2013, María de Villota attended a congress in Seville where she was going to give a talk. However, due to the damage caused by her accident, her heart gave up and stopped suddenly. The congress was entitled: "What really matters."

Today, the legacy of María and Javi is firmly linked to this Ana Carolina Díez Mahou house. And much more is needed. Yes, indeed. For instance, there is a need to improve patient communication skills training. And more research is needed for most rare diseases, whose cure is still far off. There is a lack of more effective, planned, accessible responses from the administration for the affected families.

But here, in this house, what matters is to keep demonstrating that, with doses of love, music, personalized therapies and loving care, a dignified life is possible, whatever its duration may be. Who can say that a certain date indicates the end. Who can say when the songs end. ⊗





Full citizenship for people with intellectual disabilities

TEXT: ISABEL PRESTEL IMAGES: PLENA INCLUSIÓN

In Spain, the federation of associations for people with intellectual disabilities, Plena Inclusión, has been fighting for over 50 years for the rights of people with intellectual disabilities. Its director, Enrique Galván, tells us about the real situation of this population group, their advances and challenges.

As you browse the Plena Inclusión website (www.plenainclusion.org) you discover another way to live with and feel about intellectual disability: without hang-ups and demanding full rights. The right to a dignified life, to full citizenship, participating in social and political life: with education, justice, access to housing and a working life... Like María, who works in a school cafeteria because she enjoys spending time around children. Or Diego, who enjoys working in a supermarket, where he has already completed job training as a shelf stocker and is really popular with his colleagues.

And that inclusion of this population group as full-fledged citizens is what the work of this association pursues and the data speak for themselves. Thanks to its federations corresponding to the 17 autonomous communities, plus Ceuta and Melilla, it serves 140,000 people with intellectual or developmental disabilities. Thus 235,000 family members are attended by 4,000 professionals, as well as 8,000 volunteers, in 900 organizations. These figures are the result of no less than 53 years of intense work with a clear mission: “With a clear ethical commitment, offer support and opportunities to ensure that all those with intellectual or developmental disabilities and their families are able to fulfill their quality of life project, as well as to promote their inclusion as full-fledged citizens within

a society of justice and solidarity,” as stated in their yearbook and on their website.

All this based on a family spirit firmly linked to their rights and the promotion of top-quality assistance. This is how, little by little, they have made such great achievements. Enrique Galván, the director of Plena Inclusión, tells us about one of the objectives reached: competitive examinations for people with disabilities, which have been held since 2011. “This is a major achievement, since it implies a change of mentality on the part of the public administration, labor unions, colleagues... It’s taken so long to achieve this, but not because there is any problem with these people; rather, it’s with the context in which they live, the models determining what one can and cannot do, and the stigma attached to having an intellectual disability. Once we overcome this limitation that society imposes on itself, we discover that they can indeed contribute as actors, workers, volunteers in NGOs, etc. But significant challenges remain.”

What does intellectual disability entail?

To fully understand what we are talking about, we must first know what we mean when we speak of intellectual disability. As stated on the Plena Inclusión website, intellectual disability “involves a series of limitations affecting the skills people



Enrique Galván, director of Plena Inclusión España.

acquire to function in their daily lives and which enable them to respond adequately to different situations and locations. Intellectual disability is expressed in relation to the environment. It therefore depends both on the individuals themselves and on the barriers or obstacles around them. If we achieve an easier, more accessible environment, people with intellectual disabilities will encounter fewer difficulties and, therefore, their disability will appear less restrictive.” In addition, they insist that people with intellectual disabilities, just like everyone else, should enjoy opportunities for advancement if they receive suitable support.

According to data from IMSERSO (Spanish Elderly & Social Services Institute), at the end of 2015, the citizens who should enjoy full rights included 268,633 people with a certified intellectual disability greater

than or equal to 33 percent. People for whom Plena Inclusión requests that they be heard with the same level of attention, rights and importance as any other person on such fundamental issues as education and housing, for example. They not only seek inclusive education, but rather they are fighting to prevent people with disabilities disappearing from the educational system at the age of 16 or 17. With regard to housing, one of the options they feel is most interesting is that of the supervised apartments, where they can live independently and develop their life project. “We’re asking the law to recognize aid for independent living. For example, personal assistance in the community and not in a care home. A move from a very protective system with a highly structured portfolio of services to support more closely linked to the person,” Galván states.

In fact this is one of the keys to the future Plena Inclusión pursues for people with intellectual disability: “We use a person-centered planning system, which helps us focus on their desires, skills, aspirations... Previously, the focus was on their limitations, but now the reports should state everything those individuals can do – their potential.” In this regard, attempts are also being made to steer the legal viewpoint from disability to ability. Enrique Galván: “On this question, there is draft legislation being worked on with the Ministry of Justice with which we are satisfied. The idea is to transform the way disability is handled into a system offering support to make decisions, instead of eliminating decision-making capabilities.”

Right to motherhood

As regards their rights, there remain some fields to be conquered, such as sexuality or motherhood. In particular, the elimination of the forced sterilization of women, which runs counter to the United Nations Convention on the Rights of Persons with Disabilities. Plena Inclusión considers this measure “a way to apply violence on the body of a woman when it is clearly against her wishes.” In fact, after the adoption of the electoral reform which allowed 100,000 people with intellectual disabilities to vote in Spain’s last elections, an amendment to the Criminal Code to prohibit non-consensual or forced sterilization of

“Intellectual disability is expressed in relation to the environment. It depends on the individuals themselves and on the barriers around them. If we achieve an easier, more accessible environment, people with intellectual disabilities will encounter fewer difficulties and, therefore, their disability will appear less restrictive”

people with disabilities is the next legal “fight” for the associations.

It appears that the prospects are good. Last October, the Citizens party registered a non-legislative proposal demanding such a change. And, in February, the Executive announced its intention to establish a commission of experts with the aim of addressing this question.

Protection of childhood and adolescence

Another struggle relates to the acceptance that these people are more vulnerable to abuse. For this reason, in the words of Enrique Galván, “there need to be prevention plans outlining specific provisions.” Precisely last January, Plena Inclusión submitted to the Government a whole battery of proposals for the amendment of the draft law on the Integral Protection of Childhood and Adolescence against Violence, so as to take into account greater and better defense of the rights of these children. Inés de Araoz, from the federation’s legal department, declares: “We need the law to include our demands because, at present, the figures we possess relating to vulnerability reveal a highly worrying scenario for children with intellectual or developmental disabilities and their families.” Galván asserts that “these boys and girls are the ones who most often suffer violence. The change in the law is important, but it must be accompanied by increased social



awareness of the gravity of this phenomenon.” For this federation, the future law should include measures in the family, educational, social and health spheres that need to be implemented in a coordinated fashion in order to prevent, detect, intervene and support these children and their families.

All the initiatives of Plena Inclusión have a very simple goal: to ensure that people with intellectual disabilities can find what we all look for. As Enrique Galván sums it up: “Live a full life, travel, work, get into trouble, make your own decisions... what anyone’s life entails.” ✕

With Together We Can, everyone wins

Achieving the inclusion in society of people with intellectual disability inevitably requires them to first enjoy a working life that enables them to develop as individuals and as professionals. Fundación MAPFRE knows this and, to help make this a reality, in 2010 it launched the program Together We Can. Its objective is to “promote the integration of people with intellectual disabilities and mental illness by

fostering relationships between companies and social entities, adopting an innovative approach that advances the labor integration of this population group,” as stated on its website.

Over these nine years, it has provided people belonging to these groups with grants for training and internships at companies, with a view to them being able to gain a foothold in the labor market. So much so that

more than 3,504 people with intellectual disabilities and mental illness have found a job thanks to this program. Two of them are Joel Martínez and Aridai Casas who have been working at the Cal Boig restaurant in Sabadell since 2016 and 2018, respectively. And, like them, there are now many more.

The success of this initiative has to do with the fact that everyone wins. Firstly, the companies which receive

economic incentives thanks to public subsidies and grants, while simultaneously fulfilling their Corporate Social Responsibility strategy. Then, we have the workers with intellectual disabilities themselves, who earn their place in society. And, above all, society at large, which achieves a clear symptom of progress, sharing our values of living harmoniously together.



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Estudio sobre el employer branding del sector Seguros en España

Estudio sobre el employer branding del sector Seguros en España

Jorge Martínez Ramallo
Patricia Sánchez R.

The report "Study of Employer Branding in the Spanish Insurance Industry" was drawn up by insurance industry specialist researchers Jorge Martínez Rivera and Patricia Sánchez Ruiz, thanks to a research grant awarded by Fundación MAPFRE.

Insurers want to attract young talent

TEXT: RAMÓN OLIVER IMAGES: LAURA MARTÍNEZ LOMBARDIA

For the young people who participated in a study carried out by Fundación MAPFRE, the insurance industry makes “a valuable contribution to society, and offers peace of mind and stability to both individuals and companies.” However, these values do not appear to be sufficient to stimulate their desire to work in this sector. The lack of knowledge of the professional openings offered by insurance companies is a major problem for the perception of the sector as a future employer, when it really does offer great career prospects to talented youngsters.

Insurance is at the tail end of the preferences young people express regarding the business sectors in which they would like to work. Six out of ten young people openly declare that they do not want to work in the insurance industry. This is the devastating conclusion of the report “Study of Employer Branding in the Spanish Insurance Industry”, drawn up by insurance industry specialist researchers Jorge Martínez Rivera and Patricia Sánchez Ruiz, thanks to a research grant awarded by Fundación MAPFRE. The report, the first sectoral employer branding study conducted in Spain, tapped into the opinions of a sample of 1,132 people who are about to join the labor market.

This survey reveals that the insurance industry has an alarming lack of appeal, when compared to others such as Technology, Communication and Marketing, or Education, which occupy the

top three spots in this ranking of preferences. 57 percent of respondents feel that the jobs people do in the insurance industry are repetitive and lack variety. More worrying, if possible, is the fact that 50 percent of the sample believe that people working in insurance do so because “it’s the job they found and not because they like this sector.”

With these data, it seems unlikely that the insurance industry could possibly compete in terms of appeal with shining stars like Google, Microsoft or Netflix. But experts believe that, with appropriate employer branding policies, it should indeed aspire to successfully challenge the banking, consulting or auditing sectors and grab the attention of young people. On paper, they are in their same league – traditional industries with scant digitization – and, nonetheless, young talent seem to find them a

great deal more attractive. Jorge Martínez Ramallo blames image considerations for these differences. “In terms of hiring volumes, for example, insurance is way above banking nowadays. But they’ve been better able to sell their sector,” he concludes.

This situation has not caught professionals in this field by surprise, and they do not shy away from a mea culpa. “The image we insurers project among our potential employees is long outdated and, to a large degree, that is our fault. Probably because we never needed to worry about it before,” Jorge Martínez Ramallo admits. However, given the current transformations all around us, it’s essential to be capable of attracting the best professionals in the digital sector, for example. “The insurance industry is facing major technological challenges and, in order to successfully tackle such a

The insurance industry has set about striving to improve its employer brand in a context in which it proves vital to attract the best talent in order to successfully tackle the digital transformation processes it currently faces



Adrián Gutiérrez de la Dehesa, from Fundación MAPFRE's Insurance & Social Protection Area, during the workshop organized in Madrid with students from the ICADE Business School.

profound change process, it needs to be able to attract a new kind of talent.” In this context, boosting employer branding is key to being able to bring on board the very best specialists in fields such as digitization, advanced marketing or big data. The problem with a weak employer brand, this expert adds, is that “you have to invest more time and resources to attract the same talent and, what’s more, you end up having to pay more for it. Not to mention the increased risk of delays or, even, failure to complete the needed transformation.”

Reasons for this disenchantment

The lack of knowledge of the career possibilities offered by insurance companies is one of the major obstacles the industry faces in order to appeal more to prospective employees. The fact is that the image the industry has traditionally put across focuses almost

exclusively on the commercial side. 59 percent of respondents do not know one single kind of job performed in the insurance industry apart from those related to sales. And, while the sales aspect is undoubtedly fundamental in insurance, it is clearly not the most motivating. “Hardly anyone studying a career has the goal of selling anything; rather, they usually aspire to more technical career prospects,” explains Adrián Gutiérrez de la Dehesa, from the Insurance and Social Protection Area at Fundación MAPFRE.

There is also an emotional barrier which points to a less-than-desirable perception in the outside world of such an important sector as this, economically and socially speaking. Complex, dull, stagnant or somewhat outdated are labels that, rightly or wrongly, the insurance industry has acquired over time and which have led to

young people failing to identify with it, or simply shun this sector altogether.

Reversing the situation

The biggest challenge entails putting across a more attractive value proposition as an employer in an industry which, in fact, has a great deal to offer young professionals in virtually every specialty. “Obviously, economists and lawyers are the professions with the greatest prospects in our sector. However, today’s insurance world offers tremendous career opportunities for specialists in fields as diverse as data analysis, big data, digital marketing, statistics, investment, pedagogy, journalism and, even, history,” Mr. Gutiérrez de la Dehesa goes on.

Among the employer credentials in this sector, the report has identified seven: recruitment capability, job stability, above-average remuneration, high level of investment in training, work-life balance, gender equality, and career opportunities. However, in addition to objective elements, the experts emphasize the need to highlight questions such as a commitment to protecting people and property, fostering entrepreneurship, the culture of savings and investment, or the highly important social actions undertaken by insurance companies, undoubtedly an excellent presentation card and elements that deserve to be highlighted.

Brand ambassadors

The study reveals significant discrepancy between the external and internal image. It is hard

to attract new talent; however, the satisfaction levels of the people working in insurance are high. This opens up interesting possibilities for striving to reinforce the employer brand, precisely by turning to our current employees. “Our workers are in a position to be the ideal brand ambassadors for this industry. If employees receive positive signs from their company, their natural reaction is to share them. Previously, they did so exclusively among their circle of friends and acquaintances. But now, thanks to social media, the scope of that message is much greater,” Jorge Martínez Ramallo stresses.

Collective effort

The sector is trying to turn this image around by means of communication and educational campaigns.

Fundación MAPFRE is committed to a close relationship with the university world, as this is an important area for attracting talent, as well as to information campaigns among students, surprisingly effective when it comes to changing their attitude to this sector. This was plainly evident at the pilot event held on the Badajoz campus of the University of Extremadura, where the conclusions of this report were presented. At its conclusion, by means of a mobile application, the university students in attendance had the chance to answer the same questions posed in the survey, “and the results were manifestly more positive,” Adrián Gutiérrez de la Dehesa underscores. This has already been repeated at five

universities and further workshops are planned for the near future. As this specialist sums it up, “it’s a question of getting university students to realize that, in insurance, there exists innovation, social commitment, entrepreneurship, new ways of working, etc. Helping them to understand that the world of insurance is much more than

issuing a receipt for an auto policy and collecting it.” Another initiative in this direction is that of the UNESPA (Association of Spanish Insurers and Reinsurers), which is campaigning to attract young talent through the creation of a transparency portal and a guide to simplify insurance jargon, among other endeavors. ✕



Jorge Martínez Ramallo at one of the workshops run to promote the career prospects for young people in the insurance industry.

Educate from the ground up

Fundación MAPFRE is intensely involved in “fostering a culture of insurance and facilitating greater knowledge of the reality of this industry among the public at large,” declares Adrián Gutiérrez de la Dehesa, from Fundación MAPFRE’s Insurance & Social Protection Area. With this commitment in mind, the institution runs a range of campaigns targeting students of different ages and educational levels. “Last year, for example, classroom workshops were attended by 26,000 secondary education pupils between the ages of 12 and 16,” Mr. Gutiérrez de la Dehesa reminds us.

Another benchmark campaign is bugaMAP, a business simulation game. Each year 2,000 economic

students – in their final years or taking postgraduate courses – from universities in ten different countries participate. The initiative starts with a one-hour classroom session in which participants receive training on the operation of an insurance company, as well as on various technical aspects of its business operations. Later, for three or four hours, the students are organized into teams and participate in a role-playing competition in which they must undertake financial, risk, balance sheet or product analyses, and, on the basis of the results, make their own business decisions.



Innovators eager to transform society

TEXT: NURIA DEL OLMO @NURIADELOLMO74 IMAGES: ISTOCK

More than 230 social innovation projects devised by researchers, entrepreneurs, scientists and students from universities and business schools in 26 countries have already signed up for the second edition of the Fundación MAPFRE Social Innovation Awards. The 26 who will go on to contest the semi-finals have already been selected. We present them to you here.

The second edition of the Fundación MAPFRE Social Innovation Awards is already underway. Over 230 projects have been received, all of them innovative solutions with huge potential for social transformation and a global impact, and a common goal: to improve health, insurance and sustainable mobility, three aspects that are essential for social progress.

The selection committee for these Awards recently selected the 26 most innovative ideas. These projects are from 11 countries: Argentina, Brazil, Chile, Colombia, Denmark, Spain, Guatemala, Luxembourg, Mexico, Portugal and the United Kingdom, and will be competing in three semifinals to be held in June in Mexico City and São Paulo, and in Madrid in July. The final will then be held on October 10 in Madrid.

Launched by Fundación MAPFRE at the end of last year in

collaboration with IE University, this initiative aims to promote creativity, entrepreneurship and leadership as tools to achieve a fairer world, as well as to promote values such as sustainability, integration and equal opportunity.

Nine projects to improve health and boost healthy lifestyle habits

These are the nine projects within the e-Health (improving health) category: **RITHMI** (Spain), a bracelet to monitor and detect cardiac arrhythmias, and help prevent a stroke; **Fallskip** (Spain), a simple application that, in little more than two minutes, calculates the risk of someone suffering a fall; **Walk with Path** (Denmark), a portable device that can be fitted to the shoes of people with neurodegenerative diseases to provide them with visual cues; **Burn to Give** (Chile), a platform that converts the calories a person burns while

exercising into solidarity calories, which can then serve to feed a malnourished child; **Ecglove** (Mexico), a glove that swiftly informs a physician on the heart of a person in a critical condition and thus greatly reduces the time needed to attend the patient; and **Kitsmile** (Colombia), a project designed to rehabilitate children with cerebral palsy by means of a modular chair, apart from offering personalized advice on healthy eating and physical activity for these children and their families.

Three projects from Brazil also classified: **TiX-key2enable**, a keyboard that facilitates the use of computers and mobile devices for people with limited movement or a lack of fine motor coordination; **Neurobots**, a rehabilitation system for people who have suffered a stroke, by fitting an exoskeleton device to the paralyzed hand that uses sensors in the brain to facilitate moving

Over 230 projects have been received, all of them innovative solutions with huge potential for social transformation and a global impact, and a common goal: to improve health, insurance and sustainable mobility, three aspects that are essential for social progress



the hand; and **Savelivez**, a platform that helps automate the process of getting blood donors as they are needed to blood banks and hospitals.

Eight solutions to encourage social protection and access to the insurance culture

In the InsurTech category, eight technological ideas classified: **Cubelizer** (Spain), a permanent monitoring service for the elderly that alerts an assistant in the event of them suffering an accident or falling sick; **Green Urban Data** (Spain), software that informs us on the environmental status of our cities and facilitates decision-making and prioritizing climate change strategies; **Ibisa** (Luxembourg), a platform that promotes inclusive insurance for the protection of farmers' crops all over the world; **Mecubro.com** (Argentina), a platform that offers the possibility of immediately taking out personalized temporary insurance online; and **Mibclub** (Colombia), an initiative that seeks to improve the quality of life and well-being of families with scant resources by offering them access to savings and insurance.

In Brazil, the semifinalists in this category are: **88Insurtech**, a digital platform based on blockchain technology for security-related and assistance services, facilitating swift connections between insurance brokers and clients; **Manejbem**,



a social network for small farmers that provides remote technical assistance and thus assists sustainable rural development; and **Psyalive**, a platform that offers the possibility of consultations with a psychologist from anywhere in the world, thanks to a video call.

Nine projects to reduce accident rates and rationalize traffic flows

Those who classified in the sustainable mobility and road safety category are: **Mobilized Construction** (UK), a sensor that is installed in vehicles with the aim of analyzing road conditions in real time; **Navilens** (Spain), a pioneering system that enables people with visual disabilities to get their bearings wherever they are, thanks to markers placed in different locations which can be read by their cell phone; **Pavnext** (Portugal), a device installed in the pavement material, capable

of automatically reducing the speed of vehicles; **Caminito de la escuela** (Mexico), a web platform that provides information about the degree of danger in the vicinity of schools, thanks to public collaboration; **Shutoff App** (Guatemala), a mobile application which, among other features, on detecting speeds over 20 kilometers an hour, locks the smartphone, thereby avoiding distractions at the wheel; and **Wheels Social** (Colombia), a digital platform to encourage the use of car-sharing, taxi services or bicycle rides, interacting solely with acquaintances within your network of trust.

In Brazil, the three semifinalists in this category are: **Carona a pé**, a system that organizes groups of children living near each other so that families and teachers can accompany them to and from school; **Milênio Bus**, a platform that informs users in real time

whether a public transport bus is full and facilitates the online payment of tickets; and **Venuxx**, another collaborative digital platform exclusively for women, serving their transportation needs, whether as drivers or passenger, so as to enhance their safety.

Mentoring, coaching and visibility to investors

The 26 semifinalists will benefit from different promotion channels for their projects, which will help publicize their endeavors. To this end, they will be receiving support, guidance and assistance to communicate and develop their propositions in the most effective manner through online mentoring for semifinalists and coaching for finalists. They will also have access to a public relations plan to enhance the visibility of their projects to potential investors and funders. ✖

Growth and international expansion

Two Spanish projects, MJN-SERAS, the first medical device able to predict an epileptic seizure, and Scoobic, the sustainable delivery vehicle that decontaminates the air and helps save lives, and the Mexican 4UNO financial inclusion platform, designed to improve the quality of life of domestic workers, were the winners of the first edition of the Fundación MAPFRE Social Innovation Awards. Since then, the three entrepreneurs have achieved greater international recognition and obtained more funding to grow their resources and client base, and expand into more countries

The MJN Neuroserveis device has successfully passed several clinical tests and has managed to qualify for inclusion in SME Instrument, a competition promoted by the European Commission which offers subventions to disruptive innovation projects.



TO FIND OUT MORE ABOUT THESE PROJECTS, READ THE FULL TEXT IN OUR DIGITAL EDITION

The Andalusian company which is developing the Scoobic vehicle has signed a commercial alliance with a Chinese automaker to build the vehicle parts in that country before they are assembled in Seville. In addition, they have reached an agreement with the National Logistics Organization (UNO) to develop a safe driving course to be taken by all delivery vehicle drivers, who will also be taught how to use a defibrillator.

The Mexican startup 4 Uno recently opened a second round of investment to consolidate the Mexican market, publicize the project in other countries, particularly in Colombia and Peru, and thus be able to benefit more mothers in this region, who account for 70 percent of its clients and whose salary barely reaches 300 euros.



Paola Rivera Rivera, psychologist and a volunteer in Guerreros Púrpura

“I get involved because I could be that mother whose son has been diagnosed with an illness, in some cases incurable”

TEXT: CRISTINA BISBAL PHOTO: ALBERTO CARRASCO

Colombian by birth and trained in Spain (she studied Psychology in Madrid), Paola is a volunteer with Guerreros Púrpura [Purple Warriors], a non-profit association for parents of children with neurological, metabolic and endocrine diseases being treated in Madrid's Niño Jesús Children's Hospital.



As soon as she learned of this association – barely one year in existence – Paola was enthusiastic about its work. And, while the cause does not directly impact her, she decided to get involved as a volunteer in this enterprise. Part of her work is as a psychologist (she is a specialist in Psycho-oncology and Palliative Care, Fertility, and Neuropsychology, and is a Certified Instructor from the Compassion Institute at Stanford University), but also “I offer my time and my services at solidarity markets and other charitable events.” She does all this in the spare time remaining after exercising her profession in a private psychology practice and running a mindfulness website on which she delivers courses.

Had you ever been a volunteer before getting involved with Guerreros Púrpura?

From a young age my mother included me in the team of volunteers she herself ran, helping distribute food and clothing to the homeless, lepers or disadvantaged elderly people in my city, Ibagué. She was the one who instilled in me and my siblings the need to think of others and be generous, whether with time or affection.

And as an adult?

I started actively collaborating with the Red Cross when I was 18 but, due to a lack of time, I stopped and became a fee-paying member. For just over a year now, I’ve been a member of two associations: Guerreros Púrpura; and ACM112 (Acompañamiento Compasivo en la Muerte), in which we accompany people living alone as their life comes to an end. Two factors drive me to be a volunteer: participating in social change, raising awareness, and accompanying people in situations I could find myself in.

Why Guerreros Púrpura? What made you opt for this association?

I started for two reasons, the first being social: it’s important not to limit yourself to merely wanting things to change; you have to engage with tangible actions that can make it happen. The second is a personal reason, an awareness of our common humanity. It’s funny how, every day, we hear about relatives, friends or people around us suffering diseases, accidents or calamities of various kinds, and yet we still believe that it will never

happen to us. I could be that happy 38-year-old mother whose young son has been diagnosed with an illness (in some cases incurable). Should that happen (something I won’t be able to avoid), I’d like to be able to have the best medical assistance, care and support throughout that tough process.

What does your work in Guerreros Púrpura entail?

Principally looking after the ‘Warrior’ mothers and fathers. We have set up the “Café entre Guerreros” [Coffee with Warriors], offering an emotional care haven for the children’s parents. These are meetings where they can discuss things they wouldn’t normally mention. By listening to others, this shared comprehension affords them fortitude and company. This provides emotional help to regain their self-care and refrain from defining themselves in terms of the disease. This is neither psychotherapy nor group therapy, but simply accompaniment. I also offer care programs for healthcare personnel in the hospital and thus integrate them into the care chain. Not only the patients and their families matter, but also those who care for them on a daily basis.

What kind of support do the parents need?

What happens nearly always is that these families become dysfunctional when they receive the diagnosis, adversely affecting the couple, their self-care and social life. The little ones take up all their time. This is normal in crisis situations, but in the case of chronic diseases where complications occur continuously, it’s hard for them to return to their normal routine or find time to look after themselves. We must remember that, by caring for the caregiver, we can also take care of the patient.

How much time do you dedicate to your volunteer work?

It depends on the needs at any given moment. The Guerreros Púrpura solidarity markets last the whole day (usually at the weekend) in Madrid or in nearby cities, and the coffee sessions last one or two hours, once a month, also in Madrid. But when children are admitted and the need arises, I also accompany them in those complex moments of the disease. ☒



The architectural legacy made possible by insurance

TEXT: ANA SOJO & ROCÍO HERRERO. FUNDACIÓN MAPFRE

Architectural design is an essential hallmark of our cities. As we stroll through a city's streets, seeing the sights, our imagination builds up a picture with the buildings' profiles, lines and styles, until it forms part of our daily landscape, of our culture and life.

We all admire the emblematic constructions that form part of the architectural makeup of the cities we live in, but we are generally unaware that some of the most beautiful buildings were built by insurance companies. They were responsible for building impressive head offices which, with their majestic presence, sent out a clear message of stability and solvency to their clients. They make up an interesting architectural heritage whose origin is not sufficiently well-known, yet they have cemented the aesthetics and true personality of the cities to such a degree that they have become authentic icons exuding uniqueness and beauty. Let's look at a few examples:

Madrid, La Unión y el Fénix building

Visitors to Madrid will undoubtedly walk along the Gran Vía, the city's central artery which completely transformed the physiognomy of Madrid. Designed

as a major improvement to the road network, it provided a link between the urban expansion areas.

Work on the Gran Vía began in 1910 and the planning revealed the desire to provide Madrid with a broad avenue filled with elegant, cosmopolitan buildings, duly reflecting the degree of modernity befitting a European capital. To this end, houses were demolished and narrow streets disappeared in order to make room for this huge undertaking. The big insurance companies were the leading players in the configuration of this new space, as they invested in the construction of magnificent buildings which were to forever form part of the very essence of the city. Among the most representative constructions, standing right on the corner of Calle Alcalá and Caballero de Gracia, was the imposing La Unión y el Fénix building, nowadays Metrópolis, which harks back to turn-of-the-century Paris, thanks

to its facade and graceful dome. The Février brothers, winners of the international tender called for the building's construction, and the architect Luis Esteve made clear the primacy of the French style in this first stretch of the Gran Vía.

The original building was crowned with a sculpture of the Phoenix (iconic symbol of the company La Unión y el Fénix) until 1975, the date on which the property changed hands. From that moment, the sculpture atop the dome was a winged Victory, the work of Federico Coullaut.

Without a doubt, those who stroll up to the Puerta de Alcalá and fix their gaze on Plaza de Cibeles will enjoy one of the most beautiful views of the city. It unfolds before our eyes like a theatrical setting comprising the 'bow' of the Metrópolis building taking center stage, surrounded by the gardens of the Buena Vista palace and many other splendid monuments.



Fundación MAPFRE Insurance Museum



iStock

Insurance companies were responsible for building impressive head offices which, with their majestic presence, sent out a clear message of stability and solvency to their clients

American Insurance Union Citadel in Columbus, Ohio

Inaugurated in the year 1927 by the company American Insurance Union, it was then the world's fifth tallest building, designed by the architect Howard Crane, in a brilliant art deco style.

Today, almost a hundred years later, it remains one of the city's most characteristic buildings, a fundamental component of the profile of downtown Columbus.

The building was really well received and, according to the

magazine *Architectural Forum*, it was described as splendid and impressive. Crane said he was inspired by Byzantine architecture for its conception, particularly in its interior. The Detroit-born architect had an extensive, successful career designing monumental cinemas and theaters.

The construction of the building was not without its difficulties. It went over budget on countless occasions. In the Great Depression, the company

declared bankruptcy and, although it survived for a few more years, it would finally disappear in 1934. The building was purchased by Lesley LeVeque and John Lincoln in 1945, and today it is known as the LeVeque Tower.

MAPFRE Olympic Tower in Barcelona

The choice of Barcelona to host the 1992 Olympic Games led to a whole host of urban development projects that would totally transform the city, making it one of the most beautiful modern cities in Europe.

The legacy of the Games included opening up the city to the sea, restoring, among other areas, the old quarter of Sant Martí for all the inhabitants of Barcelona to enjoy. And it was in this space that two similar (but not identical) towers were constructed, one of them being the MAPFRE Olympic Tower.

The MAPFRE Tower is a building 154 meters tall, a project of the architects Iñigo Ortiz and Enrique de León. At the time it was the second tallest building in Spain and it remains the city's tallest, together with the neighboring Hotel Arts tower.

The building is located in the Olympic Port area and is visible from almost anywhere in the city. It forms an essential part of Barcelona's skyline.

It was recently recognized as the second most efficient building in all of Spain. Moreover, the



MAPFRE Olympic Tower in Barcelona

Far right, American Insurance Union Citadel in Columbus, Ohio. Fundación MAPFRE Insurance Museum. Right and below, La Nacional Seguros in Mexico City



MAPFRE Tower and its leanings to sustainability and innovation have been used as a case study in various international universities and forums.

La Nacional Seguros in Mexico City

Built between 1930 and 1932, the construction was promoted by La Nacional insurance company, which put the architectural project out to tender. The winning team was formed by Manuel Ortiz Monasterio, Bernardo Calderón and Luis Avila. It posed a major architectural challenge, given the lake basin upon which the foundations were laid, as well as the known seismic risk in the city. Surpassing the height of 50 meters was a true milestone and, in its

day, it was the tallest, most modern building in Mexico, and a case study for many projects that would follow later.

The art deco architectural style is inspired by the Egyptian and Aztec pyramids and the simple, straight lines plot out its silhouette, with its volume and the angles affording it that distinctive outline. The outstanding decorative element is the beautiful low-relief work that crowns the main entrance. This allegory to life insurance depicts an angel spreading its wings to protect three human figures, representing the ages of man: childhood, maturity and old age. It is the work of the artist Manuel Centurión.

As in the previous examples, this building also became a

symbol of the city. This fact is corroborated by the advertising poster of the Mexican Tourism Association, which shows four unmistakable symbols of Mexico City: the Palacio de Bellas Artes, the pyramids of Teotihuacan, the cathedral and the La Nacional Seguros building. The image of this emblematic building, an identifying landmark of the city, continues defying the forces of nature to this day.

These are but a few examples of the contribution of insurance companies to our rich architectural heritage. For this reason, as we stroll around our cities, it is worth raising our eyes to revel in the surprising beauty of these buildings, which are steeped in history and life. ❌



Mercedes Gállego, nutritional coach and
Dietetics specialist

Healthy diet for good physical and mental health

TEXT: GABRIELA DE NICOLÁS IMAGES: COURTESY OF MERCEDES GÁLLEGO

Committing to a good, balanced, healthy diet is not merely an aesthetic question. It is a question of physical and even mental health. Fundación MAPFRE knows this and, for this reason, encourages it through workshops that form part of the Choose Health project delivered by the nutritionist Mercedes Gállego.

The data from one of the most recent studies on overweight and obesity make for a chilling read. Conducted by a team from the IMIM (Hospital del Mar Medical Research Institute) in Barcelona and published in the *Revista Española de Cardiología* [Spanish Cardiology Journal], it concludes that, should the obesity epidemic continue apace, by 2030 some 80 percent of men and 55 percent of women will be overweight or obese. However, note that these data not only affect the scales. There is also a monetary impact. Because this situation “will entail an additional 20 billion euros a year in direct medical costs.” Looking at this objectively, it is an authentic drama directly affecting the nation’s health.

A simple system

Knowing all this, it is not surprising that governments, institutions and even companies attentive to their workers’ health are implementing projects to help people control their weight.

The system is (relatively) simple: follow a healthy diet and take some physical exercise on a regular basis. The theory seems straightforward and yet it seems we cannot put it into practice. Mercedes Gállego, a nutritional coach and Dietetics specialist, points out that we Spaniards are full of really good intentions. However, they often go up in smoke, usually due to a lack of time for cooking and what all this means in practical terms: “Homemade food is only too often replaced by processed foods or simply eating out. High calorie, ultra-processed products of scant nutritional value have done away with using raw materials to make real meals” and, on top of all that, “the amount of fruit and vegetables we now consume is less than the recommended level.” This, according to a report by the WHO and FAO, “is 400 grams a day of fruit and vegetables (excluding potatoes and other starchy tubers).” Gállego clarifies this: “Five servings of fruit and fresh

vegetables, (three pieces of fruit and two portions of vegetables). If they are also local, seasonal produce, this can guarantee we receive the necessary nutrients in every season of the year, and they are generally cheaper than imported products.” And another recommendation: our main meals should include vegetables.

In effect, increased consumption of these products is one of the bases of a healthy, balanced diet. But it is not the only one. For this Nutritional Coach, it is also most important that “we prioritize the use of fresh foods – no labels or lists of ingredients.” In other words, fruit, vegetables and greens, whole grains, legumes, dairy products, eggs, meat, fish, nuts and seeds. And, at the same time, “reduce the consumption of ultra-processed products such as industrial bakery products, cured cold cuts, breakfast cereals and so forth, given that they offer an excessive energy input and little nutritional value.” Finally, drink between two and two and a half

liters of water a day. And never forget that we should eat from all the main food groups. “A simple tip would be to base our dishes on the healthy eating method developed at Harvard University.” The plate is divided into four parts: half of the plate should be filled with fruit and vegetables – mostly vegetables – a quarter with whole grains, and the remaining quarter with sources of healthy proteins.

Changing our habits is always hard at first. That is why Gállego recommends modifying bit by bit, in a progressive manner. “If we attempt a drastic change, from one extreme to another, it’s almost certain to fail. On the other hand, if we introduce changes gradually into our daily routine, before we realize it they will already form part of our daily life and the effort will have

been bearable and well worth it.” This nutrition expert talks about incorporating one healthy habit every two weeks: “In a year we’ll have incorporated some 24 healthy habits and that will have a positive impact on our health.” Because that is the ultimate goal. But, let’s not kid ourselves, also to be content looking at ourselves in the mirror: “While the overwhelming motivation is still for aesthetic reasons, an ever-increasing stimulus is watching what we eat in order to improve our health and prevent diseases.”

When we nourish ourselves appropriately, this is reflected in both our physical and mental health. “A good diet strengthens our immune system, provides us with greater vitality and prevents the appearance or chronification of diseases.” And she adds: “Eating

not only consists in putting *fuel* into the machine that is our body. It is an act of the utmost importance that affects us at all levels: physical, psychological and emotional.”

Weekly Menus

It is true that with the busy life we lead nowadays, with less time to spend in the kitchen and, even, in the local market or supermarket, makes a balanced diet even more complicated. One of the tricks Mercedes Gállego proposes has to do with the healthy habit of preparing menus. “Devoting some time at the weekend to planning the weekly menu has several advantages: we can save time and money and, above all, it makes it much easier to eat healthily than if we simply attempted to improvise on the fly. It prevents us



making poor decisions when we arrive home – usually hungry and not feeling like cooking – which usually leads to rather unhealthy dishes on the table, i.e. fast food or, dare we say it, junk food.” The Nutritional Coach also asserts that it saves you money, as your shopping is “based on what you actually need.” Even more so if you take the time to check the labels of what you are buying and going to consume.

What does our food contain

Indeed, learning to read food labels is most important. In the first place, you have to “examine the list of ingredients: this tells you what the food contains, in decreasing order according to the quantities of each ingredient. A basic rule is that, the shorter the list of ingredients, the better the product.” But, there is still more. We have to examine the nutritional information in this order: “Carbohydrates: if refined sugars appear in the first three ingredients, that food is not to be recommended. Fats: quantity and quality. Salt content: upward of 1.25 grams per 100 grams is not to be recommended. We must also check the calorific content. And, most important, in Gállego’s opinion: “We must not let ourselves be ‘thrown off’ by advertising claims. Those words often prominently displayed up front (natural, light, whole, light, etc.) don’t offer us real information on the product.” ⊗

Fundación MAPFRE for a good nutritional culture

Through the implementation of health promotion campaigns in the labor environment, Fundación MAPFRE strives to instill healthy habits in every sphere of people’s lives. With regard to nutrition, it organizes workshops delivered by Mercedes Gállego that are designed to improve people’s dietary habits. She does so “through nutritional education, providing information and knowledge to communicate healthy

habits in an accessible, practical and participative manner. We must learn to choose what we eat and interpret the nutritional information of products, understanding how healthy eating affects our well-being and health,” states the nutritionist. The aim is to provide guidelines for us to be aware of what we eat.

For a healthy diet, forget false myths

Misconceptions regarding dishes, diets and recipes are widespread among the general public in our country. These false myths range from overrating foods to absolutely trashing them. Mercedes Gállego has made a list of some of the most common with a view to debunking them once and for all. Because they influence the decisions we make when we are shopping... and eating.

- **We need added sugar in our diet.** One of the fuels our body needs is glucose, which our body obtains by consuming it, but also metabolically, from complex or slow-absorption carbohydrates (whole grains, legumes, tubers, fruit, greens and vegetables). Moreover, sugar contributes four nutritionally-empty kilocalories per gram. The World Health Organization recommends that solely ten percent of the calories – preferably five percent – in a person’s diet should stem directly from sugar.
- **‘Light’ products are not fattening.** Applying the term light to food simply means that its calorie content is 30 percent lower than its counterpart, but that does not necessarily make it healthy. In addition, we tend to consume greater quantities, believing it is healthy and not fattening.
- **There is no difference between whole and processed foods.** Whole and refined foods provide our body with energy, but they do not do so in the same way. The former do so gradually, improving

glycemic (blood sugar) control; and, as a source of fiber, they are more filling, help regulate cholesterol levels and stimulate the intestinal transit. Whole foods also provide a greater amount of nutrients (fiber, group B and E vitamins, and minerals). We must therefore prioritize the consumption of whole foods over refined products.

- **Fruit is fattening after meals or later than 6pm.** A piece of fruit provides the same calories before, during or after a meal. Nor does it make us slimmer if we eat fruit before meals, although it does help us feel fuller. It is a healthy food we can eat at any time of the day.
- **We should eat five meals a day.** There is no scientific evidence to corroborate this. Initially, it was considered more beneficial because, in this way, we eat less at one sitting and blood glucose levels remain more stable. However, if a mid-morning or afternoon snack consists of processed foods (industrial bakery products, sugary cereals, etc.), it is preferable to have three, high-quality meals a day. It is not so much the number of times we eat each day, but rather that the dishes chosen in each of them are healthy.



A doorway to hope for those with spinal cord injuries

TEXT: RAMÓN OLIVER IMAGES: DANIEL SANTAMARÍA

The Spanish Medicines Agency recently issued the authorization for the hospital use of NC1, the first advanced therapy medicinal product for treating spinal cord injuries. This revolutionary drug, which has already achieved significant improvements in 30 patients with incomplete spinal cord injuries, was developed by a medical team at the Puerta de Hierro University Hospital in Madrid. NC1 is the result of 25 years of research in a project led by Dr. Jesús Vaquero, who has been able to rely on financing and institutional support from Fundación MAPFRE.

“When the guy in the white coat arrives and says you’ll never walk again, your whole world falls apart. Your life changes in a flash.” This is how Andrés Herrera starkly puts it. Twelve years ago he suffered a spinal cord injury (SCI) in a traffic accident that was to confine him to a wheelchair for the rest of his life. He was just 27. That was until, in 2011, a ray of hope burst through for Andrés and a group of patients in the same situation. A medical team at Puerta de Hierro University Hospital in Madrid, headed by the neurosurgeon Jesús Vaquero, offered them the possibility of participating in a research project based on the use of stem cells for the treatment and regeneration of spinal cord injuries.

The result of this project is NC1, the first advanced therapy drug for the treatment of traumatic spinal cord injuries. The drug has already received authorization from the AEMPS (Spanish Medicines Agency) for hospital use, following 25 years of painstaking research work in which numerous teams of professionals at the Puerta de Hierro hospital participated. A lengthy process that has passed through various stages, from the early in vitro studies, work with stem cells or preclinical test on animals until, in 2013, the first clinical trials with human patients began. The Spanish Medicines Agency has granted authorization for 30 patients to be treated over the first year.

The doctors at the Puerta de Hierro Hospital trust that this number could be expanded progressively up to one hundred patients each year.

Unprecedented treatment

NC1 is a fully personalized medication exclusively for use in hospitals. Its design is based on the use of autologous stem cells (i.e. the patient’s own cells), since research has shown that they are more effective and applicable to this type of cases. The process begins with the surgical removal of mesenchymal stem cells from the patient. These cells are transferred in an airtight container directly from the operating room to a cell production room



(“the white room”), a sterile environment maintaining special conditions that reduce the risk of contamination throughout the work process. They are treated there and subjected to cultivation for several weeks. Once this process is completed, the medication is prepared and administered to the patient in high concentrations, either at the precise location of the spinal cord injury, or in the cerebrospinal fluid. For the patient, this is the start. Subsequently, long

rehabilitation sessions await them in order to reactivate the dormant muscles.

Enhanced quality of life

Clinical trials with NCI have demonstrated significant improvements in four main aspects of patients’ lives: bowel and bladder control; improvement as regards motor dysfunction and gait disturbances; increased sensitivity; and reduction of neuropathic pain (caused by damage to the nervous system).

All these effects have a highly positive impact on the quality of life of SCI patients. “People see us and think ‘poor people, they can’t walk’. But there are other problems related to spinal cord injuries that are not so obvious, yet make our daily lives much more difficult,” Andrés Herrera reminds us.

One of these lesser known aspects is the loss of sphincter control. Incontinence problems are an ever-present issue which also affects patients

Clinical trials with NC1 have demonstrated significant improvements in four main aspects of patients' lives: bowel and bladder control; improvement as regards motor dysfunction and gait disturbances; increased sensitivity; and reduction of neuropathic pain

psychologically. This can even result in some of these people not wanting to go out, or giving up on their social relationships for fear of having an episode in public. "I've even had to ask a friend to help clean me up, and that's really tough," Herrera recalls. The cell regeneration therapy has managed to achieve nearly 80 percent of the patients experiencing significant improvements in sphincter control. Increased sensitivity is another improvement common to most of the participants in the clinical trials. To a greater or lesser degree, all of them have made progress in this regard. As those responsible for this project remind us, being able to feel the caress of a loved one after years of not being able to means the world to these people.

Caution needed

The appearance of this drug is undoubtedly excellent news for those affected by this pathology and their families. However, the architects of this important medical advance insist that we should not expect miraculous results, nor raise false expectations. The treatment is limited in scope and, moreover, is not applicable to all cases. Only those patients with incomplete spinal cord injuries, due to vertebral damage at the dorsal or lumbar level, are likely to see improvements thanks to this therapy. "With a completely sectioned spinal cord, it cannot work," Dr. Jesús

Vaquero explains. "There must be minimal anatomical preservation of the patient's spinal cord on which we can place the cells, so that they can proceed to activate certain circuits which were not functioning, despite being anatomically present," he adds.

These limitations mean that it is of the utmost importance to carefully select those patients most likely to benefit from this treatment. A multidisciplinary selection committee of health professionals is in charge of analyzing each of the cases one by one, scrupulously applying a protocol of strict medical criteria. "We have to meticulously analyze the type of injury in question. Another fundamental question is to undertake a genetic study of that patient, as there may be some chromosomal disorder in their cells which could later cause problems during the cell expansion process," warns the

head neurosurgeon at Puerta de Hierro.

NC1 is a fully personalized treatment, adapted to suit each type and degree of injury, which has to be administered in a hospital environment under clinical safety and isolation conditions. We therefore cannot speak of a drug which could be industrially produced for the mass market. "When all's said and done, this is a cell therapy drug," Dr. Vaquero reminds us and, as such, its success depends on "meticulous care in the cell production process." Despite all the limitations and difficulties, this progress is nonetheless an extraordinary medical advance in the field of stem cell research and a ray of hope for those afflicted by this pathology. Regarding its efficacy, Dr. Jesús Vaquero stresses that with this therapy "we cannot heal spinal cord injuries, but we can enhance the quality of life of these patients." ✕

Public-private collaboration

This milestone in medical research has proved possible thanks to the fruitful collaboration between public entities such as the Puerta de Hierro University Hospital or the regional Department of Health in Madrid, and private entities such as Fundación MAPFRE and the Rafael del Pino Foundation, whose support and funding have enabled NC1 to become a reality. "When we committed ourselves firmly to this project in 1997, the goals they pursued sounded like science fiction. Today, this treatment opens a doorway to hope for the thousands of people who suffer from spinal cord injuries, and represents an impressive qualitative leap in the treatment of this type of

pathologies," stresses Ignacio Baeza, vice chairman of FUNDACIÓN MAPFRE.

Fundación MAPFRE participates each year in initiatives which benefit 25 million people all over the world. The prevention of traffic accidents is, of course, one of the fields of action in which it is most active. However, Fundación MAPFRE's commitment goes far beyond accident prevention and reaches out to those who have fallen victim to an accident. As Ignacio Baeza reminds us, this is demonstrated by their involvement in over one hundred research projects whose objective, like this one, is to "offer accident victims a second chance."

Doctor Jesús Vaquero

Head of Neurosurgery at Puerta de Hierro University Hospital

“The patients give us life lessons every day”



What aspect of this project gives you the greatest satisfaction?

Having succeeded in improving the quality of life of patients with spinal cord damage. We have gone from a pessimistic view where there was no possibility of improvement for paraplegic patients to one where many of the neurological sequelae could prove to be reversible, thanks to new cell therapy techniques.

This has taken many years of research. Were there moments of doubt along the way?

Of course, the road has not been easy; but the hurdles have always been overcome thanks to the support of the patients themselves. At all times they have given us a lesson in overcoming their disability and fighting to keep going. They always give us a lesson in life.

What's the most difficult thing in this kind of project?

The complexity of the animal trials that must be undertaken first before transferring these studies over to humans. Keeping animals with a spinal cord injury for months to see what can be achieved is a necessary phase before trying things with a patient. These animals must be subjected to constant care and rehabilitation treatments that call for sustained efforts on the part of the researchers.

Does this discovery open up new avenues for the treatment of this type of injuries?

I'd say that it confirms the usefulness of cell therapy for secondary impairments associated with spinal cord injuries. This is important, as the best therapeutic options capable of opening up new avenues for optimism are gradually taking shape. However, prudence is essential and we must avoid sensationalist claims. The important thing is that the best options are being discovered.

Andrés Herrera

Patient (39 years old, Madrid)

“I’ll never forget the first day I felt stiffness in my muscles again”



some sensitivity, but what I didn’t feel was fatigue. Shortly after receiving the first injection, I noticed something strange: aching muscles! Three months later, when I got the second injection, I felt a sharp blow on the soles of my feet and I told Dr. Vaquero about it. He couldn’t hide his surprise and said: “Already, so soon?”

How has your life changed?

Now I have greater independence from my wheelchair. I’m still very active and, although obviously there are situations in which I lack good balance and still need the chair, in general I can cope really well with the help of crutches throughout practically the whole day. The world looks very different when you can stand up instead of from a wheelchair.

How did you hear about this project?

One of my mother’s friends read about the project in a medical journal and mentioned it to her. We were so interested that we wanted to contact Dr. Vaquero’s team at once. We sent them an email outlining our case and that was the start of everything.

How long did it take for you to notice the first effects of the treatment?

The first changes came really quickly. My injury is partial, so I still had

David Serrano

Patient (Madrid, 46 years old)

“I can do things I couldn’t before”



When all’s said and done, I was already independent in my wheelchair.

What is that most important aspect?

The principal advance is undoubtedly sphincter control. In my case, this was a real ordeal that, moreover, caused me countless medical problems. Things got so bad that I once had six urinary infections in a single year, some of them so severe that I had to go into hospital. That made my kidneys suffer and forced me to constantly take ever stronger antibiotics.

Have your expectations been met?

My clinical trial was one of the first and it went very well. The problem when you have a spinal cord injury is that there are always lots of people raising expectations and promising you things that never happen. But it was never like that with Dr. Vaquero. He was really sincere from the outset. He told me straight out that I wouldn’t be cured, but that he was indeed sure my life would improve. And that was the case. In addition, the way he and his team treated me was outstanding. They were always really attentive.

How did it all begin?

I suffered a traffic accident in 2002. It was a colleague, who was also on the program, who first mentioned this possibility to me. That was back in 2011. Then there were many tests – psychological, strength, stress, etc. – to try to determine whether the treatment could feasibly be applied to my case. Bureaucratic issues delayed the process for a while more, until I finally began the treatment in 2013.

What improvements have you experienced?

Now I have much better balance than prior to the therapy, and I can do things that I previously couldn’t. I’ve even been able to ride a bike! And not an adapted bicycle, but an ordinary bike. However, while the mobility or balance improvements are really positive, they really aren’t the most important thing for me.



Midwives and their role in child road safety

TEXT: GABRIELA DE NICOLÁS IMAGES: ISTOCK

During pregnancy and the first few months of the baby's life, parents are particularly receptive to the information these health professionals offer them. FAME (Federation of Spanish Midwifery Associations) and Fundación MAPFRE are committed to training as a way to ensure that these professionals can contribute to a reduction in child mortality due to traffic accidents.

Over 500 children die every day in traffic accidents all over the world. A figure that makes this one of the leading external causes of childhood death: 23 percent of all deaths among children aged 0 to 14, according to a report drawn up by Fundación MAPFRE in 2014. The same report confirms that this figure has declined over recent decades thanks to the widespread use of child restraint systems (CRS), although there are still fatalities associated with failing to use them: "30 percent of children aged 0-12 killed in accidents when traveling in passenger cars or vans, were not wearing any kind of safety accessory." In other words, the message about the importance of the CRS has got through to the public, but perhaps not enough. Given this situation, there is clearly a need to turn to those in a position to improve the training and awareness of parents regarding the need to use them. For example, midwives.

The idea is to turn them into broadcasters of road safety facts and knowledge. To achieve this, they require suitable training, as well as sufficient resources and the tools to go on to educate the parents. With this in mind, FAME (Federation of Spanish Midwifery Associations) and Fundación MAPFRE launched a series of classroom courses targeting the whole of this profession. At the same time, they created the online course "Babies and Children Safe in the Car" which is delivered through the UNED (National Distance Education University).

To ensure that the information reaches the parents, ever since 2016 they have distributed close to 1,500,000 copies of the guide *Babies and Children Safe in the Car*. The guide offers specific tips for parents in general, and pregnant women in particular, as well as recommendations about how to safely transport a child, right from birth through to the

time when a seat belt can be worn. The guide also includes a section for parents of children with special needs. Its purpose is to provide a complete, practical manual, so as to have all the means at our disposal when it comes to preventing children from suffering injuries due to a failure to use, or the improper use of, child restraint systems.

Thanks to the agreements signed between FAME (Federation of Spanish Midwifery Associations) and Fundación MAPFRE, midwives have become spokespersons on road safety issues. The fact is that from their position as influencers of families and, in particular, pregnant women, they can help to reduce the numbers of children killed on our roads. One of the architects of this project is María Jesús Domínguez Simón, president of FAME (Federation of Spanish Midwifery Associations). We had a chat with her.

“During pregnancy, the midwife is in a privileged position, as a point of reference for the woman”



María Jesús Domínguez Simón, president of the Madrid Midwifery Association

What can midwives do for the road safety of pregnant women and babies?

If you really think about it, the midwife’s role in road safety is extremely important. We work throughout the pregnancy to ensure that the expectant mother travels safely and understands its importance for her and her baby. Moreover, we create the conditions for increased awareness of the use of child restraint systems, given that, during pregnancy, the future mother and her family are highly receptive to the information they receive. And the midwife is in a privileged position, as she acts as a point of reference for the woman.

We must take advantage of that moment!

Are parents aware that traffic accidents are one of the leading causes of death among unborn babies and infants?

During pregnancy, maybe not. At that time, they’re thinking about their future baby and they don’t ask themselves what they can do during pregnancy to take care of the fetus. But they do ask us a lot of questions about the child restraint systems.

What are the main doubts they have in this regard?

I’d say the choice of the seat. What kind of seat they should buy is the

most frequent query they pose during the maternal education sessions. The rear-facing child safety seat is one of the most common doubts.

What is the most “dangerous” age or period for the unborn child?

As the pregnancy progresses, seat belt usage decreases. It’s most important that the safety measures in this regard are heightened throughout the pregnancy. What’s more, we must anticipate events and offer tools to deal with what may occur during the first few weeks after birth, when the baby cries and our instinct tells us that we need to hold the child in our arms, for example. This is something we don’t consider, given that we all know the theory, but when the moment comes, we don’t know what to do.

Are the midwives trained in this kind of systems?

Increasingly, this is the case. After four years of this collaboration between FAME and Fundación MAPFRE, we’ve given over 1,800 midwives Road Safety training. Thanks to these training courses, we know what we’re talking about. In fact, they keep demanding that we repeat the courses and workshops. In Madrid, for instance, we’ve already run six editions.

Are the midwives receptive to this “new” role regarding road safety?

Without a doubt. Informing on how to best care for the newborn is one

of our core tasks, and road safety clearly forms part of this area.

What benefits do the families reap when you work with pregnant women/mothers on the importance of road safety?

Those families which are more in tune with road safety education will assimilate its importance, creating a habit that will last forever. In short, this is what health education pursues.

Would it be necessary to run specific road safety workshops for pregnant women and new parents?

That's not necessary. They receive the training they need in maternal and parental education classes. We also use individual consultations when there is a need to reinforce some aspect.

What are the suitable restraint systems for expectant mothers and babies?

Pregnant women should be aware of how to use their seat belt correctly, the right distance from the steering wheel and the changes experienced during pregnancy that condition trips in one way or another. They also need to know which child restraint system to choose, understanding the importance of using a rear-facing child safety seat until at least the age of four, or how to make the first journey.

Indeed, how should that first journey be made?

In the seat. This seems obvious, but it isn't. Parents must

understand the importance of this first trip: knowing how to fit the device properly in the car, how tight the harness straps should be or what to do if the baby cries. One of our jobs is to prepare them for any unforeseen event.

This project has been ongoing since 2015, with this new task. Have you noticed the progress among parents and midwives?

In effect, we have analyzed the impact of this project by measuring the time that the midwives devoted to discussing road safety education before and after our intervention. They currently devote much more time and the contents of the maternal education classes have been standardized.

What objectives and goals have been achieved?

We've managed to normalize road safety issues in the consultation with a midwife. This progress

has been achieved by providing midwives with the tools to work in a consistent fashion.

The project has made surprising progress since it started in 2016, hasn't it?

Yes, indeed. We started designing and distributing the guide *Babies and Children Safe in the Car* through FAME's member associations. Later, we realized that we needed to train the midwives and we designed courses and workshops for them, with the aid of midwifery associations. At the same time, they started distributing the guides with the Present Service sample packs sent to hospitals and health centers throughout Spain, as well as with the magazine *Mi bebé y yo*. The most recent step we've taken was drawing up a safety manual for expectant mothers and newborns in the first 28 days of their life. And trying to export this experience to Latin American countries. ✕



Another Way To Help

TEXT: SCHEHREZADE PARRO

Solidarity Books

You choose how much to pay. That is how TuuuLibreria works. In this chain of solidarity bookstores, the customers decide what the price of the books should be and can take away as many as fit in one hand. This initiative not only offers the chance of coming across literary gems for a modest sum, but also promotes reading in national and international schools by sending them material every year.

This solidarity project started up in 2012 and, from its four centers (three

in Madrid and one in Barcelona), fosters greater accessibility to culture for all population groups. Its operation is based on a feedback loop between customers, who donate books and have the chance to acquire new ones. Thanks to them, books have been sent to libraries and schools both in Spain and overseas – in Bolivia, Burkina Faso, Nepal or Nicaragua, among others. You can donate books and learn where the physical stores are at their website <https://www.tuuulibreria.org/>



Own photograph

3. Forging adult, independent women in Cambodia

The journalist Tina Kieffer created *Toutes à l'école* (Everyone to School) in 2005. This association offers girls and young women in Cambodia the chance to access quality education and job opportunities, promoting the role of women in the country's economy and in positions of responsibility. The aim is to mitigate the effects of a culture which prefers sending boys, rather than girls, to school.

This was how the Happy Chandara school came about. This initiative gives Cambodian girls a future far removed from the poverty and illegal trafficking networks to which that often fall prey. Today, thanks to this project, the first group of young girls who graduated in 2006 have gone on to become university students. With 100 percent of these girls being admitted to university, their success rate is much higher than the national average. So that they can focus their efforts on studying, the association offers free accommodation in Phnom Penh.

Happy Chandara also offers medical assistance (medicines, vaccines and dental assistance), as well as food to the families.

To find out more about this project, visit their website <https://www.toutes-a-l-ecole.org/en/>



Image from *Toutes à l'école*

“Leukemia is a very tough opponent for one, but not for one hundred thousand”

This is the motto of the Unoentrecienmil foundation, a non-profit organization created in 2012 with the aim of supporting research and finding a cure for childhood leukemia. After his son Guzmán was diagnosed with this disease, José Carnero, the foundation’s president, started this initiative to raise funds so as to

advance research and seek a cure for childhood leukemia. In 2017 they raised over 700,000 euros and allocated around 450,000 euros to the various research grants they offer, as well as the awareness-raising projects they run. They are currently working with over 60 medical specialists from a range of children’s hospitals

and universities. In 2019 they received a record number of applications for the 6th Annual Unoentrecienmil Research Grant, from 15 projects headed by leading Spanish researchers. They recently launched Trueloveproject, an initiative whereby the public can purchase digital cards that

contribute to the search for a cure for this disease: a two euro card enables 51 minutes of research to be undertaken in this field. We can also help by sending an SMS text message, making sporadic donations or becoming members, participating in charitable races or offering our free time as volunteers. You can visit the organization’s website at <https://unoentrecienmil.org/> and the homepage of the Trueloveproject at <https://www.trueloveproject.org/>



Seen on the web

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

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THE BEST TWEET @mapfreFcultura

Happy International Museums Day! We love celebrating it with you. Do you already know the Espacio Miró? We're waiting for you!
#DIM2019 #MuseumWeek
#DíaInternacionalMuseos
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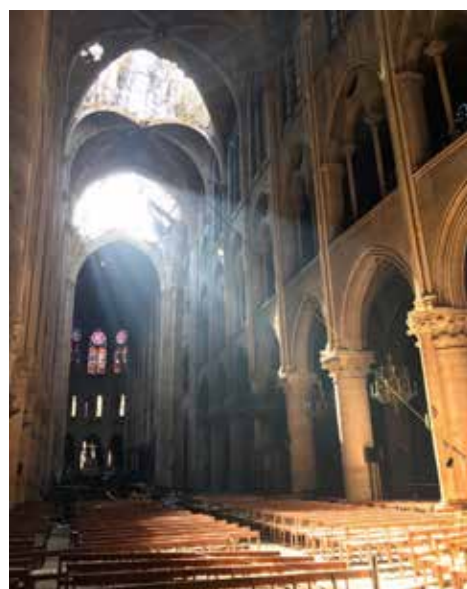


📷 mapfrecultura

Our heritage is our legacy. Protecting it is a tremendous responsibility. The great work of the professionals who handled the crisis that hit Notre Dame will allow us to see her rise again from the ashes.

#Repost @notredamedeparis

#PrevenciónIncendios #Cultura #NotreDame



♡ 878 likes

🐦 Fundación MAPFRE @FMobjetivocero

Remember to always wear a helmet when riding an electric scooter. Travel safely and enjoy the ride.

bit.ly/2DvLY42



♡ 7 likes

f Fundación MAPFRE

This week we are participating in #MuseumWeek, an international initiative to celebrate our museums with the worldwide community for seven days. Although it is mainly featured on Twitter, it usually spreads over to the other social networks. We will be dedicating each day to a specific theme and hashtag:

Monday 13 #WomeninCulture
Tuesday 14 #SecretsMW
Wednesday 15 #PlayMW
Thursday 16 #RainbowMW
Friday 17 #ExploreMW
Saturday 18 #PhotoMW
Sunday 19 #FriendsMW

In addition, our cultural professionals will be given special prominence this year. There are many women working in our Foundation's Culture Area and we wish to present them to you.



♡ 27 likes

f Fundación MAPFRE

We now know the winners of the Fundación MAPFRE Social Awards!

José Manuel Martínez Lifetime Achievement Award: **Emilio Aragón**

Award for the Best Initiative in the Agricultural Sector: **Agrindus S.A.**, for the project Pionerismo ma produção de leite A2 No.

Award for the Best Project or Initiative given its Social Impact: **Surgery in Turkana**

Award for Organization with Best Social Action History: **Mary's Meals**

#PremiosSocialesFM #Solidaridad
<http://bit.ly/2HwCCY1>

♡ 27 likes

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Committed to knowledge

KNOWLEDGE IS AN INTEGRAL PART OF WHO WE ARE

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