

la fundación



Fundación MAPFRE magazine#57
December 2021
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FUNDACIÓN MAPFRE SOCIAL OUTREACH AWARDS

Art

THE FRENCH TASTE

*The world of
Lee Friedlander*

Health Watch

THE RISKS OF BEING AND NOT BEING ON THE INTERNET

Committed

WHEN DROUGHT AND MISERY ARE DAILY LIFE

VISITA NUESTRAS EXPOSICIONES VISIT OUR EXHIBITIONS

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Fundación **MAPFRE**

Alfred Dehodencq
Las hijas del duque de Montpensier, 1855-1863
Museo Nacional del Romanticismo, Madrid
© Alfred Dehodencq

EL GUSTO FRANCÉS

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

Fechas
Del 11/02/2022 al 08/05/2022

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



FRENCH TASTE

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

Dates
From 11/02/2022 to 08/05/2022

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

Jorge Ribalta
De la serie *Sur l'herbe*
(*En la hierba*), 2005-2008
© Jorge Ribalta

JORGE RIBALTA TODO ES VERDAD. FICCIONES Y DOCUMENTOS

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Adolf Mas Ginestà
Juegos. Gran Vía de las Cortes Catalanas, 1906
© Institut Amatller d'Art Hispànic. Arxiu Mas

ADOLF MAS. LOS OJOS DE BARCELONA

Lugar
KBr Fundación MAPFRE
Ronda del Litoral 30, 08005 Barcelona

Fechas
Del 18/02/2022 al 15/05/2022

Horario de visitas
Lunes cerrado
Martes a domingo (y festivos) de 11:00 a 19:00 h.



ADOLF MAS. THE EYES OF BARCELONA

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Dates
From 18/02/2022 to 15/05/2022

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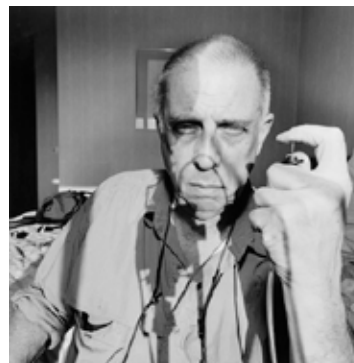
Lee Friedlander
Oregon, 1997
© Lee Friedlander, courtesy Fraenkel Gallery, San Francisco

LEE FRIEDLANDER

Lugar
KBr Fundación MAPFRE
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the picture



Our Social Awards are back

In 2020, we were forced to suspend the Awards so that we could focus all our efforts on helping to combat the effects the pandemic was having on the most exposed and vulnerable people. That is why it was such a great pleasure for us to be able to hold the Fundación MAPFRE

Social Awards ceremony on 6 October, not only because of the human qualities of the prize-winners, but also because we had the opportunity to share this event that highlights everyone's commitment to making the world a better place for everyone. ✕

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 Editorial production Moonbook S.L. contenidos@moonbook.es Printed by Gráficas Monterreina. 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 Anicet-Charles-Gabriel Lemonnier, *Doña María de los Dolores Leopolda Cristina de Toledo y Salm-Salm, Duchess of Beaufort-Spontin, with her children*, ca. 1789, Duque del Infantado Collection, © Photo: Pepe Morón

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Jean-Baptiste-Siméon Chardin
Still Life with Pestle and Mortar, Pitcher and Copper Cauldron, ca. 1728-1732
Oil on canvas, 32.5 × 39 cm
Museo Nacional Thyssen-Bornemisza, Madrid
© Museo Nacional Thyssen-Bornemisza. Madrid

A COOKIE LIKE NO OTHER



Photo:
Fundación
Grupo Siro



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We present the winners: the ONCE Social Group, Fundación Juanfe, the university professor Abel Veiga and the singer Raphael.

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THE RISKS OF BEING AND NOT BEING ON THE INTERNET



LOOK BOTH WAYS!



SENIOR TALENT MAP 2021, A GPS FOR THE SILVER ECONOMY





2020 Fundación MAPFRE Social Outreach Awards

The ONCE Social Group, Fundación Juanfe, the university professor Abel Veiga and the singer Raphael were the winners of this year's edition

TEXT: RAMÓN OLIVER PHOTO: ALBERTO CARRASCO

After a year of absence due to the health crisis during which time the efforts of society as a whole were completely focused on the fight against the pandemic, the Fundación MAPFRE Social Awards returned on October 6 at an awards ceremony presided over by Her Majesty Queen Sofia. The Casino de Madrid was the setting for the event that recognizes people, organizations and projects whose work and dedication helps to achieve a fairer and more equitable society. The Fundación MAPFRE Social Awards are

international in scope and are endowed with 120,000 euros (4 prizes of 30,000 euros each).

A life of service to others

One of our most renowned international artists, Rafael Martos, known as Raphael, received the José Manuel Martínez Martínez Lifetime Achievement Award, which recognizes those professionals who, in addition to devoting their professional careers to serving society, dedicate time and effort to supporting charitable causes. The judging panel unanimously decided to



award this distinction to Raphael for his stature as a universal artist and tireless worker, together with his solidarity, family values and human dimension.

An emotional Raphael gratefully accepted the award, which coincides with the 60th anniversary of the start of his prolific and successful musical career. A journey that has taken him all over the world and in which he has always found time for others. “Right from when I began my career, I always understood the importance of using my microphone not only to sing, but also to address issues that would lead us to dialogue and move us towards a more just world”, he said after receiving the award from Queen Sofia.

Raphael, who received a liver transplant in 2003 and knows first-hand what it is like to enjoy a second chance thanks to the generosity of a donor, has participated in various initiatives to promote organ donation. He is also known for his involvement in UNICEF campaigns to support child vaccination in the third world and his firm commitment to Father Angel’s Mensajeros de la Paz Association in its tireless defense of the homeless.

Sentinels of hope

The Award for the Best Organization for its Social Outreach this year went to one of the most beloved and deeply rooted organizations in Spanish society, the ONCE Social Group. Since it held the first lottery in support of the blind in 1939, this institution has been doing commendable work in the struggle for a fairer, more inclusive and egalitarian society, as well as defending the rights of blind people and those with other disabilities.

The panel particularly valued the unique integration, solidarity and provision of specialized services represented by the ONCE Social Group model, a benchmark for solidarity, integration and the elimination of barriers in Spain, Latin America and the European Union.

The award was received by Miguel Carballeda, president of the ONCE Social Group, who in his speech of thanks wanted to especially remember his “Sentinels of Hope”, those thousands of ONCE vendors who even throughout lockdown remained close to the people.

The president of the ONCE Social Group recalled how during the pandemic the organization had provided robust support for blind people in Spain as well as many others with disabilities, making more than 300,000 phone calls in just three months to reach out to all blind people, especially the 11,000 blind people over the age of 55 who live on their own.

A chance in life for teenage mothers

One in five Colombian mothers is an adolescent, making Colombia the third ranked country in Latin America in terms of the number of cases of early motherhood. Modelo 360°, a social development project from Fundación Juanfe that helps these young mothers, won the Award for the Best Project or Initiative thanks to its social impact.

The goal of the project is to provide these teenagers with the means to break the cycle of poverty surrounding so many of these pregnancies, and which prevents them from getting an education and advancing in life. Through various initiatives, Modelo 360° helps these young mothers to enter the workforce, helping them to become emotionally and economically independent women and, in doing so, positively transforming the reality of their children, families and communities.

Catalina Escobar, creator of the 360° Model, shared the moving testimony of Daniela Martínez, one of the mothers participating in the program, and recalled that hers is a common story for many Colombian girls. “Teenage pregnancy is the greatest spiral of poverty in our country”, she warned.

Insurance and technology

Finally, the 10th Julio Castelo Matrán International Insurance Award went to the work *Seguro y tecnología. El impacto de la digitalización en el contrato de seguro* (Insurance and technology: the impact of digitalization on insurance contracts), by the professor of insurance law and commercial law at the Universidad Pontificia Comillas de Madrid, Abel B. Veiga. The winning paper delves into the impact of technology and its short and medium-term prospects in the insurance sector, as well as the increasingly frequent and complex intersections between technology and law. ✕



Rafael Martos, Raphael. José Manuel Martínez Lifetime Achievement Award

“Our whole life should be
dedicated to serving others”

TEXT: RAMÓN OLIVER PHOTOGRAPHS: ALBERTO CARRASCO

The fact that Raphael is one of Spain's most universal artists is something we all know, although it would be fairer to say that Raphael is an entire universe in himself. A universe carved out over six decades of success on stage, during which the singer from Linares has made time for many things besides his songs. Or, rather, for many things around his songs, because, as he himself tells us, music also plays an important social role. And in the course of his life Raphael has been involved in numerous charitable causes and social action. From Father Angel's Mensajeros de la Paz programs for the homeless, to UNICEF's campaigns to support child vaccination in the third world, and the initiatives of the Spanish Federation of Food Banks (Federación Española del Banco de Alimentos; FESBAL) to promote food collection. It is precisely this human dimension that transcends the

artist, his family values and his involvement with those most in need that has earned him the 2021 José Manuel Martínez Lifetime Achievement Award.

Does music have a social function?

Music supports people in their joy and their sorrows. The way our daily life is structured in this world we live in, a life without music would be very sad. And this is valid for all kinds of music, for classical music, for pop music, and also for that other soundtrack that accompanies us in life: the sounds of nature, the singing of birds, animals, the wind, the rain... All this music has a place in our hearts.

You have always said that from the beginning of your career you were very aware of the importance of using the microphone not only to sing, but to help move towards a more just world.

At what point did you become interested in the social dimension?

It came about spontaneously when I was a child, when I started singing in a choir. From the moment I went on stage for the first time, I began to become involved and connect with others. A concert is quite complex for those who are performing, but very rewarding for those who listen to it. Because, without realizing it, that performance is remedying many things, including loneliness, a problem suffered by many millions of people.

I imagine that this message has been conveyed to you by your fans on numerous occasions.

I am fortunate to receive constant affection and respect from people. They tell me anecdotes, they remind me how long they have been listening to my music and what it means to them. And the affection that they

“When you do a good deed for others, you feel as if it were being done to you”

transmit to me, for which I am very grateful, helps me to stay permanently connected with the public.

Helping others is helping yourself?

When you do a good deed for others, it is as if they are doing it to you. I am of the opinion that not just part of our time, but our whole life should be dedicated to others, that this should be our main mission in this world. Starting with your family, your wife or husband, your children, your parents, if you are lucky enough to still have them, your friends... I do not understand a life that does not continually

revolve around others. Because otherwise we would be doing things for nothing, without a purpose. And then what would be the point?

However, with the pace of life we lead today, it would seem that there is almost no time for anything other than working and worrying about our own problems. How can we make that little bit of time for others?

There is time for everything, the key is having the will to use it in one way or another. If you really want to find the time to give to others, you do find it. But if there is no will, even if you

had all the time in the world at your disposal you wouldn't do it. Those people who say, I can't today, I'm too busy, but call me next week... Forget it; that's not the way.

One of the groups you are most heavily involved with is the homeless through your collaborations with Mensajeros de La Paz and Padre Ángel. How can the situation of these people be improved?

Homelessness is a very serious problem that must be tackled by the authorities, the current government and, in general, the people who control our



“Homelessness is a very serious problem that the authorities must tackle”



destinies, the people who are responsible for ensuring that all human beings are equal. Homeless people have the right to have a roof over their heads and to live in dignity.

Is the fact that there are so many homeless people an indication that something is not working as it should in our society?

Undoubtedly. Whenever something goes wrong, it is always society's fault, either because we do things wrong or because we allow others to. In this case, because we tolerate the fact that there are people who have nowhere to sleep. But we must not forget that there are many people who do not want to sleep in the places where the authorities want to accommodate them. We must respect their wishes and look

for alternatives so that these people can live the way they want to live, as long as this does not violate the rules of coexistence.

Spain is a leader in organ donation, and you yourself at one point were the recipient of a liver that gave you a second chance. What would you say to people who are thinking about becoming donors?

That they shouldn't think twice, and just go for it. Why do you want something that is no longer going to be of any use to you and that, on the other hand, could do a lot of good to someone else? There is a lot of misconception and ignorance about the issue of transplants and organ donation. Schools should teach kids that being a donor does not harm you in

any way; on the contrary, it is something wonderful because it allows you to save other people's lives.

Finally, could you tell us about your next musical and social projects?

I am about to leave for the Americas, where I have a long tour in front of me, which I will combine with performances in Spain and which will last throughout most of 2022. And as for social projects, I am a very restless person and I am always on the lookout for any opportunity that may come up where I think I can contribute. Especially if it is at the hand of good-hearted people and reliable organizations, with experience and the capacity to help those who need it most. I am always willing to lend a hand when called upon. ❌



Miguel Carballado, President of the ONCE Social Group

**“The only thing that
people with disabilities want
is to be just another member
of society”**

TEXT: RAMÓN OLIVER PHOTOGRAPH: ALBERTO CARRASCO

Since 1939, the ONCE Social Group has been fighting tirelessly for the rights of blind people and people with other types of disabilities. Its work and influence transcends our borders, making this organization a global benchmark for inclusion, equality,

diversity, solidarity and social outreach. Leadership that has earned it the recognition and admiration of society as a whole, and which has this year been endorsed through the Fundación MAPFRE 2020 Award for the Best Organization for its Social Outreach. We

spoke with its president, Miguel Carballado, about the important contribution the ONCE Social Group makes to the elimination of barriers of all kinds as well as achieving dignified work and economic independence for millions of people with disabilities on a daily basis.

In 1939, ONCE held the first draw for its now legendary charity lottery. What was life like for a blind person back then?

It must have been a very difficult time. Spain had just come out of a civil war and everyone was struggling to get by as best they could. For a blind person it must have been even more complex. Those brave people only aspired to be able to take a plate of food home. ONCE gave them back part of what the war had taken from them, and put them back in circulation. And they took to the streets with a wonderful cry: “Equal!” Even then we wanted to be equal! Which is what we have always wanted, to be just another member of society.

Things have changed a lot since then. What role has ONCE played in that transformation?

Spanish society has come a long way since that time, and in that process we have tried to set an example, living through our own efforts and being masters of our own future. And we have also asked the general public, who never fail us, to understand what it means to be a person with a disability, and what a disability actually is.

Access to a decent job and economic independence are two of the main objectives. How is Spain doing in this regard?

Spain is doing quite well in some respects, among other things

because it is the home of ONCE. And that little organization for very poor blind people who were trying to make their way in the middle of the post-war period is today the fourth largest non-public employer in the country. One out of every 279 people working in Spain today is employed by the ONCE Social Group. We are the number one employer of people with disabilities in the world, and we also create jobs (42% of our workers) for people without disabilities.

Which achievement are you most proud of?

That absolutely everything we do, and we do many things, is possible thanks to the immense generosity and charity of the general public. Thanks to the people who, throughout our 83 years of existence, have been visiting our 19,000 sentinels of hope in the streets of cities and towns all over Spain, and sharing a moment with our vendors. That moment of daily hope is what has made it possible for ONCE to exist and for us to be able to help so many people.

What is still outstanding in terms of inclusion in Spain?

There is still room for improvement in the area of employment. The law establishes a legal percentage of jobs reserved for people with disabilities in companies with more than 50 employees, but, unfortunately, in many companies this is not being complied with. If only these companies would respect the provisions of the law, our situation

would improve significantly. There are many people with disabilities who have already given up on being able to have a job, and that is not fair.

How can these shortcomings be overcome?

Mental barriers are the most difficult to tackle. We must continue to work, especially in the field of education, so that today’s children, with and without disabilities, can continue to be educated together to become tomorrow’s stakeholders in a world of equal opportunities.

Is the level of integration, inclusion and diversity indicative of a society’s development?

Of course. And, in addition, society is increasingly demanding social responsibility from companies. And it also expects the authorities to be held accountable. Society wants to know how the public and private sectors can be brought together to avoid certain completely unjust situations and to ensure that the statement “We are all equal before the law” is not just hot air.

ONCE has an international dimension. What does its activity outside Spain consist of?

We have collaboration projects with the blind in almost every Latin American country in the fields of education, employment and many others. In the end, what we are trying to do at ONCE is to help create, between all of us, a better world. ✖



Catalina Escobar, founder of Fundación Juanfe and creator of the 360° Model Project for social development

Teenage pregnancy is a multiplier of poverty and vulnerability

TEXT: RAMÓN OLIVER PHOTOGRAPH: ALBERTO CARRASCO

According to data from the World Health Organization (WHO), approximately one million girls under the age of 15 give birth each year in the world, most of them in low- and middle-income countries. This problem is entrenched

in Colombian society and drives thousands of young people into social exclusion. It is a vicious circle in which extreme poverty is both a trigger and a consequence. Catalina Escobar, winner of the Fundación MAPFRE Award for

Best Social Impact Project for her “360° Social Development Model” is helping to break this dynamic by giving these young mothers an opportunity to get an education and fight for their futures as well as those of their children.

How did the 360° Model project come about?

In 2001, I suffered the very personal loss of my son Juan Felipe. My son took me on a journey into the hearts of others, the most needy and vulnerable, and that same year I set up Fundación Juanfe, committed to working for other people and towards the challenge of lowering the city's infant mortality rate. In seven years we managed to reduce this rate by 81% without a single public policy. But it also took us those seven years to understand that the problem of infant mortality in Cartagena went much further, and that it stemmed from teenage pregnancy. That is why we set up the 360° model, which works with teenage mothers in situations of vulnerability and extreme poverty in two cities in Colombia (Cartagena and Medellin), as well as in Chile and Panama, under the social franchise model.

How big is this problem in Colombia?

In Colombia there is no clear and coherent public policy on teenage pregnancy. Local efforts have been made by some governments in terms of prevention issues, but not the care of these young women.

What does your model consist of?

We focus our attention on teenage mothers between the ages of 16 and 19. To enter the program they must go through a selection process, which is critical to the success of the program. It ensures that these young women can participate for

the two years that the program lasts, graduate in a technical field and obtain the necessary training to perform in the productive sectors in which they will be working when they finish.

How does it work?

Juanfe's 360-degree model has three essential components: the psychosocial healing of adolescent girls from the depths of their hearts. It is this element that makes the results of the model sustainable over time, and ends in the young women being empowered and acquiring emotional and social tools; education, so that they can study a technical career and graduate while they are in the program; and inclusion in the workplace. In this regard, we work with the private sector, a very important player in terms of responsible employment. In this year alone we have reached more than 10,000 people in this way.

What kind of help do you give them?

The main help we provide is access to decent skills and opportunities that enable the women to be financially self-sufficient, allowing them and their children to change their behavior and the repetitive patterns of vulnerability in their families.

What options do these young women have once they give birth?

In the circumstances of exclusion and limited opportunities in which they live, they do not have

many options: more than 80% of them abandon their studies forever and are forced to seek informal income to support their children. This leaves them open to continued situations of violence and abuse, and what is even worse, these limited opportunities are also passed on to their children.

Are these pregnancies the symptom of a greater evil?

Yes, they are indeed. They are the result of a lack of public policies to address the problem of teenage pregnancy in Colombia. In 2018, the cost to society and the State of not preventing teenage pregnancy and early motherhood was 5.1 trillion pesos (\$1.2 trillion), the equivalent of 0.56% of the Gross Domestic Product-GDP, according to a study by the United Nations Population Fund.

What other ramifications do they have?

Women who have their first child before the age of 20 suffer financial and social disadvantages, as well as health issues such as increased maternal morbidity and mortality, the predominance of low birth weight and, obviously, a lower quality of life for both the woman and the newborn.

How can these pregnancies be avoided?

We have to work on prevention, sexual and reproductive health and sex education for our young people, and have a care plan in place for this vulnerable segment of the population. ❌



Abel Veiga, professor at the Universidad Pontificia Comillas

“The world of insurance does not suffer the digital divide”

TEXT: RAMÓN OLIVER PHOTOGRAPH: ALBERTO CARRASCO

Since it was established in 2001, the Julio Castelo Matrán International Insurance Award has recognized scientific works or innovative projects on matters related to Insurance and Social Welfare. In this, its 10th edition, the biennial award went to Abel Veiga, doctor and professor of Insurance Law and Commercial Law at

the Universidad Pontificia Comillas, for his work “Seguro y tecnología. El impacto de la digitalización en el contrato del seguro” (Insurance and technology: the impact of digitalization on insurance contracts). The author of numerous books and scientific articles, in this work Professor Veiga addresses one of the great

challenges facing the world of insurance both today and in the future: digitalization and its consequences.

Before we enter the world of technology, why is research in social areas important?

Research plays a crucial role in society and in the development of knowledge, not only from a scientific

point of view, but above all as it can provide solutions to the problems facing today's societies. Even more so at a time marked by technology and digitalization in which the boundaries between economic, legal and technical aspects are very blurred. As legal practitioners, we have the enormous challenge of weighing up these frontiers in order to offer answers and solutions that are valid and coherent within the current legal logic as well as with the old principles of law.

The world of insurance is a very traditional sector, how does it relate to technology?

Probably, despite its reputation as a classic field, insurance is one of the sectors in which the emergence of technology is generating the greatest number of studies and impactful solutions. A great deal of emphasis is being placed on issues such as the digital development of insurance contracts, the structure of the risk and the in-depth knowledge of this by analyzing millions of data points provided by *big data*.

What role will this digitalization play in the evolution of the insurance sector in the coming years?

Thanks to technology, for the first time in history we can truly know the intensity, impact and frequency of risk, and, in the case, for example, of parametric insurance, offer a practically immediate and detailed response when a certain type of claim occurs. On the other hand, this knowledge will also allow premiums to be adjusted

perfectly, in addition to bringing legal and emotional certainty to both policyholders and insurers.

What specific new technological applications will we see in the insurance sector in the coming years?

I believe that very streamlined insurance products will be created, tailored to reality and to the sensitivity and needs of the insured parties. With policyholders continuously generating data in real time, it will be possible to monitor how a person drives, what their state of health is or what healthy habits they follow, with which it will be possible to generate insurance policies that are better adapted to the risk.

At the contracting level, we could see a very dynamic model of *smart contracts* or intelligent contracting, with extremely rapid claims handling. On the other hand, artificial intelligence will lead to the insured becoming more familiar with insurance techniques, and it is feasible that they will even participate in policy preparation in some sort of customized *peer-to-peer* insurance.

Is there a digital divide among insurance professionals?

Quite the opposite; I would say that the insurance world is perhaps the sector where there is the least digital divide. The last five years have seen a flurry of activity in terms of technological adaptation over the entire financial sector, including the insurance market.

We are hearing a tremendous amount about the possibilities of big data and artificial intelligence. But are these technologies risk-free?

There are threats, such as the arbitrary exclusion of a certain type of policyholder based on gender, race, religion, employment status, cultural level or creditworthiness. This is a serious risk, which can lead to inequalities as has already occurred in some cases in the United States.

So, is technology a threat or an opportunity?

Without a doubt, it is a challenge and an enormous opportunity. It allows a more realistic approach to the needs of insured individuals, and to the diversity or differentiation of risks presented by each of them. In this way, products can be created that are better adjusted to the personal circumstances of the insured at different times in their lives.

Finally, what does this award mean to you?

This is unquestionably one of the most important awards in the world in its category. For me it is an honor to receive it, and it is also a special joy, since I am the second academic from my university to be presented with it. The first was almost 20 years ago, to the now Professor of Civil Law at the Universidad Complutense in Madrid, Mariano Yzquierdo Tolsada, one of my great teachers. Now it is my turn, and the pride I feel is immense. ✖

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

Málaga

**PAUL STRAND. LA BELLEZA DIRECTA.
FOTOGRAFÍAS DE LAS COLECCIONES
FUNDACIÓN MAPFRE**

Museo Carmen Thyssen
From 11/16/2021 through 03/06/2022



Paul Strand
Wall Street, New York, 1915
Fundación MAPFRE Collections
© APERTURE FOUNDATION INC., PAUL STRAND ARCHIVE



Castellón

**LOS DESASTRES DE LA GUERRA,
FRANCISCO GOYA**

Museo de Bellas Artes
From 01/20/2022 through 04/03/2022

Francisco de Goya y Lucientes
What courage!
Enchings, aquatint, drypoint, burin and burnisher,
158 x 209 mm
© FUNDACIÓN MAPFRE COLLECTIONS

Paris

JUDITH JOY ROSS

Le Bal

From 02/17/2022 through 05/15/2022



Judith Joy Ross
Untitled, Eurana Park, Weatherly, Pennsylvania, 1982
 © JUDITH JOY ROSS, COURTESY GALERIE THOMAS ZANDER, COLOGNE

Amsterdam

BILL BRANDT

FOAM

From 02/17/2022 through 05/11/2022



Bill Brandt
Río Cuckmere, 1963
 Private collection. Courtesy of the Bill Brandt Archive and the Edwynn Houk Gallery
 © BILL BRANDT / BILL BRANDT ARCHIVE LTD.



Den Bosch

PICASSO'S SUITE VOLLARD. THE MAN, THE MUSE, THE MYTH FROM THE FUNDACIÓN MAPFRE COLLECTIONS

Het Noordbrabants Museum

From 10/09/2021 through 02/13/2022

Pablo Picasso
Blind minotaur led by a little girl, II, 22.09.1934
 © PABLO PICASSO: ESTATE OF PABLO PICASSO / VEGAP, MADRID



The French taste and its presence in Spain (17th-19th centuries)

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

From February 11 to May 8, the exhibition “The French Taste”, which analyzes the presence of French art in Spain throughout the 17th, 18th and 19th centuries, the period of greatest reciprocal influence and interrelation between the two countries, will be on display at Fundación MAPFRE’s Recoletos Hall in Madrid.

Through numerous paintings, sculptures, textiles, sumptuary arts and everyday objects, the exhibition delves into the evolution of French taste in our country, which until now has only been studied on an ad hoc basis. A cross-cutting project that covers such an extensive historical period cannot be understood without its historical context. In this sense, the exhibition also addresses aspects that make this evolution possible, such as diplomatic relations, the history of collecting and the construction of national identities.

The nearly 110 works on display are from both public and private collections and are all pieces of national heritage. The project commences at the moment when French artworks began to arrive in Spain, as France emerged as a model of European taste, and it concludes when the opposite phenomenon occurred, when Spain became the focus of attraction for French culture, due to the image constructed around its diversity and exoticism throughout the 19TH century.

17th century. Difficult relations: portraits, exchanges and gifts

The 1630s and 1640s, under the reign of Louis XIII, who for a time managed to stabilize the power of the crown, witnessed a golden age for French painting. Both Louis XIII and his advisor, Cardinal Richelieu, launched an extremely active artistic policy and commissions proliferated, which encouraged the art market.

Towards 1650, Spain was irrevocably losing its primacy as a world power to the France of Louis XIV, the Sun King. One of the strategies used to seal the peace was to establish alliances through marriages with the Spanish royal house. In this context, it was common for gifts of a very different nature to be exchanged between the two: horses, sumptuary arts, small pieces of furniture and above all portraits. From 1660 onwards, thanks to his marriage to Maria Teresa of Austria, daughter of Philip IV, known as the Planet King —a union that brought the Thirty Years’ War to an end— the exchange of gifts became even more frequent. The queen was portrayed on numerous occasions alone or accompanied by her son Louis, known as the Grand Dauphin of France, as can be seen in *María Teresa de Austria y el Gran Delfín de Francia* (Maria Theresa of Austria and the Grand Dauphin of France), ca. 1664, by cousins Charles and Henri Beaubrun..

Antoine-François Callet
Louis XVI, ca. 1778-1779
Oil on canvas, 275 × 193 cm
Museo Nacional del Prado

© Archivo Fotográfico. Museo Nacional del Prado. Madrid



Louis-Michel Van Loo
María Antonia Fernanda de Borbón,
Infanta of Spain, ca. 1737
 Oil on canvas, 88.3 × 71.3 cm
 Museo de Bellas Artes de Asturias.
 Repository of the collection of the IX Count
 of Villagonzalo
 © Photo: Marcos Morilla

later being succeeded by Jean Ranc. In 1735, Louis-Michel Van Loo replaced Ranc, and became the King's principal painter, as well as the director of painting at the Real Academia de Bellas Artes de San Fernando, founded in 1752. From his hand came the portrait *María Antonia Fernanda de Borbón, infanta de España* (María Antonia Fernanda de Borbón, Infanta of Spain), ca. 1737.

During this period, artistic transfers between France and Spain were sometimes made by way of Italy, which was home to an important French community fostered by the presence of the Académie de France in Rome, founded by Louis XIV in 1666. Spanish artists traveled to Rome more and more frequently, which gave them the opportunity to become familiar with French art without the need to travel to Paris. This was the case of Francisco Goya, who was able to become acquainted with the work of Nicolas Poussin and Pierre Subleyras during his documented stay in the Italian capital.

The blossoming of French culture and taste in Spain reached its pinnacle during the

18th century. The arrival of artists in Bourbon Spain, the emergence of French taste

In 1700, with the accession to the throne of Philip V, the Bourbon dynasty, of French origin, was established in Spain, and in the early years of his reign, the king wanted to bring everything he had known in Versailles and Paris to the

Spanish court. He commissioned the work on the Buen Retiro, as well as the interior renovation of the Alcázar, and undertook the construction of the Granja de San Ildefonso, in Segovia. In addition, all kinds of furniture, jewelry and clothing were imported. In 1715, the painter Michel-Ange Houasse came to the Spanish court from France,

The blossoming of French culture and taste in Spain reached its peak during the reign of Charles IV, Philip V's grandson



Jean-Honoré Fragonard
The sacrifice of Calírooe, 1765
Oil on canvas, 65 × 81 cm
Museo de la Real Academia de Bellas Artes
de San Fernando, Madrid
© Photo: Pablo Linés

reign of Charles IV, grandson of Philip V. Born in Portici during the reign of his father Charles III in Naples and Sicily, Charles Anthony of Bourbon (1748-1819) arrived in Spain as a teenager. He was first named Prince of Asturias and then crowned King of Spain and the Indies in 1788. In 1808 he was dethroned, exiled first in France and then in Rome, until his death in Naples. His interest in

the sumptuary arts, furniture, painting and sculpture became apparent at an early age and the best example of this is the Platinum Cabinet in the Casa del Labrador in Aranjuez, which was made entirely by French artists. On the occasion of his marriage to Maria Luisa Teresa of Parma in 1765, Louis XV gave the couple a table service from the porcelain company Manufactura Real de Porcelana

At the end of the 18th century France and Spain became officially allied and a change began to take place with respect to how the latter was viewed from abroad



Louis-Léopold Boilly
The reading, ca. 1789-1793
 Oil on panel, 32 x 27 cm
 Private collection



Alfred Dehodencq
The daughters of the Duke of Montpensier, ca. 1861
 Oil on canvas, 160 x 101 cm
 Museo Nacional del Romanticismo
 © Photo: Pablo Linés

de Sèvres, and his cousin Louis XVI, presented them with two paintings by Claude Joseph Vernet.

19th century. The romantic vision of Spain

With the Napoleonic invasion that led to the War of Independence (1808-1814), Spain became the new destination to be explored by the French who, together with other foreign travelers and

intellectuals, created what is known today as “the romantic image of Spain”. Some of those who contributed to this creation were the writer Victor Hugo and the painter Eugène Delacroix. We can see more specific examples in the exhibition, in the figures of Antonio de Orleans, Duke of Montpensier and Galliera, and Eugenia de Montijo.

The Duke of Montpensier married the sister of Queen

Isabella II, the Infanta Luisa Fernanda. After the revolution of 1848 the couple left France, settling in Seville in 1849. Their stay led to a boom in culture and popular events in the city, to the point that Seville came to be nicknamed the “Small Court”. Eugenia de Montijo, the daughter of the Duke of Peñaranda, was born in Granada, but spent most of her life in France. Wife of Louis Napoleon Bonaparte, thanks to

her education and refinement, she was one of those responsible for exporting the “Empire style” to the Spanish court.

At the end of the 18th century, France and Spain became official allies and a change began to take place with respect to the foreign view of the latter. Spain, which was at peace, proved to

be the perfect alternative for more inquisitive spirits, since it was home to magnificent remains from the Roman and Arab civilizations. In this context, Alexandre de Laborde (1773-1842), an officer, scholar and traveler, taking advantage of his diplomatic posting in Madrid, in 1800 penned the story of his

travels, in the *Voyage pittoresque et historique de l’Espagne*. In 1808, he finally published a shorter version, entitled *Itinéraire descriptif de l’Espagne*, which led a considerable number of artists to Spain, including François Ligier.

In 1826, in Paris, Baron Isidore Justin Taylor began the publication of a *Voyage*



François-Louis Godon
and Joseph Coteau
Clock of Strength and Prudence,
ca. 1795-1800
Marble, bronze, gold, porcelain, metal,
75 x 53 x 17 cm
Royal Collections. National Heritage,
Royal Palace of Madrid
© Patrimonio Nacional, Palacio Real
de Madrid

French manufacturing
*Women’s clothing consisting of a
shirt dress and “spencer”
[short jacket or doublet]*, ca. 1810
Silver, silk, taffeta and serge
Museo del Traje, Madrid
© Museo del Traje. Centro de Investigación
del Patrimonio Etnológico, Madrid.
Munio Rodil Ares



Although the perception of “Spanishness” in France varied throughout the 19th century, after the 1848 Revolution, it became increasingly frequent to associate Spanish culture with the image of an archaic and free people, in contrast with the rigid rules of bourgeois society

pittoresque en Espagne, en Portugal et sur la Côte d’Afrique, de Tanger à Tétouan. In Paris, where he held the post of Royal Commissioner of French Theater, Taylor promoted the production of *Hernani*, Victor Hugo’s 1830 play set in the Spanish Golden Age, further catalyzing the Romantic enthusiasm for the Peninsula. At the same time, his involvement in governmental mechanisms allowed him to present himself as the *connoisseur* par excellence of Spain: in 1835,

he was commissioned to assemble a collection of Spanish paintings for the Louvre Museum, a campaign personally financed by King Louis-Philippe, who was eager to acquire a *Galérie espagnole*, taking advantage of the imminent confiscations of Mendizábal. The two French artists most involved in illustrating the Baron’s work were Adrien Dauzats and Pharamond Blanchard, who also helped to locate the paintings destined for Louis Philippe’s Spanish gallery.

Jean-Démosthène Dugoure
Costumbrista scene, 1813
 Pencil and watercolor on paper, 19 x 27 cm
 Instituto Ceán Bermúdez, Madrid
 © Photo: Pablo Linés





Jean-Baptiste Achille Zo
Fruit Seller in Seville, ca. 1864
 Oil on canvas, 116.3 × 89.6 cm
 Colección BBVA
 © Photo: David Mecha



Gustave Doré
The wanderers, ca. 1868-1869
 Oil on canvas, 197 × 95 cm
 Museo de Bellas Artes de Bilbao
 © Bilboko Arte Ederren Museoa-
 Museo de Bellas Artes de Bilbao

Although the perception of “Spanishness” in France varied throughout the 19TH century, after the 1848 Revolution, it became increasingly frequent to associate Spanish culture with the image of an archaic and free people, in contrast with the rigid rules

of bourgeois society. Starting in 1850, several artists, among them Gustave Doré, Jean-Baptiste Achille Zo, and Édouard Manet, began to exhibit paintings in French salons featuring gypsies, beggars, vagabonds and working class “majos”. Made after their

respective trips to Spain, in most cases they tried to exalt the Spanish Golden Age with the figures of Velázquez and Ribera at the forefront. ✖





The world of Lee Friedlander

TEXT: FUNDACIÓN MAPFRE CULTURE AREA
PHOTOGRAPHS: © LEE FRIEDLANDER, COURTESY FRAENKEL GALLERY, SAN FRANCISCO
AND LUHRING AUGUSTINE, NEW YORK

The *Lee Friedlander* exhibition is on display at the KBr Fundación MAPFRE photography center, in Barcelona. A chronological journey through the work of this prolific artist via three hundred photographs including portraits, self-portraits, family photographs, nature and urban landscapes, which can be enjoyed from February 18 to May 15, 2022.

Lee Friedlander has been a photographer since he was a teenager and has produced an extensive body of work over the course of his long career. He was born in Aberdeen, in Washington state, on July 14, 1934 and began taking photographs during his high school years. After graduating, he traveled to California to study at the Art Center School in Los Angeles. Disenchanted with the classes, he instead attended those of the painter and photographer Alexander Kaminski, who was to become a friend and mentor. In 1956, he moved to New York City, where he worked for various magazines, including *Esquire*, *Holiday* and *Sports Illustrated*. He was also commissioned to take portraits of some of the most important jazz musicians on the North American scene for vinyl record covers, the only samples of color photographs to be found throughout his career. At the same time, he continued developing his own work, at a time when photography had not yet been definitively accepted as an artistic expression.

The commissions he undertook required him to travel by car all over the country, which resulted in his most personal and artistic work. Passionate

about music, he visited New Orleans on numerous occasions, portraying the life and culture of the city. Along with these images we find projects such as *The Little Screens*, taken during this period. With the exception of one, the selection of photographs from this series belong to the Fundación MAPFRE Collections. They include elements he would return to throughout his career, such as the combination of disparate objects whose association provokes irony and humor. In this case he used televisions, commonplace items in every American home at that time.

In 1962, at the tender age of twenty-two, the artist had reached maturity as a photographer. This is evident from his participation in a landmark group exhibition, *The Photographer's Eye*, held at the MoMA in New York between May and August 1964. Shortly before this, when asked to make a statement about his work, he declared that the aim was to reflect "the American social landscape." Despite this definition, we must not forget that the new documentary photographers were interested, above all else, in discovering more about themselves and the visual aspects of their environment, than the social problems of concern to their predecessors.

In 1966, alongside Bruce Davison and Garry Winogrand, he participated in the exhibition

Chelly Canyon, Arizona, 1983

Gelatin silver print

Courtesy of the artist and Fraenkel Gallery, San Francisco



Nashville, 1963
Gelatin silver print
© Fundación MAPFRE Collections

Toward a Social Landscape organized by the George Eastman House in Rochester. And, the following year, in the modest, yet emblematic exhibit *New Documents*, organized by John Szarkowski, also at the MoMA in New York. In that case, Lee Friedlander was accompanied by Garry Winogrand and Diane Arbus. Following that exhibition, the works of all three were hailed as part of the greatest renovations of 20TH-century photography.

During the 1970s, Lee Friedlander refined his language, resulting in a reduction of the juxtapositions with which he typically composed his images, the reflections and shadows that had hitherto characterized his style. In 1976, he published the book *The American Monument*, in which he depicted relatively unknown monuments in various American cities. At the same time he began to address the genres of nudes and portraits. The latter, almost always of his family and close friends, are handled somewhat differently from the rest of his images. These are family pictures which, apparently, could have been taken by any of us, yet show tremendous affection and respect, without drifting into sentimentality. *Maria, Las Vegas, Nevada*, 1970, is one of the best-known images of his wife. His affection for her is evident, but this does not prevent the reflections or the artist's shadow from appearing.

In 1990, Friedlander traded his usual 35mm camera for

During the 1970s, Lee Friedlander refined his language, which resulted in a reduction of the juxtapositions with which he typically composed his images, the reflections and shadows that had hitherto characterized his style



Maria, Las Vegas, Nevada, 1970
Courtesy of the artist and Fraenkel Gallery,
San Francisco
© Lee Friedlander, courtesy of Fraenkel Gallery, San Francisco

a medium-format camera in order to capture the vastness of the Sonoran desert. Although he is best known for his urban landscape images, a large proportion of his pictures focus on nature and its forms, as well as the rugged landscape. Several of his projects feature the organic world. Some of them were the product of many years, while others materialized in a short period of time. In 1981, he produced *Flowers & Trees* and, three years later, *Cherry Blossom Time in Japan*, in which he compiled images of his springtime trips to this

country to see the cherry trees in bloom.

From this same period are a range of commissioned works, such as *Factor Valleys*, 1982, and the series on telemarketers in Omaha, *Omaha, Nebraska*, 1995—.

Since the year 2000, when Friedlander began to use his new camera on a regular basis, the motifs he captures have become more substantial and the spaces more approachable. In this way, the images that make up the book *America by Car*, published in 2010, emphasize the dimension of space that Friedlander achieves thanks to the square

Throughout his career, Lee Friedlander has returned to the subjects of his photographs again and again, in a continuous *work in progres* that is enriched by his knowledge of the medium and experience



Montana, 2008
Gelatin silver print
Courtesy of the artist and Fraenkel Gallery,
San Francisco



Albuquerque, New Mexico, 1972
 Gelatin silver print
 Courtesy of the artist and Fraenkel Gallery,
 San Francisco

format of his Hasselbald camera. On this occasion the artist uses the interior of the car to frame his landscapes, thus offering a perspective that is familiar to anyone who has ever been on a road trip. The results are images that include shadows, steering wheels, dashboards or rear-view mirrors, between which appear bridges, monuments, churches, motels or bars. This takes the complexity of his compositions to a new level using a technique that is actually quite simple: one frame—the windshield or side window—within the camera’s frame.

Throughout his career, Lee Friedlander has returned time and again to the themes of his pictures. This continuous *work in progress* is constantly enriched by what he learns about the medium and his experience. Now in his eighties, the creator is increasingly focused on his photographic archive, and he can spend hours sorting through his own work. ⊗





A cookie like no other

TEXT: CRISTINA BISBAL

Hidden hunger, or malnutrition, affects more than 2 billion people in the world and 24.3 % of the European population under the age of 5. To combat this situation, Fundación MAPFRE is supporting an initiative to develop a super cookie, a food product that guarantees 50 % of the vitamins and minerals a person needs every day.

Data from the FAO, the Food and Agriculture Organization of the United Nations, paints a pretty clear picture of the situation: an estimated 690 million people worldwide are suffering from hunger, in other words 8.9 % of the world's population. Over the last five years this figure has climbed by 60 million. And we are talking about numbers provided by the organization in the summer of 2020, which does not take into account the true extent of malnutrition in the wake of the COVID-19 pandemic.

Hunger is not the only serious problem affecting the population in terms of food. The so-called hidden hunger, or malnutrition, affects more than 2 billion people worldwide, including 24.3% of the European population under 5 years of age, and refers to the situation of people whose energy intake is inadequate. In other words, they do not get enough micronutrients, like vitamins A

and D, iron and zinc. Spain, in particular, is one of the European Union countries with the highest rates of child malnutrition, with the resulting impact this has on the development and growth of the children.

Aware of this extremely critical situation, Fundación MAPFRE wanted to get involved in the search for solutions. And it found one through which it could contribute to improving child nutrition, an issue of particular importance to the institution, as Daniel Restrepo Manrique, director of Social Action at Fundación MAPFRE, explains: "We heard about the development of a nutritional cookie by the Siro Group. We realized that a product with these characteristics could be extremely useful in making up for these nutritional deficiencies in a fast and effective way, and very affordably. So, we set up a pilot project in Spain

where, fortunately, there is no malnutrition, but there is hidden hunger, especially after the pandemic." And so began the foundation's collaboration with the Super Cookie or Nutritional Cookie. Specifically, Fundación MAPFRE has accelerated and funded the initiative, supporting the pilot experience in Spain. But it did not want to stop there, and it has also "become the international outreach facilitator."

It is a cookie like no other

But what makes this cookie so special? Its main characteristic is that it guarantees 50 % of the vitamins and minerals a person needs every day, because it contains vitamins A, B1, B2, B3, B5, B6, B12, C, D and E and folic acid, as well as proteins, calcium, iron, magnesium, iodine and a high fiber content. This means that for just 30 centimes, which what 100 grams of the product



Photograph: Fundación Grupo Siro

A product with these characteristics could be extremely useful in making up for these nutritional deficiencies in a fast and effective way, and very affordably

costs, people can receive an important nutritional boost. In its development and manufacture, a complex process lasting more than two years, Grupo Siro's R&D department have used wholemeal flours, high oleic sunflower oil, and salt and sugar quantities below the critical limit stipulated by the WHO, enabling it to obtain a Nutriscore A rating.

In the first campaign, a total of two million super cookies were distributed in Spain and Portugal with the aim of helping to cover the nutritional deficiencies of 20,000 families with dietary shortcomings. Next came the move beyond our borders. First in Guatemala, where the Siro Group Foundation has already donated a total of 40,000 kilos of nutritional cookies. This Latin American country was selected

due to the fact that, currently, almost half of the children under five years of age there suffer from chronic malnutrition, meaning Guatemala tops the ranking of Latin American countries and is the fourth most malnourished in the world, according to UNICEF data.

This collaboration has also resulted in the launch of a clinical study led by Fundación de Investigación HM Hospitales, in collaboration with Cáritas Arquidiocesana de Guatemala and Digisalud. This research will be carried out on a cohort of 200 children aged between 3 and 6 who will receive this cookie, and the data will help to determine "exactly how effective the cookie is in the fight against malnutrition. Our idea for the future is to distribute

this cookie free of charge in our International Social Projects", says Restrepo. And he confirms: "We are now going to distribute another 30 tons of nutritional cookies in Venezuela and Mexico."

Both Fundación MAPFRE and Fundación Grupo Siro are aware of the potential of the Nutritional Cookie. Daniel Restrepo explains: "There are similar products in the world, although they are much more locally oriented. This cookie can be a great help for many people as a high-quality food supplement. It is easily transportable and preservable, and has a very low cost compared to other supplements of a similar nature. The nutritional cookie can only be donated, so access to it is completely free of charge for users who need it." In fact, it is not available for sale to the public, which guarantees that it cannot be used for commercial purposes.

Fully guaranteed distribution

When Fundación MAPFRE and Fundación Grupo Siro considered distributing the Nutritional Cookie in Spain, they wanted to collaborate with an institution that understood how to solve the challenges involved in this task: the Federación Española de Bancos de Alimentos (FESBAL), the Spanish food bank federation. This non-profit organization is well aware of the poverty suffered in Spain. Agustín Vidal Aragón de Olives, president of the Fundación Banco de Alimentos

Spain, in particular, is one of the European Union countries with the highest rates of child malnutrition, with the resulting impact this has on the development and growth of the children

de Sevilla, the Seville Food Bank Foundation, explains: “The situation in our country with respect to malnutrition levels is both complex and worrying, at least for our Foundation. According to the AROPE indicator, 26.4 % of the Spanish population is currently at risk of poverty, and this directly affects the possibility of accessing food resources. For many people this will be surprising, but it is true that at the Banco de Alimentos de Sevilla we see it every day, since currently 45,000 people need our help.” The matter becomes even more serious if we talk about child malnutrition: “According to the latest report from the UN Children’s Fund, 1 out of every 3 children under

3 years of age in the world does not receive adequate food for their proper development. For this reason, at the Food Bank we are not only concerned that they have enough to eat, but that the food that reaches them is healthy and in the quantities they should be consuming.” And there is an additional problem: hidden hunger, which “generates problems such as delayed growth and development, cardiovascular problems, obesity and diabetes in children. For instance, 35 % of the child population in Spain is obese.”

The fact that this situation worsened with the pandemic cannot be ignored, as Vidal Aragón de Olives points out: “It is true that before the pandemic

there were already some very vulnerable sectors of the population in which this problem was chronic, but as a result of COVID-19 new groups have appeared that have increased the number of people affected. Reflecting this situation, during the peak months of the pandemic, the Food Bank experienced a 25 % increase in its beneficiaries, reaching more than 62,000 people.” The figures, as always, bring us back down to earth. ❌



Photograph: Fundación Grupo Siro





When drought and misery are daily life

TEXT: SILVIA MARTINELLI PHOTOGRAPHS: AMIGOS DO BEM

In collaboration with the NGO Amigos do Bem (Friends of Good), Fundación MAPFRE helps to provide water and food to thousands of people suffering from hunger and thirst in the northeastern paramo of Brazil (Sertão Nordeste).

Water scarcity is a centuries-old problem in Brazil's northeastern paramo (Sertão Nordeste). Due to the typical drought conditions in this semi-arid region, hundreds of families suffer a lack of this natural resource.

People like Laiane, who lives in Sítio Cumbre, in the Pernambuco Sertão, only managed to get a little water for the family when it rained, thanks to the reservoirs. "The water was cloudy, we were drinking mud", she recalls.

With a population of more than 57 million inhabitants spread over nine states, three-quarters of the northeastern region of Brazil is occupied by the so-called Polígono das Secas (Drought Zone), an area comprising 1,300 towns that is characterised by severe drought, low rainfall and arid soils. Thousands of families live in often isolated villages, with no resources or in minimum subsistence conditions, in houses built with earth walls, with neither water nor food.

Since 1993, in an attempt to transform this situation, the NGO Amigos do Bem has been striving to combat hunger and poverty in Brazil's northeastern paramo (Sertão Nordeste). This non-profit organisation, which started as a small group of friends led by businesswoman Alcione Albanesi, is today one of the largest social projects in Brazil, responsible for the regular care of 75,000 people belonging to 15,000 families living in 140 villages in the Sertão in the states of Alagoas, Ceará and Pernambuco.

"We know that water and food are fundamental resources for families to be able to survive and flourish. Malnourished children do not learn and workers who have nothing to eat do not have the strength to do their jobs. Our project allowed us, by living closely with the families, to get to know their real needs and act decisively to provide them with basic necessities and give them

back their dignity", says Alcione Albanesi, founder and president of Amigos do Bem.

To raise public awareness of the problems of this vulnerable population, the organization runs free welfare programs aimed at eradicating poverty, strengthening emotional ties, helping children, adolescents and adults become self-reliant, and encouraging access to education and integration into the labor market.

Poverty is combated on the basis of a global transformation model structured around five crucial elements: education, employment and income, health, housing, and access to water.

Water: the region's gold

To help combat the drought and reduce the suffering of thousands of families affected by a lack of access to drinking water, Amigos do Bem drills artesian wells, builds water tanks, and sends tanker trucks to the most remote communities so that thousands of people

do not have to travel the many kilometers they currently do in search of water.

Interested in helping to change this situation, Fundación MAPFRE initiated a partnership with Amigos do Bem to construct three artesian wells capable of supplying the local populations living in this region.

The funds will be used to drill, install and maintain three solar-powered artesian wells to supply the inhabitants of the villages of Lagunas de Braúna and Coité, located in the Inajá region, in Pernambuco state.

About 500 people will be served directly (and another

2,500 indirectly) with water from these wells, which will together provide 64.8 million liters each year. After the assembly and electrical connection stages, at least two wells are expected to be operational by the first quarter of 2022.

COVID and the exacerbation of hunger

In addition to installing artesian wells, the partnership between Fundação MAPFRE and Amigos do Bem includes support for actions to combat hunger among the families residing in the Sertão Nordestino region,

who have been affected by the socioeconomic crisis resulting from the pandemic.

According to the UN (United Nations), in 2020 world hunger increased significantly as a consequence of COVID-19. The economic impact of the pandemic was the second major cause of the global hunger crisis, intensifying poverty and exposing growing inequality around the world. In line with a report presented in July this year by the NGO Oxfam Brazil, it is estimated that the number of people living in extreme poverty will reach 745 million by the end of 2021, 100 million



With a population of more than 57 million inhabitants distributed across nine states, three quarters of the northeastern region of Brazil is occupied by the so-called Polígono das Secas (Drought Zone)

people more than at the beginning of the pandemic.

In Brazil, the spread of the new coronavirus made economic and social inequalities even more pronounced and triggered widespread hunger among millions of people in the country, mainly in the northeastern region, where poverty and inequality became even worse.

Data published by the Brazilian Food and Nutritional Sovereignty and Security Research Network show that, in 2020, of the 19 million people suffering from hunger in Brazil, 7.7 million were in the northeast of the country. That means that one in seven households suffers hunger. In terms of water scarcity, in the rural areas of the northeast, almost half of the population does not have a drinking water supply. Of those households with no water supply for food production and animal husbandry, hunger affects around 44%.

“Hunger and food and nutritional insecurity are profound expressions of inequality in our country. A hungry society is a broken society, incapable of prosperity. One of the defining characteristics of an organization is its ability to identify social and economic problems that, in some way, impact on the development of society as a whole. Thanks to Fundación MAPFRE, we remain steadfast in our commitment



to making the world a more egalitarian and humane place”, said Fátima Lima, Fundación MAPFRE’s representative in Brazil.

With 27 years of experience in social development programs in the northeastern region of Brazil, focused on eradicating poverty and hunger, Amigos do Bem used part of the resources allocated by Fundación MAPFRE for the COVID-19 Emergency Action Plan, promoting actions able to mitigate the effects of the pandemic in this region, the poorest in the country.

The project includes the monthly distribution, over an entire year, of 4,700 basic baskets each containing 15 kg of food for families in the arid zones of the states of Alagoas, Ceará and Pernambuco. It is expected to reach up to 23,500 people each month and will distribute 846,000 kilos of food.

The first baskets were delivered at the end of October in the state of Alagoas, where 4,986 families benefited, 25,000 people received food, 74,790 kg of food was distributed and four municipalities and 28 towns received this aid.

With the food received, Josefa, an inhabitant of Sítio Mocó 2, in the Sertão Pernambucano region and who, since childhood, has been used to eating just once every three days, remembers: “When the pandemic struck, it became even more difficult, people ate whatever they could find. The little ones were asking for food and we had no way to give them any. Now, with this help, we are able to live a little more calmly.” ✕



© Viva Makeni!

José Antonio Martín Urrialde, physiotherapist, full professor at San Pablo CEU University and a volunteer for Viva Makeni!

**“International cooperation
makes you very sensitive to social
problems that are not valued from
the comfort of the first world”**

TEXT: CRISTINA BISBAL

Organized and jovial, José Antonio is not afraid of challenges. He has been a professor in the Faculty of Medicine at the San Pablo CEU University since 2000, has a clinic in Madrid where he works as a physiotherapist specializing in the locomotor system, and directs the care services at the EDP Rock and Roll Madrid Marathon. As if that were not enough, he collaborates with Viva Makeni!, a non-profit association founded in 2018 whose objectives are to improve the dignity, education, health and quality of life of the inhabitants of the city of Makeni, in Sierra Leone.



His relationship with the NGO began with the university where he works, which was already collaborating with the University of Makeni on habitability issues. That was in 2015, when his colleagues invited him to visit the country. The poor health status in the area prompted him to think about health-related projects in search of “the professional autonomy of the country’s healthcare professionals, avoiding dependence on the cooperating country”. This led to the NGO’s healthcare promotion programs, in which physiotherapy is a fundamental part.

Viva Makeni! offers a postural correction program and a physiotherapy training program. What do they involve?

The physiotherapy program included the start-up and ongoing support given to the unique Physiotherapy School in Sierra Leone, located in the Tonkolili district, where several faculty members from San Pablo CEU University teach both online and face-to-face courses. The Postural Prevention course is included in the *Health Summer Camps*, in which about 200 children aged between 5 and 15 participate in recreational, sports and training activities designed to promote health. Postural prevention is one of the most important activities.

Why is physiotherapy important in Sierra Leone?

Physiotherapy is a fundamental tool in the promotion,

maintenance and recovery of health in any part of the world, but in Sierra Leone it is particularly important due to the lack of professionals: there are just six physiotherapists in the whole country; and also because of the wide variety of acute and chronic conditions suffered by its inhabitants, caused by the after-effects of epidemics, the numerous traffic accidents and the frequent post-partum neurological injuries, an so on.

Postural prevention is so relevant because children often carry large baskets of goods from a very young age and we want to help protect them against future chronic injuries.

What does your work in the two programs consist of?

I pioneered the curriculum for the Physiotherapy School and helped get it approved by the educational authorities in Sierra Leone. I also teach two subjects. The school currently has 30 students who, when they finish their training, will be the first Sierra Leonean physiotherapists trained in their own country. A real challenge! As for the Health Summer Camps, I design the content and activities for the postural prevention workshops that are taught by the local monitors we train. I also support the work of Xavier Santos Heredero, head of the Plastic Surgery Program, in the post-surgical recovery of patients operated on at Holy Spirit Hospital in Makeni.

What surprised you most about Sierra Leone?

Until I had the opportunity to get to know it and understand its history and traditions, I thought of Sierra Leone as a country linked to war and Ebola. It is a country that struggles to achieve social welfare by balancing its enormous ethnic and cultural differences. The peaceful coexistence of two religions, Catholic and Muslim, with collaborative ties and joint social actions in the area of education, are a sign that I always highlight and applaud. It is an example of tolerance.

What does volunteering give you?

It is an exceptional way of helping others by offering them your own knowledge, skills and abilities and, above all, ensuring that those you help are not dependent on you, but are self-sufficient and able to build their own future. In fact, international cooperation is a school of life that enriches you, shapes you and makes you very sensitive to social problems that, sometimes, from the comfort of the first world, are not valued. The affection and smiles you receive from the locals are the key ingredients for commitment. But also when you come back and see the fruits of your labor.

Had you volunteered before joining Viva Makeni?

Yes, I had. My experience in international cooperation, implementing training programs for physiotherapists and health personnel, started in 1998 with projects in Cuba, Algeria, Gambia, Bolivia, Bangladesh. ☒



Sleep well to live better

TEXT: CRISTINA BISBAL

The pace of life, stress, the use of electronic devices until late at night... There are many daily factors that make it difficult for us to have a sleep that, in addition to being long enough, is really restorative. Having enough time to dedicate to sleep is not everything. We must also prepare ourselves for this time by carrying out activities in keeping with it; and we must ensure that the environment is appropriate.



Getting rest is not only a pleasure, it is essential for maintaining a good state of health, but if we look at some national and global data, we might think that few people indulge in this habit. The WHO estimates that 40% of the world’s population suffers from a sleep disorder, while the Spanish Society of Neurology estimates that between 20% and 48% of the adult population in Spain has difficulty initiating or maintaining sleep. Of these cases, at least 10% involve a chronic and serious sleep disorder.

In Spain, perhaps because we enjoy so many hours of daylight alongside our evening cultural customs, we are very prone to sleeping fewer hours than recommended by The National Sleep Foundation, in other words between 7 and 9. “In our country we sleep around six and a half hours, which is well below the European average”, says María José Martínez Madrid, a doctor, member of the Spanish Sleep Society, and co-founder of Kronohealth, a circadian consultancy company.

This continued lack of sleep has a direct impact on people’s state of health, as the WHO explained in the conclusions of its 2004 technical meeting on Sleep and Health: “The main effects of sleep deprivation are physical (drowsiness, fatigue, hypertension), cognitive impairment (impaired performance, attention and motivation; decreased mental concentration and intellectual capacity and increased likelihood

of accidents at work and while driving) and mental health complications.”

The most restorative phase of sleep

Specifically, it is known that the REM phase is the most “restorative”, as it is the phase that best prepares you for the following day and the one that consolidates memory. Martínez Madrid explains that “While we sleep, the waste substances produced by our brain during the day are swept away. In other words, at night, ‘the sweepers come and clean our brain’ so that we can start the day anew. If this sweeping does not take place, toxic substances can accumulate that are related to the development of diseases such as Parkinson’s or Alzheimer’s.” This means that getting the right amount of rest is a matter that should be taken much more seriously than at present.

Our pace of life is one of the causes of poor rest among Spaniards, but not the only one: “We tend to go to bed later than we should”, says Martínez Madrid, “because we tend to shift our activity, meal times, and use of devices that emit blue light to later at night.” The environment is often not the most suitable either, with light, noise, heat or distractions

like cell phones or the TV. The consequence of all this is that our so-called “micro-awakenings” become longer, leading to what the doctor calls “fragmented and shallow sleep”, or poor quality sleep.

In fact, it is not only the number of hours that is important, but also the quality of our sleep. And there is still a considerable lack of knowledge and awareness in this area, as the chronobiology specialist explains: “The importance of sleep is increasingly taken into account, but not the time at which it occurs, nor the affects of day and night.” Indeed, each activity should be done at the right time: “For example, if we have to exercise but we don’t have time, we tend to subtract this from our sleep hours, or we do it at a time of day when we should already be preparing for sleep, delaying our bedtime and reducing both the hours and the quality of sleep.”

Goodbye to *vamping*

The other major, and increasingly important, handicap to a good sleep habit is related to the use and abuse of electronic devices at night, the so-called *vamping*. The culprit that causes us to lose sleep is the blue light they emit, because “They directly affect the circadian system, telling our brain that it is time to wake up and get going. This is because they work on the genes that control the biological clock, triggering the expression of those responsible for activity and wakefulness; but they also inhibit melatonin, a hormone necessary

40 %
OF THE GLOBAL
POPULATIONS SUFFERS
SLEEP DISORDERS

for a deep and restful sleep”, which the brain secretes during the night, in the dark. In fact, it does not secrete it during the day, in the light, and it has immunoprotective and antioxidant functions. For this reason, experts recommend turning off cell phones, tablets and computers at least 60 minutes before going to sleep, although 120 minutes would be ideal.

According to Kronohealth’s sleep expert, the synchronization of the biological clock is one of the keys to enjoying sufficient and restful sleep, and the use of devices can damage or break that clock.

So can shift work and night shifts, which can lead to the so-called shift worker syndrome (SWD); and social *jetlag*, i.e., that produced by changes in weekend schedules with respect to weekdays and related to nighttime social life or to something as simple as delaying the time we get up on Saturdays and Sundays to compensate for the fatigue accumulated from sleep deprivation on Monday to Friday. All this means that “the internal clock in our body, which works like an old-fashioned wind-up clock that has to be set every day”, can become damaged. ✕

**It is not only
the number of hours
that is important,
but also the quality
of our sleep**



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In Spain, perhaps because we enjoy so many hours of daylight alongside our evening cultural customs, we are very prone to sleeping fewer hours than recommended



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Tips for adjusting your biological clock

To get it back on track and adjust your internal clock, our sleep expert offers the following advice.

- **Be regular.** Have a regular schedule, not only for when you go to bed or get up, but also for meals, daily exercise, etc.
- **Make a distinction between day and night.** We must try to mark the difference between these two daily periods. "The day should be characterized by activity, exposure to light and social contacts, but the night should be silent, dark and distraction-free." And the cell phone can definitely be a distraction. For this reason, Beatriz Rodríguez Morilla, a psychologist specializing in neuroscience and an expert in circadian rhythms, advises you not to

look at your phone when suffering an episode of insomnia, even to find out the time.

- **Synchronization between the three clocks that mark our daily schedules:** "The internal one, marked genetically; the social one, marked by our work schedules and social contacts; and the environmental one, determined by the pattern of light and darkness. These three clocks should keep the same time; this would be a sign of good synchronization. If they don't, this can give rise to what is known as chronodisruption. This is responsible for the development and aggravation of many disorders and diseases", says Martínez Madrid.

Fundación MAPFRE workshops

Aware that rest is one of the main tools for preventing physical and psychological risks and, incidentally, being more productive, this is one of the workshops organized periodically by Fundación MAPFRE's health promotion area to help companies promote healthy habits among their employees. These eminently practical workshops, which cover topics related to emotional well-being, physical activity and nutrition, are given free of charge in companies through the Choose to Live Better program.



The risks of being and not being on the Internet

TEXT: ISABEL PRESTEL

Digital technologies should be a right for children, but in order for them to exercise this right, they must be given the opportunity to access the technology, while stressing the importance of training them in healthy ICT use and promoting digital education for children and adolescents in terms of online crimes.

In February 2021, Henrietta Fore, executive director of UNICEF, warned about the increased Internet use among children and adolescents. A problem that, although growing, was significantly exacerbated by the COVID-19 pandemic, during which “The lives of millions of children and young people were confined to their homes and their screens”, said Forte. She went on to say: “Children’s physical and emotional health is of increasing concern, and there is evidence to suggest that spending more time on the Internet leads to less outdoor activity, reduced sleep quality, increased symptoms of anxiety and unhealthy eating habits.

Other figures that have been appearing in recent months simply confirm the reasons for this concern. For example, according to a report by the Ministry of Health, 10.3 % of young people between 14 and 18 years of age gamble on the internet. And 52 % of adolescents practice vamping, in other words, they always or almost always check their electronic devices before going to sleep, a percentage that rises to 68 % between the ages of 15 and 17, according to a study conducted by the PiLeJe laboratory. In addition, minors are more exposed than

ever to endless interaction with a high degree of anonymity, which can lead them to access content that is harmful or unsuitable for their age; for example, *grooming*, or sexual harassment by adults; and *cyberbullying* by peers.

Fighting the digital divide

On the other hand, we cannot overlook the fact that ICT has facilitated the schooling of millions of children during the health crisis because, as Henrietta Fore herself says, “Technology and digital solutions offer considerable opportunities for children, allowing them to continue studying and stay entertained and connected.” But we cannot forget that often the solution is the problem, at least for part of the population. This is what is known as the digital divide.

It is precisely this issue that Carmen Gayo, director of the Office of the High Commissioner for the fight against child poverty, spoke about at a conference organized by Fundación MAPFRE and Pantallas Amigas entitled Children’s rights and parental mediation in the digital context. Because, in Spain, for one in four children living in resource-poor households, it is not possible to live in a digital world, which

requires connectivity —one in five households in Spain does not have broadband access—, equipment —235,000 households only have a cell phone to access the Internet—, and the ability and knowledge to use this technology. In this sense, Gayo declared that “If we want ICT to be a right for children, they must have the opportunity to access them.”

Early internet initiation

Borja Adsuara Varela, an expert in law, strategy and digital communication, expressed himself in a similar vein: “The greatest risk for minors right now is not being on the Internet.” Indeed, the use of ICT empowers them for a digital future, both occupationally and socially, but they need to have the appropriate tools and information to defend themselves. Because, according to the data at hand, it seems very likely that they will have to face undesirable situations. And this is a growing trend, if we take into account the fact that the age of technological initiation is getting increasingly lower. Specifically, Félix Barrio, deputy director of Cybersecurity for the INCIBE Society, the National Cybersecurity Institute, said that this stands at the age of nine. That is why there is so much

Minors are more exposed than ever to endless interaction with a high degree of anonymity, which can lead them to access content that is harmful or unsuitable for their age



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emphasis on starting education in the proper use of technology from childhood. What Camino Rojo, director of Public Policy and Philanthropy at Twitter Spain, calls offering children “digital literacy”.

It is up to parents to ensure that children are educated in the proper use of the Internet because, as Begoña Ibarrola, a psychologist, writer and specialist in emotional education, explains, just because they are “native users” does not automatically signify that this use will be “good”. In this sense, parental guidance rather than prohibition is essential. “If we avoid exposing them to the risks and dangers, they will not acquire the necessary tools. They must know how to overcome the bumps in the road.” And that is done, according to the psychologist, by working on their self-esteem, so that they never

become slaves to “likes” or fall into the “tyranny of joy” to which Instagram often subjects them. However, as parents we are not always equipped for this, as can be deduced from the data provided by Violeta Assiego, general director of the Rights of Children and Adolescents of the Ministry of Social Rights and Agenda 2030, who claims that “Two out of three children perceive that adults do not believe them when they complain about a situation of online violence.”

Types of parental mediation

As adults, making the effort to digitally support our children pays off. Very much so. The data offered by Maialen Garmendia, principal researcher at EU Kids Online, an international network of reference in the study of childhood, adolescence and ICT, leaves no room for doubt.

The 10 commandments of digital health

1. Do not abuse digital devices.
2. Set aside time for disconnecting.
3. Only follow the advice of professionals.
4. Check that your sources of information are reliable.
5. Use the information you find to take more and better care of yourself.
6. Learn how to surf the net safely.
7. Limit how much young children can use digital devices.
8. Encourage a balance between the real and the virtual among young children.
9. Do not share more than necessary on social networks.
10. Teach older children how to use digital devices.

Parents who mediate more frequently, as well as those who are more permissive in matters related to the Internet and social networks, are the ones who are more frequently aware of their children's negative experiences in this area. These are the conclusions of a 2019 study on the three types of parental mediation: enabling, restrictive and inverse. Although the first, the most effective, is gaining followers, Garmendia recommends starting early with digital guidance. "In the same way that the use of digital devices and platforms is beginning earlier and earlier, so should the family's mediation, in order to encourage safer and more responsible digital habits. We should not ignore the fact that children are more receptive to our recommendations than adolescents", she concludes.

At Save The Children they also advocate "positive education", focused on offering tools not only to children, but also to parents. This was confirmed by Lucía Martínez, head of Social Advocacy at Save the Children, for whom "control and supervision have greater limitations". According to reports from this NGO, in 2020, 3,430 cases of online crimes with a child as the victim were reported, including grooming, cyberbullying and sexting without consent. And 75% of children and adolescents had suffered some kind of online violence at some time. Faced with these figures, only action, education and training are adequate. ✕



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Fundación MAPFRE presents the ENDING project

School dropout is one of the main problems faced by the education system in the various European Union countries. One of the factors that has most impacted its increase in recent years is related to the inappropriate use of new technologies, both through misuse and abuse, as well as the risks associated with exposure to the digital environment at increasingly younger ages. The physical and psychological risks of abusing new technologies, together with misinformation or a lack of critical thinking, are an element of instability that can lead to school dropout, especially in the case of groups at risk of exclusion.

In this context, during the conference "Connected Citizenship", Alicia Rodríguez Díaz from Fundación MAPFRE's Health Promotion Area, presented the ENDING project, financed by the European Union through the Erasmus+ program. This project

involves developing a method focused on promoting responsible use of new technologies by adolescents. To this end, different materials will be created for teachers, young people and families that will provide tools and knowledge to prevent situations of risk, always from the perspective of promoting children's rights and with an emphasis on critical thinking and health as well as media and digital literacy.

The consortium carrying out this project, led by Fundación MAPFRE, comprises another four institutions from three European countries (Spain, Germany and Portugal) that have extensive experience in their field of activity: Pantallas Amigas, Policía Nacional, Universidad Politécnica de Oporto, Stiftung Digitale-Chancen.



Interactive experience and public service campaign look to save lives on US roads

TEXT: BRIAN HEFFRON IMAGES: ALLISON COLLARD DE BEAUFORT AND BRIAN HEFFRON

Look Both Ways, the initiative launched by Fundación MAPFRE in Boston, in 2016, with the goal of saving lives on US highways, in addition to being a public service campaign, is an interactive experience.

As she moved around the brick walkway at the center of the Worcester Polytechnic Institute (WPI) campus on a late October day, Allison Collard de Beaufort was in her element.

For the senior studying society, technology, and policy, the moment was a perfect blend of a college student socializing with her friends and an impassioned advocate advancing an important cause. As she talked about schoolwork and made plans with classmates making their way between classes, Collard de Beaufort encouraged them to stop to explore Fundación MAPFRE's *Look Both Ways* Virtual Reality (VR) driving experience. Participants don the VR headset and strap into the cockpit of a virtual car to navigate through city streets and test their safe driving skills.

Nearby was a collection of tablet computers where users played React, a touchscreen video game developed by the foundation. In the game, the user avoided distractions while piloting both a bicycle and a car. Both interactive experiences delivered the same message: keep your eyes on the road and watch out for pedestrians and other vehicles.

"The students were immediately interested in the program and seemed eager to participate, even willing to wait in the cold for their turn on the VR experience," Collard de Beaufort said. "I had friends reaching out to me throughout the day to make sure they'd have a chance to try out the game."

A tragic total of 38,680 people died in 2020 as a result of traffic crashes, the highest toll since

2007. An around 2.7 million Americans sustain some sort of traffic injuries every year. Too many of these tragedies are the result of being distracted, going too fast and often not focused on the people with whom they share the road. The data is alarming and the stories are heartbreaking.

The program's mission hit close home for Collard de Beaufort, a global youth road safety advocate.

"I'm very passionate about road safety because I lost three of my friends and classmates to car crashes in separate incidents within a span of 15 months," she said. "Terrifyingly, traffic violence is the leading cause of death for youth ages 10-24, both worldwide and in the United States."

Her losses spurred Collard de Beaufort to launch Vision



Allison Collard de Beaufort, society, technology and policy student.

Zero Youth Council, a youth-led organization that educates youth on traffic safety, empowers them to become vocal activists for safer streets, and engages them in working with local schools, nonprofits, and elected officials to reach their traffic safety goals.

Teenage drivers between the ages of 16-19 years old have a higher risk of getting into a car crash. In 2019, almost 2,400 of them were killed in car

crashes in the United States and 260,000 suffered crash-related injuries.

Recognizing that young people are not only most adversely affected, but also the ones who can bring about real change, Fundación MAPFRE launched Look Both Ways in Boston in 2019 as part of its efforts to achieve Goal Zero globally. The event, held in Boston's City Hall Plaza, generated exposure with more

than 20,000 people. It engaged thousands who cared about safety and the impact on sustainability by making streets more friendly to pedestrians and bicycles.

The name Look Both Ways serves a double meaning. It encourages people to literally look left and right, regardless of how they're getting around town, and to also look out not just for themselves, but also for the people with whom they share the road.

The pandemic forced the program to the sidelines in 2020 before it hit the road again in the fall of 2021, bringing original road safety inspired artwork and interactive games to college campuses and high schools in Massachusetts. WPI was the latest stop on a tour that also included places like the University of Massachusetts, Polar Park, the minor-league home for the Boston Red Sox, and the Topsfield Fairgrounds.

“Fundación MAPFRE is committed to educating and engaging Massachusetts citizens to improve road safety behaviors and ultimately reduce and eliminate road injuries and fatalities,” said Linda Johnson, officer in charge of relations with Fundación MAPFRE in the US. “Through a public service campaign and our interactive experiences, we are reaching out to young people and encouraging them to think about others with whom they share the road, and act with

more awareness and empathy for fellow drivers, pedestrians and those using other modes of transportation, including bikes and scooters.”

The program visited Hingham High School near Boston in partnership with Boston Children’s Hospital. A guest speaker talked to the students about her own experiences in making poor choices that led to a serious car crash. She was in a coma and had to learn to walk and talk again. The story was powerful for the students, who then used the immersive tablet experience to play the React challenge.

“Look Both Ways provided an engaging experience for our students that not only supported the learning objectives of our health course, but gave them an interactive format that they loved,” said Karen Beatty, health teacher at Hingham High. “The student feedback was really positive and we look forward to having the exhibit and presentation again.”

To reach beyond the students at the events, the “Look Both Ways” story emerged as a public service campaign that included a TV commercial and billboards. Fundación MAPFRE partnered with the Massachusetts Department of Transportation to reach drivers across the region.

As a result, the PSA earned positive media coverage, garnering more than 4 million impressions, as well as positive engagement on social media.

The entire program has brought Fundación MAPFRE’s Look Both Ways message to more than 12 million people across Massachusetts in 2021.

Playing off the negative stereotype of ‘aggressive and rude’ Massachusetts drivers, the campaign flipped the script and encouraged people to be “aggressively nice” on the road. The PSA was launched in June to capitalize on the lifting of COVID-19 restrictions and reports that traffic had returned to pre-pandemic levels in Massachusetts.

In a scene from the TV commercial, a pedestrian who rushes into the street and almost gets struck by a car yells at the driver. The driver yells back.

“I’m sorry,” the pedestrian shouts.

“I’m sorry,” the driver responds.

“I shouldn’t have crossed,” the pedestrian says.

“I shouldn’t have been going so fast!”

The humorous take on a serious issue hits the most important note of the campaign. Let’s look out for each other. ❌



Students with virtual reality glasses





Senior Talent Map 2021, a GPS for the silver economy

TEXT: ÁNGEL MARTOS

Although entrepreneurs are often thought of as young people eager to take on the world, there is a large sector of society over the age of 50 who, either out of necessity or for pleasure, want to tackle new business and do it well. For these people, Fundación MAPFRE has published a practical guide showing exactly how to do it.

If information is power, the Senior Talent Map 2021 empowers us all. The report by Fundación MAPFRE's Ageingnomics Research Center offers an employment snapshot highlighting the light and shade of the population between the ages of 55 and 75. *And it proposes changes to take full advantage of the benefits offered by the silver economy.*

Any civilized society generates its own mythology that serve to explain the world. In the past, the Greeks recounted their stories in the form of gods and heroes and it is such a powerful synthesis that it is still with us today. Today, the universe of comics, after entertaining us, also helps us to understand some of the debates that subjugate us, even without meaning to. This is the case, for example, of one of the most popular and contemporary characters: Spiderman. His story, that of the teenager with extraordinary

abilities fighting against evil, is also that of youth making its way against its elders, who in this imaginary world of Marvel embody all kinds of villains. Ageism is the negative perception of the gray-haired, and it can lead to job discrimination (as Hollywood actresses have been complaining for years). Indeed, it has become so pervasive in society

that even in pop fiction it seems it is the law that senior characters should be used exclusively to represent the worst instincts. But reality has its own superpowers, and an insurmountable one is demographics.

This is demonstrated by the Senior Talent Map 2021, a report by Fundación MAPFRE's Ageingnomics Research Center, which shows us a snapshot of Spain's senior population (between 55 and 75 years old), whether they are self-employed, employed or entrepreneurs. In Spain, between 2008 and 2020, due to a combination of the decline in fertility and the marked aging of the population, 2.8 million young people (16-34 years old) will have been "lost" and 2.9 million active people over the age of 55 will have been "gained". However, the snapshot has "light and shade", as stated by one of its authors, Iñaki Ortega, a doctor in Economics and



Cover page of the *Senior Talent Map 2021*, report, prepared by Fundación MAPFRE's Ageingnomics Research Center

“Our activity rate is lower than that of our European neighbors: there are fewer seniors in Spain willing to work than in other parts of Europe”, Ignacio Ortega



Paloma Frial, 66, is president of FrialTec, an advanced food research and development center.

university professor. On the one hand, there are 4.1 million people in this age group working, 25% of whom are self-employed. On the other, “Looking at the data, we can affirm that there is a certain degree of ageism”: there are half a million seniors who want to access the labor market and cannot. Half of these jobless people have been stuck in this situation for more than two years. Moreover, the number of unemployed seniors has tripled since the beginning of the financial crisis in 2008. At the same time, “Our activity rate is lower than that of our European neighbors: there are fewer seniors in Spain willing to work than in

other parts of Europe”, Ortega explains.

This is not the case, for example, of Paloma Frial. Her relationship with the food sector began at the tender age of 13 and at 66 she is now president of FrialTec, an advanced food research and development center that manufactures products such as Vidalim, an Omega-3 supplement that provides the minimum daily amount of the substance recommended by the European Food Safety Authority (EFSA) for a healthy diet. Frial has not even thought about when to step away into the placid limbo of retirement: “I don’t understand the idea of

setting a date, because life itself will do it... It will happen when you lose your enthusiasm or when you think you no longer have the strength to continue with what you are doing.”

Frial belongs to that age range in which working, according to the Senior Talent Map 2021, is “very exceptional”: “The majority of active seniors are concentrated in the 55 to 59 age group (60 %). The next bracket accounts for 35 %, and from the age of 65 onwards the figures are irrelevant... all of which confirms the prevailing culture in Spain of an early exit from work.” “It seems to me that this is a very big loss of the knowledge acquired over the years”, the executive emphasizes, “there may be a great deal of enthusiasm, and in fact there is, because age is not always the reason people have more strength or desire, it all depends on the circumstances... I know young people who are 80, and not so young people who are only 30; I’m sorry, that’s the reality.”

The Senior Talent Map is, in this sense, a splendid reality check. So let’s take a look at the data: the population over 55 years of age in Spain comprises more than 15.5 million people, which represents 32% of the total. This means that almost one out of every three Spaniards is over this age, as well as one out of every five actively working people. Three quarters of the older employed work in the private sector, with the rest working in the public sector. The educational level of these workers has improved, although there is still a third who went

no further than the first stage of secondary school. Proof of this improvement is that one third of men and 40% of women employees have a university degree. The flip side of these figures is that the unemployed population over the age of 55 has tripled since 2008, to a total of 508,000 people. In terms of the gender gap, there are more unemployed women than men.

The employment purgatory when you are over 55

“The chances of finding employment after the age of 50 are very low”, confirms Alonso Jiménez, a doctor in Psychology and also an author of the study (the third author is Rafael Puyol, PhD, from the Complutense University of Madrid, where he has been professor of Human Geography). Faced with this almost insurmountable difficulty,

many seniors have opted for self-employment, where they have certain advantages over young people, such as having a more developed networks of contacts, a stronger financial position, the ability to mobilize resources and to give legitimacy to their projects. Today, one out of every four people registered in the Social Security system is self-employed (some 900,000 people) and “In the 70-and-older age bracket, 72% of those who are registered are self-employed”, Jiménez confirms. Being self-employed, however, is not an “entrepreneurial” option, it is largely a necessity to remain active in the final years of working life.

“I would advise a worker over 50 who has just been made redundant to avoid immediately establishing a cause-effect relationship between their

situation and their capabilities”, recommends Benigno Lacort, CEO of Atenzia, a company specializing in the social and health fields. Lacort is 58 years old and defines himself as a *babyboomer* (belonging to the generation born between 1957 and 1977) with a lot of life and hopes ahead of him still. He is particularly sensitive to ageism in the labor market. But since there is no better way to send the message than by setting an example, his company has launched the Atenzia 45/45 program, which means having a minimum of 45% of the workforce over the age of 45. The goal? “To retain talent by trying to ensure long professional careers in a company, such as ours, whose great asset is the experience of our professionals.” Internationally, large companies are integrating various strategies into their

The Spanish population over the age of 55 comprises more than 15.5 million people, which represents 32% of the total. This means that almost one out of every three Spaniards is over this age, as well as one out of every five actively working people



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organizations to tap senior talent. Amazon has the Upskilling 2025 program to equip workers, especially the most vulnerable such as older adults, with new skills, abilities and competencies. The Swedish company Vattenfall offers its employees over 58 years of age the possibility of reducing their working hours to 80% while keeping 90% of their salary and 100% of their pension plan contributions. Google (Alphabet) has created the *greyglers* working group, which helps the company advocate for the needs of older search engine users and their applications as they age. And the Coca Cola group's Aquarius soft drink brand selects the best senior-led entrepreneurship projects every year.

These pioneering initiatives are just a few examples of how good practices in human resources are beginning to catch on in the most

conscientious companies. But the truth is that, as Iñaki Ortega points out, in job offers, “In a natural way, most *résumés* do not pass the first filter simply because of age... We should have blind *résumés*, in which your age is not visible, that do not lead to prejudice.” The fact is that ageism has become part of Spanish culture without any limits having been set by the institutions, and only now is society starting to become aware of the economic and vital loss this entails. As revealed by Fundación MAPFRE's Senior Talent Map, the Spanish economy is suffering “a loss of opportunities in terms of wealth that various international studies have estimated at several GDP points.”

While we are only just recovering from the ravages of the coronavirus pandemic, we cannot afford to miss opportunities for development, such as taking

advantage of the so-called *silver economy*, precisely through the people who know the market best. In an increasingly similar way to the fight against racism or sexism in the workplace, ageism needs its own movement to speak out against it. Just as the diversity of races and sexes in a workforce is a source of wealth, so too must age be. And Spain is in the best position to be the country of reference in terms of the *silver economy*, as the report confirms, “due to its leadership in longevity, the healthcare and dependency system, and its openness to the outside world.” This opportunity will be lost if seniors are not present in a labor market that must be naturally diverse.

But what makes Spain different from our neighboring countries in our concept of age and work? “It's a set of circumstances,” Ortega confirms:



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At the international level, large companies are integrating different strategies into their organizations to take advantage of senior talent

While we are only just recovering from the ravages of the coronavirus pandemic, we cannot afford to miss opportunities for development, such as taking advantage of the so-called *silver economy*

“We have a generous and robust social welfare system that has allowed early retirement through collective bargaining agreements, which has been encouraged by both the public and companies.” In addition, the falsehood has spread that destroying senior employment creates young employment. All this leads to the fact that “Seniors themselves become ageist and end up accepting these situations willingly”, says Ortega. To combat this feeling of being “too old” for the job you are doing or aspire to, Benigno Lacort appeals to the superpower of demographics: “According to the Bank of Spain, in 2050 there will be two people over 65 for every three actively working people. In other words, you should stop feeling ‘old’ and start feeling ‘normal’”.

At this point, which avenues and solutions can help build a fairer labor market for all? Elena Sanz, General Director of People and Organization at MAPFRE and a contributor to this Map, believes we need “a change of mentality in leaders, so that they do not write off talent after the age of 55, and a change of mentality in the people themselves. They must understand they have to continue evolving, learning and being part of new projects and of this transformation of skills that both companies and self-employed workers are going to need.” Redesigning the professional careers of seniors to include flexibility, both in terms of contracts and working hours, in addition to adapting the

Benigno Lacort, the CEO of Atenzia, a company specializing in the social and health sectors, is 58 years old and defines himself as a *babyboomer*.



workspace to ergonomics, health and well-being criteria are some of the steps that many companies are beginning to take. Today, 90 % of senior workers have full-time contracts, although there is a clear difference between the sexes: 95 % of men work while this is only 80 % of women. In this respect, Ortega defends the need to look for temporary or part-time forms of contracting senior assets: “It is an opportunity, I think it is better to work under those conditions than not to work at all... Work is a way to socialize, have income, enjoy a better old age and better mental health.”

The role of the legislative framework is also crucial for the promotion of senior talent, as stressed by Íñigo Sagardoy, President of Sagardoy Abogados and professor of Labor Law at Francisco de Vitoria University. His ten proposed reforms include, for example, “Legally reinforcing the right to ‘generational equality’ through a full and more explicit recognition of equal treatment and opportunities regardless of age.” And “Extending the content of the current Equality Plans to the generational sphere, including protocols on age-based harassment.” ✕

Another way to help

TEXT: LAURA SÁNCHEZ

Solidarity birds

Students and teachers from the Faculties of Agronomy and Veterinary Medicine at the UNICEN (National University of Central Buenos Aires) are proposing a way to restore the peace, harmony, calm and tranquillity taken away by the coronavirus, through birdwatching and the project “Aves Solidarias” (Solidarity Birds). In the toughest months of the lockdown, this group realized that through the windows of their homes they could observe birds, their characteristics, behavior, and so on. The participants posted photos of their sightings on the internet and shared their “field notebooks” with other bird lovers.

The group’s leaders came to the conclusion that observing these animals, in addition to connecting people to nature, contributed to their psychological stability and stimulated their patience. “We

all learn, we interact with popular knowledge and we train each other”, explains one of the leaders of Aves Solidarias. “We work together to help rebuild and reinforce



the social fabric, where the sense of belonging is one of the cornerstones, and birds are natural intermediaries in this effort to strengthen ties. For the participants, birds become key elements and companions in this pandemic

that, unfortunately and in many areas of the world, requires us to stay in our homes.”

Aves Solidarias already has nearly 1,000 followers on Facebook and Instagram, the two social networks it uses. The activities and interactions are permanent and take place in Argentina, the birthplace of the project, as well as in Peru, Chile and Guatemala, among other countries. The group is made up of students, senior citizens, adults, kindergarten students, teenagers... the photos come from professional cameras, cell phones, tablets, and so on. All contributions are welcome and are a constructive part of the project, which is neither a contest nor a bird census. “The idea is to take another look at ourselves, at nature, at our society, it is a search for well-being, harmony and tranquillity.”

For more information:
<https://www.facebook.com/aves.solidarias.7>

The Olympic spirit and refugees

Empathy, teamwork, sacrifice, solidarity... sport tries to instil certain values that are particularly important when it comes to helping other people, and there are few vehicles as powerful when it comes to raising people's awareness of less well-known issues. These include the plight of refugees, and the Olympic Games are a magnificent platform for appealing to the collective conscience.

It all started at the Rio 2016 Olympic Games: that year, the International Olympic Committee decided to create a team from athletes who had been forced to leave their respective countries because of war or political persecution. There were ten members of the team in Rio, including Syrian swimmer Yusra Mardini, who fled the war via the Aegean Sea in a dinghy with 17 other people. When the boat began to take on water, she

REFUGEE OLYMPIC TEAM



and her sister jumped into the sea to hold onto the boat and push all their compatriots to safety.

This year, this team, sponsored by the IOC and the United Nations Refugee Agency (UNHCR), has grown to 29, with members from Afghanistan, Cameroon, the Republic of Congo, Eritrea, Iraq, South Sudan, Sudan, Syria and Venezuela. Their flag? the Olympic flag. Their anthem? the Olympic anthem.

IOC President Thomas Bach addressed them during his speech at the opening ceremony of the Tokyo Games to offer them the recognition they deserve. He went on to say that their courage and dedication will serve as an inspiration to so many people suffering similar situations. "You fled your homes because of violence, hunger or simply because you were different", he said. "We offer you a peaceful home. Welcome to our Olympic community."

For more information: www.olympics.com/ioc/refugee-olympic-team-tokyo-2020

Weaving stories

The idea behind the solidarity campaign "Tejiendo Historias" (Weaving Stories) is that people, particularly older adults in the Las Heras department in Argentina, knit a woollen garment and send it together with a story they have written that is linked to knitting and solidarity. The garments and stories then go to children and elderly people in the Uspallata and Alta Montaña area, a region very close to Aconcagua and a natural pass to the Andes Mountains. A little weather information is enough to get an idea of the extreme conditions experienced by the poor people in the area: the weather in the city of Uspallata is harsh and cold, with absolute minimum temperatures that can drop below -17°C in the winter. The average minimum temperature in June is -2.5°C while the average maximum is just 14.8°C.



The hope of the campaign is that around 800 people from Uspallata and Alta Montaña will receive, on the one hand, the warmth of a new winter garment to protect them from the low temperatures and, on the other, the human warmth that comes from the words of the person who knitted that garment for them and

who shares an experience through a text: advice, a few words of inspiration or a beautiful story. In addition, the knitters can write their name and contact information in the texts they send.

Most of the people who will knit the garments take part in the online workshops organized by the senior citizens' area, as well as various senior citizens' centers in the region that are part of the virtual program "Mañanas Compartidas" (Shared Mornings).

For more information: <https://lasheras.gob.ar/2021/06/29/donar-abrigos-que-cuentan-historias/>

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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@FMgoalzero
@KBrfmapfre
@FM_ageingnomics

INSTAGRAM

@mapfrecultura
kbrfmapfre

THE BEST TWEET

Rehabilitation is key to improving the quality of life of people with multiple sclerosis. They helped Silvia so much that she now works with them.



Fundación MAPFRE

Come and get inspired in our exhibition rooms and be amazed by the beauty of the real. Discover the exhibition: "Morandi. Resonancia infinita" until January 9, 2022 in our Fundación MAPFRE Recoletos Hall.

Book your ticket now!
<https://bit.ly/3GwkoSW>

#ExpoMorandi #FM_Contigo



Fundación MAPFRE



Remembering them is a lesson learned, because we know that being responsible saves lives.

We don't want to have to remember them, we want to keep living with them.

#FM_Contigo #WDOR2021

Objetivo Cero

ADAS systems

ADAS systems benefit the driver, the passengers, pedestrians and other road users.

We tell you what they are in this video!

<https://www.sistemas-adas.org/>

#FM_WithYou #RoadSafety



Fundación MAPFRE



Doctors, nurses, shop assistants, waiters, waitresses, policemen, bus drivers...

So many professionals work hard at this time of the year to take care of the rest of us.

We would like to express our recognition and gratitude to all of them.

#FM_Contigo #FelizNavidad

 fmapfre



Thank you for all you do for us.

Merry Christmas!

#FM_Contigo #FelizNavidad

 kbrfmapfre

"Photography is born from a life experience",
Paolo Gasparini.



Thanks to the artist's need to capture the moment, viewers can see other worlds through unimaginably distant windows. We can empathize, we can dream and, above all, we can remember, because photography elevates these moments, making them eternal. Paolo Gasparini's exhibition at KBr Fundación MAPFRE is an attempt to capture the sensitivity of a unique artist and convey this directly to the visitor, creating a dialogue. Visit it until January 16.

 mapfrecultura

In the exhibition - María Herreros



María Herreros
[@mariaherreros](#), visual artist, walks us through the Judith Joy Ross exhibition. Which photographs will you find most interesting?

#FM_Contigo
#CulturaSegura
#ExpoJudithJoyRoss
#art #madrid
#museo #madridmemola
#arte #museum
#igersmadrid #painting
#spain #estaes_madrid
#museos #photography
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#artwork
#contemporaryart
#PlanesMadrid

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Remember that accelerating a lot, apart from being dangerous and increasing fuel consumption, wears out the brakes.



#FM_Contigo #CirculaSeguro #SeguridadVial #Coches
#Frenos #MantenimientoCoches #Tips

 **mapfreFcultura**
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Enjoy still lifes, landscapes and metaphysical painting at [#ExpoMorandi](#).

Recoletos Hall in Madrid

Until January 9th

Monday (except holidays) from 2:00 pm to 8:00 pm.

Tuesday to Saturday from 11:00 am to 8:00 pm.

Sundays and holidays from 11:00 am to 7:00 pm.

Book your ticket now!

[#FM_Contigo](#)



 **Fundación MAPFRE**
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Do you want to know which dish we kicked off the 3rd edition of Practicooking with?

Here's a clue: Here's a clue: you've probably tasted the red version, but the dish prepared by @DanielMChef4 and his daughter Claudia is green. Can you guess what it is?

<https://bit.ly/3pB8bGk>

[#FM_Contigo](#) [#Practicooking](#)

 **Fundación MAPFRE**
@FMobjetivocero



If you do it right, everything goes smoothly. Using a scooter in the city is a fantastic alternative for personal mobility.

We tell you, together with [@ClubRACC](#), what you should do to enjoy the ride safely.

[#FM_Contigo](#) [#SemanaDeLaMovilidad](#) [#SEM2021](#)
[#MobilityWeek](#)

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You can now book your ticket to the exhibition "Paolo Gasparini: Campo de imágenes", which will open its doors on September 30th. A journey through two opposing worlds that exist together in the images captured by the photographer. Don't miss it!

[#KBrPaoloGasparini](#)



I believe



Yes, we believe. Because the thousands of Fundación MAPFRE volunteers from 27 countries don't consider the planet a lost cause, ***and are going to make it a better place.***

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BUILDING A **MORE HUMANE** FUTURE

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