



PREMIOS  
SOCIALES

Years  
**50**

Fundación  
**MAPFRE**

SOCIAL  
OUTREACH  
AWARDS

# FUNDACIÓN MAPFRE, SOCIAL OUTREACH AWARDS,

A RECOGNITION OF THE WORK  
OF OTHER PEOPLE



Fundación MAPFRE Social Outreach Awards 2024. Front row, from right to left: Mr. Andrés Allamand, Mr. Antonio Huertas, Ms. Núria Espert, HM Queen Sofía, Mr. Manuel Bretón, Mr. José Luis Martínez-Almeida and Ms. María Rosa Martínez. Second row, from right to left: Mr. Antonio Miguel-Romero, Ms. Valentina García, Mr. David Evangelista, Ms. Elena de Borbón, Mr. José Gómez Martín, Mr. Jose M. Inchausti and Mr. Julio Domingo.

THINKING ABOUT OTHER PEOPLE. SEEKING THE WELFARE OF SOCIETY. TO MAKE THE WORLD A BETTER PLACE. THAT IS WHAT THE PEOPLE AND INSTITUTIONS DO, THAT EACH YEAR ARE RECOGNIZED IN OUR SOCIAL OUTREACH AWARDS.

AND THAT IS WHY WE ARE PROUD TO PROMOTE THESE AWARDS, WHICH WANT TO HIGHLIGHT THE COMMITMENT AND SOLIDARITY OF THOSE PEOPLE WHO ALTRUISTICALLY DEDICATE THEIR TIME AND EFFORT TO OTHERS.

THANKS TO ALL OF THEM, WE LIVE IN A BETTER WORLD.

TOGETHER WE ARE HELPING TO BUILD A MORE HUMANE PRESENT AND FUTURE.

# WE ARE GENUINELY MOVED BY YOUR WILLINGNESS TO HELP

Fundación MAPFRE's goal is to improve living conditions in our society. In order to do this we also work in key areas such as health, accident prevention and road safety, social action, access to culture, insurance and social welfare.

Throughout our history, in the areas where we take action and in the countries where we operate, we have had the opportunity to meet and work with people and organizations engaged in effecting change in order to improve the world around us.

These awards arose out of the need to showcase and express our gratitude for the work of so many people who have also decided to take part in the mammoth task of improving this world.

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“DEMONSTRATES ITS WILLINGNESS TO GIVE BACK TO THE WORLD PART OF WHAT IT RECEIVES AND ENCOURAGE THE MOST ADVANCED AND SUCCESSFUL PRACTICES FOR PROMOTING HEALTH, INSURANCE, SOCIAL ACTION, AND PREVENTION AND ROAD SAFETY, AMONG INDIVIDUALS AND INSTITUTIONS”

**Her Majesty Queen Sofia (2015)**

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Her Majesty Queen Sofia receives the José Manuel Martínez Martínez Lifetime Achievement Award 2015.

# THE WORLD BELONGS TO EVERYONE



Mary's Meals, 2018 winning entity.  
School feeding in some of the world's poorest countries

There is room for everyone in our Social Outreach Awards. Public figures and anonymous citizens, large-scale international projects and small local initiatives. We want to recognize both those people who dedicate part of their time and give a voice to those who need it most, as well as the associations that work in local communities and on projects that directly benefit those around them.

The number of nominations for our awards grows with each new call. More and more people are prioritizing solidarity and social engagement with the rest of society.

We receive the most applications from Europe, the United States and Latin America. The increasing reach of these awards spurs us on in our efforts to make the world a better place.

# THREE SOCIAL OUTREACH AWARDS + TWO BIENNIAL AWARDS

Each year we present our Social Outreach Awards in three categories:

**The José Manuel Martínez Martínez  
Lifetime Achievement Award**

Recognizing effort and dedication to others.

**Award for the Best Organization for its Social Outreach**

We look for organizations that strive to transform our society.

**Award for the Best Project or  
Initiative for its Social Impact**

We support differentiating projects that substantially improve the lives of many people.

In each edition, one of two biennial awards is presented:

**Prize for the Best Initiative in the Agro-livestock Sector**

We promote initiatives aimed at modernizing rural areas.

**Julio Castelo Matrán International Insurance Award**

We support work that promotes economic stability and solidarity through insurance and/or social welfare.



Antonio Huertas speaks to the attendees of the award ceremony for the Social Outreach Awards 2017.

# A FLOWER FOR GROWING

THIS IS OUR PRIZE



H.M. Queen Sofia presenting the José Manuel Martínez Martínez 2022 Lifetime Achievement Award to the businesswoman and fashion designer Carolina Herrera.

Our award is in the shape of a flower. The sculpture, which features an orchid, was created exclusively for our Social Outreach Awards by the artist Rafael Muyor.

In addition to this recognition that our orchid confers, each award, in the different categories, has a 30,000 euro prize.

These awards seek to support the award-winning people and initiatives by not only showcasing and publicizing their projects, but also by giving them a financial boost to help them achieve even greater things.

The awards ceremony is presided over by H. M. Queen Sofia, who presents the accolades. At the ceremony, which is widely covered by the media, we showcase the work of our award winners, people and institutions that work towards the common good and contribute to making the world a more humane place.

# SOCIAL OUTREACH AWARDS 2024

Once again this year, Fundación MAPFRE has celebrated its Social Outreach Awards ceremony.

From among the hundreds of nominations for this edition, from Europe, the United States and South America, the winners in each of the categories were the following:

**Núria Espert**, José Manuel Martínez Lifetime Achievement Award.

**Special Olympics** was recognised as the Best Organization for its Track Record in Social Causes.

The “Mora re-” initiative, a cooperative promoted by **Cáritas**, won the Award for the Project or Initiative with the Best Social Impact.

And **Cárnicas Joselito, S.A.** received the 3rd Award for the Best Initiative in the Agricultural and Livestock Sector.



Awards Presentation Ceremony 2024

# THE VOICE OF THE WINNERS IN 2024



THE JOSÉ MANUEL MARTÍNEZ MARTÍNEZ LIFETIME ACHIEVEMENT AWARD FOR A PROFESSIONAL CAREER

“This honor that I have received with great affection and respect, from Fundación MAPFRE, recognizes the work of my entire professional career and, at the same time, without knowing it, is rewarding many other people. There are two drivers that have governed my career and my life: my ambition to continue growing artistically, and the strength that the love I have always found around me has given me and which has pushed me onwards until today”.

**Nuria Espert,**  
actress and stage director



AWARD FOR THE ENTITY WITH THE BEST TRACK RECORD IN SOCIAL CAUSES

“Sport helped me get out of my comfort zone and discover that, with effort and dedication, the limits we think we have only exist in our minds.”

**Valentina García Lluch, athlete**

“This award is a powerful symbol of what can be achieved when a community comes together to promote inclusion, equality and dignity for all people of all abilities, without distinction.”

**David Evangelista, President of Special Olympics Europe-Eurasia.**



AWARD FOR THE PROJECT WITH THE BEST SOCIAL IMPACT

“Moda re- is much more than a textile recycling project. It represents a comprehensive vision in which sustainability, human dignity and solidarity are intertwined in each recovered garment.”

**Manuel Bretón,**  
president of Cáritas Española



AWARD FOR THE BEST INITIATIVE IN THE AGRICULTURAL AND LIVESTOCK SECTOR

“This award not only recognizes our passion for the Black Iberian pig, but also our dedication to caring for the land that makes it possible. Because, as we say at Joselito: regenerating nature is regenerating life.”

**José Gómez Martín,**  
CEO of Cárnicas Joselito, S.A.



# WE ARE SO PROUD OF OUR AWARD WINNERS

It is not easy to choose examples from among the personalities and institutions that have received our awards, as each and every one of them stands out on their own merits. In addition to Her Majesty Queen Sofía (2015), we can highlight Vicente del Bosque (2017) and Emilio Aragón (2018), clear examples of commitment and generosity. Scientists and intellectuals such as Margarita Salas (2008), Pedro Laín Entralgo (1995); medical professionals like the cardiologist Valentín Fuster and the psychiatrist Luis Rojas Marcos (both 2016); associations that work every day to fight diseases on different fronts, including AHEDYSIA, the Humanitarian Association for Degenerative Diseases and Childhood and Adolescent Syndromes (2010) and the Aladina Foundation (2016); charitable organizations that focus their efforts on positively impacting society, such as the Fundación Colores de Calcuta and the volunteer firefighters of the NGO Ayuda en Acción (2015); as well as projects that fight to promote healthy lifestyle habits, such as Cardiac Risk in the Young in Great Britain (2014). Those people who ensure food safety and care for the rural environment (Agrindus, S.A. 2018).



Clockwise: Antonio Huertas with the volunteer firefighters of the NGO Ayuda en Acción (2015); Emilio Aragón (2018); Paco Arango, Fundación Aladina (2016); Valentín Fuster and Luis Rojas Marcos (2016); Vicente del Bosque (2017); Roberto Jank, Agrindus, (2018); and Jumana Trad, Fundación Promoción Social de la Cultura (2015).

# WINNERS IN THE 2023 EDITION

“Without a doubt, experience makes you appreciate the details of each stage and enjoy moments like this in a special way. Receiving this award today is immensely satisfying and perhaps in my early years as a driver it would have flown by more quickly, without leaving as much of an impression and joy as it does now”.

**Carlos Sainz Cenamor, World Rally Champion. The José Manuel Martínez Martínez Lifetime achievement Award for a Professional Career**

“We began to look for answers, explanations, in an attempt to try and understand suicidal behavior. And we learned that it is a complex phenomenon involving multiple variables and risk factors, where there are common feelings: suffering, hopelessness, incomprehension and feelings of loneliness”.

**Sergio Tubio Rey, founder and coordinator of the Suicide Attempt Intervention Unit of Madrid City Council's Fire Department. Award for the project with the best social impact**

“We invest in a number of projects aimed at solving socioeconomic and environmental problems. Thanks to donations like today's from Fundación MAPFRE, we are taking advantage of a period of diversification, geographic expansion, recruitment of new partners and broadening the number of populations that benefit. Being here today encourages us to do more and do it even better”.

**Rebecca Tavares, president and CEO of BrazilFoundation Award for the entity with the best track record in social causes**

“From all the different perspectives I have gained in insurance, I have been able to see how insurance companies are essential for supporting the economic and social development of a country. Its medium- and long-term business model, its professionalism and its experience in risk management make it a great ally”.

**Pilar González de Frutos, ex-president of UNESPA. The 11th Julio Castelo Matrán International Insurance Award**



Clockwise: Rebecca Tavares, presidenta and CEO of BrazilFoundation; Carlos Sainz, world rally champion; Pilar González de Frutos, ex-president of UNESPA; Sergio Tubio Rey, founder and coordinator of the Suicide Attempt Intervention Unit of Madrid City Council's Fire Department.

# WINNERS IN THE 2022 EDITION

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“All the award winners have undertaken generous and important social work so that the people who, for different reasons, need our support, have the opportunity of a better life and we can achieve the common good.”

**Carolina Herrera, fashion designer. The José Manuel Martínez Martínez Lifetime achievement Award for a Professional Career**

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“I would like to extend this award to all the workers in the Ukrainian health system. Hospitals are one of the last strongholds of humanity in the midst of war and the response of the healthcare workers brings tremendous meaning to this maxim.”

**Paula Gil, president of Doctors Without Borders Spain. Award for the project with the best social impact**

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“For all of us who are in some way part of Fundación Integra, receiving this award is an immense honor and a stimulus to continue growing and making it possible for the most disadvantaged people and those with fewer opportunities to reintegrate into society, to become part of it thanks to a job.”

**Ana Botella, president of Fundación Integra. Award for the entity with the best track record in social causes**

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“We regard this award as a recognition of our courageous idea of transforming difficulties into opportunities and of combining history and tradition with the present and the future.”

**Carlos Moro, Bodega Matarromera. Award for the best initiative in the Agricultural and Livestock Sector**



Clockwise: Carolina Herrera; Carlos Moro, President of Bodega Matarromera; Ana Botella, President of Fundación Integra; Paula Gil, President of Doctors Without Borders Spain.

# WINNERS IN THE 2020/2021 EDITION

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“This recognition crowns a very special year for me, in which we are celebrating 60 years of music on stage. A life dedicated to music in which I always kept in mind the importance of using my microphone not only to sing, but also to address issues that would create dialogue and help us move towards a more just world.”

**Raphael, singer and artist.**  
**The José Manuel Martínez Martínez Lifetime achievement Award for a Professional Career**

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“This award for our ‘360 social development model’ reminds us that we have come a long way in 20 years. We have impacted and transformed more than 245,000 lives, but we want to go even further, we want to touch more hearts, we want to change more lives, and that is where we are headed.”

**Catalina Escobar, president of Fundación Juanfe.** Award for the project with the best social impact

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“We owe it to the society that trusts us every day because it knows that our motto, hope, means we cannot leave anyone behind.”

**Miguel Carballeda, president of Grupo Social ONCE.** Award for the entity with the best track record in social causes

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“Researchers, including professors, must work for mutual understanding, knowing that legitimate disagreement brings us closer to compromise, to the meeting point, which is none other than to work and give the best of ourselves to knowledge and to our social environment.”

**Abel B. Veiga, professor of insurance law and commercial law, Universidad de Comillas.** The 10th Julio Castelo Matrán International Insurance Award



Clockwise: Raphael, artist; Abel B. Veiga, professor of insurance law and commercial law at the Universidad Pontificia Comillas in Madrid; Miguel Carballeda Piñeiro, president of the ONCE Social Group; Catalina Escobar, founder and president of Fundación Juanfe.

50<sup>Years</sup>  
Fundación  
**MAPFRE**

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