

Annual Report

2025

Fundación
mapfre

A close-up photograph of two people's hands clasped together. The person on the left is wearing a light-colored, long-sleeved shirt with the cuffs rolled up. The person on the right is wearing a brown, ribbed sweater with three buttons visible at the cuff. The background is a soft, out-of-focus golden light, suggesting a sunset or sunrise. The overall mood is warm and intimate.

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INTRODUCTION

Let's go even further!

Each year offers us the opportunity to pause, look back, and better understand the meaning of the path we've traveled.

However, in 2025, that reflection took on a much broader scope.

As we celebrated half a century of history at Fundación Mapfre, we were reminded that our story is built on sustained commitment, active listening, and shared action.

And also that people are behind everything we do.

Together we've woven a living memory that today inspires us, responsibly and with confidence, to keep on responding to the social challenges of our time.

"Progress is only possible when you think big; it is only possible to advance when you fix your gaze on the distance."

José Ortega y Gasset

For five decades, every step taken by Fundación Mapfre has been an opportunity to improve people's lives, a tangible way of opening new pathways toward a more humane future.

In 2025, as we reached our **50-year** milestone, that shared journey allowed us to look back with gratitude and, at the same time, reaffirm the values that have guided us from the beginning.

Talking about half a century means revisiting a lot of history, and at times memory is blurred by the passage of time.

Yet, as **His Majesty King Felipe VI** reminded us during the commemorative ceremony held in June, this path has been built by adding together all the specific projects, daily actions, outstretched hands and **gestures that have transformed lives.**

A trajectory sustained by commitment, dedication and solidarity.

Each of the initiatives developed throughout 2025 reinforced this calling to weave a solid network of social action and to strengthen human capital, not only in professional terms, but also in values.

We share the hope expressed by His Majesty that this spirit will continue to grow and reach ever more people.

We're one big family and that's how we experienced this significant moment everywhere we're present.

We celebrated alongside the **people and institutions that have accompanied us over the years**, at events such as the gala held at the Boston Museum of Fine Arts in the United States, and the institutional trip to Brazil to learn about the social impact of the projects we support in São Paulo.

We also marked the occasion through participatory initiatives, such as the international photography contest in which employees from all over the world shared their view of what Fundación Mapfre represents: its history, its commitment, and its role in society.

This same spirit was particularly visible during Global Volunteering Week.

Our volunteers, the true driving force behind the Foundation, mobilized in hundreds of activities around the world to acknowledge these 50 years with a single voice, doing what we do best: helping others. Initiatives such as the special edition of the ONCE lottery ticket in Spain, the commemorative issue of our magazine, and so many other actions helped give this moment the recognition it deserved.

From an institutional standpoint, in June we brought leading experts together in Madrid for the **European Symposium on Corporate Foundations**, a space for reflection and dialog in which we shared experiences and analyzed the present and future challenges of the sector.

In line with this cooperation and focus on the region, we promoted the **Manifiesto for the Silver Economy in the Ruta de la Plata regions**, an initiative developed in conjunction with the authorities of Andalusia, Extremadura, and Castile and León to highlight the potential of longevity as a driver of social and economic development and regional cohesion.

In the fall, we unveiled the **Fundación Mapfre's Red Ibérica**, an invitation to continue building the future from within our regions by bringing together organizations committed to the social, cultural, and rural development of Spain and Portugal.

At a time when our towns, traditions, and landscapes need to be heard, this network champions cooperation as a catalyst for change, joining forces to preserve heritage, promote inclusion, and create opportunities where they are needed most.

Along the same lines, through the **2025 +Rural Call**, within the framework of the **ESF+**, we continue to support third sector organizations to implement initiatives across different regions.

Because solidarity is always present, both in everyday life and at the most testing times.

In 2025, we mobilized **emergency aid for Texas** following the heavy rains that devastated the region; we donated more than 10,000 kilograms of food to the Asociación Pato Amarillo in Madrid through a campaign involving our volunteers; and 25 organizations received support through the **17th Call for Social Project Grants**, focused on improving the quality of life of children and young people living with rare diseases, disabilities, or in situations of vulnerability.

To round off this commitment, in December our **Solidarity Market** once again demonstrated that joining forces can have a real impact, raising over €55,000 for the participating not-for-profit organizations.

Throughout 2025 we also strengthened our commitment to research in key areas such as **insurance, social protection, and well-being**, with a particular focus on **mental health** while we continued to promote the prevention of unintentional injuries.

Culture was also at the top of the bill during the year.

We received the **Patronage Award** from the Community of Madrid in recognition of the long-term work and commitment that has turned our exhibition halls into a benchmark in the city's **cultural agenda**.

During the year we took art to society with diverse proposals, including *1924. Other surrealisms*, Sakiko Nomura's intimate photography, as well as the exhibitions dedicated to Helen Levitt, Edward Weston, and Raimundo de Madrazo.



In Barcelona, the Port Olímpic and our KBr photography center consolidated their reputations as meeting places for culture and leisure, thanks to an open and diverse program developed together with the local administration.

Over this five-decade journey, we have continually surrounded ourselves with inspiring people.

This is reflected in the many recipients of the **Fundación Mapfre Social Outreach Awards** throughout their history.

Among them stands **Maestro João Carlos Martins**, recipient of the Lifetime Achievement Award and a shining example of artistic excellence and social commitment.

The same can be said of the individuals and teams recognized through the **Fundación Mapfre Social Innovation Awards**, which in 2025 honored projects using artificial intelligence for early cancer detection, solutions for ageing at home, and child bicycle-safety systems.

As our **Chairman Antonio Huertas** pointed out at the grand final, innovation only makes sense when technology benefits people and helps reduce inequalities.

And that is the view we want to transmit from Fundación Mapfre.

A new year begins and, with it, we renew the commitment that has always guided us: transforming realities.

2025 allowed us to pause, assess what we have achieved, and confirm that our work has tangible and meaningful impact.

In 2026, we aim to move forward with that certainty, with hope and determination.

We are also facing a new milestone: **renewing how we present ourselves to the world.**

This isn't simply a visual change- it's a renewed way of connecting with society.

Because times change and so do we.

What remains intact is our purpose:

Working to improve people's lives.

With our hearts fully committed to that mission, we look to the future and say with conviction:

Let's go even further!



1. Governing bodies

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Daniel Restrepo Manrique



2. Mission, Vision, and Values

MISSION, VISION, AND VALUES

Driven by a spirit of altruism, we advocate social transformation as a fundamental cohesive element that results in quality of life for everyone. This fight against inequality and lack of opportunities goes beyond simple charity, and we try to ensure that anyone who receives our help becomes a multiplier of the social change we want to see. Our scope of action is global: we care about people and their needs no matter where they live.

In all the activities we undertake we are governed by a series of distinguishing principles. These are:



In 2025, several institutions recognized our work. We are grateful for this acknowledgment, which encourages us to continue pursuing the mission we have believed in for fifty years:

- **March 7, 2025:** During the institutional ceremony held to mark the feast day of the patron saint of the Barcelona Fire Department, Fundación Mapfre received an honorary plaque in the silver category, from the hands of the Mayor of the city, Jaume Collboni. This distinction highlights the important work carried out by the Foundation in the field of fire prevention, particularly in the home environment.



- **May 28, 2025:** Konecta Foundation Award - Employability Category, for the Juntos Somos Capaces (Together We Can) project in the framework of the 20th anniversary of Konecta Foundation.
- **August 22, 2025:** Jesús Hernández Hueros, an employee of Fundación Mapfre, was awarded the OBA Outstanding Service Award, International Cooperation Category - Academic Merit 2025. This recognition was awarded by the Organization of American Firefighters in acknowledgment of his work strengthening the local capacities of fire departments and emergency systems in Latin America and the Caribbean.
- **September 22, 2025:** Patronage Award from the Community of Madrid Cultural Awards, granted in recognition of the sustained support provided to Spanish society and culture and the ability to develop one of the most ambitious exhibition programs in the country.
- **September 23, 2025:** Gandía Council recognized our Planet SDG Caravan program within the framework of the European Mobility Week.
- **October 9, 2025:** To mark the 70th anniversary of Visión y Vida, we received an award for our contribution to children's visual health, motivated, among other things, by the research into the visual status of schoolchildren in Spain that we presented last year.
- **October 24, 2025:** Award in the Good Practices in Prevention category within the framework of the VII Meeting on Prevention and Emergencies, organized by Alcobendas Council. This recognition is an important institutional endorsement of our commitment to the promotion of fire safety and accident prevention, as well as the work by the entire team on the design and implementation of innovative initiatives aimed at reducing risk and protecting the general public in emergency situations.
- **November 7, 2025:** The Spanish Council of Cardiopulmonary Resuscitation presented Fundación Mapfre with an award recognizing the support provided to research into out-of-hospital cardiac arrest in Spain.
- **November 11, 2025:** Dona2 Award from Fundación Kike Osborne in the Support category.
- **December 17, 2025:** At the Casa de Vacas del Parque del Retiro in Madrid, a special award ceremony was held for institutions and organizations that promote, encourage and raise the profile of the "guardian agents", presented by the Spanish Federation of Municipalities and Provinces. This recognition highlights the commitment and dedication of organizations that make a significant contribution to the protection and guidance of minors in the educational and social fields, in this specific case in relation to the prevention of traffic injuries.

To find out more

- [Institution website](#)



3. Foundation activities during 2025



[General table →](#)

AWARDS



Fundación Mapfre Social Innovation Awards

Social Outreach Awards

Recognizing and expressing our gratitude for the commitment, generosity, and solidarity of those who, through their work and the example they set in their lives, help make society better, more humane, and more just is what inspires us each year to convene the Fundación Mapfre Social Outreach Awards.

This year we received a total of 1,125 nominations across the four award categories. Each winner receives a €40,000 cash prize and a sculpture created exclusively for the awards by the artist Rafael Muyor.

The awards ceremony was held on October 8 and was presided over, as usual, by Her Majesty Queen Sofia and Antonio Huertas, Chairman of Fundación Mapfre. We would also like to highlight the participation of Elma Saiz, Spain's Minister of Inclusion, Social Security and Migration.

Lifetime achievement award

João Carlos Martins

João Carlos Martins (Brazil, 1940), pianist and conductor, received the award in recognition of his exceptional artistic career, his resilience, and his commitment to social transformation through music.

Considered one of the greatest contemporary interpreters of Johann Sebastian Bach, his career began at the age of eight, and at 20 he made his debut at Carnegie Hall, invited by Eleanor Roosevelt. Throughout his life, he has performed with the world's leading orchestras, recorded the complete keyboard works of Bach, and conducted prestigious productions, reinventing himself as a conductor when he was no longer able to perform as a pianist. Despite suffering multiple injuries, neurological illnesses, and a violent assault that kept him away from the piano for more than twenty years, Martins was able to perform again in 2019 thanks to the use of bionic gloves.

In 2006, he founded the Fundação Bachiana, which promotes access to culture and high-quality music education in Brazil, particularly among vulnerable young people. This foundation brings together professional musicians and young talents in orchestras such as the Bachiana Filarmônica SESI-SP, and has taken music to schools and remote areas.

Award for the Entity with the Best Track Record in Social Causes

International Confederation of the Society of St. Vincent de Paul

The International Confederation of the Society of St. Vincent de Paul has been supporting the most vulnerable people for almost two centuries. Founded in Paris in 1833 by a group of university students, today it has more than two million volunteers in 155 territories, develops more than 2,500 projects, and helps 30 million people in vulnerable situations each year.

The organization is active in areas such as housing, health, education, employment, and emergency aid. Notable initiatives include the construction of dignified housing in countries such as Eswatini, programs for older adults in Chile, and intergenerational projects in Malaysia. In the healthcare field, it provides medical care in hospitals, clinics and mobile units in countries such as Brazil, Lebanon and Egypt. The society also promotes education through schools and awareness-raising campaigns, as well as entrepreneurship programs, microcredit initiatives, and sustainable development projects.

In Spain, the Society of St. Vincent de Paul first started its work in 1849, and it currently carries out more than 240 projects that benefit more than 156,000 people each year. Its activities include food distribution, education and literacy programs, support for older adults living alone, assistance for hospitalized patients, human rights advocacy, and emergency response in situations such as the flooding following the DANA storm in Valencia.

Internationally recognized, the Society of St. Vincent de Paul is a member of organizations such as the UN and UNESCO, and collaborates with entities such as Caritas, the Red Cross and the Daughters of Charity.

Award for the Project or Initiative with the Best Social Impact

Habitat for Humanity

100,000 floors to play on, in the Dominican Republic, is an initiative of Habitat for Humanity International in collaboration with the Inter-American Cement Federation (FICEM).

In Latin America, around 50 million people still live in more than 10 million homes with dirt floors, which leads to health problems and a lower quality of life. The initiative aims to replace dirt floors with concrete floors in 100,000 homes across Latin America and the Caribbean by 2028.

Since its launch in 2022, the program has transformed nearly 20,000 homes in 14 countries, benefiting almost 100,000 people, and has demonstrated significant improvements in health, economic stability, and overall well-being.

Each project uses low-carbon concrete produced locally with recycled materials, which not only strengthens homes against natural disasters but also generates employment within local communities. In the Dominican Republic, 3,200 new floors have been installed in 120 communities, benefiting 9,927 people.

As a result of the program, medical expenses have decreased, families' financial stability has improved, and there has been a reduction in school absenteeism, along with improvements in mental health, self-esteem, and satisfaction with housing conditions.

12th Julio Castelo Matrán International Insurance Award

Alejandro Izuzquiza

Fundación Mapfre awarded this prize to Alejandro Izuzquiza for his research into *Public-private collaboration in the Spanish insurance system: the Insurance Compensation Consortium (CCS) and the management of compensation in extraordinary risk insurance*. The work analyzes the role of the CCS in disaster management, demonstrating how effective the Spanish model is in caring for thousands of victims.

In his analysis, Izuzquiza highlights the CCS as being a unique example in the world of effective collaboration between the public and private sectors in contexts of extraordinary risks (earthquakes, floods, volcanic eruptions, terrorism, etc.), where the insurance response must be coordinated and rapid. Events such as the October 2024 floods in the Valencian Community, the La Palma volcanic eruption in 2021, the Lorca earthquake in 2011, and the March 11, 2004 terrorist attacks demonstrate how this model enables efficient management, avoiding delays, misinformation, and jurisdictional conflicts between insurers.

The award also recognizes Izuzquiza's distinguished professional career. He holds a degree in Economics from the Complutense University of Madrid, served as a State Insurance Inspector, and was Director of Operations at the CCS, where he promoted innovations that modernized the institution and strengthened its response capacity. After decades of service, he retired in March 2024.

To find out more:

- [2025 Social Outreach Awards Winners](#)

Fundación Mapfre Social Innovation Awards

Technology and innovation must have a humanistic purpose and help reduce inequality gaps between people

Antonio Huertas, Group executive chairman of Mapfre

Social innovation is essential and the key to transforming the world because it places talent and technology at the service of people. For this reason, and with the aim of finding solutions that have an important capacity to initiate social transformation, Fundación Mapfre instituted the Social Outreach Awards, which in 2025 reached their eighth edition. This initiative aims to improve people's lives through entrepreneurial projects and teams capable of developing proposals with high social value. The awards are supported by IE University as the academic partner of the program.



These awards are divided into three categories—safe and sustainable mobility, the silver economy, and health improvement and digital technology (e-health)—and cover four geographical areas: Brazil, Latin America, the US, and Europe. In the latest edition we received 350 entries.

On May 12, the awards ceremony was held at the Reina Sofía Museum, with the participation of Juan Cruz Cigudosa, Secretary of State for Science, Innovation and Universities; Andrés Allamand, Ibero-American Secretary General; Antonio Huertas, Chairman of Fundación Mapfre; and Diego del Alcázar Benjumea, CEO of IE University.

The three winners of this edition received, in addition to a cash prize of €40,000 each, *mentoring* and *coaching* from IE University, and they became part of Red Innova, Fundación Mapfre's social innovation network.

Red Innova offers its members the opportunity to enhance their personal projects and skills through events, activities, knowledge-sharing initiatives and interactive master classes taught by experts in each subject and designed exclusively for them.

Health improvement and digital technology (e-HEALTH)

PEGASI (Chile)

PEGASI SAIL merged from a deeply personal and painful experience but has since become a tool with real impact for thousands of patients. By harnessing artificial intelligence, the initiative is transforming how cancer is diagnosed and treated, optimizing a timeframe that can sometimes mean the difference between life and death. This award reinforces our commitment to keep developing solutions that break down barriers, integrate health systems, and bring hope to those who need it most.

Luis Santiago, co-founder and CEO of PEGASI SAIL

[Pegasi](#)

A solution that uses artificial intelligence to improve early cancer detection and optimize care coordination between patients, hospitals and healthcare professionals.

Economy of ageing - Ageingnomics

[HELPFUL VILLAGE \(United States\)](#)

Older people deserve to age at home, surrounded by their community, with independence, dignity and real support. Seeing how my mother, after retirement, faced loneliness and lack of purpose, led us to discover the Village Movement in the United States, and we realized that many communities needed tools to better organize their mutual support. That's all we needed to create Helpful Village.

Manuel Acevedo, founder and CEO of Helpful Village

A platform that manages the ageing at home model and makes it easy to ask for help 24/7 by automating procedures and offering video calls, interactive maps and the geolocation of volunteers.

[Helpful Village](#)

Accident prevention and safe and sustainable mobility

COCOON (Sweden)

This award reinforces the idea that sustainable mobility must also be safe, especially for children. At Cocoon, we don't just design an airbag, we design peace of mind for moms and dads who want to ride their bikes without worrying. This gives us strength to keep growing, learning and contributing to greener cities, but also to more humane ones.

Emma Garatea, founder and CEO of Cocoon

[Cocoon](#)

To find out more

- [Eighth Edition of the Social Innovation Awards](#)

KBR Photo Award

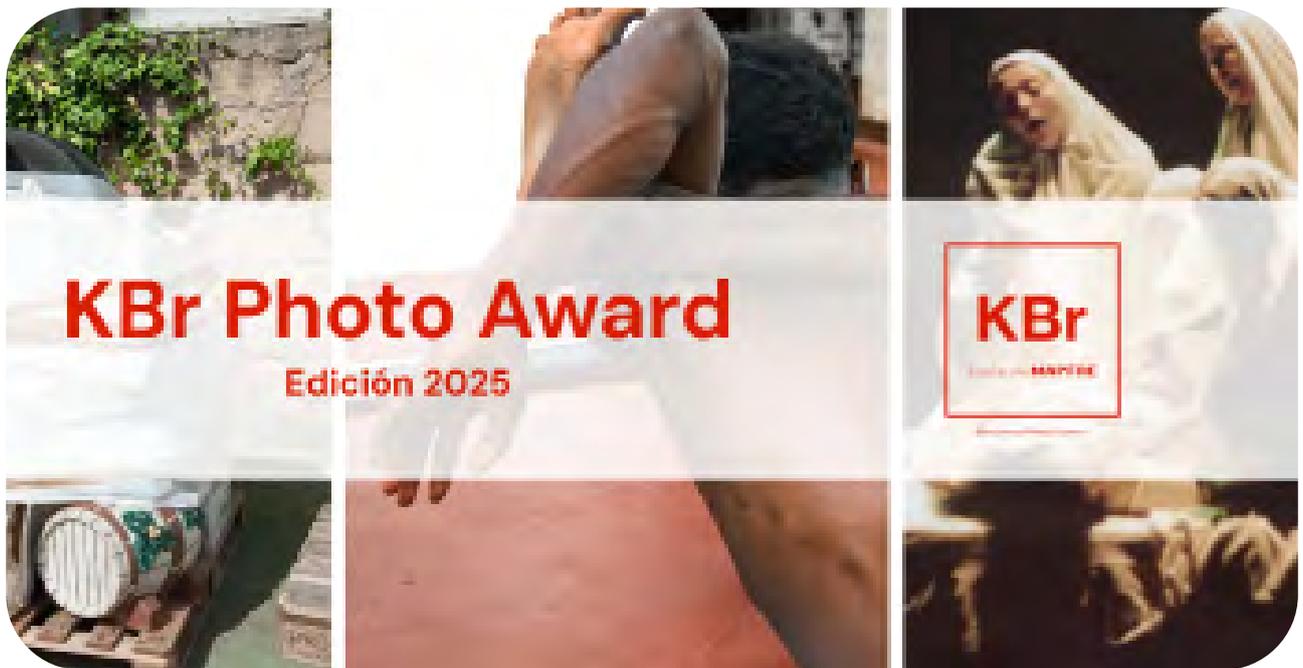
The third edition of the KBr Photo Award was held in October. Established in 2021 as a tool for enhancing the projection and prestige of KBr, the award's main purpose is to contribute to the recognition of photographers with an already established professional career whose work demonstrates artistic values of particular significance within the tradition of documentary photography.

The prize, to which only unpublished projects may be submitted, is international, awarded biennially, and has a €25,000 prize. In addition, the winning project is displayed in the Foundation's two exhibition halls (Barcelona, Madrid) and the corresponding catalog is published.

More than 400 entries from all over the world were received for this third call. The award went to the Spanish photographer and visual artist Gloria Oyarzábal, for her project *Appunti per un'Orestíade africana una democrazia en fatiga III*. The judging panel's unanimous decision recognized the project's contribution to postcolonial research and reflection on African countries.

To find out more

- [Gloria Oyarzábal](#)





[General table →](#)

SOCIAL AID



Social Employment Project

The Social Employment Program aims to provide opportunities to help the most vulnerable groups enter the workforce, offering them the possibility of building a meaningful life project and achieving professional fulfillment. The program includes several initiatives, most notably Juntos Somos Capaces, which promotes the workforce inclusion of people with intellectual disabilities and mental health conditions, and the Accedemos employment grants, to support the hiring of vulnerable groups in microenterprises.

In addition to these initiatives, this year we have promoted employability in rural areas by awarding grants to various social organizations that develop socio-labor inclusion projects in municipalities with fewer than 30,000 inhabitants. These grants, targeting small business owners, self-employed workers, and social organizations, encourage the creation of employment opportunities in rural environments, helping to strengthen local communities and population stability.

Juntos Somos Capaces

Juntos Somos Capaces (Together We Can) is a flagship project in Spain with more than fifteen years of experience, aimed at promoting the inclusion of people with intellectual disabilities and mental health conditions into the workplace. This involves coordinated work among social organizations, public authorities, and companies, including tailored workplace adaptation processes.

The project encompasses various activities, including raising awareness among companies through inclusion events and solidarity initiatives, identifying job opportunities and candidates, and collaborating with social organizations to develop training and employment pathways.

The program has also succeeded in engaging the public authorities, either by welcoming new employees or by raising awareness of how important it is to hire people with intellectual disabilities or mental health conditions.

Since its launch in 2010, the program has reached around 10,000 companies, of which 6,900 participate actively, and has facilitated more than 6,700 job placements for people with intellectual disabilities or mental health conditions. At present, the program has become a **benchmark among workforce integration programs** aimed at this group. Its success is the result of the direct collaboration of 891 social organizations and 272 companies, all within the framework of current legislation governing the workforce inclusion of people with disabilities.

To find out more

- [Video summary of the program](#)



Barista at the Juntos Somos Capaces Program

Accedemos employment grants 2025

2025 saw the 14th edition of the Accedemos employment grant program, for which the deadline for submitting applications was October 28.

In this edition, we awarded 510 grants aimed at promoting employment in small and medium-sized enterprises, with self-employed professionals, and social organizations, primarily in rural areas, and facilitating access to employment for groups that experience greater difficulties in finding employment: people under 30, those over 50, and other vulnerable groups.

We also gave an extraordinary 61 additional grants aimed at supporting production recovery and the **keeping people in jobs throughout the municipalities affected by the DANA storm in the Valencian Community and Andalusia.**

In the 2025 edition, the total amount awarded was €1.96 million.

Data on the Accedemos grants awarded in 2025:

- 68% were allocated to new jobs in rural areas (populations of less than 30,000 inhabitants).
- 63% went to hire women.
- 58% were full-time contracts.

Including this call, since 2013, Fundación Mapfre has provided a total of 7,418 job creation grants with an investment value of €27.8 million.



Awards ceremony for the social employment program in Lleida

Apprentices' workshop

Through this project, Fundación Mapfre promotes the socio-labor inclusion of young people at risk of exclusion, primarily migrants, by providing training in traditional trades in high demand, specifically masonry, plumbing, carpentry, painting, and electrical work.

Thanks to an agreement with Fundación Accem (a third-sector organization specializing in the social and workforce integration of vulnerable groups), the first edition of the Apprentices' Workshop kicked off in June. The program was implemented in Asturias, Guadalajara, Malaga, Seville, and Valencia, with 80 participants. The training programs consisted of 200 to 300 hours of theoretical and practical instruction, covering both the technical aspects of the trades and soft skills related to interpersonal relations and customer service. The training was also complemented with driving theory and practical classes so participants could get a driving license if they required one for their work.

Overall, the project produced very positive results, both in terms of the number of participants who completed the training programs and in the proportion of apprentices who secured employment after completing their training, with a job placement rate of nearly 80%. The following table shows the results obtained in each of the centers where this training program was developed:

Location	Initial participants	Final participants	% course completion	No. of job placements	% placements
Asturias	16	17	106%	9	53%
Guadalajara	16	15	93%	14	93%
Málaga	16	16	100%	14	88%
Seville	16	16	100%	12	75%
Valencia	16	12	75%	11	92%
TOTAL	80	76	95%	60	79%

In addition to the training courses for young people, the project included awareness-raising workshops aimed at potential recruiters in order to promote social awareness and the potential workforce insertion of the participants.

In its final phase, the project included job-search support and placement activities, connecting apprentices with companies in these sectors through the employment networks managed by Accem and the Fundación Laboral de la Construcción.

To further support job placement, Fundación Mapfre provided financial incentives to employers for six months, partially offsetting salary costs when participants were hired on permanent contracts. Through these grants, in addition to facilitating hiring by SMEs and self-employed professionals, we aim to ensure that participants can continue their training through stable, real employment.

To find out more

- [Video presentation of the project for its promotion in social networks](#)

ASTURIAS



GUADALAJARA



MÁLAGA



SEVILLA



VALENCIA



dIANA app

In 2025, we developed a new app based on generative artificial intelligence designed to support the autonomy of people with intellectual disabilities and mental health conditions. The project was developed in collaboration with Fundación GMP, with the participation of users from Plena Inclusión Madrid.



Hackathon dIAAna Group

Internships in companies

Special mention should be made of our collaboration with the University of Extremadura, through which we continue to sponsor fifty scholarships for university graduates and master's students. These scholarships enable them to carry out internships in SMEs with up to 20 employees, microenterprises, self-employed businesses, and third-sector organizations that form part of the Extremadura business community.

Along similar lines, in 2025 we continued our collaboration with the University of Salamanca to award 50 internship scholarships to final-year students and recent graduates. These scholarships support their training and facilitate their entry into the workforce in Salamanca, Zamora, and Ávila.

Boosting rural employment

As part of its strong commitment to supporting rural areas, Fundación Mapfre has co-funded projects aimed at socio-labor inclusion in sectors considered emerging sources of employment, thereby complementing existing job-placement initiatives in traditional trades. Specifically:

- Emplea Rural developed by Fundación Mahou San Miguel, aimed at the training and workforce inclusion of vulnerable groups, mainly migrants, in the hospitality and rural tourism sector. A total of 75 young people participated in this project, with an insertion rate of 81.3%.
- Cuida Rural+, developed by the Asociación de Familias y Mujeres del Medio Rural, aimed at training rural women to get jobs in the field of care, involving 146 women in different provinces.

To find out more

- [Fundación Mapfre Social Employment Program Video](#)
- [Juntos Somos Capaces](#)

#SéSolidario Project

Solidarity is one of the key social values for coexistence. That is why the SéSolidario Project seeks to raise awareness among people so that they support social initiatives managed by small organizations in Spain.



Asociación ALTAMAR microgrant

The project includes several activities, described below.

Euro Solidario

In 2025, through the Euro Solidario initiative, we supported two projects with enormous social impact. The first, in collaboration with the Coordinadora Solidaria de Valencia, focused on developing the **La Estiba Responde DANA 2024** program, which arose in response to the catastrophe. This project was structured around six key areas: the distribution of emergency supplies and kits, clean-up brigades, operation of heavy machinery, the setting up of community kitchens, the creation of a digital classroom to process aid applications, and support for educational centers. The second project was carried out in collaboration with the **ATENPACE association**, to acquire physiotherapy and gym equipment to improve the care and quality of life of children with cerebral palsy.

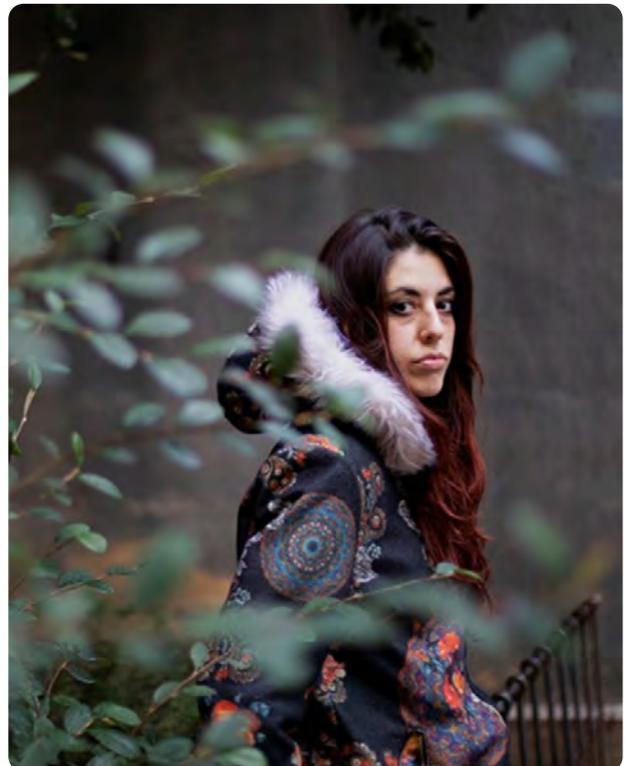
Since its inception, Euro Solidario has raised more than €1 million thanks to the generosity of thousands of Mapfre employees, who voluntarily contribute one euro per month from their salaries to support high-impact social projects.

Social projects through the Enterprise Mobility / Road Forward Program

In 2025, Fundación Mapfre reached a collaboration agreement with **Enterprise Mobility Global Foundation** (United States), whereby the latter will donate, within the framework of its Enterprise Mobility / Road Forward program, a total of €1.2 million between 2025 and 2029. The agreement states that Fundación Mapfre will use the amounts received to develop social projects in Spain over this period.

We have received the first payment, of €400,000, which has been used to support the following projects:

- School awareness program for the early detection of borderline personality disorder among young people, in collaboration with AMAI TLP.
- Palliative care and physiotherapy treatments for girls with Rett syndrome, in collaboration with the Mi Princesa Rett Association.
- Training and socio-labor inclusion program for young people with intellectual disabilities, in collaboration with APANID.
- Medical care and physiotherapy assistance for children with rare diseases, in collaboration with Fundación Ana Carolina Diez Mahou.
- Employment training program for Roma women, in collaboration with the Fundación Secretariado Gitano.
- Development of a training center in areas affected by the DANA flooding in Valencia, in collaboration with the Fundación Altius.



Enterprise - AMAI TLP

Aid for groups at risk of social exclusion

The 17th edition of our Call for Social Aid focused on supporting projects run by organizations working to improve the quality of life of children and young people with rare diseases, disabilities, mental health conditions, and/or situations of vulnerability, as well as that of their families and communities. In this edition, we received 437 project proposals and awarded 25 grants of €5,000 each, for a total of €125,000.

We launched a campaign to help people affected by the rains in the state of Texas. Thanks to this initiative, we channeled more than US\$73,000 to cover the basic needs of the most severely affected families. In October, we also approved an extraordinary grant of €50,000 to provide basic necessities to families affected by the heavy rains in Mexico, through the Mexican Red Cross.



In 2025, the sponsorship and micro-donation programs continued through various activities. We also helped give visibility to initiatives led by small social organizations, allocating €60,000 in micro-grants to help meet their most urgent needs.

On June 25, we delivered a truckload of food to the headquarters of the Pato Amarillo Association in Madrid. This action formed part of a solidarity campaign that included internal food collection drives at various Mapfre offices and the purchase of essential goods, financed with the €18,000 raised through the campaign. The goal was to strengthen support for families in vulnerable situations by distributing fresh food and baby food. Volunteers were actively involved in the unloading and organization tasks, underlining our commitment to improving the living conditions of disadvantaged groups.

On December 14, we held our traditional Solidarity Market at Hotel Wellington in Madrid, involving the participation of 11 social organizations and raising nearly €56,000. In addition, we offered Fundación Mapfre products and organized a raffle, which raised more than €2,000, all of which was donated to the Asociación Guerreros Púrpura, whose mission is to improve the quality of life of children affected by metabolic and neurodegenerative diseases.

Since the start of the project in 2016, we have helped more than 900 small social organizations through financial contributions of more than €7.4 million, while also providing them with the training necessary to develop their activities and raise the profile of their work. Currently, more than two thousand small social organizations in Spain are registered in this project.

To find out more

- [Sé Solidario](#)
- [Sé Solidario video](#)

International Social Projects

International Social Projects have a clear objective: **to eradicate the extreme poverty of children and young people** in large urban centers in 28 countries. To this end, we collaborate with more than 90 social organizations in the development of integral education projects that include basic education activities and nutritional and health support. A unique aspect of these projects is that our support is provided over a period of several years, guaranteeing tangible and objective results.

In 2025, we continued to collaborate in already-consolidated projects and also launched others in Belgium, France and Ireland. This year, we supported the education of 87,602 children and young people through 102 projects carried out in 28 countries, in collaboration with 91 organizations.

To find out more

- [International Social Projects](#)

European Social Fund +

Calls for +Rural Grants

The calls for +Rural Grants are part of the **Social Inclusion, Child Guarantee and Fight against Poverty Program** of the 2021 - 2027 ESF+ programming period. They select projects submitted primarily by third-sector and social economy organizations, which are implemented entirely in rural areas (municipalities with fewer than 30,000 inhabitants), within the following measures under Specific Objectives H and K:

- 2.H.03 Pathways for the workforce insertion of vulnerable people in rural areas through employment opportunities.
- 2.K.02 *Projects* to facilitate access to social and healthcare services (general, mental and dental), follow-up, support, and home care for dependent and vulnerable groups.
- 2.K.03 Actions to improve training in the field of healthcare or social-health care.

Following the awarding of grants under the second +Rural Call 2025, the allocation rate of the funds managed for the 2021–2027 programming period has reached €23.9 million, of which €5.2 million come from Fundación Mapfre's own funds. In total, more than 12,000 people will take part in the different actions developed by the 31 projects selected in the two calls for proposals.

2023 Call for +Rural Grants

During 2025, six projects selected in the **2023 Call for +Rural Grants** were completed, with a total value of €6 million (four were for socio-labor inclusion; and two for care improvement). Over their two-year period, these projects involved a total of 4,582 participants, all living in municipalities with fewer than 30,000 inhabitants, across 36 provinces in 13 autonomous communities.

To find out more

- [+Rural Fundación Mapfre](#)

2025 Call for +Rural Grants

The 2025 Call for +Rural Grants, endowed with €18 million, was launched on April 10 and closed on July 15, receiving 87 applications with a total requested amount of nearly €63 million.

From these applications, 25 projects were selected, with funding per project ranging from €350,000 to €1.5 million, to be implemented over a period of one to two years. The total amount allocated amounts to €17,878,000, broken down by the different measures as follows:

Measure	No. operations	Total amount
2.H.03 Pathways for the workforce insertion of vulnerable people in rural areas through employment	11	€7,863,000
2.K.02 Projects to facilitate access to social and healthcare services (general, mental and dental), follow-up, support, and home care for dependent groups	10	€8,208,800
2.K.03 Actions to improve training in the field of healthcare or social-health care.	4	€1,791,200
TOTAL	25	€17,863,000



The selected projects will reach more than 8,400 beneficiaries and will be implemented during 2026 and 2027 across 40 provinces in 13 autonomous communities, according to the following distribution:



The projects and organizations selected under the 2025 +Rural Call for Grants are listed in the final resolution published on the website.

To find out more

- [+Rural 2025](#)

Profile-raising activities

In addition, and in order to comply with the commitments established with the Managing Authority in our role as an intermediate body, particularly with regard to the communication and visibility requirements set out in the regulations, in January we organized the **Forum on Challenges and Opportunities in Rural Areas** in the city of Mérida. The event was attended by 165 participants, primarily from associations and third-sector organizations, and was closed by the President of the Autonomous Community of Extremadura, María Guardiola. On this occasion, the central themes of the round table discussions were the following issues:

- Retaining and attracting talent and promoting entrepreneurship.
- Community living. Independent living and support plans.

These forums—held with the highest-level institutional support from the regional governments—allow us to engage directly with organizations working with vulnerable groups in rural areas and address the challenges they face in relation to Fundación Mapfre’s two goals within the framework of the European Social Fund: employability and care services. They also help position Fundación Mapfre as a leading organization in terms of support for rural development.



General table →

EDUCATIONAL AND AWARENESS-RAISING PROGRAMS



Planet SDG classroom workshop

In Accident Prevention and Road Safety

Educational programs

Our programs provide educational guidance and learning activities designed to promote responsible behavior in mobility and injury prevention among students ages 8 to 12. These initiatives help students acquire key skills for self-protection and caring for others. We offer educational materials and outreach resources adapted to different age groups and implementation contexts. All the activities are carried out in collaboration with national and international organizations and are aligned with the Sustainable Development Goals. They contribute to the goal of zero fatalities from road traffic incidents, as well as to other areas relevant to people’s safety and well-being.

Planet SDG

Planet SDG is a road safety education project aimed at second and third cycle primary school students. It is structured around activities designed to encourage safe, responsible, and sustainable behavior in the road environment. The program is developed in three key settings: schools, families, and communities. Its main initiatives include **Travelers to Planet SDG** workshops and the **Safe and Sustainable Mobility Caravan**.

The project is implemented in collaboration with public and private institutions, both nationally and internationally, adapting to the local realities of each country.

Travelers to Planet SDG

Educational experience based on an *escape room* dynamic that takes place entirely in the school. It uses active learning methodologies, including gamification and collaborative learning based on solving challenges and deciphering clues. In Fundación Mapfre's **Safe Virtual World**, students identify everyday risks and learn how to prevent them or respond appropriately.

Throughout the year, we have continued our collaboration with the Soto de Dueñas Traffic Education Children's Park, where our method has been rolled out and Planet SDG workshops are delivered to Asturian children.

In places where face-to-face interventions are impossible, we deliver didactic materials and digital resources. One example is the autonomous city of Melilla, where, thanks to initiatives such as the **Escuela de Novat@s** and activities at the Manuel Ojeda Road Safety Education Park, in coordination with local organizations, more than thirty schoolchildren have actively participated in road safety games and activities.

Through these initiatives, we reinforce safe mobility habits and knowledge of current road safety regulations, reaffirming Fundación Mapfre's commitment to road safety education and the promotion of responsible mobility.

At the international level, as part of this project we conducted workshops on injury prevention and safe and sustainable mobility in classrooms, adapted to the specific characteristics of each country. Just like in Spain, these workshops are developed in collaboration with public and private institutions, and we run them in educational centers to disseminate road safety principles related to sustainable mobility. The face-to-face workshops are primarily held in schools, although on some occasions they have been offered in digital format to facilitate access to them in rural areas with transport challenges.

In 2025 we were able to carry out activities in Germany, Argentina, Brazil, Chile, Colombia, the United States, El Salvador, Guatemala, Malta, Mexico, Panama, Paraguay, Peru, the Dominican Republic, Portugal, Turkey, and Uruguay.



SDG Planet Caravan

To find out more

- [Planet SDG](#)
- [Virtual World](#)
- [Educational resources](#)
- [Educational resources video](#)
- [Brazil Education Project](#)
- [Educational project in the United States](#)
- [Chile Education Project](#)
- [Peru Education Project](#)

Safe and Sustainable Mobility Caravan

This is an immersive educational initiative aimed at raising awareness among school communities about both mobility and the prevention of unintentional injuries.

This activity travels to different cities across Spain, offering an educational space where students from third to sixth grade of primary education, together with their teachers, actively participate in practical and collaborative activities that promote experiential learning and teamwork.

The Caravan includes three main activities:

- An escape room: **The Enigma of the Virtual Gallery**, where students solve puzzles related to the Sustainable Development Goals and responsible mobility.
- The interactive **Mobility 3S** circuit, which recreates urban environments with traffic signs, bicycles and scooters to teach safe travel to both pedestrians and drivers.
- Prevention workshops in the **Virtual Home**, focused on identifying domestic risks and encouraging safe behavior.

The Safe and Sustainable Mobility Caravan continues to be an initiative with high educational and social impact, as reflected in participation figures in the different cities visited, where students, teachers, families, and people with disabilities actively take part in the activities.



Safe and sustainable mobility caravan

International actions

At the international level, this year we developed key initiatives in the area of accident prevention and road safety.

In the United States, we continued our activities in Webster through our **Safety Quest Unintentional Injury Prevention Caravan**, an immersive experience run in schools and at community events, in collaboration with UMass Memorial Health.

In Brazil, we continued the **Na Pista Certa** initiative and further strengthened our collaboration agreement with the National Traffic Secretariat, working together on various initiatives to improve road safety.

In 2025, we also maintained our presence in other countries through activities such as Villa Segura in Puerto Rico, the Road Safety Caravan in Mexico and the Omar Road Safety Park in Panama, in collaboration with the National Police.

We would also like to highlight the fact that our road safety project was implemented for the first time on Easter Island, in collaboration with the local council and schools, with the goal of raising awareness and educating the community, especially children, about the importance of safe mobility. The initiative included talks and training sessions for more than 160 teachers, who will pass on the knowledge acquired to their students. Key topics addressed included recognizing traffic signs, the correct use of pedestrian crossings, and basic road safety rules.

Students from four schools on the island also took part in practical and interactive activities, strengthening the shared commitment to building a safer and more sustainable community. This project marks an important milestone in the expansion of Fundación Mapfre's educational road safety program, ensuring inclusion and equal access to road safety education.

To find out more

- [Safe and sustainable mobility caravan](#)
- [Safe and sustainable mobility caravan - Video 1](#)
- [Safe and sustainable mobility caravan - Video 2](#)
- [Safe and sustainable mobility caravan - Video 3](#)
- [Na pista certa \(Brazil\)](#)
- [Caravan \(Mexico\)](#)

Now let's walk to school!

During the first half of 2025, we continued our collaboration with the STOP Accidentes Association under the agreement in force until June, delivering the educational workshops "Now Let's Walk to School!", aimed at primary school students.

The main objective is to **promote safe, healthy and sustainable behaviors** during daily journeys on foot. This initiative, which also includes a drawing and story competition, has helped raise awareness of the values of road safety, respect and co-responsibility among numerous schoolchildren.

Fire Prevention Week

Fire Prevention Week is an awareness-raising initiative that we carry out annually in more than thirty Spanish cities in collaboration with the Asociación Profesional de Técnicos de Bomberos and various firefighting and fire prevention services in the country.

The Week includes an extensive program of activities aimed at schoolchildren, families and the general public, to **promote and disseminate knowledge about fire prevention and how to protect yourself** in the event of a fire.

Fire Prevention Park

The main activity during Fire Prevention Week is the **Prevention Park**, an inflatable structure that simulates a home flooded with harmless smoke. In this controlled environment, children learn to orient themselves and evacuate the site in low visibility conditions, acquiring essential skills that should help them act quickly and safely in the event of an emergency.

In addition to a tour of the park, the participants—mainly schoolchildren and families—attend:

- Practical workshops on the use and handling of fire extinguishers.
- Technical demonstrations on how to extinguish a pan fire.
- Audiovisual sessions that address fire and unintentional injury prevention in the home.

Over time, Fire Prevention Week has become a high-impact educational initiative, combining hands-on experience with preventive education while promoting safer environments and better-prepared communities.



Fire Prevention Park

Car Crash Show

As part of Fire Prevention Week, we developed the **Car Crash Show**, a high-impact social activity aimed at raising public awareness of how to act in the event of a road accident.

Its main goals are to:

- Train people in Protect-Warn-Help behavior, based on the conviction that understanding this approach can help save lives.
- Highlight the essential role of the emergency services, especially fire departments, in responding to and rescuing victims of traffic accidents.

The Car Crash Show consists of a realistic simulation of a traffic accident, in which all emergency services involved in such incidents participate in a coordinated manner: firefighters, local police, Civil Guard, National Police, Civil Protection teams, healthcare services, and specialized technicians.

The simulation covers the entire response process—from the activation of emergency protocols to the extraction of victims—allowing the audience to observe firsthand the complexity and professionalism of the emergency response.



Car Crash Show

Mobile Injury Prevention School

As a sign of our commitment to home safety, in 2025 we developed a new **Mobile Injury Prevention School**. This initiative is aimed at raising public awareness of domestic risks and promoting safe habits.

The traveling unit, designed in collaboration with Asociación Profesional de Técnicos de Bomberos and Fundación Iturri, offers interactive workshops for children from 8 to 12 years old, where we use play and engaging methods to teach them how to prevent injuries and respond to emergencies.

Equipped with educational materials and safety signage, the unit travels alongside Fire Prevention Week, bringing safety awareness directly to communities in an accessible and participatory way.

Collaboration with the Professional Association of Property Administrators

Throughout 2025, Fundación Mapfre, with the support of the Asociación Profesional de Técnicos de Bomberos, strengthened its collaboration with the Colegios de Administradores de Fincas in various regions of Spain, consolidating a joint strategy focused on fire prevention in residential settings.

This collaboration is structured around cooperation agreements and technical seminars. It provides training for property administrators and disseminates informational materials as well as practical guides among homeowners' associations.



Signing of agreement with CAF Galicia

The main actions include:

- Free distribution of smoke detectors to vulnerable groups.
- Public awareness campaigns.
- Participation in industry events to reinforce a culture of prevention.

Thanks to this coordinated effort, thousands of homes have received resources and specialized guidance, making a significant contribution to improving home safety and self-protection in terms of fire risks.

Technical working group on fire protection in the energy transition

As part of the collaboration between Fundación Mapfre and the Asociación Profesional de Técnicos de Bomberos, in 2025 we set up the Technical Working Group on Fire Protection in the Energy Transition, focused particularly on vehicles powered by new technologies.

The main goal of this initiative is to develop a public intervention guide for fire services throughout Spain, as well as to promote regulatory and legislative measures that strengthen safety in this area.

The working group, comprising professionals from both organizations and representatives of partner institutions, focuses on:

- Collecting and analyzing technical content.
- Adapting materials for emergency response involving new technologies.
- Organizing training and awareness activities for fire services and other relevant stakeholders.

Through this initiative, we are establishing a reference platform to update prevention and emergency responses to the new challenges posed by the energy transition, helping improve public safety and protection against emerging risks.

International actions

At the international level, we strengthened our commitment to fire prevention and emergency response, consolidating strategic partnerships and expanding our reach across Latin America.

Within the framework of our collaboration with the Organization of American Firefighters (OBA), we maintained and renewed activities in Argentina, Ecuador, Guatemala, Panama and Uruguay, this year adding Mexico to the list of participating countries.

We also hit a historic milestone in Latin America with the international presentation of the First Experimental Mobile Classroom and Evacuation House, a project developed in collaboration with the State Civil Protection and Fire Department of Jalisco, involving participation from the Madrid City Fire Department at the inauguration. This initiative strengthens our leadership in innovative training and awareness in fire prevention.



The Evacuation House

The most significant milestone was the 10th Fundación Mapfre–Organization of American Firefighters Prevention and Emergencies Congress, held on October 20–24 in Cali.

The event has become a continental benchmark for training and dialog on prevention and emergency response, bringing together experts from Europe and the Americas. The opening ceremony was attended by local authorities and sector leaders.

During the congress, we organized several practical and specialized activities, including:

- Practical drill for the press on how to respond when a vehicle falls into water with occupants inside.
- Two sessions on the protection and safeguarding of cultural heritage, aimed particularly at museums.
- Practical workshop on intervention in suicide attempts.
- Practical workshop on psychological support for first responders in emergency incidents.

Finally, in 2025 we conducted educational workshops in schools across Peru, reinforcing our commitment to education and safety in the region.

In Portugal, we highlight the Prevention Fair held in Viana do Castelo from March 27 to 30, in which Fundación Mapfre participated for the first time. The main activity of the initiative was the Evacuation House, and there were three practical workshops on domestic risks: kitchen hazards, electrical risks, and the dangers of mixing cleaning products. The event was held in the cultural center pavilion and involved the participation of ten members of the Volunteer Fire Department and three Civil Protection officers. Prior training sessions and support for prevention talks were conducted during the event, with notable participation from schools for people with intellectual disabilities and adolescents with reduced mobility. The fair was opened by the mayor and the councilor for public safety, who expressed their appreciation for Fundación Mapfre's contribution to prevention awareness and education.

Fire prevention collaboration with Madrid City Council Firefighters

As part of the collaboration between Fundación Mapfre and the Madrid City Fire Department, in 2025 we set up our Fire Prevention Park in several neighborhoods across the city, teaching the people of Madrid about the culture of self-protection and fire prevention.

Exceptionally, in March, we moved this mobile resource to Bilbao, further strengthening the ties between the two fire departments.

We also produced and published specialized technical materials aimed at fire prevention and firefighting operations. This material, the result of joint work and the exchange of knowledge between the two organizations, incorporates the latest updates and recommendations on fire safety, adapted to the operational and training needs of professionals in the sector. The final versions of these guides constitute a reference tool for the ongoing improvement of action protocols and the protection of the public in emergency situations.

Fire prevention collaboration with the Community of Madrid

Within the collaboration between Fundación Mapfre and the Community of Madrid Fire Department, each Christmas we run a heartfelt initiative: firefighters visit hospitals across the region, cheering up hospitalized children. Fundación Mapfre actively participates in this solidarity initiative by delivering educational fire-prevention materials and gifts to these children, with the aim of bringing them joy and a feeling of support at a particularly sensitive time of year. This collaboration strengthens our shared commitment to society and to improving children's well-being, while also recognizing the work of emergency professionals in their most human and compassionate role.

In addition, as part of the collaboration between the Community of Madrid, Metro de Madrid, and Fundación Mapfre, in 2025 we installed informational posters in several stations across the metro network showing advice on fire prevention and safety. This joint initiative aims to raise awareness among passengers about the importance of protecting oneself and safe behavior in public spaces, contributing to risk reduction and improved safety in urban transport, particularly in relation to the transport of electric scooters and the associated fire risks.

To find out more

- [Fire Prevention Week](#)
- [Car Crash Show in Torrejón de Ardoz](#)
- [Fire Prevention Week in Ávila](#)
- [Fire Prevention Week in Ceuta I](#)
- [Fire Prevention Week in Ceuta II](#)
- [Fire Prevention Week in Huesca](#)
- [Fire Prevention Week in La Coruña](#)
- [Car Crash Show in Linares](#)
- [Car Crash Show in Huesca](#)
- [Fire prevention in the home](#)
- [Fire prevention in the home Mexico](#)

Road Safety in Companies / Choose to Live Better

This initiative aims to raise awareness among employees of any company or organization, whether public or private, about road-related occupational risks and the prevention of injuries in the home. We offer an online training platform and face-to-face workshops that include testimonies from victims of traffic accidents. These courses are also available to any company or organization through Fundación Mapfre's website.

To find out more

- [Company Road Safety](#)

Awareness-raising programs

Through the Raising Awareness for Goal Zero project, in several countries we are working to help eliminate deaths and serious injuries from road traffic incidents. To achieve this objective, we have implemented initiatives designed to raise awareness in society about the prevention of these incidents, with particular focus on the most vulnerable road users, such as pedestrians, cyclists, and motorcyclists. All our activities are developed in coordination with national and international organizations.

In the United States, for example, in collaboration with the Massachusetts Department of Transportation, we continued the Look Both Ways campaign, which this year added a new piece entitled Art Heist. In this edition, the school that won the contest associated with the campaign was Bishop Feehan High School. Throughout the year, we also continued to hold workshops in high schools and universities, reinforcing our commitment to education. In addition, we ran awareness-raising actions in the United States, Germany, Malta, Portugal, and the Dominican Republic, demonstrating our global commitment to road safety.

Among the most notable initiatives were the campaigns carried out during various Sustainable Mobility Weeks and National Road Safety Weeks, held in September. In this context, we want to highlight the **Desaceleraí** campaign in Brazil, which took place from September 18 to 25, in two different venues but with the same objective: to show that, at the right speed, life is still safe. This initiative received significant institutional support from the National Traffic Secretariat and the Ministry of Transport, which helped amplify its reach and impact.



Desaceleraí campaign in Brazil

In May, we added our efforts to the 8th UN Global Road Safety Week, promoted by the United Nations and the World Health Organization, under the slogan “Streets for Life: #MakeWalkingSafe and #MakeCyclingSafe.” This edition focused on safe and active mobility, promoting urban environments that protect pedestrians and cyclists through the appropriate infrastructure and safe speed limits. Our campaign placed particular emphasis on inclusion, highlighting the importance of ensuring safe spaces for everyone, regardless of their abilities, age, or circumstances.

On the occasion of the **World Day of Remembrance for Road Traffic Victims**, held in November, we strengthened our international commitment through our collaboration with the European Federation of Road Traffic Victims, the International Road Victims’ Partnership, and the Ibero-American Federation of Associations of Victims of Road Violence. This year’s campaign focused on young lives taken on the roads, placing special emphasis on the importance of protecting young people and preventing tragedies. We paid tribute to all those lives lost and to those whose lives were forever changed.

In addition, within the framework of this World Day, we highlight the face-to-face initiative carried out in Chile, as part of the ongoing reforestation project in San Mateo Park, launched in 2023, reaffirming our commitment to sustainability.

Throughout the year, awareness-raising actions were also carried out together with the **Ibero-American Federation of Associations of Victims Against Road Violence**. These activities included informational campaigns and workshops for families, and focused on road safety education and accident prevention. The main objective was to raise public awareness about the importance of road safety and promote responsible behavior.



To find out more

- [VIII World Road Safety Week](#)
- [World Day of Remembrance for Road Traffic Victims](#)

Stay in Control. Get Home.

Under the collaboration agreement signed between Fundación Mapfre and the AESLEME association, in 2025 we continued to develop this campaign aimed mainly at young people from 16 years of age, especially high school and vocational training students, as well as new drivers.

This initiative aims to raise awareness about the risks associated with the consumption of alcohol and other drugs when driving any type of vehicle, promoting zero tolerance for these behaviors.

The campaign is structured around a series of training sessions delivered by instructors from AESLEME who, after suffering spinal cord injuries in road traffic crashes, share their personal testimonies and real-life experiences. The activities include information on the effects of various substances, current regulations, crash statistics, myths and misconceptions, and involve participatory dynamics, such as the use of alcohol-simulation goggles.

Named **Si controlas, vuelves** in Spanish, this program has been recognized at both the national and European levels for its contribution to reducing road accidents and promoting safe and responsible mobility among young people.

Child restraint systems

In 2025, we maintained a dedicated section on the Fundación Mapfre website highlighting the interactive guide **Safe Babies and Children in the Car**, fully adapted to various devices (mobile phones, tablets, and laptops) to make it easy to read on any device. We also highlighted the *Child Road Safety Dictionary*, a dedicated section explaining the meaning of the main terms related to road safety, with a special focus on the protection of children and pregnant women.

Collaboration with Unijepol

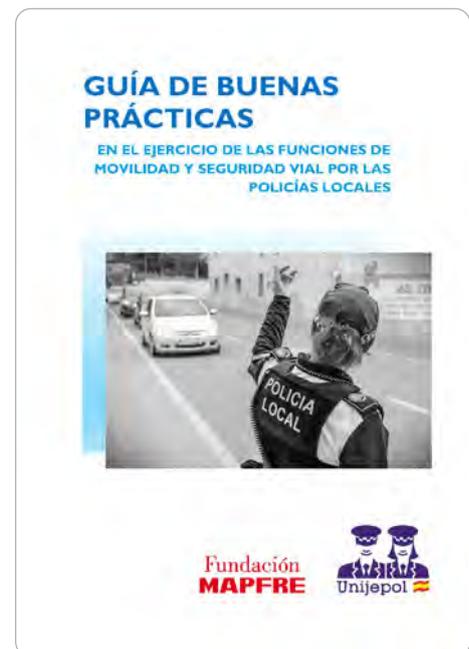
In 2025, following the implementation of the agreement signed the previous year, we strengthened the collaboration between Fundación Mapfre and the National Union of Local Police Chiefs and Managers (Unijepol).

Over the year the two organizations have run training and informational actions for the public and local police forces, with highlights including:

- A working session on best practices.
- The development of a *Road Safety Best Practices Guide for local police officers*.
- A study on the how local police contribute to road safety.

We also promoted the National Road Safety Convention for Local Police and the National Road Safety and Education Awards, which recognize the best initiatives and actions in the sector.

This strategic alliance strengthens the institutional commitment of both organizations in terms of ongoing improvement in road safety, fewer road traffic crashes, and environmental protection in urban environments, contributing significantly to the well-being and safety of the general public.



Our work on social media

During the year, we continued strengthening our presence on social media, sharing high-quality digital content that helps raise awareness among our community about the importance of prevention in key areas such as road safety, safe and sustainable mobility, injury prevention, and fire prevention. Through clear messages and innovative campaigns, we promote responsible and safe habits, consolidating our commitment to the protection and well-being of people.

To find out more

- [On the right track: prevention tips](#)

ARAS Campaign

In 2025, Fundación Mapfre, in collaboration with the Spanish Directorate-General for Traffic (DGT) and the National Association of Two-Wheel Industry Companies, launched a campaign on **Advanced Rider Assistance Systems for motorcycles** (ARAS).

The campaign consists of ten videos explaining the main dynamic assistance systems, environmental sensing technologies, visibility enhancement systems, and vehicle connectivity features designed to improve the safety of motorcyclists. The videos feature Ramón Forcada and Dani Pedrosa, chief engineer of MotoGP racing teams and professional racing rider, respectively.

The campaign has been disseminated through social media, the websites of the participating organizations, and has even been incorporated into training materials used for new drivers by the National Confederation of Driving Schools.

To find out more

- [ARAS Campaign](#)

Conferences and technical meetings

In 2025, we organized and held technical seminars and conferences on fire prevention, mobility, and road safety. These activities, carried out in collaboration with public authorities, organizations, and emergency services, reinforced accident prevention, risk awareness training, and the exchange of best practices among professionals and society:

- **February 19, 2025:** Fundación Mapfre, in collaboration with the Asociación Profesional de Técnicos de Bomberos, organized the **Meeting on Fire Prevention and Response in Hospitals and Healthcare Facilities**, held at Hospital General Universitario Gregorio Marañón in Madrid. The event brought together leading professionals in the field of fire prevention and firefighting, who shared their experiences and practical demonstrations on the most frequent risks in this type of critical infrastructure, highlighting the importance of specialized and coordinated intervention to ensure the safety of patients, healthcare staff, and property.
- **February 21, 2025:** We participated in the professional meeting organized by the Observatory of New Fire Risks, under the title **The International Perspective on Building Safety. Envelope risk, one year after the Valencia incident**. The event, held at the Official College of Architects in Madrid, brought together national and international experts who reflected on the current challenges in building fire safety, with particular attention to the risk associated with building envelopes.
- **March 7, 2025:** We presented the book **112 Recommendations. Notes for a White Paper on Fire Prevention and Its Consequences**, a reference document promoted by Fundación Mapfre and the Asociación Profesional de Técnicos de Bomberos, with the collaboration of leading experts and organizations in the sector. The event, chaired by the Regional Minister for Environment, Agriculture and the Interior of the Community of Madrid, Carlos Novillo, and the General Manager of Fundación Mapfre, Julio Domingo Souto, brought together professionals, institutional representatives, and members of the media, highlighting the need to strengthen fire prevention in Spain.
- **March 26, 2025:** We took part in the **12th International APICI Congress**, held on March 26, 27 and 28 in Madrid. The Congress addressed fire risk from a social and sustainability perspective. Hosted by Fundación Mapfre and the ICAI School of Engineering, the event brought together experts to discuss regulatory developments, safety training, technical challenges, and emerging

risks linked to sustainability, such as the use of hydrogen and the circular economy. The opening session, presented by Elvira Vega, the new General Manager of Fundación Mapfre, highlighted our commitment to improving quality of life and advancing fire prevention.

- **May 4, 2025:** The **5th National Conference on Road Safety for Local Police** was a major event that we organized with the National Union of Local Police Chiefs and Managers. This initiative is part of the activities defined in the collaboration agreement signed between the two organizations, with the aim of promoting ongoing improvements in road safety at the local level. The conference brought together professionals, experts, and institutional representatives to address the main challenges and developments in this field, consolidating its role as a key forum for the exchange of knowledge and best practices.
- **May 14-16, 2025:** We participated in the **National Meeting on Rescue in Traffic Accidents and Trauma (ENRATT 2025)**, organized by the Asociación Profesional de Rescate en Accidentes de Tráfico, held May 14–16 on the Esplanade in the Port of Cartagena, with the support of Fundación Mapfre, the City Council, and the local fire department. The event brought together specialized teams from across Spain to take part in rescue and medical response exercises, evaluated according to specific technical regulations. The program also included opening sessions at the main auditorium of the Polytechnic University of Cartagena, consolidating ENRATT as a national benchmark for training and operational excellence in emergency response.
- **May 21-22, 2025: International Conference on Prevention and Emergencies (CIPE 2025)** in Soria. This brought together national and international specialists to address the current challenges in the field of safety and emergency response. Organized by the Asociación Profesional de Técnicos de Bomberos and Fundación Mapfre, the event included more than twenty technical presentations, panel discussions, and practical workshops focused on topics such as fire response involving electric vehicles, protection in battery charging facilities, disaster management—particularly in relation to the Valencia floods—and coordination during large public events.
- **June 3, 2025:** Within the framework of the collaboration agreement between Fundación Mapfre and the European Transport Safety Council, a presentation event for the **19th Annual Road Safety Performance Index (PIN) Report** for 2025 was held on June 3. The theme of the day was serious injuries on European roads. The meeting brought together international experts and institutional representatives, providing an opportunity to analyze progress made and challenges in road safety across Europe, highlighting the commitment of countries such as Norway, which received the PIN Award 2025 for its exemplary results in reducing road traffic crashes. The event reaffirmed the shared commitment of both organizations to promote effective public policies and boost safe and sustainable mobility.
- **July 1, 2025:** As part of our awareness-raising activities on road safety, we held a **technical seminar on drink-driving prevention**, at which the Dräger device, an effective tool for detecting alcohol in exhaled air, was presented. The meeting, promoted by Dräger and supported by Fundación Mapfre, brought together prevention professionals, security forces, and institutional representatives, with the aim of bolstering the commitment to safe mobility and a zero-tolerance policy toward drink-driving. The session included practical demonstrations of how the device works and a space for reflection on its application in job-related and community environments.
- **September 18, 2025:** The **Mobility for All** meeting was organized by the Community of Madrid and Fundación Mapfre as part of the European Mobility Week. The event, held at our headquarters, brought together leading institutional representatives and experts from the sector, and was opened by Luis Miguel Torres Hernández, Director General for Transport and Mobility of the Community of Madrid. The conference addressed key topics such as universal accessibility, the role of public transport, digitalization in the sector, and the need to adapt existing regulations. This was illustrated by successful initiatives such as the VIVE project, Spain's first 100% electric rural car-sharing service.

- **September 23, 2025:** Castelldefels Council received the **Road Safety Audit Award**, presented by Fundación Mapfre and the National Union of Local Police Chiefs and Managers. This recognition forms part of the collaboration agreement between the two organizations, aimed at promoting continuous improvement in road safety at the municipal level. The award ceremony, held at the town hall and attended by the municipality's senior representatives, highlighted the city's commitment to promoting road safety education and preventing traffic incidents, underlining its dedication to the well-being and safe mobility of the public.
- **September 23, 2025:** In Madrid, Fundación Mapfre and the Asociación Profesional de Técnicos de Bomberos presented the **Guide for Responding to Fires in Vehicles Powered by New Technologies**, a pioneering document that establishes response protocols for fires involving electric, hybrid, and other alternatively powered vehicles. During the event, the importance of having rigorous and practical tools to improve efficiency and safety in response operations was underlined, especially in complex environments such as underground parking garages.
- **October 14, 2025:** The **APTB 2025 Awards** ceremony, organized by the Asociación Profesional de Técnicos de Bomberos, was held at the Fundación Mapfre headquarters in Madrid. The event, which brought together professionals in the field of accident prevention and emergency response, took place in an institutional setting and was attended by a number of representatives from Fundación Mapfre and the Asociación Profesional de Técnicos de Bomberos. During the event, best practices in prevention were recognized, highlighting Fundación Mapfre's commitment to public safety and the continuous improvement of action protocols.



- **October 23, 2025:** As part of the collaboration between Fundación Mapfre, the Asociación Profesional de Técnicos de Bomberos and the Colegio de Administradores de Fincas de Salamanca y Zamora, we organized a technical conference on **the role of the property administrator in fire prevention**. This was specifically aimed at property administrators, with the goal of helping prevent domestic fires in residential communities. These training sessions addressed the importance of self-protection in the home and actively promoted the use of smoke detectors as an effective means to reduce risks, particularly in homes inhabited by older adults or vulnerable individuals.
- **October 27–29, 2025:** The 10th International Congress of the Organization of American Firefighters and Fundación Mapfre was held in Cali. It brought together fire service representatives and emergency experts from different countries across the Americas and Europe. The congress included technical sessions, presentations of international experiences, and practical workshops focused on operational innovation, specialized training, and cross-border cooperation in the management of major emergencies. The event helped to strengthen professional ties and share best practices in prevention and emergency response.

- October 30, 2025:** The Mass Road Safety Summit was held in Boston, bringing together state and municipal leaders and experts to advance the Vision Zero strategy for reducing road fatalities and serious injuries. The meeting addressed key topics such as funding for safer streets, technological innovation in traffic enforcement, road safety education, and cooperation between administrations. The conclusions highlighted the need for a human-centered approach, the use of data to prevent accidents, and a global commitment to implementing effective policies that protect all road users.
- November 6, 2025:** The presentation event for the **2025 DEKRA Road Safety Report** took place at the headquarters of Fundación Mapfre, organized jointly with DEKRA. The meeting brought together industry experts, institutional representatives and road safety professionals to reflect on current and future challenges in safe mobility. The session addressed key topics such as cybersecurity in the automotive sector, the evaluation of smart systems, and regulatory developments. It highlighted the importance of integrating technological innovation with a strong legal framework and broad social acceptance.
- November 10, 2025:** The Technical Meeting **New urban risks for the emergency services**, organized by the Asociación Profesional de Técnicos de Bomberos, Fundación Mapfre, and Bilbao City Council, was held on November 10, 2025, in the Assembly Hall of the Bidebarrieta Municipal Library. This meeting, aimed at sector professionals, addressed key topics, including fire management in parking garages, response to fires involving electric and hybrid vehicles, intervention in buildings with ventilated façades, and fire prevention in new constructions. Aspects related to interventions in tunnels and galleries were also discussed, providing a space for analysis and the exchange of experiences that contributed to improving the safety and effectiveness of emergency services when addressing current urban challenges.
- November 11, 2025:** A technical seminar was held in Bilbao in collaboration with the Colegio de Administradores de Fincas de Euskadi on the **role of the property administrator in fire prevention**. At this event, property managers learned how they can play a key role in fire prevention in their communities.
- November 12, 2025:** A technical seminar for professionals on **Prevention and Response to Wildfires** was held in the city of Ourense, organized by Fundación Mapfre, in collaboration with the Asociación Profesional de Técnicos de Bomberos, the Galician regional government, and Ourense Council. This conference, which addressed this topic for the first time within the framework of our activities, brought together experts from different autonomous communities and specialist organizations to discuss land management, the challenges arising from climate change and the organization of operational responses to next-generation wildfires. The program included technical round tables, institutional presentations and professional exchange sessions, with the participation of representatives of fire departments, the Civil Guard, the Military Emergency Unit (UME), and the emergency services.



- **November 13, 2025:** Fundación Mapfre, the European Transport Safety Council, and the Navarra regional government held a new edition of the **European Road Safety Education Seminar** in the city of Pamplona. This meeting was part of the LEARN! project, aimed at improving road safety and mobility education, especially among high school students who are beginning to face complex traffic situations on their own. The meeting included presentations by experts on the development and evaluation of educational activities, as well as contributions on safe and sustainable mobility from the Navarra regional government and Fundación Mapfre.
- **November 20, 2025:** A technical seminar for professionals on **Prevention and Response in Hotel Facilities** was held in the city of Valencia, organized by the Professional Association of Firefighters' Technical Experts and Fundación Mapfre. The program included presentations by leading experts in the field, addressing topics such as the spread of fires through building façades, risks associated with hotel facilities in high-rise buildings, and the applicable regulations, risk assessment and incident prevention, as well as the latest evacuation and emergency technologies.
- **November 28, 2025:** Presentation of the new edition of the **Study on Fire Victims in Spain**, prepared by Fundación Mapfre in collaboration with the Asociación Profesional de Técnicos de Bomberos. This year, the event featured the participation of Madrid City Council's Fire Department and took place in the city's Fire Museum. During the meeting, there were several demonstrations for the attending media representatives, with the aim of raising awareness about fire prevention and disseminating the main findings of the study.
- **December 4, 2025:** Technical Meeting on the **Advanced Command Post**, organized in collaboration with the Asociación Profesional de Técnicos de Bomberos. The meeting took place at the Monte del Pilar Campus facilities in El Plantío and brought together professionals from the field of emergency management. It was attended by Luis Carlos Rodríguez, Road Safety Prosecutor for Andalusia, whose participation lent a valuable institutional perspective to the seminar.
- **December 11, 2025: II Meeting on Automotive Event Data Recorders (EDR)**, held in collaboration with Cesvimap at its facilities in Avila. This is the second edition of this event. All new vehicles from 2024 onwards must be equipped with an event data recorder. The data collected by this device is key to the analysis and investigation of traffic accidents. That is why Fundación Mapfre and Cesvimap organized this meeting to share the knowledge gained with the Civil Guard's Traffic Division, the Spanish Directorate-General for Traffic, local police forces, and other organizations interested in the analysis and use of this information.

To find out more

- [APTB Award](#)
- [Bilbao Meeting](#)

In art

Transformative art. New proposals for social expansion in the exhibition hall



In 2025, a goal that we had recently begun to consider as a possible extension of our founding commitment to people's well-being has finally taken shape: the use of our cultural activities, and specifically art and photography exhibitions, to **help groups in various situations of vulnerability**.

This approach is based on the idea of art as a transformative force, capable of awakening emotions, fostering empathy and compassion and, ultimately, bringing wonder and well-being to everyone, especially those facing hardship of some kind.

This approach had already been incorporated into the activities of the Public Affairs Department since 2023, in what was a logical response to the increased awareness of these types of situations generated throughout society as a result of the 2020 pandemic. Accordingly, over the past two years we have established contact with several hospital mental health departments, municipal centers for older adults, and other organizations working with similar groups.

Given the growing prevalence of these challenges, and the seriousness of the situations they involve, Fundación Mapfre considers it appropriate to incorporate care for these groups into its strategic cultural activities, thereby complementing the efforts already being made in other areas of our work. With this objective, in 2025 we developed an action line focused on exhibitions as a tool to support the well-being of people in different situations of vulnerability, primarily in three key areas: mental health, older adults (loneliness), and situations of social vulnerability.

As mentioned above, over the two preceding years we had already been carrying out sporadic actions in all these areas. To continue this work, we will now design a regular program in each area, in an ongoing collaboration with public and private organizations working with these groups, and we will monitor the results and impact of the activities implemented.

Throughout 2025, we worked on defining these action plans—already at an advanced stage in the case of older adults—with whom we launched a regular program of exhibition visits during the last part of the year.

Educational workshops (Barcelona, Madrid)

Educational workshop visits organized for schools and families around the programmed exhibitions have always been a priority throughout our history. The 2025 results continued the upward trend observed in these activities in recent years.

In **Madrid**, the program of school activities linked to the plastic arts exhibitions was once again fully booked by educational institutions and achieved very high attendance among family groups. Overall, 135 school and 39 family workshop visits were run, involving 2,589 and 628 participants, respectively.



When Photography is Art Program

Throughout 2025, other lines of educational activity initiated in recent years as part of the regular activity of the **KBr Barcelona Photo Center** have been continued and expanded. These programs seek to link the center's exhibition program with a sustained effort to provide children and young people with a solid and critical understanding of photographic language, an objective that, given the enormous importance of image production and circulation in today's world, is extremely important to the Foundation as an educational contribution to society.

To this end, in 2022, we launched the program **When Photography is Art**, with activities based on the KBr exhibitions aimed at helping children and adolescents understand the keys to photographic language and photography as an artistic expression. The program is divided into two areas of action: educational workshops with schools, which take place at the center from Tuesday to Friday; and family workshops, which are held outdoors on weekends (from April to October), and in which the guided tour of the exhibitions is complemented by other outdoor activities. In 2025 we held 61 school workshops, with 1,433 participants; 21 for families (within the KBr Port program, discussed below), with 234 participants; and 4 workshops with 47 participants as part of the Barcelona Dibuixa proposal, which we developed within this collective initiative promoted by Barcelona City Council.

To find out more

- [When Photography is Art](#)

Website

Throughout the year, we continued to pursue another of our strategic objectives in the field of education: adding accessible online educational content to the Foundation's website. In this case, 2025 brought a significant new development: the launch of the **Voltea** program, an innovative proposal that invites families to tour the exhibition following an itinerary that encourages active dialogue with the works and which can then be complemented with online activities. Alongside this new feature, the online educational content section has continued to receive a high volume of visits and downloads, as has been the case year after year.

To find out more

- [Voltea](#)

Photography workshop (KBr)

Another of the educational proposals that forms part of the KBr's regular program, the **Get Real! (Open your eyes!)** photography workshop, aimed primarily at young professionals and photography students, held two new calls. The workshops, which in both cases were fully booked, were given by photographers Simon Norfolk (Lagos, Nigeria, 1963) and Alex Majoli (Ravenna, 1971).



In health promotion

Educational programs

Wellness Network

The new educational program on health and emotional well-being was developed in 2025 in collaboration with the Fundación del Colegio Oficial de la Psicología de Madrid. It responds to the growing need to address **emotional well-being in the school environment**. This partnership combines the scientific rigor and clinical experience of the Fundación del Colegio de la Oficial de la Psicología de Madrid with Fundación Mapfre's outreach to educational centers, thereby ensuring a comprehensive approach tailored to the current realities of childhood and adolescence.

The main goal of the program is to provide teachers with the knowledge and skills to prevent, detect, and refer potential emotional problems in children and young people. We also work with students on the importance of mental health and promote emotional and psychological well-being, especially in relation to the use of new technologies. The program also offers materials and workshops that facilitate direct intervention in the classroom and ongoing teacher training.

For families, the program offers guides with accurate and up-to-date information on emotional well-being and mental health, so that they can better understand and support their children at different stages of their education. This bolsters the role of the educational community as a support network and provides all its members with effective tools for addressing the emotional challenges posed by today's society.

The program is mainly aimed at primary and secondary school teachers and students and their families. For each of these audiences, we develop specific resources and content that is adapted, both in language and format, to each age group and the particular needs of each educational stage. We deliver the program through online training courses for teachers, classroom activities, guides for families, and educational workshops for students on the use of new technologies. This ensures comprehensive and sustainable coverage.

In December, we launched a pilot program of training courses for teachers, in which a hundred teachers are participating. This initial phase will allow us to evaluate the effectiveness of both the content and method, as well as to gather suggestions and proposals for improvement from the participants before the definitive roll-out of the program.



.Control Your Network

The use of digital technologies is becoming increasingly widespread and is starting at an earlier age. That is why it is essential to educate young people on the responsible use of information and communication technologies. With this in mind, for more than five years we have been working with the National Police to develop the Control Your Network program for students, families, and teachers. This program, which covers students from the third year of primary school to the fourth year of secondary school, offers free school workshops taught by psychiatrists and teaching materials for the entire educational community.

This year, in **Spain**, we taught more than 900 workshops in schools in Zaragoza and Teruel, with the support of the Aragon Regional Ministry of Education, and Madrid. In total, we have reached more than 19,000 students.



In addition, to measure the level of learning achieved in the workshops, we evaluated the students who took part in the activity, both before and after. In this way, we were able to verify that there was a significant improvement in the knowledge acquired. In total, this year we carried out more than 300 assessments involving more than 7,000 students. We also conducted a teacher satisfaction survey to gauge the quality of the workshops. This year, the Control your Network program was rated 9.4 out of 10.

Furthermore, in collaboration with the various branches of the Spanish National Police, we distributed a range of educational materials to more than 67,000 students, families, and teachers.

On the other hand, in collaboration with Pantallas Amigas, this year we organized the 5th Digital Health Conference: Artificial Intelligence: Challenges and Opportunities for Healthy Children and Young People. The goal was to address Artificial Intelligence and its impact on education and emotional well-being, analyzing the challenges and opportunities it offers to promote a healthy childhood and adolescence.

We also took part in the meeting Connected Citizenship. Opportunities and challenges of artificial intelligence for young people and inclusion, held by Pantallas Amigas in Madrid, also featuring the participation of Google, INCIBE, and the Colegio Oficial de la Psicología de Madrid, among others.

Internationally, we continued to offer this educational program for yet another year in schools in **Malta, Puerto Rico, Peru, Colombia, and the Dominican Republic**, with the addition of **El Salvador** this year. Internationally, a total of more than 132,000 schoolchildren participated in the Control your Network campaign.

To find out more

- [Control Your Network](#)
- [Control your Network Peru](#)
- [Control your Network - Malta](#)

Learning Together to Save Lives

In collaboration with the Spanish Council of Cardiopulmonary Resuscitation and the General Council of Physical and Sports Education, this year we continued to develop the educational program **Learning Together to Save Lives**, which trains young people (aged 10 to 17) and teachers in cardiopulmonary resuscitation (CPR) and what to do in situations of choking.

The program is designed according to a pyramid teaching model: first, teachers receive the necessary training, and then they train their students using specific teaching resources to be applied in the classroom.

The regional government of **Castile and León** has joined the other Autonomous Communities implementing the program and conducted a pilot edition this year, training 216 teachers. This course, which is also offered through its training platform, is aimed directly at teachers who receive training credits for completing it.

This year, the 2-credit training program for teachers continued to be offered in the **Community of Madrid**, in collaboration with the Regional Ministries of Education and Health and SUMMA 112. In 2025, we held two sessions on the teacher training platform and trained 215 teachers who then delivered the program to 5,814 students.

In addition, we continued to offer teachers the loan of CPR dummies so that they could develop practical training in their classrooms and use them to refresh their knowledge. The material includes an app that facilitates the teacher's objective correction tasks in terms of the quality and number of compressions, as well as a fun CPR competition. This year we reached 3,673 students.

We also developed the content for a new first aid course for the Community of Madrid, approved by SUMMA 112 and aimed at training teachers directly. This course constituted a second phase in teacher training for emergency response and was run through the educaMadrid platform of the Regional Ministry of Education. Like the previous course, it also carries a certain number of credits. SUMMA 112 gave a specific workshop for the course. We ran a first edition as a pilot course and trained 85 teachers.

Additionally, for yet another year, to mark European CPR Day, we took part in the **cardiomarathons** organized in all Andalusian capitals through the Andalusian Health Service of the Andalusian Regional Government, as well as in Gijón, organized by the Municipal Sports Board. This year a total of 12,502 people participated in Andalusia and 1,300 in Gijón.

After incorporating **Minecraft** into the program as a new educational resource for teaching CPR, we found that, over these months, 656 students used the game to learn CPR. In addition, in honor of World Restart a Heart Day, an in-game challenge was developed in Minecraft, in which 850 students participated, guided by 23 teachers.



To find out more

- [Learning Together to Save Lives](#)
- [Learning Together to Save Lives - Gijón](#)

Live Healthily

This year, we have held two types of workshops in schools in **Mexico**. The first was related to emotional well-being, focusing on recognizing basic emotions, working on identity and self-esteem, and conflict management and resolution. These workshops were held in schools in Mexico City, Morelos, Guanajuato, Puebla, Querétaro, Hidalgo, and Jalisco.

The second workshop focused on the need to maintain good hygiene, a balanced diet, and the importance of physical activity as a way to develop good health habits. In this case, the workshops were held in schools in four states: Mexico City, Puebla, Querétaro and Hidalgo.

In addition, we published new editions of the courses for teachers on Emotional Well-being in Schools, which are hosted on the Ministry of Education's platform. In total, more than 114,000 students and teachers participated.



In **Brazil**, we developed a new edition of the educational program Talking about Mental and Emotional Health in Schools. In this edition, due to the program's success, two new states were added to the education secretariats of São Paulo, Minas Gerais, Bahia, and Pará: Pernambuco and Belo Horizonte.

The topics covered during this school year were “Social-emotional skills and mental health in school performance”, “An in-depth look at bullying and cyberbullying”, “Differences between clinical and school psychology”, and “Self-harm”.

In October, the first meeting of teachers and representatives from the education secretariats, called Mental Health Day, was held. The aim was to create a space for dialog, listening, and the exchange of experiences between teachers and the representatives of the secretariats participating in the program.

In total, more than 2,100,000 students and teachers took part in this educational program.

In December, we completed the research study on *Mental Health in Schools*, carried out in collaboration with the Federal University of São Paulo.

To find out more

- [Live Healthily - Mexico](#)
- [Live Healthily - Brazil](#)

Awareness-raising programs

Choose to Live Better

This year, in collaboration with the Insurance and Social Protection area and the Accident Prevention and Road Safety area, we continued to run the Choose to Live Better program, aimed at companies interested in promoting healthy habits, safe behavior, and financial well-being. This project includes a mobile app with personalized content on health, accident prevention and road safety, among other topics; the possibility of physical activity challenges between employees; printed and digital materials for awareness-raising campaigns; and workshops, both online and in person, given by specialists in healthy eating, physical exercise, emotional well-being and rest.

In total, this year in Spain we worked with 122 companies, and together with the Spanish Network of Health Promoting Universities, we developed workshops at 23 universities and delivered informational material on the topics of sports and emotional well-being at another 33.

In Peru, we distributed printed material on emotional well-being, rest, and nutrition to more than 25 companies.

In total, more than 148,000 people benefited from the Choose to Live Better program.



To find out more

- [Choose to Live Better](#)

The Time Machine



Today we are living longer, but quality of life is as important as longevity. In Spain, cardiovascular diseases and cancer are the most frequent causes of death, although in many cases these can be prevented by improving lifestyles. For this reason, Fundación Mapfre launched The Time Machine, a campaign endorsed by the Spanish Society of Family and Community Medicine, to promote healthy habits.

The Time Machine is a traveling bus where **participants evaluate their lifestyle** and undergo free medical tests (blood pressure, cholesterol, weight and body composition). They discover their metabolic and vascular age compared to their chronological age and receive recommendations for improving their health and gaining both years and quality of life by changing those habits where they have more room for improvement.

This bus travels through different cities in Spain and this year we visited the following locations: Móstoles, Getafe, Albacete, Ciudad Real, Valdepeñas, Puertollano, Jaén and Pamplona. Large companies in the area were also visited, with the aim of helping to promote health among their employees and raise awareness of the importance of maintaining a healthy lifestyle. During this phase, we visited companies including Repsol, Airbus, Eiffage Energy Systems, Res-grop, Cosentino, Ikea, and Siemens Gamesa, all of which were very satisfied with the initiative.

We also distributed the guide *5 keys to living longer and better*, which provides information on how to adopt a healthy lifestyle and gain years of life, as well as the publication *Ten Ways to Live Longer, Better and Happier*, with advice and specific data on how much longer we live, if we take care of ourselves.

Finally, we would like to point out that the Fundación Mapfre website offers a virtual experience of the Time Machine.

In total, more than 2,900 people benefited from the campaign this year.

To find out more

- [The Time Machine](#)

Batchcooking

A few years ago we developed Batchcooking, a social media campaign that involves cooking the whole week's lunches and dinners in a just few hours. This initiative featured Oriol Fernández, a promising young Spanish chef who has participated in two editions of Team Bocuse d'Or Academy Spain.

In 2025, we published 3 winter and 3 summer batches. Each of them includes a complete week's menu, from Monday to Friday, including lunch and dinner. In total, we have launched more than fifty healthy, sustainable and tasty recipes. Thanks to these videos we have obtained more than 800,000 social media views.



To find out more

- [Batchcooking](#)
- [Batchcooking - Social Media 1](#)
- [Batchcooking - Social Media 2](#)

Look after your heart

The purpose of this campaign is to inform people about the symptoms of heart attacks and the importance of seeking immediate medical help.

In September we once again joined the Heart Month initiative in **Panama** to promote the 2025 Look After Your Heart campaign, developed in collaboration with the Ministry of Health. The aim of the program is to prevent cardiovascular diseases in adults, the leading cause of death worldwide.

To this end, we set up an extensive program of activities throughout September, including: free blood pressure measurements between September 5 and 24 at the 15 busiest metro stations in the network; awareness sessions on cardiovascular disease prevention; and information tents and stands in all 15 health regions across the country to provide information on heart attack symptoms as well as prevention advice.

We also carried out communication initiatives through traditional media (television, radio, etc.) and digital channels (social media) to disseminate key messages.

The 2025 Look After Your Heart campaign was launched on September 3, with the participation of Manuel Zambrano, Deputy Minister of Health; Dr. Ana Riviére-Cinnamond, PAHO/WHO Representative in Panama; and Oscar Ortega, representative of Fundación Mapfre in Panama.

In total, more than 90,000 people in Panama attended the activities in person.

To find out more

- [Women for the Heart](#)

Cyberland

More and more of our daily activities are taking place in the virtual world. That is why people need to be aware of the most common risks (cyberbullying, identity theft, *fake news*, gambling, etc.) and, most importantly, how to prevent them. That is why we developed Cyberland, a campaign in collaboration with the Spanish National Police, where we highlight how important it is to be careful with the information we share on social media, how we can make our devices more secure, our *online* relationships, the type of entertainment we consume, and, as a result, how to develop good habits in the digital environment.

Cyberland is a unique space, designed like a museum exhibition where visitors can learn, reflect, and discover the risks hidden in the digital world. This year we visited the cities of **Badajoz, Burgos, Granada, Oviedo** and **Toledo**, reaching more than 8,200 beneficiaries.

In **Brazil**, the big news this year is that Cyberland has been transformed into an *escape room*. The interactive activity invites children and young people to tackle challenges related to the digital world: from fake news to cyberbullying, including excessive screen time.



We ran two Cyberland activities: the first took place between September 3 and October 3 at the facilities of the Escape 60 in Henrique Schaumann; the second was the installation of the *escape room* at the Expo CIEE fair, one of the main video game fairs aimed at young people, which took place from October 8 to 11. More than 2,400 people took part in these activities.

To find out more

- [Cyberland](#)
- [Cyberland - Brazil](#)

Educational content on social media

This year, we continued our **Referencers** project on social media, an awareness campaign in which we address issues related to digital health through video podcasts presented by María de León, a communications expert with more than 130,000 followers on Instagram.

In contrast to the concept of an “influencer,” who is simply a person followed by thousands of users, we understand a “referencer” to be an expert in a particular professional field who shares their knowledge for the benefit of others and who also stands out because their digital activity has a positive impact on society.

This project was launched in 2023 and to date we have interviewed such renowned figures as Nuria Roca, Dr. Rosa Molina, Verónica Blume, Alejandra Vallejo-Nágera, Luis Galindo and Miguel Angel Tobías, among others.

This 2025, we interviewed Edurne Pasabán, Laura Rojas Marcos, Miguel Ángel Martínez González, Elena Barraquer and Paula Monreal Barral.

In total, this year's video podcasts have received more than 4,680,000 views.

On the other hand, with the aim of bringing our **healthy tips** to young people, we have shared animations on social media related to anxiety, depression, insomnia, posture habits, and so on. In total, these animations have had a large number of views, with more than 3,130,000 visits.



To find out more

- [Referencers](#)
- [Health animations - Allergies and food intolerances](#)
- [Health Animations - Insomnia](#)
- [Health animations - Postural Habits](#)

First aid service at the Alhambra

In 2024, Fundación Mapfre, in close collaboration with the Board of Trustees of the Alhambra and Generalife, implemented a pioneering free initial healthcare service for all visitors who might require assistance in the event of a medical incident during their visit to the complex.

To ensure a swift and effective response to emergency situations, the Fundación Mapfre nursing team was equipped with advanced healthcare technology and state-of-the-art equipment. Among the resources available was a remote medical system that connected patients to specialist doctors in less than a minute, facilitating remote care and complementing face-to-face care when circumstances required it. The team also had high-definition cameras for clinical examinations, vital sign monitors, an electrocardiograph, a semi-automatic external defibrillator, and a fully equipped emergency kit. We also offered electronic prescription management, allowing prescriptions to be issued and received directly on the patient's mobile device.

Healthcare personnel could move around the site in a Renault Twizy electric vehicle provided by Renault, enabling them to respond quickly anywhere within the Alhambra, minimizing environmental impact and helping to preserve the historical heritage.

Aware of the cultural and linguistic diversity of visitors, we incorporated an instant translation system capable of interpreting more than 100 languages, enabling the nursing staff to communicate with tourists of different nationalities and thereby guaranteeing quality healthcare.

This service works in close coordination with the emergency and health services of the city of Granada (112 and 061), providing initial medical care until specialized teams arrive.

We should highlight the preventive approach of this program: in addition to providing emergency care, we monitor and analyze the most frequent incidents in order to identify patterns and develop awareness-raising campaigns aimed at reducing risks and promoting healthy habits among visitors.

This year, more than 1,590 people received medical care, most of them Spanish (51%), followed by Americans (8%), French and Italians (4% each). In total, visitors from more than 60 countries were treated, reflecting the international character of this monumental complex.

Since the program was launched, more than 2,600 cases have been treated, the most frequent being related to trauma (27%). During the summer period, heatstroke is a notable issue, with more than 150 cases treated to date. With this in mind, we are already preparing a campaign for the coming summer to advise visitors on the measures they should take to reduce the risk of heatstroke.



In insurance and social protection

Educational programs

PlayPension

A game aimed at high school and university students that helps them learn how to properly manage a family budget, savings, investments, and insurance policies.

It is offered in two different formats:

- Face-to-face and virtual **workshops** In 2025, we held 887 sessions involving 16,344 students from 29 Spanish provinces.
- A **board game**, of which we sent 51 units to educational centers throughout Spain.



FINEXIT: Financial Escape Room

Through this gamified activity, vocational training students learn to interpret a company balance sheet, insurance contracts and policies, to exchange currencies, and internalize concepts such as the IBAN code or Return on Investment (ROI). Alongside this, they work on other concepts that are not strictly financial, such as creating a SWOT analysis or a company organization chart, and develop their communication, negotiation, and teamwork skills.

As in any *escape room*, the participants test both their skills and their knowledge to solve the tests that must be overcome to reach their goal and figure out the scenario. The activity can be carried out in the classroom, through both face-to-face and virtual formats.



Over the course of 2025, we held 914 sessions in Spain, with 17,521 students from 32 different provinces participating, and 301 sessions in Mexico, with 8,155 students from the states of Guanajuato, Jalisco, Morelos, Puebla, and Querétaro taking part.

In addition, in 2025 we re-launched the **FINEXIT en route** project, a project co-financed by the Official Chamber of Commerce, Industry, Services and Navigation of Spain, through the European Social Fund Plus (ESF+), within the framework of the ESF+ Program for Education and Training, Employment and Social Economy 2021-2027 and Fundación Mapfre. All these institutions are working toward a common goal: to help vocational training students to consolidate and expand both the financial knowledge they must acquire in the different subjects they tackle in their studies, as well as their knowledge of the world of insurance.

As a new feature, between October 6, 2025, and May 29, 2026, the bus will travel through 15 autonomous communities, including the Canary Islands and the autonomous cities of Ceuta and Melilla.

In total, it will visit more than 150 schools in locations beyond the provincial capitals, in places with smaller populations and more limited access to this type of initiative.

In 2025, FINEXIT en route covered 15 autonomous communities, 47 provinces and 109 localities. A total of 538 sessions were held, attended by 6,368 students from 119 vocational training centers.

BugaMAP seminars



bugaMAP in Lisbon (Portugal)

This is a business simulation game aimed at university students and professionals in the sector, in which we emphasize teamwork, negotiation, and decision-making.

At the university level, this year we developed 108 games at 63 universities in six different countries (Spain, Portugal, Puerto Rico, Peru, Mexico, and Brazil), with the participation of 2,648 students.

In addition to the workshops, we held the finals of the 2024/2025 bugaMAP tournaments in Spain:

- **Community of Catalonia and the Community of the Balearic Islands**, at the TORRE Mapfre offices in Barcelona. The finalists were Lleida University, International University of Catalonia, EAE Business School and Abat Oliba and the tournament was won by the International University of Catalonia.
- **Community of Madrid**, where the final was held at ESIC University contested by four teams from Rey Juan Carlos University, Francisco de Victoria University, Complutense University, and ESIC University, with the latter ultimately winning.

A team of five students from Jaime I University won the first edition of the **bugaMAP National Interuniversity Championship**, held in Madrid. In the final, the participants made key decisions on underwriting, reinsurance, investments and expenses to maximize the value of their simulated companies, each participant winning a €300 gift card. The competition included a qualifying phase with 47 seminars, in which more than 1,000 students from 29 Spanish universities participated.

We also held the final of the **II National bugaMAP Championship for actuaries**, which took place at the Fundación Mapfre headquarters. The Complutense University of Madrid, the Rey Juan Carlos University, and the University of Barcelona participated, with the latter emerging as the winner.

BugaMAP competitions have also been held in Mexico.

Vocational Training with an insurance specialism

The objective of dual vocational training with a specialty in insurance is to train new professionals in Spain, giving them specific knowledge, to capture their talent and find job opportunities. That is why we worked with experts to develop a specific curriculum in which insurance subjects are added to the usual subjects in the higher level of professional Administration and Finance training.

Eleven schools from six provinces in the Autonomous Communities of Catalonia, Madrid, Valencia, and Andalusia are participating in the project, with 326 students enrolled.

DBT Project - Doubt And Debate

An educational project focused on technological and media literacy and economic and financial education for students aged 14 to 19.

Together with the Observatory for Independent Thinking, Banco Santander, and La Caixa Foundation, Fundación Mapfre has collaborated on this project to promote **critical thinking** among students, who in recent years have been and continue to be overwhelmed with information, not all of it accurate, and who live in an increasingly polarized society. For this reason, the project has enjoyed the collaboration of major Spanish and international media outlets.

The second edition of the program was developed during the 2024/2025 school year, at no cost to the education system, and involved the participation of 50 centers for Obligatory Secondary Education and baccalaureate in Andalusia, the Canary Islands, Castile and León, Castile-La Mancha, Catalonia, Extremadura, La Rioja, and Madrid, reaching 6,028 students and with the active collaboration of 113 teachers.

The program involves working with the educational community through a technology platform that provides lessons and content for teachers to develop with their students in the classroom, and a final report based on a survey of the participants, conducted by the company IPSOS, to measure the effectiveness of the project.

E-learning courses and training

The Fundación Mapfre virtual campus currently offers 47 free e-learning training courses on topics related to insurance, pensions, and savings.

Highlights include the course on financial wellness and the course on how to educate your children about finance, which have been taken by 998 people. In addition, the collection of training capsules on investment products has been very well received by 64 users.

Course on Remuneration Strategies in Companies

In 2025, we launched the first edition of this program, which is coordinated and taught by the Institute of Stock Market Studies and offers comprehensive training on social protection systems and compensation models in the company world. It covers key aspects such as pensions, insurance, tax incentives, and strategies for internal talent management. Aimed at corporate professionals, it has a scholarship program run by Fundación Mapfre, which facilitates access to this highly specialized training for SMEs and self-employed professionals.

Financial education program for vulnerable groups

In 2025, we launched a pilot program to provide training in financial literacy and entrepreneurial skills to women and young people at the Mapfre Community – Universidad Panamericana community center in Santa Fe, using an artificial intelligence coach that empowers their financial and business goals and creates development opportunities in Mexico.

The program, delivered by the company empatIA, which has developed and adapted the educational content to the requirements and needs of the 30 participants, ended on December 12 with a very positive outcome after twelve weeks of immersion.

Awareness-raising programs

Seguros y Pensiones para Todos

We developed this program through our website and various social media initiatives. It focuses on promoting insurance and financial literacy, and it is part of Fundación Mapfre's participation in Spain's National Financial Education Plan.

The **most significant milestones** of this year were:

- 90,732 users visited our website in search of information on insurance, savings, and investment in Spain, Brazil, and Mexico.
- 289 people used our pension simulator and other financial tools.
- We ran campaigns to share specialized content on insurance, savings, and investments in Spain, Brazil, and Mexico.

In Spain, the campaign focused exclusively on social protection, promoting the *Guide to Retirement* and the *Guide for Companies and Employee Retirement*, which offer key information for planning retirement and managing employee resources. More than 200,960 users downloaded these guides in 2025, representing an increase over previous campaigns and reflecting society's growing interest in financial and insurance planning.



Presentation Guide to Retirement in Malta

In Mexico, the campaign focused on topics of particular interest to the population, such as car insurance, medical expenses, travel, and retirement. To this end, specific digital content was developed and disseminated through social media, generating 1,607,856 interactions, with content related to retirement being particularly popular.

In Brazil, we launched the **Tá Pago** campaign to promote safer and more conscious economic decision-making among the population, focusing on three key areas: poupança (savings), investimento (investment), and aposentadoria (retirement), addressing several of the country's financial issues:

- According to the 2024 report by the Brazilian Institute of Geography and Statistics, 47% of the Brazilian population does not manage their budget, highlighting the country's high level of financial disorganization.
- The same study reveals that 63% of Brazilians do not invest, mainly due to a lack of knowledge about the options available on the market.
- In addition, 78% of low-income individuals do not have retirement savings, highlighting a significant vulnerability in terms of long-term planning.

Tá Pago has been designed with a youthful, accessible, and educational tone, seeking to demystify personal finances through continuously updated digital content and strategic collaborations. We have developed and disseminated specific digital content through social media, generating 3,581,108 interactions, with content related to savings being particularly popular.



To find out more

- [Seguros y Pensiones para Todos](#)
- [Seguros y Pensiones para Todos - Mexico](#)
- [Seguros y Pensiones para Todos - Brazil](#)
- [Travel Insurance Mexico](#)
- [Social protection Mexico](#)
- [Cryptocurrencies Brazil](#)
- [Diversifying investments Brazil](#)

Finance Education Day and Week

We continue to collaborate with this initiative promoted by the Ministry of Economic Affairs and the Digital Transformation, the Bank of Spain and the National Securities Market Commission, which is part of the Financial Education Plan in Spain. Financial Education Day was celebrated on October 6 under this year's slogan "Get informed, plan, and decide". Our participation took the form of an interview on our Referencers program with model, actress, and presenter Raquel Revuelta, who has built a career based on hard work and self-improvement. The broadcast had more than 4.3 million views on YouTube.

Fundación Mapfre once again took part in National Financial Education Week, which was held in Mexico at El Monumento a la Revolución between October 23 and 26. Among other actions, we set up a stand where we carried out activities aimed at young people to promote healthy financial habits. The slogan

chosen for 2025 was “Experience financial well-being”. More than 3,432 young people visited our stand and took part in two games designed for them, the Vertical Maze and Tetris, aimed at motivating them to pursue financial health.

To find out more

- [Referencers Raquel Revuelta: “My success lies in choosing the right team”](#)
- [National Financial Education Week in Mexico](#)

A world without insurance

In 2025, we launched campaigns to disseminate the video *A World Without Insurance* in Spain, Brazil, Mexico, Malta and Ireland, with the aim of raising awareness of how important insurance is in everyday life and financial protection. The video had 1.8 million views in its different versions: Spanish, English and Portuguese.

To find out more

- [Un Mundo sin seguros](#)
- [A World without Insurance](#)
- [Um Mundo sem Seguros](#)

Informative guides and meetings

Retirement program for young people and seniors. Under the slogan “Today is a good day to think about tomorrow”, Fundación Mapfre focuses on the importance of planning and protection, which are key to financial well-being as we transition into retirement.

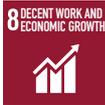
With this goal in mind, in 2024 we launched the project in Latin America, publishing retirement guides in El Salvador, Brazil, Colombia, Mexico, Panama, Peru, and Uruguay. In 2025, we developed various campaigns to promote the guides, resulting in 87,494 downloads.

In 2025, we updated the *Guide to Retirement in Spain*, which includes, in addition to new pension regulations, two chapters related to how to make use of housing to supplement your retirement pension and other needs. The *Guide for Companies and Employee Retirement* has also been updated, providing information on how to protect ourselves against what may happen in the future, from retirement to illness, unemployment, dependency, and even death.

In addition, on November 4, we published and presented the *Guide for your retirement in Malta* in collaboration with the BOP Foundation. The guide highlights the importance of insurance and financial education so that we are all aware and prepared to live longer and better lives. This guide has been very well received with more than 11,780 downloads by the end of the year.

Other presentations:

- Climate change, extraordinary risks, and public policy. (May 21, 2025)
- The Spanish insurance market 2024 (July 14, 2025)
- The Latin American insurance market 2024 (November 5, 2025)


[General table →](#)

KNOWLEDGE INNOVATION AND PROMOTION

Publications

Reports and studies on Accident Prevention and Road Safety

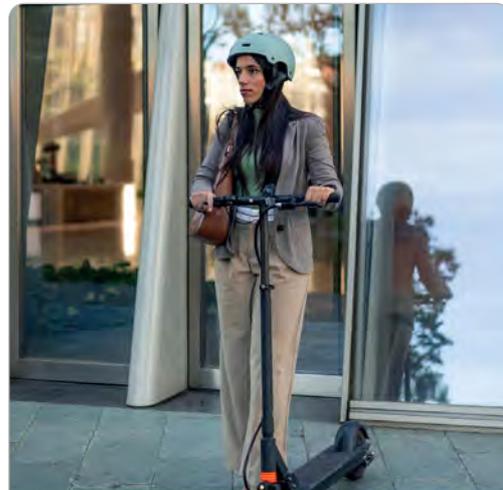
Analysis of the personal mobility vehicle accident rate 2024

Report produced in collaboration with Cesvimap, in which we analyze serious traffic accidents involving PMVs, such as falls, collisions, and collisions with pedestrians, including fires caused by these vehicles. It is based on exhaustive and in-depth daily monitoring of all news published in the national press on incidents involving this means of transport.

This report included a version for the Canary Islands, with more specific and detailed information.

Go to the study:

- [Analysis of the personal mobility vehicle accident rate 2024 - Spain](#)
- [Analysis of the personal mobility vehicle accident rate 2024 - Canary Islands](#)



ANÁLISIS DE LA SINIESTRALIDAD DE
VEHÍCULOS DE MOVILIDAD PERSONAL 2024

Fundación **MAPFRE**

Fire victims in Spain in 2024

In collaboration with the Asociación Profesional de Técnicos de Bomberos, we produced the 2024 update which, as in previous years, was compiled using information provided directly by the country's fire services and forensic medicine institutes in various autonomous communities.

The rigorous data collection on fire-related deaths in Spain has given our study its status as an industry benchmark since 2010, when the report started to be published annually. It is also recognized as an international standard, given that only a few countries in Europe and America produce similar studies in terms of scope, credibility and relevance.

To complete the information in this study, we conducted an omnibus survey to collect data on the use of smoke detectors in Spanish homes and the need to make them mandatory.

Finally, to complement these studies, we have updated the **Virtual Atlas of Fire Victims**, available in an intuitive web page format, which enables comprehensive data management, access to historical data, and the possibility of cross-tabulating different variables.

Go to the publication:

- [Study of fire victims in Spain](#)
- [Atlas virtual de víctimas de incendios \[Spanish\]](#)
- [Virtual atlas of fire victims \[English\]](#)

112 recommendations: Notes for a white paper on fire prevention and its consequences

This publication is a reference work in the field of fire safety and prevention in Spain. The result of collaboration between Fundación Mapfre and the Asociación Profesional de Técnicos de Bomberos, together with experts, institutions, and specialized organizations, it compiles specific proposals and practical recommendations aimed at reducing the number of victims and minimizing the damage caused by fires, especially in the home. The document rigorously addresses the main current challenges in the field of prevention, emphasizing the importance of training, social awareness, and collaboration between authorities and professionals. Its content is intended to serve as a guide for both public officials and technicians as well as the general public, promoting decisive progress toward a safer and more resilient society in the face of fire risk.

Go to the publication:

- [112 recommendations: Notes for a white paper on fire prevention and its consequences](#)

Guide for responses to fires involving vehicles powered by new technologies

Pioneering document prepared by the Asociación Profesional de Técnicos de Bomberos and Fundación Mapfre, presented on September 24, 2025. This guide establishes specific protocols and recommendations for responding to fires in cars with electric, hybrid, and other alternative propulsion systems, addressing the new challenges posed by electric mobility for both emergency services and the general public. A result of collaborative efforts between specialists from various fire departments, public institutions, and industry organizations, the guide offers detailed procedures for responding to complex scenarios, such as underground garages, and focuses on the risks associated with lithium-ion batteries. It also includes practical recommendations for users and professionals, as well as a review of current regulations, establishing itself as a key reference and training tool for improving safety and efficiency in managing this type of emergency.

Go to the publication:

- [Guide for responses to fires involving vehicles powered by new technologies](#)

Guide to fire prevention and safety in residential communities

Update of this joint reference work by Fundación Mapfre and the Asociación Profesional de Técnicos de Bomberos, which offers essential recommendations for improving safety in shared residential environments. This guide, organized into seven chapters, covers everything from the installation of fire detection and extinguishing systems to equipment maintenance, evacuation route signage and compliance with local regulations. It also focuses on common areas, commercial premises and new systems such as photovoltaic self-consumption installations. Its goal is to promote a culture of prevention that minimizes risks and protects both property and human lives.

Go to the publication:

- [Guide to fire prevention and safety in residential communities](#)



Guide to fire prevention and safety in commercial premises

Reissue of this work prepared in collaboration with the Asociación Profesional de Técnicos de Bomberos, the guide is an essential tool for boosting safety in commercial establishments. This publication, organized into four chapters, addresses the main risks associated with commercial activity, capacity and occupancy of spaces, as well as the most effective fire protection measures. It also offers practical recommendations such as the development of emergency plans, staff training, and the proper maintenance of electrical installations. The aim is to promote a culture of prevention that enables the anticipation of high-risk situations and effective action in the event of an emergency.

Go to the publication:

- [Guide to fire prevention and safety in commercial premises](#)

Guide to fire prevention and safety in the home

Reissued in collaboration with the Asociación Profesional de Técnicos de Bomberos, the guide helps to promote a culture of prevention in the domestic sphere. The publication addresses the main risk factors in homes, such as the use of electrical appliances, heat-producing devices, electrical installations, and photovoltaic systems for self-consumption. It also offers recommendations on the use of portable fire extinguishers, fire blankets, and fire detectors, as well as clear guidelines on what to do in an emergency. Taking a practical and rigorous approach, the guide seeks to reduce the incidence of accidents and protect the lives of people in their immediate environment.

Go to the publication:

- [Guide to fire prevention and safety in the home](#)

Guide to best practices in the exercise of mobility and road safety functions by local police forces

The result of our collaboration with the National Union of Local Police Chiefs and Managers, this guide is a useful tool for the professionalization and modernization of local police forces in Spain. This work compiles a catalog of best practices developed in various discussion groups with professionals in the sector, addressing aspects such as municipal management of powers, road safety education, procedure planning, cooperation between different administrations, and relations with the wider community. It also includes recommendations on human resources management, police equipment, and occupational road safety. The guide reinforces our institutional commitment to safe and efficient mobility, focused on the well-being of the public.

Go to the publication:

- [Guide to best practices in the exercise of mobility and road safety functions by local police forces](#)

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

Update of this manual proposing a paradigm shift in the use of public roads. This publication offers practical recommendations to encourage responsible behavior to help reduce road accidents and their consequences. It addresses key aspects such as adapting to different types of roads, the use of private and shared vehicles, and the mobility of specific groups such as pedestrians, the elderly, and the use of child restraint systems. Through an educational and preventive approach, the publication invites reflection on individual responsibility for road safety and respect for the environment, thereby encouraging more conscious mobility that is committed to collective well-being.

Go to the publication:

- [Manual on the 3Ss of Mobility: safe, secure, and sustainable](#)

Road safety in companies

Update of this work that comprehensively addresses the main risk factors associated with work-related mobility. Structured into six thematic modules—new mobility, cars, bicycles and personal mobility vehicles, pedestrians, motorcyclists, and the human factor— this guide offers training content, infographics, and specialized articles aimed at improving road safety in the business environment. The manual promotes the adoption of best practices, the responsible use of transportation, and awareness of the benefits of investing in occupational road safety, both for the health of workers and for the sustainability of organizations.

ADAS systems: towards a future of safe mobility

ADAS systems are a technological revolution aimed at minimizing the impact of the human factor, the main cause of traffic accidents. These systems, which integrate sensors, cameras, and smart algorithms, anticipate risks, alert the driver, and even intervene in steering or braking to avoid collisions or mitigate their consequences.

The publication provides an in-depth analysis of:

- **What ADAS are and how they work**, explaining their role in improving road safety.
- **Advantages and benefits**, including an estimated 57% reduction in accidents according to the Spanish Directorate General of Traffic.
- **European regulations**, which make it mandatory to incorporate certain systems in all new vehicles from 2022 onward, reinforcing the protection of drivers, occupants, and pedestrians.
- **Types of ADAS systems**, including automatic emergency braking, active lane keeping assist, blind spot detection, and other features that are paving the way toward self-driving cars.

This work reaffirms our commitment to safe and sustainable mobility, providing accurate and up-to-date information that promotes the adoption of life-saving technologies.

Go to the publication:

- [ADAS systems: towards a future of safe mobility](#)

Preventing accidents and injuries in older adults: reduce risks, be calmer

A resource designed to promote the safety and well-being of older adults, contributing to a calmer and risk-free life.

This document clearly and practically addresses the main situations that can lead to accidents in the home and everyday environments, offering recommendations to prevent falls, bumps, and other incidents that particularly affect this group of people. The most salient topics include:

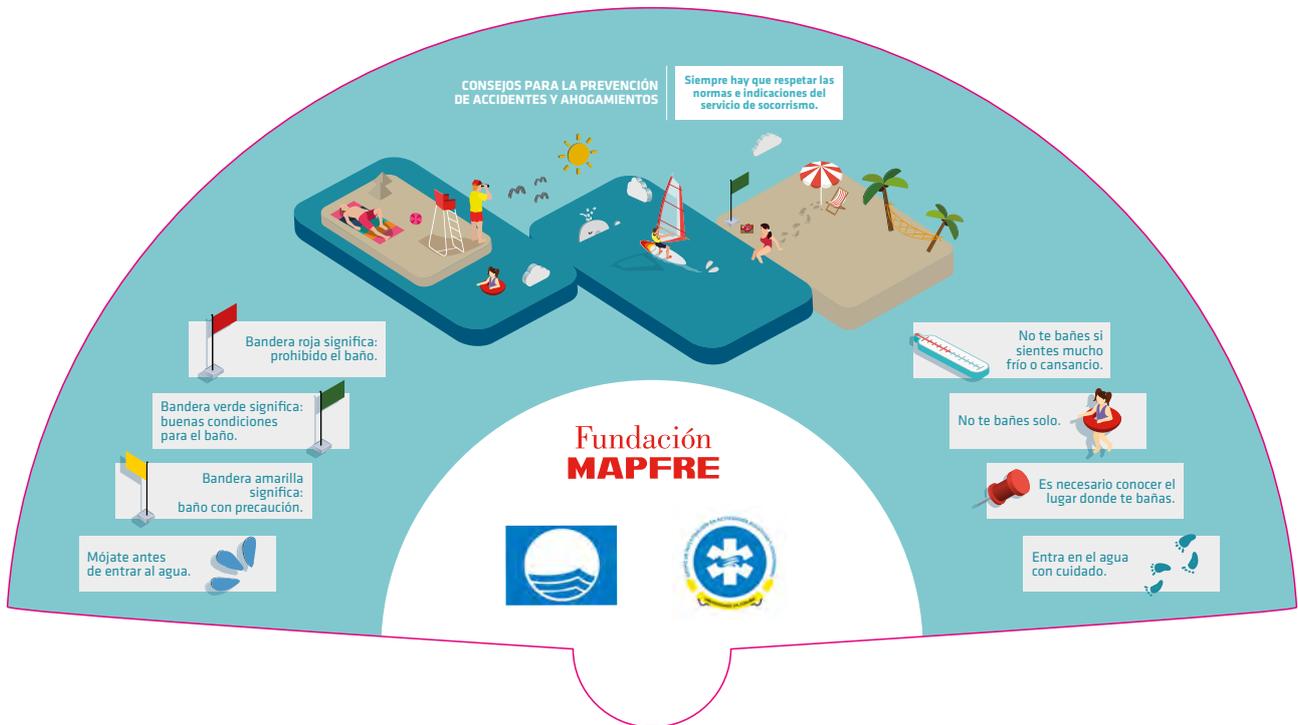
- **Identification of frequent risks** in domestic and outdoor spaces.
- **Preventive measures** to adapt the home and reduce the probability of accidents.
- **Advice on safe habits**, promoting independence and quality of life.
- **Guidance for caregivers and family members**, with guidelines to facilitate protection and responsible support.

This publication reaffirms our commitment to accident prevention and social protection, offering useful tools to improve safety and reduce accidents among one of the most vulnerable groups.

Go to the publication:

- [Preventing accidents and injuries in older adults: reduce risks, be calmer](#)

Drowning prevention in aquatic environments: drowning prevention is in your hands too



Tips to prevent accidents and drowning

A key publication aimed at promoting safety in aquatic environments and reducing the risk of accidents that affect thousands of people every year.

This document offers practical recommendations and clear guidelines for preventing dangerous situations in swimming pools, beaches, and other aquatic environments, with the aim of protecting both adults and children. The most salient topics include:

- **Identification of frequent risks** in aquatic activities and factors that increase vulnerability.
- **Preventive measures** to ensure safety in private and public swimming pools, as well as in natural areas.
- **Tips for active supervision**, especially in the case of children and the elderly.
- **Emergency action protocols**, encouraging preparedness and rapid response.

Go to the publication:

- [Drowning prevention in aquatic environments: drowning prevention is in your hands too](#)

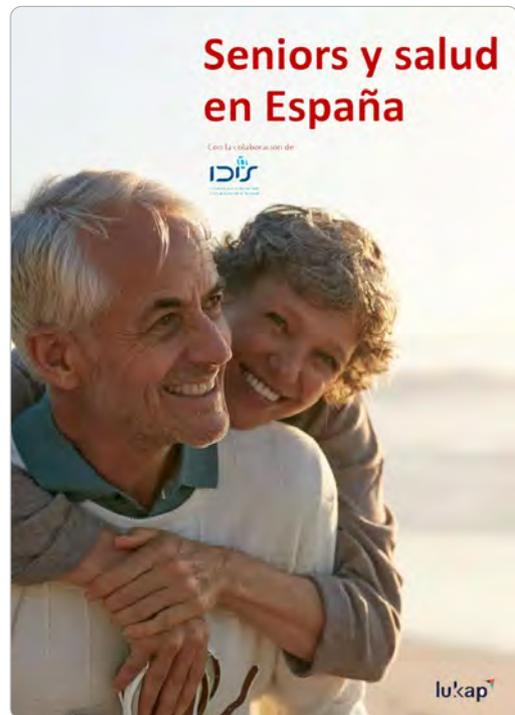
Health reports and studies

Seniors and health in Spain

The ageing population is changing our society. Seniors are becoming a key age group when it comes to understanding social, economic, and cultural dynamics in Spain. This study, carried out in collaboration with Fundación IDIS, analyzes the factors that influence the quality of life and health perception of people between the ages of 55 and 75, an increasingly important group due to the ageing population. It identifies the determinants that affect the physical, mental, and social well-being of this group and proposes evidence-based recommendations to promote healthy ageing. The study also seeks to raise awareness of how important it is to adopt healthy habits and promote policies that encourage an active and satisfying life in later years.

Go to the publication:

- [Seniors and health in Spain](#)



The state of mental health in Spain

The study arose in response to growing concern about young people's mental health and the need for reliable data to guide interventions in schools. It was conducted in collaboration with SIENA, with the aim of analyzing the current situation in terms of emotional well-being in educational institutions. The study identifies the prevalence of emotional problems among students, as well as the risk factors and protective elements present in classrooms. It also offers practical recommendations on prevention and early detection, providing useful tools to help the educational community effectively address mental health challenges in schools.

Go to the publication:

- [The state of mental health in Spain](#)

In insurance and social protection

Expert Reports from Mapfre Economics

We have published our regular reports, in both Spanish and English versions

- [GIP-Mapfre 2025 : Índice Global Potencial Asegurado](#)
- [Reinsurer ranking 2024](#)
- [2024 Reinsurers ranking](#)
- [Ranking de grupos aseguradores en América Latina 2024](#)
- [2024 Ranking of insurance groups in Latin America](#)
- [El Mercado asegurador latinoamericano en 2024](#)
- [Panorama económico y sectorial 2025](#)
- [2025 Economic and industry Outlook](#)
- [Panorama económico y sectorial 2025: actualización de previsiones hacia el segundo trimestre](#)
- [2025 Economic and industry outlook : second-quarter forecast update](#)
- [Panorama económico y sectorial 2025 : perspectivas hacia el segundo semestre](#)
- [2025 Economic and industry outlook : perspectives for the second half](#)
- [Panorama económico y sectorial 2025 : actualización de previsiones hacia el cuarto trimestre](#)
- [Ranking de ingresos de los mayores grupos aseguradores europeos 2024](#)
- [2024 Revenue Ranking of the largest European insurance groups](#)
- [El Mercado español de seguros en 2024](#)
- [The Spanish insurance market in 2024](#)

In addition to the regular reports, the following monographs were also published, available in Spanish, English, and Portuguese:

- [Cambio climático, riesgos extraordinarios y políticas públicas](#)
- [Climate change: extraordinary risks and public policies](#)
- [Mudança climática, riscos extraordinários e políticas públicas](#)
- [Primas y ratios de solvencia de los principales grupos aseguradores europeos](#)
- [Premiums and solvency ratios of the main European insurance groups](#)

Guide to your retirement

- **Spain:**
 - [Guía jubilación](#)
 - [Guía para la empresa y la jubilación de sus empleados](#)
- **Malta:**
 - [Guía para tu jubilación](#)

The Guides published in Brazil, Colombia, El Salvador, Mexico, Panama, Peru, El Salvador, Mexico, Peru and Uruguay are still in force and have been updated.

- [Guia para a proteção do futuro \[Brasil\]](#)
- [Retiro: la importancia de pensar en tu retiro \[Colombia\]](#)
- [Jubilación: hoy es un buen día para pensar en el mañana \[El Salvador\]](#)
- [Guía para tu jubilación \[Mexico\]](#)
- [Jubilación: hoy es un buen día para pensar en el mañana \[Panamá\]](#)
- [Jubilación: hoy es un buen día para pensar en el mañana \[Perú\]](#)
- [Jubilación: hoy es un buen día para pensar en el mañana \[Uruguay\]](#)

Mapfre insurance dictionary

A digital resource, which is continuously consulted and updated based on inputs and suggestions from users, researchers and insurance professionals on new terms, different meanings or content suggestions. In 2025 the Spanish version of the dictionary received more than 103,976 visits while the Portuguese version received 29,744.

To find out more

- [Mapfre insurance dictionary \[Spanish version\]](#)
- [Mapfre insurance dictionary \[Portuguese version\]](#)

Ignacio H. de Larramendi Research Grants



The Ignacio H. de Larramendi research grants continue to be a benchmark for all those dedicated to furthering and developing knowledge on topics related to health promotion, insurance, and social protection. This year we received a total of 606 applications from 30 countries.

In the field of health promotion, the research topics are related to:

- Strategies and education for changing habits: obesity prevention, promotion of physical activity and emotional well-being (including the appropriate use of new technologies).
- Education in emergency procedures for the general public.
- Assessment of bodily injury: evaluation of the consequences of an event (accidental or traumatic event, medical negligence, aggression or disease) on the health of the individual and its repercussions on the essential activities of ordinary life and other specific activities related to personal development (emotional distress, loss of quality of life).
- Health management: quality and clinical safety.
- Longevity and the influence of lifestyle.

In the field of insurance and social protection, the thematic areas are:

- Insurance.
- Risk management: emerging risks.
- New technologies in the insurance field.
- Social Protection: pensions, savings, investment, asset liquefaction and the Silver Economics (longevity economics).

The total funding represents an investment by Fundación Mapfre of €265,000.

These are the projects that received funding in 2025:

Health Promotion:

- **Ana Isabel Duarte**, *Empowering Communities by Promoting Healthy Lifestyles to Reduce Cardiometabolic and Cerebrovascular Risk: A Community-Based Intervention in Portugal's Center Region*. University of Coimbra, Portugal.
- **María Espada Mateos**, *Influence of physical education and physical activity on the academic performance and emotional well-being of adolescents*. Rey Juan Carlos University, Spain.
- **Estefanía García Ruiz**, *Towards a comprehensive care model for adults with celiac disease: effects of residual gluten accumulation in a gluten-free diet*. Asociación de celíacos de las Islas Baleares, Spain.
- **Antonio González Mateos**, *Study on the relationship between sleep apnea and the development of Alzheimer's disease in the population of Extremadura*. University of Extremadura, Spain.
- **Ana María Méndez Echevarría**, *Amigos Peludos. Animal therapy for children in complex medical situations*. Health Research Institute of La Paz University Hospital, Spain.
- **Antonio Rodríguez Núñez**, *Asphyctic choking: a dramatic event that must be prevented and treated in the community. PROVACE (Prevention and Resolution of Acute Foreign Body Airway Obstruction) multifocal project proposal*. Galician Public Foundation Health Research Institute of Santiago de Compostela (Fundación IDIS), Spain.
- **Irene Vicente Zapata**, *Development of a predictive model for the early detection of gender violence based on clinical-radiological indicators and patterns of health service use*. Biomedical Research Foundation at Ramón y Cajal University Hospital, Spain.

Insurance and Social Protection:

- **Nina Pallarés Cerdá**, *Saving to Live Better: Financial Literacy and Well-being in the Senior Economy*. Spain.
- **Enrique Giles Romero**, *Assessment of the economic impact of population ageing in Colombia with a territorial approach*. College of Higher Studies in Administration, Bogotá, Colombia.
- **Adrián Fernández Pérez**, *Housing Price Vulnerability Index by Postal Code*. University College Dublin, Ireland.
- **Irene Hernández Batista**, *Convergent Regulatory Framework: Implications of the GDPR, Data Act, and AI Act for insurance companies*. Spain.
- **Maite Cubas Díaz**, *The actuarial index of social risks: improvements and their effect on the insurance sector*. University of the Basque Country, Spain.
- **Manuel Cobos Budía**, *From DANA to Decision: Integrating Local Data Models for Flood Cost Estimation and Public Strategic Decision-Making*. University of Granada, Spain.

To find out more

- [Ignacio H. de Larramendi Research Grants](#)

Advanced medical research

Therapies in the Early Stages of Parkinson's Disease

The STOP PARKINSON project, led by Prof. José A. Obeso from the HM CINAC Comprehensive Neuroscience Center, located in HM Puerta del Sur University Hospital (Móstoles) and launched in 2018, has achieved international milestones in the treatment of Parkinson's disease, developing strategies focused on the early recognition and treatment of the neurodegenerative process. These include high-intensity focused ultrasound (HIFU) ablation therapy, which has been shown to significantly improve the cardinal signs (slowness, muscle rigidity, resting tremor) in the early years of the disease. These results are supported by the original description of the anatomical segregation of subthalamic-cortical connectivity, which facilitates treatment adjustment to the predominant clinical manifestations in each patient. Furthermore, HM CINAC is an international leader in the reversible opening of the blood-brain barrier (BBB) both experimentally and in patients. Indeed, the project has demonstrated for the first time the selective access of therapeutic gene vectors to the primate brain.

Following the breakthroughs achieved, a new phase began this year focused on the development of next-generation gene therapy, with the aim of modulating the neuronal activity of brain circuits altered by dopamine deficiency and slowing the progression of the disease. The medium-term goal is to achieve a treatment capable not only of alleviating symptoms, but also of modifying the course of the neurodegenerative process, marking a new chapter in its treatment. In this phase, the project is embarking on a pioneering line of research that seeks to demonstrate the therapeutic value of "circuitopathy", which involves targeting different points in the brain network involved in motor manifestations and the progression of neurodegeneration. For this purpose, a non-invasive therapeutic strategy based on gene therapy administered by opening the blood-brain barrier is proposed, which would complement current HIFU treatments.

Opening the blood-brain barrier using ultrasound (LIFU) would facilitate its early application without significant side effects. This phase is also being completed with a multicenter clinical trial involving newly diagnosed patients. The aim is to validate the therapeutic efficacy and safety of HIFU subthalamotomy, as well as its impact on the progression of Parkinson's disease. Led by HM CINAC, the trial is being conducted in several hospitals around the world.

National Cardiovascular Research Center

Fundación Mapfre is a member of the board of trustees of Fundación Pro CNIC, through which it channels an annual contribution to fund research projects carried out by CNIC scientists, with the ultimate goal of improving the health of the population.

In 2025, the National Center for Cardiovascular Research continued to consolidate its position as an international benchmark in cardiovascular and biomedical research, with significant scientific advances, awards and globally significant clinical contributions. One of the CNIC's main strengths is the translation of research results into clinical practice, benefiting the public at large. The center made a significant impact at the European Cardiology Conference held in Madrid, where clinical practice guidelines and highly relevant studies were presented. Among the scientific milestones of 2025 presented, the **international clinical trial REBOOT**, coordinated by the CNIC and developed in collaboration with more than 100 hospitals, stood out. It demonstrated that beta-blockers, medication prescribed for more than four decades after a heart attack, offer no clinical benefit to patients with preserved cardiac function. The results, published simultaneously in *The New England Journal of Medicine* and *The Lancet*, represent a paradigm shift in post-heart attack management, with direct implications for clinical practice worldwide.

The CNIC continues to be a center of excellence in terms of scientific training and outreach. Over the course of the year, more than 214 people participated in its training programs, ranging from high school students to medical residents. Special mention should be made of the **Acércate** program, which celebrated its twentieth anniversary and which has proven to be a key tool for promoting scientific vocations.

Personalized Cell Therapy

In 2025, the Cell Therapy Unit devoted most of its activity to treating patients with spinal cord injuries using the somatic cell therapy drug NC1. This advanced therapy was the first to be authorized by the Spanish Agency for Medicines and Health Products (AEMPS) for “non-industrial” manufacture, and Fundación Mapfre has played a fundamental role in its development through annual grants.

Fundación Reina Sofía

In collaboration with Fundación Reina Sofía and Fundación CIEN (Center for Research in Neurological Diseases), over 20 years ago, we set up a **scholarship program for young researchers** in biomedical specialties, focused on applied clinical research in neurodegenerative diseases and the early diagnosis of dementia and Alzheimer's. Alzheimer's is the leading cause of dementia, and it is one of the main sources of deteriorated quality of life in older adults. In 2025, two recipients of these grants undertook a one-year research stay divided into two semesters. These were:

- **Michelle Estefanía Guamán Chulunchana.** She spent the first period at the Research Unit of the Queen Sofia Alzheimer's Foundation, Department of Neuroimaging, and the second period at Lund University (Sweden).
- **Andrés Jiménez Pérez.** He spent one period at the Research Unit of the Queen Sofia Alzheimer's Foundation and one period at the Penn Alzheimer's Disease Research Center, University of Pennsylvania, Philadelphia, in the United States.

16th Medical-Legal Conference on practical aspects of bodily injury assessment

This meeting, which took place on October 23 and 24, 2025 in Auditorium 400 of the Reina Sofia Museum in Madrid, has become the **reference event for professionals in the health, legal and insurance fields** in the assessment of bodily injury. Each edition brings together renowned experts to address the most frequent and complex aspects of bodily injury assessment, as well as the medical and legal controversies that arise in daily practice.

The conference was structured around three thematic round tables, including sessions dedicated to topics such as the clinical and medical-legal use of electroneuromyography, workplace absenteeism, injury stabilization, the assessment of work disability and loss of earnings, and the use of neurocognitive damage assessment tests. In addition, we held a practical workshop on facial aesthetic damage, temporary injuries, causal nexus and loss of quality of life, along with lectures on the new classification of psychiatric sequelae and the social and personal impact of bodily injury on suicide. The event closed with a keynote lecture by Professor Dr. Duarte Nuno Vieira, President of the Scientific Council of the International Criminal Court.

Documentation Center

Fundación Mapfre's Documentation Center provides free and open access to the information necessary for carrying out professional, teaching and research activities, and collaborates in the processes of knowledge creation, offering resources specialized in insurance, risk management and social protection, in addition to related subjects such as economics, senior economics and law.

The Documentation Center also houses all of Fundación Mapfre's publications. It is the institutional document repository.

It has a **web catalog containing more than 171,000 bibliographic references** to books, international print and electronic journals, reports, bulletins and research papers, as well as a special collection dedicated to Master's degree theses and final projects completed by students from universities and academic institutions specializing in the financial and insurance sector which, due to their quality and qualifications, are openly available to the public for wider dissemination.

It also provides an information location service, both from internal and external sources, which, in 2025, received 1,732 requests for expert advice.

In addition, we publish a monthly *Newsletter*, containing a selection of the latest publications added to the catalog, as well as articles by collaborators who are specialists in their fields, and recommended bibliographies on monographic and current topics. To date, it has more than 5,767 subscribers.

Staying at the forefront of technology, our Documentation Center has carried out its first automated cataloging project using artificial intelligence, with the aim of optimizing and streamlining internal work processes.

The Documentation Center, which has been running for **more than 35 years**, has established itself as a benchmark organization, present on social media, primarily through LinkedIn. In addition, it maintains ongoing relationships with institutions, universities and academic centers, both in Spain and Latin America, providing services with the aim of establishing new agreements for the contribution of open-access specialized documentation and to be present on the documentary platforms and in the libraries of these institutions.

In 2025, we made presentations to universities and specialized academic centers with the aim of maintaining institutional relationships and initiating new ones so that students, professors, and researchers alike can learn about and use all the services we offer.

Highlights:

- University of the Sacred Heart of Puerto Rico.
- ORT University of Uruguay.
- Master's Degree in Risk Management at EAFIT University in Colombia.
- Autonomous University of Barcelona.
- University of the Balearic Islands.
- Master's Degree in Actuarial Science at Carlos III University in Madrid.
- Master's Degree in Actuarial Science at Rey Juan Carlos University in Madrid.
- Technical Insurance Course at the International School of Insurance and Finance in Costa Rica.

- ESIC University (Madrid).
- University Center for Financial Studies (CUNEF).
- EAE Business School (Madrid).
- Faculty of Economics at the University of Almeria.
- Mapfre University Plan in Colombia, Peru, Puerto Rico, and Uruguay.
- Insurance Sales Management Course at the International School of Insurance and Finance in Costa Rica.
- FUNDEPOS University (Foundation for Graduate Studies and Research in Economic Sciences) in Costa Rica.
- Higher Vocational Training Teachers in Administration and Finance in the Valencian Community.
- AENA Documentation Center.

The Documentation Center has also contributed as a strategic collaborator to the 2025 edition of LAB Libraries at the Cervantes Institute under the slogan “From data to access: sustainability and knowledge management.”

In addition, we have published two dossiers from our Specialized Thematic Documents series, a selection of studies and reports that provide a solid basis for research and analysis, fulfilling the objective of promoting financial and insurance education by sharing knowledge.

To find out more

- [Documentation Center](#)
- [Special Dossier on Savings \(June 2025\)](#)
- [Special Dossier on Responsible Investments and their impact on society \(November 2025\)](#)

Ageingnomics Research Center

The ageing of the population is an evident and growing phenomenon. According to estimates by the Spanish National Statistics Institute, the number of people aged 65 or over in Spain will rise from 9.3 million in 2020 to 14.6 million in 2050, representing 30.8% of the total population, and there will be almost twice as many older people as young people under the age of 15.

We set up Ageingnomics in 2020 with the main goal of taking a positive view of the ageing population phenomenon, to encourage people to make the most of the opportunities offered by increased life expectancy, which were not being given the attention they deserved.

Over the five years since its creation, the center's activities have focused, on the one hand, on conducting an in-depth analysis of the different areas of the silver economy, i.e., the economy that revolves around older people, which is expected to be the driving force behind growth in the coming decades; and, on the other hand, on raising awareness of a new reality emerging from demographic change, to which institutions, companies, and the public must adapt.

Research

Senior Consumer Barometer

Recurring research that analyzes the consumption patterns of a group that is particularly relevant due to its demographic weight and its impact on economic and social activity.

In 2025, we published reports for the autonomous communities of Extremadura, Madrid, the Basque Country, and Valencia.

In addition, on April 8, we presented the first edition of the Madrid Barometer at a press conference, which was attended by Rocío Albert, Minister of Economy, Finance, and Employment of the Community of Madrid.

On November 4 in Lisbon, we presented the second edition of this barometer for Portugal, which analyzes the Portuguese population over the age of 55 to understand their consumption habits, attitudes, and needs.



Senior Consumer Barometer Presentation

Go to the studies:

- [I Senior Consumer Barometer on the Community of Madrid](#)
- [I Senior Consumer Barometer on the Basque Country](#)
- [I Senior Consumer Barometer on the Community of Valencia](#)
- [II Senior Consumer Barometer on Portugal](#)

Senior talent map

In collaboration with Fundación Masfamilia, on December 12, we presented the *5th Senior Talent Map*. This year's edition focused on intergenerationality as the key to combining experience and innovation in the workplace. This edition included international examples of specific measures to promote the participation of seniors in the economy, as well as valuable input from senior representatives of Spanish authorities, enriching the analysis with an institutional and regulatory perspective on the rural world.

The presentation of the map was attended by, among other prominent figures, Elma Saiz, Minister of Inclusion, Social Security, and Migration of the Government of Spain, and Antonio Huertas Mejías, Chairman of Fundación Mapfre. The authors of the report also took part: Iñaki Ortega, advisor to the Ageingnomics Research Center; Rafael Puyol, professor emeritus at the Complutense University and president of the International University of La Rioja; Alfonso Jiménez, partner at Exec Avenue; and Mercedes Hernández, director of RII at Fundación Masfamilia.

Go to the study:

- [Senior talent map 2025](#)

Ranking of Silver Economy Regions

The ranking allows us to understand the reality of the silver economy in different Spanish regions and its evolution over the various periods analyzed. It acts as a lever for economic and social development and helps to promote “senior-friendliness” in Spain's autonomous communities and major cities, which are responsible for managing a large part of public policy.

On March 6, 2025, the *2024 Ranking of Silver Economy Regions in Spain* was presented. The event was held at the Torre Mapfre in Barcelona and was attended by Josep Antoni Duran i Lleida and Juli Fernández e Iruela, Secretary General of the Department of Economy and Finance of the Generalitat of Catalonia.

Go to the study:

- [Ranking of Silver Economy Territories](#)

2025 Academic Seminar



2025 Ageingnomics Academic Seminar

In collaboration with Carlos III University in Madrid, we organized the sixth edition of our academic seminar. On this occasion, it focused on emotional well-being and quality of life in the new longevity, and took place on May 6, 2025.

For the opening session, we were joined by Elvira Vega, General Manager of Fundación Mapfre, Rosa Martínez Rodríguez, Secretary of State for Social Rights, and Ximo Puig, Spanish Ambassador to the OECD.

The keynote speech was given by philosopher José Antonio Marina.

The selected papers, presented during the seminar, came from the academic and professional spheres, from renowned research centers.

In January, we opened the registration phase and the Scientific Committee selected the following presentations:

- **Gema Pérez Rojo**, San Pablo-CEU University: “Quality aging as an integrative concept in gerontology.”
- **Eduard Minobes**, University of Vic – Central University of Catalonia: “Strategies to improve the quality of life of dependent elderly people at home: a randomized clinical trial.”
- **Ana María Fernández Araque**, University of Valladolid: “Impact of ACTN3 R577X polymorphism on active healthy ageing and quality of life.”
- **Juan Colado**, University of Valencia: “New physical exercise and functional nutrition protocols to transform overall well-being in the new longevity.”
- **Marián García-Prieto**, I4LIFE: “Technology for the care and support of older people in rural areas: integration of activity and health records to detect anomalies in a real environment.”
- **Sara Domènech Pou**, Health and Ageing Foundation, Autonomous University of Barcelona: “Impact of a social robot on unwanted loneliness among older adults in a residential center: randomized controlled study.”

Juan Colado from the University of Valencia won the prize for the best paper presented.

Access the presentations:

- [VI Academic Seminar 2025 - Ageingnomics](#)

Method for measuring the silver economy: Senior Economy Tracker

To measure the progression of the longevity economy and its implementation in European countries, we have developed a composite indicator in collaboration with Comillas University: the Senior Economy Tracker. This indicator provides a holistic view of national and regional progress towards a longevity-oriented economy, adjusted for demographic pressure.

The 2025 report expands the geographical scope of the **Senior Economy Tracker** to OECD member countries and updates the indicator for the 27 European countries by incorporating the latest data for the period 2021-2023.

The report was presented to the European Insurance and Occupational Pensions Authority, the Inter-American Development Bank, the Spanish OECD Delegation, the Multilateral Companies Meeting organized by Menendez Pelayo International University, the Bank of Spain, and the Directorate General of Insurance and Pension Funds, and it was published by the international scientific journal *Elsevier. Structural Change and Economic Dynamics, as well as in The Conversation*.

Go to the study

- [Method for measuring the silver economy: Senior Economy Tracker](#)
- [Senior Economy Tracker: Quantifying the progress of longevity in Europe](#)

Outreach

At the Ageingnomics Research Center, we want to promote a positive view of ageing, demonstrating that age is synonymous with opportunity. That is why we released a new episode of the Referencers video podcast, hosted by María de León and featuring Belinda Washington as her guest. Her testimony highlights the confidence and clarity that experience brings, challenging stereotypes associated with age. With energy and vitality, Belinda reminds us that longevity does not limit, but rather broadens horizons, reinforcing our commitment to a society that harnesses senior talent and promotes generational diversity. This episode has had more than 85,552 views.

Senior guide to becoming digitally literate

On September 22, the *Senior Guide to Becoming Digitally Literate* was presented in Seville.



Presentation in Seville of the Senior Guide to becoming digitally literate

This guide explores the different information and communication technologies that are part of our daily lives. Some are designed to make our daily tasks easier, while others seek to enrich our well-being and happiness.

The guide promotes the conscious and accessible use of these tools so that older people can become digitally literate, active, and connected citizens.

Go to the study

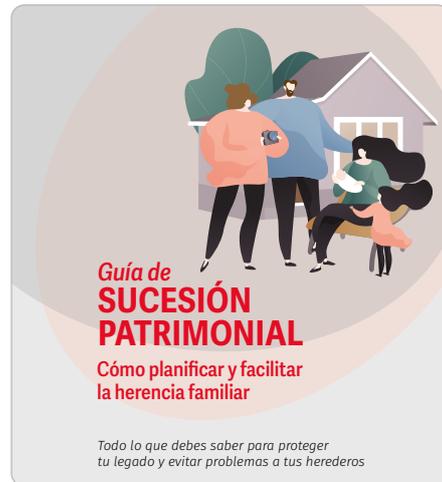
- [Senior ICT Guide- Ageingnomics](#)

Guide to estate succession: How to plan and simplify family inheritance

Inheritance is no longer merely a legal formality, but has become a powerful planning tool. When well structured, inheritance ensures the continuity of wealth, prevents family conflicts, and offers protection to the most vulnerable. By planning ahead, you can adapt to personal and family circumstances and take advantage of the legal and tax mechanisms available.

Go to the study

- [Guide to estate succession: How to plan and simplify family inheritance](#)



Inspiring Lives Literary Award: Stories to write

With this award, and in collaboration with Plataforma Editorial, we wanted to look back at the life stories of older people and do so from the perspective of the senior generation through literary works, be they fiction or non-fiction, inspired by life experiences that convey values like wisdom, optimism, enthusiasm, vitality, and enthusiasm, which we believe this senior generation possesses and which shape the positive outlook of a generation that contributes to the economy and society.

The award was announced in September 2024, offering a prize of €3,000 and the publication of the winning work by Plataforma Editorial. The winner was announced on February 26, 2025.

The winning work, *Al limpiar el agua* (Cleaning the Water), by author Adolfo Muñoz Palancas, is written with wisdom, affection, and skill, and highlights the importance of grandparents in the education of their grandchildren. It shows the contrast between rural and urban life and how understanding these two realities influences the personal and emotional development of its main character, a boy who has to go and live with his paternal grandparents in the countryside after his maternal grandparents, with whom he lived in the city, die in an accident.

The work was presented at the Madrid Book Fair, at Fundación Mapfre and in Lorca, where the winner lives.

Support for entrepreneurship

TALES Program

TALES is aimed at people over the age of 50 who are interested in leveraging their professional experience, knowledge, and access to networks in order to create new business initiatives. These are people with tremendous potential who need support to activate and maximize their chances of success when developing new business models, ideally leveraging the knowledge they have acquired throughout their professional careers.

It is a free program promoted by the Santander International Entrepreneurship Center and the Ageingnomics Research Center, with the active collaboration of seven public universities:

- University of Cantabria
- University of Extremadura
- University of Granada
- University of Las Palmas de Gran Canaria
- University of Vigo
- University of Barcelona
- Autonomous University of Madrid

After the judging panel's deliberation, the national prize for the last edition of TALES went to the Latinexion project, promoted by Martha Angélica, representative of the University of Cantabria.

To find out more

- [TALES Program](#)

Lecture series on art and photography



In this area, in 2025 we have continued to regularly organize lecture series and other events. This program is mainly concentrated at the **KBr Barcelona Photo Center**, where, in fact, it has been one of the main focuses of its activity since 2021.

Specifically, throughout 2025 we offered a total of 8 activities in the KBr auditorium: two series of lectures/conversations and six individual events with guests related to the exhibitions (curators, specialists, etc.). The series **When Images are also Written** brought together a dozen participants who, in six sessions from October to December, addressed different aspects of the relationship between

the photographic image and writing. The two sessions of the series **Break: A New Visual Order**, organized in collaboration with the Panoràmic Audiovisual Festival, explored how the omnipresence of the photographic image has changed our relationship with photography.

The remaining sessions featured contributions from curators, photographers, historians, and others, who discussed the scheduled exhibitions: to mark the presentation of their exhibitions, José Guerrero and Felipe Romero Beltrán held separate talks with the curators of their shows, Marta Gili and Victoria del Val, respectively; Arnau González i Villalta and Toni Monné Campañà, curators Joan Andreu Puig Farran, also presented the exhibition through a conversation between them; and the Helen Levitt exhibition was presented by its curator, Joshua Chang. In the Get Real! program of workshops, photographer Simon Norfolk opened his workshop with a public lecture.

In total, there were 12 sessions in which 22 guest speakers participated. All sessions were streamed live and subsequently made available on the website.

In the **Recoletos Auditorium** we organized two cycles: one dedicated to the exhibition 1924. Other Surrealisms (April 22 to 29); and one held as part of the celebration of Hispanic Heritage promoted in October by the Community of Madrid, which dealt with Imaginaries of the Modern: three Spanish masters in the Fundación Mapfre Collections (October 7 to 9).

For years, the editorial excellence of **publications** related to the Foundation's cultural activities, especially exhibition catalogs, has been one of the hallmarks of our work. The highest quality and rigor in the selection of contributions are, in fact, essential criteria in our editorial policy. This is evidenced by the various national and international awards and recognitions received in recent years.

The publications in 2025 mainly corresponded to the catalogs of all the exhibitions held in our exhibition halls. In several cases, the edition included, in addition to Spanish, versions in English and/or Catalan. For some of the catalogs, co-publishing agreements were also reached for distribution in other countries.

A total of 11 titles were published in 2025, corresponding to 22 editions: two titles on the plastic arts (*1924. Other surrealisms; Raimundo de Madrazo*, in Spanish and English). In the field of photography, editorial production included the publication—in Spanish and Catalan—of the catalogs *Joan Andreu Puig Farran*, *José Guerrero*, and *Edward Weston*. The catalogs *Sakiko Nomura*, *Bravo. Felipe Romero Beltrán*, and *The Brown Sisters (1975–2022)* were published in Spanish and English. The *Helen Levitt* catalog was released in Spanish, English, and Catalan; and for *KBr Flama'25*, as has been the case for this project in previous editions, we published a single bilingual Catalan/Spanish edition.

In the section devoted to catalogs of holdings from the Fundación Mapfre Collections, we released a new edition—in Spanish and English—of the catalog of the works of the Mexican photographer Graciela Iturbide, winner of the 2025 Princess of Asturias Award for the Arts, incorporating the latest works added to our collection.


[General table →](#)

EXHIBITIONS

The activities developed throughout 2025 have maintained continuity with what has been our hallmark in the cultural sphere for more than three decades: the development of a rigorous and ambitious exhibition program, focused primarily on the plastic and visual arts of the 19th and 20th centuries, as well as on the history and evolution of photography as an artistic and documentary language. Far from merely chronological or stylistic approaches, our exhibitions are constructed with the utmost conceptual rigor to generate proposals with a discourse that encompasses aesthetic, historical, and social issues.

Thanks to this long-standing and highly regarded activity, Fundación Mapfre is now a fully-fledged member of the network of major cultural institutions, both in Spain and on the international scene.

Throughout 2025, the Culture department once again developed an extensive program of activities focused on its two main areas of activity (plastic arts exhibitions and photography exhibitions). As usual, we have also organized educational activities aimed at schools and families, as well as other events designed to engage the general public (series and conferences). In addition to these regular activities, it is worth highlighting the boost given to the program of exhibition visits aimed at vulnerable groups and the results of the third edition of the **KBr Photo Award**, the international photography prize organized every two years by the Foundation.

In total, we staged 13 new art exhibitions (visual arts and photography) at our venues in Madrid and Barcelona, while another 11 exhibitions produced in-house were presented at different institutions in Spain and other countries.

In the field of outreach and knowledge promotion, we organized a dozen series and/or conferences; in the field of education, we scheduled 201 workshop visits for schools and families. As usual, these achievements were complemented by other important activities, including publishing (exhibition catalogs and other publications) and the constant renewal and expansion of downloadable content related to our activities on our institutional website.

Within this broad range of activities, the most notable was the **Raimundo de Madrazo** exhibition, presented at the Sala Recoletos exhibition hall between September and January 2026. Based on rigorous and innovative research, the exhibition allowed visitors to appreciate, as never before, the technical quality and importance on the international art scene of one of the most renowned painters of his time. The success of the exhibition is eloquently demonstrated by the nearly 110,000 visitors it received.



Raimundo de Madrazo exhibition

Exhibitions at our locations



In the core area of our cultural program—visual arts and photography exhibitions—the activities undertaken throughout 2025 continued along the strategic lines that have framed this part of the Foundation's activities for many years: the convergence of plastic arts and photography exhibitions in the Madrid exhibition hall (Sala Recoletos) and the continuation in Barcelona of a program dedicated exclusively to photography (KBr Fundación Mapfre).

Before detailing the main achievements, we would like to highlight that in 2025 we continued to progressively bring together the photography exhibition programs at the Foundation's two main venues. This decision was made to avoid disparities in the proposals we offer to society and to make better use of material and human resources.

In **Madrid** (Sala Recoletos), as usual, the winter (February-May) and autumn (October-January) seasons featured exhibitions of plastic arts and photography, while the summer program (May-September) offered a double photography program.

The year began (February-May) with the exhibitions **1924. Other surrealisms** and **Sakiko Nomura**. As part of the international celebration marking the centenary of the publication of the *Surrealist Manifesto* (1924), the first exhibition, curated by renowned art historian Estrella de Diego, offered a reinterpretation focused on highlighting the diversity of readings that, beyond what was happening at its epicenter, Paris, were generated under the impetus of this artistic movement, as well as the role that women artists played in it. As befitted such a significant commemoration, the exhibition was actually part of a major international initiative involving other leading art institutions in Brussels, Paris, Hamburg, and Philadelphia. The exhibition dedicated to the Japanese photographer Sakiko Nomura offered the first opportunity in Spain to see an extensive retrospective on one of the most important contemporary Japanese photographers.

The fall program included another attractive double bill: in painting, the **Raimundo de Madrazo** exhibition was the most successful initiative of the year. The exhibition provided an opportunity to see, also for the first time, the work of the third great representative of the most renowned dynasty of 19th-century Spanish painting, who was, above all, one of the most internationally recognized and highly regarded painters of his time. The technical perfection of his painting, his chromatic skill, and his ability to reflect atmospheres were appreciated by nearly 110,000 visitors. Alongside this, **Edward Weston** also proved to be an attractive discovery for many of the more than 60,000 visitors who

enjoyed an extensive tour of the work of one of the great classics of contemporary photography. The quality of the prints on display—all of them *vintage* copies—was mentioned in several reviews of the exhibition in the media.

Meanwhile, the summer program was once again devoted entirely to photography, but this time featuring three exhibitions instead of two. Two of them invited visitors to learn more about the work of two young creators: **José Guerrero** (1979) from Spain, probably the most internationally renowned Spanish photographer of his generation at the moment, and **Felipe Romero Beltrán** (1992) from Colombia, whose project won him the third edition of the KBr Photo Award in 2024, an international prize awarded every two years by the Foundation. Alongside these two windows onto new creators, one of the greatest works in the history of photography was also on display: **The Brown Sisters**, by American Nicholas Nixon (1947). The Foundation is one of the few institutions that has the complete version of this series (1975-2022) in its collections, undoubtedly one of the most moving testimonies to the passage of time in contemporary art. Having already been exhibited in previous years, the author's decision to end the project with the 2022 image led us to consider the appropriateness of presenting the series again, for the first time in Spain and practically worldwide, in what is now its final version.

As we have noted in previous annual reports, the course of the exhibitions in the Madrid venue has allowed us to confirm once again that the convergence of the two disciplines, as is the case in Sala Recoletos, is an attractive stimulus for visitors who initially come to see only one of the two art forms, but who then end up visiting both exhibitions due to the opportunity presented by their coincidental location. In this sense, we are very pleased to confirm that this dynamic contributes, as we have seen with the recognition and presence in the media, to reinforcing Fundación Mapfre's image as a **multidisciplinary cultural actor**.

The exhibitions held in the Madrid exhibition hall in 2025 received a total of 319,559 visitors.

For its part, in 2025, the **KBr Fundación Mapfre photography center** in Barcelona continued its exhibition and activity program, which in just a few years has made it a leading national and international benchmark in the field of photography.

This year's activities continued to revolve around the four main themes that have been the hallmark of the center since its launch in 2020: extensive anthologies of the great masters of 20th-century photography and established contemporary artists form the main exhibition program; alongside these, there are three types of small-scale exhibitions dedicated, respectively, to contributing to the knowledge and dissemination of important photographic collections held by Catalan institutions, presenting the Fundación Mapfre photography collection, and showcasing a selection of work by the latest generations of creators who are training at Barcelona's leading photography schools (the KBr Flama project).

Within this framework, between February and May, the KBr presented the two exhibitions that, as mentioned above, would later travel to the Foundation's Madrid venue in the summer: the exhibitions of **José Guerrero** and **Felipe Romero Beltrán**. The Center's summer program also included the aforementioned exhibition dedicated to **Edward Weston** and, as part of the program on Catalan historical collections, an interesting and unprecedented proposal: **Joan Andreu Puig Farrán. A Decade of Turmoil (1929-1939)**. This exhibition introduced the figure of photographer and photojournalist J. A. Puig Farrán (1904-1982) with a wide-ranging sample of his work during a period of acute political and social conflict, namely the years leading up to the Civil War and the war years themselves. During the last quarter of the year, the KBr hosted another thought-provoking retrospective on one of the great names in 20th-century photography: the American **Helen Levitt** (1913-2009), considered one of the masters of *street photography*. Her body of work occupies a central place in the history of photography due to its ability to convey the emotion and depth of everyday life. As always in the final third of the year, the program was rounded off with the annual **KBr Flama** project. Each year, this project presents a selection of work by outstanding students from Barcelona's leading photography schools. This initiative, which celebrated its fifth edition in 2025, is a source of particular satisfaction

for Fundació Mapfre due to its uniqueness (no other institution, at least on a national scale, undertakes a project of this nature) and its value as a contribution to promoting young talent.

Once again, the annual balance of activity in Barcelona is openly positive, with visitor figures confirming that the KBr is a point of reference for the Catalan and national public interested in photography, and that its program is closely followed by the leading photographic institutions in Europe, the United States, and other countries.

The exhibitions held at the KBr in 2025 received a total of 102,130 visitors.

As we announced in last year's report, 2025 was to see the KBr Fundació Mapfre take on a new responsibility: its role as a **cultural catalyst in the Port Olímpic area**. This space, one of the focal points of the radical transformation that the Catalan capital underwent for the 1992 Olympic Games, has recently undergone a major renovation aimed at revitalizing it for the city's cultural and leisure activities. In this context, at the end of 2024, Fundació Mapfre signed an agreement with the Barcelona Institute of Culture and Barcelona Serveis Municipal, the company that manages the area, to play a leading role in one of the strategic goals of the renovation: to make Port Olímpic an attractive cultural and leisure destination.

As part of this commitment, the KBr launched three new lines of activity, grouped under the name **KBr Port**: permanent outdoor exhibitions, featuring 24 panels (distributed across 12 supports) displaying images of the exhibitions held throughout the year in its galleries; the aforementioned photography workshops for families held on Saturdays, which combine activities in the exhibition hall with dynamic events in the port area; and a music program also related to the current exhibitions. In this case, the performances are scheduled for weekends and are given by students from the Liceu Conservatory. An agreement has been signed with this institution with the aim of developing activities based on the dialogue between image and music. On the Muelle del Mestral, next to the KBr, 15 concerts were held throughout the year, with programs related to the José Guerrero, Edward Weston and Helen Levitt exhibitions, as well as a dance performance by students from the Instituto del Teatro.

To find out more

- [1924. Other Surrealisms](#)
- [Sakiko Nomura](#)
- [Raimundo de Madrazo](#)
- [Edward Weston](#)
- [José Guerrero](#)
- [The Brown Sisters](#)
- [Felipe Romero Beltrán](#)
- [Joan Andreu Puig Farrán](#)
- [Helen Levitt](#)
- [KBr Flama](#)

Exhibitions at other locations

Alongside the activities linked to our galleries in Madrid and Barcelona, which have hosted a total of 13 exhibitions this year (a figure on a par with institutions of much greater size and resources), a third focus of our exhibition work was once again—as has been the case since these activities began in the 1990s—to share our exhibitions with **other institutions in the rest of Spain and abroad**.

These exhibitions at other venues fall almost entirely into two categories: exhibitions of works from the Fundación Mapfre Collections (drawings, engravings, photography) or photography exhibitions that have previously been shown in our galleries. In this sense, exhibitions of our own collections play an important institutional role, insofar as their titles always explicitly state the ownership of the collections on display (... Fundación Mapfre Collections), thereby reinforcing the foundation's profile.

In 2025, we had the opportunity to hold a total of 11 new exhibitions in collaboration with other institutions, not counting the six that opened the previous year and ended in the first quarter of this year: four photography exhibitions (**Pérez-Siquier**, Fundación Mapfre Canarias, Las Palmas, until February 15; *Nicholas Nixon*, at the Cascais Cultural Center, until February 16; **Louis Stettner**, Andalusian Center of Photography, Almería, until March 2; and **Paz Errázuriz** at the Museum of Fine Arts in Le Locle, Switzerland, until March 15) and two others from the drawing and engraving collections (**Drawing Modernity**, Estepona, until February 23; and **Solana Engraver**, Estella, until February 2).

In the field of photography, after its presentation in Almería, the **Louis Stettner** collection then traveled (March-June) to the Jovellanos Center (Gijón). Another of the most outstanding photographic archives in our collection, that of the Mexican **Graciela Iturbide**, was presented in October at one of the world's leading photography institutions, the International Center of Photography, ICP (New York). The **Paz Errázuriz** collection was on display at the Milton Keynes Gallery (England) between July and October, while the **Christer Stromholm** exhibition, which was presented at our Madrid and Barcelona sites in 2024, was shown at the Casa Museo Zavala in Cuenca (February-April) and at the Fundació Tony Catany (Lluchmajor, June-September). At the end of the year (November 7), the **Bravo** exhibition by Felipe Romero Beltrán opened at Carré d'Art-Musée d'Art Contemporain (Nîmes).

Meanwhile, other collections of drawings, engravings, and photographs from the Fundación Mapfre Collections were exhibited at three Spanish institutions: the Castellón Museum of Fine Arts hosted (February-June) the **Vázquez Díaz** collection, which was subsequently (July-September) exhibited at the Gustavo de Maeztu Museum in Estella; and an unprecedented and compelling dialogue between two of our collections (the photography of Pérez-Siquier and the painting of Gutiérrez Solana's "Black Spain"), conceived by our Collections Department, was exhibited at the Museum of Fine Arts of Asturias (Gijón) between February and May under the title **From Black Spain to Dispossessed Spain: Solana-Pérez Siquier**. Beyond our borders, and towards the end of the year, our collection of Goya's **The Disasters of War** was presented in November at the Grand Master's Palace in Malta, where it remained on display until January 2026.

Overall, the exhibitions staged throughout 2025 at other sites received a total of 82,230 visitors.

The Culture section on the website



For years, having a web presence with engaging content that appeals to a much wider audience than just those attending in-person activities has been a key strategy for all major cultural institutions.

In this regard, since 2021, Fundación Mapfre has been building up a remarkable collection of online cultural content. Grouped together in the **Digital Art** section. This proposal includes four major groups: *Other Perspectives* brings together short audiovisual clips about the exhibitions designed to be shared on social media channels; *Encounters* offers the series and conferences that have been held for years around exhibitions and other cultural topics; while the *Culture in Motion* section offers texts written by well-known figures in Spanish cultural life (art historians, professors, visual artists, filmmakers, writers, photographers, journalists, etc.). Of particular interest are the virtual tours of many of the exhibitions held: produced with easy-to-use technology and high-quality images, they allow us to showcase our activities beyond the confines of our galleries, while also helping us to promote our exhibition spaces and working methods to other institutions.

Meanwhile, the Collections section continues to be updated regularly with information on existing holdings and, in particular, everything related to new acquisitions, as discussed in more detail below.

To find out more

- [Other perspectives](#)
- [Meetings](#)
- [Culture in Movement](#)
- [Virtual visits](#)

This focus on the website as a key space for content is complemented by the constant addition of downloadable educational materials, as mentioned above.

Art collections

Beginning in 1989 with the donation of an interesting collection of works by the painter Rafael de Penagos, the creator of Mapfre's first and most iconic advertising poster, the Fundación Mapfre Collections have grown steadily ever since, always in close alignment with the criteria of the exhibition program. Seeking to document the beginnings of modernity in Spanish art, the collections initially focused on works on paper (drawings, engravings) by both Spanish and international artists. Starting in 2008, and expanding their chronological scope, the collections began to include photography, in this case to form a remarkable collection in which the great classical authors coexist with contemporary artists of undisputed renown. Currently, the Fundación Mapfre Collections bring together more than 3,500 drawings and engravings and 2,300 photographs, a corpus that ranks among the world's one hundred most important corporate collections.

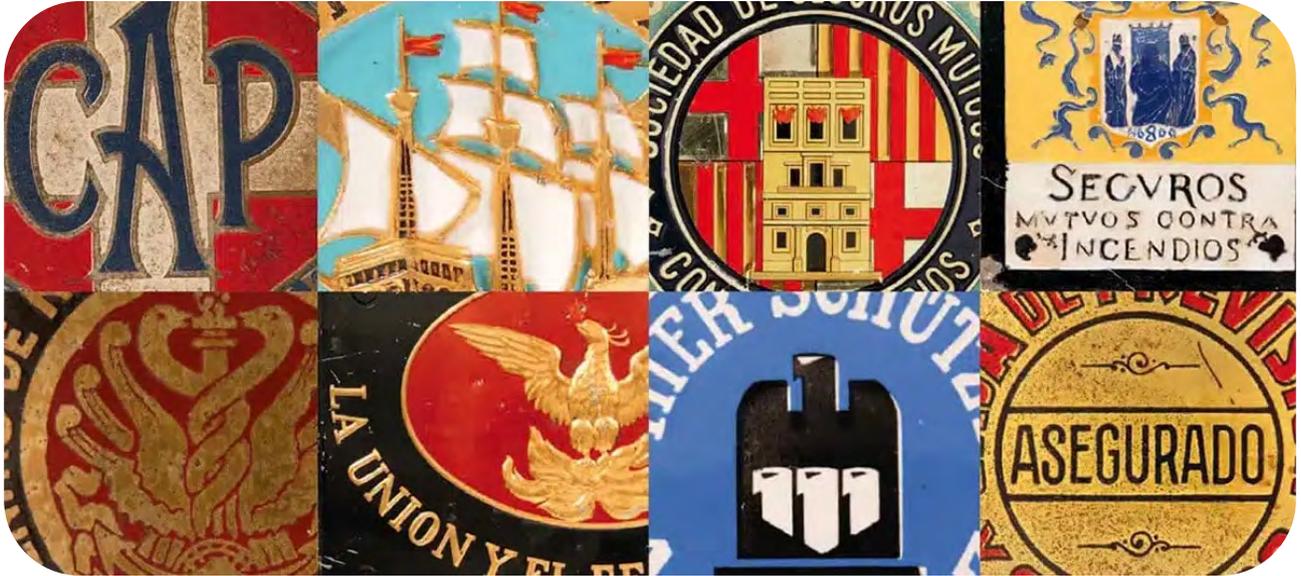
Once again this year, we have been mindful of the regularity with which new works are added, a characteristic that should be inherent to any significant art collection. The new additions have all been to the photography section: 74 works were acquired, both by artists already present in the collection (Paz Errázuriz, Paul Strand) and by names that have been added to our holdings (Isabel Ariño, Paula Artés, Linarejos Moreno, Eduardo Nave, Jorge Yeregui). In addition, another 59 photographs were donated by three other artists: Sakiko Nomura, Jorge Ribalta, and Felipe Romero, in this case as part of the donation associated with winning the KBr Award Photo.

Furthermore, throughout 2025 we continued to update the section dedicated to the Fundación Mapfre Collections on our website, which underwent a major overhaul in 2023. The effectiveness of these changes has been confirmed by the notable increase in traffic to this content throughout the year.

To find out more

■ [Collections](#)

Insurance Museum



The Insurance Museum, located in Madrid, exhibits an interesting collection of original pieces related to the history of insurance activity from the 18th century up until the end of the 20th century. In the Museum's permanent collection visitors can enjoy 600 pieces, including old company plaques that identified the buildings insured against the risk of fire, old insurance by-laws, policies, posters and promotional brochures.

During the tour, historical curiosities and anecdotes related to some of the most significant pieces are recounted, serving as a common thread to explain the history of insurance and its role in the development of the economy and social protection, with the aim of promoting financial education and insurance culture.

The Museum offers two types of activities: guided visits for the general public and workshop visits for students. Exclusive visits are available for groups by appointment only.

The target audience includes groups of students and professionals related to the insurance, financial, or insurance brokerage sectors. In 2025, the museum welcomed 1,426 visitors.

The museum also offers a virtual tour of the exhibition hall and the pieces on display on its website.

Technologically, in the Digital Museum we have worked on transferring the database and images to the Fundación Mapfre environment, through a project undertaken by the company BARATZ. With an inventory of 2,454 pieces and 3,796 images, this new work will mean considerably improved management.

To find out more

■ [Insurance Museum](#)


[General table →](#)

VOLUNTEERING

A calling to help the most vulnerable members of our society is what motivates the people who devote their time and effort to volunteering. Through Fundación Mapfre, we run a Volunteering Program in 26 countries with the aim of improving the well-being of the most disadvantaged people and society in general. We have a long-term vision and are committed to our social environment and people. We work hard to help improve society and create a more just, sustainable, and supportive world.

Volunteering strengthens our social initiatives in all our areas of action: education, nutrition, health, the environment, sharing solidarity, and emergency aid. Each action reinforces the values of the volunteers and increases awareness of the social realities of the most vulnerable people.

The United Nations has highlighted the important role of volunteering and the involvement of its members as key to achieving the targets of the 2030 Agenda. Aligning the Program with the Sustainable Development Goals is key to recognizing the social contribution it represents.

Activities

2025 has been an **extraordinary year for our volunteers**: together we have broken records and, most importantly, we have transformed lives. With 11,905 individual volunteers, 16% more than the previous year, we have shown that solidarity grows when it is shared. Over the course of the year, we have carried out 2,686 activities, the highest number to date.

Thanks to this commitment, more than 58,000 hours have been dedicated to helping, learning, and providing support, with an average of more than four hours per volunteer. Each minute invested translated into hope for 185,319 people at risk of exclusion, particularly children and people with disabilities.



In addition, we went a step further with professional skills-based volunteering: in 20 countries, we implemented 227 initiatives, representing 8.5% of the total. Through these, a great number of volunteers shared their talent and experience. This type of volunteering reflects the best of us: knowledge at the service of those who need it most.

We believe that impact is not only measured in numbers, but in transformed lives. That is why we have created our own method for assessing how our actions contribute to the Sustainable Development Goals. This tool allows us to clearly see the global and local reach of each initiative, aligning our efforts with goals that build a more just world.

Measuring the impact of our actions is a challenge, but also an opportunity to demonstrate that volunteering not only changes realities, but also inspires an entire organization to be part of the change. Because behind every statistic there is a story, and behind every story there is a volunteer who decided to make a difference.

In 2025, six large **corporations** formed part of our volunteering program as member companies: Eviden (ATOS Group), Mapfre, Michelin Spain Portugal, Securitas Direct, Solunion and Verisure Chile.

Our volunteer actions in 2025 focused on three areas that are essential for building the future:

- Health (34%)
- Education (26%)
- Nutrition (27%)

International volunteering

In 2025, we launched an international volunteering call with the aim of further consolidating social awareness, as well as the development and participation processes taking place in impoverished countries, promoting a culture of solidarity and contributing to international social projects supported by Fundación Mapfre through volunteering, while also encouraging an enriching cultural exchange. The call was aimed at young employees of companies participating in the Fundación Mapfre volunteering program in Spain, inviting them to collaborate on three of the Foundation's international social projects in the Dominican Republic (Fundación NPH), Guatemala (Fundación Manabí), and a community center in Mexico.



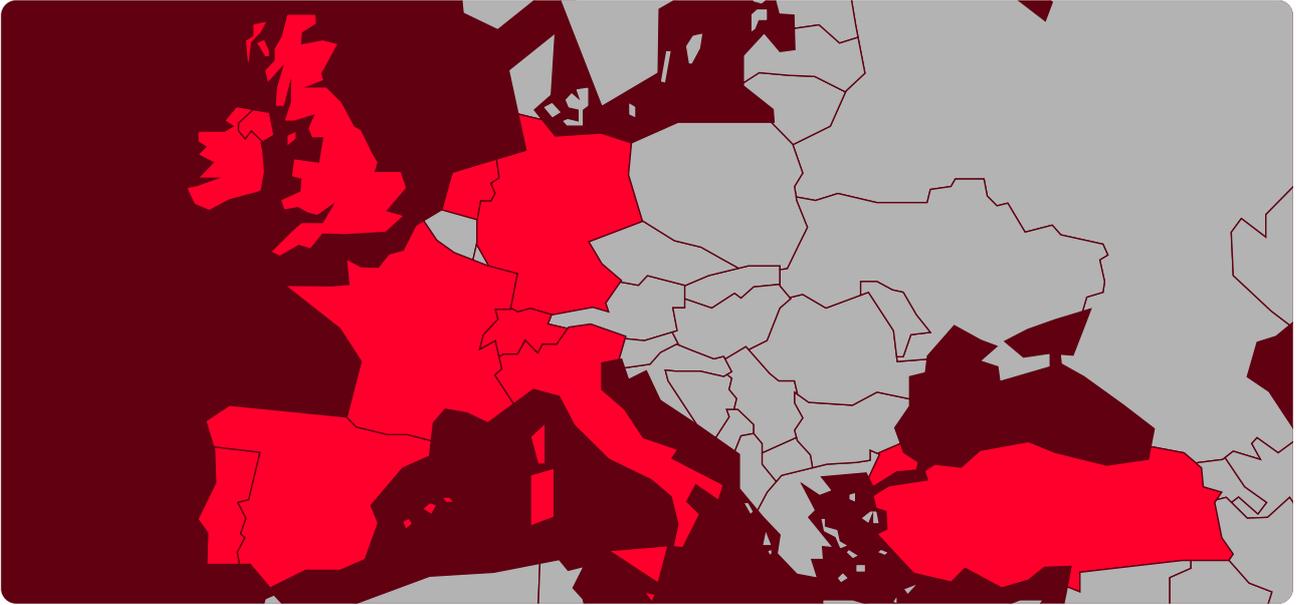
The 22 volunteers who took part spent two weeks working on these projects, collaborating on a number of social activities with the beneficiaries.

To find out more

- [Volunteering Program](#)
- [Volunteering Video](#)



4. Fundación Mapfre in figures



VOLUNTEERING

-  Nutrition
-  Education
-  Environment
-  Share solidarity
-  Health
-  Emergency aid

ACTIVITIES

-  Projects and Social Aid
-  Educational and Awareness-raising Programs
-  Knowledge Promotion and Innovation
-  Exhibitions

SPAIN

- Spain
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EUROPE

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LATIN AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico

- Nicaragua
- Panama
- Paraguay
- Peru
- Dominican Republic
- Uruguay
- Venezuela

UNITED STATES AND PUERTO RICO

- United States
- Puerto Rico

Global

Activities in 2025

Activities in 2025	Activities	Events	Beneficiaries	
			In-person beneficiaries	Digital beneficiaries
Fundación Mapfre Social Outreach Awards	1	2	4	
Innovation Awards	1	4	12	
Projects and Social Aid	41	303	132,740	96
Educational and Awareness-raising Programs	71	29,071	3,882,455	509,090
Innovation and Knowledge Promotion Programs	24	63	15,438	2,154,019
Exhibitions	43	118	505,317	139,574
Other institutional actions	2	2		
TOTAL	183	29,563	4,535,966	2,802,779

Volunteering

Number of volunteers: 11,905

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
Emergency aid	29	509	
Share solidarity	101	4,209	
Education	702	31,431	
Environment	221	1,264	
Nutrition	717	112,359	
Health	907	35,542	
Training for volunteers	32	-	127
Volunteering Website and Report	10		4,339
TOTAL	2,719	185,314	4,466

Spain

Spain	Activities	Events	Beneficiaries	
			In-person beneficiaries	Digital beneficiaries
Projects and Social Aid	15	207	45,006	
Educational and Awareness-raising Programs	51	12,278	765,070	371,428
Promoting Research and Knowledge	18	57	15,438	2,072,572
Exhibitions	38	113	442,533	139,574
Volunteering	6	1,223	102,312	
La Fundación Magazine	1	4	420	22,532
TOTAL	129	13,882	1,370,779	2,606,106

Projects and Social Aid

Activities	Events	Beneficiaries
SOCIAL EMPLOYMENT PROGRAM	147	3,007
Juntos somos capaces	137	1,538
Accedemos	1	1,020
Apprentices' Workshop	5	140
Rural employment projects	2	221
University of Extremadura Scholarships	1	48
University of Salamanca Scholarships	1	40
SOLIDARITY	53	39,337
Euro Solidario	2	581
SéSolidario	31	30,912
SéSolidario - Fundacion Tengo Hogar	1	84
SéSolidario - Vidas Cruzadas	2	49
SéSolidario - Cuenta con Nosotros	2	357
Call for Social Aid. SéSolidario	14	7,121
Solidarity Market	1	233
EUROPEAN SOCIAL FUND PLUS	7	2,662
2023 CALL FOR +RURAL GRANTS	6	2,635
2025 CALL FOR +RURAL GRANTS	1	27
TOTAL	207	45,006

Educational and Awareness-raising Programs

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
PROGRAMS TO RAISE AWARENESS	1,196	181,641	257,694
In Prevention and Road Safety	760	20,486	33,423
Child restraint systems	2		26,163
Collaboration with Aesleme	706	17,958	6,883
Special Events	1	1,905	
Social media actions	37	1	
Awareness-raising	7	20	133
Meetings	7	602	244
In Health Promotion	362	109,815	22,926
Choose to Live Better	258	98,316	22,926
Cyberland	20	8,215	
The Time Machine	18	2,983	
Health Social Networks	65		
Health Conferences	1	301	
In Insurance and Social Protection	8	50,690	200,960
Seguros y Pensiones para Todos	2		
A world without insurance	1	50,690	
Financial Education Day	1		
Retirement Guides	4		200,960
In Culture	10	650	385
Public programs (series, talks, etc.) organized around the photography exhibitions (Barcelona)	10	650	385
In Social Action	54		
Accedemos 2025 dissemination meetings	54		
European Social Fund Plus	2		
Challenges and opportunities in Rural Spain Forum	1		
2025 Call for +Rural Grants information sessions for organizations	1		
EDUCATIONAL PROGRAMS	11,082	583,429	113,734
In Social Action	293		4,902
CDOC Social Action course downloads	293		4,902

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
In Prevention and Road Safety	7,697	426,858	55,681
Planet SDG	1,255	49,690	32,244
Road safety education caravan	1,133	27,603	
Fire Prevention Week	4,607	332,829	19,768
Collaboration with Stop Accidentes	681	16,256	119
Road safety in companies	21	480	3,550
In Health Promotion	936	112,749	8,991
Control Your Network	915	87,521	279
Learning to save lives	21	25,228	8,712
In Insurance and Social Protection	1,928	38,938	4,796
FINEXIT. Financial Escape Room	914	13,909	3,612
PlayPension	887	14,586	1,758
bugaMAP (Fundación Mapfre business game)	119	2,648	122
Online courses on insurance, savings, investment and social protection	5		1,062
DBT PROJECT - DOUBT AND DEBATE	1	6,028	
Dual Vocational Training with an Insurance Specialism	1	326	
Course on remuneration strategies in companies	1	15	
Visits to the Insurance Museum		1,426	
In Culture	228	4,884	39,364
Educational Activities Barcelona	86	1,667	
Educational Activities Madrid	140	3,217	
Aproximarte_2025 (Online educational materials)	1		39,364
Schools & Families (web)	1		
TOTAL	12,278	765,070	371,428

Knowledge Promotion and Innovation

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SCHOLARSHIPS AND RESEARCH GRANTS	4	29	
Health Research Grants	1	7	
Insurance and Social Protection Research Grants	1	6	
FM-IEB Scholarships	1	15	
FM-Fundación Carolina Scholarships	1	1	
PUBLICATIONS	29	15,028	543,153
Monographs	7		543,153
Health publication downloads	1		219,453
Prevention and Road Safety Reports (published in 2025)	4		3,914
Prevention and Road Safety Reports (prior to 2025)	0		54,594
Safe mobility publications	1		265,192
Insurance Dictionary	1		
Exhibition catalogs	22	15,028	
Fine arts	4	2,807	
Photography (Madrid)	4	1,661	
Photography (Barcelona)	12	3,739	
Fundación Mapfre Collections	2	204	
Previous years' publications		6,617	
DOCUMENTATION CENTER	3	14	1,470,224
Query resolution and expert advice	1	14	1,548
Monthly Newsletter Subscribers	1		
Downloads of publications (only from the Documentation Center, excluding downloads of publications from the Foundation's areas of activity)	1		1,468,676
AGEINGNOMICS RESEARCH CENTER	21	367	59,195
Ranking of Silver-friendly Territories	2	58	14,720
Senior Consumer Barometer Extremadura	1		269
Senior Consumer Barometer common area. Basque Country, Madrid and Valencia editions	4	10	722

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
Campaign to Promote Senior Entrepreneurship TALES	1	119	
Anti-Ageing Manual Senior ICT Guide	2	95	20,256
Guide to estate succession	2		20,891
Senior Products and Economics Study. Adapting the Senior Economy Tracker to OECD countries	1		451
Ageingnomics Cycles Presentation of the Senior Health study	1		795
Map of Senior Talent in the Spanish Job Market	2	85	934
Academic Seminar	2		157
Referencers Belinda Washington	1		
Inspiring Lives Literary Award	2		
TOTAL	57	15,438	2,072,572

Exhibitions

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
TEMPORARY EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	19	421,689	103,165
Sala Recoletos (Madrid)	10	319,559	74,848
Post-Impressionism	1	2,939	2,727
31 Women.	1	2,617	3,196
Weegee	1	1,510	1,252
1924. Other Surrealisms	1	69,377	24,096
Sakiko Nomura	1	53,142	6,308
José Guerrero	1	15,172	4,021
Felipe Romero	1	13,737	3,041
The Brown Sisters	1	14,712	3,007
Raimundo de Madrazo	1	89,268	22,255
Edward Weston (Madrid)	1	57,085	4,945
KBr Barcelona Photo Center	9	102,130	28,317
Photography Schools (Barcelona) [2024]	1	7,591	1,233
H. Cartier-Bresson (Barcelona)	1	16,341	4,777
José Guerrero	1	8,256	2,070
KBr Award (Felipe Romero)	1	6,998	1,826
Edward Weston (Barcelona)	1	12,617	4,974
Historical Archives	1	11,157	2,452
Helen Levitt (Barcelona)	1	22,142	7,330
KBr Flama 25	1	17,028	1,783
Port Olímpic	1		1,872
PERMANENT EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	78	1,398	1,032
Insurance Museum	78	1,398	1,032
EXHIBITIONS IN OTHER VENUES (Fundación Mapfre Collections)	6	14,699	
FM Canarias [Pérez-Siquier]	1	485	
Stettner (Almeria)	1	4,730	
Solana (Estella)	1	782	
Vázquez Díaz (Castellón)	1	2,839	
Stettner (Gijón)	1	3,460	

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
Estepona Drawings 20th c.	1	2,403	
EXHIBITIONS AT OTHER VENUES (Other photography exhibitions)	2	4,747	
Stromholm (Cuenca)	1	900	
Stromholm (Mallorca)	1	3,847	
ONLINE CONTENTS	8		35,377
Exhibitions	1		14,507
KBr	1		
Collections	1		
Meetings	1		204
Culture in Movement	1		
Virtual visits	1		2,718
Other perspectives	1		
CDOC Downloads	1		17,948
TOTAL	113	442,533	139,574

Volunteering

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
Emergency aid	6	249	
Share solidarity	29	1,083	
Education	314	12,940	
Environment	29	107	
Nutrition	485	78,238	
Health	360	9,695	
TOTAL	1,223	102,312	

International

International	Activities	Events	Beneficiaries	
			In-person beneficiaries	Digital beneficiaries
Social Aid Program	26	96	87,734	0
Educational and awareness-raising programs	20	16,793	3,117,385	137,662
Promoting Research and Knowledge	6	6	0	81,447
Exhibitions	5	5	62,784	0
Volunteering	24	1,457	83,002	0
TOTAL	81	18,357	3,350,905	219,109

Europe

Germany

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	2	4,027	
Germany - Die Arche	1	4,001	
Germany - Lebenslife	1	26	
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	1	400	259
Safe, healthy and sustainable mobility	1	400	259
VOLUNTEERING	23	1,533	
Share solidarity	2	50	
Education	6	1,137	
Environment	2		
Nutrition	6	24	
Health	7	322	

France

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EXHIBITIONS	1		
Exhib. Felipe Romero (Nimes)	1		
SOCIAL AID PROGRAM	1	128	
France - Aldeas Infantiles	1	128	

Ireland

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	1	0	65
A World Without Insurance	1		65
SOCIAL AID PROGRAM	1	121	
Ireland - Best Buddies	1	121	
VOLUNTEERING	1	55	
Education	1	55	

Italy

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	2	422	
Italy - Passo Dopo Passo. Meglio dopo	1	166	
Italy - Portofranco Milano	1	256	
VOLUNTEERING	44	828	
Share Solidarity	10	24	
Education	17	360	
Environment	3	30	
Nutrition	5	294	
Health	9	120	

Malta

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EXHIBITIONS	1	43,461	
Goya. The Disasters of War Fundación Mapfre Collections	1	43,461	
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	137	7,860	11,780
Pop Up	15	2,276	
A World Without Insurance	1		
Pension guide: plan wisely, retire confidently. Smart steps to financial freedom	1	50	11,780
Safe, healthy and sustainable mobility	120	5,534	
SOCIAL AID PROGRAM	1	106	
Malta - Jesuit Refugee Service Malta	1	106	
VOLUNTEERING	17	65	
Share Solidarity	4		
Education	3	46	
Environment	2		
Nutrition	5		
Health	3	19	

The Netherlands

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	1	31	
Belgium - L'Interstice	1	31	

Portugal

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EXHIBITIONS	1	14,095	
Nicholas Nixon (Cascais)_2025	1	14,095	
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	4	6,474	5,236
Safe, healthy and sustainable mobility	3	6,454	5,236
bugaMAP (Fundación Mapfre business game)	1	20	
SOCIAL AID PROGRAM	3	868	
Portugal - Asociación Academia Johnson Semedo	1	208	
Portugal - Centro Social Musgueira	1	584	
Portugal - Novo Futuro	1	76	
VOLUNTEERING	64	371	
Emergency aid	10		
Share Solidarity	3		
Education	11	42	
Environment	7		
Nutrition	8	115	
Health	25	214	

United Kingdom

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EXHIBITIONS	1	2,416	
Exhib. Paz Errazuriz (London)	1	2,416	

Switzerland

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EXHIBITIONS	1	2,812	
Exhib. Paz Errazuriz Nixon (Le Locle)_2025	1	2,812	

Turkey

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	300	48,996	
Safe, healthy and sustainable mobility	300	48,996	
SOCIAL AID PROGRAM	4	1,754	
Turkey - Best Buddies	1	241	
Turkey - Darussafaka	1	1,039	
Turkey - TEV Turkish Education Foundation	1	23	
Turkey - Tohum Autism Foundation	1	451	
VOLUNTEERING	10	136	
Share Solidarity	1		
Education	4	58	
Environment	1		
Health	4	78	

United States and Puerto Rico

United States

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	296	55,975	1,600
Prevention of childhood injuries	267	53,976	487
Safety Quest	28	1,999	1,069
Look Both Ways	1		44
SOCIAL AID PROGRAM		6,194	
USA - Academy of the Pacific Rim charter public school		546	
USA - Best Buddies Massachussets		217	
USA - Bottom Line		1,512	
USA - Fundación Real Madrid socio-sports school		81	
USA - One Goal		1,513	
USA - United Way of Webster and Dudley		1,976	
USA - Worcester		145	
USA - Worcester Community Action Council		204	
VOLUNTEERING	83	5,253	
Education	26	1,499	
Environment	1		
Nutrition	26	420	
Health	30	3,334	

Puerto Rico

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	488	24,746	
Control Your Network	80	13,308	
Road safety vehicle park	407	11,421	
bugaMAP (Fundación Mapfre business game)	1	17	
SOCIAL AID PROGRAM	3	201	
Puerto Rico - Casa Juan Bosco	1	115	
Puerto Rico - Hogar de Niñas Cupey	1	60	
Puerto Rico - Politécnico Teresiano. Hogar Teresa Toda (Loiza)	1	26	
VOLUNTEERING	163	3,361	
Share Solidarity	2		
Education	49	863	
Environment	6		
Nutrition	19	1080	
Health	87	1418	

Latin America

Argentina

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	338	25,504	490
Fire prevention campaign	131	10,640	490
Safe, healthy and sustainable mobility	207	14,864	
SOCIAL AID PROGRAM	3	4,075	
Argentina - Centro Comunitario Jesús María - Training and Activity Workshops	1	3,668	
Argentina - Mensajeros de la Paz - Nutritional, Health and Educational Support	1	206	
Argentina - Uniendo Caminos	1	201	
VOLUNTEERING	68	2,166	
Education	10	435	
Environment	1		
Nutrition	30	450	
Health	27	1,281	

Brazil

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	893	2,126,270	50,133
Cyberland	450	2,405	
Live Healthily	67	2,097,297	16,773
Tá Pago	1		
Safe, healthy and sustainable mobility	1		145
Road safety education is vital	371	26,526	16,201
bugaMAP (Fundación Mapfre business game)	2	42	
Guia para a proteção do futuro	1		17,014
SOCIAL AID PROGRAM	21	19,769	
Brazil - Ação Comunitaria Do Brasil Sao Paulo	1	2,440	

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
Brazil - Ação Social Diocesana de Patos - Cáritas Brasileira	1	411	
Brazil - Amigos do bem	1	4,501	
Brazil - Associação Beneficente Vivenda da Criança	1	181	
Brazil - Associação Educacional Esportiva e Social Voz Ativa	1	201	
Brazil - Casa Azul	1	451	
Brazil - Centro de Formación Educativo Comunitario	1	730	
Brazil - Centro Educacional Assistencial Profissionalizante	1	317	
Brazil - CIEDS	1	61	
Brazil - Filhas da Sta. María da Providencia	1	251	
Brazil - Bachiana Foundation	1	61	
Brazil - Fundación Real Madrid socio-sports school Sau Paulo	1	294	
Brazil - Grupo de Apoio ao Adolescente e Criança com Câncer (Graacc)	1	453	
Brazil - Instituto Crescer	1	201	
Brazil - Olga Koss Institute	1	61	
Brazil - Liga das Senhoras Católicas de Sao Paulo	1	901	
Brazil - Movimento Pro-crianza	1	2,001	
Brazil - Nutrir. Asoc. Combate a Desnutrição	1	2,531	
Brazil - Proyecto Julita	1	3,218	
Brazil - Real Madrid socio-sports school Rio de Janeiro	1	504	
Brazil - Dissemination of social projects	1		
VOLUNTEERING	221	38,081	
Share Solidarity	10	2,167	
Education	56	3,687	
Environment	60	667	
Nutrition	54	27,105	
Health	41	4,455	
PROMOTING RESEARCH AND KNOWLEDGE	2		34,786
Insurance Dictionary	1		29,744
Innovation in mobility	1		5,042

Chile

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	151	10,223	12,104
Safe, healthy and sustainable mobility	151	10,223	12,104
SOCIAL AID PROGRAM	5	608	
Chile - Solomon Hospital Schools	1	396	
Chile - Fundación Barnechea - Las Creches	1	19	
Chile - Fundación Barnechea - Pleyades	1	21	
Chile - María Ayuda	1	13	
Chile - Nuestros Hijos - Therapeutic Recreational Gymnastics	1	159	
VOLUNTEERING	94	2,965	
Share Solidarity	2		
Education	45	1354	
Environment	3		
Nutrition	14	815	
Health	30	796	

Colombia

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	4,634	253,204	17,857
Control Your Network	996	37,587	144
Guide: La importancia de pensar en tu retiro	1		17,713
The practice of road safety education	3,637	215,617	
SOCIAL AID PROGRAM	6	11,984	
Colombia- Rueda Rueda de Pan y Canela	1	476	
Colombia - Casa de la Madre y el Niño	1	601	
Colombia - Fundación Carvajal	1	10,001	
Colombia - Fundación Fana - Sponsorship of Five Abandoned Children (Bogotá)	1	174	
Colombia - Fundación Juan Felipe Escobar - Medical Center (Cartagena)	1	481	
Colombia - Hogares Bambi. Fund. Ayuda a la Infancia - Comp. Care for abandoned children	1	251	
VOLUNTEERING	80	2,825	
Share Solidarity	2		
Education	29	1473	
Environment	8	80	
Nutrition	9	115	
Health	32	1157	

Costa Rica

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	3	1,701	
Costa Rica - Asociación pro ayuda a jóvenes con cáncer (Proyecto Daniel)	1	1,601	
Costa Rica - Educación Plus	1	19	
Costa Rica - Roblealto	1	81	
VOLUNTEERING	10	541	
Share Solidarity	1	75	
Health	9	466	

Ecuador

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	53	28,310	348
Safe, healthy and sustainable mobility	23	6,410	
Fire prevention campaign	30	21,900	348
SOCIAL AID PROGRAM	3	104	
Ecuador - Fundación Ser Feliz	1	35	
Ecuador - Fundación Sor Domiga Bocca	1	38	
Ecuador - Junta de Beneficencia	1	31	
VOLUNTEERING	25	1,404	
Education	8	257	
Environment	2		
Nutrition	2	460	
Health	13	687	

El Salvador

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	102	9,813	6,106
Control Your Network	38	3,207	
Safe, healthy and sustainable mobility	63	6,606	
Jubilación: hoy es un buen día para pensar en el mañana	1		6,106
SOCIAL AID PROGRAM	3	1,084	
El Salvador - Fund. Salvadoreña EDYTRA	1	319	
El Salvador - Fundación Cinde - Comprehensive Educational Care (Soyapango)	1	218	
El Salvador - Fundación Real Madrid socio-sports school	1	547	
VOLUNTEERING	10	1,303	
Education	6	1,033	
Environment	3		
Health	1	270	

Guatemala

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	227	36,101	348
Fire prevention campaign	35	25,203	348
Safe, healthy and sustainable mobility	192	10,898	
SOCIAL AID PROGRAM	3	2,113	
Guatemala - Futuro Vivo	1	521	
Guatemala - K'armel Juyup	1	91	
Guatemala - Manabí	1	1,501	
VOLUNTEERING	29	3,481	
Education	5	1,521	
Environment	1		
Nutrition	7	962	
Health	16	998	

Honduras

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	4	1,559	
Honduras - Aldeas Infantiles SOS - Youth community	1	29	
Honduras - Casa Alianza	1	701	
Honduras - Fundación ACOES Honduras	1	658	
Honduras - Sociedad Amiga de los niños. Hogar Nuevo Paraíso	1	171	

Mexico

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	5,670	192,381	1,024
Live Healthily	3,828	114,909	
National Financial Education Week	1	3,432	
FINEXIT Workshops	301	8,155	
Financial Education and Insurance website	1		
bugaMAP (Fundación Mapfre business game)	20	547	
Financial Education and Insurance Campaign on social media	1		
Road safety education caravan	984	46,677	642
Fire prevention campaign	534	18,661	382
SOCIAL AID PROGRAM	3	15,618	
Mexico - Comunidad Mapfre - UP	1	15,257	
Mexico - Fundación CMR - Santa María soup kitchen (Mexico DF)	1	331	
México - La gran familia	1	30	
VOLUNTEERING	255	6,069	
Emergency aid	7	0	
Share Solidarity	17	693	
Education	24	737	
Environment	72	54	
Nutrition	26	1,210	
Health	109	3,375	
PROMOTING RESEARCH AND KNOWLEDGE	1		21,988
Guía para tu Jubilación México	1		21,988

Nicaragua

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	2	902	
Nicaragua - Fundación NPH	1	329	
Nicaragua - Fundación Hogar Luceros del Amanecer	1	573	

Panama

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	265	116,124	349
Women for the Heart	1	90,000	
Safe, healthy and sustainable mobility	74	3,084	
Fire prevention campaign	48	18,912	349
Road Safety Park	142	4,128	
SOCIAL AID PROGRAM	3	416	
Panama - Ciudad del Niño - Educational Project for Regular Class Attendance	1	96	
Panama - Fundación Real Madrid socio-sports school	1	209	
Panama - Voces Vitales	1	111	
VOLUNTEERING	26	1,180	
Share Solidarity	9	17	
Education	9	348	
Environment	1		
Health	7	815	
PROMOTING RESEARCH AND KNOWLEDGE	1	0	6,604
Jubilación: hoy es un buen día para pensar en el mañana	1		6,604

Paraguay

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	12	1,277	4,284
The practice of road safety education	12	1,277	4,284
SOCIAL AID PROGRAM	3	945	
Paraguay - Asoleu: School support for children with cancer	1	141	
Paraguay - Fundación Real Madrid socio-sports school	1	163	
Paraguay - La Salle	1	641	
VOLUNTEERING	16	2,608	
Education	3	80	
Nutrition	3	140	
Health	10	2388	

Peru

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	1,138	94,843	24,479
Control Your Network	462	23,239	11,131
Choose to Live Better	25	27,000	
Fire prevention campaign	502	18,400	
Safe, healthy and sustainable mobility	148	26,168	13,348
bugaMAP (Fundación Mapfre business game)	1	36	
SOCIAL AID PROGRAM	7	4,402	
Peru - Asociación Nuevo Futuro - "Acercándonos Formando Formadores"	1	1,356	
Peru - CESAL	1	1,098	
Peru - Fundación ESPRO	1	19	
Peru - Fundación Jonathan	1	1,201	
Peru - Fundación Real Madrid socio-sports school	1	201	
Peru - Mensajeros de la Paz	1	201	
Peru - Misiones Huascarán	1	326	

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
VOLUNTEERING	37	1,698	
Share Solidarity	1		
Education	8	336	
Environment	11	266	
Nutrition	1	16	
Health	16	1,080	
PROMOTING RESEARCH AND KNOWLEDGE	1		10,993
Jubilación: hoy es un buen día para pensar en el mañana	1		10,993

Dominican Republic

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	1,978	58,121	
Control Your Network	1,787	42,081	
Safe, healthy and sustainable mobility	191	16,040	
SOCIAL AID PROGRAM	3	3,945	
Dominican Republic - Entreculturas - Faith and Happiness	1	3,093	
Dominican Republic - Fundación Real Madrid socio-sports school	1	400	
Dominican Republic - NPH - Nutrition Plan for Orphaned and Abandoned Children	1	452	
VOLUNTEERING	39	1,586	
Education	18	833	
Environment	5		
Nutrition	1	25	
Health	15	728	

Uruguay

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
EDUCATIONAL AND AWARENESS-RAISING PROGRAMS	105	20,763	1,200
Safe, healthy and sustainable mobility	90	5,911	829
Fire prevention campaign	15	14,852	371
SOCIAL AID PROGRAM	3	424	
Uruguay - Fundación Los Rosales	1	72	
Uruguay - Fundación Pérez Scremini	1	146	
Uruguay-Asociación Cultural y Técnica - A Chance for Young People in Casvalle	1	206	
VOLUNTEERING	62	717	
Share Solidarity	7	100	
Education	23	213	
Environment	1		
Nutrition	5	140	
Health	26	264	
PROMOTING RESEARCH AND KNOWLEDGE	1		7,076
Jubilación: hoy es un buen día para pensar en el mañana	1		7,076

Venezuela

Activities	Events	Beneficiaries	
		In-person beneficiaries	Digital beneficiaries
SOCIAL AID PROGRAM	3	4,233	
Venezuela - Colegio San Vicente Paúl. La Guayra	1	401	
Venezuela - Fundación M ^ª Luisa del Casar	1	3,401	
Venezuela - Jesus Obrero	1	431	
VOLUNTEERING	80	4,776	
Emergency aid	3	260	
Share Solidarity	1		
Education	27	2124	
Environment	8	60	
Nutrition	11	750	
Health	30	1582	



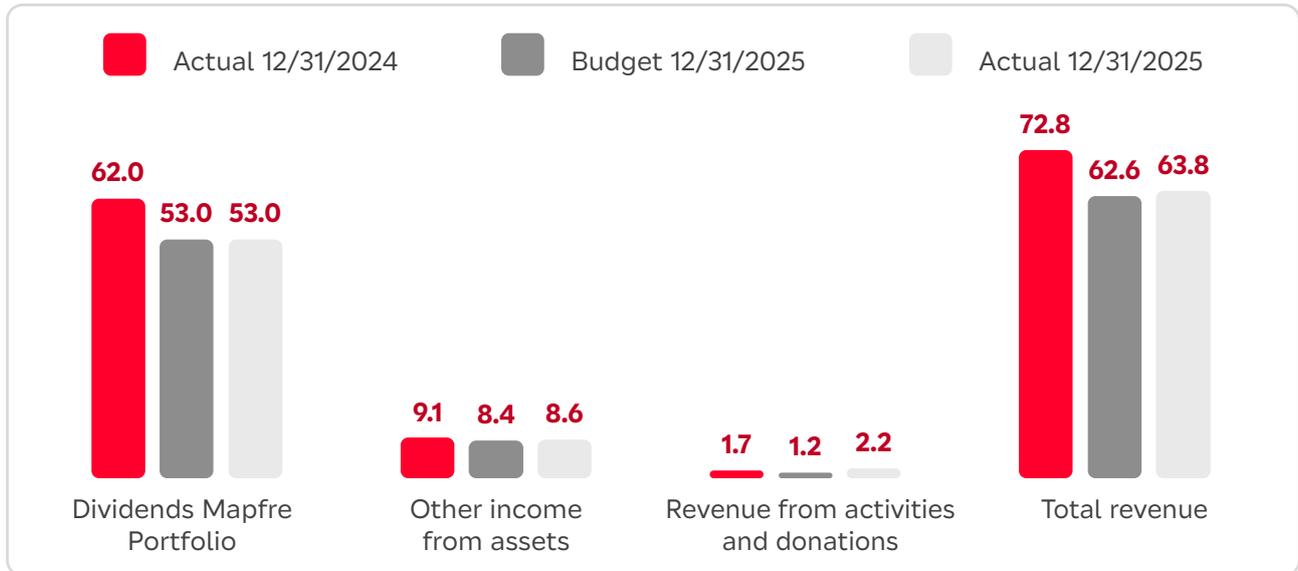
5. Financial information

FINANCIAL INFORMATION

In 2025, Fundación Mapfre’s revenues totaled €63.8 million, a figure that represents an increase of 12.4% compared to the previous year. The decrease in revenue is mainly due to a reduction in the dividend from the Mapfre Portfolio.

Revenue

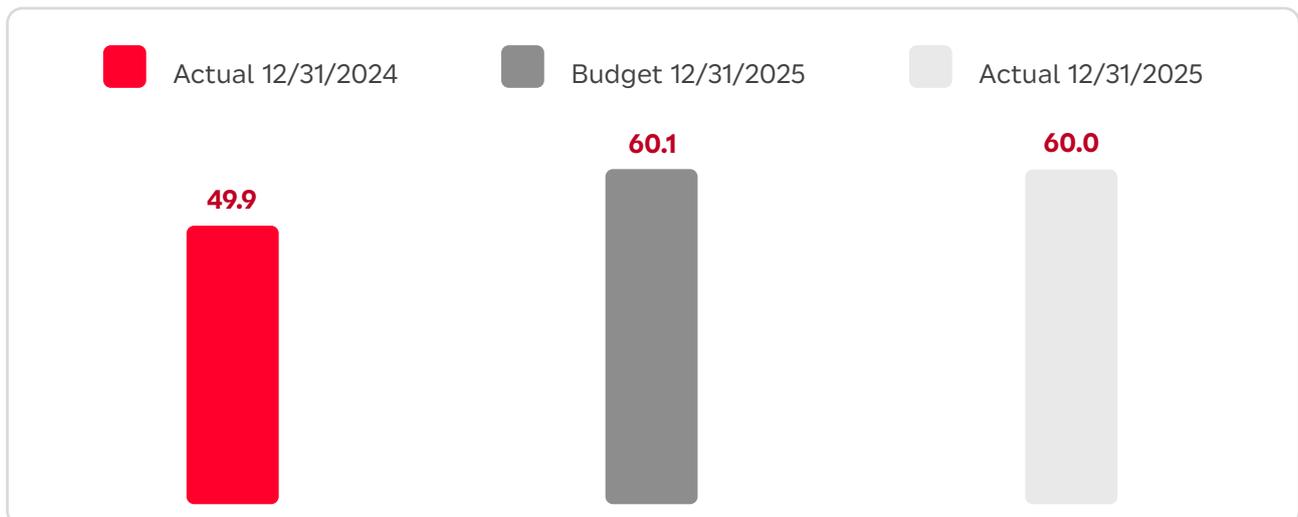
(Figures in millions of euros)



The amount used to carry out foundational activities and other costs, including administration expenses, was €60 million: 20.2% more than the previous year.

Activities and expenses

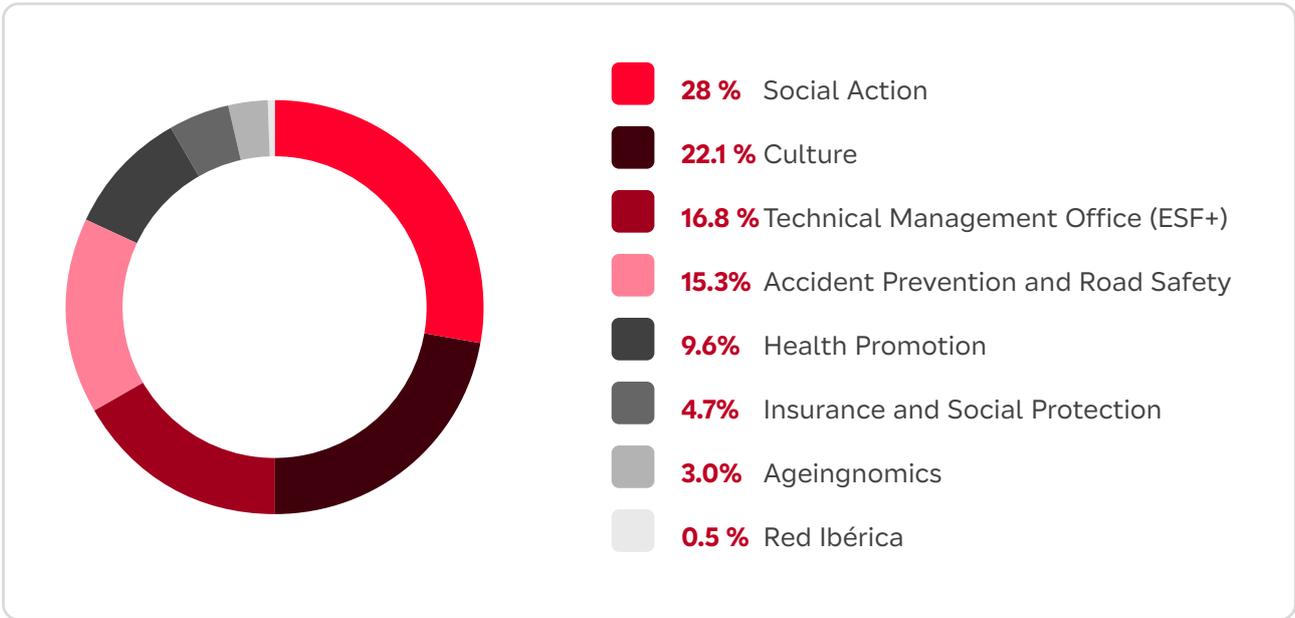
(Figures in millions of euros)



These amounts were mainly allocated to Social Action (28%), Culture (22.1%), ESF+ Technical Management Office (16.8 %), Accident Prevention and Road Safety (15.3%), Health Promotion (9.6%), Insurance and Social Protection (4.7%), the Ageingnomics Research Center (3.0%), and Red Ibérica (0.5%).

Funding by area of activity

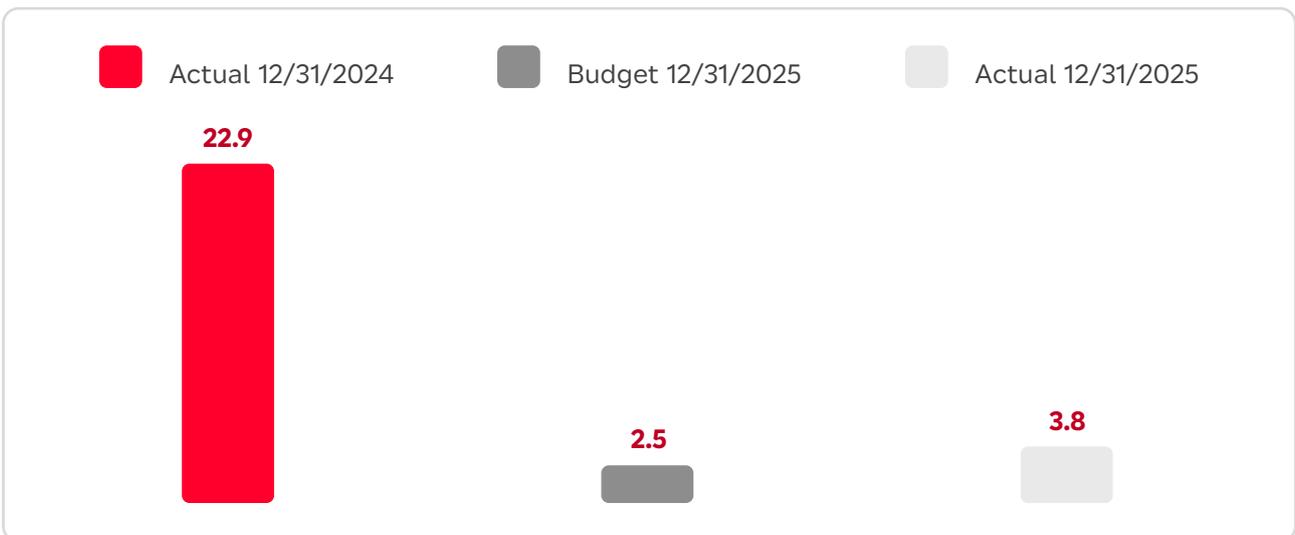
12/31/2025



The surplus for the 2025 financial year amounted to €3.8 million.

Surplus

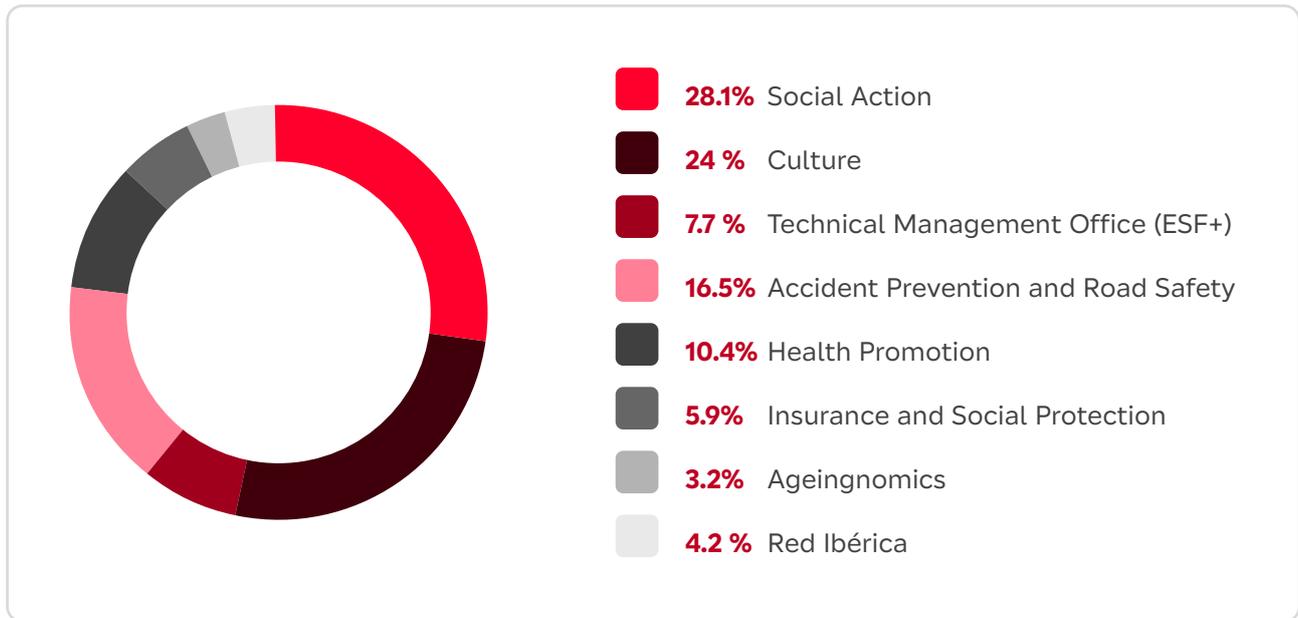
(Figures in millions of euros)



The budget approved by the Board of Trustees for 2026 will be allocated to Social Action (28.1%), Culture (24.0%), ESF+ Technical Management Office (7.7%), Accident Prevention and Road Safety (16.5%), Health Promotion (10.4%), Insurance and Social Protection (5.9%), Ageingnomics Research Center (3.2%), and Red Ibérica (4.2%).

Funding by area of activity

Budget 2026

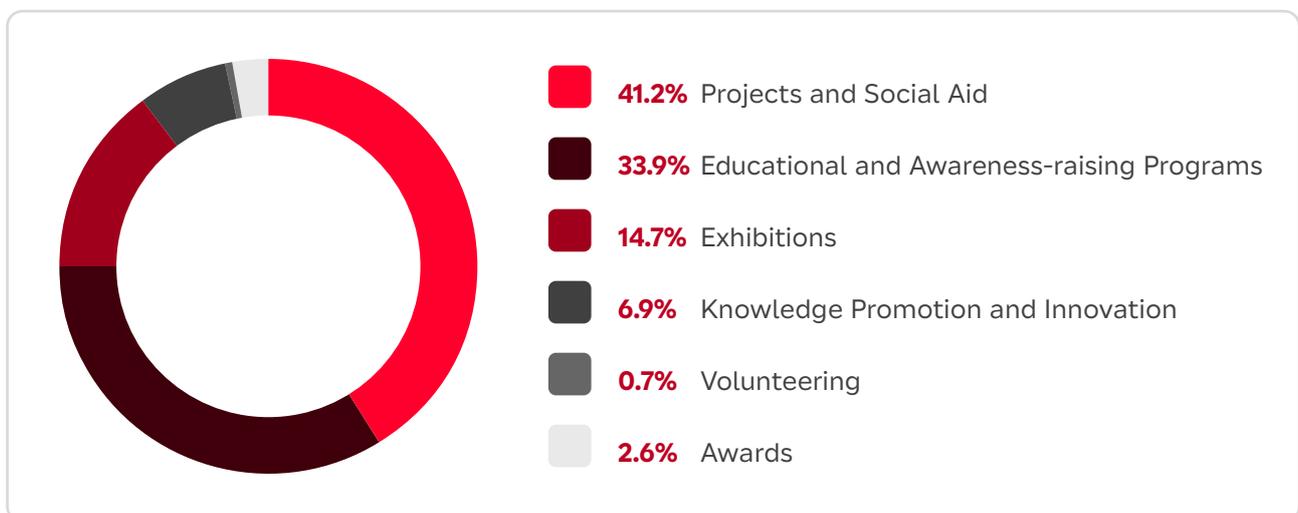


As of December 31, 2025, the Foundation's equity had risen to 2,888.3 million euros.

In 2025, spending by area of action was allocated to Social Projects and Aid (41.2%), Educational and Awareness-raising Programs (33.9%), Exhibitions (14.7%), Innovation and Knowledge Promotion (6.9%), Volunteering (0.7%), and Awards (2.6%).

Costs by activity type

12/31/2025



Balance sheet

Activity	Millions of euros	
	December 31, 2024	12/31/2025
Non-current assets	2,876.1	2,871.0
Intangible fixed assets	0.3	0.4
Historical Heritage Assets	20.0	20.3
Property, plant and equipment	64.0	60.7
Real estate investments	193.2	191.0
Long-term investments in Group and associated companies	2,597.5	2,597.5
Long-term financial investments	1.1	1.1
CURRENT ASSETS	20.5	42.3
Trade debtors and other accounts receivable	4.1	16.8
Short-term financial investments	9.3	20.1
Short-term accruals/deferrals	0.2	0.2
Cash and other liquid asset equivalents	6.9	5.2
TOTAL ASSETS	2,896.6	2,913.3

Liabilities	Millions of euros	
	December 31, 2024	12/31/2025
EQUITY	2,883.7	2,888.3
Endowment	2,630.5	2,630.5
Reserves and other	224.0	247.5
Result	22.9	3.8
Subsidies, donations and bequests received	6.3	6.5
NON-CURRENT LIABILITIES	2.8	3.3
Long-term provisions	0.7	1.1
Long-term payables	2.1	2.2
CURRENT LIABILITIES	10.1	21.7
Short-term provisions	1.1	1.1
Creditors	6.2	17.6
Trade and other payables	2.8	3.0
TOTAL LIABILITIES	2,896.6	2,913.3

Income statement

INCOME STATEMENT	Millions of euros	
	December 31, 2024	12/31/2025
Income from the entity's own activity.	1.7	2.2
Financial aid and other.	-13.0	-19.5
Other operating income.	8.2	7.1
Personnel expenses.	-8.9	-9.2
Other operating costs.	-23.3	-27.0
Depreciation of fixed assets.	-4.4	-4.3
Impairment losses and income from disposal of fixed assets.	0.0	1.0
RESULT FROM OPERATIONS	-39.7	-49.7
Financial income.	62.9	53.5
Financial expenses	-0.3	0.0
FINANCIAL SURPLUS	62.6	53.5
RESULT	22.9	3.8

Budget outturn 2025

Concepts	Millions of euros	
	12/31/2025	
	Budget	Actual
Equity annuity	61.4	61.6
Revenue from activities and donations	1.2	2.2
Activities and other expenses	-60.1	-60.0
Surplus	2.5	3.8



6. Acknowledgments



On October 15, Filomeno Mira Candel passed away. In addition to a brilliant career at Mapfre, he made important contributions that have benefited Fundación Mapfre. May he rest in peace.

We would also like to express our sincere gratitude for the work done by the trustees who left us in 2025: Antonio Miguel Romero de Olano, Esteban Tejera Montalvo and Manuel Ventero Velasco. Thank you for your dedication.

Finally, we would like to express our most sincere thanks to all the museums, institutions and individuals who, throughout 2025, provided us with the loan of works of art that they own or that are part of their patrimony. Thanks to their generosity, the dedication and rigor of those from very different fields of culture who have collaborated on our projects, and the effort and professional standards with which we carry out our work year after year, the achievements described here were made possible.



Filomeno Mira Candel

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