

FUNDACIÓN MAPFRE 2019 REPORT

Fundación **MAPFRE**

Fundación **MAPFRE**
guanarteme



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MAPFRE

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REPORT 2019

Fundación **MAPFRE**



Introduction

More than 300 activities and 6,000 events across the world; almost 4 million people who have embraced our projects in-person, and another 10 million remotely, thanks to communication technologies and the work of institutions and professionals with whom we work. With patience and a sound methodology, we could start to list what Fundación MAPFRE is, but if we had to sum it up in one sentence, the explanation would be considerably more complicated. One could argue that we are defined by what is included in our Foundation's objectives and the action lines taken that make them a reality; that Fundación MAPFRE is its activities and the millions of people who benefit from them. And that much is indeed true, but we have much more to include. We would need to sift through, to look behind that enormous array of activities to find out what it is that unites them in their diversity, find the common denominator among them all. Definitions are necessary and that means you must clearly establish, exactly and precisely, what the nature of something is, what defines it. And by doing this, we also see what it is we aspire to become, while also seeing what others want us to become. Poetry is the best way to summarize the essence of things. And this reflection brings to mind an old Carole King song, made popular by James Taylor, that starts off saying:

*“When you’re down and troubled
and you need a helping hand
and nothing, nothing is going
right. Close your eyes and think
of me and soon I will be there
to brighten up even your
darkest nights”*

Poets are who best express what defines us: we want to be that helping hand you can grab when you're in need, and together, we change the social reality to one that is for everyone, and for the good of everyone.

Throughout 2019, we have been an influence on many realities so that things can change. In the forthcoming pages, in 25,000 words and almost 50 tables we'll tell you about it. A soup of letters and numbers, hopefully

well-prepared, not bland but not salty either, which is best enjoyed slowly. Let us show you some of the things in the soup that this helping hand has been cooking for you, so you can better appreciate the flavor and evaluate some of the new ingredients we have added to a pot that's been simmering on the burner for 45 years.

When we think of a superhero, the first one that comes to our mind, undoubtedly, is Superman. Someone who was raised as a human, although he wasn't one, and when he grew up and discovered his powers, he didn't hesitate to put them to use, bringing justice and a helping hand to those who had accepted him as he was. At Fundación MAPFRE, we also have our own superheroes. They may not have X-ray vision, or super-human strength. Their power lies in solidarity, in being there for someone in need, with a smile and a heart filled with good intentions. There are many local superheroes, many more than those appearing on the big screen, but they are anonymous, without a voice. When we reached out our hand here at Fundación MAPFRE, they grabbed it enthusiastically and, together, we went where their voices can be heard and resonate best—the leading radio stations, where they told millions of listeners the secret to their superpowers and how easy it is to get them.

At some point, every one of us could find ourselves in a situation where we have a physical, mental, sensory, intellectual or social disadvantage. If we only look at what differentiates us, we lose out on understanding much of what we all have in common and how we can contribute to helping prevent those who differ from the norm from becoming marginalized and falling into social exclusion. That is our goal with the *Activate* workshops: to help people with intellectual disabilities or mental illnesses become a part of the workforce and lead full lives. We have developed tools and taught skills, and thanks to businesses that are committed and inclusive, we have made it possible for many people to become an asset to society, something that benefits us all.

In discovering more ingredients, we come across one that we love at City Hall square in Boston, a city that believes in transportation policies that encourage safety and prevention. It is a desire we share. With them and with many of their prestigious universities and neighborhood communities, associations that also have many neighborhood superheroes, we celebrate the Look Both Ways - Boston event, which sees us fill the city with accident prevention messaging, virtual reality booths to measure drivers' attention levels and fun activities for adults and children, all with the goal of creating a collective awareness about road safety, something that could not be missing from our 2019 soup.

Now, dear reader, come with us somewhere more familiar: Doctor Vaquero's laboratory at Puerta de Hierro Hospital in Madrid. Previously, we have told

you that we have been supporting stem cell therapy for years, in the hope of curing severe spinal injuries; then we told you about the first promising clinical trials. Last year it was a pleasure to announce that the Spanish Agency of Medicine and Medical Products (AEM) had given its approval, the last step needed to start operating the first public non-industrial production therapy program approved in Spain. It has been a journey of more than 20 years, in which we have worked alongside people who believe, as we do, that advanced medical research is one of the most solid social commitments possible. It is what would be the background flavors and stock to our soup, giving the dish a special, unique, fundamental and much-needed flavor, although sometimes it is not immediately noticed in the first spoonful.

This year our Documentation Center celebrates its 30th year of operation. Originally specializing in insurance and social protection, over time it has expanded to include resources in other subjects that are pertinent to the Foundation. It is also the faithful repository of everything we publish, on paper or electronically. In 2019, we reached one million downloads, something that we are very proud of, as it means that our specialized publications have reached those who need them, at no cost. We will persist with digitalization, since sharing knowledge is a fundamental ingredient for social transformation.

We could cover other things, savoring the new ingredients we add to our soup year after year. We don't

want to detain you, but let us tell you about one more ingredient: art. In our art exhibition halls in Madrid over the winter of 2019, we were able to appreciate the masterpieces of Russian avant-garde art that, from Marc Chagall's figures to Kazimir Malevich's purest abstract art, which helped to define contemporary art.

And that's it. Now you know some of the new ingredients that we have prepared for you with our helping hands. Now it's time to continue discovering the new flavors for yourself. If you want to taste other flavors, or find the ones that were in previous years' soups, please keep reading.

CODA

This year we decided to adapt the method we use to count the number of beneficiaries to the increasingly more digital era in which we live. We will explain more about that later. It may appear that there were fewer people this year who tasted the soup we prepared for you in 2019, but that's not the case: everyone has had some, but while some folks had two courses and dessert (in-person beneficiaries), others were happy only eating one course (remote beneficiaries) or just some appetizers (audience members). We believe that everyone enjoyed their meal and will be coming back for more. After all, we need to find space for more people at our table every year: there are already 11,300 volunteers, but there are still open seats. We'll save a spot for you, so that next year's soup is even more delicious, because like our poet said, "Ain't it good to know you've got a friend?" Will you be joining us?

1

Governing bodies



Trustworthy

1. Governing bodies

BOARD OF TRUSTEES

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Jesús Monclús González
- **HEALTH PROMOTION**
Antonio Guzmán Córdoba
- **INSURANCE AND SOCIAL PROTECTION**
Mercedes Sanz Septién

2

Vision, Mission and Values



Sustainable

Vision, Mission and Values

In 1975 MAPFRE decided to launch Fundación MAPFRE, a non-profit institution, to contribute to improving the quality of social progress. We like to consider ourselves a global foundation that carries out activities in more than 30 countries. Since 2006 our foundation objectives have been focused on:

- ➔ **Ensuring the safety of people and their property, with a special focus on road safety, accident prevention and health.**
- ➔ **Improving people's quality of life.**
- ➔ **Promoting culture, the arts and literature. Researching and disseminating knowledge related to history.**
- ➔ **Raising awareness of the culture of insurance and social protection.**
- ➔ **Improving the economic, social and cultural conditions of the most disadvantaged persons and sectors of society.**

Year after year, we carry out a wide range of activities to achieve the objectives we have listed, including:

- ➔ **Providing grants to the most disadvantaged persons and communities in society.**

- ➔ **Awarding scholarships and research grants.**
- ➔ **Organizing art exhibitions.**
- ➔ **Specialist teaching and training activities.**
- ➔ **Conferences, symposiums, seminars and other similar events.**
- ➔ **Campaigns and programs focusing on accident prevention, road safety and healthy lifestyle choices.**
- ➔ **Monographs and regular publications.**
- ➔ **Carrying out research projects and studies on subjects related to the aims of the Foundation.**
- ➔ **Managing and sharing knowledge via communications technology and a specialized documentation center.**



Fundación
MAPFRE

runs a number of activities to meet its objectives as a foundation, ranging from support for education and research to accident prevention and the promotion of art

We are committed to the Sustainable Development Goals



We are firm believers in ethical, transparent and socially-responsible actions, which allows us to establish our defining principles such as: the international vocational outlook; an efficient use of resources; clear, transparent funding without any ambiguity; and objective and professional selecting of activities to carry out, that avoids any conflicts of interests and reaffirms our non-profit nature, always being separate from any business interest and independent of any person, entity, group or power.

The governing bodies of the foundation exist to ensure these principles are fulfilled, in accordance with our statutes and the Board of Trustees' regulations. In 2019 both the Board of Trustees and the Management Committee held four meetings, where they supervised, approved and created future plans. The second Friday in January we held a meeting that included everyone who works at Fundación MAPFRE, in order to reflect on this past year of activity and to discuss the strategy for the future.

Our duty to be transparent is also reflected in the publication of our annual reports, made available to the reader in Spanish, English and Portuguese. Our website is the best way to find out everything we do, day to day. Every three months we publish the magazine *La Fundación*. Its 50th issue will be published this March, which is available in three languages and is widely distributed in print and with an increasingly popular and extensive digital version.

Since 2012 when the UN established the Sustainable Development Goals, better known as SDGs, we have realized that the majority of our activities are in alignment with them, but it was not until last year when we included them in the credits page, that we specifically mentioned the Sustainable Development Goals by line of action. This year we are taking it a step further and putting the SDG logo for the goal



The Fundación MAPFRE Awards ceremony was presided over by emeritus Queen Sofía and her daughter.

it meets next to each of our activities. It should be noted that the 17th SDG, "Partnerships for the goals," which is a common factor in all of our activities and thus, it would be repetitive to include it each and every time.

We do not want anyone to be excluded from our activities and the social benefits they bring. This is our main motivation and the reason why we are so committed to communicating what we do.

We would rather give out awards than receive them. Everyone who receives some benefit from the work we do is our main prize. But this does not mean that, when someone recognizes our hard work, we do not enjoy sharing it and showing our gratitude. In 2019 we received the following awards and distinctions:

➤ EXCELLENCE IN ROAD SAFETY AWARDS 2019

The European Road Safety Charter is the largest civil society platform on road safety in Europe. In the 2019 edition, they presented us with an award for our road safety educational program

➤ ICTUS AWARD - 2018

The Spanish Neurology Society gave us this award for the Ictus campaign: Prevent, learn, act.

➤ BONART AWARD 2019

The magazine *Bonart* recognized our photography exhibition program held in Catalonia.

➤ A TODA VELA ALMERÍA AWARD

The association *A Toda Vela*, which has been working for over 22 years on improving the quality of life for people

 In 2019, we started including the Sustainable Development Objective (ODS) logo in each of our activities

with intellectual disabilities, has honored us with the 2019 Inclusive Business Award.

➔ PINGÜINO DE ORO 2020

These awards, created in 1998 by the organization with the same name, are aimed each year at distinguishing an institution that has stood out for supporting or participating in motorcycling.

➔ ALARES NATIONAL AWARDS

The awards for Excellence in Labor Inclusion and Occupational Risk Prevention for People with Disabilities given by Fundación Alares has given an award to our program that promotes research and publication of guides on inclusion and the workplace risk prevention.

➔ 2019 STELLA AWARDS

For the third year, the Down Syndrome Foundation has recognized our commitment to incorporating people with disabilities or Down Syndrome into the job market.

➔ MUÉVETE VERDE AWARDS

In the 13th edition of these awards, Madrid City Council has awarded our Virtual Cyclist Training program, which is directed towards training riders how to cycle through Madrid.

➔ FUNDACIÓN KONECTA AWARDS

In its fourth year, Fundación Konecta has distinguished our commitment to integrating people with disabilities.

➔ EUROPEAN ROAD SAFETY CHARTER AWARD

Given by the European Commission, this award distinguishes the best road safety actions and initiatives

undertaken within the context of the European Road Safety Charter.

➔ ASAFES RECOGNITION

The Asociación Alavesa de Familiares y Personas con Enfermedad Mental has recognized our Juntos Somos Capaces program

➔ GRUPO FRASAN (MÁLAGA) - RECOGNITION

The Frasan group has recognized the importance that our Juntos Somos Capaces program has in integrating people with disabilities into the workforce.

➔ AFDEM CASTELLÓN - RECOGNITION

The *Asociación de Familiares por los Derechos de las Personas con Enfermedad Mental de Castellón* has awarded us with a distinction for our Juntos Somos Capaces program.

➔ ROAD SAFETY MEDAL OF MERIT

Awarded to Jesús Monclús, Director of Accident Prevention and Road Safety, in recognition of his professional achievements and the work he has done at Fundación MAPFRE.

➔ RECOGNITION BY THE HOSPITAL RAMÓN Y CAJAL

For participating in the 18th Blood Donation Marathon in June 2019.

➔ EUROPEAN ROAD SAFETY CHARTER RECOGNITION

For our road safety educational programs, in the School

Challenge category, which were held in October.

➔ POLICÍA METROPOLITANA DE COLOMBIA RECOGNITION

For the ongoing partnership we have with the Colombian Metropolitan Police in carrying out road safety education programs.

➔ RECOGNITION FROM THE REAL CUERPO DE BOMBEROS VOLUNTARIOS DE SANTANDER

For our work in prevention and raising awareness during Fire Prevention Week.

➔ RECOGNITION BY MAJADAHONDA CITY COUNCIL

For our Road Safety Education and Solidarity Roadshow campaigns.

➔ RECOGNITION FROM THE NEWSPAPER THE GUARDIAN

On our exhibition Peter Hujar. Speed of Life, considered among the world's top ten best photography exhibitions in 2019.

■ TO FIND OUT MORE

INSTITUTION WEBSITE

WWW.FUNDACIONMAPFRE.ORG

[LA FUNDACIÓN MAGAZINE](#)

[HTTPS://REVISTALAFUNDACION.COM/](https://REVISTALAFUNDACION.COM/)

3

*Foundation
activities
during 2019*



Innovators

Social Outreach Awards

The Fundación MAPFRE Social Outreach Awards recognize the innovative social work done by various groups



Queen Sofia greeted Fundación MAPFRE President Antonio Huertas on her arrival at the Social Awards presentation ceremony.



Emilio Aragón, recipient of the José Manuel Martínez Lifetime Achievement Award.

We like to recognize the things that others do well in areas we are focused on because they help and guide us in our lines of action. We are all in the same boat and rowing in the same direction. That is why we recognize all the merit that a great project with a clear social focus deserves.

SOCIAL OUTREACH AWARDS

Held annually and boasting a 30,000 euro cash prize per category, the Social Outreach Awards recognize and encourage actions carried out by institutions and people for the benefit of society. The 2019 winners were:

➔ José Manuel Martínez Lifetime Achievement Award

Looking back and feeling proud of the path traveled is what characterizes the candidates for this award, which in 2019 was given to Emilio Aragón, who in addition to being a distinguished actor and producer, is a leader in the fight against child hunger in his more than 20 years of collaboration with the NGO *Acción contra el Hambre*.

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

The first two sustainable development goals urge us to fight poverty, and in particular, hunger. They are two basic requirements needed to combat social exclusion and inequality and make sure everyone has the same opportunities. Since 2002, Mary's Meal has been striving to ensure no child goes hungry. They are present in 18 counties and make sure 1.5 million children are fed.

➔ Award for the Project with the Best Social Impact

The third sustainable development goal is focused on ensuring healthcare is within everyone's reach. That is what *Cirugía en Turkama* has done since 2004, by bringing health care to the poorest parts of the world. In 2018, they served 836 patients and performed 260 surgical procedures.

➔ Best Initiative in the Agricultural Sector Award

Social transformation and innovation should go hand in hand with promoting sustainable agricultural development (SDG 2). Agrindus has been recognized for their method of revolutionizing milk production and sales



The awards recognize social entrepreneurs who are committed to bringing about positive change through putting technology at the service of those who truly need it

that has a low environmental impact and is water, animal and planet-friendly. They also were able to standardize a product that is easy to digest and does not cause stomach pain, cramps or nausea in people who have some degree of lactose intolerance.

SOCIAL INNOVATION AWARDS

In 2017, Fundación MAPFRE made a decision to support social innovation, aware of the fact that simple, plausible ideas can change the world and bring solutions to real life problems. With our Social Innovation Awards, our goal is to inspire creativity, talent and good work in social entrepreneurs who are committed to making a positive change, where technology and innovation help those who need them the most.

Each winning project receives 30,000 euros. In addition to the prize, during the competition the semi-finalists and finalists receive online coaching and mentoring courtesy of IE University and they gain visibility to possible investors. We would like to say that, thanks to RedInnova, the global community of social innovators linked to Fundación MAPFRE and IE with the Social Innovation Awards, we are able to stay in touch with the semi-finalists once the competition is over in order to exchange project ideas, initiatives and knowledge regarding social entrepreneurship throughout the world.

➔ Health Improvement and Digital Technology (e-Health)

Neurobots are able to alleviate motor impairment in people who have suffered a stroke and speed their recovery by using software that can understand what the patient thinks and wants and can make an exoskeleton move. It is a process that can restore 30% mobility in the upper limbs in two weeks. After treatment, patients no longer need the neuroconnector because they will already have relearned movement.

➔ Road Safety and Sustainable Transportation

Navilens has created an app that allows people with visual impairments to guide themselves using their cell phones, which are able to correctly process a specific type of signage in public areas. The app worked successfully in busy places like train and subway stations.

➔ Insurance Innovation

MiBKClub aims to make insurance, combined with other products and services, a poverty buffer. Low income, aside from implying a lack of money, is also related to having inconsistent income, which is when it is essential to cover risks.

■ TO FIND OUT MORE

SOCIAL OUTREACH AWARDS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/AYUDAS-BECAS-PREMIO/ PREMIO-FUNDACION-MAPFRE/GALARDONES-PREMIO-2018-FUNDACION-MAPFRE/](https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios-premios-fundacion-mapfre/galardones-premios-2018-fundacion-mapfre/)

SOCIAL INNOVATION AWARDS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/AYUDAS-BECAS-PREMIO/ PREMIO-FUNDACION-MAPFRE-INNOVACION-SOCIAL/SEGUNDA-EDICION/](https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios-premios-fundacion-mapfre/innovacion-social/segunda-edicion/)

NEWS

- ZOOM NET TVE
- [HTTPS://YOUTU.BE/OIP8FZRUNYO](https://youtu.be/OIP8FZRUNYO)

EMPRENEDORES.ES

- [HTTPS://WWW.EMPRENEDORES.ES/IDEAS-DE-NEGOCIO/A27013879/PROYECTOS-INNOVACION-IMPACTO-SOCIAL-PREMIO-MAPFRE-STARTUPS/](https://www.emprendedores.es/ideas-de-negocio/a27013879/proyectos-innovacion-impacto-social-premios-mapfre-startups/)

ABC

- [HTTPS://WWW.ABC.ES/SOCIEDAD/ABC-ESTOS-GANADORES-EDICION-PREMIO-FUNDACION-MAPFRE-INNOVACION-SOCIAL-201910111221_NOTICIA.HTML](https://www.abc.es/sociedad/abc-estos-ganadores-edicion-premio-fundacion-mapfre-innovacion-social-201910111221_noticia.html)

LA VANGUARDIA

- [HTTPS://WWW.LAVANGUARDIA.COM/ECONOMIA/20191016/471004272765/UN-PROYECTO-ESPAÑOL-UNO-BRASILEÑO-Y-OTRO-COLOMBIANO-GANADORES-DE-LOS-PREMIO-FUNDACION-MAPFRE.HTML](https://www.lavanguardia.com/economia/20191016/471004272765/un-proyecto-espanol-uno-brasileo-y-otro-colombiano-ganadores-de-los-premios-fundacion-mapfre.html)

MILENIO DIARIO

- [HTTPS://WWW.MILENIO.COM/NEGOCIOS/PROYECTOS-MEXICANOS-PREMIO-FUNDACION-MAPFRE-INNOVACION](https://www.milenio.com/negocios/proyectos-mexicanos-premio-fundacion-mapfre-innovacion)

VIDEOS

- GRAND FINALE II EDITION INNOVATION AWARDS [HTTPS://YOUTU.BE/vwXWVKDMN90](https://youtu.be/vwXWVKDMN90)

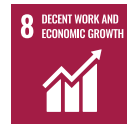
More than 200 entrepreneurs and researchers presented themselves for the 2019 Awards for Social Innovation.



Social projects and assistance



Descubre la FP. (Discover Vocational Training). Informational, awareness and dissemination campaign for vocational training



Signing the agreement with the Bertelsmann.

We are motivated to support and promote employment among people at risk of social exclusion and those with disabilities

Our goal is to help those people who need it most. That is why we work to resolve the main social problems affecting the more than 26 countries where we are present.

As in previous years, all of our activities are focused along three lines that help us to consider the issues that concern us the most, which are promoting employment, education and solidarity.

SOCIAL EMPLOYMENT PROGRAM

To promote employment opportunities in Spain, especially for the people and groups at risk of social exclusion. In 2019 we conducted four coordinated and complementary projects:

➔ ACCEDEMOS employment grants

In 2019 we provided 550 grants to unemployed workers hired by small and medium-sized companies, which consisted of a subsidy given out during nine months of part-time or full-time work. 40% of the labor agreements arising from these grants were permanent, 66% were given to women and 13% to workers older than 50.

➔ Juntos Somos Capaces and the SOY CAPPAPZ app

In 2019 we were able to help 500 people with mental disabilities find employment, thanks to the efforts made between businesses and social entities. Once the candidate gets the job, they complete a training course and receive help from a work mentor who accompanies them to their new job to make sure that the integration process is complete.

We have also held activities to raise awareness in over 581 businesses and in partnership with more than 29 social entities.

In our desire to continue to help people with intellectual disabilities become fully integrated into society and improve their quality of life, we launched Activate. These fun workshops are designed for family members and the goal is to educate them about how important it is that their child have an eager attitude that allows them to enjoy having a social life, be education and be active in finding a job.

We also launched the Soy Capaz app, created in collaboration with Fundación GMP. Available for free on Google Play, it is a tool that promotes independent living and makes it easier for people with intellectual

disabilities to find jobs. This year we included versions in English and Portuguese. The app has been downloaded more than 111,000 times.

➔ Discover Vocational Training. Working together to educate young people and improve their employability

Developed in collaboration with Fundación Atresmedia, this project aims to raise awareness, to inform and to publicize the importance of vocational training in improving youth employability and the economic development of our society in the digital revolution era. During 2018 we rolled out three media campaigns together with major leading companies. In collaboration with the IESE Business School we published the *Informe sobre la situación de la FP en España*. We also held many activities in coordination with the public administration. We also updated our web portal in order for it to serve as a reference point for anyone interested in vocational training.

➔ Inclusive and social education e-learning training

Thanks to the agreement signed between UNED and Fundación MAPFRE, we have a virtual learning environment, UNED Abierta, where the following training courses have been offered as MOOCs: Attention to Diversity. Personalized teaching Focused on raising awareness of different strategies that can help teachers adapt their methodology based on the diversity and needs of current students.

➔ New tools for authentic evaluation

Classroom evaluations are a fundamental aspect of the teaching and learning processes. It is important to be familiar with its definition, structure, elements and application. New ways of evaluating will lead us to new



In 2019, Fundación MAPFRE operated in 25 countries in North and South America, Europe, and Asia with over 100 projects on training, basic education, nutrition, and health

ways of teaching and, therefore, new ways of learning.

INTERNATIONAL SOCIAL PROGRAMS

For another year we have continued our commitment to human development and eradicating poverty in more than 25 countries, with basic education, training, nutrition and health programs directed towards children and young people.

In numbers we can summarize our work into 25 countries, more than 100 projects carried out in collaboration with over 100 social entities, to provide integral education (basic education, nutrition and health) to more than 110,441 children and young people in vulnerable situations: 102,103 participated in our educational programs, 77,852 received nutritional support, 83,626 received medical treatment, 46,734 women studied female empowerment training and 59,847 took part in our programs to gain access to the job market.

We have carried out social projects in Germany (1), Argentina(4), Brazil (15), Chile (2), Colombia (8), Costa Rica (2), Ecuador (3), El Salvador (4), United States (9), the Philippines (3), Guatemala (3), Honduras (1), Malta (2), Mexico (9), Nicaragua (1), Panama (4), Paraguay (4), Peru (7), Portugal (2), Puerto Rico (4), Dominican

TO FIND OUT MORE

ACCEDEMOS GRANTS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/AYUDAS-BECAS-PREMIOS/AYUDAS/CONTRATACION/AYUDAS-EMPLEO/](https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/ayudas-contratacion/ayudas-empleo/)

SOY CAPPAZ - VIDEO

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=BI05D2L9E0S](https://www.youtube.com/watch?v=BI05D2L9E0S)

JUNTOS SOMOS CAPACES

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/PROGRAMA-SOCIAL-EMPLEO/JUNTOS-SOMOS-CAPACES/](https://www.fundacionmapfre.org/fundacion/es_es/programas/programa-social-empleo/juntos-somos-capaces/)

ACTÍVATE - VIDEOS

- MURCIA
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=2Z1GH_LVE](https://www.youtube.com/watch?v=2Z1GH_LVE)

VALLADOLID

- [HTTPS://WE.TL/YT8UWVNQCV](https://we.tl/yt8UwvNqcv)



TO FIND OUT MORE

SOCIAL PROJECT

ASSISTANCE - VIDEO

[HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/DONACIONES/PROYECTOS-FINALIZADOS/CONVOCATORIA-AYUDAS-PROYECTOS-SOCIALES/](https://www.fundacionmapfre.org/fundacion/es_es/donaciones/proyectos-finalizados/convocatoria-ayudas-proyectos-sociales/)

Around 600 institutions requested Social Project aid, and 34,000 euros was raised at the Solidarity Christmas market

We are running the Superhéroes de Barrio (Neighborhood Superheroes) campaign as part of the Sé Solidario (Practice Solidarity) program.



SOLIDARITY

➔ Sé Solidario (Share Solidarity) Program

To provide support for and spread information about the initiatives made by small social organizations in Spain who help the disadvantaged. Sé Solidario gives them a platform to develop their activities with the ultimate goal of promoting solidarity as a fundamental value in society. During 2019 our activities included three areas of collaboration:

➔ **1.** With small volunteer organizations, to improve their activities with monetary donations, food drives, volunteer work and by publishing their projects. Our resources go towards helping improve the living conditions of the most disadvantaged people and groups. In this regard, we would like to mention the 2nd Call for Grants for Social Projects, which saw applications from over 600 entities with projects relating to nutrition, health, education and inclusion provided us with very useful information about the main social problems that we have to tackle. There were 29 entities throughout Spain that received a grant.

➔ **2.** With businesses we held awareness-raising workshops to teach employees about the needs of those around them. We provide them with the logistics needed to carry out their corporate volunteering plans, in addition to helping them collect basic and essential items.

➔ **3.** With society as a whole, through our *Superhéroes de Barrio* campaign, which lets people see different causes and projects that are being carried out by the organizations we are partnered with, which all have solidarity as the common denominator.

➔ Solidarity Christmas Market

One of the most important times of the year is the Solidarity Christmas Market, a specific activity under the Sé Solidario program which is made possible thanks to the work of our own Fundación MAPFRE volunteers. In 2019 it brought together 22 social organizations, each one with their own cause to support. Thanks to the sales made, they receive the funding needed to help their operation. In 2019 they raised a total of 34,000 euros.

📄 TO FIND OUT MORE

SÉ SOLIDARIO – SUPERHÉROES DE BARRIO

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/DONACIONES/SUPERHEROESDEBARRIO/](https://www.fundacionmapfre.org/fundacion/es_es/donaciones/superheroesdebarrio/)
- [HTTPS://WWW.COPE.ES/PROGRAMAS/LA-TARDE/NOTICIAS/LABOR-FUNDACION-MAPFRE-CON-LOS-SUPERHEROES-BARRIO-BARCELONA-PAMPLONA-20191212_572954](https://www.cope.es/programas/la-tarde/noticias/labor-fundacion-mapfre-con-los-superheroes-barrio-barcelona-pamplona-20191212_572954)
- [HTTPS://WWW.COPE.ES/PROGRAMAS/LA-LINTERNA/NOTICIAS/PATO-AMARILLO-UNA-AYUDA-PARA-MAS-650-FAMILIAS-COMO-PARTE-DEL-PROGRAMA-SOLIDARIO-MAPFRE-20191114_551856](https://www.cope.es/programas/la-linterna/noticias/pato-amarillo-una-ayuda-para-mas-650-familias-como-parte-del-programa-solidario-mapfre-20191114_551856)
- [HTTPS://WWW.COPE.ES/PROGRAMAS/LA-LINTERNA/NOTICIAS/PAPAS-SUPERHEROES-CONOCE-DOS-ASOCIACIONES-CREADAS-POR-PADRES-QUE-ESTAN-CAMBIANDO-MUNDO-20191128_562829](https://www.cope.es/programas/la-linterna/noticias/papas-superheroes-conoce-dos-asociaciones-creadas-por-padres-que-estan-cambiando-mundo-20191128_562829)
- [HTTPS://WWW.COPE.ES/PROGRAMAS/LA-LINTERNA/NOTICIAS/HISTORIA-SUPERACION-TERESA-ONATE-PROGRAMA-SOLIDARIO-FUNDACION-MAPFRE-20191121_557280](https://www.cope.es/programas/la-linterna/noticias/historia-superacion-teresa-onate-programa-solidario-fundacion-mapfre-20191121_557280)
- [HTTPS://WWW.LAVANGUARDIA.COM/VIDA/20191227/472537337259/SOLIDARIDAD-SUPERHEROES-BARRIO-MAPFRE-INICIATIVA-SOCIAL-BRL.HTML](https://www.lavanguardia.com/vida/20191227/472537337259/solidaridad-superheroes-barrio-mapfre-iniciativa-social-brl.html)
- [HTTPS://WWW.ELCONFIDENCIAL.COM/SOCIEDAD/2019-11-25/SUPERHEROES-DE-BARRIO-MAPFRE-SOLIDARIDAD-BRA_2342640/](https://www.elconfidencial.com/sociedad/2019-11-25/superheroes-de-barrio-mapfre-solidaridad-bra_2342640/)
- [HTTPS://WWW.ELCONFIDENCIAL.COM/SOCIEDAD/2019-12-28/SUPERHEROES-BARRIO-MAPFRE-ONG-INVESTIGACION-BRA_2384059/](https://www.elconfidencial.com/sociedad/2019-12-28/superheroes-barrio-mapfre-ong-investigacion-bra_2384059/)
- [HTTPS://WWW.ELCONFIDENCIAL.COM/SOCIEDAD/2020-01-18/SUPERHEROES-BARRIO-MAPFRE-EXCLUSION-SOCIAL-BRA_2409071/](https://www.elconfidencial.com/sociedad/2020-01-18/superheroes-barrio-mapfre-exclusion-social-bra_2409071/)
- [HTTPS://CADENASER.COM/PROGRAMA/2019/07/25/LA-VENTANA/1564070405_101116.HTML](https://cadenaser.com/programa/2019/07/25/la-ventana/1564070405_101116.html)

Educational and awareness programs

Road safety is an essential part of our activities and it includes education on transportation for children in 23 countries



At Fundación MAPFRE we firmly believe that education is an essential tool for bringing about progress in society. Our educational programs follow a comprehensive educational approach which considers that every individual is unique and is continually developing cognitively, emotionally and socially. Raising awareness and informing society about a particular issue is the first step in solving it. In this area of activity, we focus on four major areas: art, accident prevention, health and financial and insurance education.



IN ART

Since 2004, one of the constant concerns in the Culture area has been finding a way to educate everyone about art and to create educational activities geared toward students of different grade levels, with a particular focus on special education schools, and toward the families who visit our exhibitions on the weekends. For each one of the temporary exhibitions, as well as the permanent ones (Espacio Miró, Insurance Museum and the Naval Modeling Museum), we create specific activities that are geared towards the different age groups and grade levels: preschool, grade school, high school and special education.

We organized a variety of prevention activities in conjunction with Children's Day in Madrid.

In 2019, this commitment to bringing art to everyone translated into 11,300 people participating in the more than 300 school activities we carried out and the 200 workshops for families. Our program consists of workshop presentations and classroom visits carried out by specialized instructors for each exhibition.

IN ACCIDENT PREVENTION AND ROAD SAFETY



Our programs are taught in 23 countries with the goal of preventing all types of unintentional injuries and the belief that the vast majority of them are avoidable. We also are particularly concerned about road safety, since it is the area where the largest number of serious injuries and deaths occur.

➔ Education in Accident Prevention and Road Safety

We teach educational programs on safe, secure and sustainable transportation, adapted to every country's own situation. With these activities we want to educate



At Fundación MAPFRE, our road safety program visits various cities throughout the year to raise awareness among children of their safety as pedestrians and cyclists

children and young adults, as they are the primary group at risk, but also because they are the key to change in families and societies when it comes to safe and responsible behaviors. Our main activities in this project are the following:

📍 Road Safety Roadshow

A traveling road safety project that goes to different cities in Spain, Portugal, Brazil, Columbia, Mexico and Puerto Rico, where we invite the schools to take part in our activities. The roadshow teaches students the meaning of safe transportation with debate-style explanations and a fun practical session.

The main goals of our Road Safety Education Roadshow are the following:

- ➔ To promote responsible behaviors and attitudes in students regarding road travel and preventing injuries (fires, domestic incidents).
- ➔ To help students become responsible pedestrians and bike riders.
- ➔ To teach students to recognize and obey the basic traffic signs.

Our Road Safety trailer visited cities in six countries.



📄 MÁS INFORMACIÓN

WEBSITE

SPAIN

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/EDUCA-TU-MUNDO/EDUCACION-VIAL-PREVENCIÓN-LESIONES-NO-INTENCIONADAS/ACTIVIDADES-TALLERES-EDUCATIVOS/CARAVANA-EDUCACION-INFANTIL](https://www.fundacionmapfre.org/fundacion/es_es/educacion-mundo/educacion-vial-prevencion-lesiones-no-intencionadas/actividades-talleres-educativos/caravana-educacion-infantil)

BRAZIL

- [HTTPS://WWW.FUNDACIONMAPFRE.COM.BR/FUNDACION/BR_PT/PROGRAMAS-E-CAMPANHAS/PROGRAMAS/NA-PISTA-CERTA/](https://www.fundacionmapfre.com.br/fundacion/br_pt/programas-e-campanhas/programas/na-pista-certa/)

MEXICO

- [HTTPS://WWW.CARAVANAMAPFRE.COM.MX/](https://www.caravanamapfre.com.mx/)

PUERTO RICO

- [HTTPS://WWW.FACEBOOK.COM/NOTES/FUNDACIONMAPFRE/VILLA-SEGURA/1553692351396659/](https://www.facebook.com/notes/fundacion-mapfre/villa-segura/1553692351396659/)

NOTICIAS

SPAIN

- [HTTPS://YOUTU.BE/LCGRJAK31VK](https://youtu.be/LCGRJAK31VK)
- [HTTPS://YOUTU.BE/C323TWIPYXO](https://youtu.be/C323TWIPYXO)

MEXICO

- [HTTPS://YOUTU.BE/GEEPQK3_F0](https://youtu.be/GEEPQK3_F0)

VIDEOS

MEXICO

- [HTTPS://YOUTU.BE/8GO_FTC_BRO](https://youtu.be/8GO_FTC_BRO)

📍 Road Safety in Schools

Classroom workshops on safe, secure and sustainable transportation, adapted to every country's own situation. Carried out in partnership with public and private institutions, we go to schools to promote the main concepts behind road safety and sustainable transportation. That is why

we create exciting and engaging activities that get the children to participate so they internalize the safety concepts and learn responsible behaviors.

We carry out these activities in Argentina, Brazil, Colombia, Ecuador, Spain, Honduras, Malta, Mexico, Panama, Peru, Dominican Republic and Turkey.

📌 TO FIND OUT MORE

WEBSITE

- BRAZIL**
- [HTTP://EDUCACAOVIARIAEVITAL.COM.BR/](http://educacaooviariaevital.com.br/)

- MEXICO**
- [HTTPS://WWW.FUNDACIONMAPFRE.MX/MEXICO/ES-MX/CAMPANAS-PROGRAMAS-EDUCATIVOS/SCHOOL-PROGRAM/](https://www.fundacionmapfre.mx/mexico/es-mx/campanas-programas-educativos/school-program/)

- TURKEY**
- [HTTPS://WWW.SEHRINAKILLICOUKLARI.ORG/](https://www.sehrinakillilocuklari.org/)
 - [HTTPS://WWW.INSTAGRAM.COM/SEHRINAKILLICOUKLARI/](https://www.instagram.com/sehrinakillilocuklari/)

VIDEOS

- COLOMBIA**
- **VÍDEO CAMPAÑA EDUCATIVA**

- PANAMA**
- **VÍDEO PANAMÁ FUNDACIÓN MAPFRE POLICÍA NACIONAL 2018**

- PERU**
- **VÍDEOS PERÚ - PEATONES RESPONSABLES Y PERÚ - PROGRAMA EDUCATIVO**

- TURKEY**
- **VÍDEO TURQUÍA - PROGRAMA EDUCATIVO**



▶ Watch the complete video
Video Colombia - educational campaign video



▶ Watch the complete video
Fundación MAPFRE Panamá National Police 2018



▶ Watch the complete video Peru - responsible pedestrians and Peru - educational program



▶ Watch the complete video Turkey - educational program

📍 Permanent Road Traffic Parks

Activities that are designed for high school students with the goal of teaching them about the need to be responsible in traffic to avoid serious consequences that can occur, enabling to make the right decisions in order to avoid risky situations.

This program is held in parks and centers equipped with a training room, where the children receive a theoretical session about basic traffic concepts in the different roles (pedestrian, cyclist and passenger) and complete a traffic circuit that accurately resembles the real way that the students actually travel.

This program is carried out in Panama, the Philippines and Uruguay.

📄 TO FIND OUT MORE

WEBSITE
PANAMA
• [HTTPS://WWW.PARQUEOMAR.ORG/EDUCACION_VIAL](https://www.parqueomar.org/educacion_vial)

VIDEOS
PANAMA
• [HTTPS://WWW.YOUTUBE.COM/WATCH?V=BUOVF2JXFG0](https://www.youtube.com/watch?v=BUOVF2JXFG0)

PHILIPPINES



▶ Watch the complete video Philippines

📍 Childhood Injury Prevention Program

In partnership with Boston Children's Hospital, we support this activity carried out in the United States that focuses on the safety of the child as a passenger, cyclist and pedestrian.

The goal of the program is to reduce the number and severity of injuries to kids and adolescents in Boston and its nearby communities, through education and research, providing them with information and access to home and travel safety devices, as well as specific training on what to do in the event of an emergency.

📄 TO FIND OUT MORE

WEBSITE
UNITED STATES
• [HTTPS://WWW.FUNDACIONMAPFRE.US/ROAD-SAFETY/INJURY-PREVENTION-PROGRAM-BOSTON-CHILDREN-HOSPITAL](https://www.fundacionmapfre.us/road-safety/injury-prevention-program-boston-children-hospital)

VIDEOS



▶ Watch the complete video USA-Boston Children's Hospital video

📍 Child Restraint Systems

Specialized project on the safety of children traveling by car and the use of child restraint systems. With the goal of educating families and helping them to travel as safe as possible with their children, this program has a website (www.seguridadvialinfantil.org) and carries out various activities to create awareness, to train midwives in road safety, and participates in talks at hospitals and health clinics (as part of the pre-birth preparation programs). In Spain this activity is carried out in partnership with the Federation of Midwives Associations of Spain and Dorel. Through this program we have distributed more than 1.5 million copies of our guide *Bebés y niños seguros en el coche*.

This project was carried out in Spain, Portugal and Argentina.

📄 TO FIND OUT MORE

WEBSITE
• [HTTPS://SILLASDECOCHE.FUNDACIONMAPFRE.ORG/INFANTILES/](https://sillasdecoche.fundacionmapfre.org/infantiles/)

VIDEOS
SPAIN



▶ Watch the complete video Video Spain - SRI - FM Animation

We participate in fairs and events with our programs on accident prevention and driver education.



🕒 Fire Prevention

Our fire prevention project is a collection of awareness-raising activities whose goal is to provide self-protection information to the general public and especially to senior citizens and children. We have very high quality educational material that we use in talks and assemblies at schools, which later can be used as a summary of what was taught and can serve as a reference at any time, as well as use to help spread the word to others. We have done this program in conjunction with the *Asociación Profesional de Técnicos de Bomberos*, the fire departments and prevention units for various local governments, and in Latin America with the *Organización de Bomberos Americanos*, as a group and with various members personally.

🕒 Fire Prevention Week

Our star program in this area is Fire Prevention Week, which has taken place in 35 cities and this year, will be celebrating its 14th year in Spain. In addition to Spain, we also carry out this activity in Argentina, Brazil, Ecuador, Guatemala, Mexico, Panama, Puerto Rico and Uruguay.

📄 TO FIND OUT MORE

WEBSITE

SPAIN

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/PREVENCIÓN/SEMANA-PREVENCIÓN-INCENDIOS](https://www.fundacionmapfre.org/fundacion/es_es/programas/prevencion/semana-prevencion-incendios)

BRAZIL

- [HTTPS://WWW.FUNDACIONMAPFRE.COM.BR/FUNDACION/BR_PT/PROGRAMAS-E-CAMPANHAS/PROGRAMAS/PREVENÇÃO-DE-INCENDIO/](https://www.fundacionmapfre.com.br/fundacion/br_pt/programas-e-campanhas/programas/prevencao-de-incendio/)

MEXICO

- [HTTPS://WWW.FUNDACIONMAPFRE.MX/MEXICO/ES-MX/CAMPANAS-PROGRAMAS-EDUCATIVOS/PREVENCIÓN-DE-INCENDIOS/](https://www.fundacionmapfre.mx/mexico/es-mx/campanas-programas-educativos/prevencion-de-incendios/)

NEWS

SPAIN

- [HTTP://WWW.TELEMADRID.ES/NOTICIAS/MADRID/NINOS-MAYORES-OBJETIVOS-PREVENCIÓN-INCENDIO-05-0-1848415162--20161114021331.HTML](http://www.telemadrid.es/noticias/madrid/ninos-mayores-objetivos-prevencion-incendio-05-0-1848415162--20161114021331.html)
- [HTTPS://YOUTU.BE/HMIZIAWESQW](https://youtu.be/HMIZIAWESQW)
- [HTTPS://TORREMOLINOSTV.COM/SEMANA-DE-LA-PREVENCIÓN-DE-INCENDIOS-FUNDACION-MAPFRE-ASOC-PROFESIONAL-DE-TECNICOS-DE-BOMBEROS-Y-SERVICIO-EXTINCIÓN-INCENDIOS/](https://torremolinostv.com/semana-de-la-prevencion-de-incendios-fundacion-mapfre-asoc-profesional-de-tecnicos-de-bomberos-y-servicio-extincion-incendios/)

🕒 Big events

Throughout the year we participate in various events on accident prevention and emergencies, directed primarily to families, with the goal of teaching prevention measures to the public in a fun and entertaining way. So, just mentioning the activities in Madrid, in 2019 we were present at the Plaza Felipe II, International Children's Day, and at the Juvenalia kids and toddlers fun fair.

📄 TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/DESCUBRE/ACTIVIDADES-JUVENALIA-2016.JSP](https://www.fundacionmapfre.org/fundacion/es_es/descubre/actividades-juvenalia-2016.jsp)

NEWS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/DESCUBRE/ACTIVIDADES-JUVENALIA-2016.JSP](https://www.fundacionmapfre.org/fundacion/es_es/descubre/actividades-juvenalia-2016.jsp)

VIDEOS



- Watch the complete video MAPFRE • ROAD SAFETY • Spanish subtitled • v5

🔗 Protect your home

In conjunction with the Asociación Profesional de Técnicos de Bomberos and Metro de Madrid, we have once again started an awareness campaign about home fire risks, with the goal of teaching people in a practical way what steps to take to avoid fires and in the event that one occurs, what to do.

In order to do this, we created posters with the main tips for preventing fires and self-protection at home and we posted them in all the Madrid subway stations, in addition to playing videos with suggestions on the subway information channel during the Christmas season.

📄 TO FIND OUT MORE

NEWS

- [HTTPS://TODOFUNDACIONES.ES/2018/12/27/FUNDACION-MAPFRE-LANZA-LA-CAMPANA-PROTEGE-LOS-QUE-MAS-TE-IMPORTA-PARA-EVITAR-INCENDIOS-EN-EL-HOGAR](https://todofundaciones.es/2018/12/27/fundacion-mapfre-lanza-la-campana-protege-los-que-mas-te-importa-para-evitar-incendios-en-el-hogar)
- [HTTPS://WWW.EUROPAPRESS.ES/EPSOCIAL/RESPONSABLES/NOTICIA-FUNDACION-MAPFRE-LANZA-CAMPANA-EVITAR-INCENDIOS-HOGAR-CENTENAR-ESTACIONES-METRO-MADRID-20181225112531.HTML](https://www.europapress.es/epsocial/responsables/noticia-fundacion-mapfre-lanza-campana-evitar-incendios-hogar-centenar-estaciones-metro-madrid-20181225112531.html)

🔗 Goal Zero Awareness

With our Goal Zero Awareness project we are present in 23 countries around the world to achieve the ambitious goal of reducing deadly injuries caused by traffic and other areas of people's lives to zero. Thanks to collaborations with different national and international organizations, both public and private, we're able to carry out different types of activities that teach people how to prevent traffic accidents, with a special emphasis on groups that are most vulnerable (pedestrians, cyclists and motorists).

In-person awareness activities in countries

In 2019, among other things, we had a short-film context on road safety in Germany; in Portugal we hosted awareness activities on the streets for Road Safety Week.

In this section we want to highlight the Look Both Ways activities that were held in Boston on September 19 and 20, in partnership with the city council, where we had fun workshops on accident prevention and road safety. In particular, there was a virtual reality activity that was especially popular with the crowd. They also carried out fifteen other activities consisting of sporting events, concerts, etc. and another five that were held at colleges and universities.

In addition to those already mentioned in Germany, Portugal and United States, we have also been present in Argentina, Brazil, Costa Rica, Spain, Mexico, Panama and Dominican Republic.

We deploy many awareness and accident prevention actions aimed at the most vulnerable groups.

📄 TO FIND OUT MORE

WEBSITE

- GERMANY
- [HTTPS://MIL.BRANDENBURG.DE/CMS/DETAIL.PHP/BB1.C.625978.DE](https://mil.brandenburg.de/cms/detail.php/bb1.c.625978.de)

UNITED STATES

- [HTTPS://WWW.FUNDACIONMAPFRE.US/ROAD-SAFETY/LOOK-BOTH-WAYS/](https://www.fundacionmapfre.us/road-safety/look-both-ways/)

VIDEOS

- GERMANY
- [HTTPS://VIMEO.COM/321515236/96B361FDB6](https://vimeo.com/321515236/96B361FDB6)



- ▶ Watch the complete video Germany- Orca Video (Germany 2018) with

ESTADOS UNIDOS

- [HTTPS://YOUTU.BE/A5QYVNNN7T0](https://youtu.be/A5QYVNNN7T0)

PANAMA



🔗 Te puede pasar

Together with the Spanish Association for Spinal Cord Injury Studies, we continue to offer this awareness-raising program whose goal is to help prevent accidents and injuries among adolescents and young adults. The dynamic of the program consists of a conference held at schools that is given by professionals trained by a doctor and a person with a traumatic spinal cord injury. In it we talk about the causes of accidents and how to avoid them in an easy and enjoyable way and also discuss what to do in case of an injury, so as to not make the injury or the consequences worse.

🔗 Campaign in collaboration with ALSA

For the third year in a row, we're collaborating in Spain with the charter bus company ALSA and the Directorate-General for Traffic in launching an awareness campaign under the titles "Al volante, las dos manos" and "90, mejor más despacio", held from June to December 2019. The first message is directed towards educating drivers about the risks involved with distractions at the wheel caused by cell phones, a factor that is present, according to data from 2018, in 31% of all accidents causing victims; and the second one is aimed at avoiding driving at excessive or insufficient speeds on conventional roads, where the largest number of accidents occur each year.

📄 TO FIND OUT MORE

WEBSITE

- [HTTPS://NOTICIAS.FUNDACIONMAPFRE.ORG/ALSA-DGT-FUNDACION-MAPFRE/](https://noticias.fundacionmapfre.org/alsa-dgt-fundacion-mapfre/)
- [HTTPS://WWW.ALSA.ES/-/ALSA-DGT-Y-FUNDACION-MAPFRE-SE-UNEN-PARA-ALERTAR-SOBRE-EL-EXCESO-DE-VELOCIDAD-Y-LAS-DISTRACCIONES-AL-VOLANTE](https://www.alsa.es/-/alsa-dgt-y-fundacion-mapfre-se-unen-para-alertar-sobre-el-exceso-de-velocidad-y-las-distracciones-al-volante)

🔗 Circula Seguro

El blog divulgativo sobre movilidad, realizado en colaboración con la Fundación Michelin, sigue activo y orientado a cubrir el mundo de la seguridad vial desde todos los prismas posibles. Cada día nuestros visitantes encuentran información, recursos de interés, experiencias y motivos de reflexión que les permiten circular de forma más segura. El blog está disponible en castellano y portugués.

📄 TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.CIRCULASEGURO.COM/](https://www.circulaseguro.com/)
- [HTTPS://WWW.CIRCULASEGURO.PT/](https://www.circulaseguro.pt/)

🔗 SpeakUp

Another year we participated in Road Safety Week, promoted by the United Nations, with our social media campaign #SpeakUp, where we asked people to think of ways to eliminate the dangers caused by using cell phones while driving. In April we took a poll on our social media pages where we asked which of the four proposed solutions was the best one to stop phone use at the wheel: stricter laws, increased fines, more awareness programs or putting restrictions on the phones themselves. We had high voting participation and the winning response was to increase the awareness campaigns. Given the result, we asked all the countries where we operate and all the MAPFRE employees to help us in flooding social media sites in advising people that they cannot talk on the phone while driving. We also registered the campaign on the United Nations website, highlighting the different areas where our colleagues excelled in raising awareness.

📄 TO FIND OUT MORE

WEBSITE

- [HTTPS://NOTICIAS.FUNDACIONMAPFRE.ORG/CAMPANA-SPEAKUP-NACIONES-UNIDAS/](https://noticias.fundacionmapfre.org/campaña-speakup-naciones-unidas/)

VIDEO

- [HTTPS://YOUTU.BE/JCVAYUC0EIG](https://youtu.be/jcvayuc0eig)

🔗 Video in Remembrance for Road Traffic Victims

Every year we carry out awareness activities at the global level in observance of the World Day of Remembrance for Road Traffic Victims. In 2019 we put together a video of testimonies from MAPFRE colleagues across the world who have suffered the consequences of an accident, along with prevention tips. We shared these videos on our social media accounts and created one video as a summary that we use as an audiovisual piece at our conferences.

📄 TO FIND OUT MORE

VIDEO



- ▶ Watch the complete video Global - video victims summary

🔗 Company Road Safety

The main goal of this project is to reduce traffic accidents that occur near workplaces, both in the home-work-home route as well as those that occur carrying out regular work activities.

For this reason, we provide businesses with tools for promoting a workplace culture that includes road safety, made available through a personalized website.

- 🔗 An educational platform with 13 modules geared towards preventing risks associated with general traffic and for specific risk groups, such as commuters. The information is available in Spanish, English, Portuguese and Turkish.
- 🔗 Talks to raise awareness supported by the testimonies of those who have experienced spinal injuries from traffic accidents.
- 🔗 Workshops for children on accident prevention and road safety for family members of employees.
- 🔗 Material with prevention tips, which can be customized with the logo of the partner company.

We work with businesses in Spain and Peru on this project.

📄 TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/SEGURIDAD-VIAL/TEMAS-CLAVE/EMPRESAS/](https://www.fundacionmapfre.org/fundacion/es_es/programas/seguridad-vial/temas-clave/empresas/)

IN HEALTH PROMOTION



🔗 Elige Salud

Developing health promotion programs in the workplace improves the employees' well-being, and indirectly, it results in an increase in productivity, decrease in absenteeism, an improvement in the working environment, along with increased motivation and participation. It also encourages worker retention and reduces employee turnover.

This are some of the reasons why we launched our Elige Salud program in 2017, brother to our Company Road Safety program, which like the former offers a number of services, such as: a health web portal with information about self-care habits, personalized materials and resources for each business with tips (brochures, posters and banners), and in-company workshops dealing with nutrition, physical activity or mental wellness.

The program has continued to expand in 2019. We have been present in 133 companies and thanks to the renewed collaboration agreement with the Red Española de Universidades Saludables, in 25 universities that will be launching campaigns during the 2019-2020 school year. We also want to mention that in 2019 we created new informative materials and increased the number of workshops on emotional wellness, healthy eating and physical activity, which continue to be widely popular. Additionally, 21 companies in the Elige Salud program decided to also participate in the Mujeres por el Corazón, Ictus: evita, aprende y actúa and SOS Respira programs.

Almost 11,000 people participated in the in-person Elige Salud program, while more than 425,000 benefited from the materials that were handed out.

📄 MÁS INFORMACIÓN

NEWS

UNIVERSIDAD CASTILLA - LA MANCHA:

- [HTTPS://WWW.UCLM.ES/ES/NOTICIAS/NOTICIAS2019/NOVIEMBRE/CIUDADREAL/SEMINARIO_BIENESTAREMOCIONAL](https://www.uclm.es/es/noticias/noticias2019/noviembre/ciudadreal/seminario_bienestaremocional)

🔗 Ictus: evita, aprende, actúa

A stroke, or ictus, is a cerebral vascular disease that is the second largest cause of death in Spain and the first among women. 120,000 people suffer from them each year, and it is estimated that one in six people will suffer a stroke at some point in their life, making it the largest cause of functional impairment in adults.

After launching the program last year, in 2019 we were present in nine cities: Almería, Palma de Mallorca, Madrid, Gijón, Burgos, Valladolid, Córdoba, Zaragoza and Seville. In total, more than 12,000 have learned along the journey through brain layers what the symptoms of stroke are, what to do if you suffer one and how to minimize the effects afterwards. They were also able to speak with neurologists and patients associations.

📄 TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/SALUD/ICTUS/](https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/ictus/)

NEWS

- [HTTPS://WWW.EUROPAPRESS.ES/ESANDALUCIA/MALAGA/NOTICIA-JUNTA-IMPULSA-CAMPANA-MALAGA-INCREMENTAR-CONOCIMIENTO-CIUDADANOS-ICTUS-20190509144619.HTML](https://www.europapress.es/esandalucia/malaga/noticia-junta-impulsa-campana-malaga-incrementar-conocimiento-ciudadanos-ictus-20190509144619.html)

➔ SOS Respira

According to data published by the INE, in Spain more than 2,300 people died from choking in 2017. However, despite these figures, there is little social awareness about the severity of this problem, which is one of the main external causes of death.

As a result of this we launched our SOS Respira campaign in 2016, in partnership with the Federación de Asociaciones de Cocineros y Reposteros de España and the Sociedad Española de Urgencias y Emergencias. The goal of this campaign is to raise public awareness on this issue and specifically to educate professionals in the hospitality sector on what actions to take if someone is choking.

In 2019 we continued to carry out our activities in the streets, thanks to the collaborations with different local governments. We also taught training workshops in partnership with the Universities in Málaga, Basque Country and Valladolid, in addition to having training activities in bars and restaurants.

Internationally, we have presented the campaign to media outlets in Argentina and Colombia where we have ambassadors like chefs Ale Temporini (Buenos Aires) or Harry Sasson and Koldo Miranda (Bogota). We have also continued our activities in Puerto and we began new initiatives in Peru and Mexico, in conjunction with the Red Cross in both countries.

Through SOS Respira, we have reached more than 60,000 people in Spain, Puerto Rico, Colombia, Argentina, Mexico and Peru and more than 15,000 restaurants and food establishments, in addition to our social media campaigns that have received more than 800,000 views.

The program still offers the SOS Respira app for Android and iOS, which uses videos and text messages to explain the sequence of steps to follow to clear an obstructed airway. In 2019 it was downloaded 30,000 times.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/SALUD/SOS-RESPIRA/](https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/sos-respira/)

NEWS

ARGENTINA

- [HTTPS://WWW.TOTALMEDIOS.COM/NOTA/40256/SOS-RESPIRA-LA-CAMPANA-DE-FUNDACION-MAPFRE-Y-LA-FUNDACION-CARDIOLOGICA-ARGENTINA](https://www.totalmedios.com/nota/40256/sos-respira-la-campana-de-fundacion-mapfre-y-la-fundacion-cardiologica-argentina)

SPAIN

- [HTTPS://WWW.ALIMENTE.ELCONFIDENCIAL.COM/BIENESTAR/2019-04-28/QUE-HACER-ANTE-UNA-PERSONA-QUE-SE-ATRAGANTA_1964950/](https://www.alimente.elconfidencial.com/bienestar/2019-04-28/que-hacer-ante-una-persona-que-se-atraganta_1964950/)
- [HTTPS://ELPAIS.COM/SOCIEDAD/2019/01/02/ACTUALIDAD/1546448104_339822.HTML](https://elpais.com/sociedad/2019/01/02/actualidad/1546448104_339822.html)

VIDEOS

TESTIMONIAL VIDEOS FOR SOS RESPIRA



- ▶ Watch the SOS Respira testimonial video: <https://www.facebook.com/watch/?v=352427378744231>

ANIMATION ON CHOKING FOR ADULTS:



- ▶ Choking risk animation for adults: <https://www.facebook.com/watch/?v=2635269776545270>

ANIMATION ON CHOKING FOR INFANTS:



- ▶ Choking risk animation for breastfeeding infants: <https://www.facebook.com/watch/?v=266781454228957>

The campaign on choking procedures reached more than 60,000 people and 15,000 restaurants in 2019



Cardiopulmonary
Resuscitation
campaign
Cardiomaraton.

The new project Learning Together to Save Lives is aimed at teachers and students between 10 and 17 years old

➔ **Cardiopulmonary resuscitation campaign (CPR)**

Approximately 30,000 people die every year in Spain due to sudden death. The chance of surviving a cardiac arrest is between 5% and 10%, but in northern European countries where training in cardiopulmonary resuscitation is well-established, this percentage rises to 30%.

To promote awareness of CPR maneuvers in schools, in 2019 we launched the educational program *Aprendiendo juntos a Salvar Vidas*, a pioneer initiative on CPR that we developed together with the Spanish Cardiopulmonary Resuscitation Council and the General Directorate of Sports.

The project is directed towards school teachers throughout Spain and students between 10 and 17 years old with the main goal of teaching them what to do if they are faced with a cardiac arrest situation. We have developed different guides for the teachers, an online course in Health Emergencies and a series of informational videos. In addition to launching this program in the classroom, we designed three fun and practical sessions to do with the students, one of the highlights being the creation of an escape room. The program uses different teaching materials like videos, infographics and informative handouts.

In observance of the European Restart a Heart Day on October 16, together with the Spanish Cardiopulmonary Resuscitation Council and the Public Health Emergency Service, we published an informative video that promotes telephone-prompted CPR, which explains what to do to keep someone alive

until emergency responders arrive. The video has been seen more than 100,000 times.

We have also taught CPR workshops in Spain, Argentina, Colombia and Mexico and we have collaborated with the Public Health Emergency Service in their heart-marathons. Through these in-person workshops we have reached more than 55,000 people.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/SALUD/RCP/](https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/rcp/)

PROGRAM APRENDIENDO JUNTOS A SALVAR VIDAS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/EDUCA-TU-MUNDO/SALUD/APRENDIENDO-JUNTOS-SALVAR-VIDAS/](https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/aprendiendo-juntos-salvar-vidas/)

NEWS

CARDIOMARATONES ANDALUCÍA

- [HTTPS://WWW.EUROPAPRESS.ES/ESANDALUCIA/SEVILLA/NOTICIA-MAS-14000-JOVENES-ANDALUCES-FORMAN-REANIMACION-DIA-EUROPEO-CONCIENCIACION-PARADA-CARDIACA-20191014135937.HTML](https://www.europapress.es/esandalucia/sevilla/noticia-mas-14000-jovenes-andaluces-forman-reanimacion-dia-europeo-concienciacion-parada-cardiaca-20191014135937.html)
- [HTTP://WWW.SEVILLAACTUALIDAD.COM/SEVILLA/134739-ARRANCA-EN-SEVILLA-EL-CARDIOMARATON-ANDALUZ-QUE-FORMARA-A-14-000-JOVENES/](http://www.sevillaactualidad.com/sevilla/134739-arranca-en-sevilla-el-cardiomaraton-andaluz-que-formara-a-14-000-jovenes/)

VIDEOS

SPOTIFY CPR LIST

- [HTTPS://OPEN.SPOTIFY.COM/PLAYLIST/0AQYIUDC2QA9IRPFETWPMR](https://open.spotify.com/playlist/0AQYIUDC2QA9IRPFETWPMR)
- DÍA EUROPEO DE LA RCP
EUROPEAN CPR DAY**
- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=2290383741089218](https://www.facebook.com/watch/?v=2290383741089218)
- CPR TELEFÓNICA**
- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=509800069613867](https://www.facebook.com/watch/?v=509800069613867)

➔ Mujeres por el Corazón

Heart attack is the second leading cause of death in women, after cerebral vascular accidents. Despite this, there is still not sufficient public awareness about the early recognition of heart attack symptoms in women. For this reason, Fundación MAPFRE, in partnership with Fundación ProCNIC, the Spanish Heart Foundation and Madrid City Hall, in 2014 we launched the Mujeres por el Corazón campaign.

This year, the campaign's bus stopped in the following cities: Madrid, Coslada, Leganés, Algete, Pinto, San Sebastián de los Reyes, Getafe, Parla, Alcobendas, Pozuelo, Valdemoro, Tomelloso, Albacete, Illescas, Seseña, Toledo, Tarancón, Alcázar de San Juan, La Roda, Talavera de la Reina, Ciudad Real, Almansa, Hellín, Villarrobledo, Quintanar del Rey, Alcalá de Henares, Sonseca, Consuegra, Bargas, Campo de Criptana. On a similar note, in conjunction with the Elige Salud program, we brought the campaign to 21 companies.

Internationally, we want to highlight that in Brazil we carried out basic medical check-ups and handed out health tips on preventing cardiovascular risks in public parks and subway stations in São Paulo and Salvador de Bahía. We combined these initiatives with the others focused on promoting physical activity, that were held on the weekends along Avenida Paulista.

In Panama, in collaboration with the Ministry of Health, we conducted blood pressure readings for four weeks, each day in a subway station, shopping

center or in public places. In Colombia, activities at businesses and shopping centers. New this year, we have launched this campaign's initiatives in Guatemala and Paraguay, where we held basic screenings for cardiovascular risks and distributed tips for healthy eating and heart-healthy traditional recipes in shopping centers.

Thanks to our campaign, during 2019 more than 115,000 people worldwide and more than 11,000 in Spain have learned how to respond to a cardiac emergency.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/SALUD/MUJERES-POR-EL-CORAZON/](https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/mujeres-por-el-corazon/)

NEWS

- [FIT NIGHT OUT](https://www.fundacionmapfre.org/fundacion/es_es/descubre/fit-night-out.jsp)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/DESCUBRE/FIT-NIGHT-OUT.JSP](https://www.fundacionmapfre.org/fundacion/es_es/descubre/fit-night-out.jsp)

WORLD HEART DAY

- [HTTPS://NOTICIAS.MAPFRE.COM/MUJERES-MUNDO-CAMPANA-MUJERES-CORAZON/](https://noticias.mapfre.com/mujeres-mundo-campana-mujeres-corazon/)
- [HTTPS://WWW.SDIAS.COM.PY/2019/09/SUMANDO-LATIDOS-POR-MAS-HABITOS-SALUDABLES/](https://www.sdiias.com.py/2019/09/sumando-latidos-por-mas-habitos-saludables/)

VIDEOS

- [ANIMATION SYMPTOMS](https://www.facebook.com/fundacionmapfre/videos/458095181506086/carrera-del-corazon)
- [HTTPS://WWW.FACEBOOK.COM/FUNDACIONMAPFRE/VIDEOS/458095181506086/CARRERA-DEL-CORAZON](https://www.facebook.com/fundacionmapfre/videos/458095181506086/carrera-del-corazon)
- [HTTPS://TWITTER.COM/FMAPFRE/STATUS/117868285119816704](https://twitter.com/fmapfre/status/117868285119816704)

The Mujeres por el Corazón (Women for the Heart) bus traveled throughout the region of Madrid and visited 21 companies.



➔ Controla tu Red

Young people, natives in the digital world, use new technologies on a daily basis. Along with an increase in the use of technology, we have seen an increase in problems related to a loss of privacy and intimacy, as we become more aware of the consequences stemming from misusing them.

In a study conducted by Fundación MAPFRE and the Centro Reina Sofía de Adolescencia y Juventud, 86.6% of young people said they used internet on their phone constantly or many times a day; 49.6% think they use internet too much and 49.15% admit they feel dependent on the internet or social media. On the other hand, because of the time spent on social media, 49.9% spend less time studying, 49% reading and 43.2% sleeping.

This is why we started our ControlaTIC program, with the goal of raising awareness and warning parents, teachers and youth about the possible consequences of misusing communication technologies that can turn into so-called “tech-addictions” and encouraging using them in a responsible way.

This program was carried out in conjunction with the National Police who reviewed the tech-addiction guides for parents and teachers that were handed out at the school workshops we held. Also in working with the National Police, we created different materials on stopping cyberbullying and internet misuse, which were distributed at the different presentations as part of the *Director para la Convivencia y Mejora de la Seguridad en los Centros Educativos y sus Entornos*.

In 2019 we ran these activities in Spain and Peru and more than 30,000 school children took part.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/EDUCA-TU-MUNDO/SALUD/CONTROLATIC/](https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/controlatic/)

➔ Vivir en Salud

According to data from the World Health Organization, every year 2.8 million people die of obesity worldwide while 42 million children are overweight.

The reasons for these figures are mainly attributed to a lack of healthy food and a sedentary lifestyle, in addition to inadequate rest time. These bad habits are formed at a young age and detrimentally affect physical, intellectual and social development.

Given how important it is to educate children, parents and teachers about the importance of eating healthy and physical activity, we have spent more than ten years developing the educational program Vivir en Salud [Healthy Living], directed towards grade school students.

In 2019 we carried out activities in Brazil, Spain, Malta, Mexico, Panama, Paraguay, Turkey and Puerto. We want to point out that the program in Malta has support from the prime minister and that in Brazil we are working partnership with the Secretary of State of São Paulo. Over 250,000 schoolchildren took part in this program.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/EDUCA-TU-MUNDO/SALUD/VIVIR-EN-SALUD-FAMILIAS/](https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/vivir-en-salud-familias/)

➔ Practicooking

We're all constantly rushing around so much every day, and this affects what we eat as well as our family routines. Planning meals for the whole family is often a bit of a nightmare and we just try to deal with the situation as best we can. So we're not really enjoying being with our children and we're also putting their health at risk without realizing it. We have lost the habit of getting together around the stove and chatting with our family while preparing food.

This campaign hopes to bring back the joy of cooking and make the kitchen a healthy space for family gatherings. With simple recipes and nutritional advice, we want our young children to discover the fascinating world of smells and flavors involved in the preparation of every dish and to enjoy eating vegetables, legumes, fish and fresh fruit.

We presented this initiative last year, in collaboration with Fundación Dani García. In 2019, we published five videos with Dani García that have received more than 2,550,000 visits. New this year, we have also started to produce new Practicooking videos with two-Michelin-star chef Ricard Camarena, that we will start posting on our social media accounts in 2020.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/SALUD/PRACTICOOKING-HABITOS-SALUDABLES-COCINA/](https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/practicooking-habitos-saludables-cocina/)

VIDEOS

- RECIPE SLICED PINEAPPLE
- [HTTPS://WWW.FACEBOOK.COM/FUNDACIONMAPFRE/VIDEOS/220979555445592/?V=220979555445592](https://www.facebook.com/fundacionmapfre/videos/220979555445592/?v=220979555445592)
- RECIPE SAUTÉED CHICKPEAS
- [HTTPS://WWW.FACEBOOK.COM/FUNDACIONMAPFRE/VIDEOS/551729915304830/?V=551729915304830](https://www.facebook.com/fundacionmapfre/videos/551729915304830/?v=551729915304830)

➔ Educational Content on Social Media

This year we have been very busy on our social media accounts in launching nine animations about health that were well received by the public and generated many interactions, especially those related to emotional well-being, such as: healthy interpersonal relationships, depression and stress, with more than one million views.

We have also launched our Masters awareness campaign on social media, whose goal is to help to prevent and reduce childhood obesity and weight issues. For this campaign, we released a series of videos featuring Pau Gasol, Willy Rex, Valentín Fuster and Dani García.

In total, thanks to these publications on social media, we received more than 5,300,000 views and interactions.

Additionally, this year we started the Escuela de Pacientes project, an online program developed by Unidad Editorial and Fundación MAPFRE whose goal is to provide chronically-ill patients and their families with information relating to these illnesses and how to prevent and treat them, with the goal of producing high quality content. This website is part of the Cuídate plus page, a leader in health content in Spanish. In 2019 Escuela de Pacientes was seen by more than 560,000 different people.

The “Controla TIC” campaign aims to raise awareness of the serious consequences of abusing new technologies and social networks

■ TO FIND OUT MORE

WEBSITE

ESCUELA DE PACIENTES
 • [HTTPS://CUIDATEPLUS.MARCA.COM/ESCUELA.HTML](https://cuidateplus.marca.com/escuela.html)

VIDEOS

DEPRESSION
 • [HTTPS://WWW.FACEBOOK.COM/FUNDACIONMAPFRE/VIDEOS/932575953773609/](https://www.facebook.com/fundacionmapfre/videos/932575953773609/)

HEALTHY INTERPERSONAL RELATIONSHIPS

• [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=2469341769986959](https://www.facebook.com/watch/?v=2469341769986959)

INSOMNIA

• [HTTPS://TWITTER.COM/FMAPFRE/STATUS/1112655852173811712](https://twitter.com/fmapfre/status/1112655852173811712)

MASTERS CAMPAIGN - PAU GASOL

• [HTTPS://WWW.FACEBOOK.COM/FUNDACIONMAPFRE/VIDEOS/462992617638225/](https://www.facebook.com/fundacionmapfre/videos/462992617638225/)

IN INSURANCE AND SOCIAL PROTECTION

➔ Misión: futuro

We are still teaching this financial and insurance education workshop in Spain, which is geared towards students from 14 to 16 years old in order to teach them about insurance and what it is designed for. This year we held 1,161 workshops in schools in La Coruña, Albacete, Ávila, Badajoz, Cáceres, Ciudad Real, Cuenca, Guadalajara, León, Ourense, Palencia, Pontevedra, Salamanca, Segovia, Seville, Soria, Toledo, Valladolid and Zamora, in which 25,650 students took part.

We established a cooperation agreement with the Consejería de Educación de la Junta de Castilla y León to promote financial education among students from this region. To accomplish this, we held 415 workshops which included 9,021 high school-aged students.

➔ PlayPension

PlayPension is a game that helps students realize the importance of managing daily risks, prevention and long-term savings, simulating the life of different families throughout their existence. It is designed for students between 16 and 18 years old.

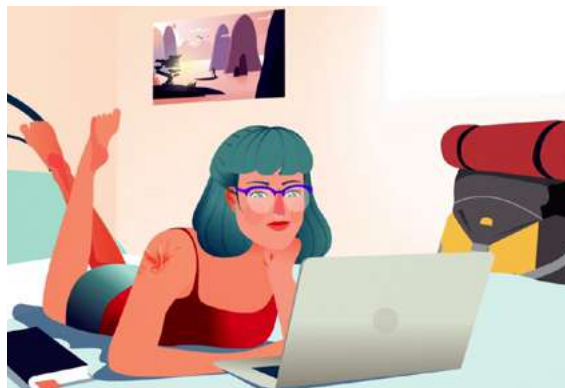
This activity, which began in 2015 as a board game, has evolved into the current online version that we launched this year. 139 teachers in 15 countries have registered to use the game in their teaching activities.

Additionally, throughout the year we have carried out 214 game workshops in Valencia and Murcia, which saw participation from more than 4,890 students.

➔ Seguros y Pensiones para Todos (Insurance and Pensions for All)

This year, our Seguros y Pensiones para Todos project had more than 548,000 visitors to its website. In 2019 we completed revamping the website using only illustrations. We added two new sections: “Socially Responsible Investment” with various types of content and “News”. We also reorganized other sections. By doing this, we made navigating the site more uniform since it is completely responsive.

Another new feature has been the creation of a new animated campaign focused on temporary insurances (school, travel and pet insurance) and social protection, which has been well received on social media, with over 3,889,000 views.



■ TO FIND OUT MORE

WEBSITE

- [HTTPS://SEGUROSPENSIONESPARATODOS.FUNDACIONMAPFRE.ORG/SYP/ES/](https://segurosypensioneparatodos.fundacionmapfre.org/syp/es/)

VIDEOS

STUDENT INSURANCE

- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=510928573025907](https://www.facebook.com/watch/?v=510928573025907)

TRAVEL INSURANCE

- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=468793980354074](https://www.facebook.com/watch/?v=468793980354074)

PET INSURANCE

- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=437513783497605](https://www.facebook.com/watch/?v=437513783497605)

PENSION INSURANCE

- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=3104564339873314](https://www.facebook.com/watch/?v=3104564339873314)

➔ Financial and insurance culture. 2019 Campaign

We continued with the campaign that began in 2017 to promote a financial and insurance culture using Spanish media companies. They published 57 digital content pieces related to Socially Responsible Investment, savings, social protection, and insurance.

This content was read by a total of 768,119 users who spent an average of 2.37 minutes reading it.

As part of this campaign, we also had a forum of European experts who analyzed the current situation of Socially Responsible Investment in Europe. The primary conclusions reached by the forum were published in the 14 regional newspapers belonging to the Prensa Ibérica media group.

■ TO FIND OUT MORE

NEWS

- [HTTPS://WWW.FARODEVIGO.ES/ESPECIALES/MIRALFUTURO/SEGUROS-ALQUILER.HTML](https://www.farodevigo.es/especiales/miralfuturo/seguros-alquiler.html)
- [HTTPS://WWW.LAPROVINCIA.ES/ESPECIALES/MIRALFUTURO/INVERSIONES-SOCIALMENTE-RESPONSABLES.HTML](https://www.laprovincia.es/especiales/miralfuturo/inversiones-socialmente-responsables.html)

Promoting research and knowledge

In the past decade, we have allocated more than 14 million euros to our research grants program

Presentation in Madrid of the Global Insurance Potential Index report, March 15, 2019.



Promoting research and knowledge has been something we have done the past 45 years, ever since we began. Our scholarships, the research projects we support and a complete publication plan that covers all of our interest areas are an eloquent example of that.

IGNACIO H. DE LARRAMENDI RESEARCH GRANTS

Fundación MAPFRE held a new edition of the Ignacio H. de Larramendi Research Grants program, for a total of 315,000 euros, directed towards researchers or research teams in the academic or professional fields, to enable them to develop research projects either independently or as part of a university, hospital, business or school with which they are affiliated. The grants have an individual maximum of 30,000 in the health field and 15,000 in the insurance and social protection field. In the past ten years we have contributed over 14 million euros to support these grants.

In the area of medical research, we gave out eight grants totaling almost 250,000 euros to carry out projects related to preventing obesity, promoting physical activity, educating patients, assessing bodily harm and managing health.

Presentation in Madrid of the Diccionario MAPFRE de Seguros (MAPFRE Insurance Dictionary).

In this edition, the projects that received grants were:

- ➔ Physical activity during the afternoon, not in the morning, prevents adolescent obesity. University of Murcia.
- ➔ Residential and school urban environments in relation to diet, physical activity and obesity in schoolchildren in Madrid: the necessary urban prevention approach. University of Alcalá.
- ➔ Rede para Enfrentamento da Obesidade em Minas Gerais - RENOB-MG. Federal University of Viçosa (Brazil).
- ➔ Identification by epigenetic markers of preschool children who were exposed in utero to gestational diabetes. National Institute of Genomic Medicine (Mexico).
- ➔ TRANSPLANTAPP, promotion of adherence and self-care in transplanted children. La Paz University Hospital.
- ➔ Prognostic study of the functionality and cost-benefit after a traumatic brain injury through machine learning and artificial intelligence techniques. NEURORHB. Vithas Hospital Neurorehabilitation Service.



In 2019, eight grants supported projects for preventing obesity, promoting physical activity and health management

➔ Proactive risk detection program in the management of hospital medication. Foundation for Research Teaching and Innovation in Patient Safety (FIDISP).

➔ Examining the course of physical, cognitive and neurological deterioration in fragile aging. Autonomous University of Madrid.

In the insurance and social protection research fields, 75,000 euros were awarded to six projects at research centers and/or universities in five countries.

➔ Analysis on the implementation of dependency insurance in Chile: cognitive impairment and national reality. Risk and Insurance Center, Pontificia Universidad Católica, Chile.

➔ Affine Processes For Insurance Products Linked To Financial Markets. CEMAPRE, Portugal and Freiburg University, Germany.

➔ The new collective defined contribution schemes as an alternative for public or private institutions with workers that tend to organize in a unionized manner. Faculty of Accounting and Administration, Autonomous University of Querétaro, Mexico.

➔ Exploiting offsetting liabilities to provide affordable insurance contracts: the role of policyholders' behavior. KU Leuven, Belgium.

➔ Legal implications in the development and use of artificial intelligence systems in the insurance sector. Independent researcher, Spain.

➔ The automation of maritime transport and its repercussions on maritime insurance. Autonomous ships and cyber risks. Carlos III University of Madrid, Spain.

Presentation of the first advanced cellular therapy treatments.





ADVANCED MEDICAL RESEARCH

➤ Personalized cell therapy

Once the laboratory was expanded and the new facilities were approved by the by the Agencia Española del Medicamento, the project led by Doctor Vaquero started the first therapy treatments at the Puerta de Hierro Majadahonda University Hospital, which is part of the Spanish Social Security system.

Currently they are conducting two clinical trials. The first one is aimed at healing neurogenic bowel and bladder dysfunction in spinal injuries along the lower part of the spine, which is where the most effects are seen in terms of sphincter involvement. In this study, fifteen patients were recruited, with four of them seeing positive results in completely recovering from fecal incontinence and the remaining patients expected to do so by the end of 2020.

The second clinical trial is focused on testing the effectiveness of medication in patients who have severe brain and head injuries. To date, ten patients have participated in the study, two of them having completed it noticing significant improvements, primarily in cognitive function, and the remaining patients are expected to do so in 2020.

■ TO FIND OUT MORE

NEWS

• [HTTPS://WWW.ELMUNDO.ES/CIENCIA-Y-SALUD/SALUD/2019/11/05/5DC068FC21EFA029778B45D1.HTML](https://www.elmundo.es/ciencia-y-salud/salud/2019/11/05/5DC068FC21EFA029778B45D1.HTML)

➤ Therapies in the early stages of Parkinson's disease

Parkinson's disease occurs due to a lack of dopamine which impedes the normal functioning of the nervous system. As it progresses, the deterioration gets worse and as time passes, the damage is more difficult to treat and sometimes can be irreversible.

The project, led by Doctor José Obeso and developed in partnership with Fundación de Investigación HM Hospitales, aims to detect early signs and symptoms of the disease, before the common symptoms appear, and treat them with HIFU (High Intensity Focused Ultrasound) and LIFU (Low Intensity Focused Ultrasound) technology. HIFU and LIFU techniques combine ultrasound and image diagnosis via MRI. Amyloid plaques are detected by the MRI and then targeted and concentrated ultrasound energy is applied in order to destroy them.

From a social and health care perspective, detecting the onset of the disease in order to block its progression can help prevent Parkinson's Disease from causing disabilities. In Spain, 150,000 people suffer from it.

➤ Osteoarthritis and epigenetic modulation

Within the framework of the collaboration agreement Fundación MAPFRE has had for the past three years with Fundación Pedro Guillen, the research team led by professor Juan Carlos Izpisua and Doctor Pedro Guillen has discovered a new function of the DGCR8 protein, which is key in curing illnesses like osteoarthritis, a disease that is not currently curable and that affects the movement and quality of life of some 242 million people in the world, seven million of them in Spain, where the condition is the largest cause of permanent disability.

This new function of the DGCR8 protein, which helps to reduce the deterioration of cells and slows aging, will allow bones and cartilage to regenerate more efficiently, and will also help reduce muscle inflammation. The results of the project entitled Stabilizing heterochromatin by DGCR8 alleviates senescence and osteoarthritis have been published recently in the prestigious journal *Nature*.

The support from Fundación MAPFRE facilitated advancements for patients with spinal cord injuries or Parkinson's disease

Cardiopulmonary
Resuscitation
campaign
Cardiomaraton.

➔ National Cardiovascular Research Center (CNIC)

We have a close partnership with the *Centro Nacional de Investigaciones Cardiovasculares* (CNIC), led by Dr. Valentín Fuster, whose mission is to boost cardiovascular research and pass this knowledge on to his patients.

Among the projects we have collaborated on in 2019 are:

- ➔ The development and sale of the first polypill drug approved in Europe for secondary prevention of heart disease.
- ➔ The new patent in heart imaging that has cut MRI times down from 40 minutes to less than one, which will have an important impact on the patient's well-being, on eliminating waiting lists for the procedure and on offering a more precise diagnosis for a greater number of patients.
- ➔ The identification of a new biomarker for diagnosing acute myocarditis that has made it possible to create a biosensor that can differentiate acute myocarditis from a heart attack in only 30 minutes with a blood sample from the patient so that it can be treated properly.

➔ Fundación Reina Sofía

Alzheimer's disease is the leading cause of dementia and it is one of the main causes of deterioration in quality of life for senior citizens. In collaboration with Fundación Reina Sofía and Fundación CIEN (Center for Research in Neurological Diseases), ten years ago we started a scholarship program for young researchers in the biomedical field, aimed at applied clinical research in neurodegenerative diseases and the early diagnosis of dementia and Alzheimer's.

Since its creation, Fundación Reina Sofía–Fundación MAPFRE program has sponsored more than 12 applied clinical research projects and international scientific education, through financial aid totaling more than 350,000 euros. This year, the researchers who won new scholarships given by Queen Sofía were: Linda Zhang, a psychologist and specialist in human biology and doctor in diagnostic radiology; and biologist and neuroscientist Marta Garo Pascual.

■ TO FIND OUT MORE

NEWS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/NOTICIAS/INVESTIGACION-ALZHEIMER.JSP](https://www.fundacionmapfre.org/fundacion/es_es/noticias/investigacion-alzheimer.jsp)



➔ Real Academia Nacional de Medicina de España

Since 2015, Fundación MAPFRE has been in collaboration on the creation of the Pan-Hispanic Dictionary of Medical Terms (DPTM), an endeavor carried out by the Real Academia Nacional de Medicina de España, through the *Asociación Latinoamericana de Academias Nacionales de Medicina*.

This project compiles the richness of the biomedical vocabulary in the Spanish language and provides the specific variants and uses of medical terminology, in order to consolidate Spanish as a main language of communication in the scientific community.

This year, with the Real Academia Nacional de Medicina we have also collaborated together in organizing the conferences Scientific Advances in Nutrition and Medicine in Physical Exercise and Life Styles and Aging.

Publications



Last year, three painting exhibition catalogs and 10 different photography volumes were published



IN ART

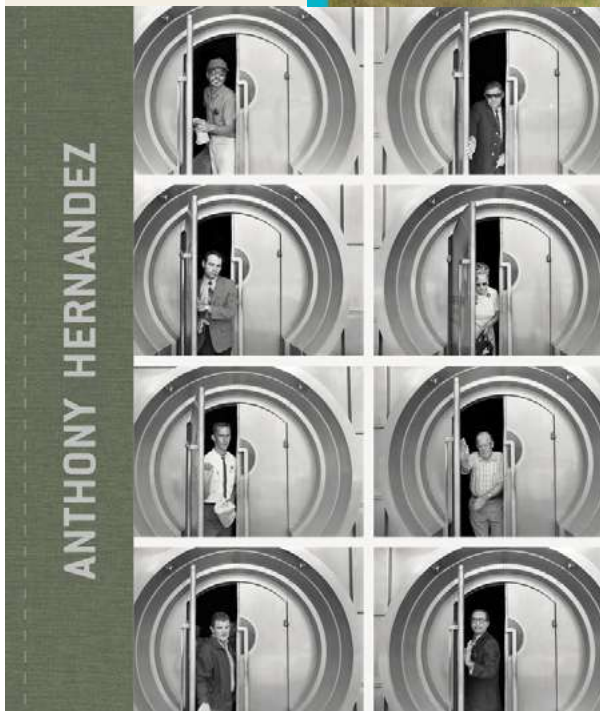
Under these general considerations, we pay close attention to creating, editing and disseminating the exhibition catalogs that we prepare throughout the year. Along with meticulous printing to get the highest quality reproduction of the exhibited piece, the catalogs always include a central text written by the exhibition curator that presents the conceptual idea they've followed and the relevance of the works included. They also include text written by collaborators who are specialists in the field (art historians, writers, essayists, etc...) on some of the specific aspects. To reach the largest audience possible, we often publish the catalog in multiple languages: in Catalan for the exhibitions that are held at the Barcelona Hall and in English for exhibitions (usually photography) that we share with recognized museum institutions around the world.

With respect to 2019, this general idea resulted in the creation of the following exhibition catalogs: in Fine Arts, *From Chagall to Malevich* (Spanish version), *Boldini and Late 19th century Spanish Painting* (Spanish version) and *Touching Color. The Reinvention of Pastels* (Spanish and Catalan versions). When it comes to the photography exhibitions, we published 5 titles into 10 different versions: *Humberto Rivas* (Spanish), *Anthony Hernandez* (Spanish), *Berenice Abbott. Portraits of Modernity* (Spanish, Catalan, English versions), *Richard Learoyd* (Spanish, Catalan, English) and *Eamonn Doyle* (Spanish and English versions).

TO FIND OUT MORE

WEBSITE

• [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PUBLICACIONES/DESTACADAS/ARTE.JSP](https://www.fundacionmapfre.org/fundacion/es_es/publicaciones/destacadas/arte.jsp)



IN ACCIDENT PREVENTION AND ROAD SAFETY

➔ New personal transportation systems and their problems with road safety

The rapid increase in the growing trend to use new personal transportation devices in cities has grown faster than the ability to create legislation on them. In certain areas this has caused problems when it comes to sharing the same public spaces with other users. Those who use the new personal transportation devices don't have any legal framework to follow that regulates their use. Because of this situation, other users, such as pedestrians, have found themselves in a vulnerable situation. This study provides information about the new personal transportation systems and road safety issues associated with them.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1099912](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1099912)



➔ Safe School Environments in Latin American Countries

Study performed using a survey completed by more than 11,000 primary and secondary school students in different Latin American countries, in order to see the general view the students have about road safety and education, especially in school environments. To do this we analyzed the types of responses we received and their knowledge about road safety, information, transportation, use of seatbelts, behavioral habits and the level of safety in the school environment.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1100169](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1100169)



➔ Study on Company Road Safety in Spain

Carried out in partnership with Quironprevención, this study evaluates companies' real preventative management and involvement in road safety. Through a survey that was given to a sample of participants at companies, we analyzed accident rates at work and while driving there, the integration of road safety into the companies' prevention projects and the actions they are carrying out.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1100290](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1100290)

➔ Youth and driving: values and cultural references

Young people, despite admitting that they are informed about the risks of driving under the effects of drugs, continue exposing themselves to different types of risky behaviors. In order to find out why this behavior is, we carried out this study, in collaboration with the *Centro Reina Sofía de Adolescencia y Juventud de la Fundación de Ayuda contra la Drogadicción*, to determine the key to these behaviors, by analyzing habits, perceptions and usage data. The objective is to facilitate a better approach when trying to promote good and responsible practices at the wheel with young people, and those who are not so young, and knowing how to address them is crucial in making sure they understand the message, they internalize it and they act accordingly when it comes to reducing behaviors at the wheel that can have deadly consequences.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1100565](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1100565)

➔ Child injury in The United States: a report to Fundación MAPFRE

This study, carried out in collaboration with the Johns Hopkins Center for Injury Research and Policy, has shown that although babies under one year old are at a greater risk of having an accident at home versus in the car, from the time children are one year to 15 years old, the leading cause of death from unintentional injuries is transportation-related, either in their role as passengers in cars or through others forms of transportation, in their role as cyclists or pedestrians. To draw these conclusions, we studied 15 years of fatal and non-fatal

injury data of kids between zero and fifteen years old in the United States.

The goal was to learn more information about the causes of injury and death in children in the United States and to create better safety and prevention programs. The study shows that there are effective solutions for many pediatric injuries and that they should be disseminated more widely to help guide prevention efforts.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1082732](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1082732)

➔ Characterization of the NGOs focused on road safety. Challenges and opportunities in Ibero-America

With this study our aim is to not only to make an initial determination on the role civil organizations play in regard to road safety, but also to promote adopting effective models and work structures adapted to future challenges in these types of organization around the world. In addition, we analyze their financing at the regional level with the goal of recognizing that their efforts in sourcing and raising funds are increasingly effective as is their potential and ability to influence public policy.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1101414](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1101414)

➔ Attention while driving: invisible cyclists for drivers

Transportation in cities is changing at a very fast pace and fortunately, there are still many other vehicles on public roads, such as bicycles, that need to see a new way that motor vehicles are driven. The bike has emerged as a fundamental type of sustainable transportation that brings about important benefits for both the environment people's health. But what about safety? Making sure cyclists are visible is key to ensuring car drivers and bike riders can share roads safely, that's why this study analyzes how car drivers perceive cyclists. Taking measures to increase the visibility of cyclists, such as wearing reflective vests, makes drivers more cautious and aware; they leave greater distances, which in turn, makes it easier to avoid risky situations.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1102089](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1102089)

➔ Fire Victims in Spain in 2018

Together with the Asociación Profesional de Técnicos Bomberos, we presented once again this study which compiles and analyzes data contributed by fire departments throughout the whole country and by the Institutes of Legal Medicine in the various autonomous communities and provinces.

The significant amount of fire mortality data in Spain included in this study has made it become a document of reference in the industry since 2010, the year when the report began coming out annually. It is also a pioneer document internationally, since only a few countries in Europe and America carry out work of the same nature, credibility and range.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1103718](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1103718)

VIDEO

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1103718](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1103718)



▶ Watch the Spain fire drill video:

➔ Motorcycle riders in the city of São Paulo

In November we published a research study based on a survey designed with the *Instituto Brasileiro de Seguridad del Tráfico* (IST), that provides an overview of the impact of motorcycle accident mortality in Brazil and São Paulo.

The presentation was very popular with media outlets, members of the main traffic agencies in the country as well as union leaders, since many of their workers travel by motorcycle.

Given the relevance of the information presented, the results of the study were published by media outlets at the national level, which gave credibility to Fundación MAPFRE as a source of trustworthy information, strengthening our position as a referent in road safety in the country.

➔ Transportation of senior citizens in São Paulo

In December, a research study was presented on the transportation of senior citizens in the city of São Paulo, to find out the dynamics of their travel and to get their perception of the condition of physical infrastructures, streets and sidewalks, public transportation and traffic in general. We also assessed the public actions designed to improve quality and safety for this age group.

➔ Manual for midwives on the safety of the mother and newborn.

Using our guide *Bebé seguro en el coche*, and in collaboration with the *Colegio de Obstétricas de Buenos Aires*, we created a version that is focused on using child restraint systems when traveling with kids in Argentina. The guide is a basic document we use in our efforts to promote using child restraint systems in the country.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1101439](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1101439)

Transportation and road safety in their various aspects are the center of many of the studies conducted worldwide in 2019

IN HEALTH PROMOTION



➔ Millennials and health

The goal of this project was to analyze how young people in the world perceive health and relate to it, as well as determine what their reasons are for caring after themselves and what their main sources of information are. The study was based on qualitative and quantitative data taken from a sample of more than 1,600 young people in the millennial generation. The results indicate that health is seen by young people as an important aspect of their lives which allows them to reach their ultimate goal, which is to find well-being and happiness.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/IMAGES/MILLENNIALS-SALUD-INFORME-COMPLETO-V2_TCM1069-578876.PDF](https://www.fundacionmapfre.org/fundacion/es_es/images/millennials-salud-informe-completo-v2_tcm1069-578876.pdf)

NEWS

- [HTTPS://WWW.EFESALUD.COM/MILLENNIALS-SALUD-ENCUESTA](https://www.efesalud.com/millennials-salud-encuesta)
- [HTTPS://WWW.ABC.ES/SOCIEDAD/ABCI-COMO-MILLENNIALS-CADA-AUTONOMIA-201911191038_NOTICIA.HTML](https://www.abc.es/sociedad/abci-como-millennials-cada-autonomia-201911191038_noticia.html)

➔ Young women and physical activity

This study was carried out in collaboration with the Universidad Rey Juan Carlos and its results were based on a sample of more than 10,500 adolescents between 12 and 15 years old. The study allowed us to determine physical activity levels in Spanish women, what motivates them to be active and what obstacles women who do not do physical activity have.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1101363](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1101363)

NEWS

- [HTTPS://WWW.INESE.ES/NOTICIAS/BRECHA-DE-GENERO-EN-EL-DEPORTE-SOLO-2-DE-CADA-10-MUJERES-JOVENES-SON-ACTIVAS](https://www.inese.es/noticias/brecha-de-genero-en-el-deporte-solo-2-de-cada-10-mujeres-juvenes-son-activas)
- [HTTPS://AS.COM/MASDEPORTE/2019/09/27/POLIDEPORTIVO/1569596202_251589.HTML](https://as.com/masdeporte/2019/09/27/polideportivo/1569596202_251589.html)

➔ Cardiovascular health in Brazilian women

In 2019, in collaboration with the *Sociedad de Cardiología del Estado de São Paulo*, in Brazil, we carried out a study to determine the state of cardiovascular health in Brazilian women, what their primary risk factors are and how they respond to coronary issues.

The study relied on more than 93,000 patient evaluations taken at more 500 primary care clinics

throughout the whole country. The main conclusions show a link between the disease and mental health issues, such as stress and depression. In the Brazilian population, stress is a factor that makes people up to eight times more likely to suffer a heart attack.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.COM.BR/FUNDACION/BR_PT/IMAGES/SAUDE_CARDIOVASCULAR_DAS_MULHERES_-_SOCESP_-_FINAL_VERSION_-_24-09-19_-_SOCESP_HF_TCM1071-572772.PDF](https://www.fundacionmapfre.com.br/fundacion/br_pt/images/saude_cardiovascular_das_mulheres_-_socesp_-_final_version_-_24-09-19_-_socesp_hf_tcm1071-572772.pdf)

➔ TIC use and abuse patterns in adolescents in Lima and Arequipa. Risk perception

In 2019 we presented a study, with support from the Public Opinion Institute at the Pontificia Universidad Católica de Perú, where we analyzed the behavior of young people aged 13 to 17 in Lima and Arequipa, Peru, regarding their use of social media and the internet, as well as the primary risks they believe they are exposed to.

■ TO FIND OUT MORE

STUDY

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1102847](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1102847)

IN INSURANCE AND SOCIAL PROTECTION

➔ Thematic guides on insurance

We continue to publish informative guides on different aspects of insurance and social protection.

For the 40th anniversary of the *Ley de Seguros Agrarios Combinados*, we presented the *Guía para proteger tu empresa agropecuaria en España*, which was also handed out throughout the year at different agriculture fairs in Spain.

In Colombia we also published the *Guía para la protección de la pequeña empresa*, adapted to the situation in that country. It was presented at different fairs in Bucaramanga, Bogota, Cali y Pereira.

Like always, we updated the *Guía para tu jubilación* with the newest changes in the laws. 550 copies of this guide, which was translated into Catalan and adapted to the Basque Country and Navarra, have been distributed.

In the mini-guide format, we adapted the *Guía para proteger tu negocio frente a los ciberriesgos* into Spanish and Catalan. Also in this format, we distributed 600 copies of the *Guías de jubilación y trabajadores autónomos* guides.

■ TO FIND OUT MORE

GUIDE TO YOUR RETIREMENT

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1093364](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1093364)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1094193](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1094193)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1094155](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1094155)

➔ Reports from the MAPFRE Study Service

We publish the expert reports written by the MAPFRE Study Service. The recurring sectors for which they provide a vision of the structure of different insurance markets: The Spanish insurance market 2018, *The Latin America insurance market 2018* and the rankings of the major European and Latin American insurance groups.

Also published annually, with updates every trimester, are the outlook reports that offer an overall glance of the main macroeconomic and financial trends, forecasts and previsions, as well as an evaluation of their impact on insurance activity.

In addition to those already mentioned, we would also highlight:

Aging population: offering a reflection on social security and the economic impact derived from an aging population, suggesting that an aging population could be one of the factors behind the growing trends of financial interdependence, secular stagnation and economic inequality. Likewise, they also address the primary effects that a change in demographics has on the ability to maintain healthcare and pension systems.

GIP MAPFRE 2018 and 2019: update on the Global Insurance Potential Index calculated for 96 insurance markets (both in developed countries and emerging markets) that offers a comparative view of the global expansion potential for the insurance market in the upcoming years.

A comparative analysis of life insurance in the world: international comparative analysis of the different types

of insurance and public policies for the development of life insurance markets as a way of creating alternative methods of managing savings.

All these publications are available in Spanish and English and are edited in the electronic PDF and EPUB formats. They are available for free on our website.

■ TO FIND OUT MORE

THE SPANISH INSURANCE MARKET 2018

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099983](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099983)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1100000](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1100000)

THE LATIN AMERICAN INSURANCE MARKET 2018

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099982](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099982)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099999](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099999)

RANKING OF THE LARGEST EUROPEAN INSURANCE GROUPS 2018

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099991](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099991)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099997](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099997)

RANKING OF THE LATIN AMERICAN INSURANCE GROUPS 2018

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099990](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099990)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099998](https://www.fundacionmapfre.org/documentacion/publico/118N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099998)

ECONOMIC AND INDUSTRY OUTLOOK 2019

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099929](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1099929)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1100182](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1100182)

AGING POPULATION

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1100569](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1100569)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1100996](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1100996)

GLOBAL INSURANCE POTENTIAL INDEX - GIP MAPFRE 2019

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099993](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1099993)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1103681](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1103681)

HEALTHCARE SYSTEMS: A GLOBAL ANALYSIS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1097443](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1097443)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1100159](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1100159)

📖 Cuadernos de la Fundación and other publications

As part of our Cuadernos de la Fundación collection, we have published two titles:

Las aplicaciones del big data en el ámbito asegurador y el tratamiento legal de sus datos (cuaderno 229). Fraud

detection, analysis and risk charge in health and auto insurance, the creation of profiles and finally, client loyalty are some of the various applications that Big Data has in the insurance industry. The book addresses the legal implications big data carries, especially when it comes to data protection.

Previdência social no Brasil: avaliação dos impactos da Reforma de 2017 e a proposição de medidas para equacionar o déficit previdenciário (cuaderno 230) whose goal is to calculate the revenue, expenses and obligations associated with social security under the Brazilian national pension program (RGPS) in the next 30 years.

In collaboration with the ATA we have also created *El trabajador autónomo ante la previsión social* which analyzes the results of a survey of more than 1,800 self-employed people on the social protections that this important group in Spain receives, especially concerning retirement and unemployment. It also includes a comparison by autonomous community regarding the perception of social protections.

Like the publications created in collaboration with the MAPFRE Study Service, they are free to view on our website, available in PDF and EPUB formats. During 2019 our publications on insurance and social protections have been downloaded a total of 163,765 times in electronic format.

**■ TO FIND OUT MORE****LAS APLICACIONES DEL BIG DATA EN EL ÁMBITO ASEGURADOR Y EL TRATAMIENTO LEGAL DE SUS DATOS. CUADERNO 229**

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/GRUPO.CMD?PATH=1099970](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1099970)

PREVIDÊNCIA SOCIAL NO BRASIL: AVALIAÇÃO DOS IMPACTOS DA REFORMA DE 2017 E A PROPOSIÇÃO DE MEDIDAS PARA EQUACIONAR O DÉFICIT PREVIDENCIÁRIO. CUADERNO 230

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1099971](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1099971)

SELF-EMPLOYED WORKERS AND SOCIAL PROTECTION

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/I18N/CATALOGO_IMAGENES/IMAGEN.CMD?PATH=11018006&POSICION=16®ISTRADOWNLOAD=1](https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/imagen.cmd?path=11018006&posicion=16®istrardownload=1)

In April, the fifth edition of the MAPFRE Insurance Dictionary was published, which is also available in electronic format. The first edition was published in 1998

➔ MAPFRE Insurance Dictionary

It has been 20 years since the first *Diccionario MAPFRE de Seguros* was published in 1998. During this time, in addition to important legislative changes that have taken place, there have been other social and technological changes as well, which means the arrival of new insurance products and using terms associated with them.

In April we presented the 5th edition of the *Diccionario MAPFRE de Seguros*, following impressive work by authors José Antonio Aventín, Ramón Aymerich, Eduardo Pavelek Zamora and Julio Torralbato to update it, add new concepts, remove terms that are no longer used, and revise the English translations. Always with an educational aspect to it, both for professionals in the industry as well as anyone else who is interested.^o

The electronic version, available on the Fundación MAPFRE website, is open to collaboration and it welcomes suggestions and contributions made by users, researchers and insurance professionals regarding new terms, alternate meanings and content suggestions.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PUBLICACIONES/DICCIONARIO-MAPFRE-SEGUROS/](https://www.fundacionmapfre.org/fundacion/es_es/publicaciones/diccionario-mapfre-seguros/)

DOCUMENTATION CENTER

Specializing in information and records on insurance, risk management and social protection, the center houses a web catalog of over 150,000 bibliographic references in various languages, including studies, reports, articles in specialized journals, rankings, legislation and a collection of 388 magazine titles. The vast majority of these resources are available in digital format and freely available on the internet. Moreover, as a single repository, the Documentation Center offers users the option of consulting and downloading all the publications published by Fundación MAPFRE. We also have agreements in place with public and private institutions that allow us to openly publish their publications, as well as works and papers done by their professors, professionals and researchers.

In addition to the web catalog, the Documentation Center also has a mobile phone app called Biblioteca FM for sharing information, which is free to download for both iOS and Android.

Aside from the website, people are also free to request an appointment to view publications in the Documentation Center's reading room.

In 2019, in the constant effort to improve the service for users, we continued with the select release of information and the monthly News Bulletin with recommended readings, specialized articles written by our collaborators and a selection of highlighted publications the Center receives.

We had 1,171 requests from universities, researchers, businesses, MAPFRE employees and the general public. The website received 36,686 views with 980,164 electronic document downloads.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/CENTRO-DOCUMENTACION/](https://www.fundacionmapfre.org/fundacion/es_es/centro-documentacion/)

Courses, workshops and conferences



Interuniversity
bugaMAP Madrid
championship final.



Interuniversity
bugaMAP Seville
championship final.

We want to be involved in initiatives that bring together prestigious specialists from various disciplines who address the issues that concern us. This is why we organize conferences and participate in those that we feel can benefit from our presence.

IN ACCIDENT PREVENTION AND ROAD SAFETY



COURSES AND TRAINING

➔ Course on Protection, Self-Protection and First Aid, and Road Safety

Carried out in conjunction with the Consejería de Educación e Investigación de la Comunidad de Madrid, the goal of this program is to train teachers. It includes a theoretical part, in e-learning format, and another part that is practical, made available only to those people who passed the evaluation process.

We carried out the theoretical part in the month of March, in which 340 people participated, and in the month of June we taught the practical portion to 73 teachers.

➔ Course Bebés y niños seguros en el coche

In 2019 we had the third edition of this MOOC course, once again available on the Universidad de Educación a

Distancia (UNED) digital platform. The goal of this course is to keep children safe within the car, by properly using child seats according to their age, weight and size. By doing this we contribute to improving road safety for children and reducing the number of children hurt in traffic accidents.

The third edition of this course took place from November 18 to December 20, in which 96 people participated.

■ TO FIND OUT MORE

WEBSITE

• [HTTPS://CANAL.UNED.ES/SERIES/5AGF4551B1111FB17F8B4569](https://canal.uned.es/series/5AGF4551B1111FB17F8B4569)

ORGANIZATION OF WORKSHOPS AND CONFERENCES

➔ European Traffic Education Seminar

On January 24, we organized the European Traffic Education Seminar in Madrid, in collaboration with the European Road Safety Council (ETSC) and the VSV Belgian Road Safety Institute, which was attended by 70 people. This seminar focused on the state of traffic education and how it worked in different schools of the various European Union countries.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://ETSC.EU/24-JANUARY-2019-EUROPEAN-TRAFFIC-EDUCATION-SEMINAR-MADRID](https://etsc.eu/24-january-2019-european-traffic-education-seminar-madrid)

➔ International PRAISE Conference Madrid / Oviedo

Held in Madrid on February 12, this conference talked about good practices in road safety, to help assist all types of companies and organizations in setting high standards on the subject and thus, contribute to preventing injuries among their employees. 189 people took part in this.

We then held the same initiative the following day in Oviedo and had a group of 129 people attend.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CONGRESOS-JORNADAS/JORNADA-PRAISE-SEGURIDAD-VIAL-LABORAL-JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/congresos-jornadas/jornada-praise-seguridad-vial-laboral-jsp)

➔ CIPE'19 International Conference on Prevention and Emergencies

In collaboration with the *Asociación Profesional de Técnicos de Bomberos* and the *Consortio Provincial de Bomberos de la Diputación de Málaga*, in that city we hosted the CIPE '19 conference from March 13 to 15.

We got together a diverse group of national and international specialists on the subject of Emergencies, to exchange information, experiences and knowledge that can improve the day-to-day lives for Spanish firefighters, especially if they have to face situations that can have a catastrophic impact on the country. The participation was estimated at 300 people.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.CIPE-APTB.COM/](https://www.cipe-aptb.com/)

➔ X APICI International Fire Safety Engineering Conference

The Conference took place in Madrid from September 25 to 27, organized in collaboration with the APICI and the Universidad Pontificia de Comillas-ICAI. This edition was attended by more than 150 professionals, international experts and Spanish businesses in the sector, turning this meeting into an important event on the subject of fire safety engineering in Spain.

■ TO FIND OUT MORE

WEBSITE

- [HTTP://WWW.APICI.ES/EL-100-CONGRESO-INTERNACIONAL-DE-INGENIERIA-DE-SEGURIDAD-CONTRA-INCENDIOS-SE-CELEBRARA-EN-MADRID-DEL-25-AL-27-DE-SEPTIEMBRE-DE-2019-ORGANIZADO-POR-APICI-CON-LA-COLABORACION-DE-LA-UNIVERSIDAD-PO/](http://www.apici.es/el-100-congreso-internacional-de-ingenieria-de-seguridad-contra-incendios-se-celebrara-en-madrid-del-25-al-27-de-septiembre-de-2019-organizado-por-apici-con-la-colaboracion-de-la-universidad-po/)

➔ VI International Congress of the American Firefighters Organization (OBA) and Fundación MAPFRE: Prevention, Preparedness and Emergency Response

Held from October 7 to 10 in Guayaquil, this conference was organized jointly by the American Firefighters Organization and the Benemérito Cuerpo de Bomberos de Guayaquil.

The bulk of the conferences were focused on fire prevention, preparation and emergency response, in addition to providing basic information on managing water treatment plants.

259 professionals, firefighters and authorities from all the Latin American countries affiliated with the American Firefighters Organization participated in the conference.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FACEBOOK.COM/ORGANIZACIONDEBOMBEROSAMERICANOS/PHOTOS/PCB.2234529686641843/2234529066641905/?TYPE=3&THEATER](https://www.facebook.com/organizaciondebomberosamericanos/photos/pcb.2234529686641843/2234529066641905/?type=3&theater)

➔ PIN Talk: Address the road risks of vans; safety in the final kilometers

The event was held on November 12, at the headquarters of the Directorate-General for Traffic in Madrid, and we co-organized it with that agency and with the European Traffic Safety Council. National and international experts shared their experiences in improving road safety in vans. The event focused on two major points: one hand, how to improve van drivers' safety on the road, and on the other, what impact does transporting lightweight deliveries have on the road safety of the cities. The participation was 96 people.

▶ TO FIND OUT MORE

WEBSITE

- [HTTP://WWW.DGT.ES/ES/SEGURIDAD-VIAL/EVENTOS/JORNADAS-Y-CONGRESOS/2019/ABORDAR_EL_RIESGO_VIAL_DE_LAS_FURGONETAS.SHTML](http://www.dgt.es/es/seguridad-vial/eventos/jornadas-y-congresos/2019/abordar-el-riesgo-vial-de-las-furgonetas.shtml)

➔ **European Road Safety Charter: Uniting to reinforce the culture of road safety in Europe**

Held on November 26 at the Fundación MAPFRE Auditorium in Madrid, with 150 people in attendance, the day was an opportunity to get together and promote cooperation and to exchange material related to road safety and traffic education in Europe, while at the same time it served as a showcase to acknowledge the best Spanish practices in this field.

▶ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CONGRESOS-JORNADAS/CARTA-EUROPEA-SEGURIDAD-VIAL.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/congresos-jornadas/carta-europea-seguridad-vial.jsp)

Fundación MAPFRE held meetings on fire control and baby safety in cars

PARTICIPATION IN WORKSHOPS AND CONFERENCES

In addition to organizing the workshops and conferences listed previously, Fundación MAPFRE also assisted in providing specialized presentations or collaborating, usually at the request of the organizer, with the following events in 2019:

➔ III Work Road Safety Workshop organized by the Jefatura Provincial de Zaragoza, February 14.

➔ Collaboration and participation in the Technical Workshop on Preventing Fires, organized by the Asociación Profesional de Técnicos de Bomberos in Vigo, February 26 and 27.

➔ Collaboration and participation in the VII FICVI Visión Cero Meeting. The Value of Road Safety, organized by FICVI in the city of Hermosillo (Mexico), March 20 to 22.

➔ Technical Workshop on Fire Prevention at the 2019 EFICAM Fair, which took place in Madrid, March 27.

➔ ETSC Main Council Meeting in which we took part. It took place in Brussels, March 27.

➔ Participation in the Bi-annual World Health Organization's United Nations Road Safety Collaboration (UNRSC). The meetings took place in Chania (Greece) April 10 and 11 and in Geneva on October 29 and 30

➔ General Assembly of the Ibero-American Road Safety Observatory, which Fundación MAPFRE is a member of. It took place in the city of Madrid, May 6 and 7.

➔ Participation in the two preparation meetings for the II Interministerial Road Safety Conference organized by the World Health Organization and the Swedish Ministry of Transportation, which will take place in Stockholm in February 2020. The first meeting took place in Paris last February and the second one in Stockholm in June.

➔ XVIII National Midwives Convention, organized by FAME, which took place in Málaga, June 8.

➔ Participation in the Final REVIVE event, organized by the ETSC in Brussels on June 18.

➔ Participation in the PREVCON Childhood Injury Prevention Convention, organized by SAFEKids. The convention took place in Washington DC from July 17 to 20.

➔ Participation in the awards ceremony at the European Road Safety Charter Awards, organized by the European Commission and the Belgian VIAS institute. It took place October 9, in Brussels, and Fundación MAPFRE received one of the six awards that were given out during the ceremony.

➔ Participation in the Road Safety Forum organized by the International Transport Forum (ITF- OCDE). The forum took place in Berlin (Germany), October 23 and 24.

IN HEALTH PROMOTION

ORGANIZATION OF WORKSHOPS AND CONFERENCES

We continue to promote the training of health professionals, with the organization of the following in-person conferences which were attended by a total of 705 professionals.

➔ Nutrition and Health in Work Settings Workshop

On March 14, we held this workshop in collaboration with the Spanish Academy of Nutrition and Dietetics, which included representatives from different public and private organizations, with the goal of discussing the importance of food as an element to improve health in organizations, sharing good practices, as well as discussing the barriers that must be overcome when implementing health programs.



■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CONGRESOS-JORNADAS/ALIMENTACION-SALUD-ENTORNO-LABORAL.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/congresos-jornadas/alimentacion-salud-entorno-laboral.jsp)

➔ Workshops on Bodily Damage Assessment

For the past 25 years, on a biannual basis, we organize our Workshops on Bodily Harm Assessment that, in this edition,

took place in the Auditorium at the Museo Nacional Centro de Arte Reina Sofía on October 17 and 18.

The goal of these workshops was to address any parts of the assessment that we struggle with each day. In particular, since it has been over three years since Law 35/2015 went into effect, the most frequent issues are addressed including those which are the most technically-complex, and entail certain medical and legal controversies when receiving their assessment. Our goal was to give light to the after-effects that can determine the most fair and appropriate compensation possible.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CONGRESOS-JORNADAS/XIII-JORNADA-VALORACION-DANO-CORPORAL.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/congresos-jornadas/xiii-jornada-valoracion-dano-corporal.jsp)

PONENCIAS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/DOCUMENTACION/PUBLICO/ES/CATALOGO_IMAGENES/GRUPO.DO?PATH=1104347](https://www.fundacionmapfre.org/documentacion/publico/es/catalogo_imagenes/grupo.do?path=1104347)

➔ Patient Safety in the Digital Era Workshop

Our more than 20 year commitment to patient safety and innovation in this area is what led us to organize this workshop on October 30, in which the

Gamificación y Seguridad del Paciente en la Población Infantil campaign was launched as a result of an Ignacio H. de Larramendi Research Grant awarded in 2016. Additionally, they addressed the new challenges and responsibilities involved in digital health.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CONGRESOS-JORNADAS/JORNADA-SEGURIDAD-PACIENTE-ERA-DIGITAL.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/congresos-jornadas/jornada-seguridad-paciente-era-digital.jsp)

➔ Workshop on Videogames and online gambling becoming a new type of digital entertainment for kids

On December 4, we celebrated this workshop in Madrid where there was a debate about the increase in youth online gaming, eSports as form of entertainment and the possible risks involved with playing online gambling games.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CONGRESOS-JORNADAS/JORNADA-VIDEOJUEGOS-APUESTAS-ONLINE.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/congresos-jornadas/jornada-videojuegos-apuestas-online.jsp)

➤ E-Learning Training

In addition to the aforementioned initiatives we need to add the various e-learning courses on physical exercise recommendations organized in collaboration with the Ministry of Health, the National Sports Council and the Instituto Carlos III, and the courses created in collaboration with the UNED such as the course on Accidents and Medical Emergencies for teachers or the Promotion of Health in School Environments course. This year more than 1,400 professionals were able to benefit from E-Learning courses.

➤ Prescribing physical exercise for healthcare professionals (ISCIII)

It is proven that physical activity and health are closely related. A sedentary lifestyle represents a risk factor for several chronic diseases, especially cardiovascular ones, as well as for obesity.

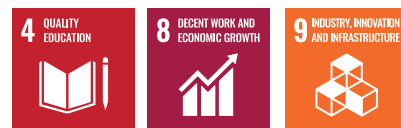
That is why for several editions now, we have been developing this course in collaboration with Ministry of Health, Social Services and Equality, the Spanish Agency for Health Protection in Sport, and the National School of Occupational Medicine at the Instituto de Salud Carlos III, with the goal of training medical and nursing professionals about the importance of diagnosing physical inactivity and a sedentary lifestyle in patients as a likely risk factor for some of the many of the most prevalent diseases. Our hope is that these professionals incorporate risk prevention activities, physical activity advice and “prescribing physical exercise” in their daily primary care visits, as one of the pillars in preventing and treating the most frequent types of chronic diseases. This year we held two courses, in which 160 professionals participated.

➤ Promotion of Health in the School Environment

In 2018 we launched this E-Learning course in collaboration with the UNED and the Nutrition, Exercise and Healthy Lifestyle Research Group at the Universidad Politécnica de Madrid, with the goal of promoting, improving and protecting health from a comprehensive point of view, improving schools’ physical and social environments and facilitating and strengthening links with the community and the different services offered. In order to do this, we offered to equip teachers with the different tools and resources they need to promote health at school.

In 2019 we held the III and IV editions of the course, made available to 450 students.

➤ Course for Teachers on Accidents and Medical Emergencies



Emergency health situations can happen at any time and place, that’s why it is important that schools are prepared to act in these situations, since a quick and appropriate response can be very important.

In 2017, we developed this MOOC in collaboration with the UNED, the Spanish Society of Emergency Medicine and the *Ilustre Colegio Oficial de Médicos de Madrid Formación Médica Continuada* (ICONEM), with the goal of helping teachers know what to do in

these emergency situations, providing them with the required knowledge and resources they need.

In 2019 we had the V and VI editions, with almost 800 people registered.

PARTICIPATION IN WORKSHOPS AND CONFERENCES

In 2019 we attended various workshops and conferences either as presenters or participants and would like to highlight the following:

- Connected Citizens Workshop Education and Digital Wellness, held on October 15, 2019 and organized by Pantallas Amigas.
- World Heart Attack Awareness Day: increasing survival is possible, which took place on October 16, 2019 and was sponsored by the Ministry of Health, Consumption and Social Wellbeing and the Spanish CPR Council (CERCP).
- “V International CPR Conference. Critical care and emergencies”, held on October 15, 2019 and organized by the Cardioprotection Teaching and Research Unit (Hospital Universitario 12 de Octubre).

IN INSURANCE AND SOCIAL PROTECTION

➔ MIDE Workshops: Let's go the safe route with Fundación MAPFRE

Activity geared towards university students and young adults over 18 that took place in Mexico with the collaboration from the Interactive Economy Museum (MIDE). It is an informational and educational experience lasting 90 minutes and invites participants to recognize the importance of insurance products as an instrument that allows people to protect their finances if faced with an unexpected risk. In 2019 we held 58 workshops in which 1,000 people participated.

➔ MIDE: Finance Classroom for Society

Located at the Interactive Economy Museum in Mexico, in the area dedicated to finance in society, we have a room called Wealth, Risk and Insurance, which allows people to research value forecasts and encourages insurance education for children, youth and adults.

There is a game that demonstrates how purchasing one of the different types of insurance policies can help reduce the impact caused by an unfortunate accident or mishap. This helps visitors become familiarized with insurance concepts like policies, premiums, deductibles, amounts insured and benefits.

197,331 visitors have passed through this space.

➔ Finance Education Day and Week

🇪🇸 Spain

Since 2015, the first Monday of October recognizes Financial Education Day, an initiative promoted by the National Securities Market Commission and the Banco de España within the context of the Financial Education Plan created together with various institutions and organizations. For this edition we participated by supporting this year's theme "Connected to digitalization," which refers to the importance that technology has in our lives and how to properly use it to better manage our personal finances, with the following activities:

- Two animation pieces that talk about identifying cyber risks and how to prevent them. They were seen by 983,483 Twitter and Facebook users.
- Participation in the program "Todos Seguros" hosted by Capital Radio to connect society with the financial and insurance culture.
- Publications on our social media.

■ TO FIND OUT MORE

VIDEOS

- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=711547415979984](https://www.facebook.com/watch/?v=711547415979984)
- [HTTPS://WWW.FACEBOOK.COM/WATCH/?V=500398624145071](https://www.facebook.com/watch/?v=500398624145071)

🇲🇽 Mexico

From October 10 to 13 we celebrate the National Financial Education Week in Mexico, in which they mainly focus their activities on properly managing resources at home, financial consumers' rights, risks of having too much debt and misusing financial products and services. On this occasion we were present in an attractive booth with fun activities designed to inform people about the different types of insurance and the basic principles behind understanding how insurance works. 4,045 people participated in the activities we hosted at our stand.

Financial training and education for young people was the main focus of various workshops and programs in Mexico and Spain

➔ bugaMAP seminars

This activity which is geared towards university students consists of a business-simulation game that teaches how to manage an insurance business by making decisions and simulating the impact they have on the market share, financial results and profitability of the insurance company.

Throughout the year we had 110 seminars in which 2,501 students from Argentina, Brazil, United States, Mexico, Peru, Puerto Rico, Dominican Republic and Spain all participated.

There were also competitions between universities in Spain (Andalusia, Madrid and Catalonia), Mexico and United States.

➔ Workshops and webinar on insurance knowledge

In Spain:

- Informational workshops for university students titled “Know the insurance industry and the opportunities it has to offer” in which we present the main takeaways from the Study regarding employer branding in the Spanish insurance industry, by showing university students’ real perceptions of the industry as a career option and by providing objective data about the current status of the industry. They were carried out at the following universities: Castilla-La Mancha (Talavera

campus), Comillas (ICADE), International de Catalonia, Málaga, Navarra (Madrid campus) and Valencia; and they were attended by a total of 263 students.

- Workshops aimed at self-employed workers, in collaboration with ATA, where we present the primary data included in the report *El trabajador autónomo ante la previsión social*, held in Córdoba, Madrid, Santa Cruz de Tenerife, Toledo, Valencia and Valladolid.
- In Madrid, during the month of March we presented the Studies Service’s report on the *Global Insurance Potential Index and MAPFRE GIP 2018*. In May, the 5th edition of the *Diccionario MAPFRE de Seguros*, at an event that was dedicated in particular to insurance mediators. Also in May we celebrated the 40th anniversary of the Ley de Seguros Agrarios Combinados at an event that included the main people involved in this sector and where we also distributed our *Guía para proteger tu empresa agropecuaria en España* guide.
- In April, at the Universidad de Santiago, we presented the *Cuaderno de la Fundación Determinantes de la performance de los fondos de pensiones* which included the participation of its authors and university officials.

In February we hosted a webinar to present the report entitled *Healthcare Systems: A Global Analysis*, which was attended by 233 people in 15 different countries.

In Mexico we organized events for three of the reports issued by the Studies Service; in April, *Índice global de potencial asegurador y GIP MAPFRE 2018*, in July, *Sistemas de salud: un análisis global* and in September, *El mercado latinoamericano de seguros en 2018*. This last event was also made available via online streaming. In December it was time for the book *Foundations of Premiums, Deposits and Surety Bonds: Solvency II*.

During the month of October, in Brazil, we held the Economics and Insurance in Latin America workshop. 2008-2018, the presentation of *the report El mercado latinoamericano de seguros*.

■ TO FIND OUT MORE

WEBINAR HEALTHCARE SYSTEMS: A GLOBAL ANALYSIS

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CURSOS-FORMACION-E-LEARNING/WEBINAR-SISTEMAS-SALUD.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/cursos-formacion-e-learning/webinar-sistemas-salud.jsp)

STREAMING ECONOMY AND INSURANCE IN LATIN AMERICA 2008-2018

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/PROGRAMAS/FORMACION/CURSOS-FORMACION-E-LEARNING/WEBINAR-ECONOMIA-AMERICA-LATINA-2018.JSP](https://www.fundacionmapfre.org/fundacion/es_es/programas/formacion/cursos-formacion-e-learning/webinar-economia-america-latina-2018.jsp)

Exhibitions

The painting and sculpture exhibitions focused on the period of consolidation in contemporary art



Eammon Doyle exposition in the Bárbara de Braganza Hall in Madrid.



In Madrid, we started the fall programs with Boldini and Late 19th century Spanish Painting. The spirit of a period.

Cultural activity in 2019 has been developed along the lines that -similar in the mode of action, choice of content and dissemination practices- have contributed to consolidate the role and reputation of Fundación MAPFRE as cultural agent: the conceptualization, organization and display of art exhibitions (fine arts and photography), both as a contribution to specialized knowledge and, most of all, as projects designed for the general cultural enrichment of society.

In both the fine arts and photography areas, the programs we offered in 2019 are situated along the typical structure of our exhibitions: in the case of painting and sculpture, the time period in which signs of contemporary art begin, are consolidated, and became diversified (around 1860-1945); in photography, the alternation between displays of large anthologies dedicated to the great masters of our time and the exhibitions, also retrospective, that aim to recognize our public artists in full creative maturity and with prestigious international career paths, but who may still be undervalued in our country.

As is also common in our mode of action, the exhibitions have been created in our own halls, in Madrid and Barcelona and for mobile exhibitions at other institutions in Spain, the rest of Europe and the United States, especially in regard to the photography exhibitions and our artistic collections.

Since we often have the opportunity to see the response that our activities receive, the continuity in these action criteria have earned us recognition from cultural institutions in Spain and abroad, related to our activity areas, as well as the recognition of the many people, in Spain and from other countries, interested in culture.

In addition to developing the exhibition program, 2019 saw another important event take place in our cultural program: the public presentation of the new institutional project in Barcelona which involved replacing the current space with a new one, located near the Torre MAPFRE and dedicated exclusively to photography.

The following pages will provide a more detailed description of both this new feature as well as the art exhibition program.

EXHIBITIONS AT OUR LOCATIONS

➔ Fine arts

Within the general framework of our endeavors in this field (the period in which Modern Art emerged and consolidated itself in European art, broadly speaking 1860-1945), in 2019 we held three interesting exhibition projects: From Chagall to Malevich. Art in Revolution (Sala Recoletos, February - May), which covered one of the most influential aspects in the evolution of art in our time - the artistic creation in Russia during the early decades of the 20th century, in which some of the classics in the history of contemporary art could be seen, such as "Black Cross on White Background" and "Black Square on White Background" by Malévich, along with many other masterpieces. Also in Madrid, we started the fall programs off with Boldini and Late 19th century Spanish Painting. The Spirit of an Era (October - January 2020) which showed for the first time in Spain an extensive anthology of the Italian painter Giovanni Boldini, one of the main people involved in the pictorial creation in Paris during the Belle Époque, whose work was accompanied by a careful selection of Spanish painters (Fortuny and Sorolla, among others) with whom he coincided in the French capital city.

At the Sala de Barcelona, la Casa Garriga Nogués, Touching Color. The Reinvention of Pastels (October-January 2020) was a unique project: a broad and representative overview of the evolution, from the 18th century to the present, of pastel paintings, a type of painting particularly difficult to create due to the delicate transportation it requires.

Together, these exhibitions were seen by 185,947 visitors.

📌 TO FIND OUT MORE

VIDEOS

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=URL2BFVG3AC](https://www.youtube.com/watch?v=URL2BFVG3AC)

NEWS

- [HTTPS://WWW.RTVE.ES/ALACARTA/VIDEOS/TELEDIARIO/BOLDINI-PINTURA-ESPANOLA-FINALES-DEL-SIGLO-XIX-FUNDACION-MAFRE/5390504/](https://www.rtve.es/alacarta/videos/telediario/boldini-pintura-espanola-finales-del-siglo-xix-fundacion-mapfre/5390504/)

➔ Photography

The four photography exhibitions we hosted in 2019 offered our visitors a wide panorama of work done by three important creators: Berenice Abbott. Portraits of Modernity offered, first in Barcelona (February - May) and then in Madrid (May - August), the most complete anthology from this American photographer ever shown



Kazimir Malevich. Black Cross, c. 1923 © Russian State Museum, Saint Petersburg.

in Spain. She is one of the most notable figures in 20th century art, a pioneer in her conceptual and technical photography work and in her vindication of women's role in contemporary society. In addition to bringing back one of the great names in photography that this exhibition represents, the other conceptual basis for our photography program (artists with a recognized ascending career path, but not always well known in our country) has left us with three other interesting projects: in Barcelona, the unique images of English photographer Richard Learoyd, whose work, in large format and created using the camera obscura technique, acquires a surprising picture quality; Anthony Hernandez showed us (Madrid, Sala Bárbara de Braganza, January-May) the street photography concept that has made the work



Berenice Abbot. Janet Flanner in Paris, 1927 © Getty Images/Berenice Abbott.

of this American photographer of Mexican descent one of the most unique testimonies of the contemporary city, its residents' ways of live and the harshness of its landscapes. The urban landscape, specifically the people and streets of his hometown, Dublin, are also the backdrop for the photographer who rounded out our photography lineup for 2019. Eamonn Doyle (Madrid, Sala Bárbara de Braganza, September - January 2020), whose work has been put on display in our country for the first time as well.

The photography exhibition we hosted at our locations had been seen by a total of 95,847 visitors.

TO FIND OUT MORE

VIDEOS

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=HFYNI0_K1FW](https://www.youtube.com/watch?v=HFYNI0_K1FW)
- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/EN/DISCOVER/RICHARD-LEAROYD.JSP](https://www.fundacionmapfre.org/fundacion/en/discover/richard-learoyd.jsp)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=XCBE0CDJETG](https://www.youtube.com/watch?v=XCBE0CDJETG)

EXHIBITIONS AT OTHER LOCATIONS

As it is becoming habitual in our cultural activities, our collaborations with national and international art institutions, with whom we share agreements to host the exhibitions conceived and organized by Fundación MAPFRE, forms a big part of our art exhibition activity. This kinds of projects are especially important to us, because on hand they give us the opportunity to present the Colecciones Fundación MAPFRE (drawings, prints, photographs) and use them to promote a clear institutional projection; and on the other hand, especially true when it comes to photography, the traveling exhibitions being hosted at prestigious international institutions helps us to strengthen our international reputation and to create and foster a network of institutional relationships that share common goals.

The 2019 activities along these two lines are summarized below:

In regard to the Colecciones Fundación MAPFRE, there were seven exhibitions, five from the drawing and print categories and two from the photography collection. In chronological order, the drawing and print exhibitions were: Del Modernism a las Vanguardias. Drawings by hand in pencil, Museo de Sitges (March - June); Colecciones Fundación MAPFRE: Bagaría en El Sol. Politics and humor in the crisis during the Spanish Restoration (Fundación MAPFRE Guanarteme, Tenerife, September - November); Pablo Picasso. Suite Vollard. Colecciones Fundación MAPFRE (Pálacio das Artes, Porto, May - September); Junyer and Sandalinas in the Colecciones Fundación MAPFRE (Fundación MAPFRE Guanarteme, Las Palmas, October - December); and Francisco de Goya. Desastres de la Guerra. Colecciones Fundación MAPFRE (Centre Cultural Terrassa, Tarrasa, November - February 2020).

Meanwhile, the Graciela Iturbide photography collection was put on exhibition at the Frankfurt Photography Forum (March - June), and the Portraits selection at the Museo de Bellas Artes de Castellón (November - December).

The exhibitions of our art collections received more than 56,000 visitors.

In regards to our traveling photography exhibitions, we are once again pleased to report that the projects shown in our halls in 2019 were the subject of attention at high-ranking universities in Spain more importantly, abroad. On a national level, Humberto Rivas was put on exhibition at the Centre Cultural La Neu, which is associated with the Universidad de Valencia, from May - September. On the international level, Nicholas Nixon could be seen at the Fondation A. Stichting (Brussels, from January - March); Brassai attracted a significant amount of visitors at the Museo Nacional de Bellas Artes de México (March - June); The FOAM in Amsterdam hosted Berenice Abbott (September - December) while almost at the same time, and also in the Netherlands, the Hague Fotomuseum exhibited Richard Learoyd from October to January 2020.

Together, these exhibitions attracted almost 300,000 visitors, the most popular being the Brassai exhibition in Mexico, which had 163,205 visits.

FUNDACIÓN MAPFRE COLLECTIONS

Started in the 1980s, the Colecciones Fundación MAPFRE currently consists of a notable art collection (drawings, prints, photographs, and to a lesser degree, painting and sculpture) that shows the institutional commitment we have in protecting culture and presenting it to society. They are made up of a total of five different corpus, four in fine arts plus one large collection of photographs: the Drawing Collection, with pieces from well-known Avant-garde European artists (Matisse, Schiele, Degas, Rodin, Picabia, Klimt...) and prestigious names in 19th and 20th century Spanish Art (Chillida, Fortuny, Gutiérrez Solana, Miró, Picasso, Pinazo, Regoyos, Vázquez Díaz, Viola, etc.); the respective collections from illustrator Rafael de Penagos and the artist and caricaturist Luis Bagaría; the Print collections, which include a complete set of Picasso's Vollard Suite, multiple bullfighting scenes from Carnicero and Goya, and also from the great Aragon-born artist, a series of The Disasters of War. The Photography Collection, which currently consists of over 1,200 pieces, gathers together representative sets of the work of both the great masters of the 20th century (Robert Adams, Walker Evans, Lee Friedlander, Helen Lewitt, Paul Strand, etc.) as well as other contemporary and internationally recognized photographers (Paz Errázuriz, Graciela Iturbide, Nicholas Nixon, and others). Additionally, since 2016 the Fundación MAPFRE has housed the Donación Miró, a collection of 65 pieces of the Majorcan artist's works that are on temporary loan.

Every collection needs updating and that is what happened in 2019, with the acquisition of a large set of photographs from American photographer Nicholas Nixon, one of the essential names in contemporary photography, whose well-known series The Brown Sisters was actually the origin of the photography collection at the Fundación in 2008.

Last year, Fundación MAPFRE loaned 21 pieces from its collections to six different exhibitions

Our Art Collections complement and extend the cultural project of Fundación MAPFRE through two relevant lines of action: exhibitions in other institutions in Spain and abroad, described in the previous lines, and loan of exhibitions from other institutions, a process that, in addition to helping us establish our presence in cultural projects in Spain and abroad, makes it possible to create and maintain an extensive and fruitful network of institutional contacts.

Throughout 2019, 21 loans were issued, for six exhibitions, three of them abroad. Specifically, seven pieces from the drawing and painting collections, two sculptures, nine pieces from the Donación Miró and three photographs were issued on loan. The loans went to museums, foundations, galleries and other cultural institutions in Spain (Museo Carmen Thyssen, Málaga; Fundación Juan March, Madrid; Burgos Cathedral), France (Musée des Beaux-Arts, Rouen; le Doyenné, Brioude) and the Netherlands (Fotomuseum, The Hague).

■ TO FIND OUT MORE

WEBSITES

- [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/COLECCIONES/](https://www.fundacionmapfre.org/fundacion/es_es/colecciones/)

PERMANENT EXHIBITIONS

➔ Espacio MIRÓ

It is another year that we celebrate having the Espacio Miró collection at our location on Recoletos. Our commitment to disseminating the work that we house is based on an outreach approach that aims to bring the Catalan painter's work within the general public's reach. It consists of the following:

- Guided tours, Monday to Thursday, at 6:30 pm.
- Miró Tuesday. Every Tuesday we host mini-visits and artistic meditation in the hall, from 11:30 to 1:30 pm and from 4:30 pm to 6:30 pm.
- Educational activities: seven a week, created non-stop during the year school. Those workshops, adapted to different grade levels, are widely popular, especially with the little ones, who fill up Miró hall and the workshop area Monday to Sunday in order to have fun and discover the world of Miró. In 2019 more than 6,000 students enjoyed the experience of our educational activities.
- Work of the month. This activity, which started in July 2017, selects one Miró piece to be the focus each month and it is printed on a card along with the commentaries of a specialist. We know that the visitors who regularly attend our exhibitions collect the works of the month.
- Miró Itinerary Brochure. Fundación MAPFRE and Museo Reina Sofia are the two cultural entities in Madrid that house Joan Miró collections. Thanks to an informative brochure, we point out the essence and key pieces of both collections with explanatory reviews.

➔ Julio Castelo Matrán Naval Modeling Museum

In 2008 we inaugurated the Julio Castelo Matrán Naval Modeling Museum at Palacete Oriol, one of the previous locations of Fundación MAPFRE. At that time, the collection consisted of 27 models, which over time, increased to the 42 that it currently has. From the Palacete Oriol it moved to AZCA and finally, in 2013, it moved to its current location, Bárbara de Braganza 14, right in front of our photography hall. The collection has traveled all around Spain and has been met with tremendous public appreciation, due largely in part to the great detail work on the models, but also because they are a first-hand history lesson in world navigation. There have been numerous institutions that have asked to borrow some of our pieces, which we have always accepted, but this year we find ourselves feeling both sad and happy; sad, because after eleven years with us, the collection is going to follow a new direction, to an unbeatable place: the renovated Cartagena Naval Museum, which makes us extremely happy, because it's a space where it will look good and be a great tribute to Julio Castelo, who loved the Mediterranean Sea and his homeland, Murcia. Between happiness and sadness, we're left with a feeling of pride, for those who made the museum possible and for ourselves for keeping it active all these years. Now, with our mission complete, we pass the baton over to the Cartagena Naval Museum where people will now be able to go to continue enjoying them and learning.

➔ Insurance Museum

In the exhibition hall of the Fundación MAPFRE Insurance Museum we exhibit 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. Tours are only given to groups by previously requesting a time. During the tours they tell interesting stories and facts about some of the most

significant pieces, which works as guide to explaining the history of insurance.

We organize two types of activities for the public: guided visits for the general public and workshop visits for students. Throughout the year it welcomed 1,252 visitors.

■ TO FIND OUT MORE

WEBSITES

ESPACIO MIRÓ

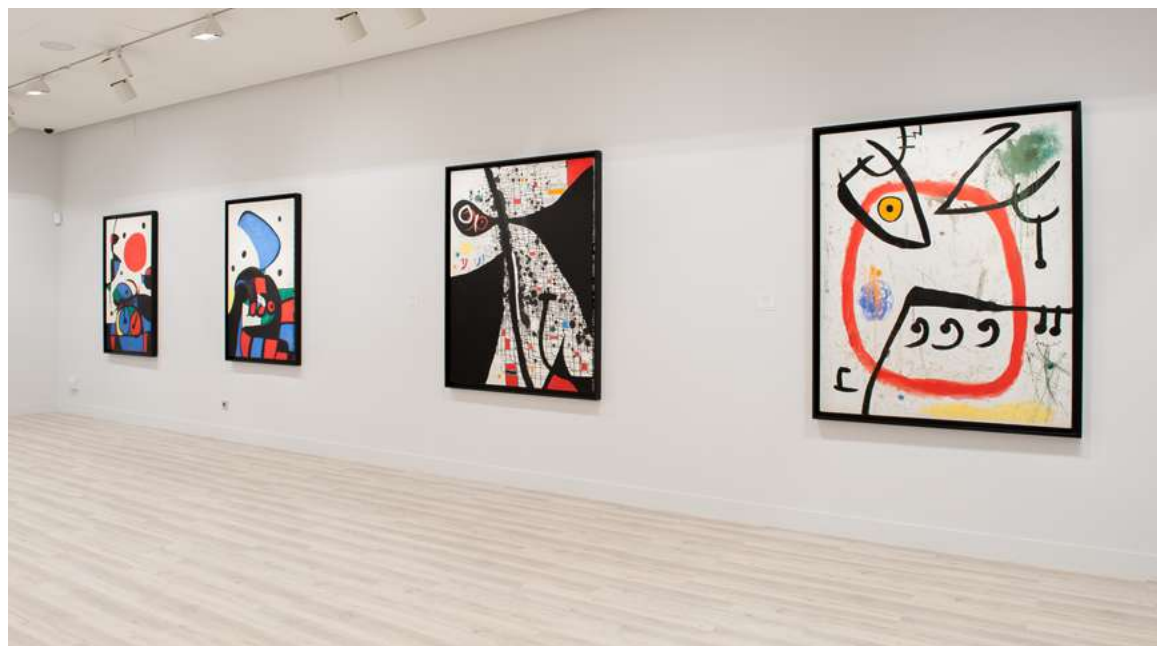
• [HTTPS://WWW.FUNDACIONMAPFRE.ORG/FUNDACION/ES_ES/EXPOSICIONES/SALA-RECOLETOS/ESPACIO-MIRO.JSP](https://www.fundacionmapfre.org/fundacion/es_es/exposiciones/sala-recoletos/espacio-miro.jsp)

NAVAL MODEL MAKING MUSEUM

• [HTTPS://WWW.MUSEOMODELISMONAVAL.COM/](https://www.museomodelismonaval.com/)

INSURANCE MUSEUM

• [HTTPS://WWW.MUSEOVIRTUALDELSEGURO.ORG/ES](https://www.museovirtualdelseguro.org/es)



Espacio Miró.
Permanent
collection at the
Recoletos venue.

NEW EXHIBITION HALL IN BARCELONA

As we mentioned before, 2019 was a year of big news in our cultural activity: the public presentation of the new Fundación MAPFRE cultural project in Barcelona: a Photography Center which will commence activities in the summer of 2020.

The idea, which was planned as an intentional step forward in marking the presence of Fundación MAPFRE in Catalan cultural life, was also a logical next step in continuing with our activity of recent years.

Since we started creating photography exhibitions in 2009, they have received constant recognition, including the many countries where we hosted them, from institutions, professionals, media outlets and organizations linked to contemporary photography conservation and dissemination. With this in mind, our new Photography Center is designed to be a recognition of this new role for the Fundación and the responsibility it represents, but at the same time, it's also a way to solidify our presence as a cultural agent in the dynamic Catalan capital, with a subject like artistic photography, which is known to be an important part of the cultural creativity in contemporary Catalonia.

Along with the logical hope that this initiative can significantly reinforce the institutional image of Barcelona and Catalonia as a whole, this new project also implies a change of location: from the Casa Garriga Nogués, located in the Eixample district of Barcelona and a great example of modernism,

New Photography Center in Barcelona.



the activity moves to a neighborhood that is more representative of Barcelona's contemporary transformation, the Port Olímpic. Specifically, it will be moved to one of the most symbolic buildings from that modernization time, and from what was the maximum expression of corporate presence in the city: Torre MAPFRE. At the base of this building is the Edificio Vela, which will house the new Photography Center.

In addition to the six annual exhibitions that it is set to host, the Center will also promote other activities related to photography: educational activities, conferences and meetings and an international award ceremony.

Volunteering



With support from 11,300 volunteers around the world, we conducted 1,637 activities



Our Volunteering Program provides and channels support for socially-responsible companies that choose us as a partner for developing and implementing their programs. We combine efforts and resources to promote solidarity among their workers so that they can have the chance to spend some of their time and dedication on wellness and improving conditions in society in general.

The objectives of our Volunteering Program are:

- ➔ **1. To help people** improve their well-being and quality of life, whether by recognizing or defending their rights, satisfying their basic needs, accessing education and culture, improving their environment or by social inclusion.
- ➔ **2. Collaborate** so that socially-responsible organizations, companies and people can promote and improve on their solidarity work to which they dedicate considerable time and effort.
- ➔ **3. To improve** people's surroundings and create social awareness about the effects that caring for the environment has on health and wellness.

Our volunteer activities are organized along 6 lines of action:

- ➔ **1. Nutrition:** actions that seek to provide food to those who need it most (soup kitchens, food banks).
- ➔ **2. Health:** activities that affect our beneficiaries' physical and emotional state (access to basic hygiene items, shoes and clothes; activities for leisure and to keep people company; blood drives and raising awareness on health issues).
- ➔ **3. Education:** initiatives that foster access to basic education, improve employability of those who at risk of social exclusion and teach values.
- ➔ **4. Environment:** we support campaigns on recycling, reforestation, cleaning up nature areas, as well as educate society about the importance of behaving responsible in nature settings.
- ➔ **5. Emergency aid:** assistance during catastrophes helping the authorities' management efforts.
- ➔ **6.- Share Solidarity:** The name we gave to our

The priority groups are children and teens, people with disabilities, people with illnesses, and those at risk of social exclusion

volunteering activities when they fit into more than one or all of the previous lines of action.

These six areas are what guides a program that today, is carried out by each and every one of the agents of change that make it up, our volunteers.

Always designed around these lines of action, we have activities of all different natures and they all imply a different level of commitment on behalf of the volunteers, which allows us to offer them various opportunities so that everyone can participate: from going one single day to help distribute food at a soup kitchen, to collaborating regularly over the course of three months in a leisure activity to spend time with people who are at risk of social exclusion.

The goal of the activities is to help out the different groups defined in the program and that is why the options are always changing, in accordance with the needs of society and the demand for volunteers.

The activities can be carried out in collaboration with other organizations, preferably non-profit, and with a clear social purpose.

Our volunteer work prioritizes the following groups: infants, adolescents, people with disabilities, the elderly, people with illnesses or those at risk of social exclusion. We would also like to mention the educational work we have done in volunteering. We offer thirteen specific courses on different aspects of volunteering that range from the definitions and legal connotations or implications of volunteering, to specific types of volunteer work designed specifically for the group who will be benefiting from the help.

They were created in e-Learning format with a maximum duration of around 45 minutes. The student can engage in the content by completing exercises and testing their knowledge with a quiz. The content is available in three languages (Spanish, English and Portuguese).

In 2019 we consolidated our partnership with three of the companies that are signed up with our volunteering program: MAPFRE, Solunion and Vass.

We have also created a management and evaluation platform for the volunteer activities that we implemented at those three businesses in Spain, Mexico, Colombia and Panama.

Thanks to the shared effort with these three businesses we have been able to count on the support of 11,300 volunteers around the whole world who participated in 1,637 activities during 2019.

■ TO FIND OUT MORE

WEBSITE

- [HTTPS://VOLUNTARIOSFUNDACIONMAPFRE.ORG](https://voluntariosfundacionmapfre.org)

VIDEOS

SPAIN [SPANISH / ENGLISH / PORTUGUESE]

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=YJJHZNOCVA0](https://www.youtube.com/watch?v=YJJHZNOCVA0)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=SUUODLJ-ZHC](https://www.youtube.com/watch?v=SUUODLJ-ZHC)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=EFU_00E9JEK&T=14S](https://www.youtube.com/watch?v=EFU_00E9JEK&T=14S)

MEXICO

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=7SVDVAVCLBLM&FEATURE=YOUTU.BE](https://www.youtube.com/watch?v=7SVDVAVCLBLM&FEATURE=YOUTU.BE)

UNITED STATES

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=FKFHNRT2DNI](https://www.youtube.com/watch?v=FKFHNRT2DNI)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=CRIW3JOZM04](https://www.youtube.com/watch?v=CRIW3JOZM04)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=OLKVMJNH_YE&T=11S](https://www.youtube.com/watch?v=OLKVMJNH_YE&T=11S)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=FTXZVVGWE30](https://www.youtube.com/watch?v=FTXZVVGWE30)

4

Fundación MAPFRE in figures



Active

Note on how we measure our activity

Last year, in this same section, we reported that, unlike in previous editions of the report, we would be pursuing a more cross-sectional presentation of our activities, instead of grouping them by content area as we had done before. This is because in many cases, an activity can emerge as the product of actions from different areas, and even if it did come from only one, it may have a similar intention or process as another. This year we're going to keep that structure, which we have been adapting and polishing and which we think is more in line with who we are: a global foundation that addresses a wide array of miscellaneous activities.

We are a non-profit institution created by MAPFRE, where corporate social responsibility comprises a fundamental pillar from which it bases its actions. Therefore, maximum transparency when presenting the results of our activities is an indispensable requirement. For years now, we have used the CRM computer program (Customer Relationship Management), which helps us in this task and allows us to get the statistical information we need to support doing everything we do.

As suggested by our governing bodies, we have gone into further detail regarding the hierarchy of statistical

information. With respect to previous years, in addition to listing in-person and remote beneficiaries, we have decided to introduce another category, participation, which includes all the people who received information from our activities through our various channels (internet, social media and traditional communication), but who we do not strictly consider a beneficiary.

As a result, and with respect to previous reports, the number of remote beneficiaries has dropped considerably. At any rate, we are aware that communication paves its own way in society and that every day we are living in a more digital world, so we must adapt our way of measuring the number beneficiaries to this new reality. This is an aspect that we are going to continue working on, the result of which will be a completely new way of measuring that, once approved by our governing bodies, we will make public. The new guideline will precisely determine for each one of our activities what its scope is, the type of beneficiaries expected, and if applicable, the expected participation numbers.

Every day we are a more global institution and we have, year after year, a continued presence in some 30 countries. That is why we decided in the current report to

list each one of them, as we had been doing in the past for Spain, and providing the information break-down by lines of action and activity, so that everyone who helped to make them possible can see them listed on their page.

Transparent, traceable and transversal in our content and globally-minded are the traits that define us and will continue to do so. This is what encouraged us to present the statistical information in the most thorough and clear way possible. Our goal is not to overwhelm you in any way, but more so that you don't have any doubts about what Fundación MAPFRE is and what it wants to continue to be.

Activities and Volunteering Map



Global volunteering data



28 «
1,637 «
9,765 «

	Nutrition	Education	Environment	Share solidarity	Health	Emergency response
COUNTRIES	20	22	27	12	28	6
EVENTS	303	77	235	53	656	13
PARTICIPANTS	3,164	3,506	4,217	985	7,753	140

Global data

ACTIIVITIES 2019

Concept	Activities	Events	Beneficiaries		Participation		
			In-person Beneficiaries	Remote Beneficiaries	Website	Social Media	Campaigns
Fundación MAPFRE Awards	7	16	30	126,684	183,958	0	0
Social Projects and Assistance	112	173	123,727	98,291	70,871	2,043,067	2,254,598
Educational and Awareness Programs	114	6,002	2,736,170	3,903,871	12,251,177	27,615,256	17,289,108
Promoting Research and Knowledge	21	111	220,835	1,632,555	709,554	869,931	0
Courses, Workshops and Conferences	60	309	33,692	2,333	0	0	443
Expositions	29	31	738,672	5,776	612,992	9,182,796	0
TOTAL	343	6,642	3,853,126	5,769,510	13,834,552	39,711,050	19,544,149

VOLUNTEERING

➔ Number of Volunteers 11,300

Concept	Countries	Events	Beneficiaries		Participation
			In-person Beneficiaries	Remote Beneficiaries	
Emergency Assistance	6	13	2,300	105,867	140
Share Solidarity	12	53	556	21,398	985
Education	22	377	37,601	53,287	3,506
Environment	27	235	13,093	38,195	4,217
Nutrition	20	303	38,254	208,946	3,164
Health	28	656	34,502	43,803	7,753
TOTAL	115	1,637	126,306	471,496	19,765

España

SPAIN GLOBAL DATA

Concept	Activities	Events	Beneficiaries		Participation		
			In-person Beneficiaries	Remote Beneficiaries	Website	Social Media	Campaigns
Fundación MAPFRE Awards	7	16	30	126,684	183,957	0	0
Social Projects and Assistance	13	73	37,381	98,291	70,871	2,043,067	2,254,598
Educational and Awareness Programs	41	3,979	1,264,106	3,856,561	12,257,177	23,276,001	17,187,622
Promoting Research and Knowledge	15	105	67,775	1,632,555	709,554	869,931	0
Courses, Workshops and Conferences	35	264	30,702	2,333	0	0	443
Expositions	20	22	342,142	5,776	612,992	9,182,796	0
Volunteering	6	497	47,272	276,516	0	0	0
TOTAL	137	4,956	1,789,408	5,998,716	13,834,551	35,371,795	19,442,663

FUNDACIÓN MAPFRE AWARDS

Activities	Events	Beneficiaries		Participation		
		In-person Beneficiaries	Remote Beneficiaries	Website	Social Media	Campaigns
Social Awards	4	4	88,608	136,741	0	0
Social Innovation Awards	12	26	38,076	47,216	0	0
Total	16	30	126,684	183,957	0	0

SOCIAL PROJECTS AND ASSISTANCE

Activities	Events	Beneficiaries		Participation		
		In-person Beneficiaries	Remote Beneficiaries	Website	Social Media	Campaigns
SOCIAL EMPLOYMENT PROGRAM	6	2,904	75,267	58,452	0	0
Juntos Somos Capaces	1	1,554	0	0	0	0
Accedemos	1	1,100	0	58,452	0	0
Soy CAPPАЗ	1	0	75,267	0	0	0
Secretariado Gitano	1	40	0	0	0	0
Yerbabuena	1	190	0	0	0	0
Fundación Alala	1	20	0	0	0	0
SOLIDARITY	60	32,033	23,024	5,410	2,043,067	2,254,598
Sé Solidario	19	14,322	23,024	0	2,043,067	0
Superhéroes de Barrio	9	0	0	5,410	0	2,254,598
Juntos lo Logramos SPECIAL OLYMPICS	29	12,431	0	0	0	0
Call for Social Assistance	2	700	0	0	0	0
Solidarity Christmas Market	1	4,580	0	0	0	0
OTHER ACTIVITIES	7	2,444	0	7,009	0	0
Juntos lo Logramos Special Olympics	6	1,225	0	7,009	0	0
Sports Schools	1	1,219	0	0	0	0
TOTAL	73	37,381	98,291	70,871	2,043,067	2,254,598

EDUCATIONAL AND AWARENESS PROGRAMS

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
PROGRAMS TO RAISE AWARENESS	695	149,818	2,167,277	10,261,463	15,164,919	17,098,261
In Social Action	1	0	112,479	0	222,541	0
Descubre la FP	1	0	112,479		222,541	0
In Prevention and Road Safety	37	51,746	1,506,056	7,818,922	1,484,151	12,605,080
Goal Zero: Te puede pasar	10	28,822	0	0	0	0
Goal Zero: Si controlas, vuelves	6	11,912	0	0	0	0
Goal Zero: ALSA Campaign	1	360	0	0		5,000
Goal Zero: Heatstroke	1	0	0	0	528,934	0
Goal Zero: ADAS Technology	1	0	0	0	244,828	0
Goal Zero: SpeakUp	1	0	0	0	605,742	0
Goal Zero: Video-testimony of traffic accident victims	1	0	102,299	0	102,299	0
Goal Zero: Institutional Partnerships	14	10,652	0	0	2,348	80
Goal Zero: Awareness-raising	1	0	1,403,757	7,818,922	0	0
Fire Prevention: Protect what matters most	1	0	0	0	0	12,600,000
In Health Promotion	639	98,072	0	1,819,879	6,768,695	0
ICTUS Campaign	10	12,357	0	0	0	0
Mujeres por el Corazón [Women for the Heart]	37	11,659	0	49,135	0	0
Elige Salud	326	10,933	0	440,411	0	0
SOS Respira and CPR	262	63,123	0	75,543	931,667	0
Health: Social Media	4	0	0	1,254,790	5,837,028	0
In Insurance and Social Protection	18	0	548,742	622,662	6,689,532	4,493,181
Seguros y Pensiones para Todos website [Insurance and Pensions for All]	9	0	548,742	622,662	973,167	0
Insurance and Social Protection Campaign	1	0	0	0	0	824,651
Pensions Campaign	1	0	0	0	0	3,668,530
Financial Education Day	2	0	0	0	983,483	0
Student Insurance	1	0	0	0	1,178,354	0

EDUCATIONAL AND AWARENESS PROGRAMS

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
Pet Insurance	1	0	0	0	931,252	0
Travel Insurance	1	0	0	0	1,128,103	0
Pensions	1	0	0	0	651,358	0
Socially-responsible Investments	1	0	0	0	843,815	0
EDUCATIONAL PROGRAMS	3,284	1,114,288	1,689,284	1,995,714	8,111,082	89,361
In Social Action	1	0	11,869	28,144	0	0
Educational Program	1	0	11,869	28,144	0	0
In Prevention and Road Safety	360	754,518	1,676,123	1,967,570	5,557,174	89,361
Company Road Safety	25	3,989	471,036	524,875	0	50,841
Fire Prevention Week	73	265,894	5,940	9,759	1,861,947	2,582
Ahora vamos andando al cole	5	7,723	0	0	0	0
Recorridos Bici 360	4	550	0	0	354,224	0
Road Safety Education Roadshow	171	21,316	0	0	0	0
Educational Program: partnerships with public and private institutions	59	41,014	178,170	272,408	0	35,781
Child Restraint Systems	13	389,050	1,020,977	1,160,528	3,341,003	157
Fire Prevention: large events	10	24,982	0	0	0	0
In Health Promotion	1,538	317,167	0	0	2,553,908	0
Controla tu Red	1,002	293,254	0	0	0	0
Vivir en Salud [Healthy Living]	535	23,913	0	0	0	0
Practicooking	1	0	0	0	2,553,908	0
In Insurance and Social Protection	1,378	30,540	1,292	0	0	0
Workshops on Financial Education and Insurance	1,161	25,650	0	0	0	0
PlayPension	216	4,890	967	0	0	0
Introductory Insurance Courses	1	0	325	0	0	0
In Art	7	12,063	0	0	0	0
Gabinete Pedagógico Exposiciones	7	12,063	0	0	0	0
TOTAL	3,979	1,264,106	3,856,561	12,257,177	23,276,001	17,187,622

PROMOTING RESEARCH AND KNOWLEDGE

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
SCHOLARSHIPS AND GRANTS	3	17	0	0	0	0
Fundación Carolina Scholarships	1	3	0	0	0	0
Ignacio H, de Larramendi Research Grants in Health Promotion	1	8	0	0	0	0
Ignacio H, de Larramendi Research Grants in Insurance and Social Protection	1	6	0	0	0	0
PUBLICATIONS	96	67,701	581,046	670,199	869,931	0
Monographs	88	43,651	169,172	189,216	869,931	0
Insurance and Social Protection	48	15,840	146,376	189,216	0	0
Health Promotion	3	0	917	0	0	0
Culture	21	27,108	0	0	0	0
Prevention and road safety	13	0	20,960	0	869,931	0
Social Action	2	400	919	0	0	0
Fundación MAPFRE	1	303	0	0	0	0
Periodicals	8	24,050	411,874	480,983	0	0
Magazine La Fundación	4	24,050	30,734	39,135	0	0
Magazine Seguridad y Promoción de la Salud	1	0	28,299	31,787	0	0
Magazine Trauma	1	0	216,195	251,813	0	0
Magazine Patología del Aparato Locomotor	1	0	108,630	125,055	0	0
Traumatismo Craneoencefálico	1	0	28,016	33,193	0	0
DOCUMENTATION CENTER	6	57	1,051,509	39,355	0	0
TOTAL	105	67,775	1,632,555	709,554	869,931	0

Advanced medical research activities are not included in this table.

COURSES, WORKSHOPS AND CONFERENCES

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
COURSES	10	73	1,917	0	0	443
In Social Action	2	0	498	0	0	0
Attention to Diversity Course. Personalized teaching	1	0	171	0	0	0
New Tools for Authentic Evaluation	1	0	327	0	0	0
In Prevention and Road Safety	2	73	0	0	0	443
Course on Protection, Self-Protection and First Aid, and Road Safety (CAM)	1	73	0	0	0	340
Bebés y niños seguros en el coche	1	0	0	0	0	103
In Health Promotion	6	0	1,419	0	0	0
UNED Health Promotion course	2	0	792	0	0	0
UNED Emergency Medicine course	2	0	467	0	0	0
Prescribing Physical Exercise for Healthcare Professionals	2	0	160	0	0	0
ORGANIZATION OF WORKSHOPS AND CONFERENCES	248	29,874	416	0	0	0
In Social Action	134	25,584	183	0	0	0
Sé Solidario	1	96	0	0	0	0
Descubre la FP	17	1,568	183	0	0	0
Juntos Somos Capaces	116	23,920	0	0	0	0
In Prevention and Road Safety	8	1,086	0	0	0	0
European Traffic Education Workshop	1	70	0	0	0	0
PRAISE Workshops	2	318	0	0	0	0
Strategy Fundación MAPFRE 2019-2021	1	12	0	0	0	0
X APICI International Fire Safety Engineering Conference	1	140	0	0	0	0
CIPE'19 International Conference on Prevention and Emergencies	1	300	0	0	0	0
PIN Talk: Address the road risks of vans; safety in the final kilometers	1	96	0	0	0	0
European Road Safety Charter: Uniting to reinforce the culture of road safety in Europe	1	150	0	0	0	0

(it continues)

COURSES, WORKSHOPS AND CONFERENCES

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
In Health Promotion	4	625	0	0	0	0
Nutrition and Health in Work Settings Workshop	1	108	0	0	0	0
Patient Safety in the Digital Era Workshop	1	56	0	0	0	0
Workshop on Videogames and online gambling becoming a new type of digital entertainment for kids	1	33	0	0	0	0
Body Damage Assessment Workshop	1	428	0	0	0	0
In Insurance and Social Protection	102	2,579	233	0	0	0
40th anniversary of the Ley de Seguros Agrarios (SAC)	1	70	0	0	0	0
BugaMAP	85	1,902	0	0	0	0
Know the insurance industry	6	263	0	0	0	0
Determinants in pension plan performance	1	12	0	0	0	0
Self-employed workers and social protection	6	210	0	0	0	0
Global Insurance Potential Index	1	58	0	0	0	0
Presentation of the new edition of the MAPFRE Dictionary	1	64	0	0	0	0
Webinar "Healthcare Systems: A Global Analysis"	1	0	233	0	0	0
PARTICIPATION IN WORKSHOPS AND CONFERENCES	6	755	0	0	0	0
In Prevention and Road Safety	5	675	0	0	0	0
OISEVI General Assembly (Madrid)	1	150	0	0	0	0
III Work Road Safety Workshop	1	70	0	0	0	0
Technical workshop on preventing fires in Vigo	1	25	0	0	0	0
XVIII National Midwives Convention	1	400	0	0	0	0
Technical Workshop on fire prevention at the 2019 EFICAM Fair	1	30	0	0	0	0
In Health Promotion	1	80	0	0	0	0
Scientific advances in nutrition and Medicine in Physical Exercise.	1	80	0	0	0	0
TOTAL	264	30,702	2,333	0	0	443

EXPOSITIONS

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
TEMPORARY EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	13	289,251	0	568,054	9,182,796	0
Recoletos Hall	5	186,672	0	366,601	3,837,460	0
From Chagall to Malevich. Art in Revolution	1	73,771	0	144,877	872,360	0
Berenice Abbott	1	26,174	0	51,403	1,266,805	0
Rediscovering the Mediterranean	1	11,859	0	23,290	0	0
Boldini	2	74,868	0	147,032	1,698,295	0
Bárbara de Braganza Hall	4	31,085	0	61,047	1,249,066	0
Humberto Rivas	1	671	0	1,318	0	0
Anthony Hernández	1	14,611	0	28,694	632,348	0
Eamonn Doyle	2	15,803	0	31,035	616,718	0
Garriga Nogués Hall	4	71,494	0	140,405	4,096,270	0
Berenice Abbott	1	20,685	0	40,623	548,738	0
Richard Learoyd	1	14,824	0	29,113	2,199,044	0
Tocar el Color	1	30,715	0	60,321	1,348,488	0
Picasso-Picabia	1	5,270	0	10,350	0	0
PERMANENT EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	3	20,979	5,776	44,938	0	0
Miró	1	12,331	0	24,217	0	0
Julio Castelo Matrán Naval Model Museum	1	7,396	0	14,525	0	0
Insurance Museum	1	1,252	0	6,197	0	0
EXHIBITIONS AT OTHER LOCATIONS	6	31,912	0	0	0	0
Bagaría (Tenerife)	1	321	0	0	0	0
Desastres Goya (Tarrasa)	1	8,029	0	0	0	0
Retratos (Castellón)	1	4,360	0	0	0	0
La Mano con Lápiz (Sitges)	1	10,904	0	0	0	0
Sandalinas (Gran Canaria)	1	320	0	0	0	0
Humberto Rivas (Valencia)	1	7,978	0	0	0	0
TOTAL	22	342,142	5,776	612,992	9,182,796	0

VOLUNTEERING

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
Emergency Assistance	3	126	8,000	0	0	0
Share Solidarity	13	296	1,982	0	0	0
Education	132	9,213	30,391	0	0	0
Environment	22	383	0	0	0	0
Nutrition	129	27,756	204,082	0	0	0
Health	198	9,498	32,061	0	0	0
TOTAL	497	47,272	276,516	0	0	0

International

GLOBAL DATA

Concept	Activities	Events	Beneficiaries		Participation		
			In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
Social Projects and Assistance	99	100	86,346	0	0	0	0
Educational and Awareness Programs	73	2,023	1,472,064	47,310	0	4,339,255	101,486
Promoting Research and Knowledge	6	6	153,060	0	0	0	0
Courses, Workshops and Conferences	25	45	2,990	0	0	0	0
Expositions	9	9	396,530	0	0	0	0
Volunteering	109	1,140	79,034	194,980	0	0	0
Total	321	3,323	2,190,024	242,290	0	4,339,255	101,486

GERMANY

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	1	4,869	0	0	0	0
Graciela Iturbide	1	4,869	0	0	0	0
EDUCATIONAL AND AWARENESS PROGRAMS	1	130,105	0	0	0	0
Road Safety: Youth Program in Cinemas	1	130,105	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	1	170	0	0	0	0
Die Arche	1	170	0	0	0	0
VOLUNTEERING	15	955	800	0	0	0
Education	2	500	0	0	0	0
Environment	6	6	800	0	0	0
Health	5	149	0	0	0	0
Nutrition	2	300	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	50	0	0	0	0
Road Safety: Road Safety Forum organized by the International Transport Forum (ITF - OCDE)	1	50	0	0	0	0

BELGIUM

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	1	2,003	0	0	0	0
Nicholas Nixon	1	2,003	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	25	0	0	0	0
Road Safety: ETSC Mail Council Meeting	1	25	0	0	0	0

FRANCE

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	1	56,522	0	0	0	0
Peter Hujar	1	56,522	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	20	0	0	0	0
Road Safety: III Interministerial Road Safety Conference - Planning Meeting	1	20	0	0	0	0

GREECE

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
COURSES, WORKSHOPS AND CONFERENCES	1	80	0	0	0	0
Road Safety: Bi-annual World Health Organization's United Nations Road Safety Collaboration (UNRSC)	1	80	0	0	0	0

ITALY

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
VOLUNTEERING	6	813	0	0	0	0
Share Solidarity	3	3	0	0	0	0
Health	1	1	0	0	0	0
Nutrition	2	809	0	0	0	0

MALTA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	73	13,782	0	0	0	0
·Road Safety: Awareness Program for Goal Zero	1	1,007	0	0	0	0
Education in Accident Prevention and Road Safety	2	9,125	0	0	0	0
Health: Vivir en Salud [Healthy Living]	70	3,650	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	2	396	0	0	0	0
Equal Partners Foundation	1	226	0	0	0	0
Inspire	1	170	0	0	0	0
VOLUNTEERING	13	502	0	0	0	0
Share Solidarity	2	32	0	0	0	0
Environment	2	2	0	0	0	0
Health	9	468	0	0	0	0

NETHERLANDS

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	2	28,334	0	0	0	0
Abbott	1	16,334	0	0	0	0
Learoyd	1	12,000	0	0	0	0
Brassai	1	56,913	0	0	0	0

PORTUGAL

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	1	30,000	0	0	0	0
Suite Volland	1	30,000	0	0	0	0
EDUCATIONAL AND AWARENESS PROGRAMS	31	2,728	0	0	0	0
Road Safety: Em movimento não ligue ao telemóvel	1	800	0	0	0	0
Road Safety: Road Safety Education Roadshow	30	1,928	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	2	6,673	0	0	0	0
Novo Futuro	1	73	0	0	0	0
Refood	1	6,600	0	0	0	0
VOLUNTEERING	43	203	6,261	0	0	0
Share Solidarity	2	2	80	0	0	0
Education	5	19	513	0	0	0
Environment	2	2	0	0	0	0
Nutrition	29	17	2,702	0	0	0
Health	5	163	2,966	0	0	0

UNITED KINGDOM

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
SOCIAL PROJECTS AND ASSISTANCE	1	1,350	0	0	0	0
Place2be	1	1,350	0	0	0	0
VOLUNTEERING	16	474	0	0	0	0
Share Solidarity	4	4	0	0	0	0
Environment	3	3	0	0	0	0
Health	9	467	0	0	0	0

SWEDEN

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
COURSES, WORKSHOPS AND CONFERENCES	1	50	0	0	0	0
Road Safety: III Interministerial Road Safety Conference	1	50	0	0	0	0

SWITZERLAND

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
COURSES, WORKSHOPS AND CONFERENCES	1	50	0	0	0	0
Road Safety: Participation in the Bi-annual World Health Organization's United Nations Road Safety Collaboration (UNRSC)	1	50	0	0	0	0

TURKEY

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	209	42,536	0	0	602,000	2,246
Education in Accident Prevention and Road Safety	131	21,815	0	0	602,000	2,246
Health: Vivir en Salud [Healthy Living]	78	20,721	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	3	2,082	0	0	0	0
Darussafaka	1	31	0	0	0	0
Kaçuv - The Hope Foundation for Children with Cancer	1	2,000	0	0	0	0
TEV Turkish Education Foundation	1	51	0	0	0	0
VOLUNTEERING	29	198	2,982	0	0	0
Share Solidarity	5	8	448	0	0	0
Environment	9	9	1,000	0	0	0
Education	7	7	983	0	0	0
Health	8	174	551	0	0	0

United States and Puerto Rico

UNITED STATES

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	1	54,684	0	0	0	0
Brassai	1	54,684	0	0	0	0
EDUCATIONAL AND AWARENESS PROGRAMS	9	68,367	0	0	0	81
Road Safety: Workshops with MADD	2	14,476	0	0	0	0
Road Safety: Safety in seconds	1	0	0	0	0	81
Road Safety: Look Both Ways Workshops	1	24,451	0	0	0	0
Prevention: Childhood Injury Prevention Program	5	29,440	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	8	9,434	0	0	0	0
Best Buddies	1	175	0	0	0	0
Bottom Line	1	400	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	75	0	0	0	0
NPH Nuestros Pequeños Hermanos	1	4	0	0	0	0
United Way of Webster and Dudley	1	7,000	0	0	0	0
Worcester Community Action Council	1	203	0	0	0	0
Teach for All: Boston	1	452	0	0	0	0
Teach for All: Ohio /California/Phoenix	1	1,125	0	0	0	0
VOLUNTEERING	252	34,701	2,918	0	0	0
Emergency Response	2	632	0	0	0	0
Nutrition	16	1,323	0	0	0	0
Education	66	18,608	4	0	0	0
Share Solidarity	6	6	0	0	0	0
Environment	104	9,250	2,700	0	0	0
Health	58	4,882	214	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	5	138	0	0	0	0
Road Safety: PREVCON Childhood Injury Prevention Convention	1	40	0	0	0	0
Insurance and Social Protection: Bugamap	3	48	0	0	0	0
Culture: Leonora Carrington. The Story of the Last Egg	1	50	0	0	0	0

PUERTO RICO

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	5	39,645	0	0	487,503	0
Health: SOS Respira	1	12,800	0	0	0	0
Health: Vivir en Salud [Healthy Living]	1	3,360	0	0	0	0
Prevention: Fire Prevention Campaign	1	5,460	0	0	0	0
Road Safety: Road Safety Vehicle Roadshow	1	18,025	0	0	0	0
Road Safety: Christmas Campaign	1	0	0	0	487,503	0
SOCIAL PROJECTS AND ASSISTANCE	3	55	0	0	0	0
Casa Manuel Fernández Juncos-Scholarships for Abused Children	1	15	0	0	0	0
Hogar de Niñas Cupey	1	15	0	0	0	0
Politécnico Teresiano. Hogar Teresa Toda (Loiza)	1	25	0	0	0	0
VOLUNTEERING	45	2,200	6,700	0	0	0
Education	9	697	0	0	0	0
Environment	3	3	19	0	0	0
Nutrition	5	332	0	0	0	0
Health	28	1,168	6,681	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	27	0	0	0	0
Insurance and Social Protection: Bugamap	1	27	0	0	0	0

Latin America

ARGENTINA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	33	41,108	0	0	0	0
Road Safety: Payasos en Peligro	1	2,600	0	0	0	0
Health: SOS Respira and CPR	27	4,709	0	0	0	0
Road Safety: Safe Motorbike Driving Workshop	1	5,977	0	0	0	0
Road Safety: Educational Workshops in Schools	2	11,353	0	0	0	0
Prevention: Fire Prevention Workshops	1	14,819	0	0	0	0
Road Safety: Child Car Seat Workshops	1	1,650	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	3	2,734	0	0	0	0
Aldeas Infantiles SOS - A Family Environment for Every Child	1	54	0	0	0	0
Jesús María Community Center - Training Workshops and Activities	1	2,500	0	0	0	0
Mensajeros de la Paz - Health, Nutrition and Educational Support	1	180	0	0	0	0
VOLUNTEERING	46	5,593	0	0	0	0
Education	4	774	0	0	0	0
Environment	4	183	0	0	0	0
Nutrition	5	667	0	0	0	0
Health	33	3,969	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	25	0	0	0	0
Insurance and Social Protection: Bugamap	1	25	0	0	0	0
PROMOTING RESEARCH AND KNOWLEDGE	1	150,260	0	0	0	0
Road Safety: Manual for midwives on the safety of the mother and newborn (publication).	1	150,260	0	0	0	0

BRAZIL

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	286	328,307	0	0	2,860,000	46,444
Prevention: Prevenção de Afogamentos	6	3,000	0	0	0	0
Road Safety: Na Pista Certa	18	25,639	0	0	0	0
Road Safety: Company Road Safety	1	368	0	0	0	1,000
Road Safety: Educação Viária é Vital	87	78,604	0	0	0	444
Prevention: Fire Prevention Workshops	80	42,650	0	0	0	0
Road Safety: Goal Zero Awareness	5	7,000	0	0	2,860,000	45,000
Health: Mujeres por el Corazón [Women for the Heart]	25	55,020	0	0	0	0
Health: Vivir en Salud [Healthy Living]	64	116,026	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	15	17,012	0	0	0	0
Acaia Pantanal - Escuela Jatobazinho	1	60	0	0	0	0
Ação Comunitaria do Brasil Sao Paulo	1	2,491	0	0	0	0
Aldeas Infantiles SOS	1	500	0	0	0	0
Fe y Alegría (Manaus)	1	1,097	0	0	0	0
Filhas da Sta. Maria da Providencia	1	300	0	0	0	0
Fundación Albert Einstein	1	1,475	0	0	0	0
Fundación Fútbol Club Barcelona - Sports and Development Alliance	1	4,200	0	0	0	0
Fundación Real Madrid - Socio-sports Schools	2	467	0	0	0	0
Instituto Crescer	1	60	0	0	0	0
Liga das Senhoras Católicas de São Paulo	1	500	0	0	0	0
Movimento Pro-crianza	1	2,000	0	0	0	0
Nutrir. Asoc. Combate a Desnutrição	1	1,800	0	0	0	0
Plan Internacional	1	50	0	0	0	0
Proyecto Julita	1	2,012	0	0	0	0
VOLUNTEERING	127	9,808	351	0	0	0
Share Solidarity	2	2	0	0	0	0
Education	32	4,793	350	0	0	0
Environment	11	340	0	0	0	0
Nutrition	26	2,192	0	0	0	0
Health	56	2,481	1	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	3	116	0	0	0	0
Latin America Insurance Market in 2018	1	83	0	0	0	0
Insurance and Social Protection: Bugamap	2	33	0	0	0	0

CHILE

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	1	3,789	0	0	0	0
Road Safety: Road Safety in Schools	1	3,789	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	2	450	0	0	0	0
Nuestros Hijos - Therapeutic Recreational Gym	1	378	0	0	0	0
Padre Semería	1	72	0	0	0	0
VOLUNTEERING	36	1,208	45	0	0	0
Share Solidarity	1	70	0	0	0	0
Education	10	157	45	0	0	0
Environment	1	350	0	0	0	0
Nutrition	16	405	0	0	0	0
Health	8	226	0	0	0	0

COLOMBIA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	291	70,946	0	0	0	0
Health: Si lates bien, vives bien	23	9,262	0	0	0	0
Health: SOS Respira and CPR	265	40,674	0	0	0	0
Road Safety: Theme Park Activity	2	13,477	0	0	0	0
Road Safety: Practicing Road Safety in Colombia	1	7,533	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	7	1,032	0	0	0	0
Casa de la Madre y el Niño	1	210	0	0	0	0
Fundación Dharma - Home for Boys and Girls with Cancer (Bogotá)	1	105	0	0	0	0
Fundación Fana - Mentoring for Five Abandoned Boys (Bogotá)	1	87	0	0	0	0
Fundación Juan Felipe Escobar - Medical Center (Cartagena)	1	240	0	0	0	0
Hogares Bambi. Fundación Ayuda a la Infancia - Integral care for abandoned children	1	35	0	0	0	0
Nu3	1	235	0	0	0	0
La Rueda Rueda de Pan y Canela	1	120	0	0	0	0
VOLUNTEERING	59	1,866	12,901	0	0	0
Education	8	84	1,608	0	0	0
Environment	10	131	9,990	0	0	0
Nutrition	8	81	1,292	0	0	0
Health	33	1,570	11	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	4	1,105	0	0	0	0
Insurance and Social Protection: Business Services Fairs "Taxes, Business Formalization and New Financial Tools"	4	1,105	0	0	0	0
PROMOTING RESEARCH AND KNOWLEDGE	1	2,000	0	0	0	0
Insurance and Social Protection: Guide to Protecting Small Businesses (publication)	1	2,000	0	0	0	0

COSTA RICA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	1	1,493	0	0	0	0
Road Safety: You decide for your life	1	1,493	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	2	2,530	0	0	0	0
Asociación Pro Ayuda for Youth with Cancer (Proyecto Daniel)	1	380	0	0	0	0
Palliative Care	1	2,150	0	0	0	0
VOLUNTEERING	7	627	0	0	0	0
Education	1	1	0	0	0	0
Environment	1	1	0	0	0	0
Health	5	625	0	0	0	0

ECUADOR

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	2	18,962	0	0	0	0
Prevention: Fire Prevention	1	9,312	0	0	0	0
Road Safety: Educational Program in Road Safety	1	9,650	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	3	2,367	0	0	0	0
Cesal - Youth tutoring program (Quito)	1	318	0	0	0	0
Fundación Sor Dominga Bocca	1	19	0	0	0	0
Manabí	1	2,030	0	0	0	0
VOLUNTEERING	22	850	0	0	0	0
Education	15	378	0	0	0	0
Environment	1	1	0	0	0	0
Health	6	471	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	295	0	0	0	0
Road Safety: International Conference on Emergency Medicine FM-OBA	1	295	0	0	0	0

EL SALVADOR

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
SOCIAL PROJECTS AND ASSISTANCE	3	778	0	0	0	0
CINDE Comunidades	1	150	0	0	0	0
Fundación Cinde - Integral Educational Assistance (Soyapango)	1	375	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	253	0	0	0	0
VOLUNTEERING	4	177	0	0	0	0
Emergency Response	1	38	0	0	0	0
Environment	1	1	0	0	0	0
Health	2	138	0	0	0	0

GUATEMALA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	11	9,721	0	0	0	0
Health: Mujeres por el Corazón [Women for the Heart]	10	1,214	0	0	0	0
Prevention: Fire prevention	1	8,507	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	4	3,768	0	0	0	0
Casa Guatemala - Education for Building a Future	1	500	0	0	0	0
Manabí	1	1,620	0	0	0	0
World Vision	1	1,248	0	0	0	0
Futuro Vivo	1	400	0	0	0	0
VOLUNTEERING	20	963	8,550	0	0	0
Education	3	198	0	0	0	0
Environment	1	1	8,000	0	0	0
Nutrition	3	230	0	0	0	0
Health	13	534	550	0	0	0

HONDURAS

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	3	554	0	0	0	0
Road Safety: Educational Program in Road Safety	3	554	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	1	470	0	0	0	0
Aldeas Infantiles SOS - Youth Community	1	470	0	0	0	0
VOLUNTEERING	32	1,411	5,615	0	0	0
Share Solidarity	1	0	0	0	0	0
Education	9	737	5,097	0	0	0
Environment	4	96	300	0	0	0
Nutrition	8	264	170	0	0	0
Health	10	314	48	0	0	0

MEXICO

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EXPOSITIONS	1	163,205	0	0	0	0
Brassai	1	163,205	0	0	0	0
EDUCATIONAL AND AWARENESS PROGRAMS	713	449,224	892	0	0	215
Health: Choose Health	1	0	892	0	0	0
Health: SOS Respira and CPR	102	7,360	0	0	0	0
Health: Vivir en Salud [Healthy Living]	350	107,360	0	0	0	0
Road Safety: School Program	57	37,654	0	0	0	0
Road Safety: Company Road Safety	3	4,406	0	0	0	215
Prevention: Fire Prevention	123	49,902	0	0	0	0
Road Safety: Road Safety Education Roadshow	16	22,580	0	0	0	0

(continúa)

MEXICO

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
Road Safety: Awareness Activities in Chihuahua	1	17,586	0	0	0	0
Insurance and Social Protection: Financial Education Week	1	4,045	0	0	0	0
Insurance and Social Protection: MIDE Workshops	58	1,000	0	0	0	0
Insurance and Social Protection: MIDE Room	1	197,331	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	9	16,609	0	0	0	0
Campeones de la vida Nariz Roja	1	150	0	0	0	0
Casa de la Amistad Niños con Cáncer- Educational Improvement Program	1	230	0	0	0	0
Cesal - Community Development (Oaxaca and Campeche)	1	150	0	0	0	0
CMR - Food Bank	1	510	0	0	0	0
Comunidad MAPFRE-UP	1	14,550	0	0	0	0
Fundación Altius: Colegio Mano Amiga (Chalco)	1	410	0	0	0	0
Fundación CMR - Santa María Soup Kitchen (Mexico City)	1	330	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	150	0	0	0	0
Universidad de Puebla - Micro-Region Support Program (Puebla)	1	129	0	0	0	0
VOLUNTEERING	149	5,871	23,223	0	0	0
Share Solidarity	9	53	17,988	0	0	0
Education	17	94	5,209	0	0	0
Environment	22	85	26	0	0	0
Nutrition	27	2,576	0	0	0	0
Health	74	3,063	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	20	927	0	0	0	0
Insurance and Social Protection: Global Insurance Potential Index Workshop	1	1	0	0	0	0
Insurance and Social Protection: Healthcare Systems: A Global Analysis Workshop	1	140	0	0	0	0
Insurance and Social Protection: Economy and Insurance in Latin America 2008-2018 Workshop and Streaming	1	155	0	0	0	0
Insurance and Social Protection: BugaMAP	13	373	0	0	0	0
Insurance and Social Protection: National Actuaries Conference. "Analysis of Catastrophic Clusters" Workshop	1	28	0	0	0	0

(it continues)

MEXICO

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
Insurance and Social Protection: Panamerican University Workshop on the Latin American Insurance Market	1	70	0	0	0	0
Insurance and Social Protection: Foundations of Premiums, Deposits and Surety Bonds: Solvency II	1	70	0	0	0	0
Road Safety: Visión Cero. The Value of Road Safety:	1	90	0	0	0	0
PROMOTING RESEARCH AND KNOWLEDGE	4	800	0	0	0	0
Insurance and Social Protection: GIP MAPFRE 2018	1	200	0	0	0	0
Global Insurance Potential Index	1	200	0	0	0	0
Fundamentals of Premiums, Deposits and Surety Bonds	1	200	0	0	0	0
Healthcare Systems: A Global Analysis	1	200	0	0	0	0

NICARAGUA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
SOCIAL PROJECTS AND ASSISTANCE	2	551	0	0	0	0
Pan y Amor - Educating Children without Educational Opportunities	1	431	0	0	0	0
Hogar Luceros del Amanecer	1	120	0	0	0	0
EDUCATIONAL AND AWARENESS PROGRAMS	1	0	0	0	336,996	0
Goal Zero: Christmas Awareness Campaign	1	0	0	0	336,996	0
VOLUNTEERING	12	137	600	0	0	0
Environment	3	3	0	0	0	0
Nutrition	3	3	600	0	0	0
Health	6	131	0	0	0	0

PANAMA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	159	148,930	249	0	0	52,500
Road Safety: Goal Zero Awareness	1	1,396	0	0	0	0
Road Safety: Childhood Education	1	48,762	0	0	0	0
Road Safety: Road Safety Park	1	9,096	0	0	0	0
Prevention: Fire Prevention Workshops	2	30,511	0	0	0	52,500
Health: Mujeres por el Corazón [Women for the Heart]	54	51,000	249	0	0	0
Health: Vivir en Salud [Healthy Living]	100	8,165	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	4	7,645	0	0	0	0
Asociación Pro Niñez Panameña	1	7,169	0	0	0	0
Ciudad del Niño - Regular School Attendance Educational Project	1	160	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	120	0	0	0	0
Voces Vitales	1	196	0	0	0	0
VOLUNTEERING	43	3,564	16,220	0	0	0
Share Solidarity	5	80	900	0	0	0
Environment	4	2,038	15,000	0	0	0
Education	5	158	320	0	0	0
Nutrition	3	200	0	0	0	0
Health	26	1,088	0	0	0	0

PARAGUAY

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	6	5,232	0	0	0	0
Health: Mujeres por el Corazón [Women for the Heart]	4	1,000	0	0	0	0
Road Safety: Goal Zero Awareness	1	1,285	0	0	0	0
Road Safety: Practicing Road Safety Schools	1	2,947	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	3	430	0	0	0	0
Fundación Alda - Improving Children's Development Levels	1	150	0	0	0	0
Asoleu: School assistance for children with Cancer	1	200	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	80	0	0	0	0
VOLUNTEERING	11	1,184	200	0	0	0
Environment	1	1	0	0	0	0
Health	10	1,183	200	0	0	0

PERU

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	176	64,653	46,169	0	0	0
Health: Choose Health	27	158	46,169	0	0	0
Health: SOS Respira	29	1,100	0	0	0	0
Health: ControlaTIC	117	10,922	0	0	0	0
Educational program in Road Safety	2	29,123	0	0	0	0
Company Road Safety	1	23,350	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	7	5,111	0	0	0	0
Misiones Huascarán	1	534	0	0	0	0
Adoratrices - Manos Unidas	1	930	0	0	0	0
Asociación Civil Da un Chance	1	28	0	0	0	0
Asociación Nuevo Futuro - "Teaching Teachers Together"	1	1,336	0	0	0	0
Espro	1	15	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	268	0	0	0	0
CESAL	1	2,000	0	0	0	0
VOLUNTEERING	35	2,933	96,000	0	0	0
Emergency Response	2	1,501	96,000	0	0	0
Education	6	407	0	0	0	0
Environment	8	24	0	0	0	0
Nutrition	1	12	0	0	0	0
Health	18	989	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	1	34	0	0	0	0
Insurance and Social Protection: Bugamap	1	34	0	0	0	0

DOMINICAN REPUBLIC

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	3	10,973	0	0	0	0
Road Safety: Educational Campaign	2	10,703	0	0	0	0
Road Safety: Goal Zero Awareness	1	270	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	5	1,480	0	0	0	0
Asociación Nuevos Caminos - Community Pharmacy	1	206	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	485	0	0	0	0
Intered	1	200	0	0	0	0
NPH - Nutrition Plan for Orphaned and Abandoned Children	1	309	0	0	0	0
Amanecer Infantil - Integrated Care Center	1	280	0	0	0	0
VOLUNTEERING	32	337	1,545	0	0	0
Education	25	131	1,545	0	0	0
Environment	1	1	0	0	0	0
Nutrition	3	165	0	0	0	0
Health	3	40	0	0	0	0
COURSES, WORKSHOPS AND CONFERENCES	3	48	0	0	0	0
Insurance and Social Protection: Bugamap	3	48	0	0	0	0

URUGUAY

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	8	17,100	0	0	52,756	0
Prevention: Accident Prevention Park	4	15,500	0	0	0	0
Road Safety: Goal Zero Awareness	4	1,600	0	0	52,756	0
SOCIAL PROJECTS AND ASSISTANCE	2	203	0	0	0	0
Asociación Cultural y Técnica - An Option for the Youth in Casvalle	1	163	0	0	0	0
Prointegra	1	40	0	0	0	0
VOLUNTEERING	33	1,000	8,338	0	0	0
Emergency Response	4	2	1,800	0	0	0
Education	11	155	6,500	0	0	0
Environment	2	21	0	0	0	0
Nutrition	12	780	0	0	0	0
Health	4	42	38	0	0	0

VENEZUELA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
SOCIAL PROJECTS AND ASSISTANCE	5	1,864	0	0	0	0
Camurí Grande	1	270	0	0	0	0
Fundación María Luisa del Casar	1	1,360	0	0	0	0
Hogar San Vicente Paul Lo que Hagas a uno de mis Pequeños...	1	60	0	0	0	0
Damas Salesianas	1	134	0	0	0	0
Casa Hogar Santa María Goretti - Personal Hygiene (Lara)	1	40	0	0	0	0
VOLUNTEERING	36	530	849	0	0	0
Emergency Response	1	1	67	0	0	0
Education	3	101	200	0	0	0
Environment	6	6	0	0	0	0
Nutrition	4	82	100	0	0	0
Health	22	340	482	0	0	0

Asia

CHINA

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
VOLUNTEERING	6	492	360	0	0	0
Education	2	207	0	0	0	0
Environment	2	151	360	0	0	0
Health	2	134	0	0	0	0

PHILIPPINES

Activities	Events	Beneficiaries		Participation		
		In-Person Beneficiaries	Remote Beneficiaries	Website	"Social Media"	Campaigns
EDUCATIONAL AND AWARENESS PROGRAMS	1	3,909	0	0	0	0
Education in Accident Prevention and Road Safety	1	3,909	0	0	0	0
SOCIAL PROJECTS AND ASSISTANCE	3	1,152	0	0	0	0
Eugenia Ravasco Day Care Center	1	800	0	0	0	0
Philippines - Kalipay	1	102	0	0	0	0
Fundación Real Madrid: Socio-sports Schools	1	250	0	0	0	0
VOLUNTEERING	11	437	522	0	0	0
Education	5	182	522	0	0	0
Environment	1	1	0	0	0	0
Nutrition	1	60	0	0	0	0
Health	4	194	0	0	0	0

5

Financial information



Transparent

Financial information

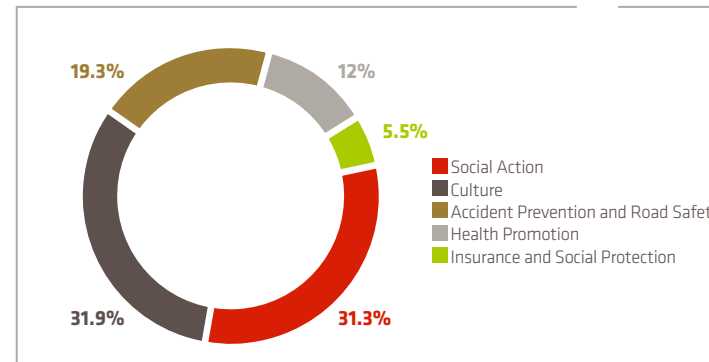
In fiscal 2019, the revenue of Fundación MAPFRE totaled 62.8 million euros, a figure that represents a decrease of 2.5 percent from the previous year. The revenue decrease, which was incorporated into the initial budget, is justified by the decrease in dividends from MAPFRE portfolio.

The amount used to execute foundational activities and other costs, including administration expenses, was 47 million euros, 3.3 percent less than the previous year.

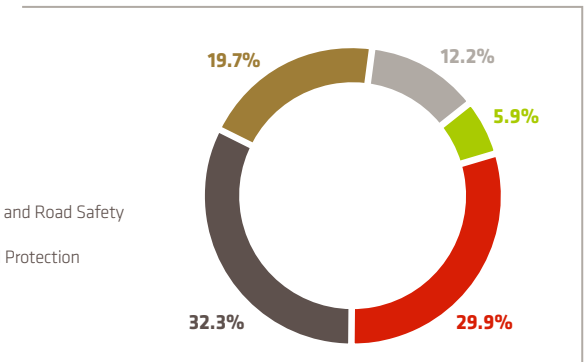
These amounts were primarily allocated to activities related to Culture (31.9 percent), Social Action (31.3 percent), Accident Prevention and Road Safety (19.3 percent), Health Promotion (12.0 percent) and Insurance and Social Protection (5.5 percent).

The budget approved by the Board of Trustees for 2020 will be allocated to activities related to Culture (32.3 percent), Social Action (29.9 percent), Accident Prevention and Road Safety (19.7 percent), Health Promotion (12.2 percent) and Insurance and Social Protection (5.9 percent).

APPLICATION OF FUNDS BY AREA OF ACTIVITY 12-31-2019

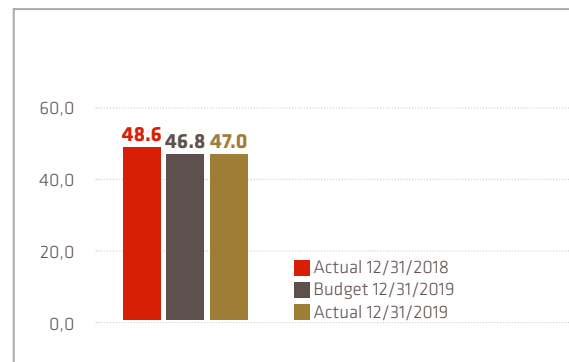


APPLICATION OF FUNDS BY AREA OF ACTIVITY BUDGET 12-31-2020



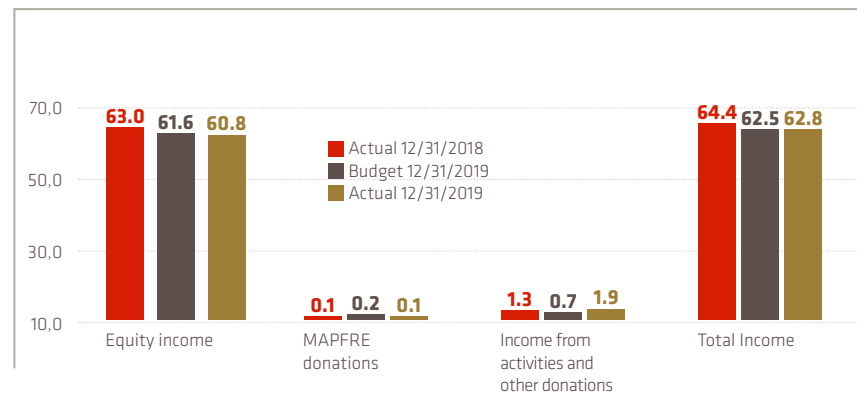
ACTIVITIES AND EXPENSES

FIGURES IN MILLION EUROS



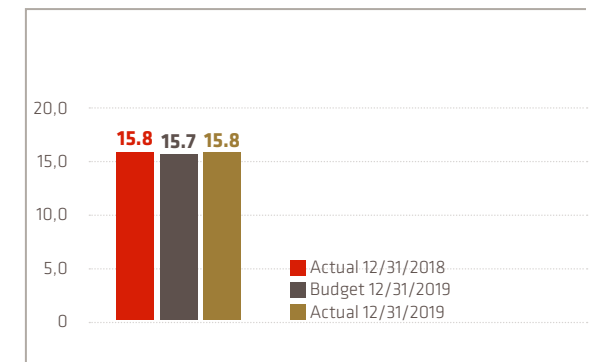
REVENUE

FIGURES IN MILLION EUROS



SURPLUS/DEFICIT

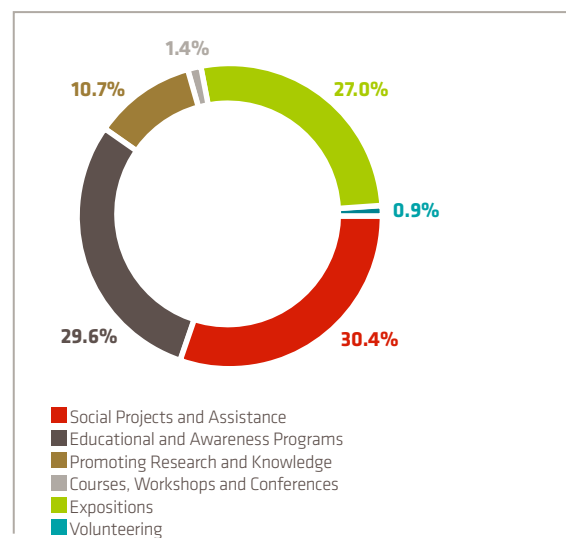
FIGURES IN MILLION EUROS



The budget approved by the Board of Trustees for 2020 will be allocated to activities related to Culture (32.3 percent), Social Action (29.9 percent), Accident Prevention and Road Safety (19.7 percent), Health Promotion (12.2 percent) and Insurance and Social Protection (5.9 percent).

As of December 31, 2019, the Foundation's Equity had risen to 89.1 million euros.

% TYPE OF ACTIVITY



BALANCE SHEET

FIGURES IN MILLION EUROS

ASSETS	12/31/2018	12/31/2019
NON-CURRENT ASSETS	2,882.7	2,884.9
Intangible fixed assets	0.0	0.0
Historical Heritage Assets	19.6	19.1
Property, plant and equipment	69.9	78.0
Tangible investments	194.9	189.2
Long-term investments in Group and associated companies	2,597.5	2,597.6
Long-term financial investments	0.8	1.0
CURRENT ASSETS	28.8	28.3
Users and other accounts receivable from own activities	0.0	0.0
Trade debtors and other accounts receivable	1.1	0.2
Short-term financial investments	14.9	15.0
Short-term accruals/deferrals	0.4	0.1
Cash and other liquid asset equivalents	12.4	13.0
TOTAL ASSETS	2,911.5	2,913.2

BALANCE SHEET

FIGURES IN MILLION EUROS

LIABILITIES	12/31/2018	12/31/2019
EQUITY	2,780.8	2,795.9
Endowment	2,630.5	2,630.5
Reserves and other	127.9	143.6
Result	15.8	15.8
Subsidies, donations and bequests received	6.6	6.0
NON-CURRENT LIABILITIES	107.0	91.2
Long-term provisions	1.5	0.9
Long-term payables	0.9	1.3
Long-term payables to Group and associated companies	104.6	89.0
CURRENT LIABILITIES	23.7	26.1
Short-term provisions	0.9	1.0
Short-term debt	0.0	0.0
Creditors	1.1	1.4
Short-term payables to Group and associated companies	16.7	16.8
Trade and other payables	5.0	6.9
TOTAL LIABILITIES	2,911.5	2,913.2

STATEMENT OF FINANCIAL PERFORMANCE

FIGURES IN MILLION EUROS

INCOME STATEMENT	12/31/2018	12/31/2019
Income from the entity's own activity	1.4	1.4
Financial aid and other	(12)	(12.1)
Other operating income	5	4.9
Personnel expenses	(9.1)	(7.5)
Other operating costs	(21.1)	(20.7)
Depreciation of fixed assets	(4)	(4)
Subsidies and donations transferred to results	0	0.6
Impairment losses and income from disposal of fixed assets	0	(0.6)
RESULT FROM OPERATIONS	(39.8)	(38)
Financial income	58	55.9
Financial expenses	(2.3)	(2)
Foreign exchange differences	(0.1)	(0.1)
FINANCIAL RESULT	55.6	53.8
RESULT	15.8	15.8

BUDGET OUTTURN 2019

FIGURES IN MILLION EUROS

ITEMS	31/12/2019	
	BUDGET 2019	ACTUAL
Equity annuity	61.6	60.8
MAPFRE donations	0.2	0.1
Income from activities and other donations	0.7	1.9
Administrative activities and expenses.	46.8	47.0
Surplus	15.7	15.8

6

Acknowledgments



A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the center, are needed at the global, regional, national and local level.

Once upon a time there was a modest football team that ended up in a big final. Since the event was quite exceptional, and as such, difficult to repeat again, they decided to make a shirt that had the names of all their members. And in fact, with a magnifying glass and infinite patience, each one of them could be found on a piece of pink fabric. We would love to do the same thing with the millions of people who realized that things can be improved and have participated in our activities. Without you, without your willingness, nothing that we do would make sense: there is not a big enough piece of fabric to make a shirt with all of your names. Thank you very much.

Apart from the people, many of our activities depend on the help and collaboration from businesses, public and private institutions, NGOs, and more. There is one of the Sustainable Development Goals, number 17, that says:

A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the center, are needed at the global, regional, national and local level.

Like we said elsewhere, it is an SDG that can be included in all our activities and that is why, so as to not be repetitive, we didn't include it in any of them, which does not mean the support was not provided. In this regard, we would like to mention at least one partner, on behalf of all: the General Directorate of Citizen Participation of the National Police of Spain, which has understood the pros and cons of an internet-based society and has been the best possible ally in stopping cyberbullying. We hope to be able to extend this campaign to other countries where we are present and count on the collaboration of their police

forces as well, because the best way to solve global problems is by taking action locally.

There are two people we would like to recognize here on these pages. One is Dr. Jesús Vaquero, who, after many years of research, managed to successfully develop a therapy that will soon make thousands of people happy again to be alive. This project has been a foundational initiative that defines us: long-term resources to conduct sound research and apply it immediately for the benefit of society. Twenty years of close collaboration are summarized by the first public therapy from non-industrial production approved in Spain. Thank you Jesús, for your hard work and persistence. You will always have our support. You are an example for future generations of researchers who will undoubtedly join in significant projects with us, as we have done with you.

The other is Julio Castelo Matrán, one of our honorary chairmen and a person of note in the history of both MAPFRE and the Fundación. After a productive career, Julio found in model shipbuilding a way to combine two of his passions: the sea and history. With his characteristic tenacity, he created a sizable museum with a collection of over 40 models of the most representative ships from each period. They are complex structures, due to both the size of the models and the necessary attention to detail. It was a titanic effort that now delights the many enthusiasts of naval history. It was a point of pride that when Julio decided to find a permanent home for his museum he thought of us. Over the years, the collection has toured throughout Spain and has always received warm public support. There have also been many institutions that have at some point requested one of his pieces from us. And added to the pride we've felt over the years, in 2019, there was a hint of sadness that will soon

give way to nostalgia. In November, the Julio Castelo Matrán Model Ship Museum docked at an important port –the best port–: the Cartagena Naval Museum. That is why, when we received their loan request, we couldn't say no. We know that there will be thousands of visitors to its new home who will enjoy and learn from it. Thank you, Julio, for the years we have shared and for your selfless contribution to the prestige of Fundación MAPFRE.

Last, but certainly not least, all of us who work at Fundación MAPFRE would like to stand and give a resounding round of applause to our 11,300 volunteers, those exceptional people who think of others before themselves. We are proud of you for your commitment, that is seen silently each day, to make things better, and of the example you set that is followed by more and more people each day. Thank you very much.

REPORT 2019

Fundación **MAPFRE**
guanarteme





Fundación MAPFRE Guanarteme

Fundación MAPFRE Guanarteme has been working on the cultural and social development of the Canary Islands community for over three decades. It is a commitment that focuses especially on people. The four main lines of action have this community and its well-being in mind: Educational Activities, Accident Prevention and Dissemination Activities, Social Action Activities, and Cultural Activities.

Falta Traducir Textos

Fundación **MAPFRE**
guanarteme

GRAN CANARIA

Headquarters

Calle Juan de Quesada, 10
35001 Las Palmas de Gran Canaria

Edificio Cultural Ponce de León

Calle Castillo, 6
35001 Las Palmas de Gran Canaria

Arucas office

Calle León y Castillo, 6.
35400 Arucas. Gran Canaria.

TENERIFE

La Laguna office

Plaza de San Cristóbal, 20, 2.º
Edificio MAPFRE
38204 La Laguna. Tenerife

Introduction

Fundación MAPFRE Guanarteme is a private, non-profit organization that was established in 1985. For more than 30 years, we have shown our commitment to the well-being and progress of society in the Canary Islands by contributing toward and providing support for educational, social and cultural development through programs and activities designed and adapted to the Canary Islands' reality.

Below we include a summary of the activities carried out by the we present a summary of the activity carried out by the Fundación in the Autonomous Community of the Canary Islands in 2019. A year in which we have continued working on our lines of supporting talent, excellence, professional development and the employability of young people, with a focus on social inclusion and promoting culture in the Canary Islands.

Action lines that we use to design, develop and implement our programs with the goal of helping resolve the main issues in the Canary community like education, employment, health and social action.

This year, Fundación MAPFRE Guanarteme received the following awards and recognitions:

- ➔ Premio V Edición Sinpromi Integra. Categoría Proyecto Innovador (Cabildo de Tenerife).
- ➔ Premio Institucional de Mecenazgo (Universidad de La Laguna).
- ➔ Premio al voluntario ejemplar (Obra Social de Acogida y Desarrollo).
- ➔ Recognition for the continued commitment with the ULPGC to increase the employability of their students (Universidad de Las Palmas de Gran Canaria).

■ TO FIND OUT MORE

NEWS

- [HTTPS://WWW.EUROPAPRESS.ES/ISLAS-CANARIAS/NOTICIA-CABILDO-TENERIFE-PREMIA-CINCO-EMPRESAS-INSERCIÓN-LABORAL-PERSONAS-DISCAPACIDAD-20190109153211.HTML](https://www.europapress.es/islas-canarias/noticia-cabildo-tenerife-premia-cinco-empresas-insercion-laboral-personas-discapacidad-20190109153211.html)
- [HTTPS://WWW.20MINUTOS.ES/NOTICIA/3532735/0/CABILDO-TENERIFE-PREMIA-CINCO-EMPRESAS-POR-INSERCIÓN-LABORAL-PERSONAS-CON-DISCAPACIDAD/](https://www.20minutos.es/noticia/3532735/0/cabildo-tenerife-premia-cinco-empresas-por-insercion-laboral-personas-con-discapacidad/)
- [HTTPS://WWW.NOTICANARIAS.COM/2019/EN-TENERIFE-PREMIAN-A-EMPRESAS-QUE-APUESTAN-POR-LA-INSERCIÓN-LABORAL-DE-LAS-PERSONAS-CON-DISCAPACIDAD/](https://www.noticanarias.com/2019/en-tenerife-premian-a-empresas-que-apuestan-por-la-insercion-laboral-de-las-personas-con-discapacidad/)
- [HTTPS://DIARIODEAVISOS.ELESPANOL.COM/2019/03/MARTINON-SE-DESPIDE-DE-SU-CARGO-EN-EL-227-ANIVERSARIO-DE-LA-ULL/](https://diariodeavisos.elespanol.com/2019/03/martinon-se-despide-de-su-cargo-en-el-227-aniversario-de-la-ull/)

Committed to the progress and well-being of the Canary Island community since 1985 and supporting its educational, social, and cultural development

1

Governing bodies



Trustworthy

1. Governing bodies

BOARD OF TRUSTEES

➔ **PRESIDENT** Ignacio Baeza Gómez

➔ **VICEPRESIDENT** José Barbosa Hernández

➔ MEMBERS

Julio Domingo Souto
Carmen García Pascual
Fundación Ignacio Larramendi
- Repres. Miguel Hernando de Larramendi -
Miguel Herreros Altamirano
Andrés Jiménez Herradón
Alfredo Montes García
Eva María Nacarino Berrocal
Javier Pérez Zúñiga
Jorge Carlos Petit Sánchez
Asunción Rodríguez Betancort
Julián Pedro Sáenz Cortés
Isabel Suárez Velázquez
Eva Tamayo Etayo

➔ **NON-MEMBER SECRETARY**
Jaime Álvarez de las Asturias Bohorques Rumeu

➔ **DIRECTOR**
Esther Martel Gil

HONORARY PRESIDENT

Julio Caubín Hernández

PAST TRUSTEES

José Hernández Barbosa
Manuel Jordán Martínón
Santiago Rodríguez Santana
Juan Francisco Sánchez Mayor
Félix Santiago Melián

MANAGEMENT COMMITTEE

➔ **CHARMAIN** Ignacio Baeza Gómez

➔ **VICEPRESIDENT** José Barbosa Hernández

➔ MEMBERS

Julio Domingo Souto
Alfredo Montes García
Julián Pedro Sáenz Cortés
Isabel Suárez Velázquez

➔ **NON-MEMBER SECRETARY**
Jaime Álvarez de las Asturias Bohorques Rumeu

➔ **DIRECTOR**
Esther Martel Gil

2

Mission, vision and values



Sustainable

Mission, vision and values

MISSION



To contribute to and offer support for the educational, social and cultural development with programs and activities designed and adapted to the reality of the Autonomous Community of the Canary Islands.

VISION



We want to be the benchmark foundation for our commitment to the well-being and progress of Canarian society.

VALUES



At Fundación MAPFRE Guanarteme we work on the challenge of responding to our environment with the following values:

- ➔ **TRANSPARENCY.** Clarity and objectivity in the management of our projects and programs.
- ➔ **FAIRNESS.** We work for inclusion and for a society comprising everybody, for everybody.
- ➔ **EMPATHY.** We seek dialog and actively listen to our beneficiaries to learn about and anticipate their needs.
- ➔ **CLOSENESS.** We strive to develop trust-based relationships with our collaborators and beneficiaries.
- ➔ **INDEPENDENCE.** We always act as an independent organization, free from political, religious or economic affiliations in the development of our mission.



Fundación
MAPFRE

Guanarteme is based on five fundamental VALUES: TRANSPARENCY, EQUALITY, EMPATHY, FRIENDSHIP, and INDEPENDENCE

3

*Foundation
activities
during 2019*



Innovators

Summary of activities



Within the action plan drawn up for 2019 we have developed the following actions in the areas of training, accident prevention and dissemination, social and cultural.

SUMMARY OF ACTIVITIES

ACTIVITY	ACTION	NUMBER OF ACTIVITIES	NUMBER OF EVENTS	IN-PERSON BENEFICIARIES
Training	Scholarships	9	13	42
	Specialization Courses	9	52	5,169
	Training Courses	10	36	1,893
Prevention and Outreach	Campaigns	7	54	85,684
Social Action	Projects	17		4,965
	Expositions	16	27	247,315
Cultural	Concerts	32	36	6,570
	Publications	7	22	6,062



TRAINING ACTIVITY

Fundación MAPFRE Guanarteme puts the emphasis on the PEOPLE to try and resolve their main concerns like education, employment, health and social exclusion. A commitment we maintain with people throughout all the stages of their lives.

➔ Education as a key element in promoting social change

For this reason, TRAINING is the backbone to our activity as a Foundation and with the different programs we created this year, we aimed to achieve these three goals: Excellence, directed towards university students; Specialization directed towards university and vocational training students; Professional training, to help the group of society with limited studies who are at risk of social exclusion.

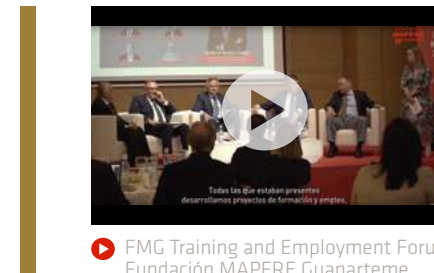
▶ TO FIND OUT MORE

VIDEO

• [HTTPS://WWW.YOUTUBE.COM/WATCH?V=4URKBL8DCF4](https://www.youtube.com/watch?v=4URKBL8DCF4)

NEWS

• [HTTPS://WWW.LAVANGUARDIA.COM/VIDA/20190314/461025857357/LA-FUNDACION-MAPFRE-GUANARTEME-DESTINO-34-MILLONES-PARA-FORMACION-Y-EMPLEO.HTML](https://www.lavanguardia.com/vida/20190314/461025857357/la-fundacion-mapfre-guanarteme-destino-34-millones-para-formacion-y-empleo.html)



▶ FMG Training and Employment Forum. Fundación MAPFRE Guanarteme

EXCELLENCE

To achieve excellence we award a wide range of grants.

We offer our students the opportunity to:

- ➔ Complete graduate studies in the areas of Science, Technology, Engineering and Math (STEM), Business Administration and Management (ADE) and Music.
- ➔ Get relevant work experience through a professional internship in Washington D.C. in the following areas: Business and Economics, Politics, International Affairs, Legal Affairs and Criminal Justice, Health, Science and Environment.
- ➔ We have spent more than 20 years supporting the Canary Island's healthcare system, promoting and supporting different programs and projects that equate to better health and well-being in the community.

This has been the objective, from the start, of the Health Promotion Program, by supporting Medical Research that we promote with initiatives such as:

- ➔ Grants for the Asociación para el Progreso de la Investigación at Hospital de Gran Canaria Dr. Negrín.
- ➔ Research Grants program directed towards medical researchers in Canarian University Hospitals.
- ➔ Study on Childhood Obesity in the Canary Islands (PIO).
- ➔ Scholarships for Medical Specialization.
- ➔ The Fundación MAPFRE Guanar teme Award to the most distinguished hospital resident (MIR).



Fundación MAPFRE
Guanar teme
Awards for Medical
Residents at centers
in the Canary
Islands.

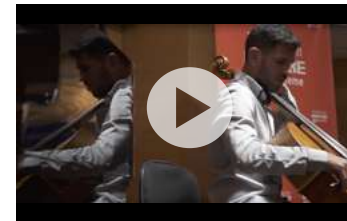
▶ TO FIND OUT MORE

NEWS

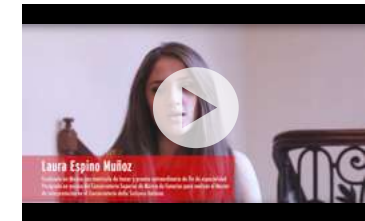
- [HTTPS://WWW.LAPROVINCIA.ES/SOCIEDAD/2019/07/26/MAPFRE-BECA-15-JOVENES-CANARIOS/1196280.HTML](https://www.laprovincia.es/SOCIEDAD/2019/07/26/MAPFRE-BECA-15-JOVENES-CANARIOS/1196280.HTML)
- [HTTPS://COLUMNACERO.COM/CIENCIA/30484/EL-DR-NEGRIN-PARTICIPA-EN-UN-GRUPO-DE-TRABAJO-PARA-LA-MEJORA-DE-PACIENTES-CON-PO/](https://columnacero.com/CIENCIA/30484/EL-DR-NEGRIN-PARTICIPA-EN-UN-GRUPO-DE-TRABAJO-PARA-LA-MEJORA-DE-PACIENTES-CON-PO/)
- [HTTPS://WWW.LAVANGUARDIA.COM/VIDA/20191011/47907521089/LA-FUNDACION-MAPFRE-GUANARTEME-INVIERTE-300000-EUROS-EN-BECAS-SANITARIAS.HTML](https://www.lavanguardia.com/VIDA/20191011/47907521089/LA-FUNDACION-MAPFRE-GUANARTEME-INVIERTE-300000-EUROS-EN-BECAS-SANITARIAS.HTML)

VIDEOS

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=VXM3LRYWLGQ](https://www.youtube.com/watch?v=VXM3LRYWLGQ)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=EDXAVICT-XQ](https://www.youtube.com/watch?v=EDXAVICT-XQ)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=2HIPKRDUYUI](https://www.youtube.com/watch?v=2HIPKRDUYUI)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=RX5UFDOEL7C](https://www.youtube.com/watch?v=RX5UFDOEL7C)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=FO0AAK4VNWO](https://www.youtube.com/watch?v=FO0AAK4VNWO)



▶ Fundación MAPFRE Guanar teme Postgraduate Grants in Music



▶ Laura and Enrique Fundación MAPFRE Guanar teme Grantees



▶ Over 20 years supporting Canary Island Health Care



▶ 2018 medicine internships.



Training and employment forum held at Fundación MAPFRE Guanarteme.

Fundación MAPFRE Guanarteme is committed to specialization courses in the audiovisual and creative industries

SPECIALIZATION

The computer generated digital animation and image content industry has experienced exponential growth in recent years, creating more employment opportunities in the audiovisual sector. The Fundación continues to support specialization courses in the creative industry and audiovisual sector, as we have seen the successes our students have had in finding jobs at different international companies.

Launching new innovative products on the market requires a good working knowledge of technology and strategic commercial trend to be able to validate and enter foreign markets from their initial stages. BoxLab 4.0, the first digital product accelerator in Spain, made it possible for entrepreneurs and inventors in the islands to have three months of business training and mentoring and to reinforce their business models.

The Cátedra Fundación MAPFRE Guanarteme in Education and Technology at the Universidad de La Laguna, has proven itself after launching in the 2017-2018 academic year, fulfilling its objective of carrying out activities that recognize and promote technological innovation in education, educational innovation with ICT and entrepreneurship.

The Employment Orientation Service, created in collaboration with Fundación Universitaria de Las Palmas de Gran Canaria, continued to bear fruit by improving the employability of university and vocational training students through tutoring and individual and group support for the participants.

■ TO FIND OUT MORE

NEWS

- [HTTPS://WWW.20MINUTOS.ES/NOTICIA/3617374/0/CABILDO-TENERIFE-FUNDACION-MAPFRE-GUANARTEME-OFRECERAN-CUATRO-CURSOS-PARA-TECNICOS-ESPECTACULOS/](https://www.20minutos.es/noticia/3617374/0/CABILDO-TENERIFE-FUNDACION-MAPFRE-GUANARTEME-OFRECERAN-CUATRO-CURSOS-PARA-TECNICOS-ESPECTACULOS/)
- [HTTPS://WWW.ELDIA.ES/CULTURA/2019/04/17/NUEVO-PLAN-FORMACION-DESTINADO-PRODUCIR/968195.HTML](https://www.eldia.es/cultura/2019/04/17/nuevo-plan-formacion-destinado-producir/968195.html)
- [HTTPS://WWW.LAPROVINCIA.ES/EMPRESARIOS/2019/07/24/BOXLAB-40-VALIDA-POTENCIAL-CROWDFUNDING/995067.HTML](https://www.laprovincia.es/empresarios/2019/07/24/boxlab-40-valida-potencial-crowdfunding/995067.html)
- [HTTPS://WWW.ELDIA.ES/ECONOMIA/2019/07/24/BOXLAB-40-VALIDA-POTENCIAL-CROWDFUNDING/995067.HTML](https://www.eldia.es/economia/2019/07/24/boxlab-40-valida-potencial-crowdfunding/995067.html)
- [HTTPS://WWW.CAMARATENERIFE.COM/NOTICIAS/22253-SEIS-SEMANAS-PARA-VENDER-MAS-DE-20-MIL-EUROS-EN-BOXLAB-40-COMO-LANZAR-PRODUCTOS-TANGIBLES-DESDE-CANARIAS](https://www.camaratenerife.com/noticias/22253-seis-semanas-para-vender-mas-de-20-mil-euros-en-boxlab-40-como-lanzar-productos-tangibles-desde-canarias)
- [HTTPS://WWW.ELDIA.ES/SOCIEDAD/2019/11/28/TECNOLOGIA-BUSCA-INNOVACION/1028589.HTML](https://www.eldia.es/sociedad/2019/11/28/tecnologia-busca-innovacion/1028589.html)

- [HTTPS://WWW.ELDIA.ES/SOCIEDAD/2019/11/26/PREMIO-TECNOEDU-REPARTEN-8000-EUROS/1028191.HTML](https://www.eldia.es/sociedad/2019/11/26/premios-tecnored-reparten-8000-euros/1028191.html)
- [HTTPS://WWW.LAVANGUARDIA.COM/VIDA/2019/11/21/471778268563/FULP-Y-MAPFRE-GUANARTEME-PREMIAN-4-PROYECTOS-EMPRESARIOS-CON-20000-EUROS.HTML](https://www.lavanguardia.com/vida/2019/11/21/471778268563/fulp-y-mapfre-guanarteme-premian-4-proyectos-empresarios-con-20000-euros.html)
- [HTTPS://WWW.EUROPAPRESS.ES/ISLAS-CANARIAS/NOTICIA-FUNDACION-UNIVERSITARIA-PALMAS-CREA-PRIMER-CURSO-EXPERTO-UNIVERSITARIO-COMPETENCIAS-DIGITALES-20191009162722.HTML](https://www.europapress.es/islas-canarias/noticia-fundacion-universitaria-palmas-crea-primer-curso-experto-universitario-competencias-digitales-20191009162722.html)
- [HTTPS://WWW.LAPROVINCIA.ES/SOCIEDAD/2019/10/11/FULP-CONVOCA-30-BECAS-EXPERTO/1217225.HTML](https://www.laprovincia.es/sociedad/2019/10/11/fulp-convoca-30-becas-experto/1217225.html)

VIDEOS

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=WPn6JWEQGEK](https://www.youtube.com/watch?v=WPn6JWEQGEK)



PROFESSIONAL TRAINING

The challenge we face in the 21st century is related to active solidarity practices that allow a greater number of citizens to join the new economy. Active inclusion policies that will not prevent pockets of marginalization, those need to be addressed through solidarity. But, obviously, the fewer people that are left out, the more sustainable the model will be because the greater human capital will add value.

An updated reflection on using solidarity practices as inclusive policies should take us to education, vocational training or training to become a conscientious actor in the new era of globalization. Institutions with strong principles based on sustainable solidarity should direct their efforts towards the type of education or training we need to achieve our goal of minimizing the number of people excluded from today's society.

In this social context, the Fundación continued with its job training program for employment in the hospitality, home care, senior citizen care and social agriculture sectors. This program combines social and labor integration strategies. A theoretical education to gain the knowledge needed to learn a trade and training in transversal skills and social skills. The cycle continues with an internship in businesses and ends by being accompanied through the process of starting the new job. Train, guide and accompany.



▶ Job Skills Programs for Employment: Supermarket worker.



▶ La Magia de Atender a las Personas (The Magic of Serving People) project. Customer service and acrylic nails.



▶ La Magia de Atender a las Personas (The Magic of Serving People) project. Customer service and textiles.



▶ Juntos Somos Capaces (Together We Can) program: job placement for people with intellectual disabilities or mental illness.

▶ TO FIND OUT MORE

VIDEOS

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=VBFJM06TMM5](https://www.youtube.com/watch?v=VBFJM06TMM5)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=FJPFKBGUSWM](https://www.youtube.com/watch?v=FJPFKBGUSWM)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=BMZPFI6X AFC](https://www.youtube.com/watch?v=BMZPFI6X AFC)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=Z6F2AVXX660](https://www.youtube.com/watch?v=Z6F2AVXX660)

With the implementation of the Juntos Somos Capaces program in the Canary Islands, we put unemployed people with disabilities or mental illness in contact with different companies who participate in the program, giving them the opportunity to participate in a professional internship program and increasing their chances of being hired on by the companies afterwards.

Actively engaging with solidarity and inclusion policies are some of this century's biggest challenges that will help a greater number of citizens join the new economy

Prevention and Outreach Activities



By adding synergies with Fundación MAPFRE, we aim to raise awareness among the population of the importance of behaving in such a way as to minimize exposure to accidents. We have to accept that human error is inevitable, but actions can be taken to help prevent so many victims. To do this, it is essential to work on prevention, and we carry out the following Fundación MAPFRE programs in the Canarian community.

In collaboration with Fundación Forja, we give prevention talks on alcohol, drugs, bullying and cyberbullying in schools.

We continue with the Health workshops, designed to promote mental activity and the emotional health of the participants, encouraging them to be an active part of society, in order to enhance well-being and personal safety

▶ TO FIND OUT MORE

VIDEO

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=VQNT08PBUN4](https://www.youtube.com/watch?v=VQNT08PBUN4)

NEWS

- [HTTPS://REVISTAALSOLAJERO.COM/AYTO-DE-TIAS-III-CAMPANA-PREVENCIÓN-AHOGAMIENTOS-Y-RIESGOS-ACUATICOS/](https://revistaalsolajero.com/ayto-de-tias-iii-campana-prevencion-ahogamientos-y-riesgos-acuaticos/)
- [HTTP://WWW.MASSCULTURA.COM/MASS/ALREDEDOR-DE-1-300-ESTUDIANTES-DE-SECUNDARIA-PARTICIPARAN-EN-EL-TALLER-DE-EDUCACION-FINANCIERA-ORGANIZADO-POR-EL-CABILDO-DE-LANZAROTE-Y-LA-FUNDACION-MAPFRE-GUANARTEME/](http://www.masscultura.com/mass/alrededor-de-1-300-estudiantes-de-secundaria-participaran-en-el-taller-de-educacion-financiera-organizado-por-el-cabildo-de-lanzarote-y-la-fundacion-mapfre-guanar teme/)



▶ 3rd edition of the Drowning Prevention campaign

Social Action Activity



At the Fundación, we see society as a COLLABORATIVE ECOSYSTEM in which all of us must participate and contribute the best we can towards building a society in which everyone has the same opportunities to get an education, job, healthcare and to be socially-integrated.

Through our program “*Abrazos, para el fomento de la acción social*” we create and develop programs directed toward improving health and the environment in hospital settings, social inclusion of people with disabilities and wellness in young adults and their families.

In 2015, the Fundación started its Hospital Music Therapy Program and there are now four public hospitals in the Canary Islands that use music therapy and whose benefits reach every level: physiological, emotional, cognitive and social, as complementary therapy in their treatments. The project is supported thanks to a human team made up of musical therapists and one of its keys to success is including the musical therapists on the hospital team, which would not be possible without the involvement of medical staff and support from the Canary Islands Health Department.

In 2019 we continued to work with small associations that assist people who have intellectual and motor

disabilities or mental illness. In addition to assistance these organizations provide, they also directly create jobs and one of the objectives we have established is that the jobs be given to the association’s users.

TO FIND OUT MORE

VIDEO

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=PYSUS-H-W9Y](https://www.youtube.com/watch?v=PYSUS-H-W9Y)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=C59BDPXQBIK](https://www.youtube.com/watch?v=C59BDPXQBIK)

NEWS

- [HTTPS://WWW.QUE.ES/CIUDADES/CANARIAS/EL-HOSPITAL-DR-NEGRIN-ACOGE-UN-CONCIERTO-DE-JAZZ-EN-EL-MARCO-DE-LA-CELEBRACION-DE-SU-20-ANIVERSARIO.HTML](https://www.que.es/ciudades/canarias/el-hospital-dr-negrin-acoge-un-concierto-de-jazz-en-el-marco-de-la-celebracion-de-su-20-aniversario.html)
- [HTTPS://ASYML.ES/ENTREVISTAS-INSPIRADORAS/DEBERIAMOS-REGULAR-LAS-TERAPIAS-COMPLEMENTARIAS-Y-NO-HOSTIGARLAS/](https://asyml.es/entrevistas-inspiradoras/deberiamos-regular-las-terapias-complementarias-y-no-hostigarlas/)
- [HTTPS://WWW.ELDIA.ES/SOCIEDAD/2019/07/30/RECUERDO-DECIR-ADIOS-QUIMIO/996620.HTML](https://www.eldia.es/sociedad/2019/07/30/recordo-decir-adios-quimio/996620.html)



 Avanzamos Juntos (Moving Forward Together) project: Art and Disability.

Cultural Activity



BRINGING CULTURE TO EVERYONE

The Fundación is one of the institutions in the Canary Islands that, since it began, has kept its commitment to cultural development in the islands, along three major lines of action: exhibitions, concerts and publications. Something that differentiates us from the rest of Canary Islands institutions that do similar work as us is that our projects are primarily structured around public programs that, with complete transparency and on a competitive basis, allow artists, musicians and authors from the Canary Islands show off their talents and works; especially in a prestigious institution like the Fundación that is focused on the culture of the islands. Another thing that differentiates us and adds value to the cultural programs at the Fundación is that they are totally free and accessible, so that any person, regardless of their financial resources, can partake.

SOCIETY AS A COLLABORATIVE ECOSYSTEM

It may seem like an ambitious goal, but it's possible. An example of this is the project *Cuentos Solidarios*. A 360° degree social and cultural initiative that we started several years ago with the Universidad de Las Palmas de Gran Canaria which combines the fundamental pillars of our activities into one project. A "perfect circle" that every year brings together institutions and people who voluntarily participate in creating awareness and culture through the publication of illustrated children's stories, making them available to society as a whole and making them accessible to more people by translating the stories into various languages and at the same time, helping those who need it the most by giving the proceeds to

social projects or non-profit organizations that operate in the Canary Islands or in Africa. In its eight years, we have been witnesses to the big displays of SOLIDARITY that reinforce our beliefs that were are on the right track. This is the case for illustrator Gema Segundo Quesada, who studied illustration thanks to a scholarship from the Fundación and who wanted to contribute her own grain of sand by illustrating the first of the stores that make up the collection.

TO FIND OUT MORE

VIDEO

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=CVAT534SAMC](https://www.youtube.com/watch?v=CVAT534SAMC)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=INAHL7MZD_W](https://www.youtube.com/watch?v=INAHL7MZD_W)

NEWS

- [HTTPS://WWW.LAPROVINCIA.ES/SOCIEDAD/?ORIG=LAOPINION](https://www.laprovincia.es/sociedad/?orig=LAOPINION)
- [HTTPS://WWW.LAPROVINCIA.ES/CULTURA/2019/01/16/III-CONCURSO-JOVENES-MUSICOS-ABRE/1138053.HTML](https://www.laprovincia.es/cultura/2019/01/16/III-CONCURSO-JOVENES-MUSICOS-ABRE/1138053.HTML)
- [HTTPS://WWW.LAVANGUARDIA.COM/LOCAL/CANARIAS/20190115/454164746446/ABIERTA-LA-INSCRIPCION-DEL-CONCURSO-JOVENES-MUSICOS-DE-LA-FUNDACION-MAPFRE.HTML](https://www.lavanguardia.com/local/canarias/20190115/454164746446/ABIERTA-LA-INSCRIPCION-DEL-CONCURSO-JOVENES-MUSICOS-DE-LA-FUNDACION-MAPFRE.HTML)
- [HTTPS://WWW.CANARIAS7.ES/CULTURA/ARTE/LA-EXPOSICION-ATRIUM18-OBRAS-SELECCIONADAS-LLEGA-A-GRAN-CANARIA-YK6378045](https://www.canarias7.es/cultura/arte/la-exposicion-atrium18-obras-seleccionadas-llega-a-gran-canaria-yk6378045)
- [HTTPS://WWW.LAVANGUARDIA.COM/VIDA/20191209/472134475203/UN-CUENTO-DE-LA-FUNDACION-MAPFRE-AYUDARA-A-RECONSTRUIR-UN-HOSPITAL-EN-AFRICA.HTML](https://www.lavanguardia.com/vida/20191209/472134475203/UN-CUENTO-DE-LA-FUNDACION-MAPFRE-AYUDARA-A-RECONSTRUIR-UN-HOSPITAL-EN-AFRICA.HTML)
- [HTTPS://WWW.LAVANGUARDIA.COM/VIDA/20190319/461132494351/EL-CUENTO-SOLIDARIO-SOBRE-ALZHEIMER-RECORD-DE-RECAUDACION-PARA-ALDEFA.HTML](https://www.lavanguardia.com/vida/20190319/461132494351/EL-CUENTO-SOLIDARIO-SOBRE-ALZHEIMER-RECORD-DE-RECAUDACION-PARA-ALDEFA.HTML)
- [HTTP://DOMINGOMARTIN.BLOGSPOT.COM/2019/03/LA-ULPGC-ENTREGA-ALDEFA-LA-RECAUDACION.HTML](http://domingomartin.blogspot.com/2019/03/LA-ULPGC-ENTREGA-ALDEFA-LA-RECAUDACION.HTML)



Descubre Fundación MAPFRE Guanarteme Exhibition in Las Palmas de Gran Canaria.



Exposition of the Gran Canaria Photo Circuit 2018 Revelations, by Steven Arnold.

4

Financial information



Transparent

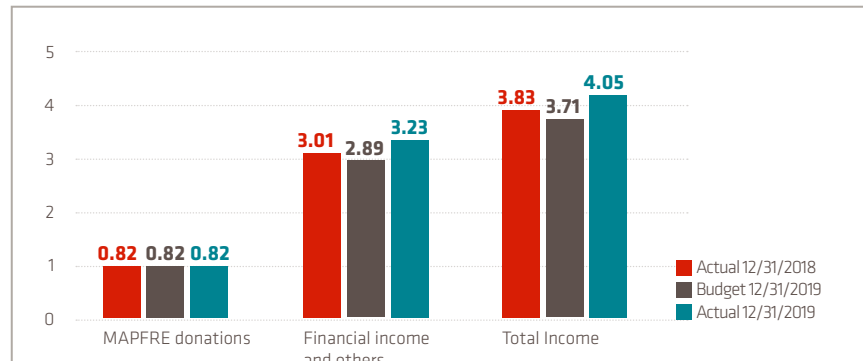
Financial information

In fiscal 2019, the revenue of Fundación MAPFRE Guanarteme totaled 4.05 million euros, a figure that represents an increase of 6 percent from the previous year.

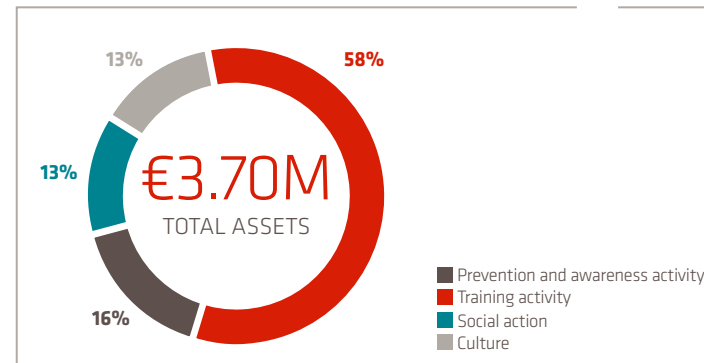
The amount used to carry out foundational activities, including administrative expenses, reached 3.70 million euros, an increase of 6 percent from the previous year.

REVENUE

FIGURES IN MILLION EUROS



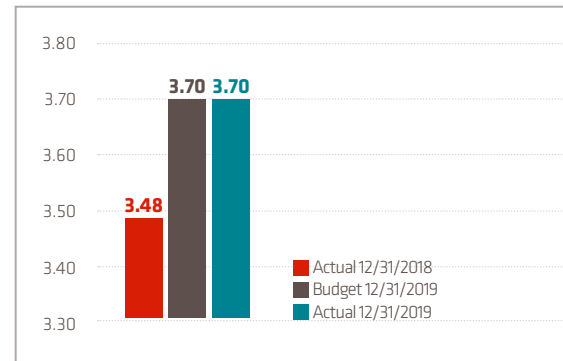
APPLICATION OF FUNDS BY AREA OF ACTIVITY 12-31-2019



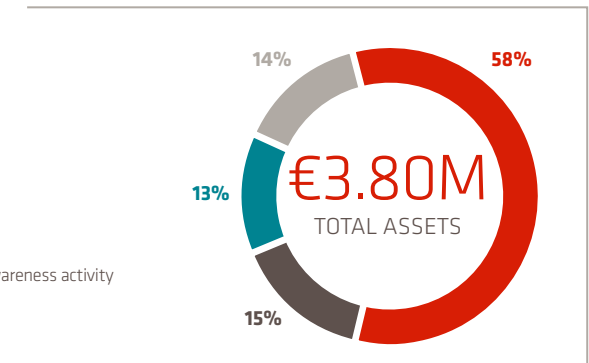
The amounts used to finance the various foundational activities during fiscal 2019 were allocated primarily to the following: Training Activities (58 percent), Prevention and Outreach Activities (16 percent), Social Action Activities (13 percent), and Cultural Activities (13 percent). This information is summarized in the accompanying chart.

EXPENSES

FIGURES IN MILLION EUROS



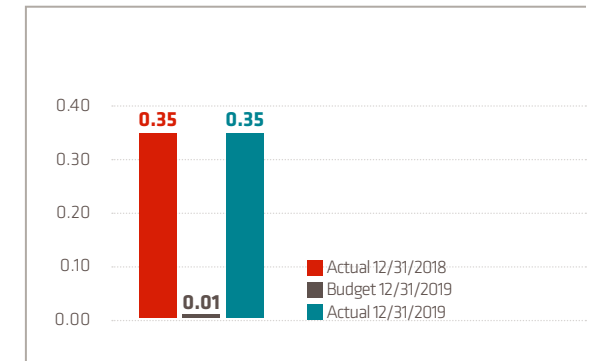
APPLICATION OF FUNDS BY AREA OF ACTIVITY BUDGET 12-31-2020



The budget approved by the Board of Trustees for 2020 will be allocated to activities related to: Training Activities (58 percent), Prevention and Outreach Activities (15 percent), Social Action Activities (13 percent), and Cultural Activities (14 percent). This information is summarized in the accompanying chart.

SURPLUS/DEFICIT

FIGURES IN MILLION EUROS



The amounts used to finance the various foundational activities during fiscal 2019 were allocated primarily to the following: Training Activities (58 percent); Prevention and Outreach Activities (16 percent); Social Activities (13 percent); and Cultural Activities (13 percent).

The budget approved by the Board of Trustees for 2020 will be allocated to activities related to: Training Activities (58 percent); Prevention and Outreach Activities (15 percent); Social Activities (13 percent); and Cultural Activities (14 percent).

The surplus for fiscal 2019 was positive, in the amount of 0.35 million euros.

As of December 31, 2019, the Foundation's equity had risen to 89.9 million euros.

As of December 31, 2019, the Foundation's Equity had risen to **€89.9M**

BALANCE SHEET

FIGURES IN MILLION EUROS

ASSETS	12/31/2018	12/31/2019
NON-CURRENT ASSETS	81.3	85.3
- Fixed assets	6.7	6.5
- Long-term financial investments	74.6	78.8
CURRENT ASSETS	3.8	4.6
- Short-term financial investments	2.6	2.6
- Cash	1.2	2.0
TOTAL ASSETS	85.1	89.9

BALANCE SHEET

FIGURES IN MILLION EUROS

LIABILITIES	12/31/2018	12/31/2019
EQUITY	84.5	89.1
CURRENT LIABILITIES	0.6	0.8
- Creditors and other accounts payable	0.6	0.8
TOTAL LIABILITIES	85.1	89.9

BUDGET OUTTURN 2019

FIGURES IN MILLION EUROS

ITEMS	31/12/2018	
	BUDGET	ACTUAL
Fundación MAPFRE donations	0.82	0.82
Financial income and others	2.89	3.23
Activities and other costs, including administration	3.70	3.70
Surplus	0.01	0.35

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Acknowledgments



Acknowledgments

Our most sincere thanks to all the public and private institutions, volunteer organizations, foundations, associations, educational centers, NGOs and professionals who have partnered with us. And to all the people who have wanted to participate, in one way or another, in our projects and activities throughout the year.



MAPFRE