



2020

Summary of
the Report

Fundación
MAPFRE

Governing bodies

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Julio Castelo Matrán
José Manuel Martínez Martínez

HONORARY TRUSTEE

Carlos Álvarez Jiménez

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Jesús Martínez Castellanos
Jesús Monclús González
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Julio Domingo Souto

➔ SOCIAL ACTION

Daniel Restrepo Manrique

➔ CULTURE

Nadia Arroyo Arce

➔ HEALTH PROMOTION

Antonio Guzmán Córdoba

➔ ACCIDENT PREVENTION AND ROAD SAFETY

Jesús Monclús González

➔ INSURANCE AND SOCIAL PROTECTION

Clara Bazán Cea

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Mission, Vision, and Values

OUR MISSION IS TO ENSURE THE SAFETY OF PEOPLE AND THEIR PROPERTY, WITH A SPECIAL FOCUS ON ROAD SAFETY, ACCIDENT PREVENTION, AND HEALTH. WE AIM TO IMPROVE PEOPLE'S QUALITY OF LIFE AND FOSTER AN APPRECIATION OF CULTURE, THE ARTS AND LITERATURE. WE ALSO STRIVE TO PROMOTE KNOWLEDGE OF INSURANCE AND SOCIAL WELFARE.

Year after year, we carry out a **wide range of activities** to meet our objectives:

- Aid for the most disadvantaged people and groups in society.
- Awarding of study and research grants.
- Organizing art exhibitions.
- Specialized teaching and training activities.
- Conferences, symposiums, seminars and other similar events.
- Campaigns and programs centered on accident prevention, road safety, and healthy lifestyle choices.
- Periodic and monographic publications.
- Carrying out research and studies on subjects related to our foundation's purposes.
- Management and dissemination of knowledge through studies and research work and a specialized documentation center.

Committed to the fight against the COVID-19 pandemic

We launched initiatives in 27 countries. We have donated 4,6 million masks and more than 4 million boxes of gloves, health supplies, a multitude of respirators, ultrasound machines and distributing aid to alleviate the suffering generated by the pandemic around the world.

We have donated, as well, 10 million euros to benefit the victims and 5 million euros to Consejo Superior de Investigaciones Científicas (CSIC) as a grant towards disease research.

The projects we have undertaken to tackle the pandemic in Spain include:

- Sharing of content on social media (prevention measures, anxiety reduction, etc.).
- The Ignacio Larramendi research grants have awarded several initiatives in this field.
- We have co-funded projects focused on the effectiveness of new drugs, in collaboration with the Cardiovascular Research Center (CNIC), and antibody detection trials. A large-scale study has also been carried out to advance new diagnostic, therapeutic and vaccination strategies. The project is part of ProteoRed, the Carlos III Health Institute's network platform comprised of 22 proteomics laboratories throughout Spain.

1 Social Projects and Assistance

SOCIAL EMPLOYMENT PROGRAM

Our social projects focus on helping people at risk of social exclusion to find employment.

- **Extraordinary Call for Accedemos 2020:** COVID-19 Employment Grants We have offered 1,500 grants aimed at small and medium-sized enterprises, the self-employed and non-profits, of which nearly 1,400 have already been awarded. The aim is to reactivate the productive sector of the country, preserving employment and minimizing the social and economic effects of the pandemic in Spain.
- **Together We Can and the SOY CAPPAAZ** App Initiative that has helped 455 people get jobs along with an application that helps people with intellectual disabilities and brain damage to lead independent lives.
- **Accedemos Rural Employment Grants** 300 grants to stimulate employment in rural areas.
- **International social programs** Through volunteering in 22 countries, we collaborate with more than 100 organizations promoting education, health, women's leadership and employment training projects that have benefited 111,000 people.

CHARITY

In 2020, we carried out several actions as part of the microdonation and patronage programs, as well as Euro Solidario, where MAPFRE employees donate one euro a month to support charity projects. We have also developed seven specific actions, such as the donation of PPE and medical supplies, aid for food projects for vulnerable groups, and Fundación MAPFRE charity cards for the purchase of food and basic necessities, and another specific Christmas card for the purchase of clothes and toys.



455

PEOPLE WITH DISABILITIES HAVE BEEN ABLE TO JOIN THE LABOR MARKET THROUGH THE TOGETHER WE CAN PROGRAM



1,400

GRANTS TO SMALL BUSINESSES AND SELF-EMPLOYED PEOPLE TO MITIGATE THE EFFECTS OF COVID-19

SDG



We launched COVID-related initiatives in 27 countries; we have donated 4,622 masks and more than 4 million boxes of gloves, medical supplies, respirators and ultrasound machines, distributing aid to alleviate the suffering generated by the pandemic around the world

SDG



2 Educational and Awareness Programs

IN LINE WITH OUR MISSION, OUR EDUCATIONAL AND TRAINING PROGRAMS HAVE A SPECIAL FOCUS ON ROAD SAFETY, HEALTH PROMOTION AND THE PROMOTION OF FINANCE AND INSURANCE EDUCATION.

HEALTH PROMOTION

Fundación MAPFRE believes providing information and raising awareness about people's well-being is a top priority. Some of our campaigns are focused around the following objectives:

- COVID-19, children's campaigns within the Healthy Living program.
- Well-being and Health at Work: Choose to Live Better (more than 59,000 participants).
- Responsible use of new technologies by young people: Control Your Network. (1.6 million views).
- Responsible use of video games: Feel Good, Play Better.
- CPR campaign (more than 870,000 views).
- Healthy diet: Healthy Living, Practicooking.
- Campaign against female heart attack Women for the Heart.

INSURANCE AND SOCIAL PROTECTION

Financial and insurance education is another priority for us. Our activities this year have been redirected to the online world.

- We have dedicated more attention to adolescents with the Finance Escape Room workshops and the PlayPension simulator. The Insurance and Pensions for All website received more than 600,000 visits.
- We have invested in campaigns on savings and social welfare in the media and made the video Dale un Like a tu Futuro [Like Your Future] on the culture of saving.
- We are still publishing the thematic guides on insurance *Guide to Protecting your Farming and Livestock Business in Spain* (more than 16,000 copies), the *Guide to Protecting your Health* (more than 5,000 copies) and the *Retirement Guide* (over 27,000 copies), adapted to reflect the laws of the Basque Country and Navarre, and also translated into Catalan.

ACCIDENT PREVENTION AND ROAD SAFETY

Our two main focuses are educational projects aimed at young people and awareness-raising projects for all. We have made greater efforts in online actions due to the pandemic.

- **EDUCATIONAL PROJECTS:** ODS planet, road safety education roadshow, stationary traffic parks, road safety education at school, now let's walk to school, child restraint systems and road safety at work.
- **PAWARENESS PROJECTS:** Drive Safe Blog, Advanced Driving Assistance Systems (ADAS) Blog, mobility microsite, awareness-raising activities such as It can happen to you/If you take control, Return and activities to commemorate the World Day of Remembrance for Road Traffic Victims, among others.



3 Innovation and Knowledge Promotion

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- The Ignacio H. de Larramendi research grants program has earmarked €200,000 to fund seven projects related to strategies for behavioral change, obesity prevention and promotion of physical activity, patient education, assessment of bodily harm, and quality health management and clinical safety.
- We continued to fund the cell therapy research we began funding in 1997 for patients with neurological disabilities at the Puerta de Hierro University Hospital.
- We also continue to support research on Parkinson's disease, and collaborate with the CNIC, Reina Sofia Foundation and the Royal National Academy of Spain.

WORK FOCUSED ON COVID-19

- **MADRID-COVID Clinical Trial.** Study of the role of a cardioprotective drug, metoprolol, whose mechanism blocks harm to the heart.
- **COVID-19 vaccine booster**
The CNIC has developed MV130, a product that protects against some respiratory viral infections, in clinical trials
- **Development of trials to detect SARS-CoV-2 antibodies in serum**
- **Proteomics** A large-scale protein study to make progress in new diagnosis, therapy, and vaccination strategies. The project is part of ProteoRed, the Carlos III Health Institute's network platform comprised of 22 proteomics laboratories throughout Spain, and epigenetic modulation to treat osteoarthritis.
- **Furthermore:** we work with the National Center for Cardiovascular Research (CNIC), Reina Sofia Foundation (for research on Alzheimer's disease) and the Royal National Academy of Medicine of Spain.

4 Publications

ART

Our catalogs on art exhibitions are universally recognized in the world of culture. In 2020, we published a book about the *Rodin-Giacometti* exhibition and books on the photographers Lee Friedlander, Pérez Siquier, Bill Brandt and Paul Strand; in total 10 editions in Spanish, English and Catalan on these art and photography icons.

Technological Addictions in Young People and Miracle Diets in the Spanish Population: knowledge, adherence and prescribers

ACCIDENT PREVENTION AND SAFETY

We published five reports and studies on road safety, of which we'd like to highlight the *Horizon C3: Near-Zero Cities* which studies the cities with almost zero traffic accidents, to detect their significant variables; as well as studies on accidents in general in several languages. We also published booklets and leaflets aimed at preventing fires or accidents in the home

INSURANCE AND SOCIAL PROTECTION

MAPFRE Economics' expert reports are a benchmark in public debates on insurance and social welfare. We published recurring sectoral reports on the Spanish and Latin American insurance market in 2019, and the rankings of the largest European insurance groups, among other reports and monographs. As part of the *Foundation Notebooks* series, we published *Insurance for a Renewable and Sustainable World* (notebook 231), which analyzes the risk of energy insufficiency and how to potentially insure against it.

HEALTH PROMOTION

The research study on health after COVID-19 sought to find changes in the perception of the health of Spaniards after the pandemic. Other reports include *Early detection and prevention of*

30TH ANNIVERSARY OF THE DOCUMENTATION CENTER

Since its creation in 1990, the experience acquired and its enormous credibility have enabled it to become a leading center in insurance, risk management, prevention, and social welfare.

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5 Courses, Workshops and Conferences

THE EXCEPTIONAL CIRCUMSTANCES EXPERIENCED THROUGHOUT THIS YEAR HAVE NOT SLOWED OUR PARTICIPATION IN COURSES, SEMINARS AND CONFERENCES, ALTHOUGH E-LEARNING, WEBINARS AND DIGITAL CONFERENCES HAVE BEEN PROMOTED OVER FACE-TO-FACE ATTENDANCE.

ACCIDENT PREVENTION AND ROAD SAFETY

We led the Self-Protection, First Aid and Road Safety course with the Community of Madrid, participating in Conferences for companies, analyzing mobility during COVID-19, organizing webinars and roundtable discussions on fire prevention and road safety both in Spain and other parts of the world.

HEALTH PROMOTION

We continue to organize courses and training via e-learning. Among others, we organized: Course for Teachers on Health Emergencies and Emergencies, Health Promotion in the School Environment and Healthy and Responsible Use of ICT. We also organized the conference Personalized Medicine

in Prostate Cancer, in addition to participating in numerous conferences and conventions, either as speakers or participants.

INSURANCE AND SOCIAL PROTECTION

On the first Monday of October, we celebrated Financial Education Week in Spain and Mexico online. We carried out the Bugamap business simulation seminars at 18 Spanish universities.

We continue to organize conferences and webinars on insurance knowledge, mostly in virtual format.



7 Exhibitions

The pandemic has slowed the number of exhibitions and their diffusion, but we managed to organize the following:

EXHIBITIONS AT OUR LOCATIONS

Rodin-Giacometti exhibition, which received more than 50,000 visitors, photography exhibition on Richard Learoyd, exhibition on Lee Friedlander (more than 21,000 visitors and PhotoEspaña 2020 award) and exhibition on Carlos Pérez Siquier.

EXPOSITIONS AT OTHER LOCATIONS

Our exhibitions have been shown at Fotomuseum (The Hague), Jeu de Pomme (Paris), Instituto Moreira Salles (São Paulo), Stiftung Kultur (Cologne), Museo de Bellas Artes (Castellón), Museo Thyssen (Málaga) and Centro de Cultura (Gijón).

COLLECTIONS

Started in the 1980s, Colecciones Fundación MAPFRE currently consists of a notable art collection (drawings, prints, photographs, and to a lesser degree, painting, and sculpture). This year we significantly expanded the photography collection with works by Italian-Venezuelan artist Paolo Gasparini (1934), one of the most prestigious Latin American photographers.

New locations and projects



FUNDACIÓN MAPFRE KBR PHOTOGRAPHY CENTER

This year we inaugurated the new Fundación MAPFRE KBr Photography Center in Barcelona, which has two exhibition spaces and aims to work to share the photographic wealth of Catalan institutions, to support photography schools and organize exhibitions with Fundación MAPFRE funds.

We opened with an exhibition dedicated to photographer Bill Brandt, together with the Paul Strand collection. The space is intended to be a cultural reference point in the field of photography, and it underscores Fundación MAPFRE's commitment to the city of Barcelona.

AGEINGNOMICS RESEARCH CENTER

This center focuses on research into aging and the economic opportunities it brings. Among the activities carried out by the company are the Consumer Barometer of Seniors in Spain, one of the first contributions to the economics of aging in Spain, the first Senior Entrepreneurship Guide aimed at people over 50 who decide to start an entrepreneurial project, and the 2020 Academic Seminar on Aging and COVID-19, carried out in collaboration with the University of Deusto, which has selected seven projects related to seniors and their economic impact in the context of the pandemic.

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6 Volunteering

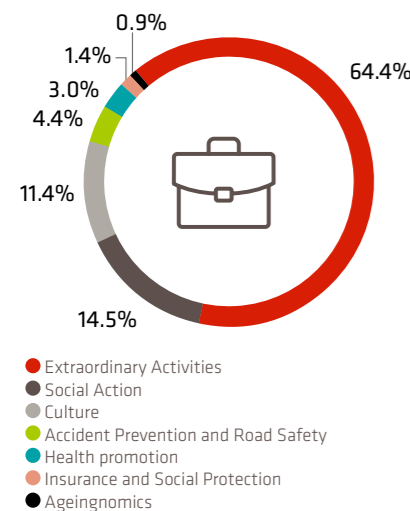
2020 REQUIRED MORE ACTIVE AND COMMITTED VOLUNTEERS THAN EVER BEFORE. IN PERSON AND ONLINE, OUR VOLUNTEERS HAVE BEEN AT THE SIDE OF THOSE MOST IN NEED IN 28 COUNTRIES.



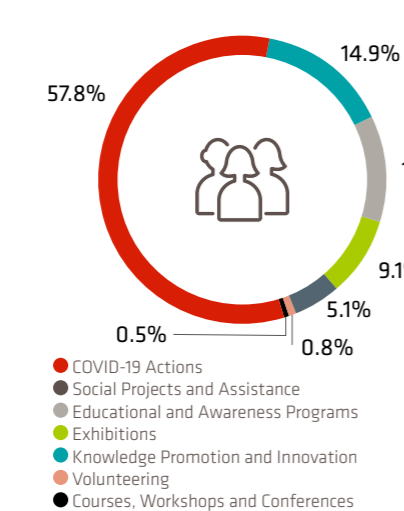
5,006 VOLUNTEERS AROUND THE WORLD

Financial information

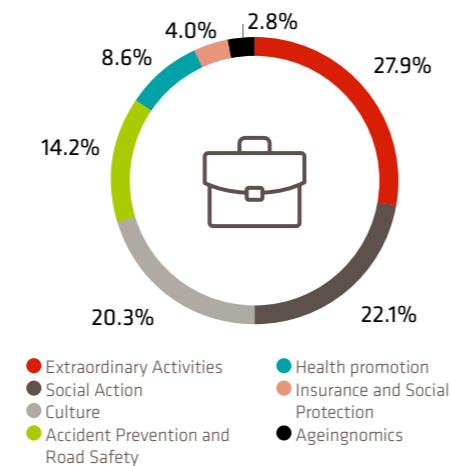
EXPENSES BY AREA OF ACTIVITY
12-31-2020



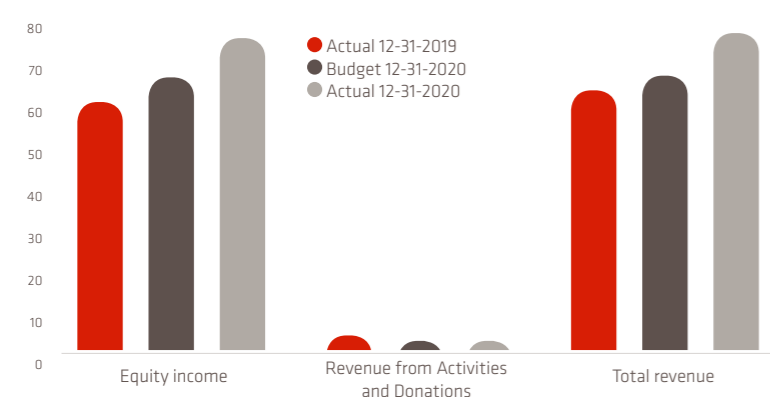
EXPENSES BY AREA OF ACTIVITY
12-31-2020



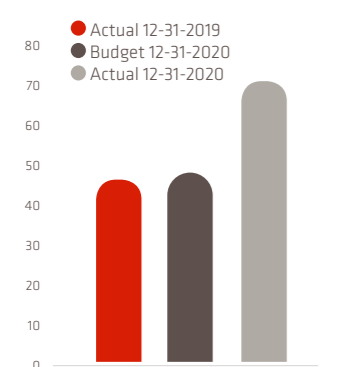
FUNDING BY AREA OF ACTIVITY
2020 BUDGET



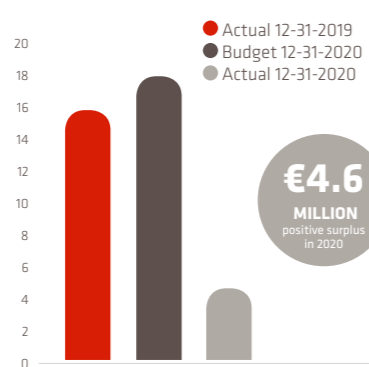
REVENUE
FIGURES IN MILLION EUROS



ACTIVITIES AND EXPENSES
FIGURES IN MILLION EUROS



SURPLUS
FIGURES IN MILLION EUROS



BALANCE SHEET
FIGURES IN MILLION EUROS

ASSET	31/12/2018	31/12/2019
NON-CURRENT ASSETS	2,884.9	2,886.6
CURRENT ASSETS	28.3	19.5
TOTAL ASSETS	2,913.2	2,906.1

LIABILITIES
FIGURES IN MILLION EUROS

LIABILITIES	31/12/19	31/12/20
EQUITY	2,795.9	2,800.7
NON-CURRENT LIABILITIES	91.2	75.2
CURRENT LIABILITIES	26.1	30.2
TOTAL LIABILITIES	2,913.2	2,906.1

STATEMENT OF FINANCIAL PERFORMANCE
FIGURES IN MILLION EUROS

STATEMENT OF FINANCIAL PERFORMANCE	31/12/2019	31/12/2020
RESULT FROM OPERATIONS	(38)	(63.5)
RESULT FROM OPERATIONS	53.8	68.1
RESULT	15.8	4.6

BUDGET OUTTURN 2020
FIGURES IN MILLION EUROS

ITEMS	Budget	Actual
Equity annuity	65.9	75.7
Revenue from activities and donations	0.8	0.9
Administrative activities and expenses	49.0	72.0
Surplus	17.7	4.6



FUNDACIÓN MAPFRE GUANARTEME IS A PRIVATE, NON-PROFIT ORGANIZATION THAT HAS BEEN COMMITTED TO THE WELL-BEING AND PROGRESS OF CANARIAN SOCIETY FOR MORE THAN THREE DECADES, CONTRIBUTING TO ITS EDUCATIONAL, SOCIAL AND CULTURAL DEVELOPMENT THROUGH PROGRAMS, ACTIVITIES AND PROJECTS THAT RESPOND TO THE REAL NEEDS OF THE CANARY ISLANDS AUTONOMOUS COMMUNITY.

Governing bodies

HONORARY PRESIDENT

Julio Caubín Hernández

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

BOARD OF TRUSTEES

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Ignacio Baeza Gómez

➔ **VICE CHAIRMAN**

José Barbosa Hernández

➔ **MEMBERS**

Julio Domingo Souto
Carmen García Pascual
Fundación Ignacio Larramendi
—Representante: 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

➔ **SECRETARY**

Jaime Álvarez de las Asturias
Bohorques Rumeu

➔ **MANAGER**

Esther Martel Gil

MANAGEMENT COMMITTEE

➔ **PRESIDENT**

Ignacio Baeza Gómez

➔ **VICE CHAIRMAN**

José Barbosa Hernández

➔ **MEMBERS**

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

➔ **SECRETARY**

Jaime Álvarez de las Asturias
Bohorques Rumeu

➔ **MANAGER**

Esther Martel Gil

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Mission, Vision, and Values

AT THE FUNDACIÓN MAPFRE GUANARTEME, WE WANT TO CONTRIBUTE TO AND SUPPORT EDUCATIONAL, SOCIAL AND CULTURAL DEVELOPMENT, WITH THE MISSION OF BEING THE BENCHMARK FOUNDATION IN THIS FIELD FOR CANARIAN SOCIETY, BASED ON THE VALUES OF TRANSPARENCY, FAIRNESS, EMPATHY, CLOSENESS AND INDEPENDENCE. THIS YEAR WE HAVE HAD TO MAKE AN EFFORT TO ADAPT TO THE EXCEPTIONAL HEALTH AND SOCIAL CIRCUMSTANCES WE HAVE EXPERIENCED GLOBALLY, AND SO OUR ACTIVITIES HAVE REFLECTED THIS COMMITMENT.

1 Training Activity

Training is one of the main pillars of our activity as a foundation. With our training programs we seek to respond to the main concerns of the Canary Islanders, such as training, employment, health and social exclusion.

EXCELLENCE

Program aimed at university students, which this year has been structured around two axes:

➔ CANARY ISLAND HEALTHCARE SUPPORT

- Research grants focused on the field of Medicine.
- MIR Awards to the most outstanding resident intern at each of the public hospitals of the Canary Islands.

➔ PROMOTION OF TALENT AND SUPPORT FOR TRAINING YOUNG PEOPLE.

Grants for postgraduate studies in STEM (Science, Technology, Engineering and Mathematics), Business Administration and Management, Music and internships in the USA.

SPECIALIZATION

The Foundation remains committed to specialization courses in subjects related to technological innovation, entrepreneurship and humanities. In collaboration with the most prominent local players, we developed the following courses: Live Shows Audiovisual Production; the Emplea + 35 Program; the FMG/FULP Entrepreneurial Projects awards; the TECNOEDU Awards; the BOXLAB 4.0 digital accelerator of tangible products, master classes in Music, and the Launch Your Company in Gran Canaria project.

PROFESSIONAL TRAINING

Aimed at people at risk of social exclusion, we have developed a complete program of training activities in collaboration with Cáritas, Fundación El Buen Samaritano, Fundación Ataretaco, Cooperativa Agrícola del Norte de Gran Canaria and Obra Social de Acogida y Desarrollo.

We have also continued with Fundación MAPFRE's Employment Grants and Together We Can programs.

COVID-19 extraordinary measures plan

- ➔ 18,525 units of facial protection screens, 1,085 ear guards, 48 prototypes of parts for respirators and 3,300 reusable hygienic masks for the non-profits with which we collaborate.
- ➔ Aid for families in vulnerable situations for food, health and basic necessities.
- ➔ Aid campaign for the 2020-2021 school year for people in need.
- ➔ COVID-19 extraordinary study grants for travel for employment training.
- ➔ Creation of multimedia classrooms with collaborating social entities for training, provision of material to reduce the digital divide.
- ➔ Hiring program for homecare employees to assist elderly people in vulnerable situations.

2 Prevention and outreach

By adding synergies with Fundación MAPFRE, we aimed to raise awareness among the population of the importance of behaving in such a way as to minimize exposure to accidents. We continued 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.

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3 Social activity



The Abrazos para el fomento de la Acción Social program seeks to improve health and the environment in hospitals, encourage social inclusion, and improve the living conditions of people with disabilities and the well-being of young people and their families.

The Hospital Music Therapy program has become a national benchmark with five professional music therapists working in all the university hospitals in the autonomous community.

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4 Cultural activity

The pandemic has forced the suspension, rescheduling or streaming of part of our programming, which has gradually resumed since lockdown restrictions have eased.

Our cultural activity revolves around the three fundamental pillars: exhibitions, concerts, and publications.

- We have maintained the annual public call for exhibition, music and publishing projects for artists, performers and authors from the Canary Islands. We have offered artists, performers and authors from the community the opportunity to showcase their talent and work
- Our annual program was rounded out with exhibitions of the Fundación MAPFRE Collections, Leyendecker Gallery, EFE, Atrium, international music festivals and our own editorial collections.



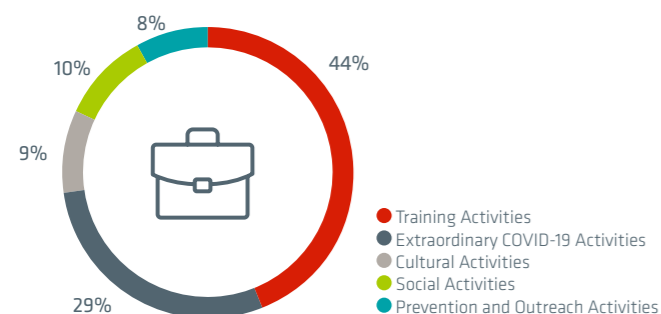
SDG



Financial information

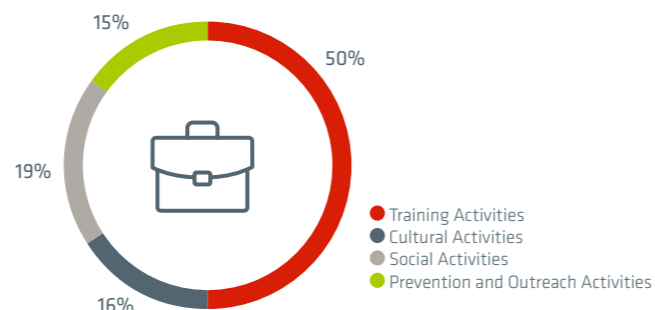
FUNDING BY AREA OF REAL ACTIVITY

12-31-2020



FUNDING BY AREA OF ACTIVITY

2021 BUDGET



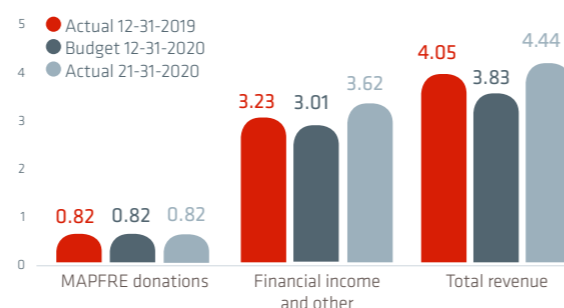
BALANCE SHEET

FIGURES IN MILLION EUROS

ASSETS	31/12/2019	31/12/2020
NON-CURRENT ASSETS	85.3	85.3
Fixed assets	6.5	6.4
Long-term financial investments	78.8	78.9
CURRENT ASSETS	4.6	4.0
Short-term financial investments	2.6	2.7
Cash	2.0	1.3
TOTAL ASSETS	89.9	89.3

REVENUE

FIGURES IN MILLION EUROS



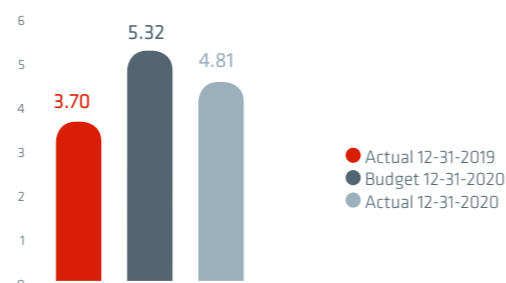
BALANCE SHEET

FIGURES IN MILLION EUROS

LIABILITIES	31/12/2019	31/12/2020
EQUITY	89.1	88.1
CURRENT LIABILITIES	0.8	1.2
Creditors and other accounts payable	0.8	1.2
TOTAL LIABILITIES	89.9	89.3

EXPENSES

FIGURES IN MILLION EUROS



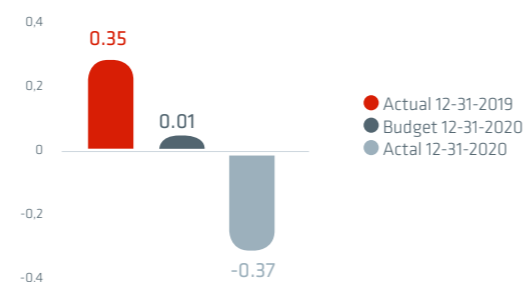
BUDGET OUTTURN 2020

FIGURES IN MILLION EUROS

ITEMS	31/12/2020	
	Budget	Actual
Fundación MAPFRE Donation	0,82	0,82
Financial income and other	3,01	3,62
Activities and other costs, including administration	5,32,	4,81
Surplus	(1,49)	(0,37)

SURPLUS

FIGURES IN MILLION EUROS





REPORT 2020

Fundación
MAPFRE

Fundación
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guanarteme