

# la fundación

Fundación MAPFRE magazine#45 | December 2018  
www.fundacionmapfre.org



Innovation

## WINNERS OF THE FUNDACIÓN MAPFRE SOCIAL INNOVATION AWARDS

Art

## *From Chagall to Malevich: Art in Revolution*

**ANTHONY HERNANDEZ**

Committed

**VOCATIONAL TRAINING:  
BETWEEN CHALLENGE AND OPPORTUNITY**

**EDUCATION FOR DEVELOPMENT IN TURKEY**

Accident Prevention

**DRIVER ASSISTANCE SYSTEMS SAVE LIVES**



# VISITA NUESTRAS EXPOSICIONES VISIT OUR EXHIBITIONS

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Fundación **MAPFRE**

Anthony Hernandez  
*Discarded #50*, 2014  
Cortesía del artista  
© Anthony Hernandez

## ANTHONY HERNANDEZ

### Lugar

Sala Fundación MAPFRE  
Bárbara Braganza  
Bárbara de Braganza, 13. 28004 Madrid

### Fechas

Desde el 31/01/2019  
al 12/05/2019

### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.  
Acceso gratuito los lunes



## ANTHONY HERNANDEZ

### Location

Fundación MAPFRE  
Bárbara Braganza Exhibition Hall  
Bárbara de Braganza, 13. 28004 Madrid

### Dates

From 31/01/2019  
to 12/05/2019

### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

Natalia Goncharova  
*Les lys rayonnistes*  
[Rayonist Lilies], 1913  
Perm State Art Gallery

## DE CHAGALL A MALÉVICH: EL ARTE EN REVOLUCIÓN

### Lugar

Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

### Fechas

Desde el 09/02/2019  
al 05/05/2019

### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.  
Acceso gratuito los lunes



## FROM CHAGALL TO MALEVICH: ART IN REVOLUTION

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

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### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

Berenice Abbott  
*Self Portrait-Distortion*, ca. 1930  
Printed 1945-1950  
Courtesy Howard Greenberg  
Gallery

## BERENICE ABBOTT

### Lugar

Sala Casa Garriga i Nogués  
Diputació, 250. 08007 Barcelona

### Fechas

Desde el 10/02/2019  
hasta el 10/05/2019

### Horario de visitas

Lunes: 14:00 a 20:00 h.  
Martes a sábado: 10:00 a 20:00 h.  
Domingos y festivos: 11:00 a 19:00 h.  
Acceso gratuito los lunes



## BERENICE ABBOTT

### Location

Casa Garriga i Nogués Exhibition Hall  
Diputació, 250. 08007 Barcelona

### Dates

From 10/02/2019  
to 10/05/2019

### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

## ESPACIO MIRÓ

### Lugar

Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

### Exposición Permanente

### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.

Acceso gratuito con la compra  
de la entrada a las salas Fundación MAPFRE  
Recoletos



## ESPACIO MIRÓ

### Location

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

### Permanent Exhibition

### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.

Free access with the purchase  
of an entrance ticket to the exhibition  
halls of Fundación MAPFRE Recoletos



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# the picture



## Winners of the very first Fundación MAPFRE Social Innovation Awards

The first edition of the Fundación MAPFRE Social Innovation Awards has come to a close. Of the nearly 500 projects that entered the competition, three were chosen – one for each category – as worthy winners of the 30,000 euros prize money, which will enable them to greatly boost the development of their

initiatives. It has been an extraordinary experience: the overwhelming response to the call for applications; the tremendous quality of the competing projects; and the drive and motivation of the participants making us even more committed to this wonderful project. The second edition is already underway. ☒

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## STROKE: THE DISEASE WITH NO WARNING



## ANTHONY HERNANDEZ



Anthony Hernandez  
*Public Transit Areas #46*, 1979, printed 2016  
Inkjet print. Courtesy of the artist  
© Anthony Hernandez



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DEPENDENCY AND HARASSMENT: HIGH RISK ONLINE



© Istock



220 DOCTORS FOR MOZAMBIQUE





P R E M I O S  
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ALA **INNOVACIÓN**  
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# Fundación MAPFRE Social Innovation Awards

## Three innovative solutions to transform the world

TEXT: RAMÓN OLIVER PHOTOS: MÁXIMO GARCÍA

An Oscar-like atmosphere for the grand finale of the first edition of the Fundación MAPFRE Social Innovation Awards, held on October 17 in Madrid. Nine projects from Spain, Austria, Chile, Mexico and Brazil, three for each of the stipulated categories: Improving Health and Digital Technology (e-Health), Insurance Innovation (Insurtech) and Mobility & Road Safety.

The award ceremony of this first edition culminated nine months of intense work at three locations (Mexico City, São Paulo and Madrid), with a total of 462 projects received from over a dozen countries. As Antonio Huertas, president of Fundación MAPFRE, pointed out, this figure far exceeded the expectations of its organizers. “These awards were born out of the conjunction of two essential elements. Firstly, the fact that young people today are more interested in creating and providing greater value to society than those of us in previous generations. Secondly, the commitment – shared by Fundación MAPFRE from the very beginning – to pursuing effective solutions that can solve

specific problems in order to enhance people’s quality of life,” Mr. Huertas declared. The fact is that the world is changing at breakneck speed. Every day new realities emerge, generating totally new problems. Situations in which innovation and technology have a big part to play. “Instead of making a drama of the problems, we can try to turn things around and make them part of the solution,” suggested José María Gómez, CEO and founder of Scoobic, one of the winning projects.

But no social innovation project will get very far if it neglects its operational dimension. These awards do not simply seek to acknowledge good ideas and best intentions; rather, one of the essential criteria when assessing

the projects is their feasibility from a technical, economic and organizational standpoint. The ability of their promoters to defend them in public, for example, before potential investors, is a further element that has been taken very much into account. In that regard, another of the night’s winners, the Mexican Miguel Duhalt, from 4UNO, stated that you can generate social impact and, at the same time, generate economic impact. “In our case, we managed to obtain financing from a bank and, although it is still not possible, we hope to be able to offer our investors an economic return very soon, because our product is a profitable one.” Another prizewinner, Salva Gutiérrez,





These awards do not simply seek to acknowledge good ideas, but rather those projects which demonstrate their feasibility from a technical, economic and organizational standpoint



from MJN Neuroserveis, echoed this view, indicating that “every project seeking to make a social impact also needs to generate an economic impact. The two aspects must go hand in hand. Because, if the idea isn’t sustainable and doesn’t generate income in order to keep growing, it just dies. An entrepreneurial project cannot live off subsidies forever.” Fundación MAPFRE supports and encourages this pragmatic dimension that any social innovation initiative should possess. To this end, in addition to the 30,000 euros financial prize each of the three winners received, the 27 semifinalists in

this first edition have benefited from valuable support in the form of mentoring programs provided by IE.

#### **The moment of truth**

The persuasiveness of the finalist entrepreneurs was put to the test during the event. This was because the gala not only served as the grand finale awards ceremony, but it was also a real “final nine shootout” in which all the finalists had to defend their projects. Firstly, behind closed doors before the jury and, later, in an “express” version, in front of all those attending. The camaraderie

among the participants, who had shared a photo session in the morning, was the prevailing spirit throughout the evening. Tremendous sportsmanship in that atmosphere of healthy collaboration so characteristic of the social entrepreneurship world. Although they were colleagues and already new friends, they pulled out all the stops when it was their turn to go on stage. What was at stake was the honor of becoming the first winners of the Fundación MAPFRE Social Innovation Awards in each of the three categories. Improving Health and Digital Technology (*e-Health*),



Insurance Innovation (*Insurtech*) and Mobility & Road Safety.

With the support of multimedia elements, the finalists had just three minutes – which relentlessly ticked away on a clock visible to the whole auditorium – to convince those present why they deserved to be chosen. The audience applauded, enjoyed, laughed and was excited with the passion of Simone Mozzilli (BEABA), the narrative skills of Salva Gutiérrez (MJN Seras), the eloquence of Camilla Vivallo (Oliber), the arguments of Miguel Duhalt (4UNO), the technology deployed by Kristina Tsvetanova (BLITAB), the succinct prowess

## The second edition of the Fundación MAPFRE Social Innovation Awards is already being prepared

of Diogo Tolezano (Pluvi.on), the impeccable eloquence of André Andrade (Zumby), the assertiveness of René Espinosa (Lazarillo), and the eminently likable José María Gómez (Scoobic). Great ideas that need to be presented brilliantly if they

really wish to make an impact on society someday.

“You are all winners” was the phrase uttered throughout the gala. Although, in the end, three projects received the recognition of the jury, together with the 30,000 euros to enable them to continue development. As stated by Ana Lima, Secretary of State for Social Services, “technological innovation has nothing to do with the future, but rather already forms part of the present. The Spanish Government is grateful to the professionals and institutions such as MAPFRE which foster and channel the tremendous potential of human beings.” ✖



## The winners

### Category *Improving Health and Digital Technology (e-Health)*

#### **MJN Neuroserveis (Spain)**

Between 70 and 100 million people around the world have epilepsy, a disorder that is “stigmatized, causes rejection and is plagued by a tremendous lack of knowledge,” explains a thrilled Salva Gutiérrez, one of the three partners of MJN Neuroserveis. This project has been working for six years on developing a technological device to help prevent someone with epilepsy suffering an accident because of an unexpected seizure. The prototype is already in its pre-commercialization phase. “It is an earpiece capable of reading brain data through the



auditory canal. These readings, combined with a series of artificial intelligence algorithms, can be downloaded to a smartphone and the system is capable of sending out an alert one minute before a seizure is about to happen,” Gutiérrez declares.

“Those suffering from epilepsy and their relatives live with the constant fear of not knowing when the next episode is going to happen. We want to eliminate that fear from their lives,” he adds. Beyond the technological value of the device, if there is something these social entrepreneurs have learned, it is that what people looking into this project most appreciate is not its technical sophistication, but rather the way it can help enhance quality of life for people suffering from this disorder. “People don’t know what epilepsy is. They can’t imagine what it means to suffer from anxiety or depression because you lost your job, or because you’ve hardly any friends left. Or the anguish of a child who doesn’t want to return to school after suffering an attack in front of classmates the previous day.” Thanks to this award, that device is closer to becoming a reality.

### Category *Insurance Innovation (Insurtech)*

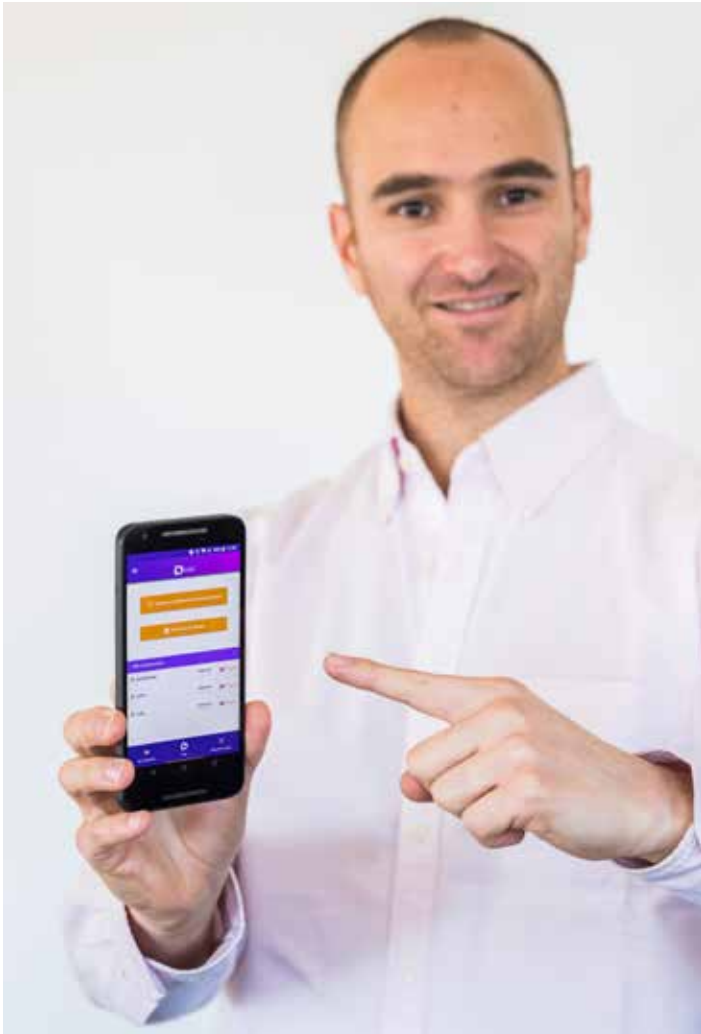
#### **4UNO (Mexico)**

Something as seemingly simple as having your own bank account, credit card or insurance policy is beyond the scope of 2.5 million domestic workers in Mexico. Not because there are no financial products for this segment of the population, but rather due to the lack of a suitable distribution channel. Creating that channel is 4UNO’s prime objective. After the gala, Miguel Duhalt, one of the project’s founders, spoke to our magazine. “Financial inclusion is the most powerful tool for lifting people out of poverty. We bring these products to a huge, vulnerable demographic, namely that of domestic workers. Over 90 percent of these people are mothers earning 300 dollars a month, who cannot save because they have no way of accessing these kinds of services.”

4UNO’s disruptive solution to this problem is based on both technology and people. “The system works via a mobile app and these people’s employers are the ones who facilitate their access to financial and protection services by means of a monthly fee of less than five dollars. The employer thus becomes an ambassador for the financial inclusion of the employee, while both are protected and their personal bond is strengthened.” Spreading the word



In addition to the 30,000 euros financial prize each of the three winners received, the 27 semifinalists in this first edition have benefited from valuable support in the form of mentoring programs provided by IE



via social media is facilitating the success of a system which has already made it possible for 3,000 Mexican children to enjoy medical coverage for the first time. And with the boost provided by winning this award, thousands more will be able to enjoy this protection.

### **Category Mobility & Road Safety**

#### **Scoobic (Spain)**

“The technological challenge a few years ago was to bring the Internet into every home. The challenge now is to bring everything we buy over the Internet to them,” declares José María Gómez, CEO and founder of Scoobic. Doing so in a clean, sustainable manner, and one which can even help save lives is the ambitious challenge taken up by this urban mobility solution, which combines the agility of a motorcycle with the load capacity of a van. Scoobic has been developed by Passion Motorbike Factory, a group of

“social engineers” committed to turning the problem of traffic jams or urban pollution completely on its head.

An exultant Gómez tells us that the key lies in designing vehicles that put the focus on people. “Transporting goods around the city cannot be avoided. But we can actually turn it into a positive thing for the city. If it turns out that these vehicles clean the air because they absorb carbon particles and make the city a more livable, healthier place, then the delivery guy becomes an ally.” An ally and maybe even a hero. Because Scoobic intends to equip its vehicles with defibrillators, in such a way that, if a user is within close proximity of someone suffering a heart attack, the nearest Scoobic can be geolocated via an app and sent a distress message. “The deliverer will then immediately cease distributing packages and take the defibrillator to the victim. That day, the client will probably receive the order late, but if this means a life is saved, it will have been really worth it.”







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# Stroke: the disease with no warning

TEXT: NURIA DEL OLMO @NURIADELOLMO74 PHOTOS: MÁXIMO GARCÍA

**A stroke occurs when an artery in the brain is blocked or when a blood vessel bursts and the blood cannot reach it. Although half of all victims recover, the other half die or are left with some disability and life-changing sequelae. In the developed countries, it is the leading cause of death among women, and the second most frequent among men. On the positive side, prevention is relatively simple. Nine out of ten stroke cases could be avoided by adopting healthy lifestyles, according to the Spanish Society of Neurology, with whom Fundación MAPFRE and Freno al Ictus [Stop Strokes] have launched a campaign to inform the general public about the symptoms and what to do in case of emergency. And also how to prevent it? A specialist and a patient tell us how they deal with a disease that one of every six people will suffer at some time in their lives.**



# **Dr. María Alonso de Leciñana:** **“Strokes cause more deaths and more people with disabilities than heart disease. This should be a priority”**

She has been working for many years at La Paz, one of Spain’s leading hospitals, researching this medical condition. María Alonso de Leciñana (Madrid, 1965) coordinates the cerebrovascular disease study group at the Spanish Society of Neurology. She is also a Neurology Service staff physician at the Stroke Center of La Paz University Hospital. Health care professionals there are striving to ensure that strokes are diagnosed and treated in the shortest time possible.

To a large degree, the patient’s survival and the scope of the damage suffered will depend on the speed with which they are treated.

## **What does your work in La Paz entail?**

I’m a Neurology specialist and my work involves treating cerebrovascular diseases, which include strokes. This condition affects some 120,000 people in Spain and the figure is on the rise. This is a serious disease, which means that



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**A stroke gives no warning; it just appears suddenly out of the blue. And affects a certain area of the body**

patients must be admitted to hospital in order to treat them properly, mitigate the sequelae and avoid complications. I love my job, especially comprehending and caring for my patients, being there for them. This is much tougher than the scientific aspect. It's a job that is really rewarding.

**Is it common to come across empathetic doctors?**

I'd say it is, although I'm sure that, if you ask patients, they may tell you otherwise. All physicians have their own personality, but I believe we all have a clear notion that we are here to serve our patients. Any disease places the patient in a situation of inferiority, of dependence, of fear; so they really need someone who can show empathy. Then there are the families and we must explain everything to them in a language they comprehend, particularly when we have to ask their permission to administer certain treatments. This is something we learn as we go along.

**How does this disease usually raise its head?**

A stroke gives no warning; it just appears suddenly out of the blue. There are times when people suffer a transient ischemic attack. This, in itself, may be a warning sign, but it does not last long and does not hurt. As a result, people often don't go to the hospital and don't even seek help. A stroke affects a certain area of the brain and this manifests itself on the opposite side of the body. The symptoms may be loss of strength, paralysis on one side of the face, difficulty speaking, sudden loss of vision or stability, and sometimes very intense headaches. Many patients who have suffered an attack admit some time later that, when it happened, they wanted to say things,

but were unable to. These are warning signs that we must be able to recognize; hence the importance of information and awareness campaigns.

**Men are more prone, but it is more lethal in women. Why is that?**

The figures are alarming. According to data from the INE (Spain's National Statistics Institute), nearly 16,600 women died from a stroke in 2016. Many people are unaware of this figure. Society at large believes that more women die of breast cancer, but the figures clearly show that twice as many women die from a stroke than from this kind of tumor. There are two reasons for this. The first is age, a highly important risk factor when it comes to suffering a stroke. Given that they live longer, women are more likely to suffer from this disease. In addition, there's also the fact that women suffer more severe strokes and, as they occur at ever more advanced ages, they generally have other diseases as well. All this results in strokes causing greater mortality among women.

**How should we respond?**

We must always call the emergency services – in Europe the number is 112 – as this ensures the patient will be transferred to a hospital with a stroke unit. In Madrid, for example, a Stroke Code is activated when a call is received that someone may be suffering an attack. The system ensures an ambulance and a doctor arrive in a few minutes in order to confirm the patient's symptoms and get them to the nearest center, in order to offer the most suitable treatment without delay. In the case of ischemic strokes – produced by a clot cutting off blood supply to part of the brain – which account for approximately 80 percent of the total number, the clot can often

be dissolved by means of an intravenous thrombolytic treatment. Sometimes more complex treatment proves necessary, such as a mechanical thrombectomy, a technique that is applied up to six hours after suffering this type of stroke. Every minute counts, and the sooner the treatment is administered, the greater the chance of recovery.

**Half of those who suffer a stroke recover from it. This is a great deal better than some years ago.**

Indeed so. The survival and recovery rates have improved dramatically in recent years. 50 percent survive without any – or with minimal – sequelae, while the other 50 percent suffer some kind of disability or die. Stroke mortality affects 15 percent of patients, who lose their lives in the first three months after having suffered an attack.

**It is striking that, in addition to age, stress and pollution are also behind many ischemic strokes.**

Until recently, it seemed that stress could have a bearing, but today this is a confirmed fact. This has been shown by studies which indicate that, when a person suffers continuous stress, hormonal defense mechanisms are activated. Over time these cause inflammation which may favor the development of arteriosclerosis and also increase the presence of transient cardiac arrhythmias which can also cause a stroke. Stress also leads to unhealthy habits, such as a poor diet, smoking and alcohol consumption, which are closely linked to the possibility of suffering this disease. It is therefore essential that we learn how to manage stress and work on all the risk factors, given that it is the full range of them that matters.

**And what about drugs?**

Illegal drugs, particularly cocaine, are also very dangerous. They produce direct damage and can cause spasms in the arteries of the brain, thus facilitating the formation of local thrombi or the occlusion of an artery which eventually gives rise to a stroke. We see this with quite some frequency. On one of my latest duty shifts, I attended three young patients who needed a mechanical thrombectomy. One of them, about 30 years old, had consumed this substance that same night. Days later we talked to him about the consequences he could have suffered. I don't think he'll take cocaine again. It's a very serious matter and it affects an ever-increasing number of people, resulting in rising figures of young people suffering strokes.

**One of the major advances in your hospital has been the introduction of telemedicine. What are its benefits?**

The stroke unit at La Paz, for example, is connected with another center which has no such unit, via a system that enables us to supervise the work of emergency physicians at smaller facilities where no neurologist is on duty, giving them the instructions they need. Telemedicine is proving to be a great step forward. It enables us to examine the patient, consult the results of any tests done and swiftly decide which treatment is best, even before the victim is transferred by ambulance. It must be borne in mind that we only have a few hours within which to provide certain emergency treatment, such as intravenous thrombolysis.

**Do you think diagnoses today are more frequent and better?**

**Stress also leads to unhealthy habits, such as a poor diet, smoking and alcohol consumption, which are closely linked to the possibility of suffering this disease**



Without a doubt. Patients reach us earlier and doctors are better prepared to identify an emergency, be able to diagnose a patient quickly, know what kind of a stroke it is and what treatment should be administered.

**What do you feel have been the most outstanding discoveries regarding strokes in recent years?**

What has most influenced our strategy in relation to this disease are the stroke units and the reperfusion therapies – thrombolysis and thrombectomy – which are certainly helping to mitigate the sequelae. For those patients who have not fully recovered, it is necessary to boost rehabilitation work and studies of brain repair therapies that could help them. In this sense, we are conducting various lines of investigation, some with stem cells, and identifying those factors which foster the plasticity of the brain. Contrary to what was previously believed, damaged neurons, just like other parts of our body, are capable of recovering from an injury. Even the healthy ones can take over the functions of others that have died. Today we know that the brain can be repaired, especially if action is taken quickly.

**Is this condition equally prevalent in the rest of Europe? And in Latin America?**

Except for the Eastern European countries, the situation is very similar in the rest of Europe to that in Spain as regards resources and research. In Latin America, the situation varies a great deal, although the risk factors are very similar. In general, we are talking about a region with many rural areas far from their capital cities, where citizens face an additional barrier, namely being unable to afford the cost



of these treatments. The various health systems are by no means on a par. Even the public centers do not cover all the advances in the treatment of this disease. In fact, very few include a thrombectomy, for example. I'd like to highlight the work being done in Argentina, Chile and Brazil, an example of really well organized stroke units which even reach into the state of Amazonas. In Mexico and Colombia, for example, progress is also being made. ⊗

Dr. María Alonso de Leciñana, born in Madrid 53 years ago, in the neurology area of the La Paz Hospital in Madrid, where she has been working as a stroke specialist for many years.



## **Julio Agredano:**

**“There’s a tendency to deny the true cause of the disease. The increase in obesity and sedentary lifestyles translates into a greater risk of strokes”**

Three years ago, Julio Agredano (Madrid, 1972) created the Freno al Ictus [Stop Strokes] Association. This was after suffering two ischemic strokes on the last day of his family’s summer holiday, at the age of 39, and just a few days before resuming his hectic professional life. Recovery was a lengthy process. A few years ago he could barely speak or write. He had to start over from scratch, yet today he has hardly any sequelae. He travels the world to share his experience, highlight the disease’s dangers in companies and schools and,

above all, raise awareness among adults and children of the importance of healthy lifestyles and that mental and physical health are key to preventing this disease.

### **What did you feel when you had the stroke?**

I remember it perfectly. I felt dazed and saw double. I couldn’t imagine I was having a stroke. It was a shock!

### **What did you do?**

I went to bed. A stroke is a disease which, in most cases, doesn’t hurt,



with the result that many victims put it down to fatigue and just wait for the dizziness and weakness symptoms to have gone the next day. This is a grave mistake, as waiting is precisely what we should not do.

**A stroke is not exclusive to the elderly. It also affects younger people. Why is that?**

Indeed, a stroke is not synonymous with old age. It affects 35 percent of the working age population. It hit me when I was young, although I did weigh 113 kilos and had cholesterol and hypertension. At that time I was a sales manager in a major company, working at a relentless pace in a really demanding job. In Freno al Ictus we insist that this disease is primarily due to a lack of knowledge about the need for healthy living habits.

**Are the risk factors on the rise?**

Without a doubt. Despite the fact that there has never been so much information available to lead a healthy life, the risk factors keep rising. There's a tendency to deny the true cause of the disease. When we ask those affected why they think they suffered a stroke, many put it down to nerves, stress, a scare or bad luck, and not to their poor diet, smoking, drinking or lack of physical exercise. That's why health promotion is so important.

**You insist on a phrase, that we must die young as late as possible**

Indeed so. Spain is one of the countries with the highest life expectancy, but not in quality of life. In other countries they live less, but they remain active and in good health until the last day.

**What habits did you change?**

I gave up practicing sports when I turned 30 and I paid the price. I've taken up exercise again now and I'm even a member of a cycling team. It's become a habit. Physical activity is a fantastic prevention tool. Nothing but benefits.

**Stress is one of our greatest enemies. What can we do if we have chosen a demanding profession?**

I believe it is vital to stop. We have to learn how to find some time for ourselves. But, always without a cell phone and feeling totally free from pressure from anyone. For it to work, it must be voluntary.

**How can a brain be rescued after it has suffered a stroke?**

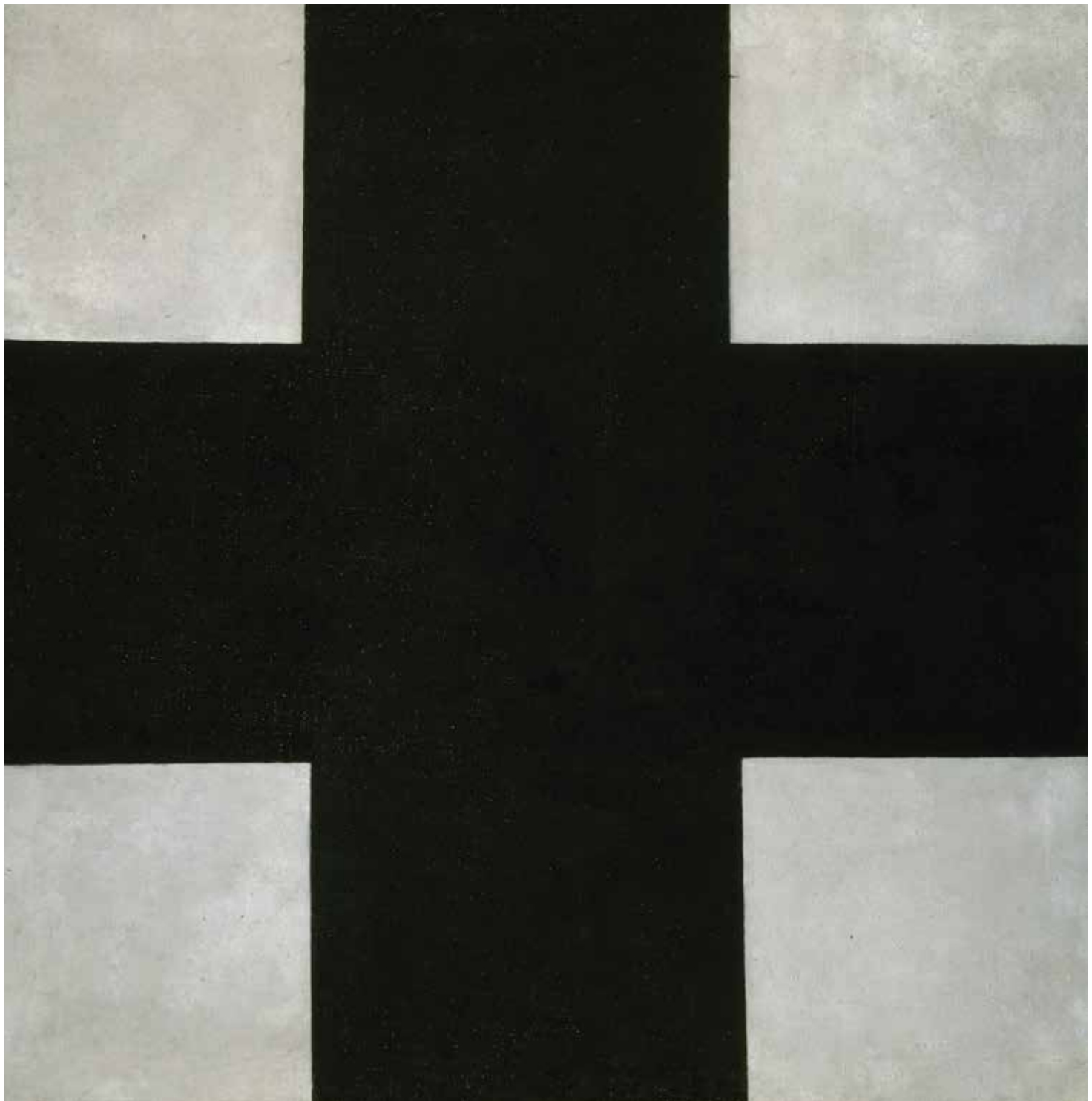
I left hospital barely able to walk. Integrating back into society after a trauma of this kind calls for a supreme personal effort, but also from the family. In this regard, the system is failing. The existing resources are insufficient.

**You went back to work after one year.**

I sought voluntary reincorporation to my job with 75 percent functional ability. My daily routine consisted of selling, talking, explaining and convincing. Your attitude is critical, especially in the first few months. I was lucky that my company understood the situation.

**Do you believe that preventing vascular disease must start right from childhood?**

That's right. Freno al Ictus goes to elementary and high schools, and companies over a large part of Spain to inform the public about this disease. We insist a lot on lifestyle habits. There is a lack of information and awareness to get people to act, to put a stop to it. ✕



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



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# From Chagall to Malevich: Art in Revolution

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

The exhibition *From Chagall to Malevich: Art in Revolution* brings together important works by all those artists who, at the turn of the 19th to the 20th century, threw out all the established norms and were forerunners of modernity in a way never before seen in Russia. It can be seen from February 9 through May 5, 2019 at Fundación MAPFRE's Recoletos Exhibition Hall in Madrid.

In Moscow, prior to the outbreak of the First World War, popular imagery remained the vigorous reflection of craftsmanship full of vitality, very present in everyday life. Ilya Mashkov and Aristarkh Lentulov, and not forgetting Pavel Filonov, evoke the roots of their country, but principally with the intention of reinventing its language. In *Saint Basil's Cathedral*, by Lentulov, the power and history of the Orthodox religion are translated into a blend of colors and shapes with clearly near eastern influences. Filled with colorful bulbs, this composition reflects the beauty of painting that keeps the memory of eternal Russia alive.

One decade into the 20th century, Cubism was to influence many Russian artists, who discovered it on their travels, but also in Moscow. The *Futurist Manifesto* by Filippo Tommaso Marinetti, published in French as early as 1909, served as a reference for a whole generation of artists. A radical revolutionary, from 1914 onward the artist delivered numerous conferences in Russia. His inspiring oratory would give rise to another vision of modernity which, when combined with Cubism, gave rise to a specifically Russian school – Cubo-Futurism – in which a still image coexisted in a sudden, spontaneous fashion with an image in movement. In her 1913 painting *Man + Air + Space*, Lyubov Popova created a studied dynamic that extends to all her work, depicting

more mechanized times and what the future holds. The influence of analytical Cubism would still be perceptible in the dark tones of Nadezhda Udaltsova's work.

Yet another movement appeared at that time – Rayonism. The new powers conferred on the tones of light beams enabled simplified forms to be propagated on the canvas. Sometimes more figurative, other times more abstract, this short-lived movement developed by Mikhail Larionov foreshadowed future abstract styles. By his side was Natalia Goncharova, the painter's partner and author of the dense, mysterious painting *Rayonist Lilies* in 1913. In his deconstructed, strident *Portrait* in 1915, Larionov captured the complex, multiple truths surrounding the composer Igor Stravinsky. They were joined by Alexander Shevchenko to express the ineffable pace and perceptible effort of the miracles repeated daily in the fast-paced, hazardous life of the *Circus*, although this picture, with its electric and acid colors, also bears the hallmark of the Cubo-Futurist school.

Marc Chagall returned to Russia just before the First World War and remained in the country during this period, in which the revolution also broke out. Chagall's universe, opposed to any preconceived notions, was always devoted to Russian poetry and popular culture, without forgetting the Jewish cultural tradition. An atypical creator, Chagall addressed

painting based on wonderment and his impassioned investigations brought decisive commitment to the avant-garde movement of his time. The artist incorporating wondrous aspects to everyday life. After being appointed director

of the Fine Arts school in his hometown, Vitebsk, he came up against the radical thinking of Kazimir Malevich, who he had invited as professor, along with many other artists like El Lissitzki and Jean Pougny. “My disheveled

brush is incapable of extracting from the brain’s convolutions what the sharpest pen can reach. Painting is long obsolete and the painter himself a prejudice of the past,” Malevich wrote in the introduction to the album



Mikhail Larionov  
*Portrait of Igor Stravinsky, c. 1916*  
 V. Tsarenkov Collection  
 © Courtesy of V. Tsarenkov  
 © VEGAP, Madrid 2018. Mikhail Larionov



The absolute ideal notion conquers the whole of society, which appears transformed by the incredible hope the revolution inspires



Alexander Shevchenko  
*The Circus, 1913*  
Museum of Fine Arts, Nizhniy Novgorod

© Museum of Fine Arts, Nizhniy Novgorod  
with the collaboration of the ROSIZO State Museum and  
Exhibition Center  
© Alexander Shevchenko

of lithographs *Suprematism: 34 Drawings*<sup>1</sup>. They are words that sound like imposition. Rupture

<sup>1</sup> Kazimir Malevich, introduction to the album of lithographs *Suprematism: 34 Drawings*, Vitebsk, UNOVIS Workshop, December 1920 (translated from Russian by Andrée Robel-Chicurel).

comes eventually, inevitable and painful.

The absolute ideal notion conquers the whole of society, which appears transformed by the incredible hope the revolution inspires. The tragic execution of the Imperial family in 1918



did not alter the population's profound feelings with regard to the revolutionary movement, convinced as they were that a new world was coming into being. The past was a *tabula rasa*. This requirement would be met by the Suprematism created by Kazimir Malevich, a movement which offered the possibility – unique, in his view – of going down unexplored paths. The demonstration of the strength of a square, or quadrangle, in the *0.10* exhibition organized in Petrograd in 1915 caused a total break from, and the abandonment of, any figurative representation. The purity of these primary forms afforded greater force to

their confrontation, generating a visual and mental impact indelibly etched on people's memory.

Later, autonomous forms emerged in his art which constituted a new, complex organization of its interpretation. The gravitation of these abstract forms with their pure colors filled an immaculate canvas. These compositions are spread over several years of investigations and, in the 1920s, led Malevich to devise the *Architectons*, vertical or horizontal constructions within space, playing with the rejection or attraction of the Earth.

During the years following the revolution, art was also in the street. The streets were filled

with adornments conveying messages from painters and sculptors, without forgetting the architects, all of whom expressed their allegiance to these historic moments they wished to share with the Russian people, just as convinced as them. Easel painting seemed to have been relegated to the farthest reaches of memory. New media appeared. Vladimir Tatlin and Jean Pougny accumulated curious, unlikely materials, such as wood, metal and glass, and conceived new structures that took over space, conferring on it a new function. Thus emerged the Constructivist works, taking control of space



Marc Chagall  
 Sketch of the set design for *Mazel  
 Tov* by Sholem Aleichem, 1919  
 Private collection  
 © Marc & Ida Chagall Archives, Paris  
 © VEGAP, Madrid 2018, Marc Chagall

They all evolved toward a non-figurative art form which played with the interaction of colors in order to generate the sensation of an endless vision, seemingly extending beyond the canvas, invading space



Marc Chagall  
*The Walk*, 1917  
State Russian Museum,  
St. Petersburg  
© State Russian Museum,  
St. Petersburg  
© VEGAP, Madrid 2018.  
Marc Chagall

and giving it another function. Constructivism made a lasting impression on the 1920s, while the polemic coexistence of the avant-garde movements and Suprematism led to them spearheading an idealized society.

Mikhail Matyushin, a friend of Malevich and admirer of his art, played multiple roles.

Together with his friend Boris Ender, this musician and painter founded a school in which Ender's sisters, Xenia and Maria, also worked. Regrouped together within the Ginjuk [National Artistic Cultural Institute] and Zor-Ved [Vision-Cognition], their investigations focused on color, its power, its mutations and its movements. They all evolved

toward a non-figurative art form which played with the interaction of colors in order to generate the sensation of an endless vision, seemingly extending beyond the canvas, invading space. These constructions, with their disparate shades, impose an expanded visual field on the retina. A world of light illuminates the 1921 work

A brusque charlatan, the revolution was to impose the power of realism on its images to directly influence those it wished to address, so as to be effectively heard



Kazimir Malevich  
*Suprematism, 1915-1916*  
 Regional Art Museum of  
 Krasnodar in honor of F.A.  
 Kovalenko, with the collaboration  
 with the ROSIZO State Museum  
 and Exhibition Center  
 © Regional Art Museum of Krasnodar  
 in honor of F.A. Kovalenko, with the  
 collaboration with the ROSIZO State  
 Museum and Exhibition Center

*Movement in Space*, an imposing painting by Matyushin whose great oblique beam, oriented toward an imaginary sky, restores the power of color in painting.

It was not the revolution that forged the avant-garde and modernity. One can only wonder whether it even contemplated them. Probably those men and women whose desire was first and foremost

regime change and dreaming of freedom did not either? It was the artists who set themselves up as revolutionaries before the revolution, confident that it would turn out as they expected, and, therefore, what it expected of them. This misunderstanding led to disappointments which must also be taken into account as major ferments of an abstract, almost definitive, language.

A brusque charlatan, the revolution was to impose the power of realism on its images to directly influence those it wished to address, so as to be effectively heard.

An impactful summary, which could serve as a title for this exhibition: *From Chagall to Malevich: Art in Revolution.* ⊗



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## THE CURATOR'S CHOICE

JEAN-LOUIS PRAT\*



Wassily Kandinsky  
*Overcast*, 1917  
 State Tretyakov Gallery, Moscow  
 © State Tretyakov Gallery, Moscow  
 © VEGAP, Madrid 2018. Wassily Kandinsky

According to Kandinsky himself, 1917 was a “dramatic” year. After getting married in February, he considered having a house and a large studio built in Moscow, but the October Revolution frustrated the project. Due to confiscations, he lost the building with 24 apartments he owned.

“To a large degree, we received compensation for our losses at the time of the revolution – Nina Kandinsky wrote. [...] Art and culture

underwent a revolutionary spring which eclipsed everything done in this field up to that time in Russia. Suddenly, all creators saw almost limitless possibilities open up before them.” Over seven dramatic years in Russia (1915-1921), Kandinsky held important positions. As director of the National Acquisitions Committee, he participated in the creation of twenty-two provincial museums. During this period, his artistic production is characterized by a strange heterogeneity.

Some pictures are a hotbed of figurative schematic elements; others display a growing geometrization, attributable to Suprematism and Constructivism. At all times, however, composition prevails over construction, and intuition over reason. ⊗

\* An art historian, he was director of the Maeght Foundation from 1969 to 2004. Since 2005 he has been an independent curator of exhibitions such as that of Nicolas de Staël, 1945-1955 at the Gianadda Foundation in Switzerland, and Miró. The Colors of Poetry at the Frieder Burda Museum of Baden-Baden in Germany.



# Anthony Hernandez

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Fundación MAPFRE has announced the first retrospective in Spain of the great American photographer Anthony Hernandez. With over 130 photographs, many of which have never before been displayed or published in Spain, *Anthony Hernandez* can be seen from January 31 to May 12, 2019 at the Bárbara de Braganza exhibition hall in Madrid. This exhibit will present the broad spectrum of works from Hernandez's extensive, prolific career and will be a celebration of the unique style of street photography developed by the artist, and its evolution over time.

"Hernandez's photographs have been admired for a long time by curators, collectors and other photographers," declares Erin O'Toole, the exhibition organizer and associate curator of photography for the Baker Street Foundation of the SFMOMA.

The son of Mexican immigrants, Hernandez was born and raised in Los Angeles. Unfamiliar to a large degree with the formal traditions of the medium, he developed his own particular photographic style, adapted to the peculiarities of his hometown, its desolate beauty and its growing extensions of asphalt and cement. Throughout his career, Hernandez skillfully moved from black and white to color, from 35 mm to large-format cameras, from the human figure to landscapes and details verging on the abstract, thus giving rise to an unusually varied oeuvre revealing common features such as breathtaking formal beauty and a subtle commitment to contemporary social issues.

Among the outstanding images on display are black-and-white photographs from the early 1970s taken on the streets of downtown Los Angeles, color photographs taken on Rodeo Drive in the mid-1980s and a selection from his critically acclaimed series

*Landscapes for the Homeless*, which he finished in 1991. For this series, Hernandez photographed discarded objects strewn around empty homeless encampments, a glimpse of the lives of the people who at some point sought refuge there. Visitors to *Anthony Hernandez* will also encounter more abstract work, in the form of large format, color photos taken recently by the artist in Los Angeles and on his travels to places ranging from Oakland and Baltimore to Rome.

Hernandez has published six monographs and his work has been seen in numerous group exhibitions, such as *Crossing the Frontier* (SFMOMA, 1996) and *Under the Big Black Sun* (MOCA, 2011). In 2009, his work was the subject of a monographic exhibition at the Vancouver Art Gallery, curated by the artist Jeff Wall, while this same exhibition was previously showcased at the San Francisco Museum of Modern Art (SFMOMA) in 2016.

The exhibition is accompanied by a fully illustrated catalog published by Fundación MAPFRE, in collaboration with the SFMOMA and D.A.P. (Distributed Art Publishers) in New York. With over 200 black-and-white and color photographs, the book also includes a preface by the photographer Robert Adams, texts by Erin O'Toole and Ralph Rugoff, director of the Hayward Gallery in London, as well as a conversation between Hernandez and his old friend, the photographer Lewis Baltz.

Anthony Hernandez  
*Wilshire Boulevard*, 1996, printed 2016  
 Inkjet print. Courtesy the artist  
 © Anthony Hernandez



Hernandez skillfully moved from black and white to color, from 35 mm to large-format cameras, from the human figure to landscapes and details verging on the abstract

**Overview of the exhibition**

This display leads us through six sections in each of which we will see examples drawn from some point of the photographer's career which spans over forty-five years.

The first section, **Street Photographer**, presents some early local images with a subtle humorous tribute to the Californian photographer Edward Weston (1886-1958).

Hernandez began to consciously indulge in the American tradition of street photography, defined by photographers such as Robert Frank, Garry Winogrand and Lee Friedlander. Although he worked primarily in Los Angeles, he also took photographs in Madrid and London during his first trip to Europe; in Washington, D.C., as artist in residence at the Corcoran Gallery of Art in 1975; and in New Orleans, Honolulu and New York. In 1984, he produced *Rodeo Drive*, his final collection depicting people and the first in color. Since then, he has worked exclusively in color. *Rodeo Drive* was also the first project on which Hernandez worked with the master printer Michael Wilder. All the inkjet prints in this exhibition and almost all of the *Cibachrome* prints were produced by Wilder in collaboration with the artist.

Throughout the second section, the **City** is presented as an essential theme of his photography. From 1978 Hernandez began to use a Deardoff 5 x 7", a bulky view camera that required the use of a tripod. Not being able to keep moving nimbly through the

Left, top  
 Anthony Hernandez  
*Los Angeles #14*, 1973  
 Gelatin silver print. Collection of the artist  
 © Anthony Hernandez

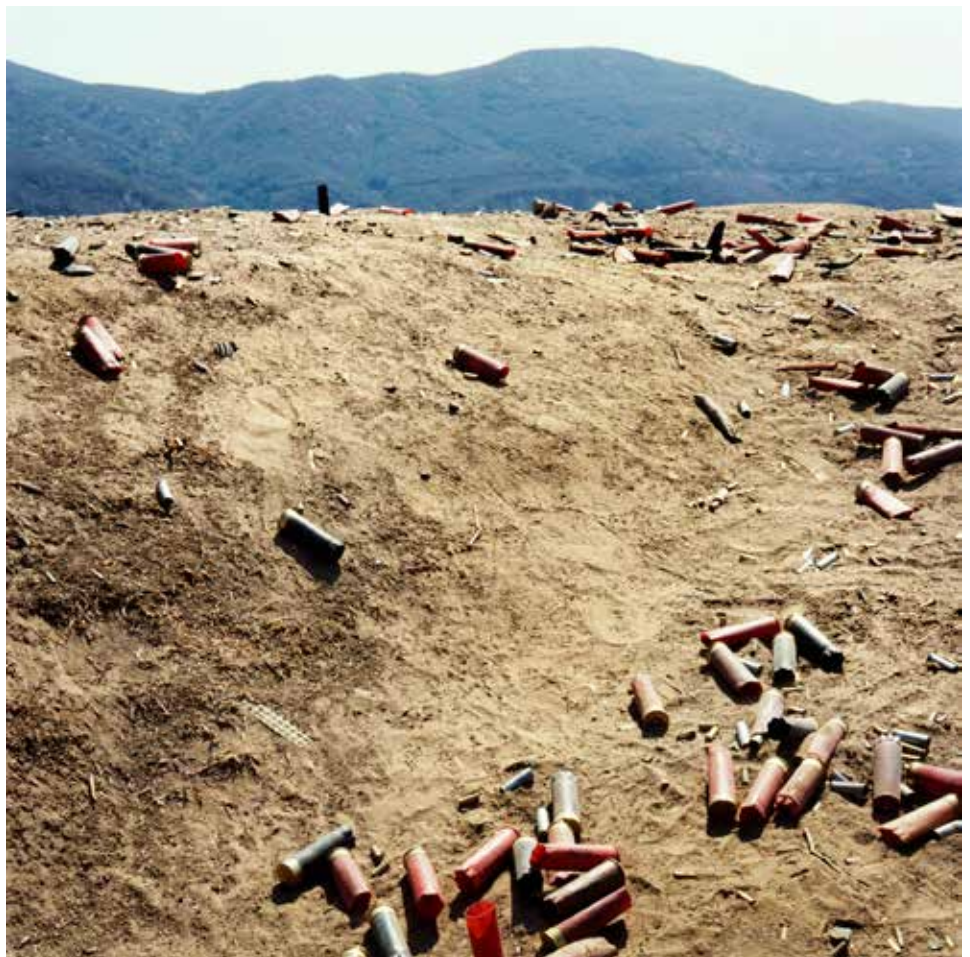
Left, down  
 Anthony Hernandez  
*Public Transit Areas #46*, 1979, printed 2016  
 Inkjet print. Courtesy the artist  
 © Anthony Hernandez



Anthony Hernandez  
*Rodeo Drive #3*, 1984, printed 2014  
 Dye destruction print. Courtesy the artist  
 © Anthony Hernandez

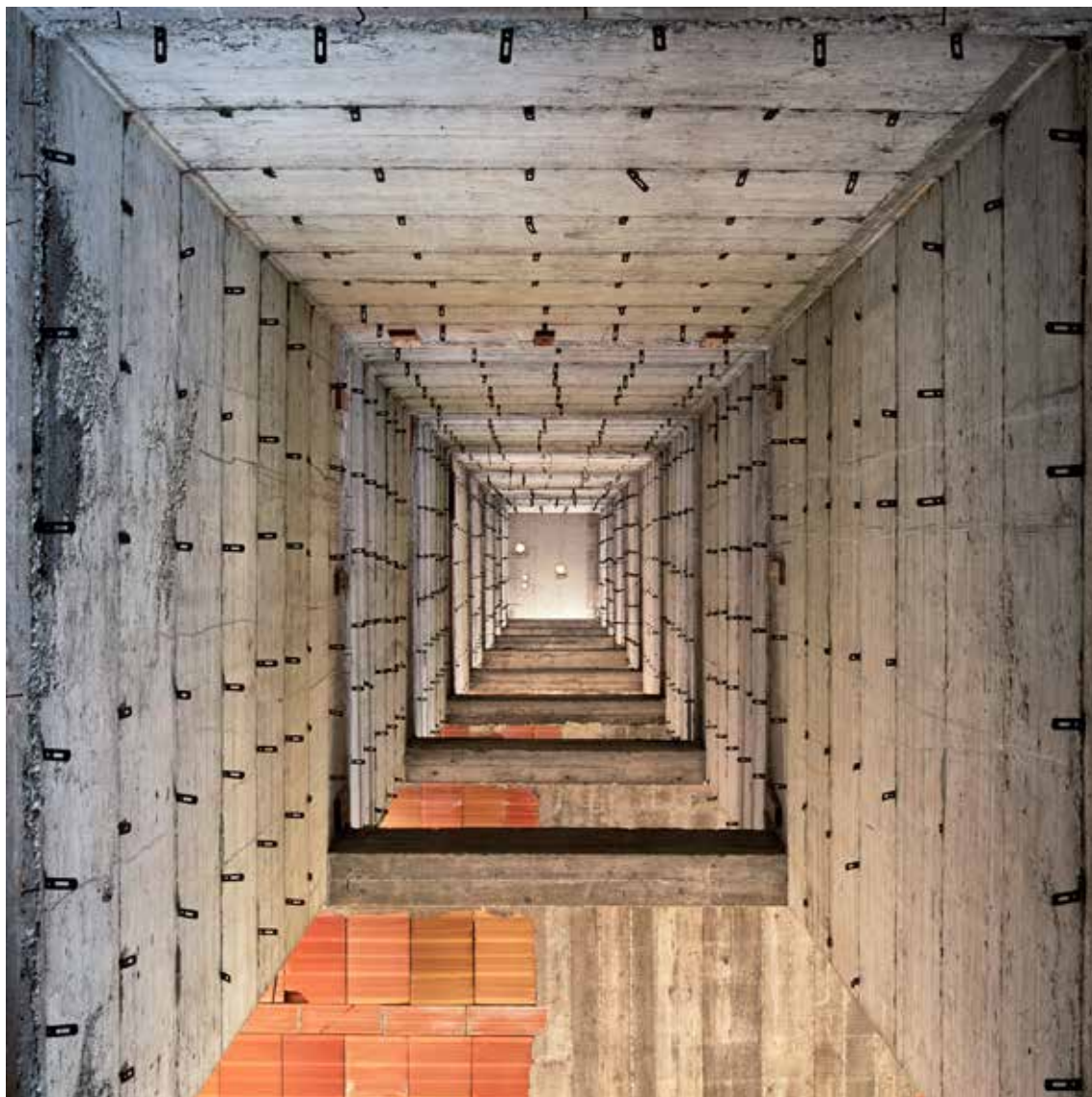
crowds or go unnoticed among the passers-by, he was forced to adapt his methods and totally rethink his street work. As he had to move more slowly and keep away from his subjects, his perspective was expanded and he started to observe how most of those around him, poor and working-class people, navigated an urban environment seemingly designed without taking into account their needs. The result was a totally original type of street photography in which the city is both the theme and the setting of the photographs. Working in this way, Hernandez produced four interrelated series between 1978 and 1982: *Automotive Landscapes*, *Public Transit Areas*, *Public Fishing Areas* and *Public Use Areas*. These photographs capture not only the visual qualities of Southern California, but also its social reality based on class difference.

Hernandez did not find his true vocation as a photographer until he began taking shots in which no people were present. The next section, **Absence and Presence**, displays his first series totally devoid of human figures entitled *Shooting Sites*. He started it during his time as artist in



Anthony Hernandez  
*Angeles National Forest #3*, 1988, printed 2016  
 Dye destruction print. Courtesy the artist  
 © Anthony Hernandez





Anthony Hernandez  
*Pictures for Rome #17*, 1999,  
 printed 2016.  
 Inkjet print. Courtesy the artist  
 © Anthony Hernandez

residence at the University of Nevada, Las Vegas, and finished it at the Angeles National Forest, on the outskirts of Los Angeles County. We will also come across another project with a similar approach, *Landscapes for the Homeless* (1988-1991), where he concentrated on taking pictures at homeless encampments on the streets of Los Angeles. Using precise framing, he imposed order

on the chaotic scenes he came across and humanized his absent subjects by paying attention to what they had left behind, in much the same way as an archaeologist would.

In **Urban Ruins** and in the following two sections, Hernandez explores interconnected visual themes to which he has repeatedly returned since the late 1990s: brick walls, fences, windows and

holes of various shapes and sizes. These shapes, mostly squares or rectangles – a window covered with paper; a bright yellow wall with countless scratches, holes and splotches of paint; a door with a strangely lit surround – are often presented on a flat plane, preventing access to whatever might lie beyond them.

While Hernandez's photography is primarily



Hernandez did not find his true vocation as a photographer until he began taking shots in which no people were present

Anthony Hernandez  
*Discarded #50*, 2014  
Inkjet print. Courtesy the artist  
© Anthony Hernandez

set in Los Angeles, much of the work on display in this section was produced during his trips. *Pictures for Rome* (1998-1999) depicts the modern ruins that highlight the relatively disposable nature of contemporary culture, deliberately shunning the ancient ruins for which this city is best known. *Oakland* (2000-2001) was produced as an artist of the Capp Street Project and *East Baltimore* (2006) as a guest of the prominent art historian and critic Michael Fried at John Hopkins University. These last two series depict dilapidated structures on the brink of being demolished, often focusing on the abandoned possessions and other vestiges of their former occupants.

The penultimate section will be dedicated to **Signs and Traces**. He shot the series *Everything* (2002) as he explored the riverbanks of the Los Angeles River, not far from where he grew up. Just like the homeless encampments he had previously visited, the river is something whose existence most of the inhabitants of L.A. are aware of, yet they never see it up close. As a child, Hernandez used to play along its artificial banks and in the drains that discharge their contents into it. When he returned as an adult, what he



found was a landfill and a totally different world; he photographed the enormous cement sewer pipes, as well as the flotsam swept along by the current or thrown in by passers-by. Hernandez revisited the homelessness issue in *Forever* (2007-2012), photographing on this occasion from the perspective of someone living on the streets and looking out from within an encampment, rather than what has been left behind.

Finally, the exhibition ends with his latest series, *Discarded* (2012-2015), which marks his return to the natural landscape and panoramic views. Like much of his work from the late 1980s onward, these pictures offer both a reflection on the decadence of

Southern California and a study of specific abandoned places, on this occasion communities devastated by the 2008 mortgage crisis and the subsequent wave of foreclosures, thus being forced to relocate to desert areas outside Los Angeles. The photographs speak volumes of personal failure and loss: the foundations of a trailer park that was never completed, an abandoned half-built house, family pictures left behind in a vandalized empty house, a desolate, empty plot of land. In one of the artist's few pictures since the 1980s depicting people, a disheveled man, who Hernandez came across living in an old school bus in Salton Sea, poses like a sentry watching over the remains of the apocalypse. ✕







# Vocational Training: between challenge and opportunity

TEXT: MIGUEL ÁNGEL BARGUEÑO PHOTOS: ISTOCK

The technological revolution calls for innovative ideas and VT is at the forefront, ready to lead and boost this transformation process. But it is necessary for companies to dictate the way forward and even train the teachers, according to the experts. More and more students are opting for vocational training: 47 percent of senior high-school students in Europe take VT courses and, in Spain, the number has risen 71 percent over the last ten years.

Driverless cars. Augmented reality glasses. Hyperloop capsules. Automated kitchens. Unlike in times gone by, inventions currently roll out in rapid succession. These are ever-changing times, with the constant emergence of new jobs which, in turn, call for people with the appropriate training to be able to pursue those careers. This frenzied innovation poses a challenge for education, which cannot afford to be left behind. In all of this, Vocational Training plays a key role.

## **VT is no longer what it was**

While, in the past, it was chosen as a last option, or after failure to get into university, VT nowadays offers exactly what many companies are seeking: specialization, practical knowledge and the possibility of immediate hiring. It is increasingly popular among young people, who

are free from outdated prejudices and are tech savvy with the latest innovations: according to data from the Spanish Education Ministry, 810,621 students enrolled in Vocational Training for 2017-2018, 17,000 more than the previous year.

However, perhaps because of its poor reputation in the past, in this country it remains a minority educational choice compared to other European countries. Almost half (47.3 percent) of senior high-school students on the continent are taking Vocational Training courses. In countries such as Holland, Austria, Luxembourg, Slovenia or Slovakia, the figure is over 60 percent. In Spain, it is just 35.2 percent, according to the European Center for the Development of Vocational Training. In the words of José Carlos Díez, Economics professor at the University of Alcalá and

one of the speakers at the seminar on *Vocational Training and the Future of Employment*, held last October in Madrid, “the countries with a higher percentage of people with VT qualifications have a higher per capita income level, and vice versa.”

It seems that, in the future, this upward trend will be sustained. As forecast in the Fundación MAPFRE report *Discover VT*, by 2020 some 35 percent of the available job positions in Europe will require a university degree, while half of all jobs will call for professionals with an intermediate qualification, precisely what Vocational Training has to offer.

José Ramón Pin Arboledas, professor at the IESE and one of the authors of the report, stresses that the negative image that continues to this day in Spain is something that has to change. “This



The VT institutions must be flexible and renovate their offering; companies must provide opportunities for work-based training; and people must accept lifelong learning



is practical training geared toward concrete skills. Given that there are different intelligence levels, it's a question of making the most of what each individual has. As it's more specific, it requires less time and so people can enter the labor market earlier. And as it's practical, it's more useful for companies. That means people can become financially independent earlier, and can mature more quickly," he states. In this sense, VT can even have a bearing on social issues: if the average age at which young people in Spain leave home is currently 29, we could progressively draw nearer to the Swedish figure of 19.7 years old. This could have favorable consequences in terms of demographic growth, as young people would form families earlier. Likewise in terms of personal satisfaction. "When one is capable of achieving personal independence, self-esteem increases. That makes people feel more self-assured," adds Pin Arboledas.

#### Breeding ground for specialists

What is VT lacking today for it to become a breeding ground for the specialists needed for the new emerging jobs? It seems obvious that, for a start, the training on offer must be at the cutting edge. In this sense, it is crucial that teachers have advanced knowledge skills. There are two ways to achieve this. One, that those at the forefront of technology collaborate closely with the vocational training centers. The other, that a nexus is fostered between companies and the teachers. "They should spend time at the companies to really know what is going on there," Professor Pin Arboledas suggests. Some companies, like Accenture, have already initiated plans for training VT teachers.

Boosting VT in this way is a priority in Europe. As João Santos, Deputy Head of the Vocational Training Unit at the European Commission's Directorate-General for Employment, underscores, "the *useful life* of skills is getting

ever shorter. In order to tackle this challenge, the VT institutions must be much more flexible and respond to the need to renovate their offering; companies must become actively involved in the design of, and providing opportunities for, work-based training; and people must accept lifelong learning as necessary to maintain their employability, active citizenship and quality of life."

#### Up-to-date contents

According to the experts, the local public administrations should encourage this renovation of educational contents. "Sometimes the administrations are too rigid," Pin Arboledas complains. "And by the time they accept a subject, it's maybe already outdated. The centers must be given greater freedom to design the academic curricula, together with the companies, and ensure they are much more agile and flexible." In this regard, it may also prove necessary to pay special attention to transversal competences, such as languages. In some multinationals based in Spain, English is employed as the official language, and it is possible that even the instruction manuals for the most modern machinery are in a language other than Spanish. What Professor Pin Arboledas proposes is that "there has to be a VT Erasmus also, so that part of the studies take place abroad, with on-the-job training in multinationals of the leading countries in each field: if the studies are in electromechanics, in

Germany; if they are in catering, in Italy; if they are in fashion, in France.”

It is worth considering VT as a further step in the educational process, not as the end of the road. Given the rate at which changes are occurring, lifelong learning will be obligatory from now on. “The young people now starting work will have a working life of close to 50 years. During that period, they will have to retrain four or five times. Nowadays, it is only logical that people never stop studying,” Professor Pin Arboledas reminds us. Thanks to its versatility, Vocational Training can also provide solutions in this area, as people can access it at any time during their careers. “Vocational training and university education must be interconnected,” Pin Arboledas suggests. “In Germany you can meet people who have finished their doctorate and are starting a VT course. You come across company chairmen who started out with Vocational Training studies.” In Spain, after graduating and in order to find work, some university students study a VT module which is much more practical, for example in such fields as software.

### **A necessity for companies**

The dual education system reinforces this link between training and work experience. It combines “the educational and learning processes in both the company and the training center”, as defined in the Spanish Royal Decree which regulates Dual VT.

“It’s not a question of students entering the labor market sooner; rather, they start out in the labor market. So they see the practical application of what they are learning in the work environment,” Pin Arboledas underscores. The Dual VT option was created in 2013 as a strategy to combat youth unemployment. Its progress is unquestionable: according to the study *Implementation and Evolution of Dual Vocational*

*Training in Spain* (2017), if the number of students in Dual VT for 2012-2013 was 4,292 and 400 companies had signed up, for the 2016-2017 course there were 24,000 students and 10,000 companies. So, the number of students had increased sixfold and companies by a factor of 25. These figures only serve to reinforce the idea that VT is a vibrant modality that is growing and reinventing itself. ✕



### **“Discover VT”**

Starting from the notion that VT is the great unknown of the educational world in Spain, Fundación MAPFRE and the Atresmedia Foundation have been working for some years now on disseminating and highlighting this educational modality through the project *Discover VT*. This year, in collaboration with IESE Business School, they published the study *Reflections on Intermediate and Higher Vocational Training in Spain*, which was drafted by conducting a review of the literature on

the subject, two surveys and an encounter with young people. They drew really interesting conclusions, such as the fact that many young people have no idea of the extensive range of qualifications that Vocational Training has to offer, or that they are aware that the current labor market calls for practical training. The report also provides proposals, among them improving cooperation between all actors in the VT sector and highlighting it as a first-class option, highlighting how it enhances employability.





Miriam (on the right) next to Carolina López, a work colleague and mission chief in various countries. Carolina is a social educator and joined Doctors Without Borders in 2006, working exclusively for the organization. Unlike Miriam, she never works in the office; she's always in the field, except for her rest periods.

## **Miriam Alía. Pediatric nurse at the Gregorio Marañón Hospital and person in charge of vaccination and epidemic response at Doctors Without Borders**

# **“The personal growth this work offers you cannot be quantified”**

TEXT: CRISTINA BISBAL PHOTO: ALBERTO CARRASCO





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She has been linked to the international medical and humanitarian organization Doctors Without Borders since 2005. At first, she combined her work as a field nurse (i.e. at those locations where the organization runs international projects) with her work at the Gregorio Marañón Hospital. Being asked to move to the MSF's Emergency Response area changed her life. Since then she leads a rather unconventional, yet really fulfilling, life.

**Why was the move from being a field nurse to Emergency Response so important for you?**

When I collaborated as a nurse, I worked six months at the Gregorio Marañón Hospital and six months for MSF (Doctors Without Borders), with a leave of absence. When I took up intermediate coordination posts in Emergency Response, it became harder to combine this with my work at the hospital. There came a time when I was told I'd used up every type of leave permit save that for maternity... (laughs). So I decided to ask for a one-year extended leave of absence. Then another, yet another... and I'm still here!

**What makes it harder to combine with your job?**

Emergency Response field workers have a phone they call to give you a few days' notice that you're going somewhere. On two occasions they even told me it was the very next day. Like when I went to Zambia, where a cholera epidemic had been declared. Or my first time in Syria: the person who was supposed to go couldn't go and they called me to head to the airport straight away. That night, when my friends rang me because I hadn't turned up, I told them I couldn't go as I was in Istanbul!

**And at the emotional level?**

From the outset, put simply, I loved it. Because this is a job where you see its relevance and positive impact right away. That's really gratifying. I realized this was where I belonged. There are so many different projects in MSF that it's hard not to find something you are passionate about. There are lots of opportunities and you have to try things to find

what you like and where you can prove useful. For me this was in Emergency Response.

**What has your nursing profession contributed to your work in the field?**

I feel the clinical aspect has been an added value. But, above all, my sensitivity regarding infancy, given that women and children are the most vulnerable population.

**Do you feel your decision led to your losing something, professionally speaking?**

On the contrary, I've gained. Because, in work like that of MSF, you have lots of training and professional development possibilities. And, on a personal level... where can I start? The personal growth this work offers you cannot be quantified. You give a lot, but you receive so much more. It's a privilege.

**But you lose out financially, don't you?**

In MSF we all have a contract and we are remunerated for our work, because we want highly professional, truly engaged people, and the technical aspect is most important. It's true that the salary the first year is not great. But, from then on, the pay is decent; less than in other organizations, that's true, but decent. You don't do this work for financial gain, although you must earn enough to live on.

**With so much traveling, can you have a private life?**

Of course you can. The fact is that I really enjoy life. When I'm in the field, I enjoy it. When I'm here, I also enjoy myself. It maybe doesn't let you lead a conventional life. Quite simply, your personal life is more closely tied to your professional life. ✖



# Six Feet Under

TEXT: ANA SOJO IMAGES: © FUNDACIÓN MAPFRE INSURANCE MUSEUM



It is not only the title of one of the best TV series of all time. Six feet under is the “safe depth” at which a corpse should be buried in order to prevent the spread of infectious diseases.

In the 17th century, during the bubonic plague epidemic, London’s mayor issued a series of legally-binding ordinances, one of which stipulated this depth (six feet for all burials) in an attempt to stem the spread of this virulent plague.

Funeral rites have existed since ancient times. There is archaeological evidence of prehistoric burial rituals dating back more than 400,000 years, according to declarations by Juan Luis Arsuaga, scientific director of the Evolution Museum in Burgos and well-known for his extensive research into the archaeological and paleontological site at Atapuerca. And although the intentionality of such evidence has been called into question and the scientific community still argues over this matter, we know that the Neanderthals deliberately buried their dead 50,000 years ago, as the findings at the La Chapelle-aux-Saints cave in France seem to demonstrate.

But there is no need to go so far back in time. We all know and we have heard of dolmens, pyramids and other monumental funerary constructions reserved for the leaders, kings and pharaohs of ancient times. However, for the subject matter of this article, what interests us are the funeral customs of ordinary people.



Finisierre Seguros advertisement. Insurance Museum. Fundación MAPFRE

There is documentary evidence of the existence of groups with common interests who formed fraternities which, thanks to the payment of a fixed monthly fee (possible predecessor of the premium), jointly bore the cost of the funeral upon the death of one of their members. This quota, payable on a monthly basis, made the onerous payment of funeral rites, beyond the possibilities of most families, more affordable.

Burial societies known as *eranoi* in ancient Greece or *collegia* in Rome were clearly forerunners of mutual benefit societies and labor union fraternities or guilds. The Roman *collegia* were authorized by special decree of the senate and, among their main purposes, was payment for a decent burial. There were *collegia* for the military, craftsmen, the wealthy classes and even for the poorer classes.

There are currently many insurance companies covering the risk of death and they are often derived from institutions of an associative nature, such as the benefit societies or guilds. What people sought in the past on taking out funeral insurance – “a hearse drawn by four horses with their plumes and saddle cloths, wreaths, memorial cards, crosses and novenas...” – is today heading in another direction. The trend now is for the usual services, or more innovative ones such as virtual presence at the religious services, the organization of the wake (where live music is rarely absent) and even the conversion of the ashes into an unforgettable piece of jewelry. ❌

### **Practical information on the Insurance Museum**

Located in Madrid, at Paseo de Recoletos 14, it has 600 pieces on display and a total of 1,300 preserved in the institution’s collection.

In addition, all of them can be viewed on a virtual tour of the museum at [www.museovirtualdelseguro.com](http://www.museovirtualdelseguro.com).

Free guided tours for groups may be reserved in advance by telephoning + 34 916 025 221.





# Eating well as children to become healthy adults

TEXT: ÓSCAR PICAZO

The figures speak for themselves: while 115 million children in the world suffer from malnutrition, obesity affects 43 million and, of these, some 30-40 percent live in developed countries. The trend, therefore, is not encouraging. Changing the habits of adults is really difficult and this is why childhood is such a key stage for establishing healthy eating habits that will endure throughout life.

The World Health Organization puts it bluntly: childhood obesity is one of the major health challenges in the 21st century. No question. This is how this organization explains the issue, adding that this problem affects high and low-income countries alike, in the latter case compounded by the scourges of poverty and malnutrition. Childhood obesity figures are increasing at an alarming rate and, in 2016, it was estimated that the number of overweight children under the age of five exceeded 41 million. Almost half of them are in Asia and a quarter in Africa.

This is truly concerning, as it is known that obese children are more likely to become obese adults and then also suffer a greater risk of other non-communicable diseases such as cardiovascular disease or diabetes. The WHO therefore urges all nations to grant the highest priority to the fight against childhood obesity.

## Setting an example at home

Imitation is one of the prime mechanisms in a child's learning process. We know that the environment has a major bearing on behavior and the acquisition of habits among the little ones. What they see at school or at home will decisively determine their future habits. So much so that we know that those born to obese parents are more likely to become obese children and adults: not just due to the way they eat, but also due to that acquisition of unhealthy habits which will last into adult

life. Compounding a poor diet is physical inactivity, smoking or alcohol consumption, which are components that often go hand in hand in one big deadly cocktail.

We also know that those people with better cooking skills and abilities tend to have a healthier diet. As indicated in the report *Diet, Society and Food Decisions in 21st Century Spain*, drafted by Fundación MAPFRE in collaboration with the CEU San Pablo University, women account for the vast majority of the work in the kitchen in Spanish homes, especially those in the higher age groups. There is less difference between the sexes among youngsters, with respect to their claimed culinary skills. Moreover, it would appear that they do not lose interest in cooking, contrary to what we might think. This may be partly due to the popularity of television programs that bring haute cuisine into every home, making chefs hugely popular figures and

THE PARADOX OF TODAY'S SOCIETY

IS THAT, WHILE THERE IS HUNGER

IN THE WORLD,

**41** MILLION CHILDREN

UNDER THE AGE OF FIVE AROUND

THE WORLD ARE OVERWEIGHT

ACCORDING TO DATA FROM 2016





raising yet further the profile of their culinary art. Youngsters nowadays not only want to be successful footballers, but also creative cooks.

### **Cooking to eat better**

Teaching cooking skills can therefore provide an excellent vehicle for introducing the little ones to healthy eating habits. Those striving to improve the eating habits of children – such as the Alicia Foundation, created by, among others, Ferrán Adrià, or the Dani Garcia Foundation – have a clear idea about this: one of the prime motivations in food consumption is personal taste, something that is also reflected in the Fundación MAPFRE study

## **Teaching cooking skills can provide an excellent vehicle for introducing the little ones to healthy eating habits**

mentioned above. If we want the little ones to eat vegetables, we must make them appealing. Or better still, get them to prepare them.

Making kids participate in the whole process – right from the purchase, through to the

conservation, prior preparation, cooking and presentation of the dishes at home – can break down some of the barriers that prevent them from trying new foods. Affording them some initiative, and heeding their opinion to adapt dishes to suit their personal tastes, can be a good way of boosting their acceptance. Without forgetting the visual aspect: the notion that a dish must be visually attractive may be even more important for children. The presentation can make all the difference.

### **Practicooking: from theory to practice**

With the aim of helping families once again make the kitchen a space for sharing leisure time



We know that those born to obese parents are more likely to become obese children and adults: not just due to the way they eat, but also due to that acquisition of unhealthy habits which will last into adult life



The chef Dani Garcia, whose restaurant recently received three Michelin stars, has created recipes to encourage children to venture into the kitchen.

and health, Fundación MAPFRE and the Dani Garcia Foundation launched the project entitled *Practicooking*. Eating vegetables can be fun if we all participate, turning mealtimes into a game. This project offers simple, quick, tasty recipes anyone can try out.

Presented by the chef Dani García, the videos walk us through the preparation of these delicious dishes. Moreover, details are given for each recipe regarding its difficulty level, most suitable age-group, ingredients, allergens and each step of the preparation.

Let's bring the little ones into the kitchen. Under our supervision, we can see to it that today's little chefs become healthy adults who, in turn, will pass these good habits on to their own children. This may be one of the few ways in which we can put an end to the scourge of obesity. ✕

### ***Baby led weaning: playing with food***

Mealtimes self-regulated by the baby, supplementary feeding on demand or, to use the widely-used term, *Baby-Led Weaning*, is a growing trend popularized via social media. This term was coined by nurse and midwife Gill Rapley, who summarizes the fundamental notions of her method in the book *Helping Your Baby To Love Good Food*. The idea is that, from the age of six months, coinciding with the start of complementary feeding, babies can be offered suitably-sized portions of cooked food, so that they can become familiar with different food types: touching, smelling, seeing and tasting them.

This method enables young ones to progressively become familiar with the textures, smells, flavors and colors of food, and even the sounds as they bite or chew. This allows them to gain confidence and feel able to regulate what they eat, depending on their adaptation to each of the foods. In addition, it enables them to recognize whole foods, which is not the case when we give them baby formula or purees. They thus become familiar with what their diet will be like at a later stage,

once they are no longer being breastfed. Furthermore, this method also seems to help their motor development, given that the need to handle these foods, sometimes slippery or irregular, stimulates and hones their motor skills.

One of the main risks people attribute to this method is the risk of choking. It is therefore most important that food portions are of a size that avoids the risk of airway obstruction. For example, it is preferable to offer relatively large pieces that babies cannot directly ingest without biting or breaking up with their hands, and never let them feed themselves unsupervised. We should also be prepared to act in the event of some incident, knowing how to administer the Heimlich maneuver on infants under one year old. However, a recent study found that there is no increased risk of choking when following this method, compared to spoon-feeding mashed pap.





# Dependency and harassment: high risk online

TEXT: NURIA DEL OLMO @NURIADELOLMO74 PHOTOGRAPHS: ALBERTO CARRASCO

Nearly half of our youngsters admit they are hooked to the Internet and social networks. This is revealed by the latest study conducted by Fundación MAPFRE and the Reina Sofia Adolescence & Youth Center of the Drug Addiction Foundation (FAD) with the aim of analyzing their behavior regarding how they make use of the Internet and showing them the risks to which they are exposed. For the experts, the goal is not just to teach them to avoid excessive use of smartphones and consoles. The main challenge now is for them to learn how to differentiate between truthful information and hoaxes, and how to be careful with the personal data they share.

“You are often misled on social networks. Bullying among peers and distributing private photos is more common than people think,” declares Gonzalo Izquierdo, a second-year High School student. Like most of his colleagues and friends, this youngster from Madrid is aware of the risks, but he accepts the drawbacks as the price to be paid for enjoying the opportunities offered by the Internet. “I surf the Web for fun, looking at other people’s profiles and sharing information. It’s what I like doing most in my free time.”

Saturation, dependency, deceit and abuse. These are just some of the feelings of young Spaniards aged 14 to 24 after using the Internet and connecting to social networks. Over half (55.4 percent) admit they are constantly checking their smartphone, even in class or when working (29.3 percent), and even when they are with others (19.7 percent). The amount of time they spend on social media also leads to them neglecting other activities such as studying (49.9 percent), reading (49 percent), sports (31.4 percent), and even losing hours of sleep to stay

connected to the networks (43.2 percent).

These are data from the study *Youngsters in the Virtual World: Habits, Practices and Risks*, conducted recently by Fundación MAPFRE and the Reina Sofia Adolescence & Youth Center of the FAD (Drug Addiction Foundation). According to this research, nearly half of these young people (49 percent) admit they very often feel “addicted” and, according to the experts, this leads them to feel the pressing need to constantly “check their cell phone to see if something new has happened”, a feeling of anxiety that stems from the fear of not finding out quickly about something circulating online. They are also well aware that the Internet and social media pose a risk of being misled and sacrificing privacy. 54 percent declare that “you are often misled on social networks”, while 51.9 percent believe that “using social media

makes it inevitable that strangers know things about you.”

### **Cyberbullying and identity theft**

Laura Sánchez is a clinical psychologist. For five years she has been working with children and teenagers in elementary and high schools over a large part of Spain, outlining the risks posed by cyberbullying, online harassment – “the most prevalent online hazard” – and others such as “happy slapping”. This expression is used to define a type of harassment which results in explicit violence and, moreover, is recorded on video and shared on social media, “a horrible practice which makes fun of victims by posting videos showing them being beaten and humiliated by others.” In her workshops, she also talks about other common risks such as grooming, where the goal is to obtain images of minors in pornographic situations and even attempt to arrange a physical meeting with a minor.

“The data are most worrying”, she states. “Nearly seven out of every ten young people believe that both the harassment of kids

**55.4** PERCENT OF  
YOUNGSTERS ADMIT THEY CHECK  
THEIR SMARTPHONE CONSTANTLY



# Youngsters in the virtual world

## RISKS OF ICT USE



### Consumption of risky contents

The youngsters admit having accessed pages containing:

**38.1%** Hate messages.

**33.0%** Experiences with drug consumption.

**21.1%** Ways to commit self-harm or suicide.

**23.2%** Ways of hurting other people.

**28.6%** How to become extremely thin.



### Loss of privacy and intimacy

**19.8%** Claim to have had problems due to content about them that other people have sent or shared.

**66.0%** Believe that distributing private, compromising images without consent is "fairly common".



### Harassment

**70.0%** Point out that harassment on the Internet and social media is "much more common than people think"



### Abuse

**34.0%** Claim to have suffered abuse (ostracism, insults, threats).

**9.2%**

Admit having been an offender.

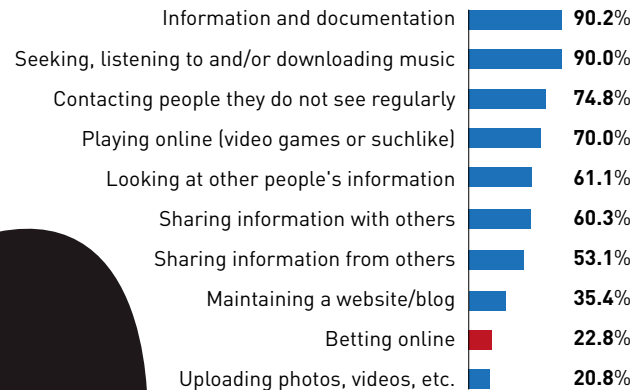


### Dependence

**55.4%** Confess they constantly glance at their cell phone.

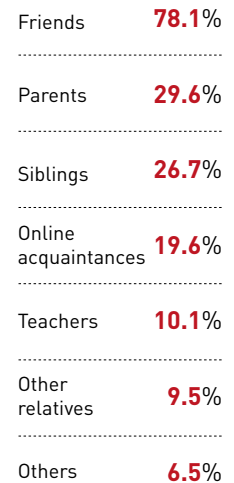
## What do they use their devices for?

Frequency with which they perform certain activities on the Internet (%)



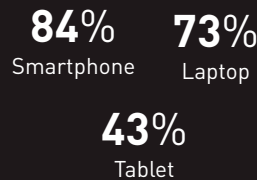
## Who do they turn to?

43% of the youngsters indicate that they have sometimes had to ask for help with situations that arose on the Internet or social media which they could not resolve alone.



## What devices do they use?

Youngsters aged 14 to 24 have...



Source: The study Youngsters in the Virtual World: Habits, Practices and Risks, conducted recently by Fundación MAPFRE and the Reina Sofía Adolescence & Youth Center of the FAD (Drug Addiction Foundation).

by adults (grooming) and among their peers (cyberbullying) is fairly or very common, much more than people think." Likewise distributing private, compromising images without consent, as well as threats, insults, sick jokes and acts of ostracism, which 34 percent of youngsters acknowledge they have already suffered.

"We are facing a major challenge, since most kids believe that their online activity affords them so many benefits, such as making new friends, interacting more with people who are far away or with their friends, or simply having fun." In this regard, her work consists in getting them to comprehend that the use of new technologies, social media and the

Internet can be positive if they act responsibly. "One of the messages we stress the most is that they must be careful with any information of a personal nature they share. Youngsters open up a great deal online, put up few barriers and accept that people they don't know at all can come into their lives. They let themselves be carried away by the

Young people aged 14-24 view the Internet and social networks as “where you have to be.” They principally connect via their own smartphones (84.1 percent)



## Addiction: first signs

- A need to be connected for an ever-increasing amount of time to feel satisfied.
- Feeling depressed, nervous or angry when not connected.
- Spending a lot of time thinking about the next online connection.
- Failing to control the duration or frequency of time spent online.
- Neglecting activities or obligations in order to keep connected.
- Isolating themselves. Preferring cyber-relationships over personal relationships.
- Lying with regard to duration or frequency of time spent online.
- Clear change of habits.

‘follow for follow’ strategy to gain followers at any cost, which certainly entails risk.” We also warn younger children of the hazards posed by playing online video games, “given that, while they barely realize it, they are connecting with total strangers.”

### Fewer hours and more adult supervision

For over five years now, Fundación MAPFRE has been running its ControlaTIC educational program, in which more than 100,000 teenagers from 500 educational centers all over Spain have participated to date.

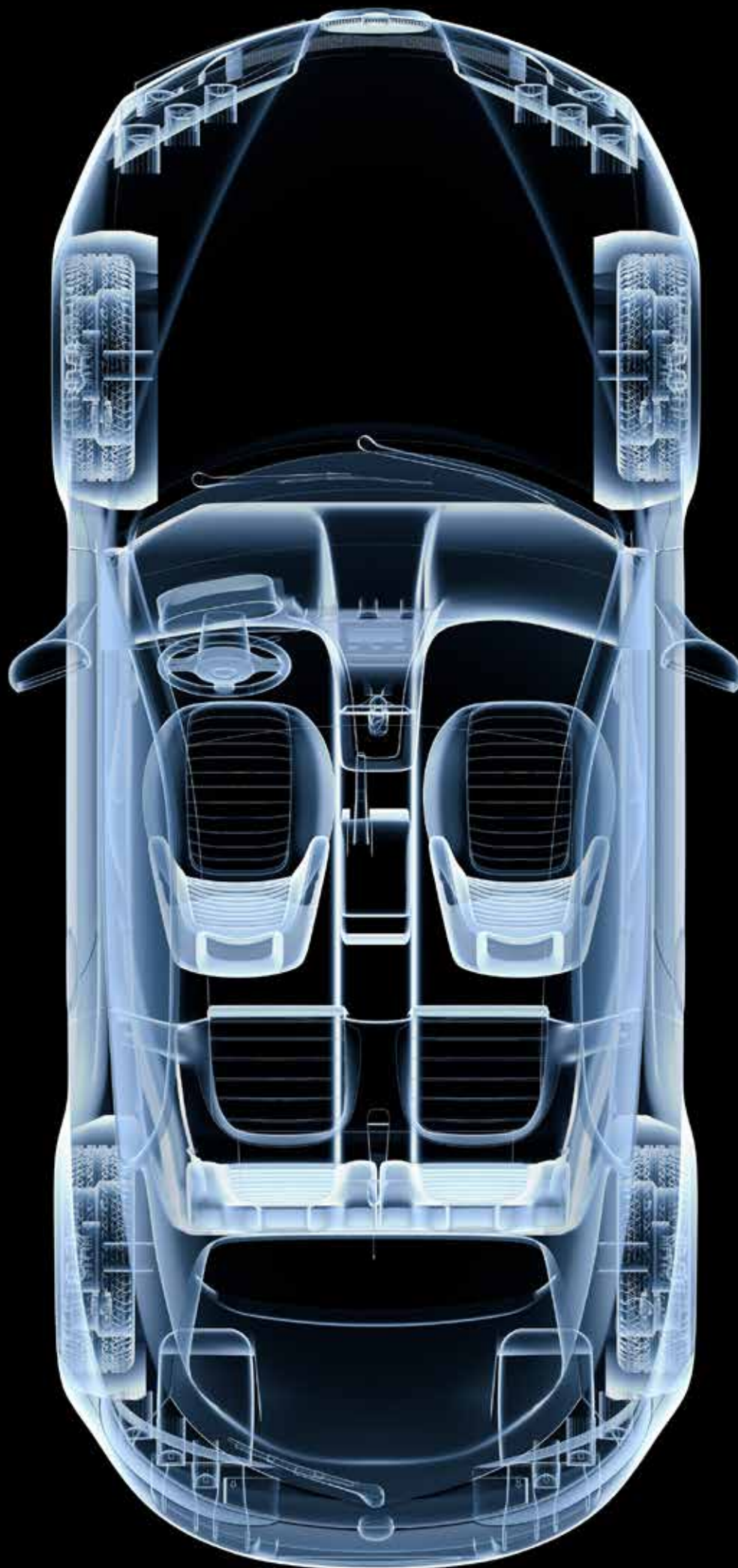
The experts also warn that kids must be educated in the new forms of communication, especially by fostering key skills such as critical thinking, based on teaching them to differentiate

between truthful information and hoaxes, not to trust anyone, to question the motivations of those they encounter online and to be cautious about sharing any personal information. It is also important that they understand the value of intimacy and privacy, helping them to question their excessive online exposure and letting them see that what they upload to the Net can have consequences in the medium and long term. Promoting the participation of adults – both parents and educators – is yet another key aspect, especially so they can comprehend how young people interact in the digital environment and thus be able to help them tackle hazardous situations online.

“We must bear in mind that the vast majority (78.1 percent)

turn to their friends when they have difficulty solving some online issue. A mere three of every ten rely on their parents and nearly ten percent on their teachers,” states Antonio Guzmán, Health Promotion manager at Fundación MAPFRE. “Until children reach the age of 14, we suggest setting specific usage rules with the greatest possible degree of consensus, such as establishing common areas of the home and limiting the amount of time (no more than two hours a day) for using new technologies. We also believe it’s important to monitor such use and avoid them using a computer or smartphone just to fill in time, before they have fulfilled their responsibilities.”





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# All that the ADAS can do for your safety behind the wheel

TEXT: ÁNGEL MARTOS IMAGES: ISTOCK

ADAS, Advanced Driver Assistance Systems, are electronic devices that can exponentially increase our safety on the roads. Research shows that a total of 51,000 accidents could be avoided, or their consequences significantly mitigated, thanks to their use.

It could be said that auto technology is advancing at a crazy pace; all that remains is for cars to talk. And we would be lying because, truth be told, many already do.

—Darling, I don't like that lane change warning at all; it goes off every time I do it.

—Great! Maybe you'll learn to use your turn signals.

This fictional dialog uses humor to demonstrate how people interact with these new technologies which are increasingly present in our cars and which, moreover, warn us of potential hazards, helping us to be better drivers. This is the case, for example, of the 360° parking camera, which offers a better overview of the vehicle's surroundings, whether we wish to park, reverse or maneuver in tight spaces with limited visibility.

This device is one of the so-called advanced driver assistance

systems (ADAS), a plethora of extras whose widespread introduction, according to the DGT (Spanish traffic authority), would lead to a 57 percent reduction in the number of accidents recorded in Spain.

## Safety, a sales argument

A study by *Clicars.com*, a Spanish startup specializing in online vehicle sales, notes that the 360° parking camera is only the third preference among extras considered essential by Spaniards, behind GPS (20 percent) and steering wheel mounted controls (14 percent). A great many variables affect a driver's decision to buy, and price is surely one of the factors most taken into account.

According to a survey of drivers and the new mobility conducted by the magazine *Autofácil*, safety is the fifth factor when it comes to deciding on the purchase of a

vehicle, behind price, in first place, consumption (also directly related to people's wallet), reliability and design. This hierarchy may well be the result of the insistence over so many years in automobile advertising on priorities such as power, speed or savings.

“This trend seems to be changing,” says Jorge Ortega, an expert in Accident Prevention and Road Safety at Fundación MAPFRE, who believes that “safety already forms part of the sales pitch for some brands and some of them have even made safety their top priority.”

The current range of ADAS to achieve safer vehicles is experiencing exponential growth in the Spanish market. We already know of systems which have been obligatory to meet safety standards since 2014, such as the unbuckled seat belt warning and tire pressure monitoring systems. But others are

Public administrations must keep expanding the mandatory incorporation of certain systems and thus reduce the significant differences in safety equipment between some vehicles and others, so as to create a sufficiently high minimum safety standard

becoming increasingly common within the list of vehicle features, whether fitted as standard or available as an optional extra.

Currently, the most advanced, innovative systems are mounted initially in top-of-the-range vehicles. However, within a very short time, due to the rapid pace of technological advances, systems that sounded like science fiction

even take control of the vehicle and bring it to a complete halt. Adaptive Cruise Control, which regulates the vehicle's speed to maintain a safe distance from the vehicle ahead, or the Intelligent Speed Assistant (ISA) will also be widely available. This speed control system, which works via the GPS connection and uses a camera to read the speed

of car accidents,” declares Oliver Carsten, professor at the Institute for Transport Studies in the United Kingdom. So much so that the new city buses in London are going to incorporate it as standard equipment.

**A minimum safety standard**

Public administrations must keep expanding the mandatory



until very recently will have become commonplace.

It will not be long before we see automakers' full model range equipped with automatic emergency braking systems, warning the driver of the risk of collision with the vehicle ahead on the highway or of hitting pedestrians and cyclists in urban settings. These systems may

limit signs, prevents the driver from exceeding the stipulated speed limit at the exact place where the vehicle is located. It is hoped that this new gadget will end up forming part of the mandatory equipment in all automobiles, something which the EU anticipates by the year 2030. “The ISA is essential. Speed is the number one cause

incorporation of certain systems and thus reduce the significant differences in safety equipment between some vehicles and others, so as to create a sufficiently high minimum safety standard. Mandatory compliance regulations contribute significantly to the popularization of such systems and ensuring they are fitted as standard on vehicles. Such



regulations must be constantly updated and make certain safety extras mandatory for a vehicle to receive type approval certification and, therefore, be able to be sold and registered.

The ADAS are here to make us better drivers. That is why their use should be promoted by public administrations, stresses Ortega, not just explaining what

significant role when purchasing a vehicle would be to apply higher municipal taxes to less safe vehicles.

But it is also up to each individual buyer to decide how safe their life behind the wheel is going to be. According to a study carried out by the automaker Citroën, *Our Lives Inside Our Cars*, the time we Spaniards spend in our car


is most welcome,” declares the director of this organization which deals with so many victims of traffic accidents. Obviously, this must be accompanied by “road safety education in schools and making theoretical training mandatory for driving schools; there’s no point in making vehicles safer if nobody knows how to use them,” she adds.



they are and how they help save lives and minimize injuries, but also by encouraging their purchase through tax exemptions. Israel and Norway, for example, are studying the application of tax benefits to the full vehicle price if it incorporates ADAS, or to safety accessories where they are not fitted as standard. Another formula to ensure safety plays a more

throughout our life can amount to a total of three years and eleven months. This is a sufficient length of time to warrant placing safety on our list of priorities.

Mar Cogollos, from the Aesleme Association (for the study of spinal cord injuries) applauds the idea of making ADAS compulsory in vehicles, “any increase in driver safety

Perhaps the driver homo sapiens has reached his peak and, given society’s determination to combat traffic accidents, all that remains is for us to enhance our skills with all that technology has to offer to make us better drivers. We can make the ADAS our guardian angels, ensuring our safety on the roads. It is not a question of magic, but rather of responsibility 



Darüŝafaka  
1863  
EĞİTİM  
KURUMLARI



Darüŝafaka'da  
ilk günüm

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# Turkey, setting the educational benchmark for underprivileged children

TEXT: ISABEL PRESTEL IMAGES: DARÜŞŞAFKA SOCIETY

For 154 years now, the Turkish Darüşşafaka Society has been offering educational scholarships to gifted students who have lost one or both parents and have limited financial resources. The goal of equal opportunity in education pursued by this program is made possible thanks to financial support from institutions such as Fundación MAPFRE.

“I’d like to be a doctor, specializing in cardiovascular diseases and doing research in this field.” There is no reason why this statement of intent should surprise us, not even coming from a 14-year-old kid. However, it really does. Because the boy in question is Đahin Murat Kocar; his father is deceased, he lives in a Turkish village and barely has the means to attend school. But the most amazing thing is that he really has every possibility of becoming a doctor. And this is all thanks to Darüşşafaka Society, a project created in 1863 in Istanbul to provide quality education for underprivileged and/or orphaned boys and girls (although, until 1971, only boys were admitted). Throughout these 150-plus years they have managed

to fulfill that mission and, today, it is one of the most prestigious schools, not just in Turkey, but also at the international level. One of the keys to its success is knowing how to choose its students. They are evaluated by means of an admissions test, a personal interview and a report on the family’s financial situation. In order to ensure *equality of opportunity in education* (one of the school’s mottoes), this exam can be taken in 20 provinces around the country by all those children hoping to be admitted. To this end, the Ministry of Education collaborates with the institution by compiling relevant data on all children in grade four who have lost one or both parents. Each one of them is sent a letter informing

them of the benefits of attending this school. Everything then depends on the results of the tests.

However, if admitted, they must understand that their life is going to change radically. As happened to Đahin Murat Kocar who had never before been separated from his mother, but had to leave home and move to the city of Istanbul. He lives at one of the Darüşşafaka schools there (scholarships include accommodation, meals and education). His experience could not be more positive: “Here we have to tidy our room, make the bed, organize our wardrobe and even serve our own meals. Living here requires more effort and time than at home. Sometimes we need these kinds of tasks if we are to mature.”



One of the keys to its success is knowing how to choose its students. They are evaluated by means of an admissions test, a medical examination, a personal interview and a report on the family's financial situation



area feel recognized, can feel that their aptitudes, aspirations and interests are truly appreciated. Defne Hadis is a fine example of this. In elementary school, before receiving the Darüşşafaka Society scholarship, her style of drawing received disapproval. On the first day at her new school, her teacher was surprised by the way she painted. "Since then, she has always supported me. And yes, I want to be an artist," is her resounding affirmation. She is well on her way, given that she has already held two painting exhibitions at an important gallery in Istanbul. Moreover, she aims to study Graphic Design at the University of Istanbul. And, as if that were not enough, she also plays the piano and basketball. These stories not only represent hope for those longing to study at this school. For quite a few people, success is already a reality. Nahit Çakar is one of them. A specialist in Anesthesiology and professor at the University of Istanbul, he

Because, in this top-quality school, not only knowledge is imparted. They are also taught how to live, socialize, take an interest in the environment, etc. "Before coming to Darüşşafaka I had very few friends; I was really shy and introverted. But here, I've become sociable and made lots of friends. What's more, I've improved a lot in subjects such as Drawing and Music, and joined the drama club. I've increased my study pace and developed new study methods. In short, I've learned to live," declares a self-assured Đahin. Indeed, his results are amazing: in the exam that enabled him to move on to secondary education, he was one of the students who answered all the questions correctly. One of the merits of this school's approach is that it does not prioritize sciences over the arts and letters. It has thus managed to ensure that children who stand out in either

**«Darüşşafaka is not just a school, but rather one big family in a caring home environment»**





was a Darüŝŝafaka student. He ended up there at the insistence of his elementary schoolteacher, to whom he will forever be indebted. Although, what really marked him for the rest of his life was how the faculty at the school in Istanbul treated him. And his new classmates. “The teachers were really friendly. On the first day of class, some already called me by my surname. So, even though I felt a little lost at first being so far away from my family, I adapted quickly. Over time, I started spending even the vacations at the school, because there was more for me to do there than at home. All of this helped us to learn exactly what friendship and camaraderie meant. We were a group of people

from the same background of deprivation and poverty. Maybe that’s why we maintain a close bond, even now.”

### **Education Changes Lives**

A quality education opens up the possibility of changing the future of students, even if they live in economically disadvantaged situations. This is one of the

**In this top-quality school, not only knowledge is imparted. They are also taught how to live, socialize, take an interest in the environment...**

principles of the Darüŝŝafaka Society, a private institution which believes that good education manages to increase self-esteem, but also the curiosity and intelligence of the child receiving it. As M. Talha ÇamaĐ, chairman of the Board, puts it: “Darüŝŝafaka is not just a school, but rather one big family in a caring home environment. Children from the age of ten are entrusted to us, we raise them with affection until they turn 19 and, as adults, they then go off to continue their studies elsewhere. Some become bankers or politicians, others doctors,

lawyers, journalists, scientists or artists. All of them, however, are real-life examples of those whose lives have been enhanced through education.”

### **Fundación MAPFRE and the Darüŝŝafaka Society**

Founded in 1863, the institution is funded thanks to private and corporate donations, as well as to those made by the partners who believe in this project. One of them is Fundación MAPFRE, which helps provide scholarships for those talented children who have lost their parents and face economic hardship. Specifically, in 2018 it assumed the maintenance costs of 30 students for a full year.

The program undertaken by Fundación MAPFRE is entitled Darüŝŝafaka Nutritional Support. The involvement of this Spanish institution is a further example of its determination to promote equality of opportunity in education for those boys and girls whose economic situation would not allow them to receive an education their talent and interests deserve. ✕

Many people around the world will not be able to read this article. Over 750 million people are illiterate, two thirds of them are women and 250 million are children.

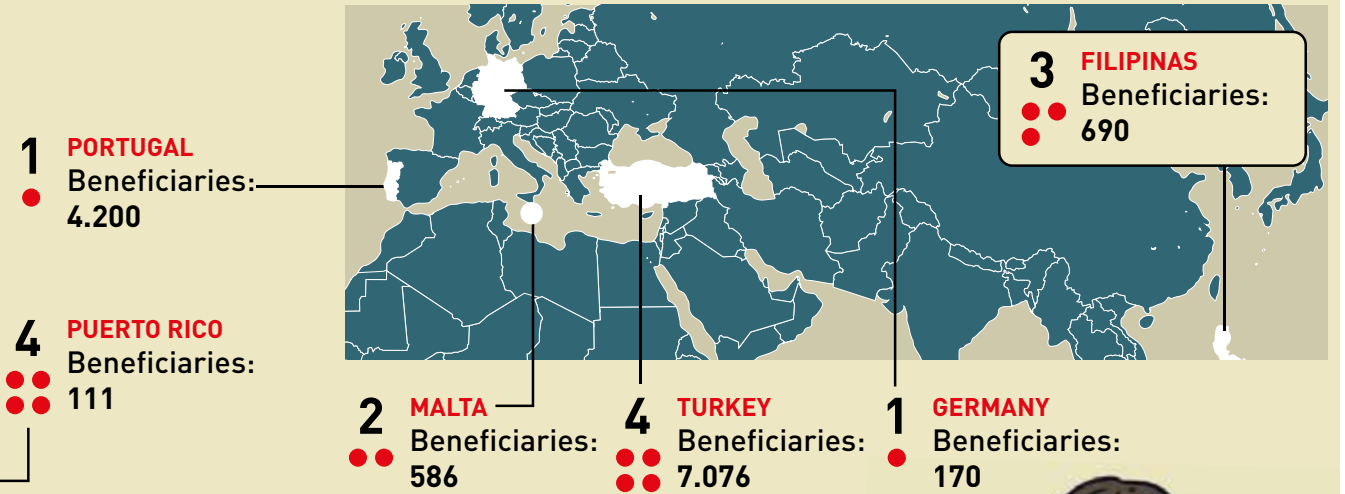
## To fight poverty, education.

● Number of projects.





These UNESCO figures for the year 2017 need no comment; they have simply driven us to take action. We proudly present our education projects.



*We believe in education as a tool for breaking out of the cycle of poverty. The 124,923 beneficiaries of our projects have the chance of a better future and of becoming drivers of transformation in their communities.*

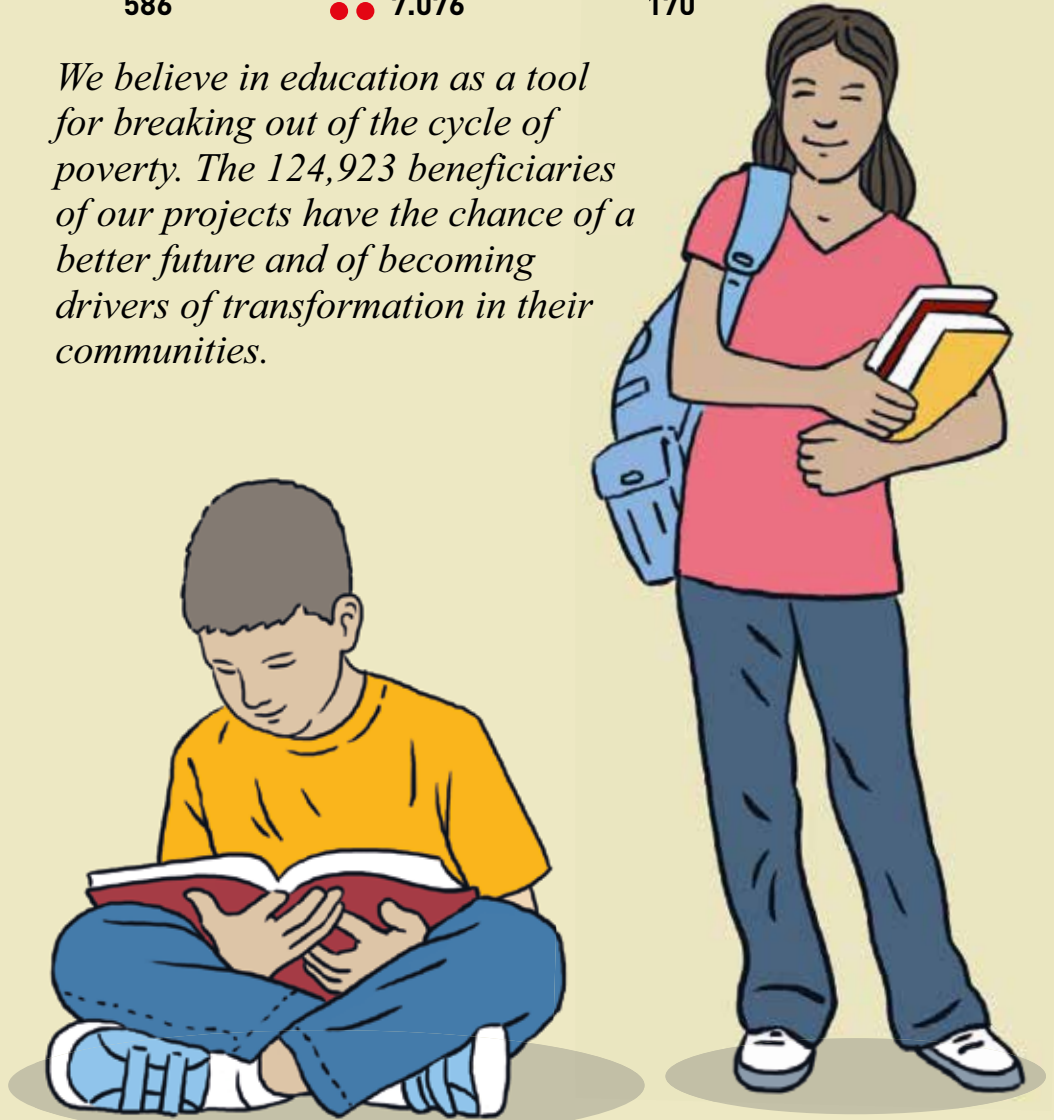
4 PANAMA  
Beneficiaries: 2.449

6 COLOMBIA  
Beneficiaries: 24.327

14 BRAZIL  
Beneficiaries: 28.025

4 PARAGUAY  
Beneficiaries: 749

1 URUGUAY  
Beneficiaries: 237





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# 220 doctors for Mozambique

TEXT: CRISTINA BISBAL PHOTOS: FUNDACIÓN MAPFRE GUANARTEME

One of the health-care shortcomings in Mozambique is the lack of medical professionals. Thanks to the involvement of doctors from the Canaries who come as volunteers to teach at the UniZambeze, Public University of Mozambique, physicians who can care for the population throughout the country are being trained and graduating.

In the year 2011, in the city of Tete, average life expectancy was 42 years and the number of physicians was one per 60,000 inhabitants. Specifically, for a population of some two million inhabitants, there was one surgeon, two internists, a gynecologist and two pediatricians, plus the occasional presence of volunteer doctors. The reason for this shortage can be traced to the lack of teaching staff in such areas as Medicine, Surgery, Obstetrics-Gynecology and Pediatrics at the University of Zambezi (UniZambeze, Public University of Mozambique), which made it impossible to impart the last three years of the medical degree course.

Word of this reached Luis López Rivero, a teacher and Head of the Thoracic Surgery Department at the Insular University Hospital on Gran Canaria. And it did not fall on deaf ears. He decided to initiate a Medical Training project at the Faculty of Health Sciences of the

University of Zambezi, which relies on the support of Fundación MAPFRE Guanarteme. The aim was to help train doctors, providing the new medical graduates with the methodological skills and tools necessary to practice medicine in their country. In other words, “teaching them to fish rather than giving them fish.” And it really works.

In 2012 a Specific Cooperation Agreement was signed between the ULPGC (University of Las Palmas de Gran Canaria) and the UniZambeze. Since then, 79 doctors and teaching staff have taken part in this project, traveling from Gran Canaria to Tete to impart theoretical and practical classes in person. “They don’t charge anything. On the contrary, it always costs them something. We only pay for their ticket and travel insurance. The local university provides accommodation: we have our own house there” declares López Rivero, who admits he likes to “mix it up”.

The “mix” he refers to consists in adopting an intensive modular teaching methodology, in such a way that students receive intensive, continuous training in each subject for periods ranging from two to four weeks. In this way, the teachers can organize their time in order to successfully combine their professional activity with their involvement in the cooperation project. This is done in such a way that it is possible to cover the full contents outlined in the Syllabus. In addition, the project is rounded off with a study trip lasting two months for groups of 10-15 students in their sixth year. The Mozambican students, selected on the basis of their academic record and motivation, among other things, thus benefit from practical experience in central hospitals on Gran Canaria belonging to the Canary Islands Public Health Service. Since the Annual Hospital Practical Training Program was launched in 2014, a





committed to working in rural areas, those most in need of health-care services in the country. “Generally speaking, rural inhabitants are cared for by nurses, or even by health-care assistants.” This Thoracic Surgery specialist from the ULPGC’s Faculty of Medicine reveals that the few doctors in the country are concentrated in the cities.

The project clearly makes a really positive impact. Since 2016, the staff at every health center in Tete province includes at least one physician. This allocation of new graduates enabled the cholera outbreaks in 2015 and 2017 to be treated and controlled without outside help from either national or international agencies. They can already see over 3,500 patients each day. And there is more to come. Because the second phase of the project has begun.

It is not just a question of training doctors, but also the teaching staff. This is why the project has moved toward the training of specialists, “so that there will be professors who

total of 52 students have traveled to the Canary Islands for hands-on training.

The results are really encouraging. September 2015 saw the graduation of the first group of new doctors (“the best moment of my professional life,” a clearly moved Luis López Rivero declares). This meant 27 new professionals ready to work and improve health care in Tete province. The following month,

the local Provincial Hospital hired ten of the new doctors; the others are practicing medicine in various public health centers around the country. In September 2017, the number of graduates completing the course had risen to 60 new doctors. By 2019, a total of 220 students will have been trained thanks to this International Development Cooperation project run by the ULPGC. Doctors who, at the start of their career, are



The project clearly makes a really positive impact. Since 2016, the staff at every health center in Tete province includes at least one physician

can replace us and make this a sustainable initiative employing their own resources,” states the surgeon from the Insular University Hospital on Gran Canaria. In fact, his aspiration is “that our presence will not be necessary in the future. That we won’t be indispensable, as we’ll have provided them with sufficient local personnel.” The project is moving toward self-sustainability: the ten doctors hired by the Tete Provincial Hospital are already collaborating in the hospital practical training of FCS-UniZambeze students, thus closing the relevance-feasibility-efficiency-sustainability circle. The future envisaged by López Rivero is possible. ✖

### ***Fundación MAPFRE Guanarteme, enthusiastic participation***

Fundación MAPFRE Guanarteme is responsible for part of the funding for this project. Specifically, for five years now it has been financing the travel expenses of the students chosen for the Annual Hospital Practical Training Program. This entails a period of practical training and specialization at the Faculty of Health Sciences of the ULPGC, the Insular Maternal-Infant University Hospital Complex, and the Doctor Negrín University Hospital of Gran Canaria. In the words of López Rivero, the institution “has collaborated with us from the start, not just with financial aid, but also with the support and affection they have transmitted to the 52 students who have come here so far. They are the longest-standing funders of the project, together with the Gran Canaria Cabildo (island council).”

### ***Motivation, driving the project***

Winner of the International Canaries Award in 2016 for his charitable work in Africa, Dr. Luis López Rivero, Head of Thoracic Surgery at the Insular University Hospital on Gran Canaria, is the alma mater of the project he himself launched in 2011. Before Mozambique, he had “offered his services” in Chad, Botswana, Angola or Namibia. “I had always wanted to get involved in aid programs, but it was when I was about 40 that my personal circumstances made it possible for me to do so. It’s clear to me that our vocation as doctors should be to help others. I believe what drove me to get involved was traveling overseas and seeing that we were born into the fortunate part of the world, while there are others living in extreme conditions. That made me want to give back some of that good fortune. The first thing I did was to prepare myself by

taking a Master’s degree. I then started working in several different countries.” And that is how he came across the specific situation in Mozambique. “I go there about six times a year to deal with organizational and teaching staff matters, as the Academic Director of the second-cycle Medicine studies at the UniZambeze. On three of these annual trips, I give my classes in Surgery I and II, as well as specific courses on attending to accident victims in public hospitals around the country.” His altruism and humility are evident in the gratitude he expresses to the members of his team: “Not only the doctors who go there to give classes, but also those who remain in the hospital and whose work allows us to help the students and travel.”





# Another way to help

TEXT: SCHEHREZADE PARRO

## The Hope Project

The Kempsons are an English family who, almost twenty years ago, moved to Lesbos, a small Greek island close to Turkey. Since the start of the latest migrant crisis in the Mediterranean, Eric, Philippa and Elleni have been rescuing migrants reaching the island's northern coasts and offering them assistance. It is estimated that, since 2015, they have saved over 600,000 people.

Owners of a small craft store, in 2015 they set up a Facebook page for *The Hope Project*. The goal is to offer immediate attention to the people who manage to reach the coasts. In 2018 they began a new campaign, The Hope Project Arts, designed with a view to enhancing the mental health of these refugees through music and art.

If you want to learn more about this family, visit [www.facebook.com/thekempsons](http://www.facebook.com/thekempsons) and, should you wish to make a donation, head to [mydonate.bt.com](http://mydonate.bt.com) and search the fundraiser section for "thehopeproject".







## Protect the ocean

This Instagram challenge was born in 2018 to curb the excessive use of plastic straws, as over one billion are thrown away daily, half of them in the United States alone. It is estimated that, by 2050, there will be more plastic in the ocean than fish, with plastic being found inside an ever-increasing number of marine species, after ingesting it by mistake. The problem with these straws is their size – they are too thin to be properly recycled.

#StopSucking is an initiative within the Strawless Ocean campaign by Lonely Whale, an American lobby calling for an ocean free of plastic. It has managed to persuade television presenters, singers, actors and politicians to ride the wave against single-use straws.

## Operate to change lives

The Académie Musicale Philippe Jaroussky opened last year in Paris in order to offer children from households with limited resources the opportunity to grow up with music, promote the career of young talents and teach the vocal technique of one of the greatest countertenors in the world today, Philippe Jaroussky.

Born into a family which had no contact with the world of classical music, the singer had the chance to progress thanks to a teacher at his school who encouraged his talent. Today, he wishes to return that gesture to society, mentoring the children he sponsors in the world of music. The school has two programs: young apprentices, for children aged 7-12, and young talents, for youngsters aged 18-30. It also has a program called “Hors les murs” [Beyond the Walls] which includes visits to French schools and uses classical music to further social inclusion.

The academy’s website is <http://academiejaroussky.org/>



## Seen on the Web

Learn about all our activities on social media. In this section you will find a selection of the best posts on Facebook, Twitter and Instagram.

### f FACEBOOK

@FundacionMapfre  
@fundacionmapfrecultura  
@FMobjetivocero

### 🐦 TWITTER

@fmapfre  
@mapfreFcultura  
@FMobjetivocero  
@FMculturaCat

### 📷 INSTAGRAM

@mapfrecultura

### THE BEST TWEET

@fmapfre Nov. 15

Do you know where your money goes? Ana strives daily to make her city healthy and sustainable, but she does not know what businesses do with her money. Will she ever see socially responsible investment?

Find out about it here.  
<http://bit.ly/2RQrU0G>  
0 replies  
22 retweets  
63 likes  
8,547 views



## The Fundación MAPFRE President receives the Medal of Honor from the Spanish Royal Academy of Medicine



This distinction recognizes Fundación MAPFRE's contribution to improving quality of life and health throughout its 40-plus-year history.

## f Rediscovering the Mediterranean exhibition

"I have had a vision as if from One Thousand and One Nights. *The sea, the yellow walls, the reflections as colorful as the lights*". Letter from Bonnard to his mother, 1905



375 shares

124,000 views

## 🐦 Fundación MAPFRE

@FMobjetivocero

"If all vehicles were fitted with an Intelligent Speed Assistant (ISA), there would be 400 fewer victims on Spanish roads each year" @monclusjesus from @fmapfre



9 retweets

♡ 24 likes

## 🐦 Fundación MAPFRE

@fmapfre

He has just earned his 3rd Michelin star, but we would give him the lot. Having created #Practicooking with him was an honor and a pleasure. Let's all cook together with him, celebrating this triumph as one big family. Congratulations @danigarcia\_ca! #GuíaMichelin2019

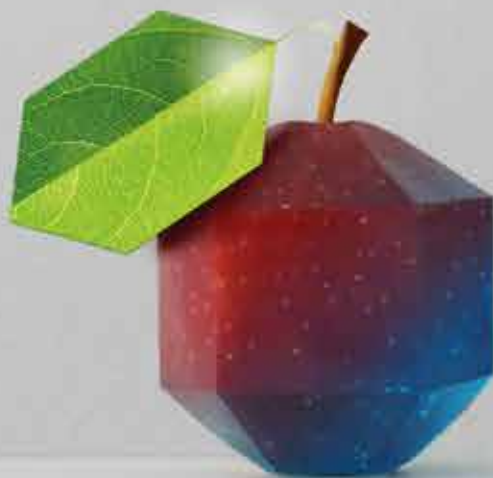


8 retweets

♡ 26 likes

FUNDACIÓN MAPFRE  
A W A R D S  
FOR **S O C I A L**  
I N N O V A T I O N

2<sup>ND</sup> EDITION



## #SCALINGYOURIMPACT

We wish to pave the way for initiatives that create awareness and contribute to society in a transformative manner in areas such as health, sustainable mobility and insurance innovation.



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