

2022  
**ANNUAL REPORT**



# CONTENTS

## Fundación MAPFRE

Introduction	3
<b>1</b> Governing bodies	5
<b>2</b> Mission, vision, and values	7
<b>3</b> Foundation activities during 2022	9
<b>4</b> Fundación MAPFRE in figures	61
<b>5</b> Financial information	88
<b>6</b> Acknowledgments	93

## Fundación MAPFRE Canarias

Introduction	96
<b>1</b> Governing bodies	98
<b>2</b> Mission, vision, and values	100
<b>3</b> Foundation activities during 2022	102
<b>4</b> Financial information	113
<b>5</b> Acknowledgments	117
Index of contents	118

### NAVIGATION CODE



# INTRODUCTION

“

**AH, TO BE BORN AGAIN, AND TO WALK THE ROAD,  
NOW THAT THE LOST PATH HAS BEEN REGAINED!**

Antonio Machado

”

## IN MANY WAYS, 2022 WAS SET TO BE A COMEBACK YEAR.

With a return to face-to-face activities in most institutions, including ours, we got back into the routines that we had no idea how much we would have missed. Back to the usual things and new ones, too. Reunions and discoveries; the haste and the need to catch our breath and unwind... We plunged straight back into everyday life and, yet, at the same time, we were experiencing the magic, sometimes imperceptible, hidden in simple gestures like looking at each other's actual faces. Many experts predicted that this would be a period of prosperity and recovery after the numerous difficulties caused by the COVID-19 pandemic, which, although not yet over, was entering a new and more controlled phase. We seemed to be sailing with the wind at our backs... But on February 24, the world woke up to the news of the outbreak of war in Europe, with little idea of the impact this would have on everyone's lives. The conflict triggered a global economic crisis reflected in rising energy prices and food shortages. And again, as with every catastrophe –and a war is always a catastrophe– the weakest became an easy target and were hit the hardest. And, once again, it was our turn to reengage: to remobilize, to help... In short, to activate the solidarity mechanism that has governed our activity since the beginning.

In 2022, Fundación MAPFRE continued to work on what it has been dedicated to for almost five decades: improving people's lives and contributing to social protection and development. Last year alone, nearly 5.5 million people, most of them vulnerable or at risk of exclusion, benefited directly from our actions.

Our experience in the field of social action and the extensive cooperation network we have built up over time enabled us to react swiftly in the wake of the Russian invasion of Ukrainian territory. Thousands of people, mainly women and children, crossed the border to escape the war. Using solidarity as our shield, we quickly launched a campaign to raise funds for the refugees arriving in Siret, Romania. In just three weeks we managed to send more than 160,000 euros to support the work of the Mensajeros de la Paz Foundation, which provides shelter and humanitarian aid to these forced migrants.

Focusing on children, particularly those suffering from diseases that could no longer be treated in Ukraine or who had been wounded in the bombings, we also helped to organize a benefit concert featuring the Ukrainian National Ballet Company 'Virsky', where all the proceeds were used to provide these children with the treatment they so urgently needed. In addition, with the arrival of December, we once again appealed to the charitable efforts of our community, in an effort to raise funds to deliver Christmas hampers to refugee families, and we met once more at our traditional flea market, to work towards the same goal. Yet again, the response exceeded expectations. And so we will continue to act. And we will continue to start again. Because, as long as there are people who suffer, our solidarity network will continue to promote new activities to support them. This is without forgetting our already established commitment to other underlying needs in the regions where we are present, where we support action in

## IN 2022, FUNDACIÓN MAPFRE CONTINUED WORKING ON WHAT IT HAS BEEN PUTTING ALL ITS ENERGY INTO FOR ALMOST FIVE DECADES: **IMPROVING PEOPLE'S LIVES AND CONTRIBUTING TO SOCIAL WELFARE AND DEVELOPMENT**

the areas of nutrition, education, health and access to employment, working hand-in-hand with the local population on the ground, closest to each individual case.

This period in time requires us to keep rethinking our options. We need to devise new ways to continue channeling as much aid as necessary and expand our collaboration schemes, not only through private organizations but also by generating synergies with public authorities. In this sense, the solvency, experience and rigor of Fundación MAPFRE have earned us the honor of being selected to be the intermediary body of the European Social Fund (ESF+) for Spain. Once it is formalized, this new appointment, beyond being an important recognition, will give us an opportunity of enormous scope to assist and support the intentions of those who, through transformative ideas, are generators of social progress. We are facing an organizational challenge and considerable financial effort, but the materialization of our commitment will undoubtedly be worthwhile.

As we close the year we are now looking back on, we are also pleased that we continue to stand out in the other fields we work in. In Madrid, the exhibition Julio González, Pablo Picasso: the Dematerialization of Sculpture, kicked off the Spanish festivities marking the 50th anniversary of the Malaga-born artist's death; in Barcelona, the Carrie Mae Weems exhibition at our KBr photography center received not only the attention of the public but also of the critics, including international experts, and its catalog was chosen among the best photography books of 2022 by *The New York Times* and *The Guardian*, among others.

In addition to the quality of our studies in the fields of Insurance and Social Protection and the activity of our Ageingnomics Research Center, we have also received recognition in areas such as accident prevention, with an explicit mention from the Secretary General of the United Nations in his report on Improving Global Road Safety, and health, receiving the Seven Stars Award from the Community of Madrid. These are just a few of the many examples of the considerations we received during the year we are leaving behind from the people who know of or participate in our work. We do not usually boast about them, but we cannot fail to emphasize their importance. And we must never forget that what really drives us is the emotional reward we receive every time we help someone.

In 2023, we will return... We will return to explore new formulas for achieving our goals; we will return to seek meeting points with our community; we will return to meet and share together. And we will return again, as many times as necessary, to the places where we are needed. Because our purpose of building, between all of us, a more humane future is a place we will always come back to.

# 01 GOVERNING BODIES



# GOVERNING BODIES

## HONORARY PRESIDENT

José Manuel Martínez Martínez

## HONORARY TRUSTEE

Carlos Álvarez Jiménez

## BOARD OF TRUSTEES

### CHAIRMAN

Antonio Huertas Mejías

### FIRST VICE-CHAIRMAN

Ignacio Baeza Gómez

### SECOND VICE-CHAIRMAN

Antonio Miguel-Romero de Olano

## MEMBERS

Rafael Casas Gutiérrez  
Montserrat Guillén i Estany  
Juan Carlos Hernández Buades  
José Manuel Inchausti Pérez  
Ana López-Monís Gallego  
Francisco J. Marco Orenes  
Fernando Mata Verdejo  
Inmaculada Riera Reñé  
Laura Ruiz de Galarreta Barrera  
Elena Sanz Isla  
Esteban Tejera Montalvo

## NON-MEMBER SECRETARY

Ángel Luis Dávila Bermejo

## NON-MEMBER VICE SECRETARY

Jaime Álvarez de las Asturias

## GENERAL MANAGER

Julio Domingo Souto

## MANAGEMENT COMMITTEE

### CHAIRMAN

Ignacio Baeza Gómez

### VICE-CHAIRMAN

Julio Domingo Souto

## MEMBERS

Nadia Arroyo Arce  
Clara Bazán Cea  
Antonio Guzmán Córdoba  
José Manuel Inchausti Pérez  
Jesús Martínez Castellanos  
Jesús Monclús González  
Daniel Restrepo Manrique  
Antonio Miguel-Romero de Olano  
Esteban Tejera Montalvo

## NON-MEMBER SECRETARY

María Luisa Linares Palacios

# 02

## MISSION, VISION, AND VALUES





## WE ARE PRESENT IN MORE THAN 30 COUNTRIES, AND OUR ACTIVITIES ARE AIMED AT **FIGHTING INEQUALITY AND DISSEMINATING CULTURE AND KNOWLEDGE**, WITH SPECIAL EMPHASIS ON ROAD SAFETY, HEALTH AND THE WORLD OF INSURANCE

What do we want? People and societies to progress. This is what we aim to achieve with each of our activities, thanks to which we are present in more than thirty countries. We do so following our founding objectives aimed at fighting inequality, disseminating culture, and promoting knowledge, with special emphasis on issues related to road safety, health, and the world of insurance and social protection.

To achieve our founding goals, we carry out awareness campaigns (health and accident prevention); we help underprivileged groups; we periodically organize artistic and social exhibitions; we award scholarships and research grants; and we organize conferences, seminars, teaching activities and specialized training.

We are guided by strong ethical principles, focusing especially on how we dispose of our resources and which activities we should undertake. We are a non-profit institution, governed by a Board of Trustees and a Management Committee that supervises the work carried out and establishes the new objectives to be achieved.

We also believe that it is necessary for all those who work at Fundación MAPFRE to participate and be aware of the activities carried out throughout the year. We, therefore, held two strategic planning meetings in January and September.

Through our magazine, *La Fundación*, and our website, we report on everything we do and encourage anyone who wishes to collaborate with our activities: we can all help to achieve social improvement. That is our best prize, but it doesn't prevent us from being grateful for the various other awards we received in 2022:

- **Seven Star Sports Award from the Community of Madrid** for promoting sport.
- **Recognition by the Association of Fire Protection Engineering Professionals** for our 25-year collaboration and for Fire Prevention Week and similar initiatives developed by Fundación MAPFRE.
- **Special Aula Magna 22 Panel Award**, presented by the Instituto e-Learning del Seguro, for our work involving teaching, support and ongoing promotion of training in the insurance sector.
- **Association of Young Entrepreneurs Award, for our Social Employment Projects** (Juntos Somos Capaces and Accedemos).

### To find out more +

#### Institution website

[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

#### La Fundación magazine

<https://revistalafundacion.com/>

# 03 FOUNDATION ACTIVITIES 2022



3

GOOD HEALTH  
AND WELL-BEING

9

INDUSTRY, INNOVATION  
AND INFRASTRUCTURE

# AWARDS

## SOCIAL OUTREACH AWARDS

Fundación MAPFRE organizes the annual Social Outreach Awards to recognize the dedication and generosity of people and institutions that share our commitment to achieving a fairer, more egalitarian and caring society.

These awards have become established on the international scene as a benchmark in the social field, as confirmed by the 1,432 entries received this year from countries including Brazil, Mexico, Spain, Colombia, Portugal, the United States, Peru, Belgium, Italy and Argentina.

Each of the four categories carries a cash prize of 30,000 euros. Each winner also receives a sculpture created exclusively by Rafael Muyor, an artist specializing in the treatment of metals, who has focused much of his long artistic career on the representation of plant life cast in bronze.

The awards ceremony was held on October 6, presided over by Her Majesty Queen Sofia and Antonio Huertas, the President of Fundación MAPFRE, and was attended by Milagros Paniagua, Secretary General for Social Inclusion and Social Protection Objectives and Policies, Andrés Allamand, Ibero-American Secretary General, and Ernesto Abati, Undersecretary of Agriculture, Fisheries and Food.

## LIFETIME ACHIEVEMENT AWARD

**Carolina Herrera**



Carolina Herrera is a key name in contemporary fashion. A successful entrepreneur and designer, with a brand present in more than 140 countries, she has managed to combine a successful professional career with her charitable ambition. She has been actively involved in the fight against malnutrition, child welfare, the treatment and prevention of breast cancer, and the development of women, especially those in vulnerable situations. In response to the pandemic, and in collaboration with the Red Cross and Red Crescent, she launched the “Carolina Herrera Heart for Hope” initiative, the proceeds of which were used to provide medical supplies and psychological support to affected communities in countries around the world. Carolina Herrera was present to receive the award.





## AWARD FOR THE ORGANIZATION WITH THE BEST TRACK RECORD IN SOCIAL CAUSES:

### Fundación Integra

Fundación Integra has been committed to social inclusion and the creation of second chances for more than 20 years, helping people in situations of severe social exclusion and with disabilities to take back control of their lives through labor integration. Its goal is to help these people achieve their full potential through decent employment that allows them to regain their independence, self-esteem and sense of usefulness. The foundation achieves this thanks to the work of its 3,000 volunteers, who act as intermediaries between companies and social organizations to achieve not only job placements, but also genuine integration into society. Thanks to its work, 19,500 people have found employment so far.

## AWARD FOR THE BEST PROJECT OR INITIATIVE GIVEN ITS SOCIAL IMPACT:

### Doctors without Borders medical train in Ukraine

Since the end of February 2022, Ukraine has been suffering the ravages of war. More than twelve million people have had to flee their homes



Paula Gil Leyva, president of Doctors Without Borders, receives the Fundación MAPFRE award for the Best Project or Initiative for its Social Impact from Her Majesty Queen Sofia. The NGO launched a medicalized train in Ukraine with which it has treated and evacuated hundreds of wounded people and victims of the war.

because of the conflict. Of these, more than five million have sought refuge in Europe.

Doctors Without Borders launched a medical train in Ukraine at the end of March 2022: a solution to provide medical care to the wounded arriving at hospitals and healthcare centers that were stretched to their limits in the areas closest to the fighting. Since its launch, the train has made 58 trips, transported 1,811 patients and evacuated 78 orphaned children.

## II AWARD FOR THE BEST INITIATIVE IN THE AGRICULTURAL AND LIVESTOCK SECTOR:

### Bodega Matarromera



With this biennial award we recognize the commitment to the region, innovation and sustainability of Bodega Matarromera, a winery with more than thirty years of experience and a benchmark in the national and international wine scene.

Present in six denominations of origin (Rueda, Ribera del Duero, Cigales, Toro, Rioja, and Ribeiro) through its ten wineries, Bodega Matarromera is a leader in R+D+i and is committed to respecting the environment through the construction of eco-efficient facilities, organic agriculture, waste management strategies and renewable energy. This award also recognizes the socially beneficial work carried out through Matarromera's Carlos Moro Foundation, which dedicates its resources to improving the well-being and quality of life of people, protecting the planet through sustainable practices, and promoting entrepreneurship and development in rural areas to address the issue of depopulation.



## FUNDACIÓN MAPFRE SOCIAL INNOVATION AWARDS

These awards, divided into three categories -sustainable mobility, the senior economy and improvement of health and digital technology (e-health)- are intended to enable the growth of proposals whose characteristics provide solutions and improve specific aspects of the world in which we live. They must come from three specific geographical areas: Brazil, Latin America and Europe.

In this fifth edition we received 221 entries, from which we selected the nine finalists. On May 4, the jury chose the three winners, who each received 30,000 euros and consulting services from Fundación EY Spain.

In addition to receiving mentoring and coaching sessions during the competition from El University, an academic partner of the awards, all the finalists of this edition become part of Red Innova, Fundación MAPFRE's Social Innovation Network.

Red Innova offers its members the possibility of boosting their projects and personal skills through training, communication and support. We design exclusive events, activities, knowledge-sharing initiatives and interactive master classes taught by experts in each subject for the members of this network.

The winners and finalists of the fifth edition of the Fundación MAPFRE Social Innovation Awards pose at the awards ceremony on May 4. A total of 221 applications were received, from which nine finalists were shortlisted; the three winners each received 30,000 euros.



## HEALTH IMPROVEMENT AND DIGITAL TECHNOLOGY (E-HEALTH)

### ANA (Mexico)

ANA is a user-friendly software platform created to improve the training and support of caregivers and family members of patients with chronic and degenerative diseases. The platform has several modules: virtual school, patient monitoring, alarms, medical notifications and remote access to telemedicine. The project significantly improves the skills of untrained caregivers.

## ACCIDENT PREVENTION AND SAFE AND SUSTAINABLE MOBILITY

### Lysa (Brasil)

Lysa is a robot based on the functions of a guide dog. It offers independence in a safe and economical way for people with impaired vision or mobility problems. The robot uses cutting-edge technology that combines sensors, cameras, artificial intelligence and GPS navigation and, by using voice commands and signals, avoids obstacles and always looks for the safest route.

## ECONOMY OF AGING (AGEINGNOMICS)

### Kuvu (Spain)

Kuvu is a social enterprise that promotes intergenerational coexistence by bringing together people over 55, with a spare room in their homes, and younger people looking for a rental. Through their website they assess the compatibility of the user profiles, protect the coexistence, and manage the lease so that older adults can avoid homelessness, overcome their fears, and focus on their experience of living with someone else. Currently, Kuvu has a growing community of more than 270 landlords and more than 2,000 tenants seeking social rentals.

### To find out more +

#### Fundación MAPFRE Social Outreach Awards

[https://www.fundacionmapfre.org/fundacion/es\\_es/ayudas-becas-premios/premios-fundacion-mapfre/](https://www.fundacionmapfre.org/fundacion/es_es/ayudas-becas-premios/premios-fundacion-mapfre/)

#### Social Innovation Awards

<https://www.fundacionmapfre.org/premios-ayudas/premios/premios-fundacion-mapfre-innovacion-social/>



# SOCIAL AID

## SOCIAL EMPLOYMENT PROJECT

Since its creation, Fundación MAPFRE's Social Action area has been working to facilitate integration through the Social Employment Project, which encompasses two main initiatives: Juntos Somos Capaces and Accedemos, both developed in Spain.

Juntos Somos Capaces, or Together We Can, promotes the labor integration of people with intellectual disabilities and mental health issues into companies, while Accedemos provides hiring assistance to small businesses, freelancers and social entities.

In addition, since 2014 we have also been developing the Soy cAPPaz app, in collaboration with Fundación GMP. This app for cell phones and tablets promotes independent living and facilitates the labor market integration of people with intellectual disabilities and acquired brain injury (ABI). In the integration process, employment plays a decisive role, but providing information and assistance to the families and immediate environment of these people also has a positive influence, especially in certain vulnerable groups such as those related to disability.

### Together We Can

Our priority continues to be the labor integration of people with intellectual disabilities and mental health issues by promoting and supporting relationships between companies and social organizations, helping them in their transformation projects. At the same time, Juntos Somos Capaces

Fundación MAPFRE establishes a link between companies and people with different types of disabilities or mental illnesses, who need support to access the job market.





strives to reduce the unemployment rate among people with intellectual disabilities and mental health problems in Spain by carrying out training and informational activities. From this came Actívaté digital, or Get digital, a program specifically aimed at developing digital skills and job performance in remote-working environments. After a period of training and professional qualification adapted to their needs, the participants apply for a job. Once the candidate gets the job, they complete a training course and receive help from a mentor who accompanies them for a period of time to ensure that the integration is successful. Integration into a job improves their quality of life. We also help the families of these people through support activities. These serve to raise awareness and make society more conscious of the issue.



In 2022, we achieved the labor integration of 460 people with intellectual disabilities and mental illness, through the mediation we carry out between (more than 600) companies and (about 90) social organizations. Since its inception, the Social Employment Project has facilitated the provision of more than 12,000 stable jobs, of which more than 2,000 have been for people with mental health issues. This has been achieved thanks to the collaboration of almost six thousand companies. Throughout its history, the Juntos Somos Capaces program has won more than 30 awards and honors.

In the 10 years of this initiative, we have provided a total of 6,042 job creation grants.

**Soy Cappaz App**

This app has been downloaded by more than 265,000 users in Spain and Latin America, a particularly significant figure, considering that it is installed on smartphones used exclusively by people with intellectual disabilities.

**11th Call for Accedemos employment grants**

The Accedemos employment grants, promoted by Fundación MAPFRE since 2013, seek to encourage employment activity by supporting small companies, self-employed workers and social organizations that need to recruit, but do not have the resources to do so. This year we have reached the eleventh edition, endowed with 1.67 million euros, which has allowed us to award 439 grants (420 initial grants plus a subsequent extension of 19) for an initial period of nine months.

Through its Social Employment Project, Fundación MAPFRE has facilitated the creation of more than 12,000 stable jobs, more than 2,000 of them for people with mental illness. Nearly 6,000 companies have collaborated in the initiative.

To find out more +

**Vídeo Juntos Somos Capaces Fundación MAPFRE**

<https://www.fundacionmapfre.org/accion-social/programa-social-empleo/juntos-somos-capaces/>

## IN SPAIN, MORE THAN THREE MILLION PEOPLE SUFFER FROM A SO-CALLED “RARE” DISEASE. IN 2022, WE CONTRIBUTED 250,000 EUROS TO 25 PROJECTS AIMED AT IMPROVING THE LIVES OF SUFFERERS AND THEIR FAMILIES

### #SÉOLIDARIO PROJECT

Solidarity is a precious feeling. The world doesn't make sense without it, without that impulse to help others without receiving anything in return, which makes us grow as people. It is one of the most important and fundamental human values. Our #SéSolidario project is concerned with the interests, causes and conflicts of others, providing help and support to small social organizations in Spain in greatest need, so that, in turn, they can help the individuals who need it most.

#### Rare diseases

According to the Spanish Federation of Rare Diseases, a disease is rare if it has a low prevalence in the population, affecting less than five out

Through its Sé Solidario program, Fundación MAPFRE works with Fundación Tengo Hogar to provide comprehensive support for families in vulnerable situations, to help them reintegrate into society. Part of this work consists of leisure and cultural activities with families.



of every 10,000 people. Although it may seem a contradiction in terms, a very significant percentage of the population suffers from them. The World Health Organization estimates that there are about 7,000 rare diseases affecting 7% of the world's population. In Spain there are more than 3 million sufferers, as evidenced by the large number of requests we have received in this campaign. In 2022, we collaborated with 25 projects, in which we invested 250,000 euros, improving the quality of life of patients.

#### Aid to groups at risk of social exclusion

We have also launched a new call for Social Grants to finance projects by social non-profits whose activities target people at risk of exclusion in Spain. We have awarded 25 grants, for a total amount of 250,000 euros.

We have also developed a variety of actions within the sponsorship program, the micro-donations program and the Euro Solidario program, and we have continued to provide outreach and raise awareness of the activities carried out by small social organizations, to whom we have also delivered thirty micro-aid grants to cover their most urgent needs.

#### Actions to combat the humanitarian crisis caused by the war in Ukraine

Fundación MAPFRE has contributed to reducing the impact of the war on Ukrainian society through three actions:

- **Help Ukraine.** Raising funds to assist the displaced Ukrainian population on the border with Romania. The aid has been channeled through our collaboration with Fundación Mensajeros de la Paz, which is on the ground at the Siret border crossing, providing food, transportation and services to the refugees.



- **Donate Christmas.** The war in Ukraine has led to one of the largest refugee crises in recent years, with 8 million people displaced within the country and more than 6 million having fled abroad, the vast majority of them women and children. Of these, more than 130,000 have sought refuge in Spain over recent months.

For this reason, Fundación MAPFRE in collaboration with ACCEM (a non-profit organization that works to improve the living conditions of people in vulnerable situations, especially refugees) has developed a campaign to donate solidarity hampers to a thousand families who have taken refuge in Spain.

- **Solidarity concerts for Ukraine.** In collaboration with HM Hospitales and Mediaset, two performances by Virsky, the Ukrainian national folkloric ballet, were organized on April 5, in Madrid, at the Teatro Coliseo, and on April 8, in Barcelona, at the Teatro Condal. All the proceeds were donated to Ukrainian children in need of medical or hospital care.

- **Solidarity Market.** Held on December 2 and 3 at the Moda shopping mall in Madrid, this event was attended by 19 social organizations and raised forty thousand euros. The proceeds from the Fundación MAPFRE stands were donated to the social organization ACCEM to help families who have fled the war.

The Dona Navidad campaign sent 1,000 Christmas hampers to 1,000 Ukrainian families living in Spain. At the Solidarity Market held on December 2 and 3 at the Moda Shopping mall in Madrid, 40,000 euros were raised to help families who have fled the Russian invasion of their country.



To find out more +

#### Vídeos Sé Solidario Fundación MAPFRE

<https://www.fundacionmapfre.org/accion-social/proyectos/nacionales/se-solidario/conoce-los-proyectos/vidas-cruzadas/una-mirada-que-lo-dice-todo/>

<https://www.fundacionmapfre.org/accion-social/proyectos/nacionales/se-solidario/conoce-los-proyectos/cadena-de-solidaridad/>



## INTERNATIONAL SOCIAL PROJECTS

Fundación MAPFRE supports social entities that develop comprehensive education projects aimed at children and young people living in poverty and/or social exclusion in 25 countries.

Our goal is to promote initiatives related to child and youth education as a tool for breaking the cycle of poverty, and generating social development opportunities for those who need it most.

In line with the Incheon Declaration (UNESCO, 2015) and the framework of action for the realization of Sustainable Development Goal 4, to “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”, the projects we support transform people’s social reality thanks to education, the main driver of human development. This comprehensive and humanistic view of education is understood as a complete concept that embraces diverse elements, among which intellectual, physical, artistic, social, emotional and health aspects stand out.

The Amigos do Bem Project provides education and healthcare in the poorest areas of Brazil (above). Casa Alianza de Honduras (above right) works to extract children and adolescents and protect them from violent environments, drugs and risky behaviors. Meanwhile, Project Daniel (center) supports young people with cancer in Costa Rica. In Germany, Die Arche (right) provides healthy food and educational support for children from disadvantaged families.

Our approach to Comprehensive Education is divided into a core area and two complementary and indispensable areas for the development of children and young people:

- **Education** At Fundación MAPFRE we firmly believe that education is the tool that generates opportunities for a better life, which is why we focus our efforts on providing children and young people with a decent future through education.



**Nutrition.** The projects offer nutritional support to alleviate possible problems such as malnutrition, hunger, anemia, and various pathologies deriving from an inadequate diet.

**Health.** The aim is to guarantee that the beneficiaries of the program have guaranteed health conditions that allow them to attend their studies, helping them to overcome any possible deterioration in their state of health.

• **Complementary areas**

**Female leadership.** We support women's empowerment projects so that they can overcome their status as the worst affected among the group of people living in poverty or extreme poverty.

**Training for access to the labor market.** We promote vocational and technical training programs, with different educational itineraries, that enable people to find employment and become professionals as well as economically independent and active members of society.

In particular, to combat the increase in hunger detected in children between the ages of 4 and 10 in Mexico and Venezuela, we provided ten thousand of them with a nutritional cookie. This provides the vitamins they need and, under the supervision of specialists, contributes to combating child malnutrition.

In 2022, we met the needs of 133,219 people in 25 countries through 88 projects in collaboration with 73 local and global organizations.

At Fundación MAPFRE, we believe that a comprehensive education should cover everything a person needs to develop fully. That is why we collaborate with social entities and local organizations in initiatives that support training, nutrition and health, especially for children and young people from disadvantaged communities.

Throughout 2022, we continued to support and adapt projects to current realities where the aftermath of the COVID pandemic has wreaked havoc on the most disadvantaged and, in many cases, has exacerbated pre-existing needs.

To find out more +

**Webpage / Video International**

**Social Projects**

<https://www.fundacionmapfre.org/accion-social/proyectos/internacionales/?query=ALL>

**Vídeo Brasil**

[https://www.youtube.com/watch?v=RtCD\\_eISP20](https://www.youtube.com/watch?v=RtCD_eISP20)

**Mexico Video - Nutritional Biscuit**

<https://www.fundacionmapfre.mx/noticias/accion-social/una-galleta-para-la-vida/>



## 2022 FUNDACIÓN MAPFRE HUMANITARIAN AID FUND

In September and October 2022, due to various natural disasters in Central America and the Caribbean, Hurricane Fiona in the Caribbean, and torrential rains in Central America, Fundación MAPFRE, at the request of the Dominican Republic, Puerto Rico and Honduras, activated its emergency fund to alleviate the catastrophic effects on the people in these three countries:

### Honduras

During the months of September and October 2022, Honduras suffered heavy torrential rains, which brought with them countless losses in terms of infrastructure, thousands of families affected, and dozens of deaths and injuries.

In view of the critical necessities of those affected, we determined that what the population desperately needed were mattresses, blankets, cleaning supplies, toiletries and personal hygiene products. Fundación MAPFRE decided to support the population by purchasing kits for family bedrooms, family hygiene, family cleaning, baby hygiene, and so on, for an amount of 30,000 euros, thereby alleviating the needs of 800 families. This support was provided in collaboration with World Vision Honduras, a non-profit committed to the protection and care of children and those most in need.

On November 11, we signed the donation contract and proceeded to send the funds earmarked for the purchase of the aforementioned kits. For the preparation and delivery of these kits, we had the support of Fundación MAPFRE volunteers.

### Puerto Rico

Puerto Rico was also hard hit by Hurricane Fiona in September. In this case, a total of US\$27,537.26 was used to purchase food, package it into kits, and transport it.

### Dominican Republic

On September 19, the Dominican Republic was hit by Hurricane Fiona, a phenomenon that caused heavy flooding, gusty winds and landslides across the country. The most affected provinces were: La Altagracia, La Romana, El Seibo, Samaná, Hato Mayor, María Trinidad Sánchez, Duarte and Monte Plata, declared to be in a state of emergency by the Dominican government.



## THE MENTALLY PREPARED FOR MENTAL HEALTH EXHIBITION, HELD IN HALL 2 IN THE MAPFRE TOWER IN BARCELONA, RAISED THE PROFILE OF THIS PROBLEM AND **CONTRIBUTED TO ELIMINATING PREJUDICES RELATED TO THIS ISSUE**

Taking into account the needs of thousands of people affected and in collaboration with Cáritas Dominicana, a non-profit institution with representation in several provinces of the country, Fundación MAPFRE decided to support 498 families (2,490 individuals). The support involved buying basic foodstuffs (rice, powdered milk, pasta, etc.) to the value of 40,000 euros.

To prepare and deliver the food kits, we had the support of Fundación MAPFRE volunteers who delivered 498 kits to Caritas Diocesana de San Pedro de Macorís in the Sagrado Corazón de Jesús Parish, located in Hato Mayor del Rey, on November 11.

### SOCIAL EXHIBITION HALL

In the MAPFRE Tower in Barcelona we offer a variety of exhibitions and displays, showing the social action carried out by Fundación MAPFRE and other collaborating entities, with a special focus on the social activities of local organizations in the city of Barcelona and Catalonia. Coinciding with World Rare Disease Day, on February 28 we inaugurated the exhibition Joining Forces against Rare Diseases. This exhibition was produced in collaboration with the Spanish Federation of Rare Diseases (FEDER), an association that represents nearly 400 organizations that help 97,000 people suffering from one of these diseases.

Then, from May 31 to October 10, World Mental Health Day, the exhibition Mentally Prepared for Mental Health was opened to the public. According to the World Health Organization, one in four people in the world has had, has or will have a mental health problem during their lifetime. Everything points to the fact that by 2030, mental disorders will be the leading cause of disability worldwide. This situation, further aggravated by the COVID pandemic, requires urgent action. In this exhibition, which involved the collaboration of nine associations, we raised the profile of mental health issues and called for existing prejudices on the topic to be eliminated. Together, we can ensure that mental health is treated with responsibility and respect.

#### To find out more +

##### Web Social Exhibitions

<https://www.fundacionmapfre.org/accion-social/exposiciones/>

##### Joining Forces Against

##### Rare Diseases

<https://www.fundacionmapfre.org/accion-social/exposiciones/enfermedades-raras/>

##### Mentally Prepared for Mental Health

<https://www.fundacionmapfre.org/accion-social/exposiciones/salud-mental/>

# EDUCATIONAL AND AWARENESS PROGRAMS

## IN ACCIDENT PREVENTION AND ROAD SAFETY

### EDUCATIONAL PROGRAMS Planet SDG

Planet SDG is an educational project focused on injury prevention education and the promotion of safe, healthy and sustainable mobility. It is intended for students in the second and third cycle of primary education.

The goal of this project is that the target schoolchildren will achieve the following objectives:

- Understand the Sustainable Development Goals (SDGs), assess their importance and relate them to mobility.
- Acquire responsible, civic and safe behavior and attitudes, in relation to traffic.
- Use public roads correctly, in the roles of pedestrian, passenger, cyclist or personal mobility vehicle rider, respecting other road users.
- Prevent traffic accidents and reduce risky situations as road users.
- Act as promoters and prescribers of safe, healthy and sustainable mobility in their families and their environment, under the slogan: "By educating safe children we will have safe adults". Understand the concepts of vulnerability and self-protection.
- Improve their capacity for reflection, taking initiative and cooperative work.
- Promote road safety education in their family environment, disseminating the knowledge and attitudes acquired.
- Develop preventive and safety habits in general and in all the key areas: home, school, etc.
- Learn the appropriate behavior in the event of fire or emergency.
- Understand the concept of evacuation and act according to the necessary guidelines.
- Embrace the importance of helping others.
- Improve their self-esteem and strengthen decision making.



The project is based on various activities that take place in the school, the family and the environment: educational workshops and the Planet SDG Caravan.

#### Educational workshops

Although the activities included in this project are mostly face-to-face, in 2022 we have paid special attention to 'empty Spain', offering digital versions that allow us to reach smaller localities, where until now it has not been possible to give on-site workshops. This greater capillarity imposes certain limitations on the number of participants, but we consider it an essential change.

Within these workshops, we use Fundación MAPFRE's Virtual and Safe World as the main resource. A digital educational space in which to discover the risks hidden in our environment, learning how to avoid them or how to act in the event of an undesirable event. Stepping into this 100 % interactive world favors learning, improving visual accessibility and spatial navigation. In addition, this world has a virtual gallery and an expo park from which there is direct access to all our educational material.

In addition to the workshops for children and as part of this Planet SDG project, in 2022 we created a Teachers' Guide. In this, we offer teachers a wide range of tools and resources for promoting risk prevention and the adoption of safe, healthy and sustainable mobility habits among students. This guide includes proposals for various work sessions

according to educational cycle and subject matter, following the flipped classroom pedagogical model, according to which the classroom sessions are prepared at home in advance. Each suggestion includes a description of the corresponding activities, which facilitates the teacher's planning.

On March 29, we co-organized the III Foro Compromiso por la Educación Vial (FCEV) in Madrid, to discuss the entry into force of the new Ministry of Education's Royal Decrees on educational content which, for the first time, include mandatory and assessable content on mobility and safe cycling at primary, secondary and baccalaureate levels. Representatives of the Ministry of the Interior, the General Directorate of Traffic and the Ministry of Education participated in this meeting.

At the international level and as part of this project, we have conducted workshops on risk prevention and safe, healthy and sustainable mobility in the classroom, adapted to the reality of each country where these sessions are held. Carried out in partnership with public and private institutions, we go to schools to promote the main concepts behind road safety for sustainable transportation. This year, we have resumed our in-person workshops, although we have also held digital sessions on an ad hoc basis, so that we can reach the largest number of schoolchildren.

As a result, in 2022 we have been able to carry out activities in Argentina, Brazil, Chile, Colombia, the Dominican Republic, Ecuador, El Salvador, Germany, Guatemala, Malta, Mexico, Panama, Paraguay, Peru, Turkey, the United States and Uruguay.

**THROUGHOUT 2023, THE PLANET SDG CARAVAN WILL OFFER SCHOOLCHILDREN AN IMMERSIVE EXPERIENCE BASED ON HANDS-ON ACTIVITIES THAT WILL HELP THEM LEARN WHAT SAFE, HEALTHY AND SUSTAINABLE MOBILITY IS ALL ABOUT**

### To find out more +

[https://www.fundacionmapfre.org/fundacion/es\\_es/programas/seguridad-vial/planeta-ods/](https://www.fundacionmapfre.org/fundacion/es_es/programas/seguridad-vial/planeta-ods/)

#### Virtual World

<https://www.fundacionmapfre.org/contenidos/prevencion-de-lesiones/el-mundo-virtual/home/?hct=EN,PT,EO&hot=EN,P-T,EO&language=es>

#### Guide for teachers

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116236.do>

#### Peru Education Project

<https://www.mapfre.com.pe/fundacion-mapfre/area-de-prevencion-y-seguridad-vial/practica-la-educacion-vial/materiales-y-recursos-educativos-para-docentes-y-alumnos/>

#### Chile Education Project

<https://www.mapfre.cl/fundacion/seguridad-vial/>

#### Brazil Education Project

<https://www.fundacionmapfre.com.br/educacao-e-divulgacao/seguranca-viaria/educacao-viaria-e-vital/>  
<https://www.educacaoviariaevital.com.br/>

#### SDG Planet caravan

A traveling activity in which school children learn the meaning of safe, healthy and sustainable mobility with explanations arising from conversations with the students and a fun, practical section.

In Spain, we have prepared a new road safety education roadshow, with a new caravan and updated and improved educational content. It will start its journey at the beginning of 2023. The new Planet SDG Caravan is an immersive experience, where learning is based on gamification, cooperation and experimentation. Schoolchildren, together with their teachers, will visit three different spaces. In each of them, they will carry out a practical educational activity that will provide them with a significant learning experience.

As a pilot test of the new caravan, this year we conducted a series of SDG Caravan Workshops in schools in the Valencia and Madrid regions, in an escape room format. In these new workshops, we have opted for non-formal educational tools, such



## THE CAMPAIGN TO PREVENT FIRES IN VULNERABLE HOMES INSTALLED 1,000 SMOKE DETECTORS IN THE HOMES OF SENIORS AND PEOPLE WITH SPECIAL NEEDS

as solving challenges, deciphering brainteasers, using large touch screens, operating tablets, and so on, all in a cooperative way, with the children working in teams.

In 2022, we continued our virtual educational caravan activity in Puerto Rico (Villa Segura) and Mexico, and in-person in Brazil (Na pista certa). In Panama, this activity is carried out in a fixed location at the Parque Omar de Seguridad Vial in collaboration with the National Police.

In 2022, construction began on a new road safety caravan in the United States, which will also be available in 2023. As in Spain, this caravan will be an immersive experience. This caravan tour will be supported by a referral hospital in the State of Massachusetts, UMass Memorial Health, which has extensive experience in child injury prevention.

In Brazil, the Na pista certa project provides road safety education to children aged between five and nine, who learn through fun pedagogical experiences in a modular space comprising a 600-square-meter traveling exhibition (above).

### To find out more +

#### Na pista certa (Brazil)

<https://www.fundacionmapfre.com.br/educacao-e-divulgacao/seguranca-viaria/na-pista-certa/>

#### Caravan (Mexico)

<https://www.fundacionmapfre.mx/educacion-divulgacion/campanas-programas-educativos/caravana/>

### Now let's walk to school

An activity held in Spain together with the STOP Accidentes Association. The project, entitled 'Ahora vamos andando al cole' in Spanish, consists of educational workshops in schools aimed at the youngest primary school students, to encourage safe, healthy and sustainable behavior during daily trips on foot by the school community, and with the ultimate goal of promoting a model of healthy coexistence within the space of shared mobility. In addition to the workshops, we held a drawing contest to amplify the message of safe mobility.

In 2022, we once again ran this activity on-site in schools, although we also held some virtual workshops on an ad hoc basis.

### Fire Prevention Week

Fire Prevention Week includes a series of awareness-raising activities aimed at increasing people's knowledge of fire prevention and self-protection in the event of a fire, particularly among children and the elderly. In Spain, we organize the activities in collaboration with the Professional Association of Firefighter Technicians (APTB) and with a number of fire extinguishing and fire prevention services throughout the country. In 2022 we opted to run a hybrid version of the week, meaning that, although we mainly held face-to-face events, we also retained the digital format so that we could reach all the towns and cities in Spain that have asked for this and so that the greatest possible number of schoolchildren could benefit from our program, regardless of where they live.

Within this program of events, we would like to highlight the launch of the Fire Prevention in Vulnerable Homes campaign, in collaboration with MAPFRE's volunteers, aimed at installing smoke detectors in 1,000 homes of senior citizens or people with special needs in the cities of Cordoba, Oviedo and Alicante.

In the international arena, we carried out fire-related activities as part of the new collaboration with the American firefighters' association (OBA), in Argentina, Ecuador, Guatemala, Panama and Uruguay, campaigns in which 58 regional fire departments from different countries participated, allowing us to reach schools located in remote regions.

In Peru, the project is carried out in collaboration with the Peruvian National Fire Department. In Puerto Rico and Mexico, fire prevention workshops are held in schools to teach primary school children about the dangers of fire, using fun and playful training activities.



## IN 2022, WE HELPED AMERICAN FIREFIGHTERS (ORGANIZACIÓN DE BOMBEROS AMERICANOS; OBA) ORGANIZE ACTIVITIES AND WORKSHOPS ON FIRE PREVENTION FOR CHILDREN IN MEXICO, PERU, ARGENTINA, ECUADOR, GUATEMALA, PANAMA AND URUGUAY

In 2022, we held numerous technical conferences in collaboration with different organizations to promote collaboration between firefighters and the different professional sectors involved in fire prevention. Here is a brief description of the most important ones:

- On January 25, we held the conference Prevention of and Response to Fires in Buildings for Dependent Persons, in collaboration with the APTB and the European Fire Sprinkler Network, aimed at managers of nursing homes as well as firefighting professionals.

First photo: Fire Prevention Week Activities Second photo: signing of the collaboration agreement with OBA, signed by Mr. Jesús Monclús and Mr. Martín Cucalón.

- From February 22 to 25, as part of the SICUR International Trade Fair, we participated in the conference on prevention, new mobility and risks. We also worked with Madrid City Council's Fire Department on the design and construction of two non-destructive testing panels for electrical risks and gas installations.

- On March 29, we held the III Foro Compromiso por la Educación Vial (FCEV), which addressed the implementation of the new Royal Decrees on road safety education in schools.

- On June 8 and 9, we held a technical conference on responding to traffic accidents in the city of Lanzarote. This conference went beyond intervention in road accidents per se, since practically all the steps and needs to be taken into account in an event of this nature were addressed.

- From November 2 to 4, together with the Association of Fire Engineering Professionals (APICI), we organized the XI International APICI Congress: Fire Protection Engineering in Madrid. The sessions dealt with issues that, due to their current relevance, are of great interest to society, as well as to the authorities and fire prevention technicians.

- On November 9, we participated in the IV Rescue Training 2022 in the city of Alcañiz, organized by the Professional Association of Rescue in Traffic Accidents (APRAT).

- On November 24, together with the APTB, we held the Technical Conference on Rescue in High-Rise Buildings at the MAPFRE Tower in Barcelona.

As part of our collaboration with the OBA, we once again jointly organized the Fundación MAPFRE-OBA Conference, now in its seventh edition. It was held in the city of Antigua, with the support and collaboration of the Spanish Embassy in Guatemala and the Spanish Agency for International Development Cooperation (AECID). Four themed blocks were addressed and case studies were presented to link each of these topics to prevention and emergency response. For the first time, workshops on suicide attempts and the first face-to-face meeting of the OBA's Gender Equality and Diversity Committee were held in parallel with the conference.





José María Laviña Rodríguez, Spanish Ambassador in Guatemala. Cristina Aldama, General Coordinator of the International Cooperation Office in Guatemala. Jesús Monclús, Director of Accident Prevention and Road Safety at Fundación MAPFRE. Joaquín Juárez, Director of Personnel and Facility Security. Carlos García, Coordinator of Citizen Security in A Coruña. Roberto González, Chief Officer, Attempted Suicide Unit. Laurent Alfonso, Senior Advisor for Civil Protection. Francisco Ausin, Head of Cooperation Programs. Mario Beltrán, Chief of Operations of the Consorcio de Bomberos de Gran Canarias. Jesús Hernández, Fundación MAPFRE Technician.

### AWARENESS-RAISING PROGRAMS

#### Awareness-raising for Goal Zero

Through the Goal Zero Awareness project, we have been working in countries around the world to support the ambitious goal of reducing traffic-related fatalities and serious injuries to zero. To this end, we carried out actions to raise awareness among the general public on how to prevent this type of accident, with special focus on the most vulnerable groups (pedestrians, cyclists, and motorcyclists). The activities are carried out in collaboration with various national and international organizations.

Throughout 2022, we ran our One Hour for Road Safety campaign, in collaboration with Santander Consumer Finance and FACONAUTO

(the federation of associations of official dealers of automobile, industrial vehicle and agricultural machinery brands). As part of this partnership, we implemented several activities, including a virtual training day on child restraint systems for FACONAUTO employees, and the “Does Road Safety have a Gender?” event, coorganized with FACONAUTO Woman and held on October 26.

To mark European Mobility Week, which took place between September 15 and 23, we launched a social media campaign in Spain to raise awareness and disseminate information on Protect-Warn-Help behavior. In addition, in the same context of mobility weeks, we ran activities in Germany, Brazil and Portugal. In Brazil, we conducted a major awareness-raising campaign, both in-person and online, targeting delivery workers who use bicycles and motorcycles for their work, given the number of injuries that occur in this group.

Awareness-raising activities were also organized in the United States, with our Look Both Ways campaign, as well as in Malta, Portugal and Germany. We would like to highlight the awareness-raising activity Cuando la Calle se Queda con Parte de Ti, or When the Street Keeps Part of You, carried out throughout the year in Puerto Rico, focusing on the victims of traffic accidents who talk about and share their experiences.

In addition, throughout the year we have carried out awareness-raising activities in collaboration with the Ibero-American Federation of Victims of Road Violence (FICVI) in all the countries in which FICVI and Fundación MAPFRE are active.

We would also like to highlight the activity we

Road safety education activities for children are essential if we want safer cities and roads.





carry out every year to mark the World Day of Remembrance for Road Traffic Victims, organized by the World Health Organization. This year, a campaign was launched on social media and widely disseminated through all the corporate Fundación MAPFRE and MAPFRE profiles in the various countries in which they are present. In addition, a video was made in collaboration with the European Federation of Road Traffic Victims (FEVR), which was also widely distributed.

Finally, throughout the year we organized and participated in numerous meetings and technical conferences on various topics, the most important of which are highlighted below:

- On January 20, we attended the presentation of the Report on the 2021-2030 Road Safety Strategy in the Spanish Congress of Deputies, prepared by the Road Safety Commission of the Congress. Of the 244 measures included, 42 had been proposed (in September 2019) by Fundación MAPFRE in an appearance before the Road Safety Committee of the Congress of Deputies.
- On February 24, in Madrid, we hosted the annual assembly of the Spanish Alliance for Road Safety (Alianza Española por la Seguridad

Vial), comprising representatives of the main organizations linked to mobility, for the purpose of promoting actions in favor of safe, healthy and sustainable mobility.

- On May 25 and 26, we participated in the 1st Congress of the Universal Security and Emergency Channel (USEC) for Security, Emergencies and Mobility, in the city of Bilbao.
- On September 13 and 14, we organized the European Traffic Education Seminar 2022, at our premises in Madrid, as well as a meeting of the panel of experts for this international initiative, in collaboration with the European Transport Safety Council (ETSC).
- On October 20, we held the 17th International Forum against Road Violence (XVII Foro Internacional contra la Violencia Vial) in Madrid, as part of the activities developed within the agreement we have with the Ibero-American Federation against Road Violence (FICVI).

#### To find out more +

##### Puerto Rico

<https://www.mapfre.pr/sobre-nosotros/fundacion/conoce-todas-las-historias/>

##### Brasil

<https://www.instagram.com/stories/highlights/1794833422711297/>

#### Drive Safely Blog

Once again this year we have contributed to this bilingual (Spanish and Portuguese) informational blog on mobility, in collaboration with the Michelin Foundation, focused on road safety, as well as safe, healthy and sustainable mobility, from every angle possible. Through this blog, we hope that every day our visitors will find information, interesting resources, experiences and food for thought that will allow them to travel more safely on the streets and highways.

#### To find out more +

[www.circulaseguro.com](http://www.circulaseguro.com)  
[www.circulaseguro.pt/](http://www.circulaseguro.pt/)

First photo: Blind spots, part of the European Mobility Week activities in Madrid. Second photo: Road safety education caravan in Puerto Rico.



### Safe Mobility Manual

In 2022, we continued to promote this interactive manual intended to lead us towards a new way of using public roads. The world is no longer the same as it was and different behavior and proposals are essential. This manual gathers together all the necessary recommendations for safe, healthy and sustainable mobility, whether that is by bicycle, personal mobility vehicle, carsharing, motosharing, private motorcycle, electric car, and so on.

#### To find out more +

<https://manualmovilidadsegura.fundacionmapfre.org/>

### It Can Happen to You / If you're in control, you'll come back

Once again this year we held these awareness activities in collaboration with the Spanish Association for the Study of Spinal Injuries (AESLEME) to help prevent accidents and injuries among teens and young people.

The activities consist of conferences held at schools, given by medical professionals and people with traumatic spinal cord injuries. In the activity, It Can Happen To You, we hold an educational discussion about the causes of accidents and how to avoid them, and explain what to do, or not do, in the event of an accident so as not to aggravate any injuries and their consequences. On the other hand, in the activity "If you are in control, you'll come back", we warned about the impact that drinking alcohol and taking other drugs can have on driving.

Through fun activities, Fundación MAPFRE promotes safe, healthy and sustainable mobility among children.

### Child Restraint Systems

Specialized web space on the safety of children traveling in cars and the proper use of child restraint systems. In terms of outreach, we have the support of the Spanish Federation of Midwives Associations (FAME) who, through training talks in hospitals and health centers, provide road safety information as part of their childbirth preparation courses. In Chile, this training is also carried out in collaboration with the National Traffic Safety Commission (CONASET).

In 2022, we reviewed and updated all the content and news published on this website and created a Child Restraint Systems Dictionary, which now forms part of the Fundación MAPFRE website.

We would like to highlight a webinar on child restraint systems, held on March 28, entitled Segurança Rodoviária: Parcerias para o Sucesso (Road Traffic Safety: Partnerships for Success), organized together with the General Directorate of Health of the Portuguese Republic; and the co-organization, together with FAME, of the 20th Annual Conference of the Spanish Federation of Midwives' Associations in the city of Cáceres from May 19 to 21.



#### To find out more +

<https://www.fundacionmapfre.org/educacion-divulgacion/seguridad-vial/sistemas-retencion-infantil/fundacionmapfre.org/>



Above: Protect-warn-help. In the latest edition of Juvenalia (Madrid), children were able to have fun with PIS-PAS, a game in which they learn what to do in the event of a road accident. Right: a scooter and an obstacle course can be enough to learn the basics of road safety.



### Special Events

As part of our activities, we carry out specific emergency and injury prevention events and promote safe, healthy and sustainable mobility. These events are held either in open or public spaces and are normally aimed at families, with the goal of providing them with this knowledge in a fun and entertaining way.

When carrying out these events, the impact in the media is always kept in mind, with the aim of increasing the visibility of Fundación MAPFRE's messages and advice. To this end, in 2022 we issued a number of press releases to inform the public and raise awareness of how to act in different high-risk situations, including heat waves and floods, and to publicize advice on safe mobility.

Within this section we highlight the activity Blind Spots: Suddenly Invisible, carried out in collaboration with the ALSA group, in which we show the risks associated with blind spots around large vehicles. This action is specifically aimed at cyclists, electric scooter users and pedestrians as well as, of course,

truck and bus drivers. This year we visited Oviedo, León, Gijón and Madrid, the last two as part of European Mobility Week. In all the cities, this activity was very well received by the public.

Other important events were those organized in collaboration with Club Atlético de Madrid and held over several days in April and October in the grounds of the Metropolitano stadium; and in December in the pavilions of the Madrid Trade Fair Institute (IFEMA) consortium at the Juvenalia children's and young people's leisure fair.

### European Charter

In 2022, we continued with the work stemming from Fundación MAPFRE's appointment by the European Commission as Spanish national liaison for the European Road Safety Charter.

One of our functions as national liaison is to assist the more than one thousand Spanish organizations that have signed this Charter. In this sense, we have brought about the participation of organizations including FACONAUTO, the MAPFRE Road Safety Experimentation Center (CESVIMAP), Santander Consumer Finance, the Spanish Association of Organizations Collaborating with the Authorities in the Technical Inspection of Vehicles (AECA-ITV), as well as some of our partners in prevention and road safety activities.

Another of our functions as national liaison is to conduct and participate in outreach meetings. Among these events we highlight our participation in the VII Congress on Occupational Risk Prevention, held in Valladolid in April, and the XXX Technical Conference of the Association for the Development of Road Safety Education in Catalonia (ADEVIC) and XIV State Conference of the National Federation of Child Road Safety Education Technicians (FETEVI), held in June in Figueras.

Finally, we would like to highlight the fact that we have managed to secure the inclusion of the European Charter in the 2030 Spanish Road Safety Strategy, presented by the Ministry of the Interior on February 14. As a result of this recognition, the Spanish Congress of Deputies' Commission on Road Safety visited Fundación MAPFRE to confirm its endorsement of the European Road Safety Charter.

## IN ART

Educational activities organized for schools and families around the programmed exhibitions have always been a priority throughout our history. The 2022 results in this area were overwhelmingly positive. In Madrid, the workshops and visits surrounding the plastic arts exhibitions confirmed that attendance had completely recovered, which, due to the nature of the groups they are aimed at, had been greatly affected by the post-pandemic restrictions. In the case of the Julio González-Pablo Picasso exhibition, unfortunately, it was not possible to accommodate all the visits requested by the educational centers, as the available places were filled.

On the other hand, in 2022 we implemented two other educational projects also conceived as programmatic proposals as part of our activities, both of which were directly linked to the KBr Center in Barcelona:

One of the workshops (schools and families) When Photography is Art, is aimed at showing children and young people how photography can be an artistic expression; planned since 2021, it had received little exposure due to the post-pandemic limitations. The other was a photography workshop. Conceived as a regular activity (two rounds per year) under the generic name Get real! (Open your Eyes!), this workshop is intended mainly for young people, both professionals and students of photography, and features the participation of world-renowned photographers from different fields of the discipline, who share with the participants their conception of the field, their techniques, their experiences, and so on. The first workshop was given by the prestigious American photojournalist Donna Ferrato and was fully booked.

Finally, in the educational sphere, it is worth mentioning that we have set up a specific section on the website (Schools and Families) which, together with information on the visits and workshops held in the galleries, includes a section of downloadable online materials, with didactic suggestions related to the various visual arts and photography exhibitions, as well as workbooks for the program When Photography is Art, in all cases providing content differentiated by educational level (primary/secondary school).

Training teenagers in cardiopulmonary resuscitation (CPR) and defibrillation can save many lives.



## IN HEALTH PROMOTION

### EDUCATIONAL PROGRAMS

#### Learning Together to Save Lives

Cardiac arrest is one of the main causes of death in Europe, and in Spain alone there are some 30,000 cases a year. The Learning Together to Save Lives program is designed to help us all know how to respond. International organizations recommend training the general public in CPR and defibrillation, with special emphasis on young teens (10 to 16 years old). This program allows us to train teachers so that they can transmit the knowledge to their students. We therefore provide theoretical and practical training in CPR, as well as the necessary teaching tools to impart this training in the classroom.

This year, the program has been implemented in a number of organizations and autonomous communities:

- Community of Madrid (with the Ministries of Education and Health and SUMMA112): The program's online course has been incorporated into the teacher training platform and is recognized for 2 training credits. In this financial year, 476 teachers were trained, themselves teaching the program to more than 16,000 students.





- Community of the Balearic Islands (with SAMU061 of the Regional Ministry of Health): the program has been accredited as ongoing training by the Ministry of Education. We trained 146 teachers who taught the program to more than 12,000 students.
- We have also developed courses aimed at school nurses with the Region of Murcia; sports technicians (coaches) and referees with different sports federations in Madrid; teachers of early childhood and primary education degrees; Master's degree courses in teacher training with Rey Juan Carlos University; and for teachers with the Regional Government of Extremadura.

In addition, this year we adapted the teaching materials for physical education teachers to be included in the future online course that we are preparing with the National Council of Physical Education and Sports (COLEF) and that will be taught through the e-learning platform in each school.

To complement the courses in the community of Madrid, we organized the activity Schools that Save Lives, offering trained teachers the loan of CPR dummies to carry out practical training in their schools. The material includes an app that facilitates the teacher's objective correction tasks in terms of the quality and number of compressions, as well as a fun CPR competition. This year we reached 15 centers and 2,050 students. This year we also took part in the activities carried

out in all the Andalusian capitals, as well as in the city of Gijón, to mark European CPR Day, through an activity known as Cardiomarathons, in which more than 15,000 people participated.

### To find out more +

#### Links

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/aprendiendo-juntos-salvar-vidas/>

#### News

<https://www.educacionrespuntocero.com/empresas/programa-fundacion-mapfre/>

#### Social media

<https://twitter.com/fmapfre/status/1579750174276354048>

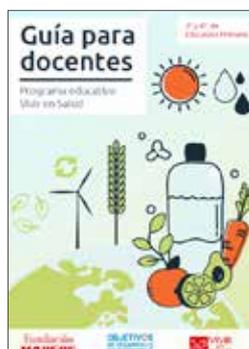
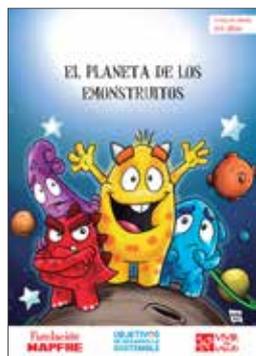
### Live Healthily

In Spain, for more than 10 years, Fundación MAPFRE has been developing the Vivir en Salud, or Live Healthily educational project, aimed at educating and promoting healthy lifestyle habits starting in childhood. The program is aligned with the SDGs of Health, Education and Responsible Consumption and Production, and covers the topics of healthy and sustainable food, emotional well-being and physical activity. This program is run in collaboration with the Spanish Academy of Nutrition and Dietetics, the General Council of Physical and Sports Education and the Psychology Faculty at the Complutense University in Madrid.

Live Healthily is structured through educational and entertaining workshops for children, where they become aware of how important it is to lead a healthy life. This year, we held workshops in educational centers in Madrid, Galicia and Murcia, with more than 1,247 in-person sessions for more than 24,000 children.



The Healthy Living educational project promotes healthy lifestyle habits among children. In 2022, more than 24,000 children took part in face-to-face workshops (right).



We posted Emonstruitos videos (above) for children on social media, which have had more than 1.1 million views.



The program also provides teachers and families with a multitude of teaching and educational resources (songs, stories, videos, escape rooms, etc.), pedagogically adapted to each stage, for working on good habits with children. The educational materials have been downloaded more than 14,000 times. In addition, through social media, we have published several Emonstruitos videos for children, with more than 1.1 million views.

In Brazil, we continued to collaborate with the São Paulo Secretariat of Education and São Paulo Federal University to promote mental and emotional health in schools through three training courses for teachers from the 91 regional education directorates that cover the 645 municipalities in the state of São Paulo. The topics covered were: psychobiology and education: the influence of sleep, nutrition and physical activity on mental health and learning processes; understanding suicide and promoting mental health and valuing life; and the influence of the school environment on mental health and learning: school environment and its interface with mental and emotional health. More than 160,000 teachers and more than 2.7 million students took part.

In the last quarter we launched the Good Practices contest, aimed at encouraging educators to promote the recognition and appreciation of actions that contribute to a positive school environment through a collaborative, supportive and welcoming learning atmosphere, thereby generating positive impacts on education.

In Mexico, we developed the content of the course on mental health in education that is planned to be incorporated into the Ministry of Education's platform. This collaboration began last year with the healthy living course, which was designed to provide teachers with theoretical knowledge and educational material to help them teach the new subject on healthy living habits. More than 16,000 teachers participated in this course. In addition, we continued to hold online or on-site educational workshops, according to what was allowed by the educational management of each center, in which 13,000 schoolchildren took part.

### To find out more +

#### Links

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/actividades-educativas/nuevo-programa-vivir-en-salud/>  
<https://www.fundacionmapfre.mx/educacion-divulgacion/campanas-programas-educativos/vivir-en-salud/>

#### News

[https://mexicox.gob.mx/courses/course-vi:MAPFRE+VIES22071X+2022\\_09/about](https://mexicox.gob.mx/courses/course-vi:MAPFRE+VIES22071X+2022_09/about)  
<https://www.educaciontrespuntocero.com/empresas/programa-salud-fundacion-mapfre/>

#### Social media

<https://www.facebook.com/FundacionMapfre/videos/617882079279141/>  
<https://www.facebook.com/FundacionMapfre/videos/351131656927509/>



### Control Your Network

It is increasingly necessary to educate young people in the appropriate and healthy use of Information and Communications Technology (ICT), which is why since 2016, in collaboration with the National Police, we have been developing the educational program Control Your Network, aimed at students from the 3rd grade of primary school to the 4th year of secondary school, as well as their families and teachers.

Control your Network is organized through workshops given in schools by specialist psychologists. These sessions are supported



The Control your NETWORK educational program helps teenagers and their families to be aware of the dangers of misusing the Internet. More than 78,000 students from different countries have received this training.



by a variety of teaching materials which, once the session is over, can be used by teachers to continue their training work. In addition, in collaboration with the Spanish National Police, through its different regional units, we have distributed these educational materials to more than one hundred thousand children.

This year, educational workshops were held in schools in Madrid, Andalusia and Valencia. In total, we have conducted 1,100 educational workshops in Spain, reaching more than 25,500 students.

In collaboration with the National Police, Pantallas Amigas and Twitter, we have continued to disseminate advice and animations on the appropriate use of ICTs, on topics including disinformation, netiquette and hate crimes. In total, these social media actions have resulted in around two million views and interactions.

In the Dominican Republic, in March we presented the research study Young people and technology: use and abuse, the challenge of finding a balance. We were supported in this presentation by the first lady of the country, Raquel Arbaje, and Nelson Arroyo, President of the Board of Directors of the Dominican Telecommunications Institute (INDOTEL). In May, we held the webinar "The impact of technology on our teens", aimed at parents and teachers, in which more than 350 people participated. In October, we held three conferences for parents, teachers and young people with the expert Marc Masip. In October we started the Control your Network workshops in schools.

In Colombia, in collaboration with Sabana University, this year we started educational workshops in schools with the aim of raising awareness among young people, parents and teachers about digital well-being, providing them with the knowledge and skills they need to address the problem of abuse and harassment on the Internet.

For yet another year, we continued to hold educational workshops in schools in Malta, Puerto Rico and Peru. In Peru, this year we also presented a new research study entitled Psychosocial risks deriving from Internet and social media use, involving more than 800 adolescents in Lima, Callao and Arequipa.

Internationally, a total of more than 78,000 schoolchildren participated in the Control your Network campaign.

Finally, in June, we organized the conference Mental Health against Hate on Social Media, in collaboration with Pantallas Amigas, with the participation of the National Police's Central Unit for Citizen Participation, the Official College of Psychology in Madrid, Twitter and Jen Herranz, a communicator and multimedia creator specializing in video games and technology. More than 570 people connected to the event.

### To find out more +

#### Links

##### Control Your Network

[https://www.fundacionmapfre.org/fundacion/es\\_es/educa-tu-mundo/salud/controlatic/](https://www.fundacionmapfre.org/fundacion/es_es/educa-tu-mundo/salud/controlatic/)

##### Control your Network Peru

<https://www.mapfre.com.pe/fundacion-mapfre/area-de-salud-y-prevencion/controla-tu-red/talleres-2021/>

##### Mental Health Against Hate on Social Media

<https://www.fundacionmapfre.org/blog/salud-mental-frente-al-odio-en-redes-sociales/>

#### News

<https://www.diariolibre.com/revista/buena-vida/2022/03/18/programa-sobre-jovenes-y-tecnologia-de-fundacion-mapfre/1716423>

<https://eldinero.com.do/191605/fundacion-mapfre-presenta-el-programa-controla-tu-red/>

<https://dplnews.com/republica-dominicana-nace-programa-controla-tu-red-por-el-uso-seguro-del-internet-en-los-jovenes/>

<https://www.unisabana.edu.co/portaldenoticias/al-dia/programa-controla-tu-red-por-un-uso-seguro-y-responsable-de-las-tic/>

#### Social media

<https://twitter.com/PantallasAmigas/status/1584594319671009280>

### E-Learning Courses

**Course for Teachers on Urgent Healthcare and Emergencies:** this year, we conducted the tenth and eleventh editions of this MOOC in collaboration with the UNED, the Spanish Society of Emergency Medicine and the Official Association of Physicians in Madrid. The main goal of this course is to help teachers know how to act in an emergency, providing them with the tools and knowledge they need. Over 14,000 people enrolled in the sessions.

**Healthy and Responsible Use of ICT:** this year we have held the third and fourth editions of this MOOC aimed at familiarizing teachers and families with the responsible and healthy use of new technologies and advising them on how young people should use them. Over 700 people enrolled in the sessions.

### AWARENESS-RAISING PROGRAMS

#### Ciberland



ICT (Information and Communication Technologies) have brought about a profound transformation in areas like communication, leisure, work, interaction and relationships with others, and have contributed countless advantages and benefits for people's day-to-day lives. However, the digital world has also introduced a range of risks that we must be aware of and protect ourselves from. For this reason, we launched Cyberland, a traveling campaign developed in collaboration with the Spanish National Police. It takes a museum exhibition approach to learning, reflecting on and discovering the risks hidden in the Digital World.

The aim of this activity is to raise the general public's awareness of these issues, focusing particularly on young people and adults, and to show them the most common risks in the virtual world (cyberbullying, identity theft, fake news, online gambling, etc.) and how they should act both to prevent them and to avoid the most serious consequences.



Cyberland is a stand-alone campaign that consists of seven spaces, where a 20-minute tour allows participants, in a dynamic and interactive way, to reflect on the time they spend on the Internet as well as on the problem of online gaming and gambling, learn how to identify fake news, become aware of the dangers of identity theft and the importance of privacy. They also discover the physical and psychological consequences of inappropriate ICT use, and learn about social media dangers like sexting, cyberbullying, digital violence, and so on. All with the aim of promoting healthy ICT habits.

This year we visited Madrid, Seville and Valladolid, reaching more than 9,700 beneficiaries.



Over a 20-minute period, visitors to Cyberland pass through seven spaces where they learn in an interactive way to recognize risks and misuse related to social media, fake news, a lack of privacy.



To find out more +

Links

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/ciberland/>

News

<https://www.telemadrid.es/programas/telenoticias-1/Ciberland-un-espacio-para-conocer-los-riesgos-del-mundo-digital-y-aprender-a-defender-se-2-2499970005--20221026031104.html>  
<https://www.interior.gob.es/opencms/es/detalle/articulo/La-Policia-Nacional-y-Fundacion-MAPFRE-ponen-en-marcha-Ciberland-para-protgerse-frente-a-los-riesgos-del-mundo-digital/>  
<https://www.sevilla.org/actualidad/noticias/el-ayuntamiento-la-policia-nacional-y-fundacion-mapfre-ponen-en-marcha-ciberland-la-iniciativa-de-divulgacion-para-protgerse-frente-a-los-riesgos-del-mundo-digital>  
<http://hokcab02.almacen.api.auditmedia.es//api/Recortes/896c0881-53a5-464e-a534-75e72d2a8653/tv.mp4>

Social media

<https://twitter.com/policia/status/1586049058447187973>  
<https://twitter.com/EPNacional/status/1585299105064095746>  
<https://twitter.com/policia/status/1585217267415109638>  
<https://twitter.com/fmapfre/status/1583403265223376896>



**The Time Machine**

Medical advances have led to a notable reduction in mortality rates in recent decades as well as an increase in longevity. This increase in the population's life expectancy presents us with major challenges. One of the most important is the effect on people's health and quality of life, since it is no longer just a matter of living longer, but also of living better. Unfortunately, data from both the World Health Organization and various national bodies reflect alarming figures on the prevalence of non-communicable diseases, obesity and cancer in our society today, as well as low levels of public commitment to a healthy lifestyle. The WHO itself estimates that lifestyle changes would reduce mortality due to cardiovascular diseases by 75 %, and cancers by 40 %, which are precisely the most common causes of death in Spain, according to data from the National Institute of Statistics.

The Time Machine bus is touring Spanish cities: anyone who gets on can undergo medical tests and fill out questionnaires to find out their metabolic and vascular age and compare this with their chronological age.

This awareness campaign, which we are carrying out in collaboration with the Spanish Society of Family and Community Medicine (SEMFC), tackles health promotion from another angle: that of what we gain, in terms of extra years and quality of life, if we adopt a healthy lifestyle.

The Time Machine is a customized bus that travels through different cities in Spain. Each participant follows a circuit inside the bus that is used to analyze their lifestyle through a medical questionnaire, identifies areas for improvement and performs several free medical tests (blood pressure, cholesterol, weight, body composition) to determine their metabolic and vascular ages and compare these with their chronological age, so that they can make their own assessment of how inappropriate habits are impacting their health. With this data, we provide you with the relevant information you need to live longer and better.

This campaign has introduced several new features, such as the use of the lifestyle questionnaire, which is endorsed by the American Society of Family Physicians, the first time in Spain that such a complete medical questionnaire of this nature has been implemented. In addition, we use other tools, such as the heart age calculator, published in scientific journals, developed by a Spanish internal medicine specialist and released by Sanofi, which allows participants to find out if their age in years coincides with their cardiovascular age.



Over the course of 2022, the campaign visited the following localities: Vitoria, Bilbao, Oviedo, Santander, A Coruña, Vigo, Burgos, Cuenca, Toledo, Zaragoza, Madrid, Coslada, Leganés and Alcalá de Henares, and more than 8,400 people took part.

### To find out more +

#### Links

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/la-maquina-del-tiempo/>

#### News

<https://www.cyltv.es/videoSH/717e1dfb-a923-45fa-acd1-6bc021197f7b/Hasta-14-anos-mas-de-vida-a-traves-de-un-estilo-saludable>

[https://www.rtpa.es/noticias-asturias:'La-maquina-del-tiempo'-que-ayuda-a-conocer-el-estado-de-salud-de-los-ciudadanos-y-mejorarlo\\_111664985353.html](https://www.rtpa.es/noticias-asturias:'La-maquina-del-tiempo'-que-ayuda-a-conocer-el-estado-de-salud-de-los-ciudadanos-y-mejorarlo_111664985353.html)

[https://www.ondacero.es/emisoras/castilla-la-mancha/toledo/noticias/maquina-tiempo-llega-toledo-fundacion-mapfre\\_20221028635bb2c247a384000131d742.html](https://www.ondacero.es/emisoras/castilla-la-mancha/toledo/noticias/maquina-tiempo-llega-toledo-fundacion-mapfre_20221028635bb2c247a384000131d742.html)

<https://elcorreodeburgos.elmundo.es/articulo/burgos/maquina-tiempo-llega-burgos-regalar-anos-vida/20221020190914407395.html>

#### Social media

<https://twitter.com/AytoAlcalaH/status/1590672848871657473>

<https://twitter.com/semfyc/status/1585305654331199491>

<https://twitter.com/RTVEAsturias/status/1577651471524536321>

<https://twitter.com/fmapfre/status/1575380358010478593>

With the Practicooking videos you learn how to cook tasty, balanced, healthy and sustainable food with your family.



#### Batchcooking and Practicooking

Since 2018, we have been developing Practicooking, an activity aimed at providing fun recipes and food tips to make the kitchen a place of learning and fun for the whole family. In the past two editions we have enjoyed the collaboration of the great chefs Dani García and Ricard Camarena. In this third edition, the chef Daniel del Toro, a Masterchef contestant, and his daughter, Claudia, took part. This latest edition ended during the first quarter of this year, with the publication of two new recipes: "Potatoes with cuttlefish" and "Fresh cheese and pineapple mousse", achieving more than one million views.

In the fourth quarter of the year we presented Batchcooking, a new cooking concept that consists of preparing a week's worth of lunches and dinners in just a few hours. For this first edition of Batchcooking, we were joined by Oriol Fernández, a promising young Spanish chef who has competed in two editions of the Team Bocuse d'or Academy Spain.

We launched the first edition in November with a presentation video, and the first winter Batchcooking videos have received more than 2.2 million views. Over the next year, further recipes will be released.

To find out more +

**Links**

**Practicooking**

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/practicooking-emocion-por-cocinar/>

**Batchcooking**

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/batchcooking/>

**Social media**

<https://twitter.com/fmapfre/status/1589946924173606912>  
<https://twitter.com/fmapfre/status/1587783982720188416>  
<https://www.facebook.com/FundacionMapfre/videos/451117896704723/>  
<https://www.facebook.com/FundacionMapfre/videos/4854025764634337/>

**Choose to Live Better**

This program, conducted in collaboration with the Prevention and Road Safety area, is designed to promote safe habits and healthy behavior in companies and to collaborate with them as agents for generating health. Since 2017, the program has evolved by offering member entities a catalog of services that includes health content customized to workers' interests through an app, printed and online materials for running awareness-raising campaigns, workshops (online and in-person), and challenges to promote physical activity.

More than 13,000 people (in person) plus a further 7,500 (online) have benefited from the advice and content of the Choose to Live Better Program.



In this financial year, we visited 127 companies in which we conducted workshops, distributed material and/or implemented our health platform. In collaboration with the Spanish Network of Health Promoting Universities (REUPS), we held emotional wellness workshops in 27 educational centers.

In Peru, we distributed printed material on healthy eating, physical activity, emotional well-being and rest to more than 40 companies.

More than 13,000 people attended the Choose to Live Better program in person, and more than 7,500 benefited from it in a digital format.

In addition, we continued to promote the training of health professionals, organizing various conferences (No more Diets, Change your Habits; Emotional Management. Avoiding and Paying Attention to What We Feel; and New Leadership

**SOS Breathe**

According to the Spanish National Institute of Statistics, choking, understood as airway obstruction, is one of the leading causes of non-natural death. Given this situation, Fundación MAPFRE, the Spanish Emergency Medicine Society (SEMES), and the Federation of Chefs and Confectioners of Spain (FACYRE) launched the SOS Respira, or SOS Breathe campaign in 2016 to raise public awareness, especially among hospitality sector professionals, about what to do when someone is choking.

At the international level, we have successfully implemented the activities in collaboration with the Red Cross in Uruguay. In Peru thanks to our partnership with the Red Cross in that country, we also held face-to-face and virtual training activities in which more than 2,400 people participated.

The SOS Respira app for Android and iOS uses videos and text messages to explain the sequence of steps to follow to clear an obstructed airway.

To find out more +

**SOS Respira (SOS Breathe):**  
[https://www.fundacionmapfre.org/fundacion/es\\_es/programas/salud/sos-respira/](https://www.fundacionmapfre.org/fundacion/es_es/programas/salud/sos-respira/)

in the Company and Emotional Well-being), which were attended by more than 300 professionals. Finally, in October, we took part in the MEES Day Digital, a date with health in the workplace, where different organizations and speakers presented their initiatives and experiences related to promoting healthy work environments. In total, more than 180 health professionals participated.

To find out more +

**Links**<https://elivevirmejor.fundacionmapfre.org/>

**Social networks:**  
<https://twitter.com/empsaludables/status/1582628107701596160>

Fundación MAPFRE promotes the enormous physical and mental benefits of eating healthily, without the need to embark on special diets.

**Women for the Heart**

The purpose of this campaign is to inform women about the symptoms and risk factors of heart attacks and to raise awareness of the need to seek immediate medical attention.

In Panama, a number of activities were carried out throughout the month of September. Yazmín Colón de Cortizo, First Lady of the Republic, and Ivette Berrío, Deputy Health Minister, once again took part in the program's opening ceremony. Among the activities carried out, we would like to highlight: 44 blood pressure measurement events in different public places, cardiovascular disease prevention workshops, the installation of tents and stands on public thoroughfares to provide information on heart attack symptoms and disseminate prevention tips, and the creation of murals in the waiting rooms of health facilities featuring messages about healthy lifestyles. In total, more than 170,000 people in Panama attended the activities in person.



In Brazil, on September 29, World Heart Day, we launched the campaign on Fundación MAPFRE's digital platforms with the aim of raising awareness among the population about the importance of recognizing symptoms early and the need to maintain a healthy lifestyle, a task that begins with changing small habits that contribute to reducing the impact of cardiovascular disease, one of the leading causes of death worldwide.

In November we conducted nutritional health assessments in five São Paulo subway stations (Luz, República, Higienópolis-Mackenzie, Butantã and Vila Sonia) and the Virada pelo Coração event in the Vila Lobos and Carmo parks, where there were yoga classes and walks led by professional sportspeople. More than 2,500 people participated in these activities.

To find out more +

Website

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/mujeres-por-el-corazon/>

Just changing a few habits reduces the impact of cardiovascular disease, one of the leading causes of mortality worldwide.

Educational Content on Social Media

To reach young people with our advice, in 2022 we recorded reels on nutrition, physical activity and emotional well-being, mainly for Instagram.

In the last quarter, we published videos related to the physical activity block. In this, we benefited from the involvement of the influencer Maria Rossich (@womanpersonaltrainers), a graduate in Physical Activity and Sport Sciences. These videos were developed in collaboration with the General Council of Physical Activity and Sports (COLEF) and were a resounding success, achieving more than 1.6 million views.

Food and emotional well-being reels will be published next year.



To find out more +

Social media

<https://www.instagram.com/reel/Cj0HxP5jgZN/>  
<https://www.instagram.com/reel/Cj-Vngsj6EN/>  
<https://www.instagram.com/reel/Cj5XsLej-LL/>



Learning about finances and insurance allows us to make decisions in the present that will condition our future, making it safer and avoiding surprises.

## IN INSURANCE AND SOCIAL PROTECTION

### EDUCATIONAL PROGRAMS

Throughout the year we developed activities adapted to different educational stages, from the 4th year of secondary school to university level, including vocational training as a key area. We also conducted educational activities aimed at professionals in the insurance and related sectors.

The most prominent activities were:

#### PlayPension

This is a game through which students from 16 to 18 years of age learn to manage a family budget. It emphasizes the use they make of their resources, financial planning through investments, and prevention by taking out insurance.

It is offered in three different formats:

- Classroom workshops, with virtual and face-to-face options. Throughout 2022, we held 680 sessions in which 11,074 students from 39 Spanish provinces participated.
- Online platform, exclusively for teachers. This year, 90 licenses were granted to teachers in different countries, so that they were able to carry out the activity with their students.
- Board game. We delivered 132 units of this game to 123 Spanish educational centers.

#### FINEXIT: Financial Escape Room

Educational resource designed specifically for vocational training students.

Through gamification, students acquire and reinforce financial concepts and skills that make up the subjects included in the curricula of their training programs.

This classroom activity is carried out in both in-person and virtual formats, and in 2022 we held 1,168 sessions in which 18,630 students from 36 different provinces participated.

Also in 2022, we adapted the game tests to the educational systems of Brazil and Mexico, so that we will be able to introduce it to these countries in 2023.

FINEXIT continues to evolve and, for this reason, in December we signed a collaboration agreement with Spain's Official Chamber of Commerce, Industry, Services and Navigation, to develop a joint project that will allow the activity to become itinerant and reach all the provinces in Spain. This project will be co-financed by the Chamber of Commerce through the European Social Fund (ESF), within the framework of the Operational Program for Employment, Training and Education 2014-2020.



#### BugaMAP Seminars

Business simulator applied to the insurance sector and aimed at both university students and professionals in the insurance and related sectors. In 2022, we resumed our regular activity that had been interrupted by the COVID pandemic. This year we ran 70 sessions in 66 universities in 6 different countries, involving 1,441 students.

To complement the workshops, we relaunched the inter-university championships. In Spain, we celebrated the final of the III bugaMAP 2021/2022 Inter-university Championship, in which a total of four teams from universities in Catalonia and the Balearic Islands participated. The final took



**AT FUNDACIÓN MAPFRE WE CREATE AND SUPPORT INITIATIVES THAT TRANSFORM PEOPLE’S SOCIAL REALITY THROUGH EDUCATION, WHICH WE CONSIDER THE MOST IMPORTANT ENGINE OF HUMAN DEVELOPMENT**

place on March 8 at the Torre MAPFRE building in Barcelona. The team from the University of Girona was proclaimed the winner of this edition.

An inter-college championship was once again held in the United States. A total of 27 students from Shawnee State University, Bowling Green University, University of Akron and Mount Union University participated.

In addition, during September and October we held training activities to enable professionals to teach

The team from the University of Girona was proclaimed the final winner of the III bugaMAP 2021/2022 Interuniversity Championship.

the simulator, mainly in Latin American countries. A total of 60 people from 17 countries were trained. In 2023, we will continue this training activity, which will enable us to expand the number of workshops and the number of students attending bugaMap seminars in the future.

**Vocational training with an insurance specialism**

The project, which we joined in 2021 as one of the promoting organizations, continues to grow. It has already been rolled out in the autonomous communities of Catalonia, Madrid and Valencia, in a total of 10 colleges, and more than 360 students have enrolled.

As this is a dual vocational training program, internships take on particular importance and students do around 900 hours of practical training in the company. In the 2022-2023 academic year, 118 students are undergoing training at companies in the insurance and mediation sector.

**MIDE: Interactive Museum of Economics in Mexico. Workshops**

Our alliance with the Interactive Museum of Economics in Mexico (MIDE) continues to strengthen, both through the Prevention, Assets and Risk Room and the Permanent Interactive Game 'Memorama', as well as with the Better to Be Safe than Sorry workshops.

The workshops are aimed at teaching attendees to recognize the risks to which the general public is exposed, and to identify the types of insurance that can cover such risks. In 2022, a total of 1,300 people attended the sessions.





Lack of financial literacy is one of the problems of our educational system. Our content on websites and social media helps to alleviate this.

**AWARENESS-RAISING PROGRAMS**

**Seguros y Pensiones para Todos**

We continued our web and social media activities through the Seguros y Pensiones para Todos project, creating new content related to investments and financial well-being. The most relevant milestones of this project in 2022 were as follows:

- We developed a collection of 10 courses on finance, the first two of which were released this year: Financial Wellness Course and How to Financially Educate Your Children.

**WE HAVE CONTINUED OUR ACTIVITIES ON THE WEB AND SOCIAL MEDIA, THROUGH THE SEGUROS Y PENSIONES PARA TODOS PROJECT, CREATING CONTENT RELATED TO INVESTMENTS AND PRESENT AND FUTURE FINANCIAL WELL-BEING**

- We developed six financial tools and have already published the Family Budget Management Tool and the Compound Interest Calculator. The remaining tools will be published in 2023.
- On the web blog, 22 articles have been published related to savings, investments and financial well-being; as well as 24 related to the world of insurance.
- On social media we have created 17 new animations that address specific topics from the insurance world, including on-off insurance; and on savings, such as, for example, tips on how to overcome financial belt-tightening in January, and how to align our expenses with our life goals. These achieved a total of 5,283,973 views.
- We launched two new financial education sections on our websites in Brazil and Mexico, where we publish content, advice and tools related to savings and investments.
- In order to raise users' awareness of how investments are a complementary tool to saving, this year we conducted a campaign in a number of national media outlets, reaching 339,487 unique readers.

**Finance Education Day and Week**

Fundación MAPFRE is part of the Spain's Financial Education Plan, promoted by the Bank of Spain and the National Securities Market Commission of the Ministry of Economic Affairs and the Digital Transformation.

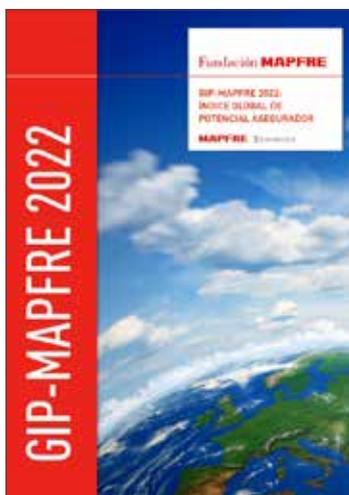
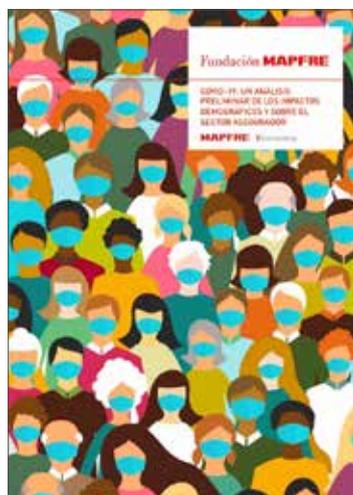
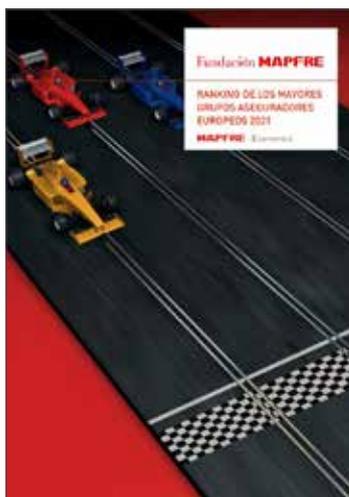
Once again this year we collaborated in Financial Education Day, which was held on the first Wednesday of October, under the slogan "Education for safer finances". Our participation consisted of a social media campaign involving the financial influencer @soysocialmario, through whom we disseminated video clips showing practical advice to help citizens avoid scams that they may be exposed to through various digital channels, including websites, social media and mobile apps.

A similar initiative was held in Mexico, called National Financial Education Week. This event took place from October 19 to 28 under the slogan "Put your money to work". On this occasion, due to the limitations associated with the pandemic, the activity was once again run in a virtual environment. Fundación MAPFRE participated with a stand featuring a variety of content designed specifically for this purpose.

THIS YEAR, OUR COLLECTION OF INFORMATIONAL GUIDES HAS BEEN UPDATED WITH THE **GUIDE FOR YOUR RETIREMENT**. THIS USES SIMPLE TERMS TO DESCRIBE EVERYTHING RELATED TO FINANCIAL TOOLS FOR SUPPORTING A RETIREMENT PENSION



Informational guides and reports that are a benchmark in terms of Insurance and Social Protection, Macroeconomics and Financial Markets.



**MIDE: Interactive Museum of Economics in Mexico**

In the space that MIDE dedicates to finance in society, Fundación MAPFRE has a room called Prevention, Assets and Risk. In it, visitors participate in interactive activities on the causes and consequences of not having a prevention plan, and are invited to program emergency plans in case of an eventuality. In 2022, as the Mexican government authorized the reactivation of face-to-face activities in the wake of the COVID pandemic, MIDE was able to open its doors and allow visitors to access its facilities, enabling more than 64,077 people to participate in the activity.

**Informative guides and meetings**

This year, our collection of informative guides has been updated with the Retirement Guide, in which we use simple language to explain everything related to financial tools for boosting pensions, as well as the legislative changes that took place in this area in 2022.

Continuing with our informative sessions, in 2022 we held the following:

- **Brazil:** webinar on the report Ranking of the largest insurance groups in Latin America 2021, bilingual, Spanish-Portuguese, attended by more than 300 people.
- **Chile:** webinar on the report The Latin American insurance market in 2021, which was attended by more than 450 users.
- **Spain:** presentations of the COVID-19 reports: A preliminary analysis of the demographic and insurance sector impacts and The Spanish insurance market in 2021.
- **Mexico:** presentation of the 2022 GIP-MAPFRE report in a mixed in-person/online format. On this occasion, the presentation was attended by more than 600 people.

# INNOVATION AND KNOWLEDGE PROMOTION

## PUBLICATIONS

### IN ACCIDENT PREVENTION AND ROAD SAFETY

#### FALLER report: multi-center registry of elderly people treated for falls by the Spanish emergency services

Falls in people aged over 65 often result in serious and potentially disabling or even fatal injuries.

This report describes the immediate consequences and the consumption of hospital resources in a representative sample of patients over 65 years of age treated for a fall in five Spanish hospital emergency departments. In addition, it studies the patient characteristics, circumstances and etiology of the fall, following up on adverse outcomes in the first six months from the visit to the Emergency Department.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1115317.do>

#### Child road safety in cars: do our children always travel safely?

The main objective of this report was to determine how child restraint systems are actually used in Spain, so that appropriate educational tools can be created to ensure their correct use throughout the child's life.

Our study also aimed to determine whether parental perception of the use of child restraint systems corresponds to the recommendations and regulations in force, as well as to identify the safety gaps in the use of child restraint systems from birth to 12 years of age

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1115354.do>

### Road Safety and Cycle Couriers

In January, a study was presented in São Paulo on the mobility and safety problems faced daily by bicycle delivery drivers in the cities of São Paulo, Curitiba and Fortaleza. The research is based on surveys of workers, companies and focus groups to learn about the problems of these groups in terms of road safety and to analyze good practices in the participating companies.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1113978.do>

### How 'motosharing' contributes to road safety

A study on this new mode of transport that identifies the accident rate, user and trip typology and analyzes those areas in which motorcycle sharing companies can improve in the short term, to make them net contributors to the Spanish road safety strategy.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116142.do>

### Electric scooters. Best practices and the latest accident rate data

Comprehensive analysis of the personal mobility vehicle accident rate in Spain. The paper also analyzes the good practices carried out by electric scooter sharing companies that contribute to reducing the risk of injury to both their customers and other road users

#### Go to the study

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116513.do>

### Adeus às chaves: perfil, segurança e o momento da transição

A study analyzing when older people stop driving and how their urban mobility is affected by this decision.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116656.do>

### Fire victims in Spain in 2021

Together with the Professional Association of Firefighter Technicians (APTB), we once again presented this study, created using data contributed by fire departments and the legal medicine institutes in the various autonomous communities.

The comprehensiveness of the data on fire mortality in Spain included in this study has made it the reference document in the sector year after year, since 2010, when the report became annual, and it is also a benchmark at the international level, as there are only a few countries in Europe and America that carry out studies of similar importance, credibility and significance.

To complement these studies, we have developed a virtual atlas of fire victims, through an intuitive web page that facilitates data management, including access to the history and the ability to cross-reference variables.

#### Studio:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1118213.do>

Atlas (Spanish version)

<https://www.fundacionmapfre.org/educacion-divulgacion/prevencion/estudios/atlas-de-incendios/herramienta-de-estudio/>

Atlas (English version)

<https://www.fundacionmapfre.org/en/herramienta-de-estudio-en/>

## IN HEALTH RESEARCH STUDIES

### Cell phone use, lifestyle and psychological well-being in university students

The study, developed in collaboration with the Spanish Network of Health Promoting Universities (REUPS), seeks to analyze the current circumstances of the university population, taking into account two global phenomena: the rapid rise and establishment of new technologies, on the one hand; and the consequences of the pandemic, on the other. We also analyzed how these phenomena have

influenced the lifestyles and psychological well-being of this population.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117134.do>

### Negative comments on social networks

This study, developed in collaboration with the University of Deusto, surveyed a sample of 2,520 Spaniards to find out how negative comments on social media affect them emotionally and relationally, as well as to assess what protective factors there are. The variables measured were depression, anxiety and stress, negative affect, quality of life, emotional regulation strategies, social support, body image dissatisfaction, coping styles, and well-being or happiness.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117880.do>

#### Download the executive summary:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117881.do>

### Food exclusion trends in the Spanish population

This study, carried out in collaboration with the Spanish Academy of Nutrition and Dietetics (Academia Española de Nutrición y Dietética), highlights the high percentage of Spanish people that exclude foods, nutrients or ingredients from their diet or follow elimination diets, with a high percentage of them doing so with no medical justification and with the consequent potential risk to their health.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116518.do>

## IN INSURANCE AND SOCIAL PROTECTION

### Expert Reports from MAPFRE Economics

On the structure of insurance markets, we published:

- *The Spanish Insurance Market 2021*
- *The Latin American Insurance Market 2021*
- *Ranking of the Largest European and Latin American Insurance Groups*

In relation to economics, every quarter we publish Panorama económico y sectorial 2022, which provides an overview of the main macroeconomic and financial perspectives, forecasts and trends, as well as an assessment of their impact on the

insurance business. In addition to the recurring reports, the following monographs have been published:

- *Covid-19: A preliminary analysis of the demographic and insurance sector impacts, an assessment of the demographic impact of the pandemic and, in particular, the death rate, based on information from fifteen countries.*
- *Post-pandemic global savings and insurance industry investments, an analysis of the distribution and risk profile of insurers' investment portfolios since 2018.*
- *GIP MAPFRE 2022: update of the Global Insurance Potential Index calculated for 96 insurance markets, both developed and emerging. Published in Spanish and English.*

#### Go to the study:

*El mercado asegurador español 2021*

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116117.do>

*The Latin American Insurance Market 2021*

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116648.do>

*Ranking of the Largest European and Latin American Insurance Groups*

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116212.do>  
<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116120.do>

*Economic and industry outlook*

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1113573.do>  
<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1115103.do>  
<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116206.do>

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117534.do>

*Covid-19: A preliminary analysis of the demographic and insurance sector impacts*

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1114625.do>

*Global post-pandemic savings and insurance industry investments*

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1115683.do>

#### Cuadernos de la Fundación (Fundación Notebooks)

The Cuadernos de la Fundación collection, published continuously since 1991, was enriched yet further this year with the publication of Contributions to Risk Analysis: RISK 2022 (Number 233) which brings together the papers presented at the VIII Congress on Risk Management and Insurance Research - Risk 2022, a meeting that provided a platform for sharing new ideas, research results and development experiences in actuarial and financial sciences.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117435.do>

#### MAPFRE Insurance Dictionary

A digital resource, which is continuously consulted and updated based on inputs and suggestions from users, researchers and insurance professionals on new terms, different meanings or content suggestions. In 2022 the dictionary received more than 349,000 visits while the Portuguese version received 18,900.

Any institution can also include a direct link on their website to the search engine in our Dictionary, which is available quickly and easily via a widget.

#### To find out more +

<https://www.fundacionmapfre.org/publicaciones/diccionario-mapfre-seguros/>

## IGNACIO H. DE LARRAMENDI RESEARCH GRANTS

With the annual edition of the Ignacio H. de Larramendi Research Grants, which have been awarded for more than thirty years, we support projects by independent researchers as well as those developed in universities, hospitals or other organizations, in the area of health promotion as well as in the insurance and social protection field.

This year, a total of 400 applications were received from more than thirty countries, in the topics defined in the call:

- In the field of health promotion these are: strategies and education for changing habits aimed at preventing obesity, promoting physical

## IN 2022, FUNDACIÓN MAPFRE FINANCED RESEARCH PROJECTS IN SEVERAL EUROPEAN AND AMERICAN COUNTRIES DEDICATED TO HEALTH PROMOTION, INSURANCE AND SOCIAL PROTECTION WITH A TOTAL OF 300,000 EUROS

activity and emotional well-being; education in emergency maneuvers for the general public; assessment of body injury; health management: quality and clinical safety; and longevity and quality of life.

- In the insurance field, the challenges posed by the 21st century include: insurance, risk management, new technologies applied to insurance and the senior economy.

The total funding represents an investment by Fundación MAPFRE of up to three hundred thousand euros. The projects that received funding in 2022 were:

### Health promotion

- Andrés González García, “Utilidad de la radiómica en la evaluación diagnóstica por imagen de la enfermedad de Castleman”, Fundación para la Investigación Biomédica del Hospital Universitario Ramón y Cajal (FIBioHRC). Spain.
- Mina Koningsberg Fainstein, “Búsqueda de marcadores séricos para el diagnóstico de posible deterioro cognitivo asociado a la neuroninflamación y la obesidad en mujeres adultas mayores de 50 años”, Metropolitan Autonomous University (UAM). Mexico.
- Paulo Oliveira Silva, “Profiling the Impact of Physical Activity Using Infra-Red Spectroscopy and Machine Learning Non-Invasive Sampling”, Coimbra University. Portugal.
- Manuel Pardo Ríos, “Programa de Educación en Competencias de Emergencia Sanitaria (PECES)”, Universidad Católica de Murcia. Spain.
- Alba Pérez González, “Evaluación e intervención de la respuesta de estrés agudo en emergencias”, Open University of Catalonia (UOC) Foundation. Spain.
- Luis Ángel Saúl Gutiérrez, “Mejora de estrategias para la adquisición de Hábitos Saludables. Identificación personalizada de trabas psicológicas que dificultan su logro a través de herramienta informática de software libre”, National University

of Distance Education (UNED). Spain.

- Miguel Usabel Rodrigo, “Diseño dispositivo [ISIS] de evaluación médica integrada”, Anubis Consulting Solutions, S.L. Spain.

### Insurance and social protection:

- José Manuel Pavía Miralles, “Modelización espacial e intra-anual de la mortalidad en España. Una herramienta automática para el cálculo de productos de vida”, University of Valencia. Spain.
- Maria Russolillo, “Measuring perverse redistribution in actuarially unfair NDC pension schemes”, University of Salerno. Italy.
- Domingo Varela Sanz, “El seguro agrario combinado y el seguro de accidentes en la extinción de incendios forestales. Un recorrido histórico”, independent researcher. Spain.
- Gabriella Piscopo, “The Risk Management of Reverse Mortgages: an insurance challenge for the elderly population”, University of Naples Federico II. Italy.
- Raúl Gutiérrez Sanchis, “Clustering analysis of Spain at the regional level for the life insurance sector”, Technical University of Madrid (UPM). Spain.

## ADVANCED MEDICAL RESEARCH

### Personalized Cell Therapy

Once again this year, we continued to support research related to cell therapy for patients with neurological disabilities, which we began in 1997, at Hospital Universitario Puerta de Hierro.

The following clinical research projects are currently underway:

- Preparation of the protocol for a new clinical trial, CME-LEM6, for treating neuropathic pain in patients with chronic spinal cord injury resistant to all types of pharmacological treatment. This consists of a controlled study to be carried out by the Cell Therapy Unit and the Pain Unit at HUPHM. The trial will be developed using the drug NC1, which will be administered to a group of 30 patients suffering neuropathic pain as a consequence of a spinal cord injury and who are aged between 18 and 70 years old. This trial will be presented in January 2023 to the Ethics Committee and the AEMPS for approval.
- Development of the project “Efecto del Medicamento de Terapia celular NC1 sobre

la expresión de citoquinas y factores de crecimiento en muestras de sangre y LCR de pacientes con lesión medular crónica. Estudio de potencia/actividad del Medicamento NC1". This project was presented to the Health Care Ethics Committee of Hospital Puerta de Hierro in January 2022, and was approved that same month (Code PI 173/21). Its objective is to analyze cytokine expression variations and growth factors in blood, plasma and cerebrospinal fluid (CSF) samples donated by patients with chronic spinal cord injury after receiving treatment with the drug NC1. This project is part of the potency/activity studies that the Unit has been carrying out for some time with the aim of determining the mechanism of action of the NC1 drug, since "The more we know about the way it acts, the more we can improve its clinical efficacy".

#### To find out more +

##### News

<https://www.europapress.es/madrid/noticia-puerta-hierro-inicia-tratamiento-terapia-celular-pionero-europa-30-pacientes-lesion-medular-20190301134311.html>

#### Therapies in the Early Stages of Parkinson's Disease

Parkinson's disease (PD) is caused by a dopamine defect that prevents the correct functioning of the neurons involved. As it progresses, the deterioration gets worse, and as time passes, the damage is more difficult to treat and can sometimes be irreversible. Currently, research into PD has entered a new stage characterized by the possibility of therapies aimed at modifying the disease progression.

The Stop Parkinson's project: Functional restoration and etiopathogenic treatment, directed by Dr. José Obeso and developed in collaboration with HM Hospitales Research Foundation, is wholly focused on halting this disease. It is known that most of the molecules being developed for the

etiopathogenic treatment of PD do not readily cross the blood-brain barrier. Through LIFU (Low Intensity Focused Ultrasound) technology, HM CINAC seeks to perform targeted delivery of specific therapeutic agents to the sites where neurodegeneration occurs earlier and more intensely. This approach offers a great opportunity to impact disease progression.

#### To find out more +

##### News

<https://www.hmospitales.com/prensa/notas-de-prensa/fundaci%C3%B3n-mapfre-y-fundaci%C3%B3n-de-investigaci%C3%B3n-hm-hospitales-investigacion-detectar-prevenir-enfermedad-parkinson>  
[https://www.nejm.org/neurology-neurosurgery?query=main\\_nav\\_lg](https://www.nejm.org/neurology-neurosurgery?query=main_nav_lg)

#### National Cardiovascular Research Center (CNIC)

Fundación MAPFRE is on the board of trustees of Fundación Pro CNIC, through which it channels its annual contribution towards funding research projects conducted by CNIC scientists aimed at improving health in society.

Thanks to this support, the more than 400 staff scientists and cardiologists, plus more than 200 visiting researchers, have positioned the center at the forefront of cardiovascular research.

This year saw the culmination of one of the center's key projects, in progress since 2006: the SECURE study to evaluate the cardiovascular polypill. The polypill, developed by the CNIC and Ferrer, includes three key drugs for people who have suffered a myocardial infarction: aspirin, an angiotensin-converting enzyme (ACE) inhibitor and, finally, a statin. The SECURE study included a cohort of 2,499 people from 7 European countries (Spain, Italy, Germany, the Czech Republic, France, Poland, and Hungary) who had all suffered a myocardial infarction. All participants were randomly assigned to receive either the standard treatment or the CNIC polypill. Its success is confirmed by the results: it has been demonstrated that the polypill is effective in preventing cardiovascular events after a heart attack, reducing mortality by 33 %.

The SECURE findings suggest that the polypill could become an integral part of cardiovascular event prevention strategies in people who have

ONE OF OUR HEALTH PRIORITIES IS TO SUPPORT CUTTING-EDGE RESEARCH IN PERSONALIZED CELL THERAPY, EARLY-STAGE PARKINSON'S DISEASE THERAPIES AND CARDIOVASCULAR RESEARCH

already suffered a heart attack. By simplifying and improving treatment adherence, this approach has the potential to reduce the risk of recurring disease and cardiovascular death on a global scale.

These results represent an important step forwards in the CNIC's mission to improve cardiovascular health through prevention, with long and ambitious scientific projects, thanks to the support of institutions such as Fundación MAPFRE.

### Fundación Reina Sofía

In collaboration with the Fundación Reina Sofía and the Fundación CIEN (Center for Research in Neurological Diseases), over 10 years ago, we set up a scholarship program for young researchers in the biomedical field, focused on applied clinical research in neurodegenerative diseases and the early diagnosis of dementia and Alzheimer's. Alzheimer's is the leading cause of dementia, and it is one of the main sources of deteriorated quality of life in older adults.

2022 saw the end of the grants awarded to Qumars Behfar, a doctor in medicine and neuroscience, which was extended to allow him to continue his research work both at the Fundación Reina Sofía Alzheimer Center and University Hospital Cologne, in Germany, and the grant awarded in 2021 to Mikel Benali Itoiz, to carry out a stay at the Fundación Reina Sofía Alzheimer Center and the Department of Human Genetics and Alzheimer Center of the Vrije Universiteit in Amsterdam.

In addition, in 2022, grants were awarded to Cristina Sánchez Martín, Minerva Martínez Castillo and Mariana Campos Costa, who will spend time at the Fundación Reina Sofía Alzheimer Center as well as at the Gordon Center for Medical Imaging at Massachusetts General Hospital (Harvard Medical School), at University Hospital Cologne (Germany), and at the Champalimaud Foundation-Neuroscience Program (Lisbon), respectively.

### Spanish National Royal Academy of Medicine

Since 2015, Fundación MAPFRE has been collaborating with the project to develop the Pan-Hispanic Dictionary of Medical Terms, a task carried out by the Spanish Royal National Academy of Medicine (RANME) in collaboration with more than a dozen Latin American Academies of Medicine through the Latin American Association of National Academies of Medicine.

The dictionary will be published by the end of next year and will be in a digital format, free of charge and permanently updated. It is a great work of medical lexicography in Spanish that will make possible to standardize and protect of our linguistic heritage as a vehicle for the transmission of medical knowledge and will bring together the wealth of the Spanish-speaking biomedical lexicon, providing the variants and specific uses of healthcare-related language in each of the pan-Hispanic countries.

The tasks of drafting and revising entries both by RANME specialists and the American Academies continued throughout 2022. The design and programming of the web platform has also begun, involving a specialized search engine to allow users easy and comprehensive access to all the information.

### To find out more +

#### News

<https://www.ranm.es/noticias/4305-la-ranm-y-la-fundacion-mapfre-renuevan-un-ano-mas-su-convenio.html>

## ERASMUS+ PROGRAM: ENDING PROJECT

The ENDING project, led by Fundación MAPFRE, aims to reduce school dropout rates by identifying and preventing risks caused by the misuse of digital technologies and misinformation.

In 2022, we published two of the three guides that make up the ENDING method: The Teachers' Guide and the Guide for Families. Both have been translated into English and Portuguese and will soon be translated into German. Workshops have also begun on the preparation of the Student Guide, which will be presented in June 2023 in Madrid, coinciding with the completion of the project. This guide will complete the method that will then be implemented and tested in schools in Spain and Portugal to assess how effective it is in improving the digital health of young people and promoting the safe use of information technologies.

Also over the year we carried out different dissemination activities, such as the one held in Madrid on November 24, which was attended by representatives of national and international entities and was closed by the delegate from the Government in Madrid. Finally, two meetings were held in Oporto (June) and Bilbao (November)

involving representatives from all the entities that make up the ENDING consortium to evaluate the project's progress.

Four other European institutions participate in the consortium, led by Fundación MAPFRE: Pantallas Amigas and the Spanish National Police; Stiftung Digitale Chancen in Germany; and the Polytechnic Institute of Porto in Portugal.

To find out more +

<https://endingproject.eu/>

## CONFERENCE ON ASSESSING BODILY INJURY

On October 7, the VI Medical-Legal Conference on Practical Aspects of Assessing Bodily Injury was held in Cordoba. The aim of this new conference was to address the difficulties faced by professionals, discuss the discrepancies that often arise when assessing bodily injury, and try to reach a consensus on criteria for action.

The conference, which was attended by a total of 204 professionals, was held in the auditorium of the Faculty of Philosophy and Letters at the University of Córdoba.

## DOCUMENTATION CENTER

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

The Documentation Center also houses all of Fundación MAPFRE's publications.

It has a web catalog containing around 170,000 bibliographic references to books, international print and electronic journals, reports, bulletins and research papers, as well as a special collection dedicated to Master's degree theses and final projects completed by students from universities and academic institutions specializing in the financial and insurance sector which, due to their quality and

qualifications, are openly available to the public for wider dissemination.

The center has a service for searching for and locating information in specialist sources, which in 2022 received 1,508 queries. We also publish a monthly Newsletter, containing a selection of the main documents that have been added to the catalog, as well as articles by collaborators who specialize in the subjects and recommended literature on specific topics. In 2022, we reached 4,700 subscribers.

The Documentation Center, which has been running for more than 30 years, has established itself as a benchmark organization, present on social media. In addition, it maintains ongoing relationships with institutions, universities and academic centers, both in Spain and Latin America, with the aim of establishing new agreements for the contribution of open-access specialized documentation and to be present on their websites through the inclusion of a banner with a direct link. For 2022, we highlight the following institutional contacts:

- In Spain, the actuarial and finance Master's course at the Carlos III and Rey Juan Carlos universities in Madrid and the CRAI Library at the University of Alcalá de Henares. Furthermore, the collaboration agreement with the Spanish Association of Risk and Insurance Management (AGERS) continued in 2022.
- In Colombia, a visit from the students on the Master's degree in Risk Management at EAFIT University. There were also meetings with the Insurance Information and Memory Center (CIMA) of the Federation of Colombian Insurers (FASECOLDA), as a continuation of our long-standing collaboration and in view of possible future joint actions.
- In Mexico, University of Anáhuac and the National Autonomous University of Mexico (UNAM)
- In Peru, the Banking, Insurance and AFP Superintendency
- Puerto Rico, Polytechnic University (PUPR).

To find out more +

<https://www.fundacionmapfre.org/publicaciones/centro-documentacion/>

## AGEINGNOMICS RESEARCH CENTER

Fundación MAPFRE set up the Ageingnomics Research Center to promote research and the dissemination of knowledge on the economics of aging, with a positive view of demographic change, while at the same time contributing to the visibility of entrepreneurial projects linked to this field.

After only two years of activity, the center has already established itself as a major player in terms of the senior economy in Spain and, during 2022, it commenced its activities in Portugal.

### OUTREACH

#### Series of Ageingnomics Meetings

A space for meeting and reflecting on the challenges of aging from a multi-stakeholder point of view, which this year was dedicated to housing solutions for seniors.

The longevity we enjoy in Spain requires us to rethink the housing models for older adults and adapt them to their new life circumstances, including cohousing, new care models, and adapting homes to the real needs of their inhabitants, taking into account the financing needs related to these issues. To this end, this series of meetings, held on May 17, 2022, was attended by four experts in these fields: José Antonio Granero, architect; Mayte Sancho, gerontologist; Juan Fernández-Aceytuno, CEO of Sociedad de Tasación; and Raúl Costilla, CEO of MAPFRE Vida.

#### Active Living, Healthy Longevity. Guide to sport and active aging

This guide, produced in collaboration with Fundación Patrocina un Deportista and the ACAFYDE research group from the University of Extremadura, aims to raise awareness of the health benefits of physical activity and facilitate its incorporation into our daily habits.

We are living longer and longer. This will necessitate changes in housing patterns for seniors as well as their habits, so that they can enjoy a long healthy life. Fundación MAPFRE's Ageingnomics Research Center promotes the study and dissemination of knowledge on the economics of aging. Senior consumer barometer in Portugal.



### Go to the guide:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1118203.do>

### RESEARCH

#### Senior Consumption Barometer

Recurrent research that analyzes the pattern of consumption among older adults, a relevant group due to its demographic weight and important for its impact on economic and social activity. We published the III Edition of the Barometer in Spain, for the second consecutive year in collaboration with Google.

In addition, as a result of a partnership with the University of Extremadura, in September we published the Senior Consumer Barometer - Special Edition Extremadura which allowed us to expand our knowledge of the over-55s in this autonomous community, the only segment of the population that is growing and will continue to grow in Spain. This barometer forms part of the study Silver economy and rural development. The case of Extremadura through in which we wanted to address, as a whole, the senior phenomenon in the autonomous community of Extremadura and connect this with the problems associated with the rural environment.

We would also like to highlight the presentation, in Lisbon, on October 26, of the first Senior Consumer Barometer in Portugal. The event was attended by the Secretary of State for the Treasury, Mr. João Nuno Mendes, and Jose Galamba de Olivera, President of the Portuguese Association of Insurers (APS). The Ageingnomics Research Center in Portugal was also presented at the event.

### Go to the studies:

#### Senior Consumption Barometer

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1118406.do>



**Senior Consumer Barometer -  
Extremadura Special Edition**

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116262.do>

**Silver economy and rural development.**

**The case of Extremadura**

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1116261.do>

**Senior consumer barometer in Portugal**

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117294.do>

**Senior Talent Map 2022**

On November 7 we presented the II Senior Talent Map. Spain in the European context. The European comparison has enabled us to draw new conclusions and make new recommendations.

The event was attended by Ignacio Baeza and Fátima Bañez, who closed the event. In addition to the authors Rafael Puyol, Andrés Jiménez and Iñaki Ortega, two of the professionals who collaborated in this edition, Iñigo Sagardoy, Professor of Labor Law at the Francisco de Vitoria University and President of Sagardoy Abogados and Doris Bandín, Secretary General of the SECOT Association, participated and provided examples of good practices in the management of senior talent in companies.

**Go to the study:**

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117621.do>

**Ranking of Senior Economy Territories**

Based on an analysis of 24 indicators, this study has enabled us to carry out an objective and reliable comparison, drawing on data from a variety of

official sources, and with sufficient representativeness to understand the reality of the senior economy in the different autonomous communities in Spain, which, as is well known, manage a significant part of the country's public policies.

The report presentation event took place on 20 April and was attended by Isabel Rodríguez García, Minister of Territorial Policy and Government Spokesperson, José Manuel Inchausti, Vice-President of MAPFRE and CEO of Iberia, and was closed by Elena Sanz Isla, a Fundación MAPFRE Trustee and MAPFRE's General Manager of People and Organization.

**Go to the study:**

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1113806.do>

**2022 Academic Seminar on Aging,  
Health and Climate Change**

The seminar was held on June 21, in Madrid. In its third edition, the event was opened by Luis Rojas Marcos, with a lecture on "The power of the mind in aging".

On this occasion, the seminar sought to advance the frontier of knowledge in terms of the interrelationship between aging and other major challenges facing Spanish society, such as the environment and the digital revolution. Each of these fields and their interconnections delimit emerging areas of knowledge and a pool of socially impactful business opportunities, which is why they fit within the Ageingnomics philosophy, namely: an economic perspective of the aging phenomenon with an opportunity-based approach. The Gaspar Casal Foundation collaborated with us in the organization of the seminar.

In February we opened the registration phase, which received twenty applications. From them, the Scientific Committee selected the following:

- "Clinical and social characterization of the centenarian population using telecare", by Juan F. Orueta Mendia and Eurne Alonso-Morán.
- "Patterns and predictors of the use of home and community services among Spanish older adults", by Paloma Lanza León et al.
- "Results of health assessments in older adults using a digital platform," by Loreto Maciá Soler et al.
- "Mortality table corrections using psychosocial aspects", by Miguel Usábel and L. Mauricio Hernández.

The Senior Talent Map was created with the aim of determining how many older adults are self-employed, employed or starting a business in Spain, in order to measure its trends.



- “Differences in heat adaptation in people aged 65 years and older in Spain, according to rural/urban regions (1983-2018)”, by Miguel Ángel Navas Martín et al.
- “Economics of aging: a bibliometric analysis and advances in the research field”, by Myriam González-Limón and Asunción Rodríguez-Ramos.

#### Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1117368.do>

#### SUPPORT FOR ENTREPRENEURSHIP TALES Program

The increase in longevity implies major cultural and social changes, such as a delay in the retirement age, a desire to remain active for longer, and the opportunity to take advantage of talents with tremendously valuable experience. An older professional knows their field well and has a wealth of experience. In addition, they can bring with them a network of contacts that is essential for the business, resulting in greater business success.

Tales is a free program propelled by the Santander International Center for Entrepreneurship (CISE) and promoted by the Ageingomics Research Center, with the active collaboration of the University of Granada, the University of Cantabria and the Autonomous University of Madrid. This national project seeks to channel the entrepreneurial concerns of the over 50s and offer answers to the demographic challenge. 47 students were selected for the program and, over the course of 12 weeks, they received training in the main techniques of dynamic entrepreneurship, which they must apply to experimental business ideas of their own choosing. They also participated in group work sessions, connecting with young mentors with proven

experience in launching startups. The goal is to create a community of senior entrepreneurs and connect this with young entrepreneurship ecosystems to generate collaboration opportunities between the two.

#### ART LECTURE SERIES

In 2022, we maintained the intense activity that we had been developing in this area throughout the previous year in the form of lecture series and other meetings, which in the case of the KBr in Barcelona is one of its programmatic areas of action. Therefore, throughout the year we offered a total of 8 activities in the KBr auditorium: 3 cycles of conferences/conversations and 5 individual sessions with guests related to the ongoing exhibitions. The programmed series were: Restitutions. Photography Talks to its Past; Variations on the Fourth Landscape and Photography; and the Archive. The other sessions were attended by the curators and/or the photographers of the exhibitions Adolf Mas, Resonances, Bleda and Rosa and the coordinators of the Get Real workshop. In total, there were 27 sessions in which 31 guest speakers participated. All the sessions were also streamed.

Meanwhile, at the Recoletos auditorium in Madrid, we also carried out some calls related to the current exhibitions: in September, coinciding with the opening of the exhibition Julio González, Pablo Picasso: The Dematerialization of Sculpture, we presented the fifth volume of the catalog raisonné of the paintings, sculptures and drawings of Julio González; in November, under the direction of Dolores Jiménez-Blanco (UCM), the course Julio González, Pablo Picasso and the New Sculpture, organized with the Complutense University of Madrid, was held over eight sessions that included the participation of nine speakers; finally, also in November, a session was devoted to screening the documentary Ilse Bing, presented by Juan Vicente Aliaga, curator of the exhibition.

We received the “Aula Magna 2022” Award from the Instituto e-learning de Seguros for the Training Center or Institution of reference for our work involving teaching, support and the ongoing promotion of training in the insurance sector.



#### Go to the study:

<https://kbr.fundacionmapfre.org/actividades/>

# EXHIBITIONS

Throughout 2022, our cultural activity unfolded under the same circumstances that characterized the action of the cultural institutions as a whole over this period: the recovery of an activity that, in the wake of the pandemic, had already returned to normality in terms of content and operating dynamics, but whose final results were inevitably subject to an expectant uncertainty in light of what was undoubtedly a different context than that prior to March 2020, a scenario in which we could expect the pandemic to have profound repercussions on the behavior of audiences and other structural aspects of cultural activity.

Seen from this overall perspective, and in view of the data known at the time of writing, the results have been mixed. While some benchmark museums already seem to be performing, in terms of attendance close to pre-pandemic levels, thanks in large part to the intense recovery of international tourism, practically all museum and exhibition institutions have encountered greater or lesser difficulties in recovering, either fully or to a large extent, their pre-2020 audiences.

## Recoletos Exhibition Hall - KBr

In the area that for years has been the backbone of our cultural program -the visual arts and photography exhibitions- the year 2022 provided continuity to the general structure of activity that was defined in the period 2020-2021: the unification in the Recoletos Exhibition Hall, in Madrid, of visual arts and photography exhibitions,

Since its opening in 2009, the KBr Fundación MAPFRE Photography Center has become a national and international benchmark for the best photographers.

and the continuation in Barcelona of a program dedicated exclusively to photography (KBr Fundación MAPFRE).

Indeed, in Madrid, we presented three new double programs at the Recoletos Exhibition Hall. As usual, the winter and autumn seasons offered plastic arts and photography productions: The French Taste and its Presence in Spain (17th-19th centuries) and Jorge Ribalta between February and May; in the fall we presented Julio Gonzalez, Pablo Picasso and the Dematerialization of Sculpture together with a broad anthology of the German photographer Ilse Bing. The summer program was once again devoted entirely to photography, with exhibitions by the Spanish photographer Pérez Siquier and the Italian-Venezuelan Paolo Gasparini, both of which are from the Fundación MAPFRE Collections.





As Nadia Arroyo, Director of Fundación MAPFRE's Culture Area, said, the KBr "strengthens our contribution to the dynamism and projection of Barcelona through artistic photography".

As already detected in 2021, unifying the plastic arts and photography programs in a single venue is stimulating for a certain sector of the public, that which is, in principle, interested in one of these fields, but which ends up visiting both exhibitions because of the opportunity represented by the spatial coincidence. In clear correspondence with this behavior, this year enabled us to realize that we are consolidating the image of Fundación MAPFRE as a cultural agent, the hallmark of which is this twofold dedication.

For its part, the KBr Fundación MAPFRE photography center in Barcelona approached 2022 as its first complete annual programming cycle under normal circumstances.

During 2022, we presented the six annual exhibitions with which this project was conceived from the outset in order to provide it with a coherent and valuable significance in both the local and international spheres: three events featuring extensive anthologies of great masters or currently acclaimed artists (the main criterion for photographic programming) and, alongside each of these, smaller exhibitions dedicated, respectively, to showcasing major photographic collections from Catalan institutions, presenting the photography collection of Fundación MAPFRE, and showing selected work by new generations of creators trained in the main photography schools in Barcelona.

**EACH YEAR, THE RECOLETOS EXHIBITION HALL IN MADRID AND THE KBr FUNDACIÓN MAPFRE IN BARCELONA HOLD 12 EXHIBITIONS OF PLASTIC ARTS AND PHOTOGRAPHY, ATTENDED BY TENS OF THOUSANDS OF VISITORS**

In line with this program, between February and May, the KBr presented exhibitions on Lee Friedlander and Adolf Mas. The Eyes of Barcelona; with the summer (May to September), being dedicated to Spanish photography: Bleda and Rosa and Resonances. Fundación MAPFRE Collections. The last part of the year (September-January 2022) saw the exhibitions Carrie Mae Weems and KBr Flama 22 (photography schools in Barcelona).

The year was positive both in terms of the demanding nature of the proposals and the number of visitors, which should be analyzed from the standpoint of the program's specialization and the center's still relatively brief history. As has been the case since the start of the project, the visitor figures confirm that practically the entire photographic public in the city regularly follows all the KBr proposals.

Along with this ambitious program in our Madrid and Barcelona galleries, representing a total of 12 exhibitions a year, a third pillar of our dedication to exhibitions has been, since practically the beginning of these activities in the 1990s, to share our projects with other institutions across Spain and abroad. The bulk of this activity in 2022 corresponded to photography exhibitions, with three events in Spain (Lee Friedlander, at the Domus Artium in Salamanca, between May and September; Jorge Ribalta. It's all True... in co-production with the Museo de la Universidad de Navarra in Pamplona between October and March 2023 and Lee Friedlander at the Antiguo Instituto in Gijón, between October and January 2023), and four abroad: The Brown Sisters was presented at the House of Photography in Budapest; Judith Joy Ross at Le Bal in Paris (March to September), Bill Brandt at FOAM in Amsterdam (February-May), Pérez Siquier at the Fotografie Forum in Frankfurt (October to January 2023), and Judith Joy Ross at the John Adams Institute in Amsterdam (November - March 2023), coinciding with Spain being the guest country at the FIL organized by the German city. In total, these exhibitions were seen by 33,862 visitors. Finally, it is worth mentioning that the Morandi exhibition organized in Madrid in the fall of 2021 was also on show at the Fundación Catalunya-La Pedrera (Barcelona), where 17,345 visitors came to see it.

As is customary in our field of activity, all the exhibitions scheduled in our galleries have a corresponding catalog associated with them. Practically all of the published works have had bilingual editions (English and/or Catalan, depending on the case), and for some of them we have also signed co-publishing agreements for their international distribution. With the editorial excellence that has always characterized our internationally recognized publications, the 2022 outcome of catalog editions includes 13 titles corresponding to a total of 17 editions.



A group participating in the school activity "When photography is art" (above); US photojournalist Donna Ferrato during the sessions of the "Survival" workshop, the first session of the KBr workshop program (center and bottom right) and one of the rooms for the Carrie Mae Weems exhibition. A grand tour of the possible.

## Online

The increase in online communication between a wide range of institutions and their audiences is one of the main consequences of the lockdown period and subsequent restrictions. Culture, with museum institutions in particular, is probably one of the areas in which these new communication strategies were most intensely introduced and proliferated. Now that the pandemic and its aftermath are behind us, practically all institutions have continued along this line and, in general, reinforced this area of action that responds to the unavoidable need to make in-person experiences (in our case, visits to exhibitions) compatible with the habits of a society in which electronic interconnection plays a central role in so many aspects of daily life.

At Fundación MAPFRE we have made a decisive and active commitment to this explosion of digital content, setting up a digital program around each of the exhibitions presented in Madrid and Barcelona for which we generate a variety of digital content for dissemination on social media and, in most cases, its subsequent incorporation into the website. The purpose of this content is to raise awareness of Fundación MAPFRE's activity among its recipients -mostly young people- and to capture their attention and interest in it as a first and inevitable step in a progressive inclusion of this group, for whom social media is key in their leisure and knowledge habits. These proposals involve the participation of leading figures from various fields of cultural creation (visual artists, writers, musicians, dancers, etc.) who already have a large social media following and can, therefore, widely disseminate our activities while offering a different and renewed perspective.

Another noteworthy advance in this field was the launch of a new website section in the Culture Area dedicated to grouping together and raising the profile of the diverse audiovisual content



generated in connection with our cultural activities. The new section, Art in digital, was presented at the end of the year with three main content blocks: the conversations, visits, performances, and so forth, that are part of the digital program for each exhibition, grouped under the label “Other views”; the virtual visits to all the plastic arts exhibitions and some photography exhibitions; and the texts that we request from writers, historians, critics, artists and other figures in our cultural life about some of the works on display, gathered together in the section “Culture in movement”. It is envisaged that over the course of 2023 the section will progressively incorporate the archive of conferences, meetings, conversations, and the digital versions of some of the publications.

One of the most significant new features this year was the complete renovation of the website section dedicated to the Fundación MAPFRE Collections. The update, featuring a simpler and more user-friendly design, now covers all of the more than 2,500 works that make up our collections, comprising works on paper, prints, photographs and paintings. This new version incorporates a powerful search engine, comments on most of the works, and artist biographies. In this way, we are furthering the dissemination of our collections so that we can continue to offer quality cultural content to the largest possible number of recipients.

### To find out more +

#### Art in digital

<https://www.fundacionmapfre.org/arte-y-cultura/arte-en-digital/>

#### Collections

<https://www.fundacionmapfre.org/arte-y-cultura/colecciones/>



## Insurance museum

In the Fundación MAPFRE Insurance Museum exhibition hall, located in Madrid, we exhibit an interesting collection of original pieces related to the history of insurance activity from the 18th century up until the end of the 20th century. In the museum’s permanent collection visitors can enjoy 600 pieces, including old plaques that identified the buildings insured against the risk of fire by a particular company, old insurance by-laws, policies, advertising plaques, posters and promotional brochures.

During the tour, we encounter historical curiosities and anecdotes related to some of the most significant pieces, which act as a common thread to explain the history of insurance and its role in the development of the economy and social protection. The museum offers two types of activities for the public: guided visits for the general public and workshop visits for students. Exclusive visits are available for groups by appointment only.

In 2022, we continued to offer reduced-capacity visits for groups related to the insurance, financial or insurance mediation sectors, welcoming 459 visitors to the exhibition hall. The Museum also offers a virtual tour of the hall and the pieces exhibited within it.

# VOLUNTEERING

The Fundación MAPFRE Volunteering Program is designed to support the people who need it most and facilitate an improvement in their living conditions. This includes people from vulnerable groups and those at risk of exclusion, and includes collaboration with social organizations that need support, in addition to promoting environmental education and healthy leisure activities for our volunteers.

Our target groups are: children, teenagers, the elderly, women and children at risk of social exclusion, and people who are ill or who have some kind of disability.

The program is currently active in 25 countries around the world.



Right: delivery of food kits donated by Fundación MAPFRE through Fundación Caritas Dominicana to families affected by Hurricane Fiona. Below: Volunteers helping to teach a workshop on recycling.



## Activities

In today's complex and rapidly changing world, we strongly promote diverse corporate volunteering, offering a wide variety of activities through which we channel the solidarity of the employees of the various companies that currently make up our program, and with which everyone can identify. People who are looking to support various causes and social organizations and the groups they target, through their empathy, enthusiasm, creativity, active listening, arms and hands... To this end, we guide our volunteers and anyone who wants to be one, identifying real needs and connecting them with the best organization and activity for them.

In 2022, the infinite possibilities left us with a world that began to provide us with some breathing space and we were able to find ourselves in a more socially conscious and humane world. In addition, it has been possible to recruit more volunteers to this charitable movement and share with them that change is possible. Companies such as Michelin, its foundation and ATOS all signed up to our volunteer program this year, joining the other companies that have already made this commitment: MAPFRE, Securitas Direct, SOLUNION and Vass

Our volunteers are the best ambassadors of Fundación MAPFRE's values and they inspire others through their experiences. In addition, we have found that the greater their social concerns, the greater their satisfaction, establishing an even greater social commitment. For this reason, we feel



## OUR VOLUNTEERS ARE THE BEST AMBASSADORS OF FUNDACIÓN MAPFRE'S VALUES: IN 2022, WE WERE PRESENT IN 25 COUNTRIES, WHERE 4,386 INDIVIDUAL VOLUNTEERS CARRIED OUT 1,626 ACTIVITIES TO HELP OTHERS

Our Community Harvest project volunteers in the United States growing fruits and vegetables to donate to local food banks and organizations that provide assistance to people in food insecurity.

deeply proud and we would like to thank them for their involvement and passion, as well as all the social organizations that have placed their trust in us and have allowed us to support them.

In 2022, we were active in 25 countries, carrying out 1,626 activities with the participation of 4,386 individual volunteers, many of them accompanied by children, 207 this year, who are gradually incorporating solidarity into their daily lives.

As of December 31, 2022, the volunteer program has seven member companies.

## Lines of action

The Volunteering Program is based around six core lines of action:

- **Health.** We carry out activities ranging from adapted sports days to collections of toiletries and clothing for people at risk of social exclusion.
- **Nutrition.** We obtain food for people at risk of social exclusion and help social organizations with their soup kitchens, distributing breakfasts and snacks.
- **Education.** Through school reinforcement activities and donations of materials, as well as awareness-raising activities and training in charitable values.
- **Environment.** We clean up natural spaces, parks, beaches and collaborate in the reforestation of green areas and the maintenance of parks, while raising awareness about environmentally responsible behavior.
- **Emergency aid.** We respond to catastrophes and humanitarian emergencies by organizing collections and deliveries of basic necessities.
- **Share Solidarity.** Here we include some specific activities that, due to their nature, would be impossible to classify under any of the above categories.

## To find out more +

### Global website

<https://voluntariosfundacionmapfre.org>

### Fundación MAPFRE Volunteers Video (Mexico)

<https://youtu.be/DhGz510Yho0>

### Fundación MAPFRE Volunteers Video (Puerto Rico)

[https://youtu.be/\\_pYmSYAbE2ASolo](https://youtu.be/_pYmSYAbE2ASolo)

### Fundación MAPFRE Volunteers Video (#YoConfio)

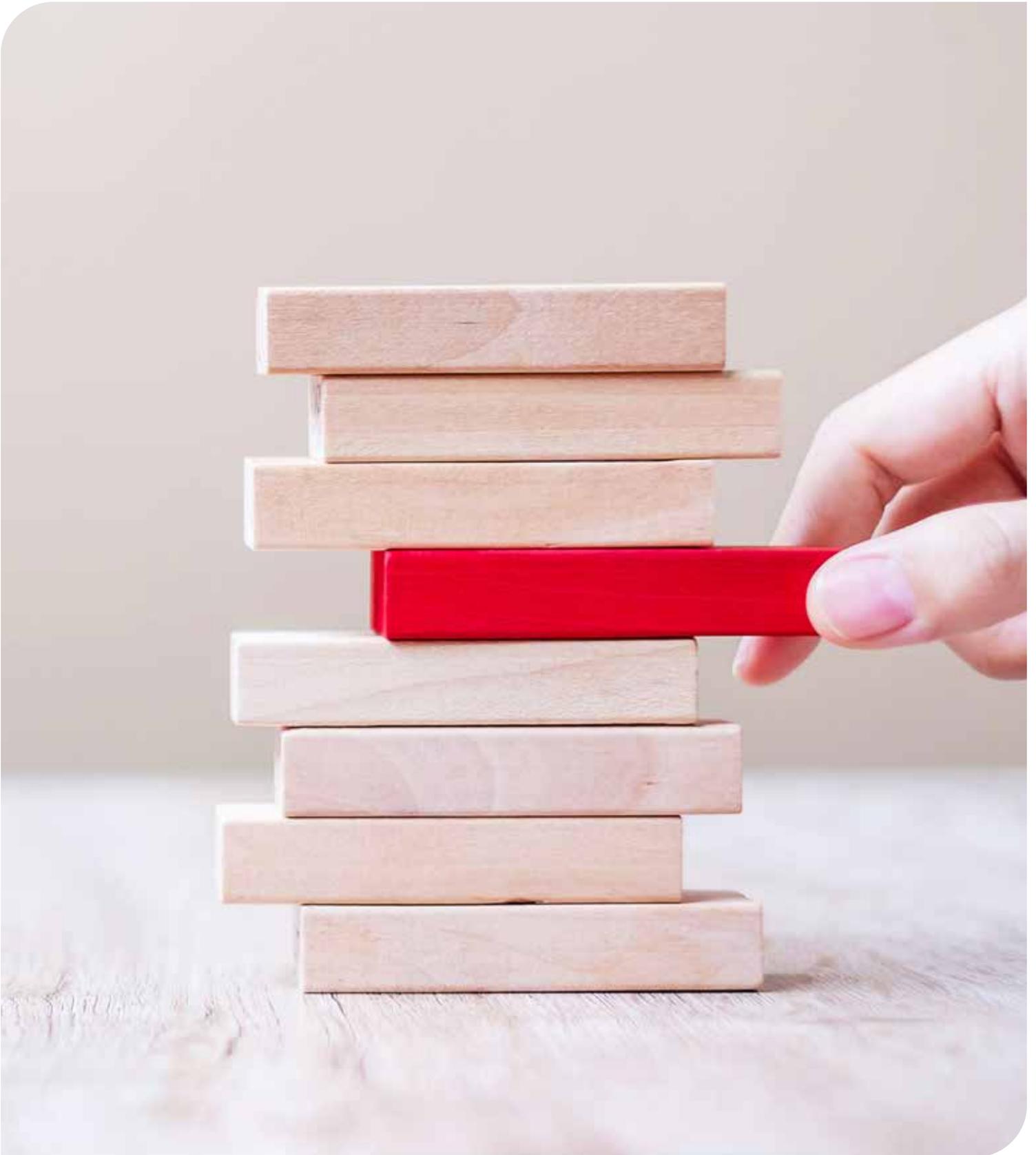
[https://youtu.be/\\_yFWNeVmgM](https://youtu.be/_yFWNeVmgM)

### Vídeo Voluntarios - Fundación MAPFRE

### Fundación MAPFRE Volunteers Video (Spain-Fundación Tengo Hogar-School Support)

<https://youtu.be/3iBW4J3jSg8>

# 04 FUNDACIÓN MAPFRE IN FIGURES



# ACTIVITY MAP



## VOLUNTEERING

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

## ACTIVITIES

- Projects and Social Assistance
- COVID-19 extraordinary aid
- Educational and Awareness Programs
- Promotion of Research and Knowledge
- Courses, Conferences and Congresses
- Exhibitions

## SPAIN

- 
- 

## EUROPE

- Germany
- France
- Hungary
- Italy
- Malta
- The Netherlands
- Portugal
- Turkey

## LATIN AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Dominican Rep.
- Uruguay
- Venezuela

## UNITED STATES AND PUERTO RICO

- United States
- Puerto Rico

## ASIA

- Philippines

# GLOBAL

ACTIVITIES 2022	ACTIVITIES	EVENTS	BENEFICIARIES	
			In-person beneficiaries	Digital beneficiaries
Fundación MAPFRE Awards	3	14	13	131
Projects and Social Aid	108	289	241,700	86,401
Extraordinary COVID-19 actions	12	24	147,440	0
Educational and Awareness Programs	87	32,131	4,640,435	337,569
Promoting Research and Knowledge	29	81	29,686	613,919
Exhibitions	25	23	257,910	0
Other institutional actions	5	20	8,210	201,308
<b>TOTAL</b>	<b>269</b>	<b>32,582</b>	<b>5,532,572</b>	<b>1,239,328</b>

VOLUNTEERING	ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION
			In-person beneficiaries	Digital beneficiaries	
Emergency aid	8	44	1,532		233
Share solidarity	26	77	1,277	11	400
Education	47	410	34,709	4,070	2,509
Environment	35	99	1,067	36	1,070
Nutrition	53	500	74,160	2	2,072
Health	56	496	18,714	244	3,421
Training for volunteers	1	23	0	234	0
Volunteering website and social media	2	0	0	0	0
<b>TOTAL</b>	<b>228</b>	<b>1,649</b>	<b>131,459</b>	<b>4,597</b>	<b>9,705</b>

**Activity:** each of the actions carried out by Fundación MAPFRE to fulfill its foundational purposes.

**Event:** each of the distinct and meaningful parts that make up an activity and/or each time a recurring activity is carried out.

**Beneficiary:** individual or legal entity that in one way or another benefits from a Fundación MAPFRE activity.

# SPAIN

	ACTIVITIES	EVENTS	BENEFICIARIES	
			In-Person Beneficiaries	Digital Beneficiaries
Fundación MAPFRE Awards	3	14	13	131
Projects and Social Assistance	17	198	100,183	86,401
Educational and Awareness Programs	37	18,813	621,503	182,256
Promotion of Research and Knowledge	22	63	21,635	611,722
Exhibitions	21	19	237,621	0
Volunteering	6	742	68,094	1,447
<b>Total</b>	<b>106</b>	<b>19,849</b>	<b>1,049,049</b>	<b>881,957</b>

## FUNDACIÓN MAPFRE AWARDS

ACTIVITIES	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
Social Outreach Awards	4	4	0
Social Innovation awards	5	9	0
Red Innova	5	0	131
<b>Total</b>	<b>14</b>	<b>13</b>	<b>131</b>

## PROJECTS AND SOCIAL AID

ACTIVITIES	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
<b>SOCIAL EMPLOYMENT PROGRAM</b>			
Juntos somos capaces	107	9,610	1,402
Accedemos	10	902	45
APP para Discapacidad. SOY CAPPAZ	1	0	84,954
Secretariado Gitano	1	161	0
Fundación Alalá	1	21	0
AFAMMER	1	356	0
Meetings	8	272	191
Uni. of Extremadura	1	51	0
<b>SOLIDARITY</b>			
SéSolidario	26	3,332	0
SéSolidario - Fundacion Tengo Hogar	5	211	0
SéSolidario - Vidas Cruzadas	2	71	0
SéSolidario - Cuenta con Nosotros	2	632	0
Call for Social Aid. SéSolidario	36	6,705	0
Solidarity Market	2	24,004	0
Urgent Solidarity Actions	1	52,366	0
<b>OTHER ACTIVITIES</b>			
Social Hall	1	0	0
Juntos lo Logramos Special Olympics	1	1,761	0
<b>TOTAL</b>	<b>198</b>	<b>100,183</b>	<b>86,401</b>

## EDUCATIONAL AND AWARENESS PROGRAMS

ACTIVITIES	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
<b>PROGRAMS TO RAISE AWARENESS</b>			
<b>IN ACCIDENT PREVENTION AND ROAD SAFETY</b>	<b>1,874</b>	<b>70,463</b>	<b>30,081</b>
Child restraint systems	7	0	6,528
Road safety in companies	19	80	1,326
Studies and Meetings	7	99	216
Activities carried out in collaboration with Aesleme	1,770	45,135	17,294
Special Events	31	16,853	225
Collaboration with ALSA	4	3,358	10
Global - Conferences and studies	3	4,233	3,208
Global - Awareness-raising	30	704	1,274
ADAS webpage	2	0	0
Drive Safely Blog	1	1	0
<b>IN HEALTH PROMOTION</b>	<b>269</b>	<b>35,404</b>	<b>21,611</b>
Elige Vivir Mejor [Choose to Live Better]	210	16,782	15,924
Ciberland[Cyberland]	27	9,791	0
Mujeres por el Corazón [Women for the Heart]	3	0	0
Health Social Networks	4	0	0
La Máquina del Tiempo [The Time Machine]	22	8,487	5,115
Health Conferences	3	344	572
<b>IN INSURANCE AND SOCIAL PROTECTION</b>	<b>23</b>	<b>0</b>	<b>461</b>
Seguros y Pensiones para Todos	21	0	460
Financial Education Day	1	0	1
Savings and Social Protection Campaign	1	0	0
<b>IN CULTURE</b>	<b>9</b>	<b>907</b>	<b>1,378</b>
Lecture series KBr Photography Center	8	432	1,378
Lecture series Auditorio Recoletos	1	475	0

ACTIVITIES	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
<b>EDUCATIONAL PROGRAMS</b>			
<b>IN SOCIAL ACTION</b>	<b>164</b>	<b>0</b>	<b>850</b>
Online Educational Materials	164	0	850
<b>IN ACCIDENT PREVENTION AND ROAD SAFETY</b>	<b>11.531</b>	<b>302.966</b>	<b>23.995</b>
Planet SDG	880	32.114	17.544
Road safety education caravan	228	4.924	0
Fire Prevention Week	9.571	246.068	6.019
Activities carried out in collaboration with Stop Accidentes	852	19.860	432
<b>IN HEALTH PROMOTION</b>	<b>2.961</b>	<b>204.606</b>	<b>34.667</b>
Control Your Network	1.217	131.487	7.855
Learning to save lives	457	46.410	12.086
Healthy living	1.283	26.709	14.248
E-Learning Training	4	0	478
<b>IN INSURANCE AND SOCIAL PROTECTION</b>	<b>1.976</b>	<b>1.910</b>	<b>30.585</b>
FINEXIT. Financial Escape Room	1.218	0	19.405
PlayPension	704	589	11.031
BugaMAP Seminars	52	953	149
Dual vocational training with an insurance specialism	2	368	478
<b>IN CULTURE</b>	<b>6</b>	<b>5.247</b>	<b>3.961</b>
Visits-Workshops on the exhibitions (schools and families) Sala Recoletos	2	4.099	3.961
<b>TOTAL</b>	<b>18.813</b>	<b>621.503</b>	<b>182.256</b>

## PROMOTING RESEARCH AND KNOWLEDGE

ACTIVITIES	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
<b>SCHOLARSHIPS AND GRANTS</b>			
Health Research Grants	3	7	0
Insurance and Social Protection Research Grants	3	5	0
<b>PUBLICATIONS</b>			
<b>MONOGRAPHS</b>	<b>8</b>	<b>0</b>	<b>151,494</b>
Health publication downloads	4	0	38,750
Insurance publication downloads	1	0	98,219
Accident prevention and Road Safety Reports (published in 2022)	3	0	3,138
Accident prevention and Road Safety Reports (prior to 2022)	0	0	11,387
<b>EXHIBITION CATALOGS</b>	<b>15</b>	<b>21,521</b>	<b>0</b>
"Exhibition catalogs (Madrid)"	3	1,315	0
"Photography Exhibition Catalogs (Barcelona)"	10	1,796	0
"Collections Catalogs"	1	178	0
Exhibition Catalogs (previous years)	1	18,410	0
<b>PERIODICALS</b>	<b>12</b>	<b>0</b>	<b>192,151</b>
La Fundación Magazine	12	0	192,151
<b>DOCUMENTATION CENTER</b>			
Documentation Center	22	102	268,077
<b>AGEINGNOMICS RESEARCH CENTER</b>			
Ranking of Silver-friendly Regions	3	78	2,567
Senior Consumption Barometer	9	0	4,931
Campaign to Promote Entrepreneurship Among Older Adults	1	47	0
Anti-Aging Manual	5	238	2,141
Senior Product and Economics Study	1	0	246
Ageingnomics Cycles	1	35	64
Map of Senior Talent in the Spanish Job Market	3	50	4,189
Academic Seminar	6	61	1,589
Ageingnomics Website and Social Media	3	2,200	1,025
General Ageingnomics activities	4	0	0
<b>TOTAL</b>	<b>63</b>	<b>21,813</b>	<b>611,722</b>

## EXHIBITIONS

ACTIVITIES	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
<b>TEMPORARY EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS</b>			
<b>RECOLETOS HALL</b>	<b>8</b>	<b>149,447</b>	<b>0</b>
Morandi. Resonancia infinita	1	1,672	0
Judith Joy Ross	1	1,705	0
El gusto francés y su presencia en España (siglos XVII-XIX)	1	35,520	0
Jorge Ribalta. Todo es verdad. Ficciones y documentos, 1987-2000	1	14,855	0
Pérez Siquier	1	15,823	0
Paolo Gasparini. Campo de imágenes	1	15,008	0
Julio González, Pablo Picasso y la desmaterialización de la escultura	1	36,155	0
Ilse Bing	1	28,709	0
<b>KBR HALL</b>	<b>12</b>	<b>57,256</b>	<b>0</b>
KBR Flama 21	8	1,224	-
Paolo Gasparini. Campo de imágenes	1	1,432	-
Lee Friedlander	1	14,512	-
Adolf Mas. Los ojos de Barcelona	1	14,195	-
Bleda y Rosa	1	5,980	-
Resonancias. Fundación MAPFRE collections	1	5,759	-
Carrie Mae Weems. Un gran giro de lo posible	1	7,877	-
"KBR Flama 22 "	1	6,277	-
<b>PERMANENT EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS</b>			
Insurance Museum	1	464	-
<b>EXHIBITIONS AT OTHER LOCATIONS</b>			
Exhib. Lee Friedlander (Gijón)	1		0
Exhib. Lee Friedlander (Salamanca)	1	7,586	0
Exhib. Jorge Ribalta (Navarre)	1	5,987	0
Exhib. Morandi (Barcelona)	-	17,345	0
<b>TOTAL</b>	<b>19</b>	<b>237,621</b>	<b>0</b>

## VOLUNTEERING

AREAS OF ACTION	EVENTS	BENEFICIARIES	
		In-Person Beneficiaries	Digital Beneficiaries
Emergency aid	22	169	0
Share solidarity	29	572	11
Education	174	8,138	1,196
Environment	13	32	35
Nutrition	331	51,688	2
Health	173	7,495	203
<b>TOTAL</b>	<b>742</b>	<b>68,094</b>	<b>1,447</b>

The English version is a translation of the original in Spanish for information purposes only. In case of discrepancy, the Spanish version shall prevail.

# EUROPE

ACTIVITIES 2022	ACTIVITIES	EVENTS	BENEFICIARIES	
			In-Person Beneficiaries	Digital Beneficiaries
Projects and Social Assistance	91	91	141,517	0
Special COVID-19 grants	12	24	147,440	0
Educational and Awareness Programs	50	13,318	4,018,932	155,313
Promotion of Research and Knowledge	7	18	8,051	2,197
Exhibitions	4	4	20,289	0
Volunteering	180	884	63,365	2,916
<b>Total</b>	<b>344</b>	<b>14,339</b>	<b>4,399,594</b>	<b>160,426</b>

## GERMANY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EXHIBITIONS</b>	<b>1</b>	<b>3,950</b>	<b>0</b>	<b>0</b>	<b>0</b>
Pérez Siquier (Frankfurt)	1	3,950	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>1</b>	<b>191</b>	<b>0</b>	<b>0</b>	<b>0</b>
Germany - Die Arche	1	1,91	0	0	0
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>5</b>	<b>390</b>	<b>47</b>	<b>0</b>	<b>0</b>
Safe, healthy and sustainable mobility	5	390	47	0	0
<b>VOLUNTEERING</b>	<b>24</b>	<b>445</b>	<b>0</b>	<b>38,073</b>	<b>0</b>
Share solidarity	11	158	0	10,026	0
Education	3	39	0	4	0
Environment	1	1	0	28,004	0
Health	9	247	0	39	0

## FRANCE

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EXPOSICIONES</b>	<b>1</b>	<b>14,344</b>	<b>0</b>	<b>0</b>	<b>0</b>
Judith Joy Ross (Le Bal - Paris)	1	14,344	0	0	0

**HUNGARY**

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EXHIBITIONS</b>	<b>1</b>	<b>1,995</b>	<b>0</b>	<b>0</b>	<b>0</b>
Nicholas Nixon (Budapest)	1	1,995	0	0	0

**ITALY**

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>SOCIAL AID PROGRAMS</b>	<b>1</b>	<b>179</b>	<b>0</b>	<b>0</b>	<b>0</b>
Italy - Portofranco Milano	1	179	0	0	0

**MALTA**

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>267</b>	<b>13,917</b>	<b>0</b>	<b>0</b>	<b>0</b>
Control Your Network	159	3,748	0	0	0
Safe, healthy and sustainable mobility	108	10,169	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>797</b>	<b>0</b>	<b>0</b>	<b>0</b>
Malta - Equal Partners Foundation	1	566	0	0	0
Malta - Inspire	1	231	0	0	0
<b>VOLUNTEERING</b>	<b>10</b>	<b>108</b>	<b>0</b>	<b>43</b>	<b>0</b>
Emergency aid	1	1	0	3	0
Share Solidarity	3	3	0	14	0
Environment	2	2	0	10	0
Health	4	102	0	16	0

**THE NETHERLANDS**

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EXHIBITIONS</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Bill Brandt (FOAM)	1	0	0	0	0

## PORTUGAL

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>43</b>	<b>6,914</b>	<b>5,631</b>	<b>0</b>	<b>394,865</b>
Safe, healthy and sustainable mobility	43	6,914	5,631	0	394,865
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>225</b>	<b>0</b>	<b>0</b>	<b>0</b>
Portugal - Centro Social Musgueira	1	149	0	0	0
Portugal - Novo Futuro	1	76	0	0	0
<b>PROMOTING RESEARCH AND KNOWLEDGE</b>	<b>1</b>	<b>0</b>	<b>157</b>	<b>0</b>	<b>0</b>
I Barómetro do consumidor sénior Portugal: economia prateada	1	0	157	0	0
<b>VOLUNTEERING</b>	<b>11</b>	<b>71</b>	<b>0</b>	<b>40</b>	<b>0</b>
Education	2	1	0	4	0
Environment	7	69	0	35	0
Nutrition	2	1	0	1	0

## TURKEY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>251</b>	<b>28,532</b>	<b>0</b>	<b>0</b>	<b>36,461</b>
Safe, healthy and sustainable mobility	251	28,532	0	0	36,461
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>535</b>	<b>0</b>	<b>0</b>	<b>0</b>
Turkey - TEV Turkish Education Foundation	1	84	0	0	0
Turkey - Darussafaka	1	451	0	0	0
<b>VOLUNTEERING</b>	<b>11</b>	<b>10</b>	<b>1</b>	<b>102</b>	<b>17</b>
Share solidarity	1	1	0	0	9
Education	4	3	1	38	8
Environment	4	4	0	39	0
Nutrition	1	1	0	22	0
Health	1	1	0	3	0

# UNITED STATES AND PUERTO RICO

## UNITED STATES

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>250</b>	<b>43,505</b>	<b>1,941</b>	<b>5,500</b>	<b>41,567</b>
BugaMAP Seminars	1	27	0	0	0
Prevention of childhood injuries	236	43,228	1,941	5,500	38,283
Look Both Ways	12	250	0	0	2,200
Social Media	1	0	0	0	1,084
<b>SOCIAL AID PROGRAMS</b>	<b>10</b>	<b>25,863</b>	<b>0</b>	<b>0</b>	<b>0</b>
USA - Best Buddies Arizona	1	100	0	0	0
USA - Best Buddies Central	1	201	0	0	0
USA - Bottom Line	1	2,701	0	0	0
USA - Fundación Real Madrid socio-sports school	1	71	0	0	0
USA - Hope Foundation	1	46	0	0	0
USA - One Goal	1	1,268	0	0	0
USA - Teach for All Boston	1	551	0	0	0
USA - Teach for All California	1	18,201	0	0	0
USA - United Way of Webster and Dudley	1	2,460	0	0	0
USA - Worcester Community Action Council	1	264	0	0	0
<b>VOLUNTEERING</b>	<b>125</b>	<b>9,588</b>	<b>273</b>	<b>270</b>	<b>107</b>
Share solidarity	6	105	0	10	0
Education	40	7,169	270	74	55
Environment	2	2	0	17	0
Nutrition	39	442	0	70	0
Health	38	1,870	3	99	52

## PUERTO RICO

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>451</b>	<b>15,627</b>	<b>12,193</b>	<b>0</b>	<b>34,841</b>
Control Your Network	66	7,545	170	0	0
Road safety vehicle park	380	8,082	12,016	0	0
Social media and communication	4	0	0	0	34,841
BugaMAP Seminars	1	0	7	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>4</b>	<b>1,523</b>	<b>0</b>	<b>0</b>	<b>0</b>
Humanitarian aid fund	1	1,400	0	0	0
Puerto Rico - Hogar de Niñas Cupey	1	76	0	0	0
Puerto Rico - Politécnico Teresiano. Hogar Teresa Toda (Loiza)	1	26	0	0	0
Puerto Rico-Casa Manuel Fernández Juncos-Becas de Estudio para Niños Maltratados	1	21	0	0	0
<b>VOLUNTEERING</b>	<b>43</b>	<b>1,947</b>	<b>0</b>	<b>240</b>	<b>0</b>
Emergency aid	9	754	0	28	0
Share solidarity	3	15	0	3	0
Education	8	438	0	7	0
Environment	5	10	0	9	0
Nutrition	3	36	0	1	0
Health	15	694	0	192	0

# LATIN AMERICA

## ARGENTINA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>138</b>	<b>34,296</b>	<b>302</b>	<b>0</b>	<b>0</b>
Fire prevention campaign	1	24,271	145	0	0
Safe, healthy and sustainable mobility	137	10,025	157	0	0
<b>COVID-19</b>	<b>1</b>	<b>102</b>	<b>0</b>	<b>0</b>	<b>0</b>
Argentina - COVID-19 extraordinary aid	1	102	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>25,263</b>	<b>0</b>	<b>0</b>	<b>0</b>
Argentina - Aldeas infantiles SOS - A Family Environment for Every Child	1	61	0	0	0
Argentina - Centro Comunitario Jesús María - Training and Activity Workshops	1	25,001	0	0	0
Argentina - Mensajeros de la Paz - Nutritional, Health and Educational Support	1	201	0	0	0
<b>VOLUNTEERING</b>	<b>25</b>	<b>1,724</b>	<b>0</b>	<b>395</b>	<b>0</b>
Environment	4	82	0	57	0
Nutrition	12	1,443	0	338	0
Health	9	199	0	0	0

**BRAZIL**

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>845</b>	<b>3,093,402</b>	<b>6,966</b>	<b>7,062</b>	<b>4,544,114</b>
Women for the heart	50	2,542	242	0	66,258
Healthy living	2	2,948,813	0	0	0
Fundación MAPFRE website and social media: insurance and financial education info	4	0	2	0	371,737
Safe, healthy and sustainable mobility	2	12,277	0	0	4,106,008
Road safety education is vital	787	129,770	6,722	7,062	111
<b>SOCIAL AID PROGRAMS</b>	<b>13</b>	<b>14,898</b>	<b>0</b>	<b>0</b>	<b>0</b>
Brazil - Acaia Pantanal - Escuela Jatobazinho	1	61	0	0	0
Brazil - Ação Comunitaria Do Brasil Sao Paulo	1	1,481	0	0	0
Brazil - Aldeas Infantiles SOS	1	401	0	0	0
Brazil - Amigos do bem	1	4,344	0	0	0
Brazil - Fe y Alegría (Manaus)	1	923	0	0	0
Brazil - Filhas da Sta. María da providencia	1	271	0	0	0
Brazil - Fundación Albert Einstein. MAPFRE Community	1	231	0	0	0
Brazil - Fundación Real Madrid Esc. socio-deportivas Sao Paulo	1	291	0	0	0
Brazil - Instituto Crescer	1	41	0	0	0
Brazil - Liga das Senhoras Católicas de Sao Paulo	1	241	0	0	0
Brazil - Movimento Pro-crianza	1	2,001	0	0	0
Brazil - Nutrir. Assoc. Combate a Desnutrição	1	2,211	0	0	0
Brazil - Proyecto Julita	1	2,401	0	0	0
<b>PROMOTING RESEARCH AND KNOWLEDGE</b>	<b>5</b>	<b>18</b>	<b>1,491</b>	<b>0</b>	<b>0</b>
WEBINAR Ranking of the largest insurance groups in Latin America 2021	1	0	329	0	0
Innovation in mobility	4	18	1,162	0	0
<b>VOLUNTEERING</b>	<b>109</b>	<b>17,336</b>	<b>2,082</b>	<b>37,513</b>	<b>60</b>
Emergency aid	1	480	0	1	0
Education	54	2,136	2,082	20,435	60
Environment	5	479	0	1,219	0
Nutrition	22	13,360	0	15,815	0
Health	27	881	0	43	0

## CHILE

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>250</b>	<b>22,597</b>	<b>931</b>	<b>2,134</b>	<b>0</b>
Safe, healthy and sustainable mobility	250	22,597	931	2,134	0
<b>COVID-19</b>	<b>1</b>	<b>39</b>	<b>0</b>	<b>0</b>	<b>0</b>
Chile - COVID-19 extraordinary aid	1	39	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>28,568</b>	<b>0</b>	<b>0</b>	<b>0</b>
Chile - Fund. Beneficencia Pública - Humanitarian Hub	1	28,206	0	0	0
Chile - Fundación Barnechea	1	21	0	0	0
Chile - Nuestros Hijos - Therapeutic Recreational Gymnastics	1	341	0	0	0
<b>PROMOTING RESEARCH AND KNOWLEDGE</b>	<b>1</b>	<b>0</b>	<b>458</b>	<b>0</b>	<b>0</b>
Webinar The Latin America Insurance Market in 2021	1	0	458	0	0
<b>VOLUNTEERING</b>	<b>42</b>	<b>9,344</b>	<b>166</b>	<b>1,951</b>	<b>1</b>
Share Solidarity	1	2	0	3	0
Education	28	8,637	166	1,924	1
Environment	1	8	0	3	0
Nutrition	9	615	0	15	0
Health	3	82	0	6	0

## COLOMBIA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>2,855</b>	<b>119,983</b>	<b>43,569</b>	<b>0</b>	<b>19,357</b>
Control Your Network	918	18,200	17,348	0	0
BugaMAP Seminars	2	54	0	0	0
The practice of road safety education	1,907	101,050	6,285	0	0
Women for the heart	28	679	19,936	0	19,357
<b>COVID-19</b>	<b>6</b>	<b>86,517</b>	<b>0</b>	<b>0</b>	<b>0</b>
Colombia - COVID-19 extraordinary aid	6	86,517	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>6</b>	<b>2,176</b>	<b>0</b>	<b>0</b>	<b>0</b>
Colombia- Rueda Rueda de Pan y Canela	1	451	0	0	0
Colombia - Casa de la Madre y el Niño	1	101	0	0	0
Colombia - Fundación Fana - Sponsorship of Five Abandoned Children (Bogotá)	1	171	0	0	0
Colombia - Fundación Juan Felipe Escobar - Medical Center (Cartagena)	1	1,081	0	0	0
Colombia - Hogares Bambi. Fund. Ayuda a la Infancia - Comp. care for abandoned children	1	131	0	0	0
Colombia - Nu3	1	241	0	0	0
<b>VOLUNTEERING</b>	<b>50</b>	<b>7,981</b>	<b>130</b>	<b>3,635</b>	<b>6</b>
Share Solidarity	1	1	0	130	0
Education	26	6,041	130	120	6
Environment	2	2	0	2,125	0
Nutrition	6	1,401	0	976	0
Health	15	536	0	284	0

## COSTA RICA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>COVID-19</b>	<b>1</b>	<b>1,201</b>	<b>0</b>	<b>0</b>	<b>0</b>
Costa Rica - COVID-19 extraordinary aid	1	1,201	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>1</b>	<b>381</b>	<b>0</b>	<b>0</b>	<b>0</b>
Costa Rica - Asociación pro ayuda a jóvenes con cáncer (Proyecto Daniel)	1	381	0	0	0
<b>VOLUNTEERING</b>	<b>6</b>	<b>95</b>	<b>0</b>	<b>34</b>	<b>0</b>
Environment	2	2	0	19	0
Health	4	93	0	15	0

## ECUADOR

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>73</b>	<b>27,853</b>	<b>223</b>	<b>0</b>	<b>0</b>
BugaMAP Seminars	2	0	82	0	0
Fire prevention campaign	71	27,853	141	0	0
<b>COVID-19</b>	<b>1</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>0</b>
Ecuador - COVID-19 extraordinary aid	1	40	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>1,224</b>	<b>0</b>	<b>0</b>	<b>0</b>
Ecuador - Fundación Jonathan	1	1,201	0	0	0
Ecuador - Fundación Sor Domiga Bocca	1	23	0	0	0
<b>VOLUNTEERING</b>	<b>21</b>	<b>1,496</b>	<b>0</b>	<b>66</b>	<b>0</b>
Share solidarity	2	1	0	0	0
Environment	1	1	0	2	0
Nutrition	8	686	0	34	0
Health	10	808	0	30	0

## EL SALVADOR

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>43</b>	<b>2,964</b>	<b>1,632</b>	<b>0</b>	<b>0</b>
Safe, healthy and sustainable mobility	43	2,964	1,632	0	0
<b>COVID-19</b>	<b>3</b>	<b>28,007</b>	<b>0</b>	<b>0</b>	<b>0</b>
El Salvador - COVID-19 extraordinary aid	3	28,007	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>727</b>	<b>0</b>	<b>0</b>	<b>0</b>
El Salvador - Fundación Cinde - Comprehensive Educational Care (Soyapango)	1	401	0	0	0
El Salvador - Fundación Real Madrid socio-sports school	1	326	0	0	0
<b>VOLUNTEERING</b>	<b>5</b>	<b>1,164</b>	<b>0</b>	<b>42</b>	<b>0</b>
Nutrition	3	1,105	0	25	0
Health	2	59	0	17	0

## GUATEMALA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>211</b>	<b>21,857</b>	<b>141</b>	<b>0</b>	<b>0</b>
Fire prevention campaign	211	21,857	141	0	0
<b>COVID-19</b>	<b>1</b>	<b>2,165</b>	<b>0</b>	<b>0</b>	<b>0</b>
Guatemala - COVID-19 extraordinary aid	1	2,165	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>1,887</b>	<b>0</b>	<b>0</b>	<b>0</b>
Guatemala - Futuro Vivo	1	326	0	0	0
Guatemala - Manabí	1	1,561	0	0	0
<b>VOLUNTEERING</b>	<b>22</b>	<b>1,895</b>	<b>0</b>	<b>70</b>	<b>0</b>
Share solidarity	1	287	0	1	0
Education	2	175	0	11	0
Nutrition	3	245	0	8	0
Health	16	1,188	0	50	0

## HONDURAS

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>COVID-19</b>	<b>2</b>	<b>4,530</b>	<b>0</b>	<b>0</b>	<b>0</b>
Honduras - COVID-19 extraordinary aid	2	4,530	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>5,753</b>	<b>0</b>	<b>0</b>	<b>0</b>
Humanitarian aid fund	1	4,818	0	0	0
Honduras - Casa Alianza	1	901	0	0	0
Honduras - Aldeas Infantiles SOS - Youth community	1	34	0	0	0
<b>VOLUNTEERING</b>	<b>17</b>	<b>544</b>	<b>0</b>	<b>127</b>	<b>0</b>
Emergency aid	2	2	0	3	0
Education	3	106	0	18	0
Environment	4	96	0	47	0
Nutrition	3	66	0	20	0
Health	5	274	0	39	0

## MEXICO

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>2,690</b>	<b>103,955</b>	<b>33,176</b>	<b>102</b>	<b>1,277,937</b>
Healthy living	618	2,402	16,302	0	10,993
MIDE: workshops Better to be safe than sorry	35	719	685	0	0
MIDE: talk "Prevention, assets and risk"	1	71,425	0	0	0
National Financial Education Week	2	0	2	0	14,405
Fundación MAPFRE website and social media: insurance and financial education info	2	0	0	0	710,055
BugaMAP Seminars	8	173	0	0	0
Road safety education caravan	904	21,942	12,976	102	116,499
Fire prevention campaign	1,120	7,294	3,211	0	44,240
Social media and communication	0	0	0	0	381,745
<b>COVID-19</b>	<b>2</b>	<b>17,501</b>	<b>0</b>	<b>0</b>	<b>890</b>
Mexico - COVID-19 extraordinary aid	2	17,501	0	0	890
<b>SOCIAL AID PROGRAMS</b>	<b>4</b>	<b>10,521</b>	<b>0</b>	<b>0</b>	<b>0</b>
Mexico - Campeones de la vida Nariz Roja	1	516	0	0	0
Mexico - Casa de la Amistad Niños con Cáncer- Strengthening the Education Program	1	671	0	0	0
México - Comunidad MAPFRE - UP	1	9,001	0	0	0
Mexico - Fundación CMR - Santa María soup kitchen (Mexico DF)	1	333	0	0	0
<b>VOLUNTEERING</b>	<b>209</b>	<b>3,722</b>	<b>129</b>	<b>1,881</b>	<b>49</b>
Share solidarity	16	32	0	13	0
Education	26	562	90	79	4
Environment	36	154	1	51	10
Nutrition	30	1,050	0	1,530	3
Health	101	1,924	38	208	32
<b>PROMOTING RESEARCH AND KNOWLEDGE</b>	<b>11</b>	<b>8,033</b>	<b>91</b>	<b>0</b>	<b>0</b>
Documentation Center	8	25	91	0	0
Guide for the Protection of Restaurants and Bars	2	7,954	0	0	0
Presentation Guide for the Protection of Restaurants and Bars	1	54	0	0	0
<b>AWARDS</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,465</b>
V Innovation Awards	1	0	0	0	3,465
<b>OTHER INSTITUTIONAL ACTIONS</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>19,952</b>
Fundación MAPFRE website	1	0	0	0	19,952

## NICARAGUA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>1,048</b>	<b>0</b>	<b>0</b>	<b>0</b>
Nicaragua - Fundación NPH	1	281	0	0	0
Nicaragua - Luceros del Amanecer	1	346	0	0	0
Nicaragua - Pan y Amor - Educating Children with No Educational Opportunities	1	421	0	0	0
<b>VOLUNTEERING</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>12</b>	<b>0</b>
Environment	1	1	0	12	0

## PANAMA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>345</b>	<b>197,468</b>	<b>141</b>	<b>0</b>	<b>0</b>
Women for the Heart	48	172,620		0	0
Healthy Living [In CRM, this Activity does not appear with this country's filter]	0	0	0	0	0
Safe, healthy and sustainable mobility	43	2,447	0	0	0
Road Safety Park	254	22,401	141	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>4</b>	<b>8,039</b>	<b>0</b>	<b>0</b>	<b>0</b>
Panama - Asociación Pro Niñez Panameña	1	7,601	0	0	0
Panama - Ciudad del Niño - Educational Project for Regular Class Attendance	1	106	0	0	0
Panama - Fundación Real Madrid socio-sports school	1	201	0	0	0
Panamá - Voces Vitales	1	131	0	0	0
<b>VOLUNTEERING</b>	<b>10</b>	<b>936</b>	<b>0</b>	<b>108</b>	<b>0</b>
Share solidarity	3	100	0	19	0
Nutrition	2	638	0	48	0
Health	5	198	0	41	0

## PARAGUAY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>501</b>	<b>119,334</b>	<b>1,157</b>	<b>0</b>	<b>0</b>
The practice of road safety education	501	119,334	1,157	0	0
<b>COVID-19</b>	<b>1</b>	<b>41</b>	<b>0</b>	<b>0</b>	<b>0</b>
Paraguay - COVID-19 extraordinary aid	1	41	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>625</b>	<b>0</b>	<b>0</b>	<b>0</b>
Paraguay - Asoleu: School support for children with cancer	1	201	0	0	0
Paraguay - Fundación Alda - Improving Children's Developmental Level	1	266	0	0	0
Paraguay - Fundación Real Madrid socio-sports school	1	158	0	0	0
<b>VOLUNTEERING</b>	<b>11</b>	<b>626</b>	<b>0</b>	<b>89</b>	<b>0</b>
Education	1	50	0	30	0
Nutrition	1	1	0	0	0
Health	9	575	0	59	0

## PERU

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>518</b>	<b>77,319</b>	<b>46,673</b>	<b>0</b>	<b>111,423</b>
Control Your Network	143	0	16,235	0	111,070
Choose to Live Better	39	33,000	0	0	0
Fire prevention campaign	300	6,000	0	0	0
Safe, healthy and sustainable mobility	36	38,319	30,438	0	353
<b>COVID-19</b>	<b>4</b>	<b>5,950</b>	<b>0</b>	<b>0</b>	<b>0</b>
Peru - COVID-19 extraordinary aid	4	5,950	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>6</b>	<b>3,517</b>	<b>0</b>	<b>0</b>	<b>0</b>
Peru - Asociación Nuevo Futuro - "Acercándonos Formando Formadores"	1	1,217	0	0	0
Peru - CESAL	1	921	0	0	0
Peru - Espro	1	55	0	0	0
Peru - Fundación Real Madrid socio-sports school	1	222	0	0	0
Peru - Mensajeros de la Paz	1	201	0	0	0
Peru - Misiones Huascarán	1	901	0	0	0
<b>VOLUNTEERING</b>	<b>25</b>	<b>1,219</b>	<b>135</b>	<b>112</b>	<b>4</b>
Education	13	469	135	45	4
Environment	1	1	0	4	0
Nutrition	3	177	0	12	0
Health	8	572	0	51	0

## DOMINICAN REPUBLIC

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>2,295</b>	<b>41,350</b>	<b>351</b>	<b>0</b>	<b>0</b>
Control Your Network	2,022	20,813	0	0	0
Safe, healthy and sustainable mobility	273	20,537	351	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>5</b>	<b>3,274</b>	<b>0</b>	<b>0</b>	<b>0</b>
Humanitarian aid fund	1	1,992	0	0	0
República Dominicana - Asociación Nuevos Caminos - Community Pharmacy	1	278	0	0	0
Dominican Republic - Fundación Real Madrid socio-sports school	1	401	0	0	0
Dominican Republic - Intered	1	192	0	0	0
República Dominicana - NPH - Nutrition Plan for Orphaned and Abandoned Children	1	411	0	0	0
<b>VOLUNTEERING</b>	<b>11</b>	<b>504</b>	<b>0</b>	<b>1,701</b>	<b>0</b>
Education	1	0	0	0	4
Environment	1	1	0	0	0
Nutrition	7	501	0	187	0
Health	2	2	0	1,514	0

## URUGUAY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>EDUCATIONAL AND AWARENESS PROGRAMS</b>	<b>1,287</b>	<b>47,669</b>	<b>239</b>	<b>0</b>	<b>3,931</b>
Safe, healthy and sustainable mobility	1,287	47,669	239	0	3,931
<b>SOCIAL AID PROGRAMS</b>	<b>2</b>	<b>231</b>	<b>0</b>	<b>0</b>	<b>0</b>
Uruguay - Prointegra	1	45	0	0	0
Uruguay-Asociación Cultural y Técnica - A Chance for Young People in Casvalle	1	186	0	0	0
<b>VOLUNTEERING</b>	<b>15</b>	<b>1,066</b>	<b>0</b>	<b>25</b>	<b>0</b>
Education	8	607	0	15	0
Nutrition	5	285	0	6	0
Health	2	174	0	4	0

## VENEZUELA

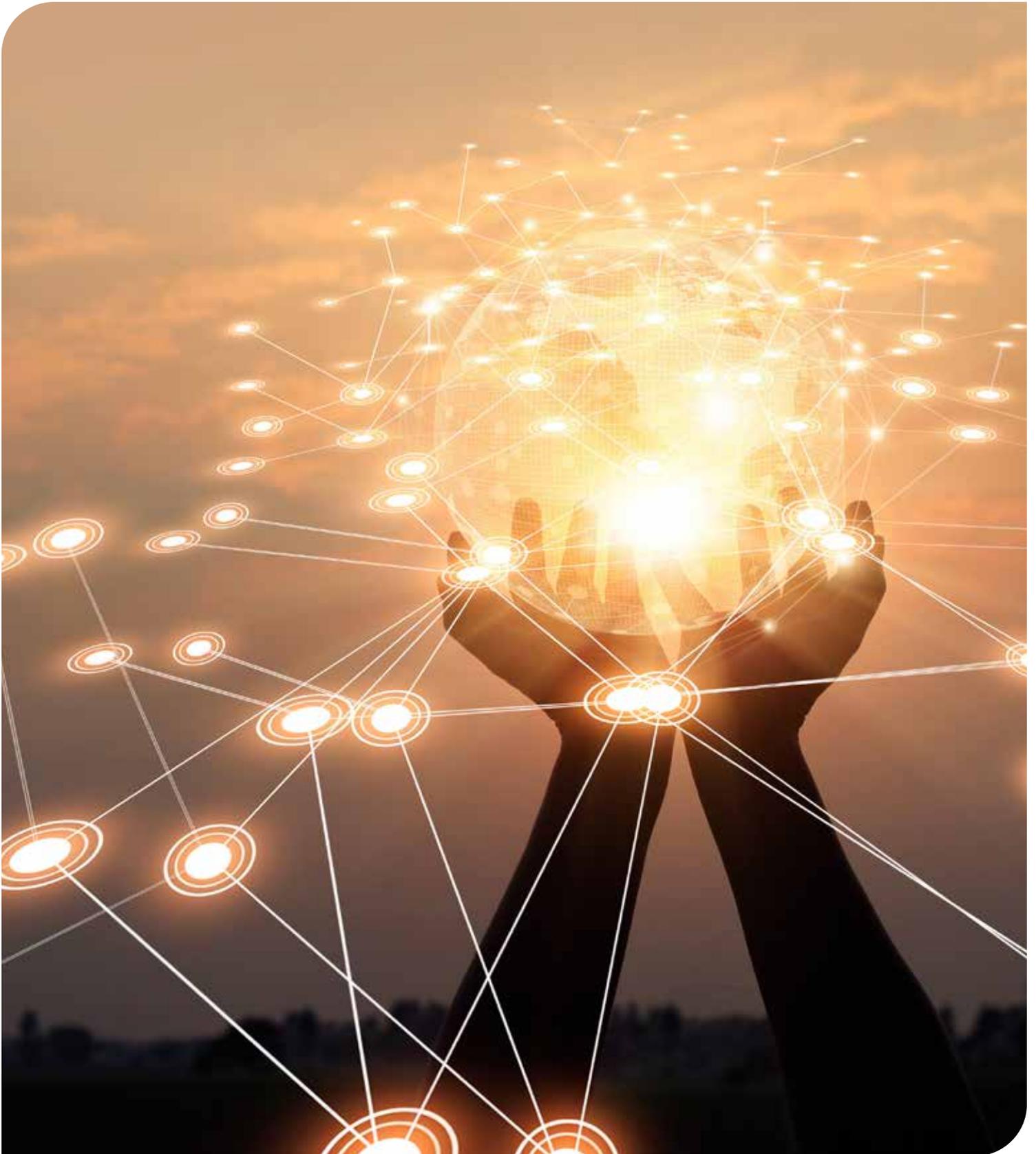
ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>COVID-19</b>	<b>1</b>	<b>1,347</b>	<b>0</b>	<b>0</b>	<b>0</b>
VENEZUELA - COVID-19 extraordinary aid	1	1,347	0	0	0
<b>SOCIAL AID PROGRAMS</b>	<b>4</b>	<b>2,724</b>	<b>0</b>	<b>0</b>	<b>0</b>
Venezuela - Camurí Grande	1	280	0	0	0
Venezuela - Casa Hogar Santa María Goretti - Personal Hygiene (Lara)	1	41	0	0	0
Venezuela - Damas Salesianas	1	1,052	0	0	0
Venezuela - Fundación M <sup>ª</sup> Luisa del Casar	1	1,351	0	0	0
<b>VOLUNTEERING</b>	<b>81</b>	<b>1,543</b>	<b>0</b>	<b>9,506</b>	<b>0</b>
Emergency aid	9	126	0	4,824	0
Education	17	138	0	976	0
Environment	7	120	0	878	0
Nutrition	10	419	0	416	0
Health	38	740	0	2,412	0

# ASIA

## PHILIPPINES

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		In-Person Beneficiaries	Digital Beneficiaries	In-Person Audience	Digital Audience
<b>SOCIAL AID PROGRAMS</b>	<b>3</b>	<b>1,348</b>	<b>0</b>	<b>0</b>	<b>0</b>
Philippines - Eugenia Ravasco day-care center	1	1,001	0	0	0
Philippines - Fundación Real Madrid socio-sports school	1	231	0	0	0
Philippines - Kalipay	1	116	0	0	0

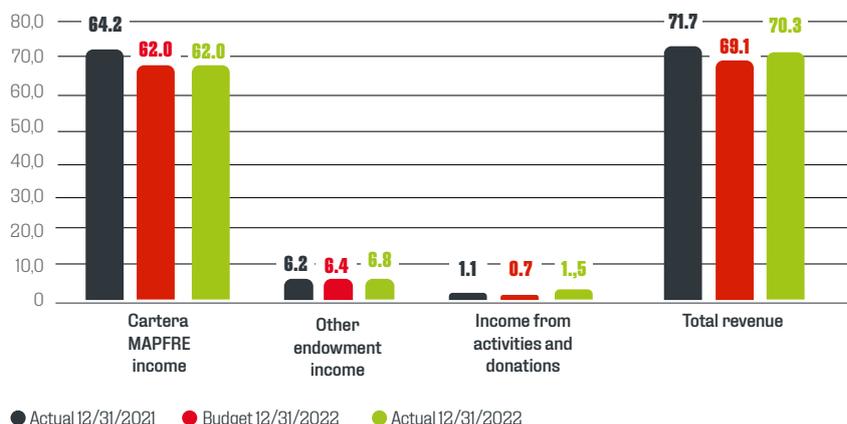
# FINANCIAL INFORMATION



# FINANCIAL INFORMATION

In 2022, Fundación MAPFRE's revenue amounted to 70.3 million euros, a figure that represents a decrease of 2% compared to the previous year, in line with a lower investment in foundation activities and other expenses.

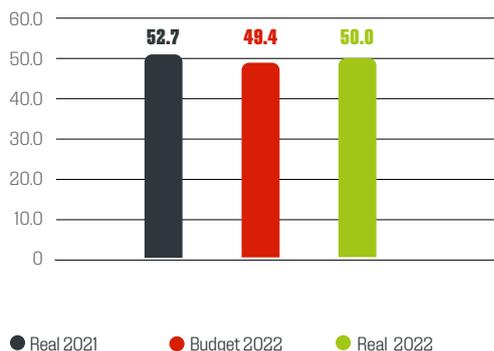
## REVENUE



Figures in millions of euros.

## EXPENSES

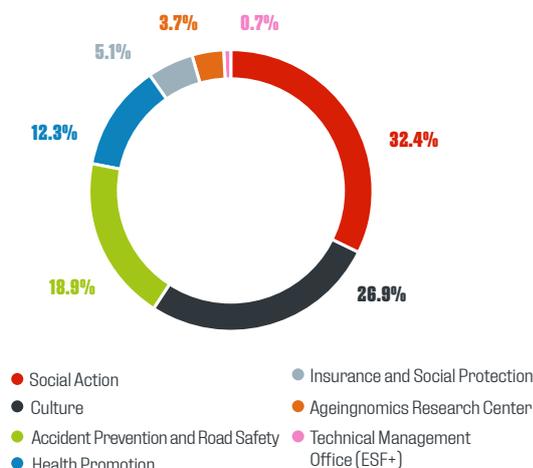
The amount used to carry out foundational activities and other costs, including administration expenses, was 50 million euros: 5.1% more than the previous year.



Figures in millions of euros.

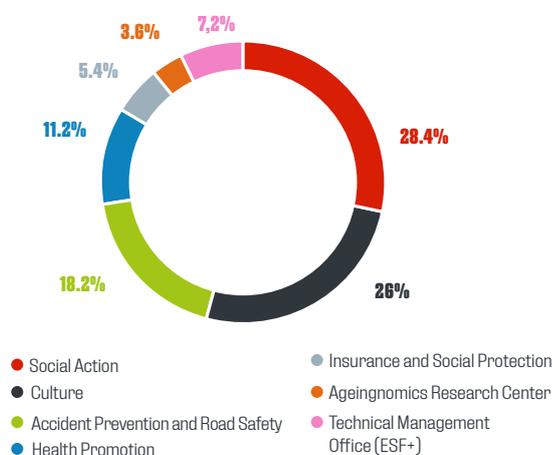
## APPLICATION OF FUNDS BY AREA OF ACTUAL ACTIVITY AS OF [31/12/2022]

These amounts were mainly allocated to Social Action (32.4%), Culture (26.9%), Accident Prevention and Road Safety (18.9%), Health Promotion (12.3%), Insurance and Social Protection (5.1%), the Ageingnomics Research Center (3.7%), and the ESF+ Technical Management Office (0.7%).



## APPLICATION OF FUNDS BY AREA OF ACTIVITY PLAN BUDGET 2023

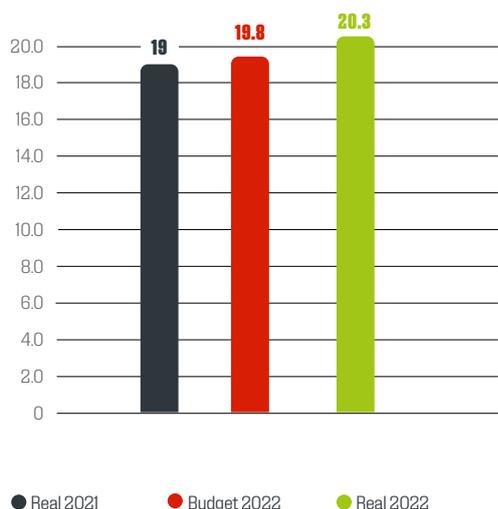
The budget approved by the Board of Trustees for 2023 will be set aside for activities related to Social Action (28.4%), Culture (26%), Accident Prevention and Road Safety (18.2%), Health Promotion (11.2%), Insurance and Social Protection (5.4%), the Ageingnomics Research Center (3.6%), and the ESF+ Technical Management Office (7.2%).



AS OF DECEMBER 31, 2022, THE FOUNDATION'S EQUITY HAD RISEN TO 2,840.1 MILLION EUROS

## SURPLUS

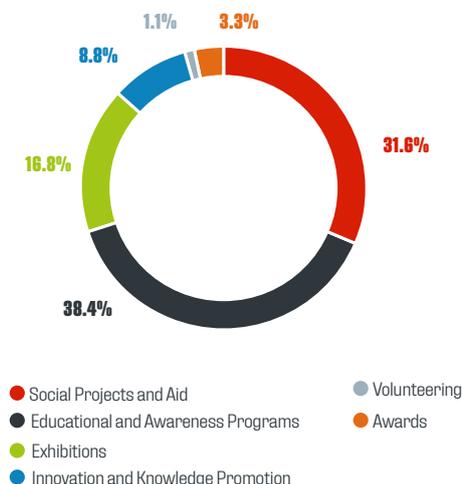
The surplus for the 2022 financial year amounted to 20.3 million euros.



Figures in millions of euros.

## EXPENSES BY ACTIVITY TYPE

In 2022, spending by area of action was allocated to Social Projects and Aid (31.6%), Educational and Awareness Programs (38.4%), Exhibitions (16.8%), Innovation and Knowledge Promotion (8.8%), Volunteering (1.1%), and Awards (3.3%).



## BALANCE SHEET

ASSETS	FIGURES IN MILLIONS OF EUROS	
	12/31/2021	12/31/2022
<b>Non-current assets</b>	<b>2,883.8</b>	<b>2,881.7</b>
Intangible fixed assets	0.2	0.1
Historical Heritage Assets	19.5	19.6
Property, plant and equipment	68.6	67.7
Real estate investments	197.1	195.8
Long-term investments in Group and associated companies	2,597.5	2,597.5
Long-term financial investments	0.9	1.0
<b>CURRENT ASSETS</b>	<b>12.7</b>	<b>18.7</b>
Trade debtors and other accounts receivable	0.3	0.2
Short-term financial investments	0.1	0.1
Short-term accruals/deferrals	0.2	0.1
Cash and other liquid asset equivalents	12.1	18.3
<b>Total assets</b>	<b>2,896.5</b>	<b>2,900.4</b>

LIABILITIES	FIGURES IN MILLIONS OF EUROS	
	12/31/2021	12/31/2022
<b>EQUITY</b>	<b>2,820.0</b>	<b>2,840.1</b>
Endowment	2,630.5	2,630.5
Reserves and other	164.2	183.3
Result	19.0	20.3
Subsidies, donations and bequests received	6.3	6.0
<b>NON-CURRENT LIABILITIES</b>	<b>52.5</b>	<b>36.3</b>
Long-term provisions	0.7	0.6
Long-term payables	1.5	2.0
Long-term payables to Group and associated companies	50.3	33.7
<b>CURRENT LIABILITIES</b>	<b>24.0</b>	<b>24.0</b>
Short-term provisions	0.9	1.0
Creditors	2.4	2.3
Short-term payables to Group and associated companies	17.0	17.2
Trade and other payables	3.7	3.5
<b>Total liabilities</b>	<b>2,896.5</b>	<b>2,900.4</b>

## STATEMENT OF FINANCIAL PERFORMANCE

STATEMENT OF FINANCIAL PERFORMANCE	FIGURES IN MILLIONS OF EUROS	
	12/31/2021	12/31/2022
Income from the organization's own activity	1.2	1.2
Financial aid and other	-20.9	-12.1
Other operating revenue	6.2	6.8
Personnel expenses	-7.9	-8.9
Other operating expenses	-18.2	-23.5
Amortization and depreciation of fixed assets	-4.1	-4.2
Subsidies transferred to results	0.0	0.3
Impairment and gains/(losses) on fixed asset disposal	0.0	-0.1
<b>RESULT FROM OPERATIONS</b>	<b>-43.7</b>	<b>-40.5</b>
Financial income	64.4	62.0
Financial expenses	-1.4	-1.1
Fair value variation in financial instruments	-0.1	0.0
Foreign exchange differences	-0.2	-0.1
<b>FINANCIAL SURPLUS</b>	<b>62.7</b>	<b>60.8</b>
<b>RESULT</b>	<b>19.0</b>	<b>20.3</b>

## BUDGET OUTTURN 2022

ITEM	FIGURES IN MILLIONS OF EUROS	
	12/31/2022	
	BUDGET	ACTUAL
Equity annuity	68.4	68.8
Cartera MAPFRE income	62	62
Other endowment income	6.4	6.8
Revenue from activities and donations	0.7	1.5
Administrative activities and expenses.	49.4	50.0
Surplus	19.8	20.3

# 06 ACKNOWLEDGMENTS





While we were busy preparing last year's report, we were surprised by the death of Luis Hernando de Larramendi Martínez, someone who, through his own vocation, his family legacy and his ties to MAPFRE, has been a constant presence for many years in a multitude of Fundación MAPFRE projects. For this reason, because the feeling of loss lingers, we would like to take advantage of these pages to publicly pay tribute to this person who left us and yet is still with us.

Born in Madrid in 1952, he studied law at Complutense University. His professional life was divided between the law firm Elzaburu, where he worked as a respected lawyer specializing in patents and trademarks, and MAPFRE, a company where he was a director for more than

30 years and which he joined after his father's retirement. Despite the burden of his surname, and the long shadow of Ignacio de Larramendi y Montiano (1921-2001), he was able to successfully weather the comparison, earn the respect of everyone, and establish a voice of his own that echoed that of his father, who had meant everything to the company.

What in others would have been a limitation acted as a stimulus for Luis, in which love for his family and, in particular, the revindication of his father's business, political and cultural legacy was more than an obligation, a source of deep satisfaction. The Ignacio Larramendi Foundation is proof of this.

It was in the field of culture that Luis Larramendi deployed to the full the tireless energy and enthusiasm that have left such a mark on all of us who, professionally or personally, had the privilege of interacting with him. His holistic vision of culture, understood as an essential space for human development from which to achieve a comprehensive and

**AS VICE-PRESIDENT OF FUNDACIÓN MAPFRE,  
LUIS DE LARRAMENDI MARTÍNEZ SUPPORTED A NUMBER  
OF PROJECTS THAT PROMOTE HUMANISTIC KNOWLEDGE AND THE  
REDEEMING VALUE OF CULTURE FOR THE INDIVIDUAL.**

enriching understanding of existence, was not incompatible with the solid religious beliefs that made him a standard-bearer of the Church's social doctrine. In other words, he was a humanist, someone who believed in the redeeming values of culture for the individual, values that he applied to himself as an inveterate reader, possessor of an encyclopedic memory, and a more than remarkable writer of prose and verse. It was in his unwavering determination to promote humanistic knowledge that his close relationship with Fundación MAPFRE was most clearly defined.

As vice-president of Fundación MAPFRE, he encouraged the continuation of several of the cultural projects that the institution had launched in previous years under the impetus of his father; projects that, beyond their specific subject matter, always responded, ultimately, to a strict aspiration to combine excellence in content with the widest and most generous possible dissemination, projects that often found continuity in the Ignacio Larramendi Foundation and which Fundación MAPFRE has been part of.

Luis, you leave in all of us a void that is difficult to fill. We shared with you a passion for life, for bringing culture to everyone, and for understanding that social order and progress must be subordinated to the good of the people and not the other way around. We will try to follow your example. Rest in peace.

**DIRECTOR OF MAPFRE SINCE 1999 AND A TRUSTEE OF FUNDACIÓN MAPFRE SINCE 2005, ALFONSO REBUelta BADÍA IS LEAVING US AS HE HAS REACHED THE AGE STIPULATED IN OUR BY-LAWS. IT WILL BE VERY DIFFICULT TO OUTPERFORM HIS EFFICIENCY OVER THE YEARS.**

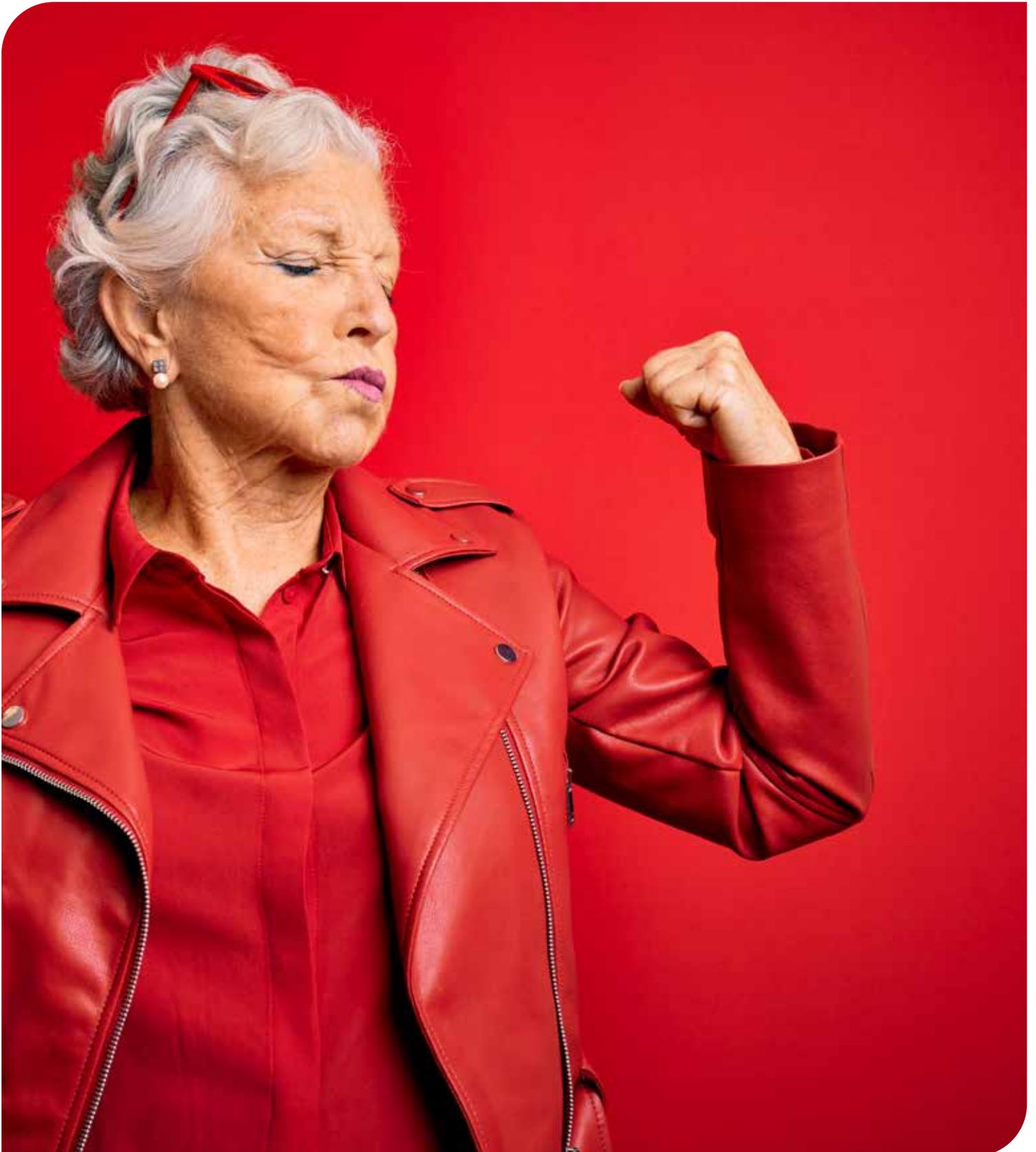
Farewells, even if they are legally mandated, as in this case, are always sad. Fundación MAPFRE is a human team in which everyone is important and provides input to ensure that things go well. I am sure that whoever takes Alfonso Rebuelta Badía's place will do so with the same commitment and efficiency that he has shown over the years, because it seems very difficult that anyone could surpass him.

Alfonso was born in Madrid in 1953. He studied Business Administration at the prestigious ICADE, which he complemented with an MBA at the no less renowned Columbia University in New York. He enjoyed an extensive professional career, holding important positions in both the United States and Europe.

Since 1999, he has been a director at MAPFRE, although his relationship with our company is one that has been with him throughout his life: his grandfather, Andrés Rebuelta Melgarejo, and his father, José Antonio Rebuelta García, were both presidents of MAPFRE Mutualidad de Seguros. Since 2005 he has been a Fundación MAPFRE trustee, and at one point he was also a member of the Institutional Control Committee, a long relationship that has lasted until the present, when, upon reaching the age stipulated in our by-laws, he must leave us. From these pages we would like to express our gratitude for these years we have shared, for the generosity and dedication he has displayed, which have left Fundación MAPFRE a better institution.

Finally, we would like to express our most sincere thanks to all the museums, institutions and individuals who, throughout 2022, loaned us works of art that they own or that are part of their assets. Thanks to their generosity, to the dedication and rigor of those who have collaborated in our projects from very different cultural fields, and to the effort and professional demand with which, year after year, our team in the Culture Area carries out its work, the achievements described here were possible.

# Fundación **MAPFRE** Canarias



# INTRODUCTION

“

**LIFE ISN'T ABOUT WAITING OUT THE STORM,  
IT'S ABOUT LEARNING TO DANCE IN THE RAIN.**

Vivian Greene

”

## IT HAS BEEN ALMOST FOUR DECADES SINCE WE BEGAN OUR JOURNEY AS A FOUNDATION IN THE CANARY ISLANDS.

Throughout this time we have made every effort to ensure that each of our steps were shaping a clear imprint of who we are: a foundation that is local, transparent, accessible and deeply committed to the welfare of the people in our community. This is the goal of all our actions, to promote active solidarity, a solidarity that not only takes the form of financial aid, but also of human and professional support.

Those of us who are part of Fundación MAPFRE Canarias want to be actively involved in real social change, which is why we are 100% committed to all the projects we promote and support, so that they are sustainable over time and, most importantly, so that they bring about a real improvement in the personal, professional and financial situation of people, in their full social inclusion, especially those who are in the most vulnerable situations.

The COVID health crisis, the eruption of the volcano on La Palma, the war in Ukraine and the economic and social effects of these events have shown us that we would be unable to respond to the real needs of our community, that we could not truly help those who need us most, if we do not remain nearby, accessible and willing to listen.

The 21st century will continue to test us. Let's stay alert. Let's really listen to one another so that no human being has to face this alone.

The following table summarizes the activities carried out by Fundación MAPFRE Canarias in 2022:

PROGRAM	PROJECTS	ACTIVITY	EVENT	IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
Educational	Excellence	8	11	36	0	1,335,924	4,632,802
	Specialization	19	79	715	901	2,295,051	21,976,858
	Training	9	54	780	8	484,000	6,885,384
Accident Prevention and Outreach	Workshops and Activities	12	895	29,176	355	5,308,000	51,099,195
Social	Social Projects	18	39	3,594	175	199,000	51,676
Cultural	Exhibitions	10	30	347,715	0	2,194,425	34,146,153
	Concerts	8	57	4,905	2,436	533,033	29,628,083
	Publications	13	13	1,989	0	320,030	2,172,903
	Contest	9	8	52	10	158,000	1,492,562
	MAFRE EXPERIENCE	1	8	20	120	100	3,303,685
	TOTAL	107	1,194	388,982	4,005	12,827,563	155,389,301

# 01 GOVERNING BODIES



# GOVERNING BODIES

## BOARD OF TRUSTEES

### CHAIRMAN

Ignacio Baeza Gómez

### VICE-CHAIRMAN

Isabel Suárez Velázquez

### MEMBERS

Gabriel Álvarez Marroquin  
Julio Domingo Souto  
Carmen García Pascual  
Fundación Ignacio Larramendi  
- Repre. Miguel Hernando de Larramendi -  
Miguel Herreros Altamirano  
Alicia Martín García  
Alfredo Montes García  
Eva María Nacarino Berrocal  
Javier Pérez Zúñiga  
Jorge Carlos Petit Sánchez  
Asunción Rodríguez Betancort  
Julián Pedro Sáenz Cortés  
Eva Tamayo Etayo

### SECRETARY

Jaime Álvarez de las Asturias  
Bohorques Rumeu

### MANAGER

Esther Martel Gil

## HONORARY PRESIDENT

Julio Caubín Hernández

## PAST TRUSTEES

José Barbosa Hernández  
José Hernández Barbosa  
Juan Francisco Sánchez Mayor

## MANAGEMENT COMMITTEE

### CHAIRMAN

Ignacio Baeza Gómez

### VICE-CHAIRMAN

Isabel Suárez Velázquez

### MEMBERS

Julio Domingo Souto  
Alfredo Montes García  
Julián Pedro Sáenz Cortés

### SECRETARY

Jaime Álvarez de las Asturias  
Bohorques Rumeu

### MANAGER

Esther Martel Gil

# 02

## MISSION, VISION AND VALUES





Our mission, vision and values speak of who we are as a foundation and our desire to help build a global community in which all people recognize, respect, help and love one another not only because of our shared characteristics, such as language or space, not even because we have the same values or ideology, but simply because of our humanity.

The path. Our purpose or mission is to contribute and support the educational, social and cultural development of everyone in the Autonomous Community of the Canary Islands through programs and activities designed and adapted to the real needs of the environment.

The destination. Every step we take is part of our vision, of where we are heading, with all the road already traveled and all that remains yet to be traveled, to be a benchmark foundation thanks to our commitment to the well-being and progress of Canary society.

The essentials for our journey. At Fundación MAPFRE Canarias we do not just want to reach our destination, we want to get there by taking the right path. For this reason, our daily work is accompanied by the values that govern each and every one of our steps:

**TRANSPARENCY**

Clarity and **objectivity** in the management of our projects and programs.

**FAIRNESS**

We work for **inclusion and equal** opportunities.

**EMPATHY**

Through **dialog and actively listening** to our beneficiaries to learn about and anticipate their needs.

**PROXIMITY**

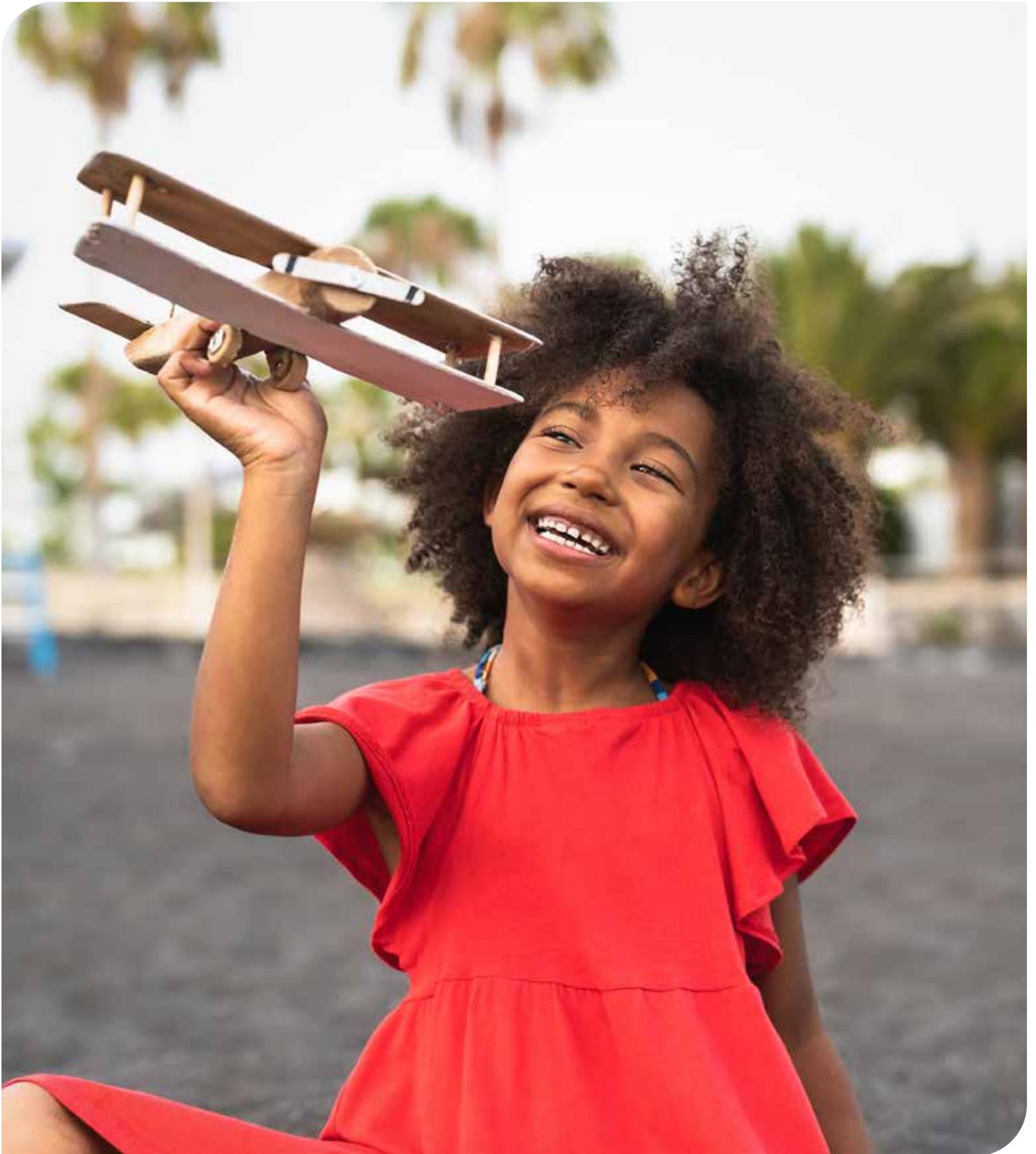
To develop **trust-based relationships** with our collaborators and beneficiaries.

**INDEPENDENCE**

To act as an **independent organization, free from political, religious or economic** affiliations in the development of our mission.

# 03

# FOUNDATION ACTIVITIES





As part of the islands' society and from our scope of action, we demonstrate our commitment to the welfare and progress of the Canarian community through projects and actions that promote active and sustainable solidarity over time, to continue building a society in which all people have the same opportunities and are fully integrated.

## SOCIAL ACTIVITY

*«We came into the world like brother and brother,  
And now let's go hand in hand, not one before another»*

William Shakespeare

Presentation of diplomas to the participants in the training workshop for Green Jobs in Street Cleaning. July 20, 2022 Las Palmas de Gran Canaria.

Our social action efforts are focused on those who need us most, on those who are in a vulnerable situation or at risk of suffering one.

Through the Juntos Somos Capaces (Together We Can) program, we strive to integrate people with intellectual disabilities or mental health

into the workforce. Since its launch in the Canary Islands community in 2018, we have been able to find job opportunities for 255 people with intellectual disabilities or mental health issues, and 302 have been trained in subjects like green employment and remote working skills. 14 social entities and 127 companies and organizations in the Canary Islands already participate in this program aimed at constructing this path towards a fairer and more inclusive society. Companies such as UTE Telde, from the Sacyr Group, which welcomed three people from our Green Street Cleaning Employment Workshop for training and internships, who are currently on their staff, are a clear example of how public, private and third sector collaboration is vital for the full inclusion and autonomy of people with intellectual disabilities and mental health issues.

**BEYOND THE NUMBERS, OUR GREATEST SUCCESS WAS THE EXTREMELY POSITIVE RESPONSE WE RECEIVED FROM THE PARTICIPANTS, SINCE FOR MANY OF THEM IT WAS THEIR FIRST REAL JOB OPPORTUNITY**



Beyond the figures obtained, which are of course important, our greatest success is the positive response we receive from the participants, since for many of them this represents their first real job opportunity; and also from the companies that, after gaining experience by forming teams which include people with disabilities or mental health issues, serve as an example and stimulus for the rest of the business sector.



## ON WORLD DOWN'S SYNDROME AND POETRY DAY WE WANTED TO SHOW THAT ALL PEOPLE, REGARDLESS OF THEIR ABILITIES, SHARE CULTURE AND THE RIGHT TO BE PART OF IT

Airam Hernández, tutor and foreman of the UTE Telde street cleaning service with Virginia Mar Artilles Castro, Juan Francisco Guzmán Valido and Christian Agoney Jiménez  
A group that was trained in the Green Jobs in Street Cleaning Workshop and subsequently joined the company's staff.

We also gave a voice and visibility to people in culture who suffer Down's syndrome, through a moving video, made in collaboration with the Tenerife Association of Trisomics 21 (Down Tenerife), in which, together with several poets from the islands, they recited the poem Mariposa de noche, by Ángel Fernández Benítez. An initiative through which, for the second consecutive year, we wanted to demonstrate on World Down Syndrome and Poetry Day that all people, regardless of their abilities, share something more than a commemorative date: culture and the right to be part of it.

And in a time marked by uncertainty we have remained true to our values, we have listened to our community to allow us to respond to the new needs arising from the health crisis, the volcanic eruption on the island of La Palma, and the global economic and social instability. With this goal in mind, and in order to keep improving the living conditions of the most disadvantaged people and groups, we launched the first Call for Grants for Social Projects, an initiative through which, over the coming year, we will support ten social projects aimed at children, adolescents and people with physical, sensory, intellectual and psychosocial disabilities in the autonomous community of the Canary Islands.

Our desire for constant improvement and the scope of our social action has also led to the creation of the Ambassador Program. Through this program, MAPFRE Canarias volunteers will visit the places and organizations where the projects of the ten social entities selected to receive financial support from Fundación MAPFRE Canarias in this call for proposals are being carried out. Thanks to the liaison work of the ambassadors, it will be possible to detect new needs and complementary actions that the rest of MAPFRE Canarias volunteers can participate in.

### To find out more +

**Fundación Mapfre Guanarteme and Asociación ADEPSI promote green job training for people with intellectual disabilities and mental health issues**

<http://www.buenasnoticias.es/2022/07/25/fundacion-mapfre-guanarteme-la-asociacion-adapsi-promueven-la-formacion-empleo-verde-personas-discapacidad-intelectual-salud-mental/>

**Mariposa de noche. International Day of Poetry and Down's Syndrome.**

<https://youtu.be/vkG2cfxKEWw>

# ACCIDENT PREVENTION AND OUTREACH

«People change when they realize the potential they have to change things»

Paulo Coelho

Accident Prevention and awareness of situations that affect people at all stages of life is essential for the well-being and development of our society. This awareness-raising work must also be adapted to a changing reality and bring us closer to a safer, healthier, more sustainable and respectful future for all.

Along these lines, we collaborated with the Canary Islands Directorate General for Child and Family Protection, the Canary Islands Institute for Equality and First-instance Criminal Court number 3 of Las Palmas de Gran Canaria to implement the Clave-A program. A pioneering project that has made the Canary Islands the first Spanish community to develop and implement a project designed with multiple actions aimed at raising awareness, preventing and detecting child sexual abuse, in accordance with the comprehensive Action Plan against Sexual Exploitation of Children and Adolescents of the child protection system.

Presentation of the #ClaveAVeranoSeguro campaign to prevent the sexual abuse of children and adolescents during the summer. July 28, 2022, Las Palmas de Gran Canaria.



We train schoolchildren in road safety to the rhythm of rock & roll thanks to our Las Señales Rockeras workshop, and we have done our bit to make sustainable mobility a reality by supporting the STARS Project, an initiative to promote and reward, through local forums, schools on the islands that promote sustainable and safe travel for their students.

Our Azul MARina Workshop invites the young people of the islands to take a fresh look at one of our main resources: water. This is an educational activity to teach young people about the importance of marine resources for economic growth, improving livelihoods and employment, as well as their sustainable use to preserve the health of the ocean ecosystem. During the workshop, two instructors in the role of researchers, together with the students themselves, look for sustainable solutions to a situation that has arisen due to the misuse of the resources that our seas and oceans offer us. By means of this free educational activity, we want the schoolchildren of the eight islands to understand the term blue economy, to awaken their interest in the professions and training related to blue growth, and to reflect on the role of women in this sector by promoting gender equality.





Conference “Senior entrepreneurship: an opportunity for the Canary Islands” organized as part of Fundación MAPFRE’s Ageingnomics Research Center activities in the Canary Islands. June 14, 2022, Las Palmas de Gran Canaria.

We also explored the opportunities for the Canary Islands Autonomous Community in terms of the silver economy, taking a positive view of demographic aging and raising the profile of entrepreneurial projects linked to this field at the conference Senior Entrepreneurship: an opportunity for the Canary Islands, organized as part of Fundación MAPFRE’s Ageingnomics Research Center’s activities. An event at which, together with a group of experts and entrepreneurs, we analyzed alternatives like self-employment and entrepreneurship so that older adults, who are expected to represent 35% of the Spanish population by 2040, can continue to contribute to this new economy.

## To find out more +

### NEWS

‘Clave A’ will train more than 1,000 professionals to prevent child sexual abuse. <https://tiempodecanarias.com/noticia/politica/clave-a-formara-a-mas-de-mil-profesionales-en-prevenir-el-abuso-sexual-infantil>

The Canary Islands launches Clave-A, a tool for action against violence and child sexual abuse

<https://www3.gobiernodecanarias.org/noticias/canarias-pone-en-marcha-clave-a-una-herramienta-de-denuncia-y-actuacion-frente-a-la-violencia-y-el-abuso-sexual-in/>

Clave-A, a tool for action against violence and child sexual abuse

<https://www.cronicasdelanzarote.es/articulo/canarias/clave-herramienta-actuacion-frente-violencia-abuso-sexual-infantil/20220601165344310551.html>

The Canary Islands, the first autonomous community to launch a campaign to prevent the abuse of children and adolescents

<https://cadenaser.com/canarias/2022/06/28/canarias-primera-comunidad-en-lanzar-una-campana-para-prevenir-abusos-a-ninos-y-adolescentes-ser-las-palmas/>

‘Clave A’ on Canarian television.

<https://youtu.be/QILMojqWr7M?t=2100>

Road safety education reaches the youngest children in La Palma thanks to ‘Las señales rockeras’

<https://eltime.es/isla-bonita/41586-la-educacion-vial-llega-a-los-mas-pequenos-en-la-palma-a-traves-de-las-senales-rockeras.html>

[https://www.eldiario.es/canariasahora/lapalmaahora/sociedad/educacion-vial-llega-pequenos-palma-traves-senales-rockeras\\_1\\_9598837.html](https://www.eldiario.es/canariasahora/lapalmaahora/sociedad/educacion-vial-llega-pequenos-palma-traves-senales-rockeras_1_9598837.html)

<https://www.diariopalmero.es/texto-diario/mostrar/3915558/educacion-vial-llega-pequenos-palma-traves-senales-rockeras>

<https://elapuron.com/noticias/sociedad/169511/la-educacion-vial-llega-los-mas-pequenos-la-palma-traves-las-senales-rockeras/>

AZUL MARina. Free educational activity for schools in the Canary Islands.

<https://youtu.be/wRD39RVOKaU>

Cabildo and Fundación MAPFRE Guanarteme present Azul MARina workshops in La Gomera

<https://www.lagomera.es/noticia/cabildo-y-fundacion-mapfre-guanarteme-presentan-los-talleres-azul-marina-en-la-g>

<https://gomeraverde.es/art/91992/cabildo-y-fundacion-mapfre-guanarteme-presentan-los-talleres-azul-marina-en-la-gomera>

Televisión Canaria- Buenos días Canarias. Fundación Mapfre Guanarteme highlights senior entrepreneurship in the Archipelago

<https://youtu.be/kVlrfq8vZnQ?t=8660>

Entrepreneurship among older adults must become an “opportunity for the Canary Islands”

<https://www.canarias7.es/economia/emprendimiento-personas-mayores-20220614182049-nt.html>

The senior economy is the “immediate future” in the Canary Islands, according to Ageignomics

<https://www.lavanguardia.com/vida/20220614/8339810/economia-senior-futuro-inmediato-canarias-ageignomics.html>

One out of ten entrepreneurs in the Canary Islands is over 55 years old

<https://www.eldia.es/economia/2022/06/15/diez-emprendedores-canarias-55-anos-67277631.html>

<https://www.laprovincia.es/economia/2022/06/14/10-emprendedores-canarias-son-silver-mayores-67256122.html>

The senior economy is the “immediate future” in the Canary Islands and includes 10% of entrepreneurs

<https://www.youtube.com/watch?v=lnHJXMjeCVM>



# TRAINING ACTIVITY

*«Education doesn't change the world;  
it changes the people who are going to change the world»*

Paulo Freire

Education is undoubtedly one of the most decisive aspects for the social and economic progress of any society. At Fundación MAPFRE Canarias we understand it as a living system, constantly progressing and evolving. For this reason, we continue to support not only the training of the people of the Canary Islands, but also the trainers and teachers who hold the task of “preparing the professionals of the future” in their hands.

The various training activities and programs of scholarships for excellence, postgraduate studies, research and awards that we promote from Fundación MAPFRE Canarias, are intended to respond to the main concerns of Canary Island society, such as health, training and employment,

and also to serve as a stimulus and recognition of the ability and value of young people and professionals from the islands.

Through our scholarships, in 2022, eleven young people from the Canary Islands had the opportunity to pursue professional internships and continue their postgraduate studies in subjects related to science, technology, business authorities or music in a number of national and international destinations.

In the field of health, we continue to promote actions that, in addition to supporting professionals in the health sector in their daily work, improve the well-being of the people in our community.



Awarding of postgraduate excellence scholarships to eleven young people from the Canary Islands. July 28, 2022, Las Palmas de Gran Canaria.



A commitment to health that we have not only maintained over the last twenty years, but which we have also reinforced in these times when the health crisis has underlined the importance of medical research and the work of health professionals.

Through our medical research grants program, in which we collaborate with the Fundación Canaria Instituto de Investigación Sanitaria de Canarias (FIISC), each year we support new lines of research and offer scientists from the university hospitals in the Canary Islands the possibility of carrying out important studies that improve the health and well-being of people.

In recognition of the talent, effort and dedication of the professionals in the medical field, we presented a new edition of our Awards for the most outstanding Resident in Internal Medicine in each of the four teaching hospitals on the Canary Islands

as well as GPs in the provinces of Santa Cruz de Tenerife and Las Palmas.

Thanks to our constant efforts, some of our initiatives and projects in the field of health, such as the Hospital Music Therapy Program, have become national and international benchmarks. Our close collaboration with the Ministry of Health of the Government of the Canary Islands in this project, which we initiated in 2015 in the Complejo Hospitalario Universitario Insular Materno Infantil in Gran Canaria, means that it has now been rolled out in the four public hospitals in the Canary Islands. The project uses the benefits of music therapy at all levels (physiological, emotional, cognitive and social), as a complementary therapy to other treatments. One of the keys to the success of this program is the inclusion of our team of music therapists, led by Guacimara Molina, in the hospital teams. A team that since 2018 has also been externally advised by one of the world's leading



FMC Awards Ceremony for the most outstanding Resident in Internal Medicine in the teaching hospitals of the Canary Islands as well as GPs in the provinces of Las Palmas and Santa Cruz de Tenerife, and the Medical Research Grants for the four university hospitals on the Canary Islands. October 14, 2022, Las Palmas de Gran Canaria.

experts in this field, Dr. Andrew Rossetti, a music therapist, licensed psychotherapist and current director of the music therapy program in oncology at The Louis Armstrong Department of Music Therapy in Mount Sinai Hospital in New York, USA.

We continue training, guiding and supporting young people from the Canary Islands through our Job Training for Employment program, through which we annually deploy a comprehensive program of training activities and professional work experience that combine strategies for work and social integration, offering a personalized itinerary that takes into account socioeconomic conditions, the socio-family context, habits, educational needs, guidance, as well as training and work experience, in addition to the support needed in the job entry phase. Of the 1,834 people who have taken part in this program since its launch in 2018, 25% (461) have found a job.

We chose World Oceans Day to present our new scholarship program for students at the Instituto de FP Marítimo Pesquero vocational training institute, with the aim of promoting the employability of young people from the Canary Islands through training projects focused on those sectors of the economy, such as the Blue Economy, which demand specialized professionals and,

**WE KEEP TRAINING, GUIDING AND SUPPORTING YOUNG PEOPLE FROM THE CANARY ISLANDS THROUGH OUR JOB TRAINING PROGRAM. SINCE ITS LAUNCH IN 2018, 25% (461) HAVE FOUND A JOB**



therefore, generate real job opportunities. The Canary Islands community, due to its privileged geostrategic position, unique in Europe and the Outermost Regions (OR), has amply demonstrated and developed skills in the blue economy and well-established port-related sectors that can welcome these new professionals. These grants have enabled a group of young people from the islands to carry out paid internships in maritime workshops, acquire skills and experience in the field of ship repair and improve their employability.

Through the Fundación MAPFRE Guanartermo Chair of Technology and Education at the University of La Laguna, we continue to support technological and educational innovation in educational centers. A path that we set out on in 2017, together with a multidisciplinary team of experts from the University of La Laguna to create the TECNOEDU website, accessible to the entire community of the Canary Islands to house the knowledge

## THROUGH THE FUTURE PROJECT CALL ON OUR FUNDACIÓN MAPFRE CANARIAS EXPERIENCE PLATFORM, WE HELP IMPORTANT PROJECTS SUCH AS IMAGE AND POSITIVE WOMEN TO COME TO FRUITION.

generated around the actions of the Chair; organize workshops, seminars, MOOCs and academic events that favor the constant flow of information on the latest trends in educational innovation; and the call for the TECNOEDU awards to recognize talent, creativity and effort in educational innovation involving ICT and entrepreneurship. In April 2022, we held the 1st Educational Innovation Fair where we had the opportunity to get to know many of the experiences and projects that have received or competed for the awards throughout its three editions, clearly demonstrating the effort and commitment of the members of the educational community on the islands to improving education and the educational context, not only by taking advantage of the technological resources available, but also by developing new tools and methods with novel objectives, contributing creativity, critical thinking, cooperation and solidarity.

Through the Emplea +35 Program, we support unemployed people aged between 35 and 50, helping them to develop their employment skills and their levels of empowerment, motivation and self-confidence, which are so necessary when facing the process of reintegrating into the workforce.

We promote entrepreneurship and self-employment as a means of economic and social recovery through programs such as La Palma Activa, with which we helped 15 entrepreneurs, throughout 2022, to connect with potential customers, obtain financing and launch their innovative project onto the market and, at the same time, generate employment on an island that has been severely affected by the Cumbre Vieja volcano crisis.

And through the Future Project call on our Fundación MAPFRE Canarias Experience platform, we helped important projects to see the light of day, such as Image and Positive Woman, working with women who are victims of gender violence and addictions.

### To find out more +

#### 7 things you should know about music

##### therapy

<https://www.fundacionmapfreguanarteme.org/blog/accion-social-catg/musicoterapia-hospitales/>

##### NOTICIAS

Dual vocational training: revitalizing the maritime sector

<https://www.cadenadesuministro.es/noticias/la-fp-dual-revitalizacion-del-sector-maritimo/>

The Chair of Educational Technology at the ULL will continue training Canarian teachers in digital competence. Experts meet at the ULL debate educational innovation in the classroom

<https://www.eldia.es/sociedad/2022/04/21/expertos-debaten-ull-innovacion-educativa-65203193.html>

The fourth edition of Emplea +35 brings together 23 professionals

<https://www.canarias7.es/economia/empresas/cuarta-edicion-emplea-20220923162058-nt.html>

La Palma ACTIVA will promote 15 entrepreneurial projects on the beautiful island

<https://www.diariopalmero.es/texto-diario/mostrar/3760954/palma-activa-impulsara-15-proyectos-emprendedores-isla-bonita>

La Palma ACTIVA will promote 15 entrepreneurial projects on the beautiful island

<https://www.eltime.es/economia/39735-la-palma-activa-impulsara-15-proyectos-emprendedores-en-la-isla-bonita.html>

The collaborative project Image and Positive Woman starts with the women who are beneficiaries of #Yrichen.

<https://yrichen.org/comienza-el-proyecto-de-colaboracion-imagen-y-mujer-positiva-con-las-mujeres-beneficiarias-de-yrichen/>



# CULTURAL ACTIVITY

*«Culture is the memory of the people, the collective consciousness of historical continuity, a way of thinking and living»*

Milan Kundera.



The artist Nayra Martín during the opening of the exhibition "(This is not) The Garden of Eden", an artistic project selected through Fundación MAPFRE Canarias' annual public call. September 8, 2022 La Laguna. Tenerife.

In 2022, we continued supporting artists and creators, musicians and writers through our public calls and contests. At the same time, these offer the Canary Islands society a free cultural program in line with the latest trends.

Through our editorial collection Canarias en Letras we serve as a loudspeaker for two new emerging female voices in Canarian literature, Aída González Rossi and Lana Corujo. We continue to promote the literary creation of children's stories and short stories with solidarity overtones through our Solidarity Stories and Ángel Guerra Short Story and Micro-story contests.

We provided free music to all Canary Islanders through our concert series, collaborations in festivals and, in particular, on the European Day of Music, when we brought together musicians from across the generations and styles in the event En Vivo se Vive Mejor (Live is Best), which people could either attend in person or enjoy through our social media channels from anywhere in the world.

For yet another year, we opened up our exhibition halls to the creativity of artists such as Nayra Martín Reyes, who, using fruit as a metaphor,



invited us to explore female sexuality in her exhibition "[This is not] the Garden of Eden". And we collaborated with El Museo Canario in the exhibition "#Museoguagua" which made it possible for 4 municipal 'guagua' buses to travel around the island of Gran Canaria bringing the history of the Canares to the general public.

Art is subjective and appeals to our senses, emotions and reasoning. The eighty prints that make up the exhibition The Disasters of War by Francisco de Goya that will be shown at our institutional headquarters in 2022 are an invitation to reflection. Almost 200 years separate us from the reality that Goya reflected in these scenes in which he denounces the violence of war in general.

Images of the Live is Best event held to mark the European Day of Music. June 21, 2022. Las Palmas de Gran Canaria.



### To find out more +

#### NEWS

Live Is Best #EuropeanMusicDay.

<https://youtu.be/cQ2fjNcEmW8>

<https://youtu.be/3vjthi02ebE?t=2272>

The XV Trumpet Festival brings together 150 musicians of 18 nationalities in Expomeloneras

<https://www.laprovincia.es/gran-canaria/2022/07/13/xv-festival-trompeta-reune-expomeloneras-68269740.html>

The 15th International Trumpet Festival in Maspalomas runs until July 24th

<https://www.canarias7.es/cultura/festival-internacional-trompeta-20220713200258-nt.html>

David Rodríguez (cello) and Víctor Naranjo (piano) tour Europe at Fundación MAPFRE Guanartermo

<https://www.masscultura.com/mass/david-rodriguez-y-victor-naranjo-recorren-europa-a-traves-del-violoncello-y-el-piano-en-fundacion-mapfre-guanartermo/>

Televisión Canaria - Cultural must-sees. [This is not] the garden of Eden

[https://youtu.be/nVrm9cs\\_n1k?t=545](https://youtu.be/nVrm9cs_n1k?t=545)

TVC - Telenoticias 1 edition. Goya's War Disasters

[https://youtu.be/BrA\\_9S8zBXQ?t=2694](https://youtu.be/BrA_9S8zBXQ?t=2694)

Aida González and Lana Corujo present a new collection of poems for Canary Island

Literature Day

<https://www.laprovincia.es/cultura/2022/02/18/aida-gonzalez-lana-corujo-presentan-62899884.html>

Traveling exhibition on municipal guagua buses

<https://www.laprovincia.es/fotos/las-palmas-de-gran-canaria/2022/05/19/exposicion-itinerante-guaguas-municipales-66283918.html#foto=1>

Museoguagua will explain aboriginal history through augmented reality

<https://www.lavanguardia.com/vida/20220519/8279287/museoguagua-contara-historia-aborigen-traves-realidad-aumentada.html>

A journey back in time through augmented reality

<https://www.canarias7.es/canarias/gran-canaria/las-palmas-de-gran-canaria/viaje-tiempo-traves-20220519181555-nt.html#vca=fixed-btn&vso=rss&vmc=tw&vli=Las-Palmas-de-Gran-Canaria>

Four municipal 'guagua' buses from Las Palmas de Gran Canaria will carry a traveling exhibition on aboriginal history

[https://www.eldiario.es/canariasahora/cultura/cuatro-guaguas-municipales-palmas-gran-canaria-llevaran-exposicion-itinerante-historia-aborigen\\_1\\_9007752.html](https://www.eldiario.es/canariasahora/cultura/cuatro-guaguas-municipales-palmas-gran-canaria-llevaran-exposicion-itinerante-historia-aborigen_1_9007752.html)

Guaguas Municipales invites its passengers to take a journey through the aboriginal history of Gran Canaria with the help of augmented reality

<https://www.laspalmasgc.es/es/ayuntamiento/prensa-y-comunicacion/notas-de-prensa/nota-de-prensa/Guaguas-Municipales-invita-a-sus-viajeros-a-un-recorrido-por-la-historia-aborigen-de-Gran-Canaria-con-ayuda-de-la-realidad-aumentada/>

<https://www.guaguas.com/empresa/noticias/guaguas-municipales-invita-a-sus-viajeros-a-un-recorrido-por-la-historia-aborigen-de-gran-canaria-con-ayuda-de-la-realidad-aumentada-2915>

<https://www.guaguas.com/empresa/noticias/guaguas-municipales-invita-a-sus-viajeros-a-un-recorrido-por-la-historia-aborigen-de-gran-canaria-con-ayuda-de-la-realidad-aumentada-2915>

The Canary Island Museum tours the capital aboard Guaguas Municipales

<https://www.teldeactualidad.com/hemeroteca/noticia/gran-canaria/2022/05/20/9507.html>

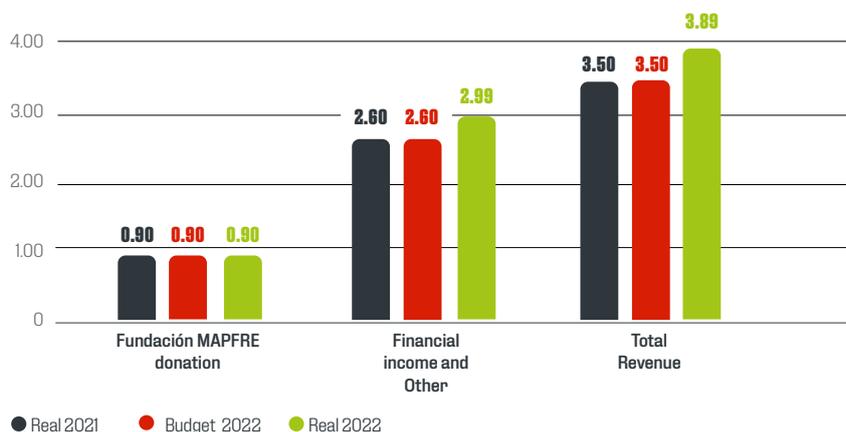
# 04 FINANCIAL INFORMATION



# FINANCIAL INFORMATION

## REVENUE

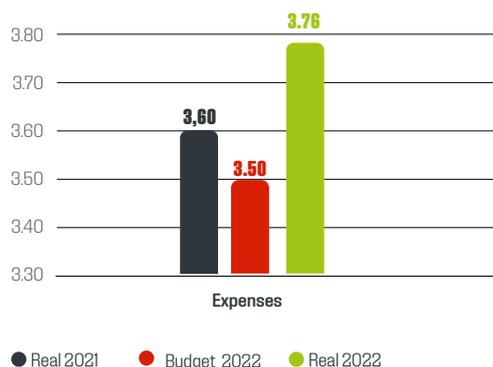
In the 2022 financial year, the revenue of Fundación MAPFRE Guanarteme totaled 3.89 million euros, a figure that represents an increase of 1% from the previous year.



Figures in millions of euros.

## EXPENSES

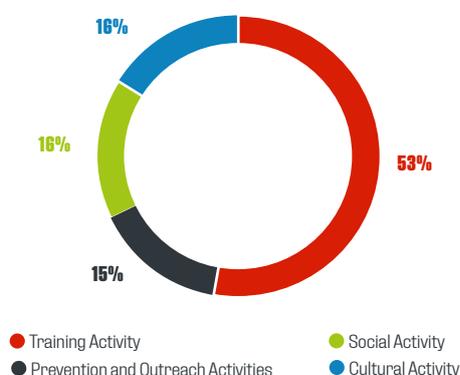
The amount used to carry out foundational activities, including administrative expenses, reached 3.76 million euros, an increase of 5% from the previous year.



Figures in millions of euros.

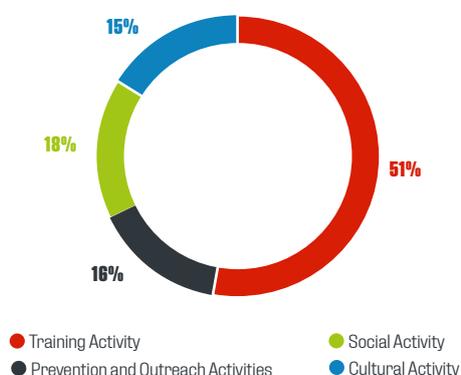
## ALLOCATION OF FUNDS BY AREA OF ACTUAL ACTIVITY AS OF (12/31/2021)

The amounts used to finance the various foundational activities during the 2022 financial year were allocated primarily to the following: Training Activities (53%); Prevention and Outreach Activities (15%); Social Activities (16%); and Cultural Activities (16%). This information is summarized in the accompanying chart.



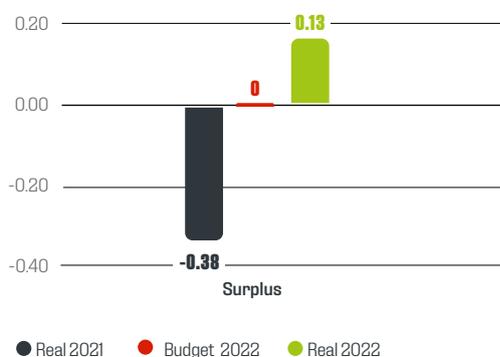
## ALLOCATION OF FUNDS BY AREA OF ACTIVITY BUDGET 2023

The budget approved by the Board of Trustees for 2023 will be allocated to activities related to: Training Activities (51%); Prevention and Outreach Activities (16%); Social Activities (18%); and Cultural Activities (15%). This information is summarized in the accompanying chart.



## SURPLUS

The surplus for the 2022 financial year was positive, in the amount of 0.13 million euros.



Figures in millions of euros.

As of December 31, 2022, the Foundation's equity stood at risen to 73.6 million euros.

## BALANCE SHEET

ASSETS	FIGURES IN MILLIONS OF EUROS	
	12/31/2022	12/31/2021
<b>Non-current assets</b>	<b>70.0</b>	<b>83.1</b>
- Fixed assets	6.0	6.2
- Long-term financial investments	64.0	76.9
<b>CURRENT ASSETS</b>	<b>4.2</b>	<b>4.0</b>
- Short-term financial investments	0.6	0.5
- CASH	3.6	3.5
<b>TOTAL ASSETS</b>	<b>74.2</b>	<b>87.1</b>

LIABILITIES	FIGURES IN MILLIONS OF EUROS	
	12/31/2022	12/31/2021
<b>EQUITY</b>	<b>73.6</b>	<b>86.1</b>
<b>CURRENT LIABILITIES</b>	<b>0.6</b>	<b>1.0</b>
- Creditors and other accounts payable	0.6	1.0
<b>TOTAL LIABILITIES</b>	<b>74.2</b>	<b>87.1</b>

## BUDGET OUTTURN 2022

ITEMS	12/31/2022	
	BUDGET	ACTUAL
Fundación MAPFRE Donation	0.90	0.90
Financial income and others	2.60	2.99
Activities and other costs, including administration	-3.50	-3.76
Surplus	0.00	0.90

Figures in millions of euros.

# 05 ACKNOWLEDGMENTS

Our thanks to all public and private institutions, social organizations, companies, professionals and individuals who support us in our day-to-day work. And to all the people who have trusted in us, in our experience as a foundation, to help them along their path in life, since their trust, support and affection is what moves us to strive more and more each new year.



# 06 INDEX OF CONTENTS



# FUNDACIÓN MAPFRE

## I GOVERNING BODIES

## II MISSION, VISION AND VALUES

## III FOUNDATION ACTIVITIES 2022

### 1. AWARDS

#### 1.1. Social Outreach Awards

#### 1.2. Fundación MAPFRE Social Innovation Awards

### 2. SOCIAL AID

#### 2.1. Social Employment Project

2.1.1. Together We Can

2.1.2. Accedemos Employment Grants

2.1.3. Soy Cappaz App

#### 2.2. Sé Solidario Project

2.2.1. Rare diseases

2.2.2. Aid to groups at risk of social exclusion

2.2.3. Actions to combat the humanitarian crisis caused by the war in Ukraine

#### 2.3. International Social Projects

#### 2.4. Fundación MAPFRE 2022 Emergency Fund

2.4.1.- Honduras

2.4.2.- Puerto Rico

2.4.3.- Dominican Republic

#### 2.5. Social Exhibition Hall I

### 3. EDUCATIONAL AND AWARENESS PROGRAMS

#### 3.1. On Accident Prevention and Road Safety

##### EDUCATIONAL PROGRAMS

3.1.1. SDG Planet

3.1.2. Now Let's Walk to School

3.1.3. Fire Prevention Week

3.1.4. Road Safety in Companies / Choose to Live Better

##### AWARENESS-RAISING PROGRAMS

3.1.5. Awareness-raising for Goal Zero

3.1.6. Drive Safely Blog

3.1.7. Safe Mobility Manual

3.1.8. It Can Happen to You/If you're in control, you'll be back

3.1.9. Child Restraint Systems

3.1.10. Special Events

3.1.11. European Charter

#### 3.2. In Art

#### 3.3. In Health Promotion

##### EDUCATIONAL PROGRAMS

3.3.1. Learning Together to Save Lives

3.3.2. Live Healthily

3.3.3. Control Your Network

- 3.3.4. E-Learning Courses
- AWARENESS-RAISING PROGRAMS**
- 3.3.5. Cyberland
- 3.3.6. The Time Machine
- 3.3.7. Batchcooking and Practicooking
- 3.3.8. Choose to Live Better
- 3.3.9. SOS Breathe
- 3.3.10. Women for the Heart
- 3.3.11. Educational Content on Social Media

### **3.4. In Insurance and Social Protection**

- EDUCATIONAL PROGRAMS**
- 3.4.1. PlayPension
- 3.4.2. FINEXIT: Financial Escape Room
- 3.4.3. bugaMAP Seminars
- 3.4.4. Vocational training with an insurance specialism
- 3.4.5. MIDE: Interactive Museum of Economics in Mexico
- AWARENESS-RAISING PROGRAMS**
- 3.4.6. Seguros y Pensiones para Todos
- 3.4.7. Finance Education Day and Week
- 3.4.8. MIDE: Interactive Museum of Economics in Mexico
- 3.4.9. Informative guides and meetings

## **4. INNOVATION AND KNOWLEDGE PROMOTION**

### **4.1. Publications**

- 4.1.1. In Accident Prevention and Road Safety. Reports and Studies
  - 4.1.1.1. FALLER report: multi-center registry of elderly people treated for falls by the Spanish emergency services
  - 4.1.1.2. Child road safety in cars: do our children always travel safely?
  - 4.1.1.3. Road Safety and Cycle Couriers
  - 4.1.1.4. How 'motosharing' contributes to road safety
  - 4.1.1.5. Electric scooters. Best practices and the latest accident rate data
  - 4.1.1.6. Adeus às chaves: perfil, segurança e o momento da transição
  - 4.1.1.7. Fire Victims in Spain in 2022
- 4.1.2. In Health. Research Studies
  - 4.1.2.1. Cell phone use, lifestyle and psychological well-being in university students
  - 4.1.2.2. Negative comments on social media
  - 4.1.2.3. Food exclusion trends in the Spanish population
- 4.1.3. In Insurance and Social Protection
  - 4.1.3.1. Expert Reports from MAPFRE Economics
  - 4.1.3.2. Cuadernos de la Fundación
  - 4.1.3.3. MAPFRE Insurance Dictionary

### **4.2. Ignacio H. de Larramendi Research Grants**

### **4.3. Advanced Medical Research**

- 4.3.1. Personalized Cell Therapy
- 4.3.2. Therapies in the Early Stages of Parkinson's Disease
- 4.3.3. National Cardiovascular Research Center (CNIC)
- 4.3.4. Fundación Reina Sofía
- 4.3.5. Spanish National Royal Academy of Medicine

### **4.4. Erasmus+ Program: Ending project**

### **4.5. Workshops on Assessing Bodily Injury**

### **4.6. Documentation Center**

### **4.7. Ageingnomics Research Center**

- 4.7.1. Outreach
  - 4.7.1.1. Series of Ageingnomics Meetings
  - 4.7.1.2. Active Living, Healthy Longevity. Guide to sport and active aging
- 4.7.2. Research
  - 4.7.2.1. Senior Consumption Barometer

- 4.7.2.2. Senior Talent Map 2022
- 4.7.2.3. Ranking of territories of the senior economy
- 4.7.2.4. 2022 Academic Seminar on Aging, Health and Climate Change
- 4.7.3.- SUPPORT FOR ENTREPRENEURSHIP
- 4.7.3.1.- TALES Program

#### **4.8. Art Lecture Series**

### **5.- EXHIBITIONS**

- 5.1. Recoletos Exhibition Hall - KBr**
- 5.2. Online**
- 5.3. Insurance Museum**

### **6.- VOLUNTEERING**

- 6.1. Activities**
- 6.2. Lines of Action**

## **IV. FUNDACIÓN MAPFRE IN FIGURES**

## **V. FINANCIAL INFORMATION**

## **VI. ACKNOWLEDGMENTS**

# FUNDACIÓN MAPFRE CANARIAS

## **INTRODUCTION**

### **I. GOVERNING BODIES**

### **II. MISSION, VISION AND VALUES**

### **III. FOUNDATIONAL ACTIVITIES 2022**

#### **1. SOCIAL ACTIVITIES**

#### **2. ACCIDENT PREVENTION AND OUTREACH**

#### **3. TRAINING ACTIVITY**

#### **4. CULTURAL ACTIVITY**

## **IV FINANCIAL INFORMATION**

## **V ACKNOWLEDGMENTS**

Fundación **MAPFRE**  
[www.fundacionmapfre.org](http://www.fundacionmapfre.org)