

Fundación **MAPFRE**

2023
ANNUAL
REPORT



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Introduction

It was when I realized that walls can be tumbled with sighs and that there are doors to the sea that open with words.

Rafael Alberti

Each year that begins is in itself an opportunity...

Each year that begins is in itself an opportunity... And at Fundación MAPFRE we know that each opportunity is a door that opens. A door to reach any goal. A door to continue taking further actions that help us to build a more humane future. Solidarity motivates us to strive to improve people's lives, because we are aware that there is no greater gift than the satisfaction of helping others. "Emotional reward", which was the backbone of our activity in 2023, continues to be the driving force and compass of our day-to-day activities. The year we are now looking back on kicked off filled with projects and challenges; with lessons learned and new hope; full, in short, of the future. Today, it is good to look back to see the achievements in hindsight, to rethink our pending projects and to take the necessary steps to keep opening new doors that will enable more and greater transformations.

In our almost 50 years of history, at Fundación MAPFRE we have never stopped working to become a global foundation, a benchmark institution thanks to our commitment to social progress and the well-being of people. And this, we must not forget, is about people. People like those who make up our network of volunteers, comprising thousands of employees who dedicate their time and energy to transforming the world; people like the advocates and workers in the 200 small social organizations we help each year in Spain; people like the more than 132,000 children who have received education, nutritional support or healthcare in Latin America; people, in short, like the thousands of beneficiaries we reach with our actions in the field, as varied and yet as important as prevention and safety, health, culture and financial education.

When values are not only spoken, but also put into practice, the optimal conditions are created to move forward. In 2023, Fundación MAPFRE will reach a historic milestone. Within the framework of the European Social Fund Plus (ESF+), as part of the European Union's Social Inclusion, Child Guarantee and Fight against Poverty Program, our organization was accredited as an intermediary for managing these grants. We launched the 1st +Rural Call to select activities in this area and we awarded grants to 6 organizations. There is a lot of work behind this announcement. That is why we are delighted to see how the project is taking shape. Our role in this project is yet another example of the fact that at Fundación MAPFRE we are always sensitive to the needs of our environment and we continue to explore any opportunity that contributes to meeting those needs.

Improving people's quality of life by promoting healthy lifestyles continues to be a fundamental goal for us, and we have made progress in addressing emotional well-being and mental health

In addition, we continue to promote education in injury prevention and road safety. This year we are taking a new caravan to the United States with which, as in Spain, we aim to teach children basic concepts related to the Sustainable Development Goals; road safety; safe, healthy and sustainable mobility; and injury prevention, all through an immersive experience. Improving people's quality of life by promoting healthy lifestyles continues to be a fundamental goal for us, and we have made progress in addressing emotional well-being and mental health through a successful project in Brazil, with which we have reached more than two million beneficiaries, as well as the launch of our video-podcast Referencers, in which we approach experts in a given field who use social media to share their knowledge with others and thereby leave a valuable digital footprint in their community.

In the field of culture, Leonora Carrington's "Revelation", with its versatility and eclecticism, was a real gift for the thousands of visitors who were able to discover or delve deeper into the figure of this unique artist, as well as for Fundación MAPFRE itself, which consolidated its position as a first-rate cultural reference on the Spanish scene. Once the show had ended, it continued to provide sweet moments, such as the Time Out award for the best cultural exhibition and its inclusion in the top 10 best exhibitions of 2023 in rankings like The Objective and El País. The beaches of Sorolla also lit up our exhibition halls in the show with which we marked the centenary of the unique Valencian artist.

At Fundación MAPFRE we are motivated by people, and last year we changed the lives of millions of them. This is evidenced in these pages, which show the figures that give us an idea of the transformative reach of our activity. We are also getting ready to blow out fifty candles on our cake soon, starting in November of this year. We are warming up our engines. Until then, and with half a century of history behind us, we cannot think of a better goal than to keep **opening doors** towards the construction of **a more humane future**.



1

GOVERNING BODIES

Governing bodies

BOARD OF TRUSTEES

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NON-MEMBER SECRETARY

María Luisa Linares Palacios

Honorary President:

José Manuel Martínez Martínez

Honorary Trustee:

Carlos Álvarez Jiménez

Composition of the governing bodies as at the date of presentation of this report



There are many ways to get to where you want to be, but you need a clear idea of where you want to go, why and to what end. As long as you follow this path, you will always arrive at the right port, no matter whether the goal is in the north or in the south. At Fundación MAPFRE, through the thousands of activities we have carried out over the years, we have charted numerous paths that have led us to be where we needed to be at all times. And more than getting to where we wanted to be, we have always been concerned with how we got there, which speaks of the mission, vision and values that have been with us since 1975.

Wherever we need to be with one of our activities, our aim is always the same: to help people to progress. Whether the activity in question is the result of our vocation to disseminate culture and knowledge, the fight against inequality, or our concern for the health and safety of people and their assets, the important thing is that behind each one is a substantial contribution to what is known as social progress.

Therefore, in line with our founding goals, we carry out awareness-raising campaigns (health and accident prevention); we help underprivileged groups; we periodically organize art exhibitions; we award scholarships and research grants; and we organize conferences, seminars, teaching activities and specialized training.

We are a non-profit institution, governed by a Board of Trustees and an executive body, the Steering Committee, which supervises our achievements and defines future objectives, as well as ensuring that all our activities are based on solid ethical principles, both in terms of selecting what we should do, and in terms of ensuring the proper use of the resources deployed.

And more than getting to where we wanted to be, we have always been concerned with how we got there, which speaks of the mission, vision and values that have been with us since 1975

We are also characterized by transparency, between Fundación MAPFRE and society, as well as within the organization. All of us who work at Fundación MAPFRE take part in two strategic planning assemblies in the year. In addition, through our institutional publications, which take the form of the magazine *La Fundación* and the activity bulletins on our presence in Brazil, Mexico and the rest of Latin America, we provide detailed information on what we do. Their function is both informational and proselytizing, since help is always welcome down those paths we are charting.

As in previous years, someone has been kind enough to recognize our work. Our goal is not to achieve these awards, but we are still very grateful for them. This year we have received:

- OBA Outstanding Service Award, International Cooperation-Academic Merit Category 2023, in recognition of the work carried out for the professionalization and capacity building of fire departments and emergency systems in Latin America and the Caribbean.
- The Asociación Nacional de Agrupaciones y Asociaciones de Voluntarios de Protección Civil de España (ANAV PROTECCIÓN CIVIL ESPAÑA) recognized the close collaboration maintained over the years and our concern for civil protection.
- Finalist in The European Fire Safety Award 2023 for our project Atiza el Fuego.
- Sponsorship Award in the IV edition of the Premios Arte y Empresa, granted by Ars Magazine, for Fundación MAPFRE's work in support of society and culture in Spain and its capacity to develop an ambitious exhibition painting, sculpture and photography program.
- Best Exhibition Award at the 1st edition of the 2023 Time Out Culture of Madrid Awards for the exhibition Leonora Carrington. Revelación.
- SegurLike 2023 Ángel Orensanz Culture and Insurance Award for a contribution to culture from the insurance sector. These awards are organized by Cojebro's Segurlike insurance brokerage network.
- PhotoESPAÑA Audience Award for best exhibition for Louis Stettner.
- Leganés City Council award for the Juntos Somos Capaces (Together We Can) program.
- Evento Plus Award in the Best Socially Responsible Event, Silver category, for the Cyberland campaign.
- Recognition for the program Juntos Somos Capaces (Together We Can) awarded by the Asociación Asperger Granada.

To find out more

Institution website: www.fundacionmapfre.org



3

FOUNDATION ACTIVITIES 2023

Awards



Top: photo of the Fundación MAPFRE 2023 Social Awards winners and the officials who attended the event. **Right:** Carlos Sainz, Lifetime Achievement Award for more than 30 successful years of rally car racing.

SOCIAL OUTREACH AWARDS

Recognizing the work of people whose activities promote social progress is the motivation behind our annual Social Outreach Awards. This year we received more than 1,300 entries for the four categories. Each winner received 30,000 euros and an exclusive sculpture by Rafael Muyor.

The awards ceremony was held on October 10 and was presided over, as usual, by Her Majesty Queen Sofia and Antonio Huertas, President of Fundación MAPFRE. We would also like to highlight the presence at the event of Cándido Conde-Pumpido, president of the Constitutional Court; Vicente Guilarte, president of the General Council of the Judiciary, and Milagros Paniagua, general secretary of Objectives and Policies for Inclusion and Social Welfare.

Lifetime achievement award

CARLOS SAINZ CENAMOR

Two times world rally champion and three times Paris-Dakar champion (in the car category), with a career spanning more than thirty years in the world of motor racing, throughout this time Carlos Sainz has stood out for his charisma, his spirit of self-improvement, and his capacity for effort and discipline. With this award we recognize his successful professional career, but also his other, less well-known but no less important, charitable facet whereby he promotes young drivers and supports a number of social causes.



Left: Pilar González de Frutos, recipient of the ninth Julio Castelo Matrán International Insurance Award. **Top:** Madrid City Council Fire Department, Award for Best Social Impact Project or Initiative.

Award for the entity with the best track record in social causes

BRAZILFOUNDATION

This award recognizes the important role of this institution, which has been addressing social needs in Brazil since 2000 through a global support network that promotes equity, socio-environmental justice and opportunities. The organization focuses on four areas: education, gender equality, black entrepreneurship, and the environment and climate change.

Since its creation, BrazilFoundation has supported more than 850 Civil Society Organizations, investing more than 45 million US dollars. Its actions have helped more than 120,000 people.

Award for the best project or initiative given its social impact

DEVELOPMENT OF THE SUICIDE ATTEMPT INTERVENTION UNIT BY MADRID CITY COUNCIL'S FIRE DEPARTMENT

The goal of Madrid City Council's Fire Department is to save lives. For this reason, among other actions, they have launched a suicide prevention service, at a time when both successful and attempted suicides are on the rise. The Suicide Attempt Intervention Unit, the only one in the world launched by a firefighting service, uses its own working methods, adapted to its collaboration with healthcare and the security forces, to prevent people from taking their own lives.

11th International Julio Castelo Matrán insurance award

PILAR GONZÁLEZ DE FRUTOS, FOR HER WORK "LA NECESARIA REFORMA DE LA PREVISIÓN SOCIAL COMPLEMENTARIA EN ESPAÑA" (THE NECESSARY REFORM OF SUPPLEMENTARY SOCIAL PROTECTION IN SPAIN)

In the light of demographic data showing an increasing ageing Spanish population, this research addresses the fundamental problem of private pensions, which are becoming increasingly essential as a complement to public pensions so that people who have retired from the labor market can maintain their standard of living. From this perspective, the paper also addresses how private retirement plans impact economic growth and improved competitiveness.

Pilar González de Frutos has a degree in Law from the Universidad Autónoma de Madrid and is a State Insurance Inspector. Between 2003 and 2023, she was president of the Unión Española de Entidades Aseguradoras y Reaseguradoras.

FUNDACIÓN MAPFRE SOCIAL INNOVATION AWARDS

Fundación MAPFRE is convinced that providing solutions to real problems is the main goal of social innovators, who through their projects contribute to meeting the needs and demands of the general public. For this reason, and with the aim of finding solutions that have an important capacity to initiate social transformation, we instituted the Social Outreach Awards, which in 2023 reached their sixth edition.

These awards are divided into three categories –safe and sustainable mobility, the silver economy, and health improvement and digital technology (e-health)– and cover four geographical areas: Brazil, Latin America, the US, and Europe. In the latest edition we received more than 340 applications.

On May 24, the awards ceremony was held at the Reina Sofía Museum, attended by Antonio Huertas, President of Fundación MAPFRE, Andrés Allamand, head of the Ibero-American General Secretariat, Santiago Íñiguez, President of IE University, and Teresa Riesgo, Secretary General for Innovation.

The three winners of this edition, in addition to a cash prize of 40,000 euros, received a consultancy session from Fundación EY España to help them move forward with their business model.

In addition, all the finalists in this edition received mentoring and coaching sessions from IE University, the academic partner of the awards, and became part of Red Innova, Fundación MAPFRE's social innovation community.

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.



Fundación MAPFRE 2023 Social Awards. **Top left:** Eneko Calvo, from LUP, Economics of Aging Award (Ageingnomics). **Top right:** Ryan Franckel, Safe and Sustainable Accident Prevention and Mobility Award for This App Saves Lives (TASL). **Bottom:** José Carnero, Health Improvement and Digital Technology (e-health) Award for the Unoentrecienmil Accelerator.

Health improvement and digital technology (e-health)

UNOENTRECIENMIL (SPAIN)

The Spanish accelerator Unoentrecienmil, a non-pharmacological therapy unit installed at the Hospital Universitario La Paz in Madrid, promotes physical exercise in children with cancer. Among many other benefits, the practice of regular, professionally prescribed physical exercise increases the patients' chances of survival and has a cardioprotective effect during the most aggressive phase of treatment.

«With this award we want to promote physical activity therapy so that it not only takes place at the Hospital Universitario La Paz, but is also introduced into other hospitals across Spain».

José Carnero, founder and CEO

Accident prevention and safe and sustainable mobility

TASL (UNITED STATES)

This App Saves Lives (TASL) proposes a points and rewards system to raise awareness among drivers about the importance of not using a cell phone at the wheel and thereby help to reduce road accidents. The app rewards the most responsible drivers with points that they can redeem for discounts on trendy brands and at restaurants.

«Reducing traffic accidents is everyone's job, and gamification motivates users not to pick up the phone while behind the wheel. Thanks to this recognition, we will be able to expand our idea to other countries around the world».

Ryan Frankel, founder and CEO

Economy of aging (Ageingnomics)

LUP (SPAIN)

This Spanish startup has developed the first technological pocket magnifier that captures text images and converts them into audio files that it reads automatically. The digital app helps people with reading difficulties, either due to visual impairment or dyslexia, understand written text.

«Our goal at the outset of the project, and one that we will continue to invest in after receiving this award, is to give visually impaired people greater autonomy and independence.».

Eneko Calvo, co-founder.

To find out more

Fundación MAPFRE Social Outreach Awards

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/>



Top left: photographer Felipe Romero Beltrán. **Top right:** photograph from his Bravo project. **Above:** Anastasia Samoylova (in blue suit), 2021 KBR Award for Image Cities, at the opening of the exhibition on June 1, 2023, at the Recoletos exhibition hall.

KBR AWARD

In 2020, the Foundation launched the KBr Photo Award, a biennial award with an international call for entries, to recognize the artistic quality of new or ongoing (and unpublished) photographic projects that, due to their characteristics, fall within the tradition of documentary photography. With a cash prize of 25,000 euros, the award also includes two exhibitions of the winning project held at the Foundation's headquarters in Madrid and Barcelona, together with the publication of the corresponding catalog (Spanish and English).

In 2023, the results were decided in the second call. The award went to Colombian photographer Felipe Romero Beltrán for his project Bravo. The award, granted unanimously, recognizes in Bravo the originality of a story that explores a place of tension and conflict (the Mexican border with the United States) adding a poignant poetic dimension to the documentary language. The judging panel for this second call for applications was made up of: Michael Mack, editor (London); Alona Pardo, curator of the Barbican Art Gallery (London); Valentín Roma, director of La Virreina Centre de la Imatge (Barcelona); Elisabeth Sherman, chief curator and director of exhibitions and collections at the International Center of Photography (ICP, New York) and Carlos Gollonet, chief curator of photography at Fundación MAPFRE.

To find out more

<https://kbr.fundacionmapfre.org/kbr-photo-award/>

Social aid



Link
General table
of social action
activities



Left: Activate workshop. **Right:** Together We Can (Juntos Somos Capaces) success stories regarding labor market integration.

SOCIAL EMPLOYMENT PROJECT

As we have shown in previous annual reports, our Social Employment Project, focused on integration into the labor market, is a well-established program thanks to its two key initiatives: Juntos Somos Capaces and Accedemos, both developed in Spain.

The same can be said of the Soy cAPPaz app, developed in collaboration with Fundación GMP, which in 2024 celebrates its tenth anniversary. This has proven to be a highly effective tool in terms of both facilitating access to the labor market for people with intellectual disabilities and acquired brain damage, and enabling them to enjoy a more independent life.

In addition to these two initiatives, in 2023 Fundación MAPFRE promoted employability in rural areas by granting aid to a number of social entities that develop social and labor inclusion projects in towns of less than thirty thousand inhabitants.

JUNTOS SOMOS CAPACES

The ultimate goal of the “Together We Can program” is to help people with intellectual disabilities and mental health problems to get into into work, thanks to the joint action of companies and social organizations. Throughout the years that the project has been running, we have been aware of the need to advocate training and awareness-raising actions to reduce the inactivity rate of this group. Among them we can highlight Activate digital, oriented at remote working.

The process comprises specific training for the candidate to enable them to obtain the professional qualifications they need. Once they have a job, a mentor supports them in their work for enough time to ensure that they are adequately integrated into the workplace.

We firmly believe that the labor integration of people with disabilities, in addition to being fair, must at all costs avoid the marginalization generated by the market, as working significantly improves their quality of life. In this endeavor, we also look out for the families of these people. We offer them support activities to help raise awareness of the issue.

Since 2010, when the program began, more than twelve thousand people have found employment through this program, of which more than two thousand have been people with intellectual disabilities and mental health problems, including 1,114 in 2023. We could not have achieved this without the tireless efforts of some ninety associations and the generosity of six hundred companies that have taken the project on board. The many awards and recognitions received, even if they are given to us, are, in reality, theirs.

12TH CALL FOR ACCEDEMOS EMPLOYMENT GRANTS

Now running for more than ten years, the Accedemos calls for proposals promote employability in small companies, with self-employed individuals and social organizations with hiring needs, but which do not have the resources to take people on. This year saw the twelfth edition, through which 450 employment grants were awarded for a period of 9 months, 70% for full-time contracts and 30% for part-time. The total amount granted in subsidies amounted to 1.53 million euros.

Data on the Accedemos grants awarded in 2023:



66%

OF THE AID WENT TO HIRE WOMEN.



42%

OF THE AID WAS GRANTED FOR JOBS IN RURAL AREAS (less than thirty thousand inhabitants).



50%

OF THE TOTAL AMOUNT OF AID ENABLED THE EMPLOYMENT OF PEOPLE UNDER 30 AND OVER 50 YEARS OF AGE, which are the groups with the highest unemployment rates and the greatest difficulty in accessing the labor market.

Since its first edition, our Accedemos program has awarded a total of 6,492 job-creation grants.

SOY CAPPAZ APP

Since 2014, when it first appeared on the market, our app has been downloaded by more than 265 thousand people, mainly in Spain and Latin America.

We do not want to end this section without mentioning and thanking the various institutions we collaborate with that, like us, aspire to achieve a better world where everyone has a place. Beyond our abilities, which may place us in a situation of greater or lesser advantage in life, employment dignifies people and is a right for everyone. In 2023, we collaborated with Fundación ALALÁ, Fundación Secretariado Gitano, Fundación Mahou, AFAMMER and COCEDER.

To find out more

Fundación MAPFRE Social Employment Program Video

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

Video Juntos Somos Capaces Fundación MAPFRE

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



Asociación Enfermedad de Noonan (**left**) and Asociación Síndrome de Sotos (**right**), two organizations dedicated to helping those affected by rare diseases that Fundación MAPFRE assisted through its Christmas charity campaign.

Special mention should be made of our work with the Universidad de Extremadura, where we continue to sponsor fifty scholarships for university graduates and Master's degree students, so that they can carry out internships in SMEs with up to 20 employees, microenterprises, with self-employed people and third sector companies that are form part of the business community of Extremadura.

#SÉOLIDARIO PROJECT

In this year, which saw so many inevitable natural disasters and, sadly avoidable humanitarian crises, even the most selfish among us will have realized how necessary it is to show solidarity to reach those places where public or private authorities do not, or where they arrive too late. It is necessary for increasingly more people to commit themselves to worthy causes without expecting, in principle, any benefit, and in exchange for sacrificing part of their own lives. Because we need other people to have better lives, just as they need us: we are not alone, we live within a society and, therefore, we empathize and act to help others. Our #SéSolidario project focuses on the interests, causes and conflicts of other people; and we do this by collaborating with small social organizations in Spain so that they are able to help those who need it most, specifically two groups: people suffering from rare diseases and those at risk of social exclusion.

RARE DISEASES

A disease is rare because of its low prevalence, but if we take them as a whole, these small percentages actually affect 7% of the world's population, with more than 7,000 types having been diagnosed. So there is a paradox where we label as rare something that is actually more frequent than we think. This does not prevent pharmaceutical research efforts from being inadequate, or we could say rare in this case because of the scarcity of research.

To alleviate this situation, in 2023 we supported the organization Mi princesa Rett to equip a specialized center for patients with Rett syndrome in Badajoz. Similarly, our Christmas charity campaigns focused on helping children with rare diseases through Fundación Ana Carolina Díez Mahou We also helped the Asociación Síndrome de Sotos, the Asociación Enfermedad de Noonan and the Asociación Síndrome de Angelman.

AID TO GROUPS AT RISK OF SOCIAL EXCLUSION

The fifteenth edition of our social grants was aimed at organizations that work with people with physical, sensory, intellectual and psychosocial disabilities. We received 621 projects and awarded grants for a total amount of 100,000 euros.

In 2023, actions within the sponsorship program, the micro-donation program and the Euro Solidario program were also active. We also helped to promote the activities of small social entities, to whom we gave 65,000 euros in micro-grants to meet their most urgent needs.

Additionally, we held our traditional charity market on December 17, this time changing its location to Hotel Wellington in Madrid. Thirteen social organizations participated in the event, which raised 12,047 euros. We also offered Fundación MAPFRE products and held an auction and a raffle, thanks to which we raised 25,560 euros that, together with the contributions received in our donation campaign, which generated a further 4,886 euros, went entirely to the Fundación Ana Carolina Díez Mahou for its Primera Estrella project. This is aimed at improving the quality of life of children with neuromuscular and mitochondrial diseases, addressing the complexity of childhood disability and enabling them to achieve their maximum motor development and enhance their independence. Everything is provided through high quality, continuous, free and specialized physiotherapy, water therapy, dog therapy and music therapy.



Fundación MAPFRE Charity Market, held on December 17 at the Hotel Wellington in Madrid, in with the participation of 13 not-for-profit organizations. The proceeds went to Fundación Ana Carolina Díez Mahou for its First Star project.

To find out more

Videos Sé Solidario Fundación MAPFRE

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

<https://www.youtube.com/watch?v=y6julS9xOzg&t=1s>

INTERNATIONAL SOCIAL PROJECTS

How can we break the cycle of poverty and social exclusion of children and young people? This is a question that we have been asking ourselves for some time and that we are gradually answering through the activities we develop in our educational programs, which we carry out thanks to our collaboration with local and international organizations and which we took place in 25 countries in 2023.

Our projects, which are in line with that established by UNESCO in 2015 through the Incheon Declaration and SDG 4, which guarantees access to education, consider education in a comprehensive and humanistic way as a driver of social change and progress, which affects the intellectual, physical, artistic, social, emotional and healthy development of people.

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.** We try to ensure 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.

In 2023, we continued to support already consolidated projects and launched others in Malta, Brazil, the United States, Uruguay, Colombia, Peru, Portugal, Italy and Germany. This year we assisted 93,566 people thanks to 80 projects carried out in 25 countries and in which we collaborated with 70 other organizations.

To find out more

Webpage / Video International Social Projects

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

<https://www.youtube.com/watch?v=E4-EtSejst8&t=3s>

2023 FUNDACIÓN MAPFRE HUMANITARIAN AID FUND

In 2023, the Social Action area carried out a solidarity campaign for the people affected by the earthquake in Turkey. As a result of this campaign we raised more than 23,000 euros to help the victims.

We also approved an extraordinary aid of 150,000 euros to help the victims of Hurricane Otis, which affected the west coast of Mexico. We used this aid to provide the affected families with basic necessities, hygiene kits, food bags and tents for re-housing, through the Mexican Red Cross and Fundación Cadena. All these activities have relied on the collaboration of Fundación MAPFRE volunteers.

EUROPEAN SOCIAL FUND +

In 2023, the managing authority officially appointed Fundación MAPFRE as an intermediary body for the European Social Fund+ for the 2021-2027 programming period, whereby we committed to select operations, manage projects and ensure their proper implementation by anticipating the funds for their financing, and coordinating and organizing measures to enable the communication and visibility of ESF+ programs.

Fundación MAPFRE raised more than €23,000 to help victims of the earthquake in Turkey with a campaign promoted by the Social Action area and €150,000 to aid those affected by Hurricane Otis.



Fundación MAPFRE International Social Projects. **Top:** Kusimayo Project (Peru). **Left:** Our Little Brothers Project (Dominican Republic).

This was made possible after having implemented and developed all the tools, procedures and operations required to correctly manage the funds, work that we carried out through the Technical Management Office created for this purpose. At the close of the 2023 financial year, 80% of the necessary management requirements had been met, with only the final implementation of the fund management tool and the development of part of the administrative and economic procedures for operations still pending, work that we will undertake as of January 2024.

CALL FOR PROPOSALS 2023 +RURAL GRANTS

Within the framework of the ESF+ Social and Labor Inclusion, Child Guarantee and Fight against Poverty Program, and for the programming period 2021-2027, Fundación MAPFRE launched the 1st +Rural Call, whose objective was to award grants amounting to 6 million euros to develop projects in the two specific areas for which we have been designated intermediate body for actions exclusively in the rural sphere:

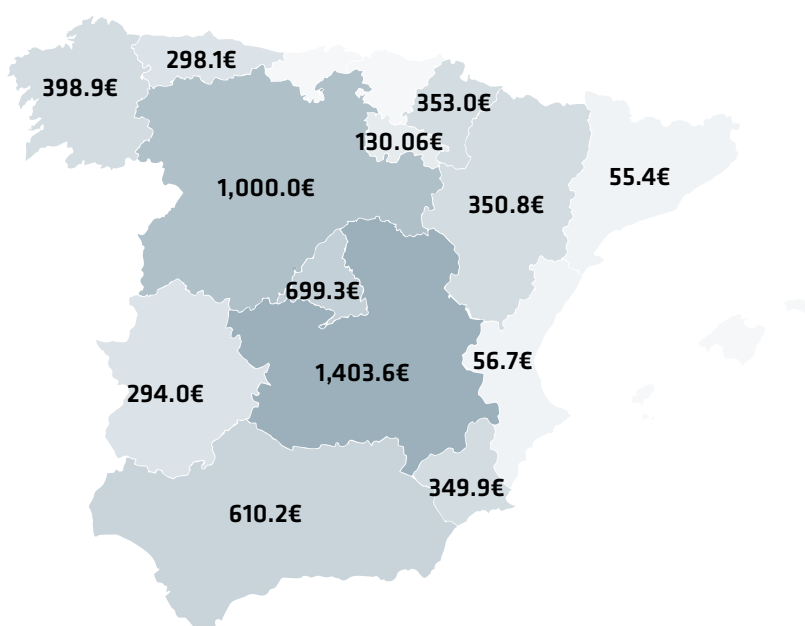
- Specific Objective H, aimed at the social and labor inclusion of vulnerable groups.
- Specific Objective K, aimed at facilitating access to the provision of social care and healthcare services (general, mental and dental), follow-up, assistance and home care for dependent and vulnerable groups and improving training in the field of health or social care and healthcare.

The call, to which 26 entities applied presenting 28 operations framed within the above-mentioned actions, opened in June, and the selection of operations was finalized with the signing of the document establishing the terms and conditions of the aid at the end of November.

A total of 6 operations were selected:

- Four in the area of Social and Labor Inclusion, which will be developed by Fundación Acción contra el Hambre, Fundación Santa María La Real, Asociación Cesal and Fundación CEPAIM.
- Two in the field of care, which will be developed by the Confederación Autismo España and the Spanish Red Cross.

The actions will be carried out between January 1, 2024, and December 31, 2025, and will impact 13 Autonomous Communities, with the categories distributed by region as follows...



SPECIFIC OBJECTIVES	MORE DEVELOPED REGIONS	TRANSITION REGIONS	LESS DEVELOPED REGIONS	TOTAL AMOUNT
Specific Objective H	1,134,197	1,093,589	1,380,214	3,608,000
% Financing	31.4%	30.3%	38.3%	60.1%
Specific Objective K	324,294	1,140,150	927,556	2,392,000
% Financing	13.6%	47.7%	38.8%	39.9%
TOTAL	1,458,491	2,233,739	2,307,770	6,000,000

SPECIFIC OBJECTIVE	OPERATION NAME	BENEFICIARY NAME	AMOUNT ALLOCATED
H	Comunidades rurales	FUNDACIÓN ACCIÓN CONTRA EL HAMBRE	1,245,000€
K	Rural TEA	CONFEDERACIÓN AUTISMO ESPAÑA	576,000€
K	VINCÚLATE	CRUZ ROJA ESPAÑOLA	1,816,000€
H	Entrena Empleo	FUNDACIÓN SANTA MARÍA LA REAL	536,000€
H	RUTA TALENTO RURAL+(RTR+)	ASOCIACIÓN CESAL	1,135,000€
H	RAÍCES	FUNDACIÓN CEPAIM ACCIÓN INTEGRAL CON MIGRANTES	692,000€
TOTAL AMOUNT ALLOCATED TO OPERATIONS			6,000,000€

Educational and awareness-raising programs



IN ACCIDENT PREVENTION AND ROAD SAFETY

Educational programs

our programs provide pedagogical guidance and educational activities to teach students from 3 to 16 years of age key behavior related to mobility and injury prevention. With these activities they will learn, almost without realizing, to protect themselves and care for others. For this purpose, we provide appropriate materials, adapted to the age ranges and the realities of the countries where we run these programs. The activities are carried out in collaboration with various national and international organizations. All our activity is connected to the Sustainable Development Goals (SDGs) and Goal Zero for traffic accident victims, as well as other areas of people's lives.

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 cycles of primary education.

As in previous editions, our goal is to ensure that the schoolchildren are able to achieve the following objectives:

- Understand the Sustainable Development Goals, 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 public 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 what to do in the event of fire or emergency.
- Understand the concept of evacuation and act according to the necessary guidelines.
- Comprehend the importance of helping others.
- Improve their self-esteem and strengthen their 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.



SDG Planet is an educational project for second and third-year elementary school students. Its aim is to provide education on injury prevention and promote safe, healthy, and sustainable mobility.

Educational workshops

In our activity in Spain, the former educational sessions have evolved into the new Travelers to Planet SDG workshops, which have been visited by a large number of schools. These new workshops constitute an educational experience based on the use of various active methodologies for skills education, including gamification, problem-based and collaborative learning.

Through an experiential and immersive educational experience, featuring video, light and sound effects, schoolchildren must be able to successfully address an unexpected situation in their journey towards Planet SDG. To do this, they will have to explore their environment, identify different challenges and successfully overcome them before the time runs out, thereby learning the intended content and objectives, which are the following:

- The Sustainable Development Goals (SDGs).
- Prevention of unintentional injuries.
- Safe, healthy and sustainable mobility.

This motivating experience, which takes place entirely within the school itself, is aimed at grades 3 to 6 of Primary Education.

As part of these workshops, the main resource is Fundación MAPFRE's Virtual and Safe World. This is a digital educational environment in which we discover the risks hidden in our environment, while learning how to avoid them and what to do in the event of an undesirable event.

In addition to the Travelers to Planet SDG workshops, we collaborate with other public and private organizations to conduct educational workshops on safe mobility. In this sense, we would like to mention the activities in the Children's Traffic Park in Soto de Dueñas (Asturias) and those we carried out with the Madrid City Council in the European STARS Project (Sustainable Travel Accreditation and Recognition for Schools).

In the international setting, we held workshops on injury prevention and safe, secure, and sustainable mobility, adapted to the reality of each country. Just as in Spain, we run them in schools in collaboration with public and private institutions with which we promote the main road values for sustainable mobility. This year, we have resumed our in-person workshops, although we have also held digital workshops on an ad hoc basis, so that we can reach the largest number of schoolchildren.

In addition, throughout 2023, we collected and organized all the educational resources available to us so that the countries where educational road safety and prevention activities are carried out have access to all of them.

In 2023 we were 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.

To find out more

https://www.fundacionmapfre.org/fundacion/es_es/programas/seguridad-vial/planeta-ods/

Virtual World

<https://www.fundacionmapfre.org/blog/un-mundo-virtual-y-seguro/>

Educational resources

<https://www.fundacionmapfre.org/educacion-divulgacion/recursos-educativos/?query=ALL&categoria=Seguridad%20via>

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/>

Planet SDG Caravan

The time had come to update the previous concept for Fundación Mapfre's Road Safety Education Caravan and move towards the new Planet SDG Caravan. This new model uses a gamified and experimental approach, which is a totally different educational experience from the previous iterations.

For Spain, we prepared a new caravan, with a new vehicle and updated and improved its educational content. The new Planet SDG Caravan is an immersive experience, where learning is based on gamification, cooperation and experimentation. The students and their teachers (now active players in the experience, instead of being passive spectators), pass through three different spaces and, in each of them, do an educational activity that provides a significant learning experience. Ninety minutes of fun and learning!

In the new Planet SDG Caravan, we are committed to non-formal educational tools, using gamification to solve challenges, decipher riddles, use touch screens, handle tablets, and so on. And everything involves cooperative teamwork.

The activity was launched at the end of 2023, and visited a number of schools in the Community of Madrid, as a pilot, and the caravan will start touring Spain in January 2024.

Also, in September of this year, we launched the Safety Quest caravan in the United States. Like its Spanish counterpart, it is also an immersive experience. The workshops provided in the caravan are run in collaboration with UMass Memorial Health, a referral hospital in the State of Massachusetts with extensive experience in the prevention of childhood injuries.

Finally, in 2023 we also carried out this activity in Puerto Rico, under the name Villa Segura, as well as in Mexico, and in Brazil under the name Na Pista Certa. In Panama, this activity was carried out in a permanent location at the Parque Omar de Seguridad Vial in collaboration with the National Police.

To find out more

SDG Planet Caravan (Spain)

<https://www.fundacionmapfre.org/educacion-divulgacion/recursos-educativos/caravana-de-educacion-vial-espana/>

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/>

Safety Quest (United States)

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/bib/183902.do?queryId=97442>

https://youtu.be/Zy90c3lZr9I?si=7VT_IIT-2Ib3HP5h



The Road Safety Education Roadshow has developed a new SDG Planet Roadshow with a gamified and experimental approach. **Right**, the new roadshow in Spain. **Top**: the version for the United States: The Safety Quest Roadshow.



NOW LET'S WALK TO SCHOOL

In 2023, we continued this activity, which we run in Spain in collaboration with the STOP Accidentes association. In order to achieve healthy coexistence in the shared mobility space, these workshops for elementary school students instill safe, healthy and sustainable behavior during the children's daily commute to school on foot. As in previous years, we held a drawing contest on the subject, a way to spark their imaginations and help them visualize the content they had been taught.

To find out more

<https://www.fundacionmapfre.org/blog/en-el-camino-al-colegio-tambien-se-aprende/>

FIRE PREVENTION WEEK

Through Fire Prevention Week, we communicate prevention and self-protection tips through a series of activities, mainly face-to-face, which are useful for everyone, especially children and older people. As in previous editions, in Spain, we collaborated with the Asociación Profesional de Técnicos de Bomberos, the professional association of fire technicians, and we had the support of various firefighting and fire prevention services. Where face-to-face activities were impossible, we went back to the digital format, so that, as far as possible, no schoolchild was left out.

A new feature this year, within the framework of Fire Prevention Week, is the Fundación MAPFRE Car Crash Show, an initiative that seeks to raise awareness among the general public of how to act in the event of a road accident. With this activity we seek two objectives: to educate participants in Protect-Warn-Aid Behavior in the belief that their knowledge could contribute to saving lives; and to raise public awareness of the important role the Fire Services play in traffic accidents. It consists of a road accident simulation involving all the emergency services who attend an event of this type, from beginning to end. In addition, the activity itself is complemented by an interactive exhibition of vehicles, information stands, parallel workshops, and so on. Citizens are brought into direct contact with local police officers and teams, Spain's General Directorate of Traffic, the Civil Guard, the National Police Force, and Civil Protection as well as fire, healthcare and medical services. The Car Crash Show traveled to seven Spanish cities and was a great success.



Fire extinguishing drill, part of Fire Prevention Week.



Demonstrations from the Car Crash Show, a new item of 2023 Fire Prevention Week.

Within this program we would like to highlight, once again, the poster campaign in the Madrid subway stations, in collaboration with the Asociación Profesional de Técnicos de Bomberos and the Community of Madrid. Metro de Madrid provides the advertising space free of charge and Fundación MAPFRE contributes by designing and printing the posters. This campaign impacts millions of subway riders every year.

On the international front, we carried out fire prevention activities as part of our new collaboration with the Organización de Bomberos Americanos (OBA), in Argentina, Ecuador, Guatemala, Panama and Uruguay. A total of 58 regional fire departments from different countries took part, which allowed us to reach schools in remote regions.

We also conducted fire prevention workshops in schools in Mexico and Peru.

In 2023, we organized numerous technical conferences in collaboration with different institutions to promote collaboration between firefighters and the different professional sectors involved in fire prevention. Here is a brief description of the most important ones:

- Presentation of a paper on our study of Fire Victims in Spain in *La investigación de siniestros con a eina de millora*, [Barcelona, February].
- International Congress on Prevention and Emergencies CIPE23, held in Alcobendas [Madrid, March].
- 12th International Congress of the Asociación de Profesionales de Ingeniería de Protección contra Incendios [Fundación MAPFRE, May].
- National Traffic Accident Rescue Meeting [Lanzarote, October].
- APICI Meeting on Solar Panel Installations: New Hazardous Environments [Madrid, October].
- Fire prevention and intervention in hospitals and care centers [Oviedo, November].
- Technical seminar for firefighters [Alcobendas (Madrid), November].
- Prevention and Intervention Day on fires in hospitals and care centers [Valencia, December].

As part of our collaboration with the Organización de Bomberos Americanos, on May 25 and 26 we once again jointly organized the Fundación MAPFRE-OBA Congress, now in its eighth edition, held in the city of Guadalajara (Mexico). On the preceding days, May 22 and 23, we conducted several training workshops on self-protection and action to take in cases of suicide attempts.



Presentation of the fire drill container.

To support all these activities, in addition to the guides and posters with tips, we have a wide range of audiovisual materials, including guided videos and mini-videos with advice to be used, jointly or independently, in the training workshops or as a social media resource.

At the international level, in 2023, we continued our fire prevention activities as part of our collaboration with the Organización de Bomberos Americanos in Argentina, Ecuador, Guatemala, Panama and Uruguay. We also designed new fire prevention workshops for schools in Mexico and Peru.

To find out more

Fire Prevention Week

<https://www.fundacionmapfre.org/educacion-divulgacion/prevencion/semana-prevencion-incendios/>

Car crash show

<https://www.fundacionmapfre.org/blog/como-reaccionar-ante-siniestro-circulacion/>

Mexico

<https://www.fundacionmapfre.mx/educacion-divulgacion/campanas-programas-educativos/prevencion-de-incendios/>

ROAD SAFETY IN COMPANIES / CHOOSE TO LIVE BETTER

This year we continued to run this project, which is part of the Elige Vivir Mejor (Choose to Live Better) platform, aimed at improving safety and well-being in the workplace.

We would like to highlight the launch of six new courses: The New Mobility, Automobile Drivers, Bicycle and VMP Users, Pedestrians, Motorists and The Human Factor, and Behavior. These courses, based on a more dynamic and attractive experience, and which can be taken together or independently, are totally free of charge and allow the users to download an accreditation certificate at the end of the training. These new courses have replaced those existing to date within the Fundación MAPFRE campus, although, just like the previous ones, employee access is coordinated by the organizations that collaborate in our program.

In 2023, we designed and launched a joint project with the Health Promotion area called Fundación MAPFRE with Town Councils. Through this program we provide local organizations with a variety of mobility safety and prevention materials, which they can customize with their corporate logo. Fifty town councils participated in the pilot test carried out at the end of the year.

In addition, an important part of this activity is the organization and/or participation in technical seminars on occupational road safety for company employees, the most important of which are briefly described below:

- Workplace road safety seminar for Fujitsu employees [Madrid, January].
- Workshop on occupational road safety for Banco Santander employees [Madrid, April]
- Occupational road safety meeting for Bridgestone employees [Basauri, Biscay, May]
- Arval Forum: Automobile challenges in the context of the new mobility [Madrid, June]

To find out more

www.seguridadvialenlaempresa.com

Awareness-raising programs

GOAL ZERO AWARENESS

Through this project we strive to achieve the utopia of reducing the number of fatalities and serious injuries caused by traffic incidents to zero. Our activities are carried out in a number of countries together with various national and international organizations. With a particular focus on the most vulnerable groups (pedestrians, cyclists and motorcyclists), we have developed several accident-prevention actions.

As in previous years, to mark European Mobility Week, which took place from May 17 to 26, under the umbrella of the World Health Organization and the United Nations, we took part in the 7th Global Road Safety Week. Under the slogan “Help us rethink mobility”, we produced a video on safe, healthy and sustainable mobility that was distributed worldwide.

We also continued with our awareness-raising activities in the United States, with our Look Both Ways campaign, which saw a total of 46 schools in the state of Massachusetts participate, and with which we produced a television campaign promoting good road safety practices. We also carried out awareness-raising activities in Malta, Portugal, Brazil and Germany.

Given the high motorcycle accident rate in the Dominican Republic, in 2023 we provided awareness-raising workshops for motorcyclists, mainly to companies that run courier services and associations of motorcyclists and motorcycle cabs operating in the country.

In Brazil, we participated in a large awareness-raising campaign in São Paulo, both virtual and face-to-face, within the framework of National Traffic Week, which was held in September.



Material for technical workshops on road safety in companies.

In addition, throughout the year we have carried out awareness-raising activities in collaboration with the Federación Iberoamericana de Víctimas de la Violencia Vial (Ibero-American Federation of Victims of Road Violence) in all the countries in which this association and Fundación MAPFRE are active.

We would also like to highlight the activity we carry out each November to mark the World Day of Remembrance for Road Traffic Victims, organized by the World Health Organization.

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:

- International Conference on Road Safety Education for Goal Zero and a Safe System [Congress of Deputies, Madrid, January].
- 6th Ibero-American Road Justice Forum for Safe, Healthy and Sustainable Mobility [Panama, May].
- 4th Forum on Commitment to Road Safety Education, in collaboration with Aesleme, Fundación Fesvial and the Universidad de Valencia [Madrid, June].
- Assessment of the Last Four Years of Road Safety in Spain [Fundación MAPFRE, Madrid, June].
- Securing the Future: Environmental and financial education from childhood. Success stories in Colombia, organized by the Federación de Aseguradores Colombianos [Bogota, June].

To find out more

World Road Safety Week

<https://youtu.be/7nhrH79pxik?si=|Zz6GGVC20M5VAjW>

World Day of Remembrance for Road Traffic Victims

<https://www.fundacionmapfre.org/blog/dia-mundial-en-recuerdo-de-las-victimas-de-siniestros-de-trafico-2023/>

Look Both Ways

https://youtu.be/2PPzWFafWAaw?si=nAGr_GC_0YYWkOUW

International Conference on Road Safety Education for Goal Zero and a Safe System

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/bib/182192.do?queryId=103876>

DRIVE SAFELY BLOG

Prepared in collaboration with the Michelin Foundation, through this bilingual blog in Spanish and Portuguese we continue to offer all kinds of resources, experiences and reflections that allow us a safer, healthier and more sustainable mobility.

To find out more

<https://www.circulaseguro.com/>

<https://www.circulaseguro.pt/>

IT COULD HAPPEN TO YOU / IF YOU'RE IN CONTROL, YOU'LL COME BACK

These are two awareness-raising activities for young people and adolescents on the prevention of accidents and injuries. As in previous years, we ran them in collaboration with the Asociación Española para el Estudio de la Lesión Medular Espinal.

Si Controlas, Vuelves (If you're in control, you'll come back) stresses the consequences that drugs, especially alcohol, have on driving vehicles.

Te Pueda Pasar (It Could Happen to You) consists of an educational talk on accidents, how to avoid them and how to act should they occur.

CHILD RESTRAINT SYSTEMS

For some time now, we have been concerned about the safety of children when traveling by car. As a result of this concern, a specialized website was set up to complement the training talks that we give in hospitals and healthcare centers thanks to our collaboration with the midwifery association, the Federación de Asociaciones de Matronas de España, which are included in the pre-natal courses that parents receive. Just as in Spain, this activity is also carried out in Chile, in collaboration with Comisión nacional de Seguridad de Tránsito (CONASET).

In 2023, we continued to update the content of both the website and the Dictionary of Child Restraint Systems. In addition, we gave our Babies and Children Safe in the Car guide a new, more dynamic and interactive format.

We would like to highlight the co-organization, on October 26, of the hugely successful 21st Annual Congress of the Federación de Asociaciones de Matronas de España, which was held in Mallorca.

To find out more

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

CRS Dictionary

<https://www.fundacionmapfre.org/publicaciones/diccionario-seguridad-vial-infantil/>

Babies and Children Safe in the Car guide

<https://www.fundacionmapfre.org/contenidos/seguridad-vial/sistemas-retencion-infantil/guia-sillitas/index.html#page=1>

UNIQUE EVENTS

These are specific actions, not part of a framework program, aimed at a wide-reaching public and which promote healthy, safe and sustainable mobility and accident prevention. We would like to highlight some of them.

Blind spots. Suddenly invisible. Carried out in collaboration with the ALSA passenger transport group. In this event we showed the risks associated with blind spots around large vehicles. This action is specifically aimed at cyclists, electric scooter users and pedestrians, as well as truck and bus drivers. This year we ran the activity in Valladolid as part of the VII Meeting of Cities 2030. The activity was accompanied by a bicycle circuit for primary school children, in a space provided free of charge by the Valladolid City Council. Also, in collaboration with Carris, Lisbon's public transport company, we carried out the same activity in the iconic Praça do Comércio in the Portuguese capital.

In addition to Valladolid, our bicycle circuit was set up in the city of Badajoz, during the 3rd Road Safety Week, and also, as in previous years, in Madrid, in the vicinity of the Metropolitano Stadium, as part of the activities organized by Atlético de Madrid to celebrate Children's Day.

We initiated Atiza el Fuego, a series of awareness-raising activities on the prevention of unintentional injuries and self-protection, in collaboration with the Madrid City Council Fire Department. For this, we

Bike circuit installed in the parking lot at Metropolitano Stadium in Madrid.



Bike circuit for elementary school children in the Lisbon Praça do Comércio.

created the Experimental Mobile Classroom, a mobile cabin of our own unique design, in which users experience different hazardous situations and learn how to act to minimize personal and material damage.

Finally we would like to point out that from December 22 to January 7, 2024 we ran a number of educational activities in the Juvenalia Fair, which is held in the IFEMA pavilions in Madrid. We also collaborated in activities of different participating organizations, such as the Civil Guard's Traffic Group and the Madrid Fire Department.

EUROPEAN CHARTER

In 2023, we continued the work stemming from Fundación MAPFRE's appointment by the European Commission as Liaison for the European Road Safety Charter.

We designed and implemented an outreach plan with the aim of involving different organizations as signatories of the European Charter. We targeted the self-employed and entrepreneurial sector and schools throughout Spain.

Another of our functions as national liaison is to conduct and participate in outreach meetings. Among these conferences, we highlight our participation in the recruitment drive for new members at the 4th Conference on Occupational Road Safety, held in Zaragoza on February 22 and at the 5th Andalusian Road Safety Congress, held in Rota on March 16 and 17. We also organized and held the European Charter and Excellence Awards Conference, held at the headquarters of the Spanish Directorate General of Traffic in Madrid on April 18.

Fundación MAPFRE has been recognized by both the Secretariat of this initiative and the European Commission as one of the most active and effective liaisons in Europe.

In 2024, we will pass the national liaison baton to another institution, but we will continue to collaborate in one way or another with this important initiative.

IN ART

Educational activities organized for schools and families around the programmed exhibitions have always been a priority throughout our history. In 2023, this area maintained the clearly upward dynamic of the proposals following the end of the pandemic. In Madrid, almost 30 workshops and visits held in connection with the visual arts exhibitions were once again a complete sell out in terms of schools and a very high percentage of the tickets for families was also taken up.

Throughout 2023 we pursued and strengthened other lines of educational activity that were implemented in 2022, also related to the scheduled program and directly linked to the activity of the KBr Barcelona Photo Center: the program When Photography is Art focused on familiarizing children and young people with photography as an artistic expression, and was very well received by the educational community. We are confident of increasing its penetration in the family sphere over the next year. Overall, 6,211 people attended the educational activities held at the Madrid and Barcelona venues.

Among the educational activities rolled out in 2023, we would like to highlight the progress made in terms of educational content accessible online, where the section dedicated to educational programs (“Schools and Families”) now includes a section of downloadable online materials, with proposals related to the different plastic arts and photography exhibitions. There are also workbooks for the aforementioned program, When Photography is Art, and all of the materials are differentiated according to educational level (primary/secondary school).

Additionally, we ran the second edition of the Get Real (Open your Eyes!) photography workshop. Aimed primarily at young professionals and photography students, this edition, in which all the available places were filled, was led by the prestigious Spanish photojournalist Cristina de Middel, president of the Magnum Photos agency since 2022.

To find out more

<https://www.fundacionmapfre.org/arte-y-cultura/colegios-y-familias/cuando-la-fotografia-es-arte/>
<https://kbr.fundacionmapfre.org/talleres/>



Get Real! program workshop at KBr led by Cristina de Middel, 2017 National Photography Award and president of the agency Magnum Photos.

IN HEALTH PROMOTION

Educational programs

CONTROL YOUR NETWORK

Since 2016 we have been developing, in collaboration with the National Police, the educational program Controla Tu Red (Control Your Network), aimed at students in the third year of Primary to the fourth year of Secondary education, their families and their teachers. The goal is to educate them about how to use information and communication technologies healthily and responsibly.

In 2023, in Spain, we gave more than 800 workshops in schools in the Valencian Community, Castile and León (with the support of the Regional Ministry of Education) and Madrid. Thanks to these, more than 18,000 schoolchildren have become aware of how important it is to adopt healthy digital habits.

In our constant search to improve the quality of our activities, this year we introduced student evaluations. More than 9,700 students took part in these, which allowed us to measure the level of learning acquired.

In addition, in collaboration with the National Police, through its various branches, we distributed a range of educational materials (guides for families, guides for teachers and leaflets) to almost 130,000 children.

Furthermore, in collaboration with Pantallas Amigas, this year we sent newsletters to schools containing a variety of practical learning situations designed to promote the healthy and responsible use of information technologies among the educational community. In these bulletins, we established different activities depending on the academic level.

In the Dominican Republic, we signed a collaboration agreement with the Ministry of Education, thanks to which we delivered more than 2,000 workshops. In addition, in collaboration with the Dominican Institute of Telecommunications, we held several conferences for parents, teachers and young people that included specialists in cyber-risks.

In Colombia, we continued to develop workshops for students in public and private schools from fifth to eleventh grade. In collaboration with the Universidad de la Sabana, we ran the Challenge Experience 2023. This consisted of an experiential learning strategy that allowed us to propose lasting and sustainable solutions and answers to real, everyday problems such as technology addictions.



Control Your Network workshop in Puerto Rico.

For yet another year, we held educational workshops in schools in Puerto Rico, Peru and Malta. This year we also published a new research study on ICT use among 13-16 year olds on the islands of Malta and Gozo, the first to be carried out in Malta, which was very well received.

In total, internationally, through Control Your Network we have reached more than 90,000 students.

Finally, in June, we organized the 3rd Digital Health Conference: Influencers, opportunities and challenges in health promotion, together with Pantallas Amigas. Also involved were UNIR, IAB Spain, Tik Tok, the National Police's Central Unit of Citizen Participation, Big Creators and María Rossich (@womanpersonaltrainers), an influencer and graduate in Physical Activity and Sports Sciences, who gave a first-person testimony. In total, more than one hundred people attended the event.

And in October, we took part in the Connected Citizenship day: Caring for the mental health and emotional well-being of online teens, organized by Pantallas Amigas in Santander.

To find out more

WEBSITE

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

Peru: <https://www.mapfre.com.pe/fundacion-mapfre/area-de-salud-y-prevencion/controla-tu-red/talleres/?msource=01>

Malta: <https://www.mapfre.com.mt/health-promotion/>

SOCIAL MEDIA

<https://twitter.com/mapfresaludars/status/1723068130371538960>

<https://twitter.com/LaSalleVall/status/1721878728089747558>

<https://twitter.com/IndotelRD/status/1699181377285980358>

LEARNING TOGETHER TO SAVE LIVES

In collaboration with the Spanish Council of Cardiopulmonary Resuscitation and the General Council of Physical and Sports Education, we continued to develop the educational program Learning Together to Save Lives, which trains young people in cardiopulmonary resuscitation (CPR) and what to do in situations of choking. This project is aimed at children in their fourth grade of Primary as well as Secondary school students (10 to 17 years old) together with their teachers.

This program was designed according to a pyramidal method. Firstly, we train the teaching staff so that they know how to act in the event of a health emergency such as cardiac arrest. Once they have acquired the knowledge, they can then train their students. To this end, we provide them with the appropriate teaching tools to use in the classroom.

This year, the courses were run in the following autonomous communities:

- In the Community of Madrid, together with the Ministries of Education and Health and Summa112, we once again offered an online course on the teacher training platform, which is credited with two training credits. This year we trained three hundred teachers who then developed our program with thirteen thousand students.
- In the Balearic Islands, in collaboration with Samu061 from the Ministry of Health, our program continued to be accredited as ongoing education by the Ministry of Education. In total, we reached more than two hundred teachers and twelve thousand students.
- We also continued to be present in the Murcia region, with courses aimed at school nurses.



Right: Heart Care “Marathon” for European CPR Day.
Top: sign for the “Learning to Save Lives Together” education program.

In addition, at the university level, we ran further courses at the Universidad Rey Juan Carlos aimed at the teaching staff who work on education-related undergraduate and Master’s degrees, and we signed an agreement with the Universidad Católica de Murcia to begin a course aimed at the entire university community next year.

We produced a new edition of the online course adapted for physical education teachers that we developed with the High Council of Physical Education and Sport; it is available on their online learning platform. This course is accredited by the National Institute of Educational Technologies and Teacher Training.

In addition, in the Community of Madrid, we continued to lend CPR dummies to schools so that they could provide practical training in their classrooms. Together with the material, we provided the teachers with an app that facilitates the teacher’s training tasks, as well as a fun CPR competition.

Finally, yet again this year we joined forces with European CPR Day. We took part in the cardiomarathons organized by the Andalusian Health Service in all the capitals of the region. We also took part in Gijón, in the events organized by the Municipal Sports Council. Over 14,275 people took part in this program this year.

To find out more

WEBSITE

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

News

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

<https://www.murciadiario.com/articulo/formacion-y-universidades/aprendiendo-juntos-salvar-vidas-programa-formativo/20230620113550096043.html>

SOCIAL MEDIA

<https://twitter.com/colecrstorey/status/1712120299867488616>

<https://twitter.com/UCAM/status/1671760117803413504>

<https://twitter.com/fmapfre/status/1713913969331577167>



Three photos from the “Healthy Living” program in Spain (**left**) and Mexico (**right**). In the center, the program poster for Brazil.

LIVE HEALTHILY

With a long history, Vivir en Salud (Live Healthily) promotes healthy lifestyle habits among schoolchildren from 4-10 years of age.

In Spain, we conducted more than 900 educational workshops for children, with whom we work on emotional well-being, healthy and sustainable eating and physical activity. This year, we held sessions in Madrid, Murcia, Galicia and Asturias, reaching more than 17,500 schoolchildren. As a new feature this year, in order to measure the level of learning achieved in the workshops, we assessed students in the third and sixth grades of primary school, to determine the degree of knowledge acquired and to allow us to implement aspects to be improved in the future. More than 4,000 students were assessed.

Live Healthily also has a huge number of educational resources (songs, stories, videos, escape rooms, etc.) that are pedagogically adapted to each stage, so that teachers and families can work on healthy habits with their children. This year, our educational materials have been downloaded more than 17,000 times.

In Brazil, we developed a new edition of the Mental and Emotional Health at School program in the states of Minas Gerais and Bahia, in collaboration with the Secretaries of Education. On this occasion, we conducted several online training sessions aimed at raising awareness among teachers about the importance of the topic and preventing suicides in adolescents. In addition, we provided materials so that the content can be shared by teachers in all schools, as well as students, and boost the multiplier effect of the action.

In Mexico, we continued the Live Healthily educational workshops in schools in Mexico City. We also published new editions of Emotional Well-being in Schools and Healthy Lifestyle Habits. These courses for teachers are both hosted on the Secretariat of Education’s platform. In total, more than two million students have participated in this educational program worldwide.

To find out more

WEBSITE

<https://www.fundacionmapfre.org/educacion-divulgacion/salud-bienestar/nuevo-programa-vivir-en-salud/>

E-LEARNING COURSES AND TRAINING

Course for Teachers on Accidents and Medical Emergencies

This year, we conducted the twelfth edition 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.

Healthy and Responsible Use of ICTs

This year we held the fifth edition 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.

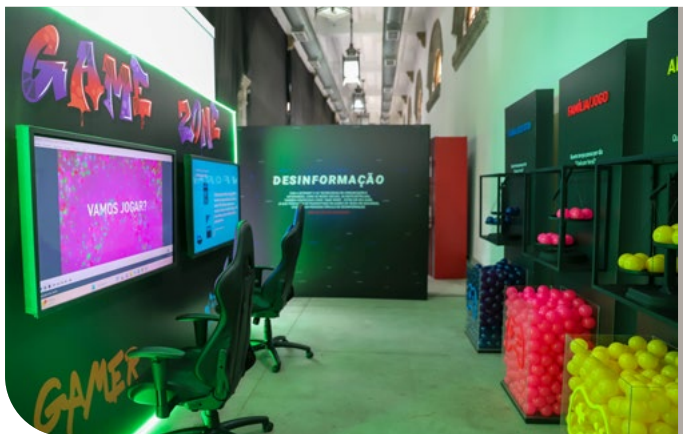
Awareness-raising programs

CYBERLAND

Information and communication technology is part of our daily lives and brings us countless advantages and benefits. However, not everything is an advantage and, like any other activity, there are also drawbacks, as the digital world entails certain risks that we must be aware of in order to protect ourselves from them.

Since 2022, in collaboration with the National Police, we have been developing Cyberland, aimed at showing the general public the most frequent risks that exist in the virtual world (digital harassment, identity theft, fake news, online gambling and betting, etc.) and how we should act both to prevent them and to avoid greater consequences.

Cyberland is an exhibition in which the public can learn, reflect on and discover the risks hidden in the digital world.



Three photos from the Cyberland awareness-raising program, focused on demonstrating the most frequent risks in the virtual world. **Above:** Brazil. **Top left and right:** installation at Plaza de España in Madrid.



This year, as a new feature, we developed a free downloadable guide where we explain each of these risks and provide keys to help us prevent them. We also incorporated and updated information on instant payment scams and fake news.

This awareness-raising campaign visited the following localities: Pamplona, Valencia, Malaga, Murcia and Madrid, and reached an audience of more than 18,000 people.

In addition, in October of this year, we inaugurated Cyberland Brazil, thanks to the support of the Public Security Secretariat of the State of São Paulo, the Cybercrime Division of the Government of São Paulo and the Civil Police. The exhibition will be on display at the Catavento Museum until the end of January 2024. Over 14,000 people visited this year.

To find out more

WEBSITE

Spain

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

Brazil

<https://www.fundacionmapfre.com.br/educacao-e-divulgacao/habitos-saudaveis/ciberland/>

NEWS

<https://www.interior.gob.es/opencms/ca/detalle/articulo/Ciberland-de-Policia-Nacional-y-Fundacion-MAPFRE-ensenan-a-protegerse-contralos-riesgos-digitales/>

<https://www.europapress.es/murcia/noticia-infanta-elena-amadrina-murcia-iniciativa-ciberland-fundacion-mapfre-riesgos-mundo-digital-20230426154547.html>

SOCIAL NETWORKS:

<https://twitter.com/fmapfre/status/1724007482270339576>

https://twitter.com/crisibarrola_/status/1716770431951159438

<https://twitter.com/PepeCarpioC/status/1648396909323624454>

THE TIME MACHINE

Our life expectancy has increased, but this increase in longevity is not necessarily related to being in good health. It is therefore not only a matter of living longer, but also quality of life. The World Health Organization estimates that modifying our lifestyles would reduce mortality from cardiovascular diseases by 75% and from cancer by 40%. And it is precisely for this reason that we designed this awareness campaign, in collaboration with the Sociedad Española de Medicina de Familia y Comunitaria, to work on improving the population's lifestyle habits and to show how many years could be gained by leading a healthy lifestyle.

To this end, we set up the Máquina del Tiempo (Time Machine) activity, which consists of a bus that travels through the cities of Spain. At each stop, the people who visit it can learn about their lifestyle and how they can improve it by completing a simple medical questionnaire endorsed by the American Association of Family Doctors, whose authors authorized us to use it for the first time in Spain. In addition, each participant undergoes several medical tests (blood pressure, cholesterol, weight, body composition) to determine their metabolic and vascular age, so that they can compare this with their chronological age and see the impact of their current lifestyle on their health. Thanks to all this information, we give the participants the pertinent information to help them gain years of quality life.



The Time Machine is a bus that travels to cities all over Spain. At each stop, people can visit it for a diagnosis of their lifestyle and information on how they can improve it through a simple medical questionnaire. **Left:** Málaga. **Right:** Madrid.

New for this year, we prepared a healthy lifestyle guide, 5 keys to living longer and better, which helps us to discover how to add on those years of life. Each habit is addressed in depth and the guidelines for improving each one teach us how to live longer and better.

In addition, Fundación MAPFRE's website has a virtual version that is available to everyone, where we can calculate our vascular age, body mass index and find out how healthy our lifestyle is.

This year we visited Alicante, Murcia, Almeria, Granada, Malaga, Antequera, Seville and Cordoba. In parallel, in these cities we also made site visits to a number of companies with a significant number of workers and which have health promotion policies for their employees. The companies we visited this year were: Actiu, ALIAXIS, Granada City Council, BH BIKES, Bidafarma, Bridgestone, Coviran, Denso Ten, Etosa, Exercycle, S.L., FCC, Grupo Consentino, Grupo Soledad, Lactalis-Puleva, Mercedes Benz, Primaflor, PTC La Cartuja, SIDENOR, UCAM and the Universidad de Córdoba.

In total, more than eight thousand people benefited from the campaign this year.

To find out more

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

BATCH COOKING

At the end of 2022, we introduced Batchcooking, a social media campaign that consists of cooking the whole week's lunches and dinners in a just few hours. In this, we had the help of the renowned young chef Oriol Fernández, a participant in two editions of Team Bocuse d'or Academy Spain.

In 2023, we published 5 batches of this first edition on social media: 2 for winter and 3 for summer. In each of them, a complete week's menu is shown, from Monday to Friday, including lunch and dinner. There are a total of 45 recipes that are healthy,



sustainable and tasty (known as the three “S” in Spanish: saludables, sostenibles y sabrosas), something even more important than Michelin stars! This year, we have had more than four million views on social media.

In addition, this year, we have already recorded the second edition of Batchcooking, which we will launch in 2024, and which will contain six new proposals: 3 for winter and 3 for summer, with more than 50 recipes.

To find out more

WEBSITE

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

SOCIAL MEDIA

<https://www.facebook.com/FundacionMapfre/videos/1210143236298500>

<https://www.facebook.com/FundacionMapfre/videos/784308843297951>

https://www.instagram.com/reel/CvPRU7JP82R/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

CHOOSE TO LIVE BETTER

This year, together with the Accident Prevention and Road Safety area, we continued our program aimed at companies interested in promoting healthy habits and safe behavior. Elige Vivir Mejor (Choose to Live Better) consists of a web platform with health, accident prevention and road safety content customized according to the interests of workers, which also allows them to take on physical activity challenges among themselves; both printed and digital materials to develop awareness-raising campaigns; and workshops (online and in-person) taught by professionals.

In total this year, in Spain, we reached 118 companies, and together with the Spanish Network of Health-Promoting Universities, we gave emotional well-being workshops in 30 universities.

In addition, in collaboration with PRL Innovación, we participated in a number of conferences related to health promotion in the workplace.

In Peru, we distributed printed material with advice on healthy eating, physical activity, emotional well-being and rest to more than 25 companies.

In total, more than 140 companies benefited from the Choose to Live Better program.

To find out more

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

FUNDACIÓN MAPFRE WITH TOWN COUNCILS

This year we launched a new initiative aimed at municipalities where we provide them with exclusive and free access to a catalog of more than 80 resources to help them promote health, prevention and road safety for their residents.

All these resources can be personalized with the council's logo, which appears together with that of Fundación MAPFRE, and they receive them digitally so that they can print them or disseminate them through their digital channels.

To find out more

<https://www.fundacionmapfre.org/nos-sumamos-iniciativas-ayuntamiento/>

EDUCATIONAL CONTENT ON SOCIAL MEDIA

Last year, with the aim of getting our healthy tips to the youngest members of society, mainly through Instagram, we began to publish reels on physical activity that included the participation of influencer and graduate in Physical Activity and Sports Sciences, Maria Rossich (@womanpersonaltrainers).

In the first two quarters of the year, we continued to publish reels with tips on nutrition and emotional well-being. These had a significant following and more than five million views. In addition, we have: three new videos on physical activity endorsed by the General Council of Physical Activity and Sports that again feature the participation of Maria Rossich; three others on nutrition, endorsed by the Spanish Academy of Nutrition; and a further three on emotional well-being.

In the last quarter of the year, we launched a new social media project, called Referencers, which consists of video podcasts presented by influencer María de León (127 thousand followers on Instagram), which address issues related to digital health.

We understand a referencer to be a person who is an expert in a certain professional field, who shares their knowledge for the good of others and who, in addition, stands out for their ethical behavior, based on good values, which leads them to generate a positive impact on society through their digital activity.

These video-podcasts featured: Rosa Molina, psychiatrist and media communicator, with a community of 106,000 followers; Tomás Páramo, influencer with more than 375,000 followers; Phil González, digital marketing expert with more than 236,000 followers; and Nuria Roca, presenter and influencer with almost one million followers. In total, more than 1,700,000 people follow these referencers.

Through the content we published this year we obtained more than 6 million social media views and interactions.

To find out more

WEBSITE

<https://www.fundacionmapfre.org/podcast/referencers/>

SOCIAL MEDIA

https://www.instagram.com/reel/Cz8mPwYq5Tj/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

https://www.instagram.com/reel/Cyi-urFqv3M/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

https://www.instagram.com/reel/CrQHCyKJ5lj/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

https://www.instagram.com/reel/CqVn4NuLNiq/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

WOMEN FOR THE HEART

For years, we have been working on this campaign to raise women's awareness of the risk factors for heart attack, its symptoms and the need for immediate medical attention.

In Panama, in collaboration with the Ministry of Health, once again we backed Heart Month to promote the #Corazóndemoda2023 campaign, with the firm purpose of raising the general public's awareness of congenital or acquired heart disease and the prevention of cardiovascular diseases in adults. For the ninth consecutive year, we ran various activities, including: taking people's blood pressure in subway stations and public places, holding conferences on the prevention of cardiovascular disease, setting up tents and stands to inform everyone about the symptoms of heart attack and give them prevention tips.

In total, more than 100,000 people participated in the activities in Panama.

To find out more

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

IN INSURANCE AND SOCIAL PROTECTION

Educational programs

PLAYPENSION

Game aimed at students aged 16 to 18 that helps them learn how to manage a family budget, investments and insurance.

It is offered in three different formats:

- Classroom workshops, with virtual and in-person options. Throughout 2023, we held 679 sessions in which 14,687 students from 30 Spanish provinces participated.
- Online platform, exclusively for teachers. This year, 118 licenses were granted to teachers in different countries, so that they were able to carry out the activity with their students.
- Board game that we delivered 114 units of to Spanish educational centers.

FINEXIT: FINANCIAL ESCAPE ROOM

For vocational training students, this is a resource based on the subjects included in the academic curriculum.

As in any escape room, the participants test both their skills and their knowledge to solve the tests that must be overcome to reach their goal and figure out the scenario. It is a collaborative challenge in which each student must contribute towards the solution. Everybody wins, or everybody loses. Beyond individual expertise, what is valued is teamwork, so that by being observant and applying financial knowledge, they can pass the tests in the established time.

The activity can be carried out in the classroom, through both in-person and virtual formats. In 2023, in Spain, we ran 16,132 sessions involving 16,000 students from 29 different provinces; and in Mexico, in the first year of this activity, we held 400 sessions in which 10,247 students participated. Also during 2023, we adapted the game tests to the Brazilian educational system, where this activity will be launched in 2024.

Moreover, in 2023 we developed the traveling version of the game. Under the name Finexit en ruta, we held 191 sessions in 41 locations across 15 autonomous communities in which 2,368 people took part. This new version

of Finexit is co-financed by Spain's Official Chamber of Commerce, Industry, Services and Navigation through the European Social Fund within the framework of the Operational Program for Employment, Training and Education 2014-2020. Through this project, the two organizations join forces in pursuit of a common goal: to help vocational training students to consolidate and expand both the financial knowledge they must acquire in the different subjects they tackle in their studies, as well as their knowledge of the world of insurance.

BUGAMAP SEMINARS

This is a business simulation game, aimed at university students and professionals in the sector, in which we also value teamwork.

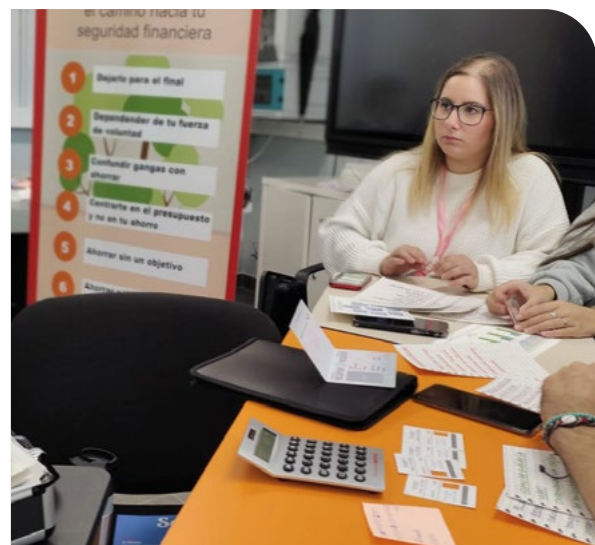
At the university level, this year we developed 90 game workshops in 60 universities in eight different countries (Chile, Spain, USA, Mexico, Paraguay, Peru, Puerto Rico and the Dominican Republic) with the participation of 1,900 students.

As usual and as a complement to the workshops, we continue to promote the inter-university championships in Spain. Thus, in March we held the final of the 4th bugaMAP Inter-University Championship of Catalonia and the Balearic Islands 2022/2023, in which four teams participated: Universitat de les Illes Balears, Universitat de Lleida, Universitat Internacional de Catalunya and ESERP Business School. The contest was won by players from the Universitat Internacional de Catalunya.

The sessions for the 2023/2024 academic year are now underway in Catalonia and the Balearic Islands, with fifteen universities taking part; in the Community of Valencia and Murcia, with eight; and in the Community of Madrid, with fifteen. We also issued a specific call for actuaries in which nine universities took part. The qualifying phase ran from October to December and the final will be held in the first half of 2024.

In the wake of the pandemic we were able to resume the competition in Mexico and five universities took part. This year we also developed activities to train new bugaMAP trainers, in which 20 people have participated.

In addition, in 2023 we finished adapting the bugaMAP no vida tool to a web environment, which will allow us to offer a more streamlined and interactive user experience. In 2024, we will complete the update of the bugaMAP vida tool as well as the training course for trainers.



FINEXIT is a finance escape room for Professional Training students.

VOCATIONAL TRAINING WITH AN INSURANCE SPECIALISM

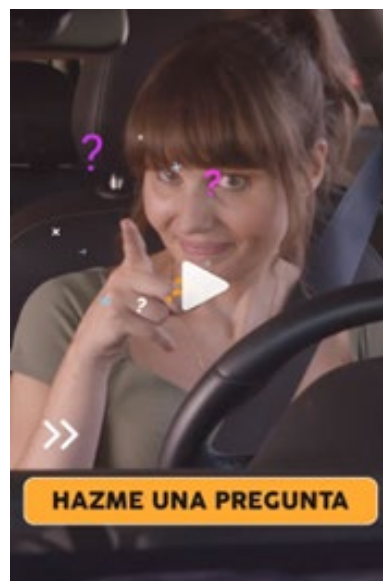
The objective of dual vocational training with a specialty in insurance is to train new professionals in Spain, giving them specific knowledge, to capture their talent and find job opportunities. That is why we worked with experts to develop a specific curriculum in which insurance subjects are added to the usual subjects in the higher level of professional Administration and Finance training. The project was implemented in 10 high schools in the autonomous communities of Catalonia, Madrid and Valencia, with 509 students enrolled.

Awareness-raising programs

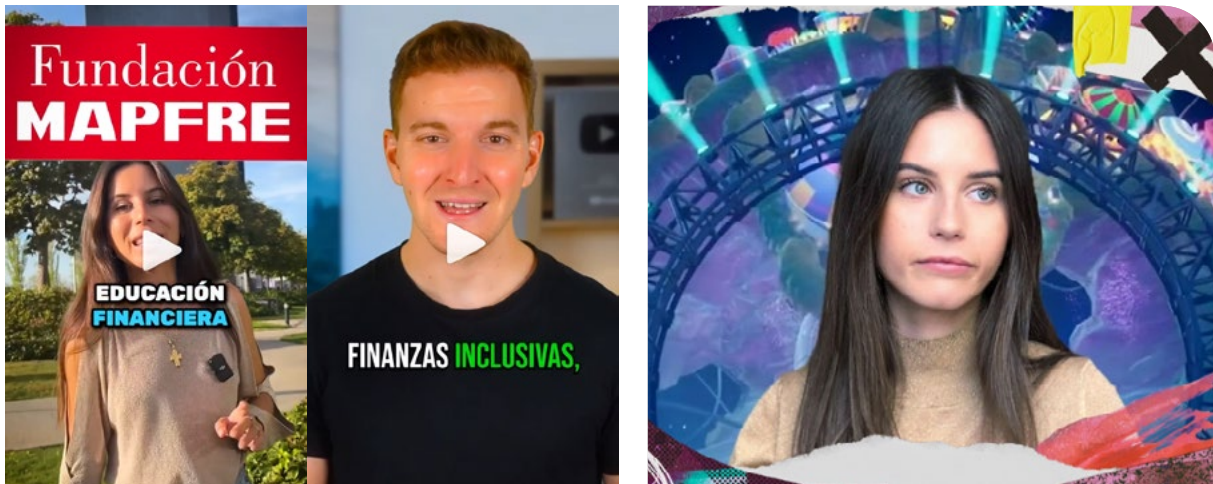
SEGUROS Y PENSIONES PARA TODOS

Web-based program with different social media actions, focused on investments and financial well-being. The project's most relevant milestones this year were the following:

- More than 8,000 people took the Financial Well-being course, available in Spanish, English and Portuguese.
- We launched the course How to Financially Educate Your Children, also available in Spanish, English and Portuguese, aimed at the entire educational community (students, teachers and parents). In collaboration with the SIENA Group, we recorded six cycles of conversations, short meetings with experts from different fields, which allow us to delve into the key aspects of the course. The topics addressed are: Why is it important to educate your children financially?; Managing money well; Discovering the basics of money; Organizations in the financial world; Help them become smart consumers; and Talking about finances at home.
- On the web blog we have posted a variety of content related to savings, investments and financial well-being. Over the year, the five most visited articles, with ten thousand views, were: What to do with your mortgage now that the Euribor is going up; Good debt and bad debt, what's the difference?; What should you do with your mortgage now that the Euribor is going up; Financial well-being. What is it and how can it help me be happier?; and The 7 Stages of Financial Freedom Which one are you in?
- We published content, tips and tools related to savings and investments on our websites in Brazil and Mexico.
- A total of 4 pieces from the Most Common Doubts about Different Types of Insurance collection were published on Fundación MAPFRE's social media profiles. It should be noted that Digital Health, Automobile Insurance and Rental Housing have had more than 2,200,000 views.



Videos from the “FAQs about Different Types of Insurance” collection. Four have been posted on Fundación MAPFRE's social network profiles. The three in the photo were viewed more than 2,200,000 times.



Finance Education Day and Week campaign.

FINANCE EDUCATION DAY AND WEEK

We continue to collaborate with this initiative promoted by the Ministry of Economic Affairs and the Digital Transformation, the Bank of Spain and the National Securities Market Commission, which is part of the Financial Education Plan in Spain. As usual, the event was celebrated on the first Monday of October. This year's slogan was "Inclusive Finance, Finance for All" to draw attention to the importance of financial education as a fundamental tool for avoiding social marginalization and poverty.

Our participation consisted of a collaborative social media campaign with two of the most well-known influencers specializing in financial education: @baijavier and @lauri_inmetaverse, with whom we reached more than 156,000 content views.

Also in October, National Financial Education Week takes place in Mexico, which once again this year was an unmissable event for Fundación MAPFRE. More than 1,400 people visited our stand, with content specifically designed for the event and aimed at sparking young people's interest in financial health.

MIDE: INTERACTIVE MUSEUM OF ECONOMICS IN MEXICO

In the country of the Aztecs, we continue to run the Prevention, Assets and Risk room at the Museo Interactivo de Economía (MIDE). In the most fun and attractive way possible, using different interactive resources, we teach visitors the importance of having a prevention plan and how to face a financial emergency. In 2023, more than 99,167 people passed through the exhibition. We are proud of this collaboration that we have maintained with MIDE since 2015 and from which around 574,000 people have benefited.

INFORMATIVE GUIDES AND MEETINGS

Once again this year we updated everything in the Guide for your retirement related to financial tools and legislative developments, to which we have added two new sections, one related to the use of housing as a mechanism to complement your pension and the other on the needs that dependent care entails.

Continuing with our informative sessions, in 2023 we held the following:

- Real estate markets and the insurance industry, [April, Fundación MAPFRE, Madrid].
- The Latin American insurance market in 2022, [September, Panama City].
- GIP-MAPFRE 2023. Global Insurance Potential Index, [October, Colombia].

To find out more

REAL ESTATE MARKETS AND THE INSURANCE SECTOR

https://www.youtube.com/watch?v=fahe7a_MnuE

THE LATIN AMERICAN INSURANCE MARKET IN 2022

https://www.youtube.com/watch?v=bqjWud5MsnU&list=PLY_KU9eaUF23vEN87m2V2BruUlyM4ybzK&index=2

GIP-MAPFRE 2023. GLOBAL INSURANCE POTENTIAL INDEX

<https://mapfre.vancastvideo.com/event/7WHMVQmu/8831?lang=8157>

Innovation and knowledge promotion



PUBLICATIONS

In accident prevention and road safety fire victims in Spain in 2022

Once again, and as in previous years in collaboration with the Asociación Profesional de Técnicos de Bomberos, we published this exhaustive report based on data provided by fire departments and forensic medicine institutes throughout Spain. It is an unparalleled work, which makes us very proud, since few countries have such a useful tool. In parallel, we updated the Virtual Atlas of Fire Victims website, which facilitates data management, including access to historical data and the possibility of cross-referencing variables.

Go to the study:

<https://www.fundacionmapfre.org/publicaciones/todas/estudio-victimas-incendios-en-espana/>

Atlas (Spanish version)

<https://www.fundacionmapfre.org/blog/atlas-virtual-victimas-incendios-espana/>

Atlas (English version)

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

Safe Systems and Goal Zero in Brazil: its impact on the UN's first decade of action for road safety

Research study conducted on the evolution of road safety in Brazil throughout the first Decade of Action for Road Safety and, specifically, its relationship with the Goal Zero and Safe System approaches. The final report includes policy recommendations to reduce deaths and serious injuries resulting from road traffic accidents, based on good practices in the country. The accident data was analyzed for 155 cities, with questionnaires sent to 53 cities and detailed personal interviews conducted in 12 of them.

Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/bib/182411.do?queryId=104118>

Recent temporal evolution and impact of the COVID-19 pandemic on severe traumatic illness.

This study provides an overview of the impact of severe trauma in Spain and in the hospital setting. It analyzes the epidemiological trends of severe traumatic illness in Spain over the last decade, with special emphasis on the years of the COVID pandemic (mechanisms, age and gender distributions, health outcomes and resource consumption, etc.).

Go to the study:

<https://www.fundacionmapfre.org/publicaciones/todas/informe-del-impacto-de-la-covid-en-la-enfermedad-traumatica/>

Research study on the use of portable electronic devices in Brazil

The study offers new insights into the use of mobile devices (smartphones and headsets) and the way they are used by different groups of road users (pedestrians, cyclists and drivers) in large urban centers in Brazil. This is innovative work that will help increase road safety.

Cycle RAP Program

In 2023, Fundación MAPFRE participated in the Cycle RAP project, led by the International Road Assessment Programme (iRAP) and the International Cycling Union (UCI), among other participants. The objective of this project was to measure the safety of cycling infrastructure in different cities in a preventive manner, analyzing infrastructure aspects (measurements, typology, quality, etc.) as well as its context (speed -both of bicycles and vehicles on adjacent roads-, traffic volumes, etc.), in order to propose improvements to increase road safety. We evaluated cycling infrastructure in the cities of Barcelona, Bogotá, Fayetteville (USA), Madrid and São Paulo.

Go to the study:

<https://irap.org/es/cyclerap/>

ESRA

The ESRA study (E-Survey of Road Users' Attitudes) is the result of a coordinated effort by road safety institutes, research centers, public services, foundations and sponsors around the world, including ourselves, to collect and analyze comparable data on road safety culture and road users' behavior in 60 countries.

Fundación MAPFRE promoted the project in Brazil, Chile, Colombia, Mexico, Peru and Panama, for the collection and analysis of scientifically proven information, which will support the generation of international regulations aimed at reducing road accidents. The research targeted not only car drivers, but also motorcyclists, cyclists and pedestrians.

Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/bib/184072.do?queryId=79507&position=2>

Evaluation of traffic and road safety campaigns

Through a combination of neuromarketing techniques and interviews, this study measured the impact that traffic campaigns generate at a conscious and non-conscious level in the general public. Do hard-hitting or softer campaigns have a greater impact? Are campaigns that push conscious reactions to the extreme rejected? The greater the impact, the greater the ability to change the participants' perceptions? Classifying the various advertising spots by typology (hard-hitting and soft or informative campaigns), the research provided answers to these questions through neuroscience techniques and analyzed the level of recall, impact, attention and emotional activation -among other variables- of the people who watched them.

Go to the study:

<https://www.fundacionmapfre.org/publicaciones/todas/evaluacion-campanas-de-trafico-y-seguridad-vial/>

PIN project

Carried out by the European Transport Safety Council (ETSC) in collaboration with Fundación MAPFRE, this is the European reference project for the annual international comparison of road accident data in Europe. It has been in development for more than 10 years and our participation has allowed us to increase its impact in Spain, Malta, Portugal and Germany. In addition to accident data, this project has produced thematic reports on risk factors and groups, this year dealing with the topics of older drivers and road safety for motorcyclists and moped users

Go to the study:

<https://etsc.eu/reducing-older-peoples-deaths-on-european-roads-pin-flash-45/>

<https://etsc.eu/17th-annual-road-safety-performance-index-pin-report/>

<https://etsc.eu/reducing-road-deaths-among-powered-two-wheeler-users-pin-flash-44/>

The LEARN project!

Developed by the European Transport Safety Council in collaboration with Fundación MAPFRE, this project is aimed at improving the quality of road safety and mobility education in Europe by providing information, tools and resources for education experts, as well as policy recommendations for decision makers. The project focuses in particular on the education of children and young people. The title published this year was Linking education on sustainable mobility with traffic safety.

In health

digital Fit: the influence of social media on the diet and physical appearance of young people

This study seeks to describe the perceptions of Spanish teenagers regarding food, physical activity and the importance of physical appearance when they are exposed to sponsored content from *influencers*. To do this, we opted for a mixed method based on the design and distribution of a questionnaire aimed at children aged between 11 and 17, the information from which was supplemented by 12 focus groups. This dual quantitative and qualitative approach allowed a more detailed approximation of the level of critical competence that this age group shows in relation to this type of content. The results obtained are of relevance for companies that use *influencers* in their marketing strategies, for families, educators and the public authorities.

Go to the study:

<https://www.fundacionmapfre.org/publicaciones/todas/digital-fit-influencia-redes-sociales/>

Food in the 21st century post-pandemic society: food choices

Spanish society is going through a period of important changes, accentuated by the COVID pandemic and the economic crisis, with a potentially major impact on the eating habits and nutritional status of the population. To this should be added new lifestyles and living conditions, advances in production and distribution channels, the appearance of new foods, new ways to prepare and process food, new forms of food leisure, and a growing concern for the sustainability of our planet. The aim of this study was to use social and economic determinants to ascertain the impact of lifestyle on purchasing and consumption habits, as well as to analyze the Spanish population's knowledge and perception of food sustainability.

Go to the study:

<https://www.fundacionmapfre.org/publicaciones/todas/alimentacion-sociedad-siglo-xxi-post-pandemia/>

OHSCAR Registry: Incidence and survival rate of out-of-hospital cardiac arrest in Spain

In November, the OHSCAR registry, which is the 2022 Spanish out-of-hospital cardiac arrest registry, was presented at the 6th National Congress of the Spanish CPR Council.

This report, which involved the participation of a total of 18 emergency medical services, was funded through an Ignacio H. de Larramendi research grant. The aim of the study was to analyze the incidence and survival rate of out-of-hospital cardiac arrest treated by the emergency services, as well as the percentage of patients receiving basic life support prior to their arrival and survival to hospital discharge with good neurological status.

One fact to be highlighted is that this registry has been declared of health interest by the Ministry of Health, meaning that it has passed a series of scientific and technical requirements that accredit this report as the reference source of information for out-of-hospital cardiorespiratory arrest in Spain.

Visual health status in adolescents in Spain. How does myopia impact Generation Z?

Together with the association Visión y Vida, we conducted a research study to raise awareness of the state of vision among adolescents and young people between 12 and 18 years of age in Spain. This study, carried out as part of a new edition of the Ver para Aprender (Seeing is Learning campaign), aimed for the first time at adolescents, has raised their awareness of how important it is to take care of their visual health, providing them with recommendations and free vision check-ups.

Go to the study:

<https://www.fundacionmapfre.org/publicaciones/todas/estado-salud-visual-adolescentes-espana/>

In insurance and social protection expert Reports from MAPFRE Economics

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

- *The Spanish insurance market 2022*
- *The Latin American insurance market 2022*
- *GIP-MAPFRE 2023: Global Insurance Potential Index and GIP MAPFRE in English.*
- *Economic and industry outlook 2023.*

In addition to our regular reports, these two monographs have also been published, again in Spanish and English:

- *Real estate markets and the insurance sector*
- *Overall savings and investments in the insurance sector*

Go to the study:

The Spanish insurance market 2022

<https://www.fundacionmapfre.org/publicaciones/todas/el-mercado-espanol-seguros/>

The Latin American Insurance Market in 2022

<https://www.fundacionmapfre.org/publicaciones/todas/mercado-asegurador-latinoamericano/>

Economic and industry outlook 2023

<https://www.fundacionmapfre.org/publicaciones/todas/panorama-economico-y-sectorial-2023/>

Economic and industry outlook 2023: perspectives for the second quarter

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1119509.do>

Economic and industry outlook 2023: perspectives for the third quarter

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1121113.do>

Economic and industry outlook 2023: perspectives for the fourth quarter

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1122069.do>

Real estate markets and the insurance sector

<https://www.fundacionmapfre.org/publicaciones/todas/mercados-inmobiliarios-y-sector-asegurador/>

Overall savings and investments in the insurance sector

<https://www.fundacionmapfre.org/publicaciones/todas/ahorro-global-e-inversiones-del-sector-asegurador/>

Guide to your retirement 2023

In mid-October, the Guide for your retirement 2023 was published. In addition to the new pension regulations for 2023, it includes two new chapters related to how to make use of housing to supplement your retirement pension and other needs.

Go to the study:

<https://documentacion.fundacionmapfre.org/documentacion/publico/en/media/group/1093364.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 Spanish version of the dictionary received more than 420,000 visits while the Portuguese version received 31,563.

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/>



“Summers of Sorolla” exhibition organized by Fundación MAPFRE to commemorate the 100th anniversary of Joaquín Sorolla’s death.

In art

As part of our knowledge promotion activities, we should also mention this Area's publications. As usual, we published the corresponding catalog of all the programmed exhibitions in our galleries, which, in most cases, had independent editions in more than one language (Spanish and/or English and/or Catalan, depending on the case); for some, co-publication agreements were also reached for their distribution in other countries. With the editorial excellence that has always characterized our internationally recognized publications, the 2023 outcome of catalog editions includes 10 titles corresponding to a total of 15 editions: 3 titles on the plastic arts (*Leonora Carrington. Revelación*, in Spanish and English; *Medardo Rosso. Pionero de la escultura moderna*, in Spanish and English and *Los veranos de Sorolla*) and the *Facundo de Zuviría* photography catalogs. *Estampas porteñas*, *La Cataluña de Jules Ainaud* (Spanish and Catalan editions), *Mathieu Pernot. Documento/Monumento*, *Anastasia Samoylova. Image cities* (Spanish and English editions), *Tina Modotti* (Spanish, Catalan, English and French editions) and *William Eggleston*.

IGNACIO H. DE LARRAMENDI RESEARCH GRANTS

The Ignacio H. de Larramendi research grants continue to be a benchmark for all those concerned with knowledge related to health promotion, insurance and social protection. This year we received 406 applications from 14 countries.

In health promotion the lines of research continue to be related to:

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

In the field of insurance and prevention:

- Insurance and risk management.
- New technologies applied to insurance and social security: pensions, savings, investment and asset liquidation.
- The silver economy (the economics of ageing).

The total funding represents an investment by Fundación MAPFRE of 300,000 euros. The projects that received funding in 2023 were:

Health promotion:

- “InsomniaO’clock - new technology to insomnia detection algorithm”. Ana Rita Álvaro. Universidade de Coimbra. Center for Neuroscience and Cell Biology. Portugal.
- “Women’s health. Image-based cardiovascular risk reduction program: WAKE UP (Women’s Health: an imaAging-based cardiovascular risk-rEdUction Program)”. Leticia Fernández Frier. HM Hospitales. Spain.
- “Disability prediction models for multiple sclerosis using machine learning: precision and quality medicine at a click (clickem)”. Sara García Gil-Perotín. Fundación para la Investigación, Hospital La Fe de Valencia. Spain.
- “Application of body damage assessment techniques and social and personal impact on suicide.” Judit Gutiérrez Gutiérrez. Instituto de Investigación Hospital 12 de Octubre. Spain.
- “Age of cell phone use, social media and mental health in young people.” Gonzalo Hervás Torres. Universidad Complutense de Madrid. Spain.
- “Usefulness of Basic Cardiopulmonary Resuscitation courses and geolocator use to search for nearby defibrillators for family members and companions of patients with heart disease”. Diego Jiménez Sánchez. Instituto de Investigación Sanitaria Puerta de Hierro – Segovia de Arana (IDIPHISA). Spain.
- “Prevention strategies for cervical injuries in users of personal mobility vehicles exposed to traumatic events”. Francisco J. López Valdés. Universidad Pontificia de Comillas. MOBIOS Lab, Instituto de Investigación en Tecnología. Spain.

Insurance and social welfare:

- “Analysis of preferences on financial vs. non-financial attributes of pension plans: impact of behavioral finance on choices.” Principal Investigator, Carlos Díaz Caro. Universidad de Extremadura. Spain.
- “Actuarial Learning for Loss Modeling of Brazilian Soybean Crops”. Principal Investigator, Rodrigo dos Santos Targino. Brazil.
- “Impact of climate change on the sustainability of the insurance business”. Principal Investigator, Jose Luis Vilar Zanon. Spain.
- “The effects of state pensions on the welfare of older adults in Latin America”. Principal Investigator, Javier Olivera Angulo. Peru
- “Study of liability insurance for operators of artificial intelligence systems”. Principal Investigator, Barbara De La Vega Justribo. Spain

ADVANCED MEDICAL RESEARCH

We have always provided dedicated support to research. Generating knowledge is a key requirement of the social program.

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:

- A new clinical trial, CME-LEM6, has been designed for treating neuropathic pain in patients with chronic spinal cord injury resistant to all types of pharmacological treatment. This consists of a controlled study, with a placebo, 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.

- Development of clinical trial request for treating neuropathic pain. The study will be conducted with 15 patients between the ages of 18 and 70, with chronic spinal injury, treating them with stem cells. This trial is now ready to be submitted for approval through the CTIS platform.
- Effect of Cell Therapy Drug NC1 on cytokine and growth factor expression in blood and CSF samples from patients with chronic spinal cord injury. NC1 Drug potency/activity study". 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 before and 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". The first results obtained by analyzing samples from 21 patients are currently being studied and the data obtained seem to indicate that some of the biomarkers analyzed could be used as NC1 drug potency tests and could be related to clinical efficacy.
- The project "Analysis of the expression of seven protein biomarkers related to spinal cord regeneration in blood and CSF samples from patients with chronic spinal cord injury after treatment with NC1. Influence of the route of administration" is under development. Its objective is to analyze how the route of administration of the NC1 drug impacts therapeutic efficacy. The study has two parts: the first part is a retrospective analysis of samples from 18 patients from clinical trials and the second part is a retrospective analysis of samples from 20 patients from clinical activity. .

To find out more

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

The Stop Parkinson's project: Functional Restoration and Etiopathogenic Treatment, directed by Dr. José Obeso and developed in collaboration with HM Hospitales Research Foundation, aims to have an impact on the natural evolution of Parkinson's disease. To this end, there are two fundamental approaches that will become synergistic with one another. On the one hand, the early application of subthalamotomy using High-Intensity Focused Ultrasound (HIFU) as a functional treatment for PD. On the other hand, the use of Low Intensity Focused Ultrasound (LIFU) to achieve focal opening of the blood-brain barrier and deliver therapeutic agents.

From a social and health care perspective, detecting the onset of the disease to block its progress may help prevent Parkinson's disease from causing disability. In Spain there are 150,000 sufferers.

To find out more

<https://www.hmhospitales.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

National Cardiovascular Research Center

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

Cardiovascular disease (CVD) is the leading cause of death worldwide, and the exponential increase in the cost of treating CVD in its symptomatic phase places an insurmountable burden on patients, families and health systems. Thanks to Fundación Pro CNIC, progress has been made once again this year in the three objectives for addressing this challenge: increasing the understanding of cardiovascular health; improving disease prevention; and generating advances in terms of treating the prevalent manifestations of CVD. All this activity of excellence at the CNIC, under the direction of Dr. Fuster, has led the SCImago Institutions Ranking to rank the center as the second-best cardiovascular research center in the world, just behind the National Heart Lung and Blood Institute, which is part of the NIH, and it is even ranked higher in the area of innovation.

Another milestone in 2023 was the inclusion of the polypill developed by the CNIC and Ferrer Laboratories in the World Health Organization's (WHO) List of Essential Medicines. Marketed in 29 countries, this drug, which allows patients to take a single daily pill after a heart attack, is not only a more convenient option, it also saves lives. The polypill has been shown to be effective in preventing cardiovascular events after a heart attack by reducing cardiovascular events by 24% and cardiovascular death by 33% in patients who have previously suffered a myocardial infarction.

As it has been evolving, the CNIC has maintained the momentum and focus established in its initial phases and will ensure that the center's basic and clinical scientists continue to work closely together to design innovative projects that help reduce the health and socioeconomic burden associated with CVD, as well as train the researchers of the future, thanks to the collaboration of 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.

In 2023, the grants awarded to Minerva Martínez Castillo, graduate in Biochemistry from the Universidad de Granada, with a Master's in Pharmacological Research from the Universidad Autónoma de Madrid, who has developed her work both at the Queen Sofia Foundation Alzheimer Center and at the University Hospital of Cologne, Germany, and to Mariana Campo Costa, with a Master's from Portugal, specializing in Medical Electronics, who developed her research at the Centro Alzheimer de la Fundación Reina Sofía and at the Fundación Champalimaud de Lisboa, Portugal, came to an end.

Real Academia Nacional de Medicina de España

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 (ALANAM) Medicine.

After 8 years of intense work, this digital dictionary was completed in November and will be kept permanently updated and free of charge. This effort has produced a great work of medical lexicography in Spanish that makes it possible to standardize and protect of our linguistic heritage as a vehicle for the transmission of medical knowledge and brings 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.

On November 13, the presentation took place in a solemn ceremony held at the RANME headquarters, with the participation of the Spanish Minister of Science, Innovation and Universities, Ms. Diana Morant Ripoll, and the presidents of the twelve National Academies of Medicine of the Latin American countries that have participated in its development: Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Mexico, Paraguay, Peru, Uruguay and Venezuela.

During the ceremony, public recognition was given to the collaborating organizations, with a special mention being given to Fundación MAPFRE, and the Minister unveiled a plaque to honor and recognize these organizations in the courtyard of honor at the Royal Academy. The *Diccionario panhispánico de términos médicos* is available at the following link: www.dptm.es

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.

This project, which has been underway since 2022, was finally completed in July of this year. In September we sent the Final Report on the Ending project to the Spanish Service for the Internationalization of Education for its final evaluation. This report details all the activities carried out during the thirty months of the project. As a result of the project we have published four guides in digital format: the *Guide for Teachers*, the *Guide for Families*, and the *Guide for Students*, as well as a fourth document containing the project methodology and indications on how to implement it. These publications are available on the Ending website in the three official project languages: Spanish, Portuguese and English.

Ending was the first European-funded project led by Fundación MAPFRE. Four other European institutions also participated in the consortium: 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/>

15TH CONFERENCE ON ASSESSING BODILY INJURY

On October 26th and 27th we celebrated the Conference on Assessing Bodily Injury. On this occasion we addressed all the aspects related to this assessment, which we are confronted with every day, particularly the most frequent issues and those that may be the technically most complex and involve medical and legal controversy. The purpose of this meeting is to shed light on the consequences of the various after-effects and harm in order to determine the most adequate and fair compensation possible.

The conference, which was attended by a total of 313 professionals, was held in the auditorium of the Museo Nacional Centro de Arte Reina Sofía in Madrid.



DOCUMENTATION CENTER

Our Fundación MAPFRE Documentation Center provides free and open access to the information and documentation necessary for the development of professional, teaching and research activities. It also collaborates in knowledge creation processes, offering informational resources specialized in insurance, risk management and social protection, as well as related subjects such as economics, the silver economy and law. Another function of the Documentation Center is to be the repository for all Fundación MAPFRE publications.

Our catalog contains around 170,000 bibliographic references to books, international print and electronic journals in the sector, 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 Documentation Center has a service for searching and locating information in specialized sources which, in 2023, received 1,688 requests for expert advice. In addition, it publishes a monthly *Newsletter*, containing a selection of the latest publications added to its catalog, as well as articles by collaborators who are specialists in their fields, and recommended bibliographies on monographic and current topics. In 2023, the newsletter launched a new image and new features such as "Featured Authors", "News", and "Bibliographic References", and it has reached more than XX subscribers.

The Documentation Center, which has been running for more than 30 years, has established itself as a benchmark organization, present on social media, primarily through LinkedIn. In addition, it maintains ongoing relationships with institutions, universities and academic centers, both in Spain and Latin America, 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 2023, we would like to highlight the following contacts:

- Biblioteca de la Universidad Politécnica de Madrid
- Academic directors of the doctoral program in Law and Economics at the Escuela Internacional de Doctorado de la Universidad San Pablo CEU
- Instituto de Seguros y Banca de Ecuador through the Escuela Internacional de Seguros y Finanzas.
- Autoridad Portuguesa de Supervisão de Seguros.
- Grupo Recoletos Consultores en Gerencia de Riesgos
- EAE Business School: Business School - Master's in Business Strategy
- Documentation Center of the Instituto de Empresa (IE)
- Universidad Francisco de Vitoria
- Fundación Universidad-Empresa

- CUNEF Universidad
- European University
- Universidad Internacional de La Rioja (UNIR)
- Asociación APECOSE de Perú

To find out more

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

AGEINGNOMICS RESEARCH CENTER

We have only recently become concerned with the economics of aging, no more than three years ago, but we are already considered a benchmark on the subject in Spain and Portugal, thanks to our intention to establish an optimistic paradigm regarding demographic change and its possibilities.

Outreach

Cycles of Ageingnomics meetings

The speed of technological advance is a challenge for a large proportion of Spain's older population. That is why the research center organized a new meeting within the framework of its ageingnomics cycles to discuss the search for inclusive and effective solutions for seniors in the digital world.

Under the title Los Seniors frente a la Brecha Digital (Seniors facing the Digital Divide) we held a new series of meetings in May, in Valencia, at the Escuela de Empresa, Negocios y Management, which included experts from different fields, such as: Alejandra Kindelán, president of the Asociación Española de Banca; Alberto Granados, president of Microsoft Spain; Tony Paños, director of Senior Management programs at EDEM; and Vanessa Escrivá, MAPFRE's Corporate Director of Technology.

The series was also attended by Hortensia Roig, president of EDEM and Juan Fernández Palacios, director of the Ageingnomics Research Center.

Access the contents of the conference:

<https://mapfre.vancastvideo.com/event/skBJJOVT/8184?lang=7551>

Housing and pensions. A guide to monetizing your housing and improving your pension

The purpose of this guide is to provide information on the various options related to home ownership that are available to supplement a pension. Its pages give information, on the one hand, on the various insurance and financial products that exist and that can improve purchasing power and, on the other, they provide a simple and easily understandable tool that, in plain language, can help us to make a decision on how to transform our real estate assets into cash.

The guide, written by Juan Ángel Lafuente Luengo, Professor of Financial Economics and Accounting at the Universitat Jaume I and Pedro Serrano, Professor of Financial Economics and Accounting at the Universidad Carlos III de Madrid, was presented at the 1st International Silver Economy Forum organized by Fundación Adinberri in San Sebastián.

Access the contents of the guide:

<https://documentacion.fundacionmapfre.org/documentacion/publico/es/media/group/1121339.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. In December, we published the fourth edition of the *Senior Consumer Barometer in Spain*, with the collaboration of Google for the second consecutive year. This is a first-rate tool for understanding the habits of a population cohort, the over-55s, which includes more than 16 million people.

Go to the studies:

IV Senior Consumption Barometer

<https://ageingnomics.fundacionmapfre.org/barometro/iv-barometro-del-consumidor-senior/>

Senior talent map 2023

On October 31, we presented the 3rd Senior Talent Map, dedicated to contrasting the working reality of young people under 30 with that of older adults aged between 55 and 70. This new report by the Ageingnomics Research Center is intended as a rigorous contribution to the public debate on the situation of both groups in Spain.

The event was attended by Antón Costas, Chairman of the Economic and Social Council; Elena Sanz, General Manager of People and Organization at MAPFRE; Iñigo Sagardoy and Tomás Pereda, Chairman and Deputy CEO respectively of Fundación máshumano; and Juan Fernández Palacios, Director of the Ageingnomics Research Center.

The authors of the report also took part: Iñaki Ortega, advisor to the Ageingnomics Research Center, Rafael Puyol, Professor Emeritus at the Universidad Complutense and President of the Universidad Internacional de La Rioja, and Alfonso Jiménez, professor and *headhunter*.

Go to the study:

<https://ageingnomics.fundacionmapfre.org/publicaciones/mapa-talento-senior/mapa-de-talento-senior-2023/>

MAPFRE Group Chief People Officer María Elena Sanz, and Antón Costas, chairman of the Economic and Social Council (Consejo Económico y Social, CES), at the presentation of the 3rd Senior Talent Map, October 31, 2023, at the headquarters of Sagardoy Abogados.



Ranking of senior economy territories

This year the Research Center presented the *2nd Ranking of Silver Economy Territories 2022 in Spain* and the *1st Ranking of Silver Economy Territories in Portugal 2022*, thereby initiating the activity in Portugal.

2nd Ranking of Silver Economy Territories 2022 in Spain

The recent sharp increase in the number of older adults has led to a series of measures being recommended to improve accessibility, mobility, care, but also related to participation in politics and the labor market through public policies.

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 in July in Malaga and was attended by Antonio Huertas Mejías, President of Fundación MAPFRE; Antonio Sanz Cabello, Minister of the Presidency, Interior, Social Dialogue and Administrative Simplification of the Regional Government of Andalusia, and Francisco de la Torre Prados, Mayor of Malaga.

The report was presented by Juan Fernández Palacios, director of the Ageingnomics Research Center, Iñaki Ortega Cachón, advisor to the Ageingnomics Research Center, and Clara Bazán Cea, director of Fundación MAPFRE's Insurance and Social Protection area.

1st Ranking of Silver Economy Territories in Portugal 2022

The goal of the ranking is to determine the reality of the silver economy in the different regions of Portugal, providing the necessary tools to encourage debate on the development of public policies that respond to the needs of an increasingly active population with significant economic potential.

The ranking analyzes the main Portuguese regions according to six dimensions to determine how "friendly" they are to older people. The selected dimensions cover demographics, employment, political participation, pensions, public spaces and degree of independence.

The presentation in Lisbon on October 4 was attended by António Nogueira Leite, Chairman of the Board of Directors of Mapfre Seguros Gerais; Ana Sofia Antunes, Secretary of State for Inclusion; Carlos Moedas, Mayor of Lisbon and Jose Manuel Inchausti, Third Vice-President of the MAPFRE Group and CEO of MAPFRE Ibérica; and Julio Domingo Souto, General Director of Fundación MAPFRE.

Go to the study:

Ranking of Silver Economy Territories in Spain 2022

<https://ageingnomics.fundacionmapfre.org/publicaciones/ranking-territorios/ranking-territorios-economia-senior-2022/>

Ranking of Silver Economy Territories in Portugal 2022

<https://ageingnomics.fundacionmapfre.org/publicaciones/ranking-territorios/ranking-territorios-economia-senior-portugal-2022/>

Antonio Garamendi, CEO of the CEOE (second on the left), and Ignacio Baeza, vice president of Fundación MAPFRE (center), at the ceremony to present the Silver Economy Business Monitor on April 14, 2023, at Fundación MAPFRE.



Silver Market Company Monitor

An essential tool for determining the number of companies that have ventured into the silver economy market with an offer of goods and services suitable for this group.

The presentation of the Silver Market Company Monitor, held in April, was attended by the president of the CEOE, Antonio Garamendi, and the vice president of Fundación MAPFRE, Ignacio Baeza, together with representatives of organizations and entities that are committed to this segment in their value proposal, including Helena Herrero, president of HP Southern Europe; Gerardo Iracheta, president of Sigma Dos; Manuela Carrión, State reference for the Elderly at ONCE; and Patricia Pérez González, corporate General Manager of Atresmedia.

Go to the study:

<https://ageingnomics.fundacionmapfre.org/monitor-de-empresas>

2023 Academic Seminar on Pension Systems and Intergenerational Solidarity Mechanisms

The seminar was held on June 20, in Madrid. The fourth edition of the event featured a keynote speech by Cristina Herrero, president of AIReF (the Independent Authority for Fiscal Responsibility) and a special address by Dr. Pedro Guillén, director of Clínica CEMTRO in Madrid, head of the Orthopedic Surgery and Traumatology Service and member of the Spanish Royal National Academy of Medicine. José Manuel Inchausti, vice-president of MAPFRE, CEO of Iberia and Fundación MAPFRE board member, also spoke at the event.

On this occasion, the seminar aimed to explore and reflect on the challenge of pensions and intergenerational solidarity in Spanish society. The selected papers, presented during the seminar, came from the academic and professional spheres, from renowned research centers. The organization was made possible thanks to the collaboration of the Universidad Carlos III de Madrid.

In May, the registration phase was opened and the scientific committee selected the following:

- “The Fundamental Principles of Pension Plans”, presented by Félix Benito Osma, Professor of Commercial Law and Insurance Law. Universidad Carlos III de Madrid. Secretary General of SEAIDA.
- “The intergenerational actuarial fairness of bringing forward the retirement age in the Spanish pension system”, presented by Inmaculada Domínguez Fabián, Universidad de Extremadura.
- “Reverse mortgages and financial sustainability, presented by Mercè Claramunt”, Observatory of European Complementary Social Welfare Systems, Universidad de Barcelona.

- “Delayed retirement, a measure aimed at active aging or at the sustainability of the System?”, presented by Juan Antonio Maldonado Molina, Professor of Labor and Social Security Law, Universidad de Granada.
- “New products in the face of severe dependence? Adapting what we have: the case of the pension plan”, presented by Joseba Iñaki de la Peña, Professor of Actuarial Sciences at the Universidad del País Vasco.
- “Public Pension Reform: Political and Financial Sustainability,” presented by Javier Díaz-Giménez, IESE Business School, and Julián Díaz-Saavedra, Universidad de Granada.

Access the presentations:

<https://ageingnomics.fundacionmapfre.org/eventos/seminarios/sistemas-de-pensiones-y-mecanismos-de-solidaridad-intergeneracional/>

Support for entrepreneurship

TALES Program

Tales is a free program driven by the Centro Internacional Santander Emprendimiento and promoted by the Ageingnomics Research Center, with the active collaboration of the Universidad de Cantabria, the Universidad de Extremadura, the Universidad de Granada, the Universidad de Las Palmas de Gran Canaria and the Universidad de Vigo. This project seeks to channel the entrepreneurial concerns of the over-50s and offer answers to the demographic challenge. More than one hundred students were selected for the program and, over the course of twelve 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 start-ups*. The goal is to create a community of senior entrepreneurs and link this with young entrepreneurship ecosystems to generate collaboration opportunities between the two.

To find out more

<https://www.cise.es/tales-emprendimiento-senior/>

ART LECTURE SERIES

In 2023, this area continued the activity that has been carried out regularly since 2021 through lecture series and other meetings. This is an aspect that in the case of the KBr Barcelona Photo Center represents one of its main programming axes. Specifically, throughout 2023 we offered a total of 9 activities in the KBr auditorium: 2 series of conferences/conversations, 6 individual calls, with guests related to the exhibitions (curators, specialists, etc.) and a film-concert session, in connection with the Tina Modotti exhibition. The programmed series were: Prepared for Certain Abysses, Català-Roca Open to Thought and Rethinking the Face (in collaboration with the Festival Audiovisual Panoràmic). The other sessions featured the participation of the curators and other specialists in the exhibitions Anastasia Samoylova, Ilse Bing, La Cataluña de Jules Ainaud and Tina Modotti. In total, there were 10 sessions in which 14 guest speakers participated. All the sessions were broadcast live (via *streaming*) and they are all available on the website.

Exhibitions



Link
General table
of social action
activities

Throughout 2023, in the area of Culture, we implemented an ambitious and demanding program that, summarized in broad strokes and in terms of the area's main areas of action, took the form of 18 exhibitions (visual arts and photography) at our sites in Madrid and Barcelona, while another 4 of our own photography exhibitions were presented in other institutions in Spain and abroad. In the field of knowledge promotion and outreach, we organized around ten series and/or conferences; in the field of education, we carried out more than 380 activities (for schools and families). In addition to these activities, there are other important areas, like the publishing activity (exhibition catalogs and other publications), the continuity of the KBr Photo Award and our online presence, where we prioritize the incorporation of relevant content and its regular renewal.

All this is described in detail in the following pages, although here we would like to point out that the exhibition Leonora Carrington. Revelación, which could be seen in the Madrid exhibition hall between February and May, was the area's most important activity in 2023, due to its major impact on the media and the intense interest it aroused, as evidenced by the high number of visitors.

RECOLETOS EXHIBITION HALL

In the area that for years has been the backbone of our cultural program - visual arts and photography exhibitions- the year 2023 developed in accordance with the general structure of activity that had already been defined in 2020: the confluence in the Madrid exhibition hall (Sala Recoletos) of visual arts and photography exhibitions and the continuation in Barcelona of a program dedicated exclusively to photography (KBr Fundación MAPFRE).

Indeed, in Madrid, we presented three new projects at the Recoletos Exhibition Hall. As usual, the winter and fall seasons saw the coexistence of plastic arts and photography exhibitions, while the summer program offered a double photography program. The year began (February-May) with the exhibition Leonora Carrington. Revelación, and Facundo de Zuviría. Estampas porteñas. As mentioned above, the exhibition dedicated to the Anglo-Mexican artist was exceptionally well received by both the media and the public, as evidenced by the nearly ninety thousand visitors it received. The fall proposal was a novelty, as this time it was a triple proposal that included painting, sculpture and photography: Medardo Rosso. Pioneer of modern sculpture, Mathieu Pernot. Documento/Monumento and Los veranos de Sorolla. Fundación MAPFRE's participation in the official program to mark the centenary of the death of Joaquín Sorolla was the reason for this triple program, and the exhibition dedicated to the great Valencian master attracted the most visitors.

The summer program was once again devoted entirely to photography, with an extensive retrospective on the American Louis Stettner and an exhibition dedicated to the Russian-American photographer and winner of the first edition of the KBr Photo Award: Anastasia Samoylova. Image cities.



Above: "Revelation" by Leonora Carrington, one of the most prominent surrealist artists of our times. **Top right:** Joaquín Sorolla and Medardo Rosso: One Era, Two Lights. **Right:** The Judith Joy Ross exhibition was presented at the Fotomuseum in The Hague and at the Philadelphia Museum of Art.

As we had already seen in previous years, the coexistence in the same space of the plastic arts and photographic works is an attractive stimulus for those members of the public who are initially interested in only one of the two disciplines, but who end up visiting both exhibitions because of the opportunity represented by them being in the same space. In this sense, we are very pleased to confirm that this dynamic contributes, as we have seen with the recognition and presence in the media, to reinforcing Fundación MAPFRE's image as a cultural agent.

The exhibitions held in the Madrid exhibition hall in 2023 received a total of 275,818 visitors.

KBR BARCELONA PHOTO CENTER

For its part, in 2023, the KBr Fundación MAPFRE photography center in Barcelona has continued with its consolidation and projection as a center of reference for artistic photography, both nationally and internationally. Our exhibition program has maintained the criteria with which this project was designed: three exhibitions dedicated to extensive anthologies of great masters or current acclaimed artists (the main criteria for the Fundación's photographic program) and, along with each of these, smaller exhibitions dedicated, respectively, to presenting important historical photographic collections from Catalan institutions, exhibiting Fundación MAPFRE's own photography collection, and showing a selection of the work being produced by the new generations of creators being trained at the main photography schools in Barcelona.

Within this framework, between February and May, the KBr presented the exhibitions Ilse Bing and Anastasia Samoylova. Image cities; in summer (June to September), the exhibitions were dedicated to one of the most iconic photographers of the 20th century, the Italian-Mexican Tina Modotti, and La Cataluña de Jules Ainaud, in this case as part of the program for disseminating Catalan photographic collections. The final third of the year saw an exceptional retrospective of one of the classic 20th century photographers: William Eggleston. El misterio de lo cotidiano, along with the Flama project, through which each year we show works by a selection of outstanding students from the main photography schools in Barcelona.

Once again the annual balance of the activity in Barcelona is clearly positive, with visitor figures that confirm that the KBr is a benchmark for both the Catalan and national public as a whole who are interested in photography and that, as we point out below, its program attracts the attention of the main photographic institutions in Europe, the United States and other countries.

The exhibitions held at the KBr in 2023 received a total of 68,181 visitors.

ONLINE CONTENT

The programming, production and development of exhibitions in Fundación MAPFRE's galleries logically includes a wide range of online content. In this respect, the digital programming launched in 2021-2022 has been continued: the generation of content around the exhibitions specifically designed for social media, as the first -and necessarily slow- step towards attracting young audiences. To develop this content, we rely on the participation of leading figures from various fields of cultural creation (visual artists, writers, musicians, dancers, etc.) who already have a broad following on social media and who can, therefore, generate a different and renewed perception of our activities.

To find out more

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



Left: exhibition on Tina Modotti, a photographer focused on people and on exposing inequality and injustice. **Bottom:** the artist Orlan participates in the "Rethinking the Face" lecture series, where she discussed her approach to the issue of the face, the main theme of the series and of the Panoràmic festival.



EXHIBITIONS IN OTHER NATIONAL AND INTERNATIONAL VENUES

In addition to this programming in our exhibition halls in Madrid and Barcelona, which involves 13 exhibitions each year (a figure on a par with museum institutions of much greater size and resources), a third element of the Foundation's dedication to exhibitions is -as it has been since almost the beginning of these activities in the 1990s- sharing our offerings with other institutions in the rest of Spain and abroad. In 2023, the bulk of this activity corresponded to photography exhibitions, with two exhibitions in Spain and four abroad. In Spain, Bleda y Rosa (at ICO, Madrid, between June and September) and Pérez Siquier, whose collection is part of the Fundación MAPFRE Collections, were presented at the Centro Cultural Caja Granada, between September and November. The productions shared with foreign institutions were: Judith Joy Ross, which was first presented at the Fotomuseum in The Hague between November 2022 and March 2023 and then traveled to the Philadelphia Museum of Art, where it could be seen from April to August; the exhibition by Pérez Siquier was shown at the Huis Marseille exhibition hall in Amsterdam from March to June, while another of our collections, that of the American Paul Strand, formed part of the Fundación Henri Cartier-Bresson program (February-April).

Altogether, these exhibitions were visited by just over 147,000 people.

ART COLLECTIONS

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. It is also worth mentioning that we have published an updated edition of the José Gutiérrez-Solana catalog in the Fundación MAPFRE Collections.

To find out more

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



Opening of the Mathieu Pernot exhibition.

INSURANCE MUSEUM

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

During the tour, we hear about 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 2023, we continued to offer reduced-capacity visits for groups related to the insurance, financial or insurance mediation sectors. The museum also offers a virtual tour of the hall and the pieces exhibited within it.

In addition, under the direction of Igor Paskual and his Españarte initiative, we have held two talks in the museum auditorium and produced a number of *reels* that connect historical heritage with the content of the Insurance Museum. These have received more than fifty thousand views, allowing us to make society more aware of the culture and knowledge of insurance.

To find out more

<https://segurosypensionesparatodos.fundacionmapfre.org/museo-del-seguro/>



Above: William Eggleston exhibition. **Top right:** Judith Joy Ross at the Philadelphia Museum of Art. **Right:** opening of the Leonora Carrington and Facundo Zuviria exhibitions, attended by HRH Princess Elena of Spain.



Volunteering



Link
General table
of social action
activities



Volunteering actions in Brazil and Colombia.

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 our support, in addition to activities linked to promoting awareness-raising, environmental education and healthy leisure activities for our volunteers.

Our target groups are: children, teenagers, older adults, women and/or children at risk of social exclusion, and people who are ill or who have some kind of disability. The program is currently active in 24 countries around the world.

ACTIVITIES

In today's complex and changing world, we strongly promote diverse corporate volunteering, with varied activities that everyone can identify with and that serve to channel the solidarity of the employees of the different companies that currently form part of our program. To this end, we guide our volunteers and all those who wish to become volunteers, identifying real needs and connecting them with the best organization and activity for them.

In 2023, Enterprise and Verisure Peru and Chile joined our corporate volunteering program, adding to the companies that had become involved in previous years: MAPFRE, Securitas Direct, Solunion, Michelin España-Portugal and Eviden (ATOS Group), meaning 8 entities are now affiliated with our Volunteer program.

In 2023, we carried out 2,134 volunteering activities in 24 different countries, with the participation of more than seven thousand individual volunteers, of whom 409 are junior volunteers, children who are gradually incorporating solidarity into their daily lives.

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 Volunteering video (Honduras)

https://www.linkedin.com/posts/dennis-gabriel-ordo%C3%B1ez-medina-34367189_fundaciaejnmapfre-lapartequenostoca-ugcPost-7108195916154642432-Oosk?utm_source=share&utm_medium=member_desktop

Volunteering video - Fundación MAPFRE (Fundación MAPFRE volunteers get back more than they give)

<https://youtu.be/sa931YugcE?si=AZ1mhxATBIIJuxNr>

Fundación MAPFRE Volunteers Video (Mexico)

<https://youtu.be/DhGz51OYho0>

Volunteering video - Fundación MAPFRE (Spain-Fundación Tengo Hogar-Visit to the Fire Station)

https://www.instagram.com/reel/Czq1zsyT2Z5/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

https://x.com/tengo_hogar/status/1724791513849430114?s=20

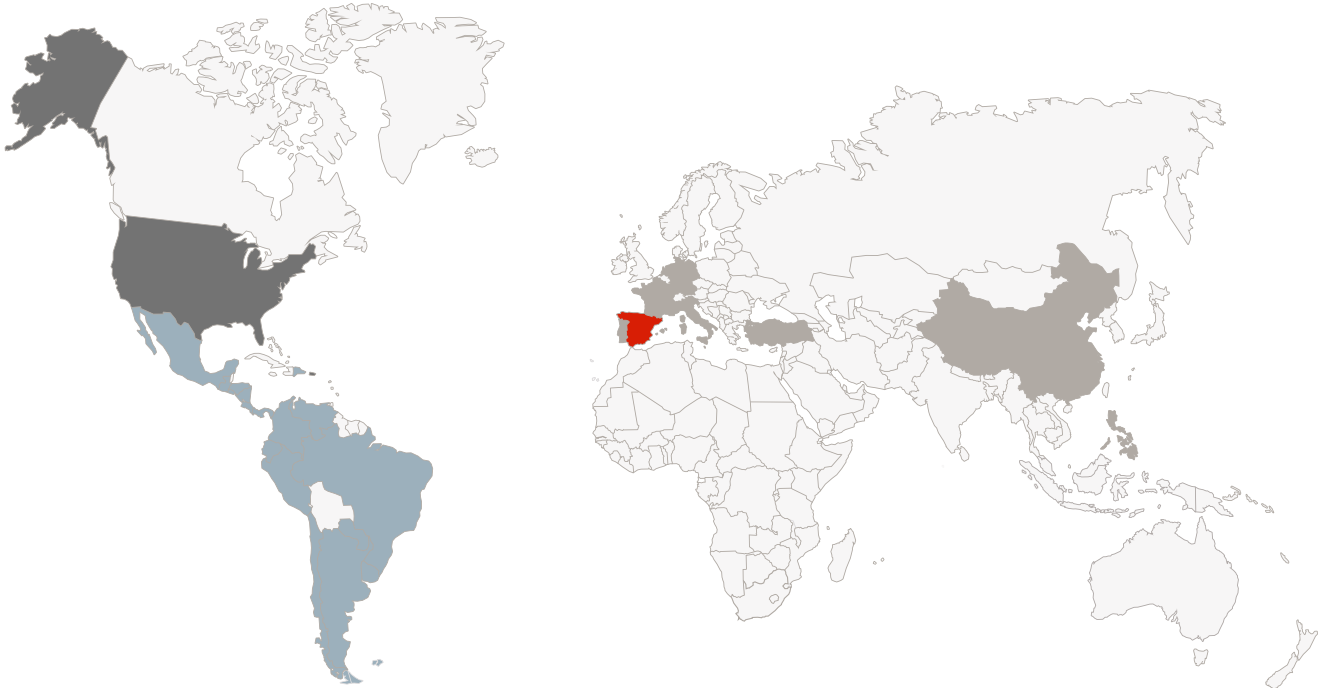
<https://www.linkedin.com/feed/update/urn:li:activity:7130558749387202560>

<https://www.facebook.com/tengohogar/videos/374829215067118/>



4 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
- Exhibitions

SPAIN

-
-

EUROPE

- Germany
- France
- 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 2023	ACTIVITIES	EVENTS	BENEFICIARIES	
			IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
Fundación MAPFRE Social Awards	1	2	4	-
Innovation Awards	1	2	12	-
KBr Photo Award	1	-	4	-
Red Innova	1	7	-	83
Projects and Social Aid	95	312	147.806	43.276
Educational and Awareness Programs	59	31.671	3.956.936	433.695
Innovation and Knowledge Promotion	32	97	10.897	1.517.359
Exhibitions	26	29	492.141	-
Other institutional actions	8	14	2.300	43.007
TOTAL	224	32.134	4.610.100	2.037.420

VOLUNTEERS Areas of action	EVENTS	BENEFICIARIES		PARTICIPATION
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	
Emergency aid	65	952	-	346
Share solidarity	78	2.095	-	646
Education	569	23.661	1.365	3.420
Environment	163	1.051	17	2.275
Nutrition	584	82.104	-	2.977
Health	677	25.638	662	5.873
Training for volunteers	22	-	273	
Volunteering Website and Report	8	-	4.136	
TOTAL	2.166	135.501	6.453	15.537

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
Projects and Social Aid(*)	15	232	44,955	43,276
Educational and Awareness Programs	40	20,016	738,617	234,726
Innovation and Knowledge Promotion	25	83	10,840	1,513,596
Exhibitions	22	23	362,053	-
Volunteering (**)	21	918	71,803	215
TOTAL	123	21,272	1,228,268	1,791,813

(*) European Social Fund Plus

(**) Lines of action are measured

PROJECTS AND SOCIAL AID

ACTIVITIES	EVENTS	BENEFICIARIES	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
SOCIAL EMPLOYMENT PROGRAM	174	17,238	43,276
Juntos somos capaces	162	16,108	1,657
Accedemos	9	1,070	28
APP para Discapacidad. SOY CAPPАЗ	1	-	41,590
University of Extremadura Scholarships	1	59	-
University of Salamanca Scholarships	1	1	1
SOLIDARITY [this group does not exist in CRM]	54	27,694	-
SéSolidario	23	4,413	-
SéSolidario - Fundacion Tengo Hogar	1	64	-
SéSolidario - Vidas Cruzadas	2	202	-
SéSolidario - Cuenta con Nosotros	1	2,101	-
Call for Social Aid. SéSolidario	26	20,733	-
Solidarity Market	1	181	-
EUROPEAN SOCIAL FUND PLUS	4	23	-
1st +Rural Call	1	6	-
Working group with potential beneficiary entities	1	17	-
Informative session 1st +Rural Call for applications	1	-	-
Challenges and opportunities in rural Spain Forum	1	-	-
TOTAL	232	44,955	43,276

EDUCATIONAL AND AWARENESS PROGRAMS

ACTIVITIES	EVENTS	BENEFICIARIES	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
EDUCATIONAL PROGRAMS	17,988	634,745	172,161
In Social Action	255	7,863	-
Online educational materials	255	7,863	-
In Prevention and Road Safety	13,802	388,629	35,863
Now we are walking to school, together with STOP Accidents	869	20,450	190
Planet SDG	1,117	47,923	28,454
Road safety education caravan	525	11,209	-
Fire Prevention Week	11,272	308,392	5,096
Road safety in companies	19	655	2,123
In Health Promotion	1,816	214,533	59,492
Control Your Network	846	147,606	12,829
Learning Together to Save Lives	52	49,167	29,319
Live Healthily	916	17,760	17,289
E-Learning Training	2	-	55
In Insurance and Social Provision	1,733	17,509	18,166
FINEXIT. Financial Escape Room	984	4,550	13,950
PlayPension	681	11,121	4,153
BugaMAP Seminars	68	1,838	63
In Culture	382	6,211	58,640
Educational activities Barcelona (schools and families)	87	1,080	-
Educational activities Madrid (schools and families)	295	5,131	
Educational programs online			7,819

ACTIVITIES	EVENTS	BENEFICIARIES	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
Online content related to the exhibitions	-	-	50,821
PROGRAMS TO RAISE AWARENESS	2,028	103,872	62,565
In Prevention and Road Safety	1,673	54,822	24,357
Drive Safely Blog (website)	2	1	-
Global Road Safety Week (Social Media)	1	-	-
World Campaign for Traffic Accident Victims	1	-	-
Workshops and Conferences	12	1,660	744
Unique events	22	3,567	-
Awareness-raising activities together with AESLEME	1,632	49,292	7,077
Child Restraint Systems	3	302	16,536
In Health Promotion	306	47,320	26,585
Elige Vivir Mejor [Choose to Live Better]	257	20,009	14,576
Ciberland[Cyberland]	7	18,335	-
The Time Machine	33	8,342	12,009
Health Social Networks	6	-	-
Health Conferences	3	634	-
In Insurance and Social Provision	17	-	11,071
Seguros y Pensiones para Todos	2	-	-
Global Money Week	2	-	1
Financial Education Day	2	-	1
Social Media Insurance and Social Protection	6	-	-
In Culture	22	1,093	467
KBr Activities (cycles, talks, workshops with photographers, etc.)	13	465	467
Recoletos 23 auditorium activities (cycles, conferences, etc.)	9	628	-
Ageingnomics Research Center	10	637	85
Guide to Monetizing Housing and Senior Style Guide	6	500	-
Ageingnomics Cycles	1	67	85
Ageingnomics Research Center Website	1	-	-
Silver Economy Business Monitor	2	70	-
TOTAL	20,016	738,617	234,726

INNOVATION AND KNOWLEDGE PROMOTION PROGRAMS

ACTIVITIES	EVENTS	BENEFICIARIES	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
SCHOLARSHIPS AND GRANTS	4	13	-
Ignacio H. de Larramendi Research Grants in Health	1	7	-
Ignacio H. de Larramendi Research Grants in Insurance and Social Protection	2	5	-
Carolina Foundation Scholarship in Insurance and Social Protection	1	1	-
PUBLICATIONS	46	10,319	1,505,575
Monographs	13	8	1,505,575
Health publication downloads	1	-	96,075
Prevention and Road Safety Reports (published in 2023)	8	8	37,828
Prevention and Road Safety Reports (prior to 2023)	-	-	27,682
Insurance and Social Protection publication downloads	1	-	165,687
Ageingnomics Research Center publication downloads	1	-	26,157
Downloads of other publications (CDOC)	1	-	742,469
MAPFRE Insurance Dictionary	1	-	409,677
Exhibition catalogs	33	10,311	-
Photography Catalogs (Madrid Exhibitions)	3	1,941	-
Fine Arts Catalogs (Madrid Exhibitions)	5	5,531	-
Barcelona Catalogs (Photography Exhibitions)	10	2,370	-
Collections Catalogs	15	469	-
DOCUMENTATION CENTER [In CRM, this is an Activity, not a Program]	21	126	7,767
Query resolution - Expert advice	1	-	1,670
Monthly Newsletter Subscribers	1	-	5,181
Unique visitors to the website	1	-	-
Reading Room Attendance	1	18	-
Subscriber dissemination of reports	1	-	882
Documentation Center Presentations	16	108	34
AGEINGNOMICS RESEARCH CENTER [In CRM, this is an Area, not a Program]	12	382	254
Ranking of Silver Economy Territories	5	157	111
Senior Consumption Barometer	2	20	15
Senior Talent Map	2	80	-
Academic Seminar	1	55	128
Silver Economy Business Monitor 2023	2	70	-
TOTAL	83	10,840	1,513,596

EXHIBITIONS

ACTIVITIES	EVENTS	BENEFICIARIES	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
TEMPORARY EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	18	343,999	-
Recoletos Hall	10	275,818	-
Julio González-Picasso	1	2,919	-
Ilse Bing	1	2,889	-
Leonora Carrington	1	89,481	-
Facundo de Zuviría	1	20,066	-
Louis Stettner	2	23,680	-
Kbr Award Anastasia Samoylova	1	21,530	-
Medardo Rosso	1	35,293	-
Los Veranos de Sorolla	1	58,485	-
Mathieu Pernot	1	21,475	-
KBr Hall	8	68,181	-
Flama22	1	1,397	-
Carrie Mae Weems	1	2,163	-
Ilse Bing_Bcn	1	10,626	-
Kbr Award - Anastasia Samoylova	1	9,494	-
Tina Modotti Bcn	1	10,742	-
The Catalonia of Jules Ainaud	1	9,106	-
William Eggleston	1	15,233	-
Flama23	1	9,420	-
PERMANENT EXHIBITIONS AT FUNDACIÓN MAPFRE LOCATIONS	1	816	-
Insurance Museum	1	816	-
EXHIBITIONS AT OTHER LOCATIONS	4	17,238	-
Jorge Ribalta (Pamplona)	1	2,297	-
Bleda Y Rosa (Ico)	1	8,151	-
Goya-Los Desastres (Estepona)	1	2,987	-
Pérez Siquier (Granada)	1	3,803	-
TOTAL	23	362,053	-

VOLUNTEERING

ACTIVITIES	EVENTS	BENEFICIARIES	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
Share solidarity	30	128	-
Education	250	9,900	183
Environment	13	21	-
Nutrition	403	54,494	-
Health	222	7,260	32
TOTAL	918	71,803	215

Europe

ACTIVITIES	EVENTS	BENEFICIARIES		
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	
Projects and Social Aid	11	11	3,720	-
Extraordinary COVID-19 actions.	-	-	-	-
Educational and Awareness Programs	4	517	57,757	6,849
Innovation and Knowledge Promotion	2	3	57	5
Exhibitions	3	5	85,230	-
Volunteering (*)	20	61	1,302	-
TOTAL	40	597	148,066	6,854

(*) Action lines are measured

GERMANY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	2,002	-	-	-
Die Arche	1	1,901	-	-	-
Berliner Tafel e.V	1	101	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	23	2,619	393	80	-
Safe, healthy and sustainable mobility	23	2,619	393	80	-
INNOVATION AND KNOWLEDGE PROMOTION	1	-	4	-	-
Documentation Center - Verti Germany Presentation	1	-	4	-	-
EXHIBITIONS	1	170	-	-	-
EXP. PÉREZ SIQUIER (Frankfurt)	1	170	-	-	-
VOLUNTEERING	8	140	-	357,147	-
Education	1	35	-	8	-
Environment	1	1	-	27,006	-
Nutrition	2	2	-	330,028	-
Health	4	102	-	105	-

FRANCE

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
EXHIBITIONS	1	25,619	-	-	-
EXP. PAUL STRAND HCB	1	25,619	-	-	-

ITALY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	324	-	-	-
Portofranco Milano	1	193	-	-	-
Passo Dopo Passo. Meglio dopo Insieme (MDI)	1	131	-	-	-
VOLUNTEERING	8	12	-	188	-
Share Solidarity	1	1	-	1	-
Education	4	7	-	78	-
Environment	1	1	-	7	-
Health	2	3	-	102	-

MALTA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	162	-	-	-
Jesuit Refugee Service Malta	1	121	-	-	-
Cáritas Malta	1	41	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	197	3,280	2,761	-	-
Control Your Network	178	1,172	2,761	80	-
Safe, healthy and sustainable mobility	19	2,108	-	-	-
VOLUNTEERING	15	582	-	78	-
Emergency aid	1	1	-	2	-
Share Solidarity	4	26	-	21	-
Environment	2	2	-	23	-
Nutrition	1	240	-	8	-
Health	7	313	-	24	-

THE NETHERLANDS

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
EXHIBITIONS	3	59,441	-	-	-
EXHIB. J.J. ROSS (The Hague)	1	15,953	-	-	-
EXHIB. TINA MODOTTI (Amsterdam)	1	27,000	-	-	-
EXHIB. PEREZ SIQUIER (Amsterdam)	1	16,448	-	-	-

PORTUGAL

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	3	705	-	-	-
Centro Social Musgueira	1	421	-	-	-
Asociación Academia Johnson Semedo	1	208	-	-	-
Novo Futuro	1	76	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	4	4,870	3,695	30,000	218,862
Safe, healthy and sustainable mobility	3	4,870	3,695	30,000	197,024
World Day for Road Traffic Victims Campaign	1	-	-	-	21,838
INNOVATION AND KNOWLEDGE PROMOTION	2	57	1	-	-
Ranking of Silver Economy Territories	1	57	-	-	-
Documentation Center - Presentation of Autoridade de Supervisão Seguros	1	-	1	-	-
VOLUNTEERING	19	558	-	125	-
Share Solidarity	2	3	-	2	-
Education	10	153	-	41	-
Environment	1	1	-	4	-
Health	6	401	-	78	-

TURKEY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	527	-	-	-
TEV Turkish Education Foundation	1	76	-	-	-
Darussafaka	1	451	-	-	-
Humanitarian aid fund	1	2300	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	292	44,688	-	-	-
Safe, healthy and sustainable mobility	292	44,688	-	-	-
VOLUNTEERING	11	10	-	536	-
Emergency aid	3	3	-	79	-
Education	5	4	-	226	-
Health	3	3	-	231	-

United States and Puerto Rico

	ACTIVITIES	EVENTS	BENEFICIARIES	
			IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
Projects and Social Aid	10	10	8,158	-
Extraordinary COVID-19 actions		-		
Educational and Awareness Programs	2	872	59,133	10,953
Innovation and Knowledge Promotion		-		
Exhibitions	1	1	44,858	-
Volunteering (*)	10	213	6,311	750
TOTAL	23	1,096	118,460	11,703

(*) Action lines are measured

UNITED STATES

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	8	8,075	-	-	-
Best Buddies Massachussets	1	177	-	-	-
Academy of the Pacific Rim charter public school	1	546	-	-	-
Bottom Line	1	2,146	-	-	-
Fundación Real Madrid Social Sports Schools (Webster)	1	30	-	-	-
Fundación Real Madrid Social Sports Schools (Lawrence)	1	112	-	-	-
One Goal	1	1,601	-	-	-
United Way of Webster and Dudley	1	3,199	-	-	-
Worcester Community Action Council	1	264	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	308	38,425	10,913	69,065	75
BugaMAP Seminars	6	116			
Prevention of childhood injuries	269	35,752	10,784	69,065	75
Safety Quest	33	2,557	129	-	-
EXHIBITIONS	1	44,858	-	-	-
EXP. J.J. ROSS (Philadelphia)	1	44,858			
VOLUNTEERING	79	2,281	733	1,838,715	33
Emergency aid	3	3	-	275	-
Education	28	227	103	7,379	5
Environment	2	1	-	-	-
Nutrition	9	718	-	48,543	-
Health	37	1,332	630	1,782,518	28

PUERTO RICO

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	83	-	-	-
Hogar de Niñas Cupey	1	57	-	-	-
Politécnico Teresiano. Hogar Teresa Toda (Loiza)	1	26	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	564	20,708	40	-	95,965
Control Your Network	57	7,130	-	-	-
Road safety vehicle park	505	13,566	40	-	-
Safe mobility social media and communication	1	-	-	-	95,965
BugaMAP seminars	1	12	-	-	-
VOLUNTEERING	134	4,030	17	24,664	1
Share Solidarity	3	1	-	9,501	-
Education	26	1,599	-	15	-
Environment	11	26	17	1,008	1
Nutrition	14	411	-	9	-
Health	80	1,993	-	14,131	-

Latin America

	ACTIVITIES	EVENTS	BENEFICIARIES	
			IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES
Projects and Social Aid	57	57	88,855	-
Extraordinary COVID-19 actions	6	8	5,443	-
Educational and Awareness Programs	13	10,266	3,101,429	181,167
Innovation and Knowledge Promotion	5	11	-	3,758
Exhibitions		-		
Volunteering (*)	75	944	56,085	1,079
TOTAL	156	11,286	3,251,812	186,004

(*) Action lines are measured

ARGENTINA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	3	25,261	-	-	-
Aldeas Infantiles SOS - A Family Environment for Every Child	1	55	-	-	-
Centro Comunitario Jesús María - Training Workshops and Activities	1	25,001	-	-	-
Mensajeros de la Paz - Health, Nutrition and Educational Support	1	205	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	414	34,102	661	-	-
Fire prevention campaign	243	21,701	661	-	-
Safe, healthy and sustainable mobility	171	12,401	-	-	-
VOLUNTEERING	39	3,685	-	24,247	-
Share Solidarity	3	1,152	-	17	-
Education	7	813	-	13	-
Environment	4	104	-	24,103	-
Nutrition	9	937	-	81	-
Health	16	679	-	33	-

BRAZIL

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	11	17,466	-	-	-
Ação Comunitaria Do Brasil Sao Paulo	1	1,997	-	-	-
Amigos do bem	1	4,401	-	-	-
Filhas da Sta. Maria da providencia	1	271	-	-	-
Fundación Real Madrid Social Sports Schools Sao Paulo	1	296	-	-	-
Instituto Crescer	1	161	-	-	-
Liga das Senhoras Católicas de Sao Paulo	1	901	-	-	-
Movimento Pro-crianza	1	2,001	-	-	-
Nutrir. Asoc. Combate a Desnutrição	1	2,411	-	-	-
Proyecto Julita	1	4,038	-	-	-
Cáritas Brasileira - Ação Social Diocesana de Patos	1	501	-	-	-
Centro de Formação Educativo Comunitário-CEFEC	1	488	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	811	2,270,068	53,152	412,031	1,132,925
Cyberland	3	14,804	-	-	-
Live Healthily	4	2,019,276	9,561	-	-
Seguros y Pensiones para Todos	1				10,299
Global Money Week	1				21,613
MAPFRE Insurance Dictionary	1		31,563	-	-
Safe, healthy and sustainable mobility	3	13,700	-	408,000	219,013
Road safety education is vital	797	222,288	12,028	4,031	-
World Day for Road Traffic Victims Campaign	1	-	-	-	882,000
INNOVATION AND KNOWLEDGE PROMOTION	4	-	3,548	-	-
Innovation in mobility	4	-	3,548	-	-
VOLUNTEERING	214	27,872	907	38,871	39,929
Emergency aid	14	50	-	1,805	-
Share Solidarity	3	202	-	16,034	-
Education	80	2,663	907	7,676	39,929
Environment	12	77	-	3,452	-
Nutrition	50	20,530	-	9,682	-
Health	55	4,350	-	222	-

CHILE

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	377	-	-	-
Fundación Barnechea	1	36	-	-	-
Nuestros Hijos - Therapeutic Recreational Gym	1	341	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	133	16,704	909	3,953	-
BugaMAP seminars	1	18	-	-	-
Safe, healthy and sustainable mobility	132	16,686	909	3,953	-
VOLUNTEERING	68	4,135	-	160	-
Emergency aid	1	1	-	2	-
Share Solidarity	3	3	-	10	-
Education	33	3,504	-	35	-
Environment	8	259	-	39	-
Nutrition	14	198	-	38	-
Health	9	170	-	36	-

COLOMBIA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	6	2,172	-	-	-
A la rueda rueda de pan y canela	1	426	-	-	-
Casa de la Madre y el Niño	1	101	-	-	-
Fundación Fana - Mentoring for Five Abandoned Boys (Bogotá)	1	177	-	-	-
Fundación Juan Felipe Escobar - Medical Center (Cartagena)	1	1,081	-	-	-
Hogares Bambi. Fund. Ayuda a la Infancia - Comp. Care for abandoned children	1	146	-	-	-
Fundación TDHI. School support and training in values to combat school dropout in San José de Cúcuta	1	241	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	3,081	169,522	2,032	-	21,088
Control Your Network	427	14,237	790	-	-
The practice of road safety education	2,654	155,285	1,242	-	21,088
VOLUNTEERING	52	2,435	92	2,407	1
Share Solidarity	1	1	-	131	-
Education	27	735	92	223	1
Environment	2	2	-	1,837	-
Nutrition	2	680	-	21	-
Health	20	1,017	-	195	-
EXHIBITIONS	-	-	-	-	-

COSTA RICA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	1	1.161	-	-	-
Association for young people with cancer (Project Daniel)	1	1.161	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	2	-	80	-	-
Documentation Center Presentations	2		80	-	-
VOLUNTEERING	11	684	-	43	-
Environment	2	2	-	29	-
Health	9	682	-	14	-

ECUADOR

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	1	38	-	-	-
Fundación Sor Domiga Bocca	1	38	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	166	19,540	369	-	-
Safe, healthy and sustainable mobility	15	4,305	-	-	-
Fire prevention campaign	151	15,235	369	-	-
INNOVATION AND KNOWLEDGE PROMOTION	1	-	42	34	-
Documentation Center Presentation to the Insurance and Banking Institute	1		42	-	-
VOLUNTEERING	14	197	-	34	-
Emergency aid	3	42	-	6	-
Share Solidarity	2	77	-	2	-
Education	1	11	-	1	-
Nutrition	7	57	-	24	-
Health	1	10	-	1	-

EL SALVADOR

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	882	-	-	-
Fundación Cinde - Comprehensive Educational Assistance (Soyapango)	1	398	-	-	-
Fundación Real Madrid Social Sports Schools	1	484	-	-	-
COVID-19	1	7	-	-	-
El Salvador - COVID19 extraordinary aid	1	7	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	24	2,160	-	-	-
Safe, healthy and sustainable mobility	24	2,160	-	-	-
VOLUNTEERING	8	109	-	151	-
Share Solidarity	2	1	-	64	-
Education	2	66	-	4	-
Environment	2	2	-	80	-
Health	2	40	-	3	-

GUATEMALA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	1,769	-	-	-
Futuro Vivo	1	208	-	-	-
Manabí	1	1,561	-	-	-
COVID-19	1	4,971	-	-	-
Guatemala - COVID19 extraordinary aid	1	4,971	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	85	19,289	368	-	-
Fire prevention campaign	50	18,579	368	-	-
Safe, healthy and sustainable mobility	35	710	-	-	-
VOLUNTEERING	29	2,940	-	81	-
Share Solidarity	2	190	-	2	-
Education	7	960	-	14	-
Environment	1	100	-	17	-
Nutrition	8	781	-	20	-
Health	11	909	-	28	-

HONDURAS

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	746	-	-	-
Casa Alianza	1	712	-	-	-
Aldeas Infantiles SOS - Youth Community	1	34	-	-	-
COVID-19	1	207	-	-	-
Honduras - COVID19 extraordinary aid	1	207	-	-	-
VOLUNTEERING	28	887	-	257	-
Education	4	219	-	55	-
Environment	6	129	-	85	-
Nutrition	3	74	-	86	-
Health	15	465	-	31	-

MEXICO

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	4	13,611	-	-	-
Campeones de la vida Nariz Roja	1	516	-	-	-
Casa de la Amistad Niños con Cáncer- Educational Support Program	1	532	-	-	-
Comunidad MAPFRE - UP	1	12,238	-	-	-
Fundación CMR - Santa María soup kitchen (Mexico DF)	1	325	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	1,641	191,677	78,957	-	950,646
Live Healthily	388	44,561	2,831	-	7,662
FINEXIT. Financial Escape Room	320	2,162	8,085	-	-
MIDE: talk "Prevention, assets and risk"	1	99,167	-	-	-
National Financial Education Week	2	1,409	1	-	266
Global Money Week	2	-	1	-	55
Seguros y Pensiones para Todos	1	-	-	-	25,386
BugaMAP seminars	8	248	-	-	-
Road safety education caravan	879	33,472	501	-	115,509
Fire prevention campaign	37	10,099	485	-	-
VII International Meeting OBA - Fundación MAPFRE	1	559	67,053	-	-
Safe mobility social media and communication	2	-	-	-	801,768
INNOVATION AND KNOWLEDGE PROMOTION	1	-	25	-	-
Documentation Center - Presentation of the Documentation Center	1	-	25	-	-
VOLUNTEERING	260	3,352	80	1,173	6
Emergency aid	33	127	-	38	-
Share Solidarity	11	197	-	77	-
Education	21	348	80	63	6
Environment	79	154	-	525	-
Nutrition	29	702	-	111	-
Health	87	1,824	-	359	-

NICARAGUA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	632	-	-	-
Fundación NPH	1	286	-	-	-
Luceros del Amanecer	1	346	-	-	-

PANAMA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	4	7,378	-	-	-
Asociación Pro Niñez Panameña	1	7,001	-	-	-
Ciudad del Niño - Regular School Attendance Educational Project	1	80	-	-	-
Fundación Real Madrid Social Sports Schools	1	206	-	-	-
Voces Vitales	1	91	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	432	128,271	368	-	-
Women for the Heart	1	100,406	-	-	-
Safe, healthy and sustainable mobility	40	2,674	-	-	-
Road Safety Park	349	6,710	-	-	-
Fire prevention campaign	42	18,481	368	-	-
VOLUNTEERING	12	303	-	696	-
Share Solidarity	1	-	-	24	-
Education	3	196	-	119	-
Environment	1	1	-	52	-
Health	7	106	-	501	-

PARAGUAY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	364	-	-	-
Asoleu: School support for children with cancer	1	201	-	-	-
Fundación Real Madrid Social Sports Schools	1	163	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	57	47,469	3,429	-	-
The practice of road safety education	55	47,436	3,429	-	-
BugaMAP seminars	2	33	-	-	-
VOLUNTEERING	14	892	-	130	-
Education	1	1	-	9	-
Health	13	891	-	121	-

PERU

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	7	3,730	-	-	-
Asociación Nuevo Futuro - "Teaching Teachers Together"	1	1,265	-	-	-
CESAL	1	921	-	-	-
Espro	1	55	-	-	-
Fundación Real Madrid Social Sports Schools	1	201	-	-	-
Mensajeros de la Paz	1	194	-	-	-
Misiones Huascarán	1	953	-	-	-
Fundación Kusimayo	1	141	-	-	-
COVID-19	1	51	-	-	-
Peru - COVID-19 extraordinary aid	1	51	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	845	107,514	39,642	-	139,841
Control Your Network	248	11,785	14,461	-	115,021
Choose to Live Better	25	25,900	-	-	-
Fire prevention campaign	300	6,016	-	-	-
Safe, healthy and sustainable mobility	270	63,770	25,181	-	24,820
BugaMAP seminars	2	43	-	-	-
INNOVATION AND KNOWLEDGE PROMOTION	3	-	63	-	-
Documentation Center - Presentation of the Documentation Center	3		63		
VOLUNTEERING	48	3,542	-	17,011	-
Emergency aid	3	109	-	12	-
Education	11	1,390	-	153	-
Environment	7	7	-	15,638	-
Nutrition	6	331	-	49	-
Health	21	1,705	-	1,159	-

DOMINICAN REPUBLIC

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	1,030	-	-	-
Asociación Sendera Nuevos Caminos - Community Pharmacy	1	173	-	-	-
Fundación Real Madrid Social Sports Schools	1	444	-	-	-
NPH - Nutrition Plan for Orphaned and Abandoned Children	-	413	-	-	-
COVID-19	1	6	-	-	-
Dominican Republic - COVID-19 extraordinary	1	6	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	2,440	75,833	220	-	-
Control Your Network	2,157	59,847	155	-	-
Safe, healthy and sustainable mobility	282	15,958	65	-	-
BugaMAP seminars	1	28	-	-	-
VOLUNTEERING	22	274	-	297	-
Education	10	15	-	70	-
Environment	1	1	-	23	-
Nutrition	3	1	-	123	-
Health	8	257	-	81	-

URUGUAY

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	420	-	-	-
Fundación Los Rosales	1	234	-	-	-
Asociación Cultural y Técnica - An Option for the Youth in Casvalle	1	186	-	-	-
COVID-19	3	201	-	-	-
Uruguay - COVID19 extraordinary aid	3	201	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	137	19,280	1,060	63,000	2,268
Safe, healthy and sustainable mobility	29	2,500	678	63,000	2,268
Fire prevention campaign	108	16,780	382	-	-
VOLUNTEERING	26	696	-	41	-
Emergency aid	2	240	-	2	-
Share Solidarity	4	22	-	2	-
Education	12	88	-	22	-
Environment	1	1	-	5	-
Nutrition	5	300	-	8	-
Health	2	45	-	2	-

VENEZUELA

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	4	11,818	-	-	-
Camurí Grande	1	262	-	-	-
Damas Salesianas	1	990	-	-	-
Fundación M ^a Luisa del Casar	1	1,351	-	-	-
Food Supplement - Super Biscuit	1	9,215	-	-	-
VOLUNTEERING	99	4,082	-	4,295	-
Emergency aid	2	376	-	5	-
Share Solidarity	6	91	-	156	-
Education	25	727	-	450	-
Environment	7	159	-	1,260	-
Nutrition	19	1,648	-	35	-
Health	40	1,081	-	2,389	-

Asia

PHILIPPINES

ACTIVITIES	EVENTS	BENEFICIARIES		PARTICIPATION	
		IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIES	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
SOCIAL AID	2	2,118	-	-	-
Eugenia Ravasco day care center	1	2,001	-	-	-
Kalipay	1	117	-	-	-
EDUCATIONAL AND AWARENESS PROGRAMS	-	-	-	-	-
	-	-	-	-	-



5

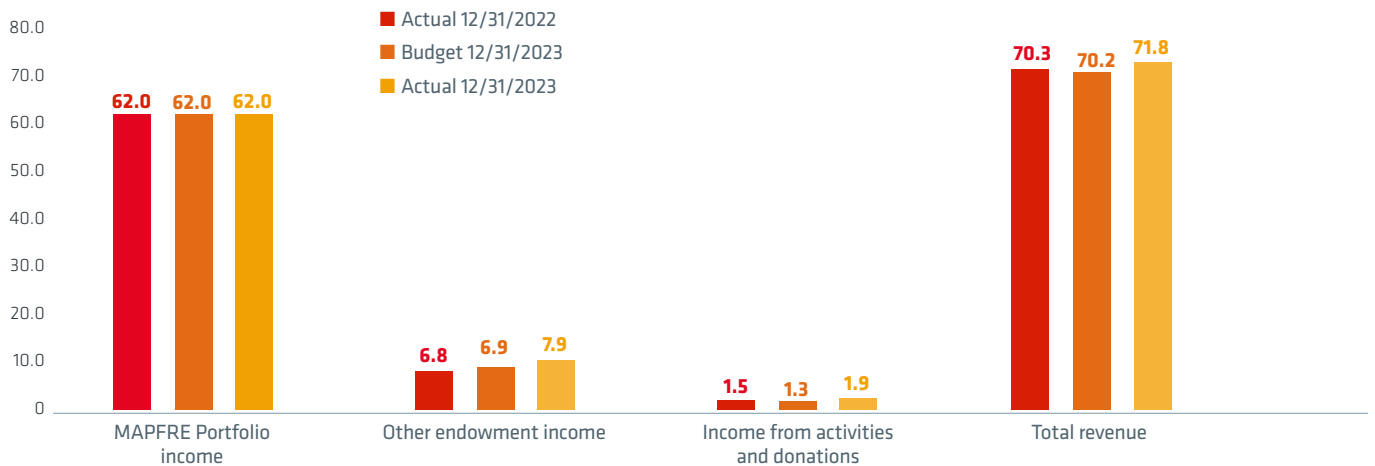
FINANCIAL INFORMATION

Financial information

In 2023, Fundación MAPFRE’s revenues totaled 71.8 million euros, a figure that represents an increase of 2.1% compared to the previous year. The above increase in income is justified by an increase in other income from assets as well as activities and donations, in line with greater investment in foundational activities and other expenses.

REVENUE

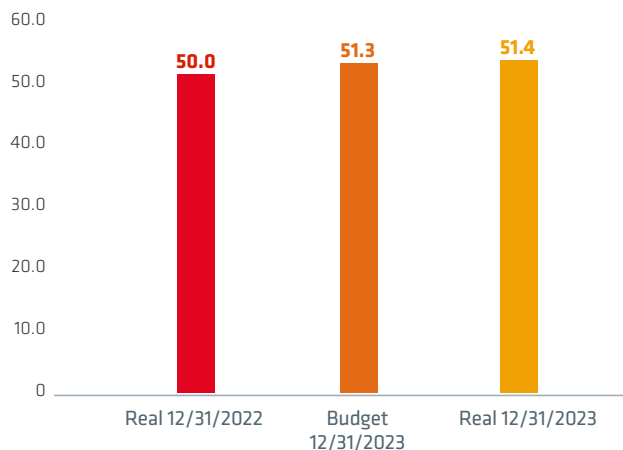
Figures in millions of euros.



The amount used to undertake foundational activities and other costs, including administration expenses, was 51.4 million euros: 2.8% more than the previous year.

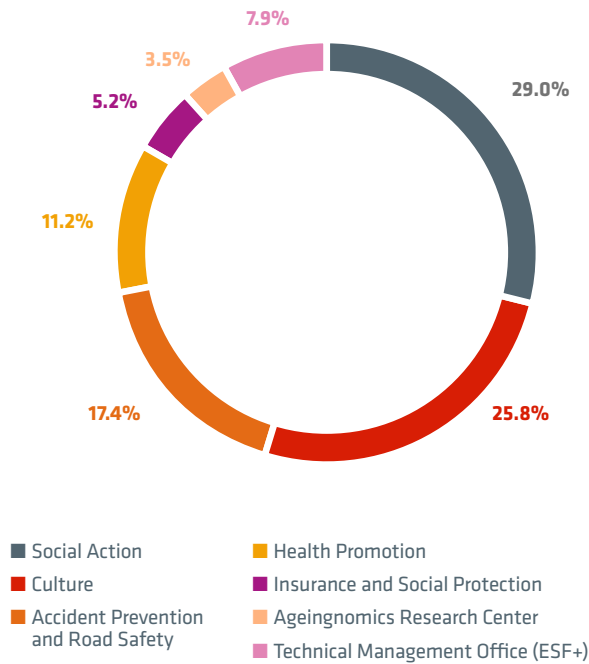
EXPENSES

Figures in millions of euros.



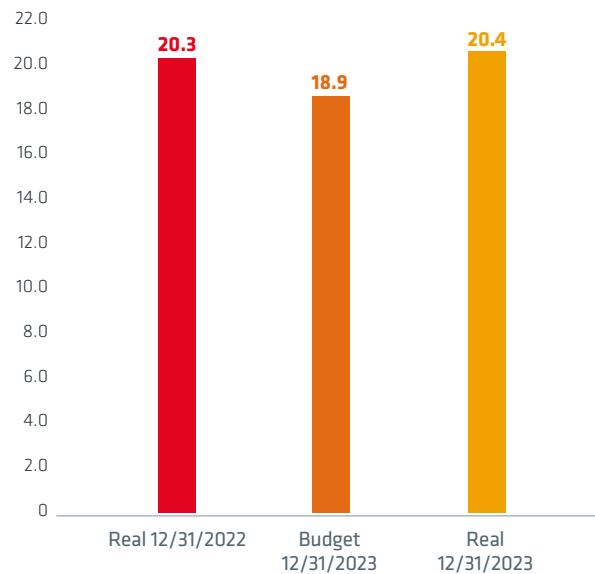
These amounts were mainly allocated to Social Action (29%), Culture (25.8%), Prevention and Road Safety (17.4%), Health Promotion (11.2%), Insurance and Social Protection (5.2%), the Ageingnomics Research Center (3.5%), and the ESF+ Technical Management Office (7.9%).

APPLICATION OF FUNDS BY AREA OF ACTUAL ACTIVITY AS OF 12-31-2023



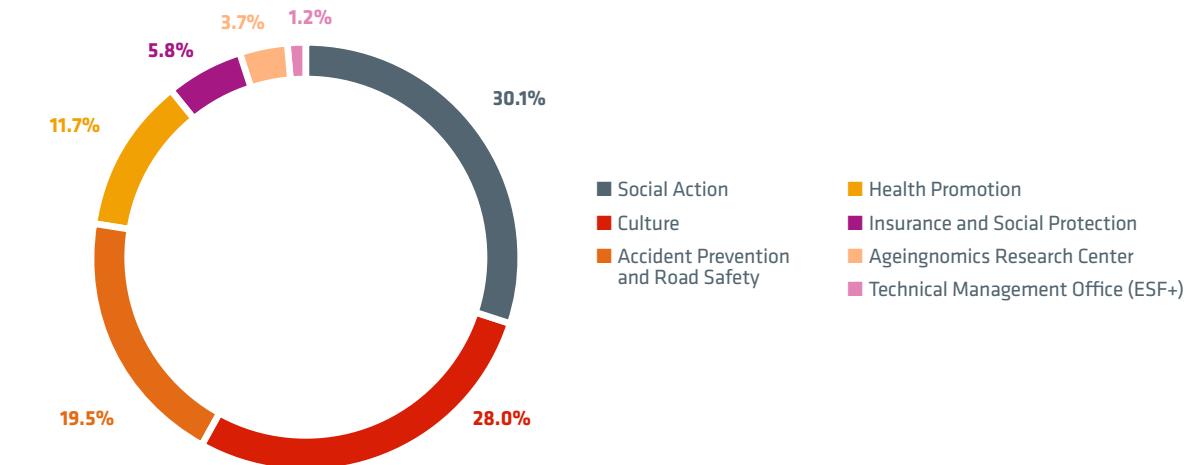
The surplus for the 2023 financial year amounted to 20.4 million euros.

SURPLUS
Figures in millions of euros.



The budget approved by the Board of Trustees for 2024 will be set aside for activities related to Social Action (30.1%), Culture (28%), Prevention and Road Safety (19.5%), Health Promotion (11.7%), Insurance and Social Provision (5.8%), the Ageingnomics Research Center (3.7%), and the ESF+ Technical Management Office (1.2%).

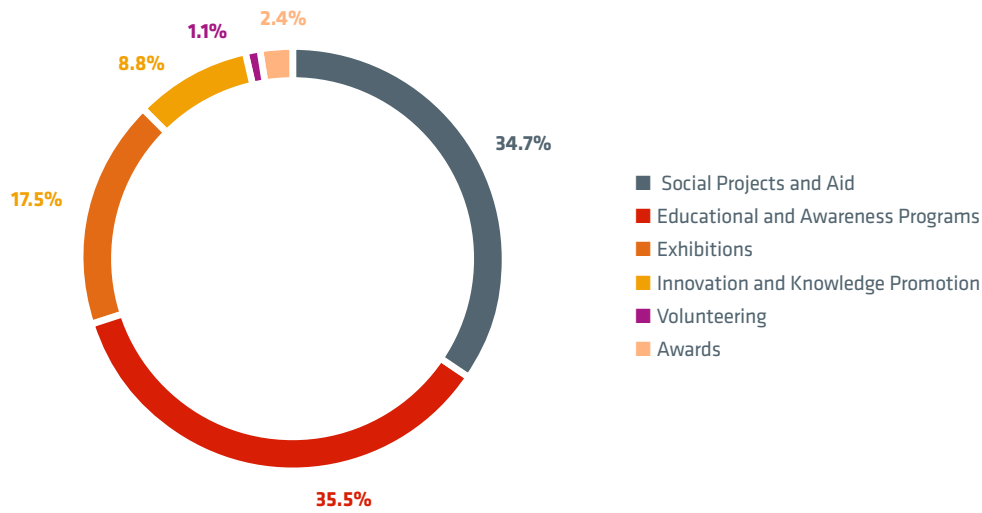
APPLICATION OF FUNDS BY AREA OF ACTIVITY PLAN Budget 2024



As of December 31, 2023, the Foundation's equity had risen to 2,860.7 million euros. In 2023, spending by area of action was allocated to Social Projects and Aid (34.7%), Educational and Awareness Programs (35.5%), Exhibitions (17.5%), Innovation and Knowledge Promotion (8.8%), Volunteering (1.1%), and Awards (2.4%).

EXPENSES BY ACTIVITY TYPE

12-31-2023



BALANCE SHEET

Assets	Figures in millions of euros	
	12/31/2022	12/31/2023
Non-current assets	2,881.7	2,879.9
Intangible fixed assets	0.1	0.4
Historical Heritage Assets	19.6	19.9
Property, plant and equipment	67.7	66.5
Real estate investments	195.8	194.5
Long-term investments in Group and associated companies	2,597.5	2,597.5
Long-term financial investments	1.0	1.1
CURRENT ASSETS	18.7	17.7
Trade debtors and other accounts receivable	0.2	4.5
Short-term financial investments	0.1	0.2
Short-term accruals/deferrals	0.1	0.2
Cash and other liquid asset equivalents	18.3	12.8
TOTAL ASSETS	2,900.4	2,897.6

LIABILITIES	Figures in millions of euros	
	12/31/2022	12/31/2023
EQUITY	2,840.1	2,860.7
Endowment	2,630.5	2,630.5
Reserves and other	183.3	203.6
Result	20.3	20.4
Subsidies, donations and bequests received	6.0	6.2
NON-CURRENT LIABILITIES	36.3	2.8
Long-term provisions	0.6	0.6
Long-term payables	2.0	2.2
Long-term payables to Group and associated companies	33.7	0.0
CURRENT LIABILITIES	24.0	34.1
Short-term provisions	1.0	1.1
Creditors	2.3	6.3
Short-term payables to Group and associated companies	17.2	23.8
Trade and other payables	3.5	2.9
TOTAL LIABILITIES	2,900.4	2,897.6

STATEMENT OF FINANCIAL PERFORMANCE

STATEMENT OF FINANCIAL PERFORMANCE	MILLIONS OF EUROS	
	12/31/2022	12/31/2023
Income from the entity's own activity.	1.2	1.9
Financial aid and other.	-12.1	-13.5
Other operating income.	6.8	7.5
Personnel expenses.	-8.9	-8.7
Other operating costs.	-23.5	-23.4
Depreciation of fixed assets.	-4.2	-4.3
Subsidies transferred to results	0.3	0.0
Impairment losses and income from disposal of fixed assets	-0.1	0.0
RESULT FROM OPERATIONS	-40.5	-40.5
Financial income.	62.0	62.4
Financial expenses.	-1.1	-1.4
Foreign exchange differences.	-0.1	-0.1
FINANCIAL SURPLUS	60.8	60.9
RESULT	20.3	20.4

BUDGET OUTTURN 2023

ITEMS	MILLIONS OF EUROS	
	12/31/2023	
	BUDGET	ACTUAL
Equity annuity	68.9	69.9
Revenue from activities and donations	1.3	1.9
Activities and other expenses	51.3	51.4
Surplus	18.9	20.4



6

ACKNOWLEDGMENTS

This year we bid farewell to **Ignacio Baeza**, as First Vice President of our Board of Trustees and Chairman of the Management Committee, due to his retirement on December 31, 2023, from all his executive positions in the MAPFRE Group, after a fruitful career in which he has contributed his experience, enthusiasm and social commitment to Fundación MAPFRE. We thank him for his important dedication and leadership, as well as being the driving force behind so many projects throughout the five years in which he has held these important positions in our institution.

Ignacio will continue to be linked to the Board of Trustees of Fundación MAPFRE as a member, and he will continue to hold the presidency of Fundación MAPFRE Canarias, so we will continue to benefit from his enormous experience, which will undoubtedly continue to be very important in helping to fulfill the objectives and goals of the two institutions.

Finally, we would like to express our most sincere thanks to all the museums, institutions and individuals who, throughout 2023, loaned us the works of art that they own or that are part of their collections.

Thanks to their generosity, to the dedication and rigor of everyone from very diverse fields of culture who have collaborated in our projects. Thanks to their generosity, to the dedication and rigor of everyone from the diverse fields of culture who have been identified in our projects, who together with our effort and professionalism have made the achievements described here possible.



Fundación **MAPFRE**
Canarias



Introduction

The last few years have been characterized by a succession of global events and crises that have clearly given rise to a new social paradigm. In 2022, Fundación MAPFRE Canarias will be taking an in-depth look at the mechanisms needed to face the challenges posed by this new context. It has been a year of reflection, of rethinking and redesigning our actions to ensure that all our initiatives provide a real response to the current needs of the true stars of our daily work: the people themselves. 2023 has been a year for implementing and rolling out many of these new developments.

A year that we began with great enthusiasm with the unveiling of the sculpture *A pulso* by the Canary Islands artist Daniel Pérez which, since January, has been in the hall of the Hospital Universitario de Gran Canaria Doctor Negrín as a token of our recognition and deep gratitude to all healthcare professionals for their work and effort, especially during the healthcare crisis, and as a permanent reminder to society as a whole that by working together we can overcome any adversity. The event was attended by Fundación MAPFRE's Director of Social Projects, HRH Elena de Borbón, who accompanied our president, Ignacio Baeza, during the unveiling of the sculpture and the subsequent awards ceremony and presentation of our calls for projects, held at the institutional headquarters of Fundación MAPFRE Canarias in Las Palmas de Gran Canaria.

It is never an easy task to summarize an entire year of projects, hard work and effort in a few lines, but if we had to sum it up in a single sentence, it would be this one from the American entrepreneur Scott Belsky: "It's not just about ideas, but about making them come true."

We are realistic and well aware that in order for ideas and projects to come to fruition and generate value and wealth for our society, all social agents must collaborate. That is why we have made a great effort over the last few years to create a collaborative ecosystem, in which many people, professionals, companies and public and private organizations have already got already involved, in which shared knowledge and individual experience are used to the full to generate synergies around a common goal: social progress and improving the welfare of each person in our community.

Today we can say that we are indeed a foundation that is part of an ecosystem that each new year is joined by more and more committed People who are able to listen to each other carefully, who Engage in dialogue to seek collective Responses and Solutions to current problems, who Orient one another and Nourish each other with shared knowledge and experience to ensure that ideas that change lives become reality, and that the scope of our Social Action has a truly multiplying and transforming effect on our society.

To find out more

<https://www.canarias7.es/sociedad/homenaje-forma-escultura-20230131152918-nt.html>

<https://noticias.fundacionmapfrecanarias.org/homenaje-profesionales-sanitarios-y-entidades-sociales-canarias/>

<https://youtu.be/SJuGLzEwMYE?feature=shared>



1

GOVERNING BODIES

Governing Bodies

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VICE PRESIDENT

Isabel María Suárez Velázquez

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 Julio Caubin Hernández

Past trustees:

José Hernández Barbosa
 Juan Francisco Sánchez Mayor
 Félix Santiago Melián

Composition of the governing bodies as at the date of presentation of this report



2

MISSION, VISION, AND VALUES

Our mission is to help the people of the Canary Islands community to move forward and improve their well-being through programs and activities designed and adapted to the real needs and circumstances of the island territory

Our mission, vision and values define us as a foundation and are a true reflection of our desire to contribute to the construction of a global society in which all people recognize, respect, help and love each other not only because of the common characteristics we share, such as language or space, not even because we have the same values or ideology, but because of our humanity.

Our purpose or mission is to help the people of the Canary Islands community to move forward and improve their well-being. A mission that we make a reality through programs and activities specially designed and adapted to the real needs and circumstances of the island territory, and that promote the educational, social and cultural development of all the people of the islands.

With such a clear roadmap and vision of where we should be heading as a society, every step we take in our daily work leads us in the same direction: to be a benchmark foundation, recognized for its proactive and transformative work, for its commitment to the welfare of people and for its constant involvement in the progress of the Canary Islands society.

This journey towards a society where there is no inequality or injustice is a long road full of obstacles, but at Fundación MAPFRE Canarias we will continue to travel it with renewed enthusiasm every day, supported by the values that govern our steps:

Transparency

Clarity and objectivity in the management of our projects and programs

Equity

We work for inclusion and for a society comprising everybody, for everybody

Empathy

We seek dialog and actively listen to our beneficiaries to learn about and anticipate their needs

Closeness

We strive to develop trust-based relationships with our collaborators and beneficiaries

Independence

We always act as an independent organization, free from political, religious or economic affiliations in the development of our mission



3

FOUNDATION ACTIVITIES 2023

Foundation activities 2023



2023

PROGRAM	PROJECTS	ACTIVITY	EVENT	IN-PERSON BENEFICIARIES	DIGITAL BENEFICIARIE	IN-PERSON AUDIENCE	DIGITAL AUDIENCE
Educational	Excellence	8	8	21	0	943,135	7,399,772
	Specialization	9	35	692	1,974	336,000	4,147,438
	Training	13	54	877	0	796,053	515,550
Prevention and Outreach	Workshops and Activities	11	1,060	38,808	10	4,583,551	7,386,326
Social	Social Projects	21	9,118	7,616	1,055	2,000,770	83,833,763
Cultural	Exhibitions	6	20	69,525	52	2,291,500	17,306,811
	Concerts	6	18	2,937	70	955,800	7,349,210
	Publications	11	41	1,962	5,205	1,681,020	8,443,937
	Contest	4	8	91	6	0	2,700,444
	FMC Experience	11	25	1,367	36	1,292,844	3,983,516
	TOTAL	100	10,387	123,896	8,408	14,880,673	143,066,767

It is always nice to be able to start summarizing the work done throughout the year by sharing an award for our continued support for the social advancement of the Canary Islands community. In 2023, we became the first institution to receive the Diez Años Sembrando Sueños (Ten Years Sowing Dreams) award, with which the Canary Islands social music initiative Barrios Orquestados wanted to recognize us for being one of the most long-standing supporters of the project.

To find out more

<https://elculturaldecanarias.es/premio-a-la-fundacion-mapfre-canarias-por-diez-anos-de-contribucion-social-junto-a-barrios-orquestados>

<https://www.masscultura.com/fundacion-mapfre-canarias-barrios-orquestados/>



Left: Detailed shot of the “Ten Years Making Dreams Come True” Award granted by the Canary Islands social music initiative Barrios Orquestados to Fundación MAPFRE Canarias as one of the project’s most longstanding institutional sponsors. **Top right:** Presentation of the “Heart & Soul” sculpture at the Hospital Universitario de Gran Canaria Doctor Negrín, donated by Fundación MAPFRE Canarias in recognition of the work of health professionals during the pandemic. **Bottom right:** Detail shot of the “Heart & Soul” sculpture by Canary Islands artist Daniel Pérez.

Our priority as a foundation is to offer real answers to the principal needs and main concerns of the people in our community, such as health, education and employment. So that they are effective and transformative, these responses must be adapted to the current social context, marked by the effects of the health crisis, existing armed conflicts and climate change, which sends us constant warning messages in the form of natural phenomena with devastating effects for many communities. Circumstances that have had, and continue to have, a profound impact on the development and economic progress of countries and which have slowed down progress achieved towards the goals set out in the United Nations 2030 Agenda.

A global situation in which, as an active part of the civil society of the islands and within our scope of action, we have continued to strengthen our commitment to the welfare and progress of the Canary Island community. By implementing projects and actions that promote active and sustainable solidarity over time, innovative ideas adapted to the times we live in; that generate real opportunities for people, especially for those in situations of neglect and vulnerability; that eliminate existing inequality gaps and help us to continue building a society in which the welfare and social integration of all people is not only a common goal and an absolute priority, but also achievable.

To this end, we extended our social action to the entire Canary Island society through a public call for **SOCIAL PROJECT** grants, through which we have supported ten initiatives aimed at improving the lives of children, young people and people with physical, sensory, intellectual and psychosocial disabilities in the autonomous community of the Canary Islands during 2023. Throughout the year we have had the opportunity to support and work with the sporting association La Vida Sigue en Positivo, the Asociación Health Mental La Palma, FASICAN, Fundación Canaria Forja, Asociación Síndrome de Down Las Palmas, Hermanas Hospitalarias ACAMAN, Asociación CIVITAS, Sección de Natación Adaptada at Club Natación Las Palmas, Asociación de Reinserción de Menores Anchieta, and Asociación Padre Laraña. Thanks to this collaboration, innovative projects have emerged, such as the software for the cognitive stimulation of people with intellectual disabilities “La Isla VR” from Asociación CIVITAS; we have supported inclusive sports with projects such as “A day on wheels” from the association La Vida Sigue en Positivo to make it easier for people with disabilities

to access sports such as handbiking; and the “CN Las Palmas Inclusiva” project from the swimming club in Las Palmas, which has improved the accessibility of its facilities for adapted sports with the addition of a hydraulic chair lift; and we have worked with the Mental Health Association of La Palma in its “Calma” project to provide psychosocial support and monitoring of families, schoolchildren and teachers in the areas evacuated and directly affected by the eruption of the volcano in Cumbre Vieja, among others.

In our quest for constant improvement and taking full advantage of the synergies of the MAPFRE group to expand the scope of our social action, we set up the **AMBASSADORS PROGRAM**, comprising MAPFRE Canarias volunteers who have visited the places where these projects have been carried out during the year. Thanks to the liaison work of the ambassadors, it has been possible to detect new needs and complementary actions that the rest of MAPFRE Canarias volunteers have been able to participate in. In 2024, we will support ten new projects that have been selected from more than 90 applications received in the second call for proposals.

To find out more

<https://www.elperiodicodecanarias.es/fundacion-mapfre-canarias-impulsara-diez-nuevos-proyectos-sociales-en-las-islas-el-proximo-ano/>

<https://noticias.fundacionmapfrecanarias.org/fundacion-mapfre-canarias-impulsara-diez-nuevos-proyectos-sociales-en-canarias-el-proximo-ano/>

Life Stays Positive. A day on wheel: <https://youtu.be/jgiQvcms1JQ?feature=shared>

FASICAN. SILSE - Spanish Sign Language Interpreting Service:

<https://www.youtube.com/watch?v=ZiX2DZXR5GM>

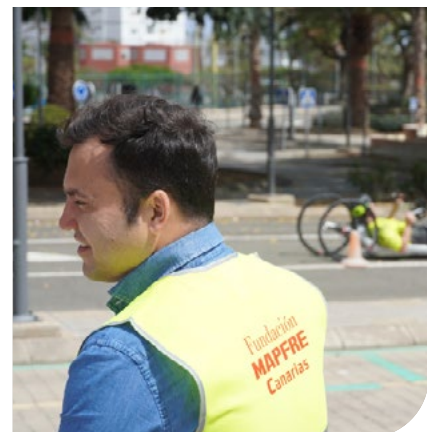
Mental health La Palma. CALM Project: <https://youtu.be/nNEwnd85q3w?feature=shared>

Fundación FORJA. Nexus Program: <https://youtu.be/cVXmMjqrEDA?feature=shared>

Asociación CIVITAS. VR Island: <https://youtu.be/RLVA6TEtKeo?feature=shared>

CN Las Palmas. Club Natación Las Palmas Inclusion Project: <https://youtu.be/jP9MD1f0lew?feature=shared>

Asociación CIVITAS. “VR Island.” <https://youtu.be/RLVA6TEtKeo?feature=shared>



Left: Fundación MAPFRE Canarias president Ignacio Baeza Gómez, and Elisabet Santana Rosales, general manager of Social Services and Immigration, at the awards ceremony recognizing 10 social projects carried out with the support of Fundación MAPFRE in 2023.

Right: A member of the MAPFRE Volunteering Ambassadors Program during one of the visits to the “A Day on Wheels” project of Asociación La Vida Sigue en Positivo.

Through the **JUNTOS SOMOS CAPACES** program, we continue working and collaborating with public, private and third sector organizations to achieve the full inclusion, autonomy and labor integration of people with intellectual or mental health disabilities. In 2023, we focused on sectors like the Green Economy, which is a great opportunity for people with mental health problems as it offers them the possibility to work in open spaces where they feel more comfortable.

Since its 2018 launch in the Canary Islands community, we have trained 383 people, of whom 304 have found a job, and we have managed to get 89 companies and 15 social entities in the Canary Islands to join the program so that together we can build a path towards a fairer and more inclusive society.

To find out more

Green Employment Workshop - Environmental Interpretation Guides organized in collaboration with the Asociación Bienestar Ambiental ABIA as part of the Juntos Somos Capaces (Together We Can) program

<https://youtu.be/Kcz5pmjuozg?feature=shared>

<https://noticias.fundacionmapfrecanarias.org/empleo-verde-para-la-autonomia-laboral-de-personas-con-discapacidad>

The **HOSPITAL MUSIC THERAPY PROGRAM**, which we started in 2015 at the Complejo Hospitalario Universitario Insular Materno Infantil de Gran Canaria with the collaboration of the Ministry of Health of the Government of the Canary Islands, is currently being run in the five public hospitals in the Canary Islands. It is a pioneering program that is both a national and international benchmark. It has made it possible for hospitals in the Canary Islands to have a team of five music therapists, advised by one of the world's leading experts in this field, Dr. Andrew Rossetti, director of the oncology music therapy program at Mount Sinai Hospital in New York, who use music therapy and its physiological, emotional, cognitive and social benefits as a complementary therapy for their treatments.

Since it was launched, 30,944 sessions have been carried out, involving 15,963 patients from the different treatment units linked to the program.

The project continues to grow and introduce new developments and we are currently working on the incorporation of virtual reality into music therapy for patients with spinal cord injury. This is an extension of the project for which we have the support of the virtual reality expert and former Fundación MAPFRE Canarias intern, Enrique Sánchez, who is excited to join a project that offers him the opportunity to do his bit to improve the lives of other people.

To find out more

Fundación MAPFRE Canarias Hospital Music Therapy Project

<https://youtu.be/J99stSVa9yk?feature=shared>

In the field of prevention and health, we continued to carry out our prevention campaigns throughout the archipelago, including the **drowning** campaign that covered the beaches of Lanzarote and La Graciosa islands during July and August. And we launched new free activities for schools with up-to-date formats such as the **AZUL MARINA WORKSHOP**, a theater-based activity for young people to learn about the sustainable use of marine resources for economic growth and employment; **EL CASO FRATELLI**, the new interactive Road Safety Education activity for schoolchildren in the Canary Islands to teach them the rules of the road when using personal mobility vehicles. This year we also offered the school community, specifically to children in the first two years of primary school, the **TE DAMOS LA CLAVE** workshop. This is designed to teach children



Top left: “The Fratelli Case” Road Safety Education activity, held as part of the Fundación MAPFRE Canarias accident prevention and awareness-raising series during the World Rescue Challenge 2023 celebration on the island of Lanzarote. **Bottom left:** “We’re Giving You the Key” child sexual abuse prevention workshop. **Above:** a team of music therapists from the Hospital Music Therapy Program of Fundación MAPFRE Canarias.

how to identify when sexual violence is occurring and how to react when faced with such a situation. In addition, we continue to do 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; and we participated in the **WORLD RESCUE CHALLENGE WRC 2023** held on the island of Lanzarote, which brought together 274 firefighters from all over the world; in total, 943 schoolchildren from the different schools on the island took part in our activity circuit on road safety education, cardiopulmonary resuscitation (CPR) techniques and evacuation in the event of a fire in the home.

And as part of the activities organized by Fundación MAPFRE’s **AGEINGNOMICS RESEARCH CENTER** in the Canary Islands, we held several meetings with representatives from different sectors of the economy to reflect on the silver economy opportunities offered in the archipelago.

38,808 schoolchildren from all over the Canary Islands participated in Fundación MAPFRE Canarias’ free Prevention and Outreach activities in 2023.

To find out more

<https://noticias.fundacionmapfrecanarias.org/visitamos-en-octubre-los-centros-escolares-de-la-gomera-con-talleres-educativos/>

<https://noticias.fundacionmapfrecanarias.org/escolares-participan-en-las-actividades-de-prevencion-en-el-world-rescue-challenge-2023/>

<http://www.gacetadelmeridiano.com/index.php/la-isla/107-cabildo/11765-un-total-de-210-estudiantes-participaran-en-el-hierro-de-los-talleres-azul-marina-de-la-fundacion-mapfre-canarias-y-cabildo-de-el-hierro>

<https://www.laprovincia.es/lanzarote/2023/10/19/900-escolares-participan-jornadas-educativas-93524644.html>

<https://www.diariodelanzarote.com/noticia/m%C3%A1s-de-900-escolares-participan-en-las-jornadas-educativas-del-world-rescue-challenge>

World Rescue Challenge 2023 - <https://youtu.be/0HvInVYkTd4?feature=shared>

Workshop “Te damos la clave” Fundación MAPFRE Canarias - <https://youtu.be/vPKubMIPuCA?feature=shared>



Top: FP Plus Restoration program in collaboration with Fundación Sergio Alonso and LIVVO Hotel Group. **Bottom left:** Ceremony to present projects and social conferences at the institutional headquarters of Fundación MAPFRE Canarias. **Bottom right:** “Employment on Wheels” project in collaboration with Fundación Nos Movemos.

Training and employment are key to continuing to build a society in which all people have the same opportunities and are fully integrated. For this reason, training continues to be one of our priority action lines, to which we devote a large part of our annual effort and budget. In this area, we support young people and professionals from the islands through postgraduate scholarship programs that recognize their talent and excellence and offer them the opportunity to continue their training and professional development in important national and international destinations.

We are also committed to promoting employment-generating training initiatives that offer new sustainable opportunities for the Canary Islands and bring about a real improvement in the personal, professional and economic situation of people, as well as their full social inclusion. This is the main objective of our **JOB TRAINING FOR EMPLOYMENT, SPECIALIZATION IN ENTERTAINMENT, EMPLA +35 AND ENTREPRENEURSHIP** programs. Programs with which we have obtained excellent results by focusing on the sectors that demand skilled labor and which offer real employment opportunities for the participants, such as the blue economy, green employment, the agricultural sector, transportation, and the hotel and catering industry. A line of training support that in 2023 we continued to expand through new strategic alliances with other institutions like the Clúster Marítimo de Canarias, Fundación Nos Movemos, Fundación Sergio Alonso and the LIVVO Hotel Group to launch new programs aimed at sectors with important employment niches such as **MARITIME AND FISHING VOCATIONAL TRAINING AND VOCATIONAL TRAINING PLUS IN CATERING**. As part of our training programs, we also boosted training for SMEs and self-employed professionals through the launch of a training program, specially designed for this group, via our virtual campus; we also maintained our commitment to entrepreneurship, knowledge-sharing and *networking* through our collaborative platform, **EXPERIENCIA FUNDACIÓN MAPFRE CANARIAS**. With this latter initiative we participated in the Canarias Destino Startup event, which was attended by two thousand



Top: awards ceremony and information stand as part of the Canary Islands Destination Startup event held at the Alfredo Krauss Auditorium in Las Palmas de Gran Canaria. **Bottom:** closing of the 5th edition of the Employee +35 program.

five hundred people over a three-day period who learned first-hand about the fifty regional startups, from the mainland and Latin America, and the more than fifty public and private institutions, SMEs and large companies that formed part of this project, which seeks to position the islands as a region full of talent and strategies to create synergies and opportunities.

A total of 1,583 people took part in Fundación MAPFRE Canarias' training, scholarship, job training and entrepreneurship programs in 2023. Thirty-seven percent obtained a job at the end of their training.

To find out more

<https://www.canarias7.es/sociedad/educacion/plus-restauracion-potencia-aprendizaje-hosteleria-turismo-20231110175934-nt.html>

https://www.atlanticohoy.com/empresas/fundacion-sergio-alonso-mapfre-canarias-livvo-hotel-group-alianza_1523859_102.html

<https://www.fundacionmapfrecanarias.org/blog/convocatorias-catg/proyecto-futuro-2023/>

<https://www.fundacionmapfrecanarias.org/blog/formacion/entrevista-empleo-sobre-ruedas/>

Through our cultural activity we continue to support artistic, literary and musical creation on the islands with our exhibition and musical programming, as well as editorial collections. A commitment to culture with which in 2023 we offered the inhabitants of the islands, free of charge, the work of artists such as Elio Quiroga, from Gran Canaria, with his exhibition **EL RISCO**, and Pedro Paricio, from Tenerife, with the

exhibition **NUEVE RETRATOS**. We also presented a journey through the last thirty years of international video art with the exhibition **INSIDE ME**, in collaboration with Galería Leyendecker, among other things. We also incorporated new features into our range of cultural activities in which, in addition to continuing our calls for exhibition projects where we support artists and creators, we launched a new call for the presentation of scenic and artistic projects in small and medium format, opening up our spaces to other forms of artistic and cultural expression, with the aim of offering the Canary Island society a free cultural program in line with the latest trends.

A total of 172 artists and creators from the islands applied to our calls for small and medium-sized exhibition and stage projects to become part of our cultural program in 2024.

To find out more

<https://www.fundacionmapfrecanarias.org/blog/cultura-catg/elio-quiroya-el-risco/>

<https://jaleopress.com/fundacion-mapfre-canarias-recorre-la-evolucion-del-videoarte-a-traves-de-la-exposicion-inside-me/>

<https://noticias.fundacionmapfrecanarias.org/pedro-paricio-expone-su-nuevo-proyecto-nueve-retratos/>

<https://www.canarias7.es/cultura/elio-quiroya-exhibe-mapfre-risco-montana-habitada-20230418194856-nt.html>

<https://www.laprovincia.es/cultura/2023/10/01/pedro-paricio-londres-puedes-fregar-92770551.html>

<https://www.elperiodicodecanarias.es/el-artista-internacional-pedro-paricio-expone-su-nuevo-proyecto-nueve-retratos-en-la-fundacion-mapfre-canarias/>

Exhibition “El risco” within the cultural program of TVC Cronos. <https://youtu.be/NKd9w1m9T08?feature=shared>



Top: “Inside Me” video art show in collaboration with Galería Leyendecker.
Bottom: “Nine Portraits” exhibition by artist Pedro Paricio.



4

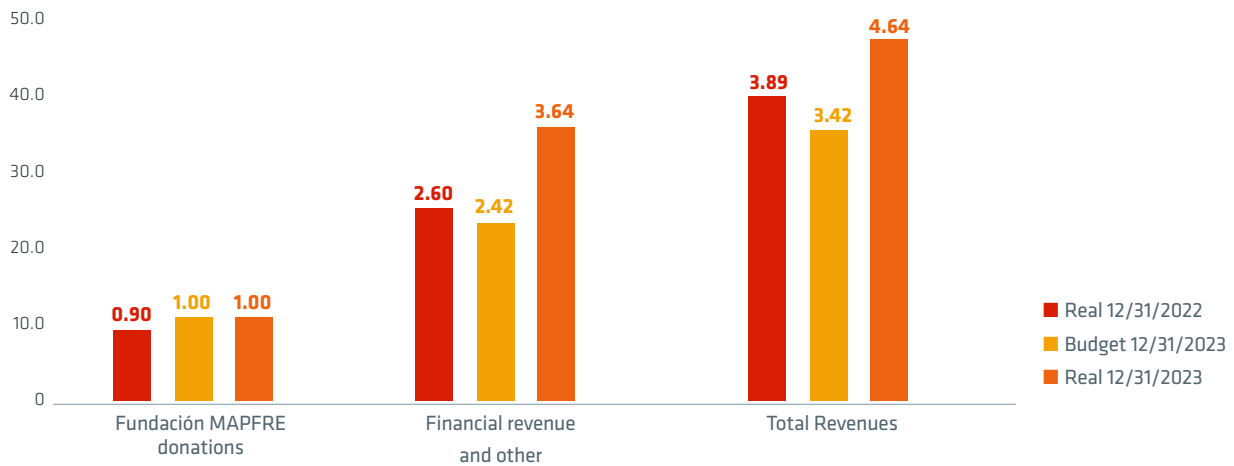
FINANCIAL INFORMATION

Financial information

In the 2023 financial year, the revenue of Fundación MAPFRE Guanarteme totaled 4.64 million euros, a figure that represents an increase of 19 percent from the previous year.

REVENUE

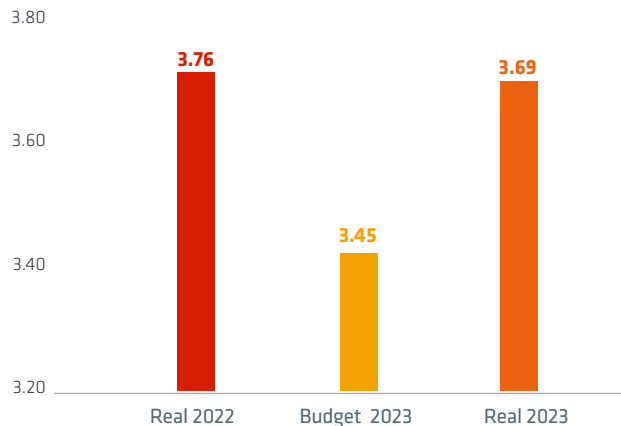
Figures in millions of euros



The amount used to carry out foundational activities, including administrative expenses, reached 3.69 million euros, a decrease of 2 percent from the previous year.

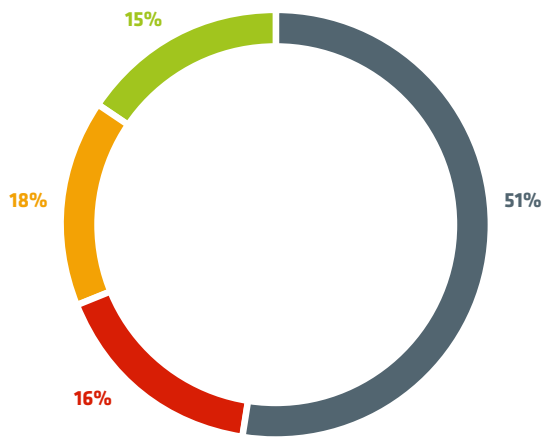
EXPENSES

Figures in millions of euros

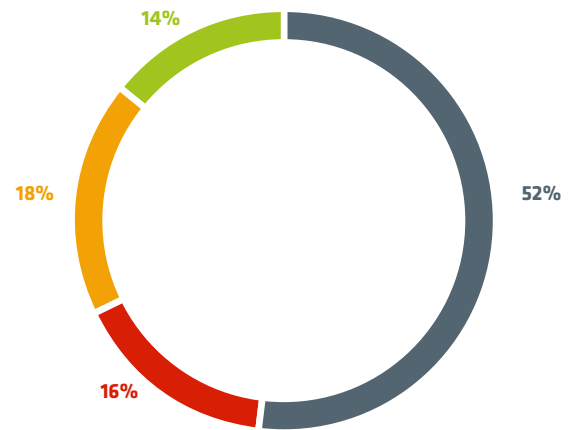


The amounts used to finance the various foundational activities during fiscal year 2023 were allocated primarily to the following: Training Activities (51 percent); Prevention and Outreach Activities (16 percent); Social Activities (16 percent); and Cultural Activities (15 percent). This information is summarized in the accompanying chart.

ALLOCATION OF FUNDS BY AREA OF ACTUAL ACTIVITY AS OF 12/31/2023



ALLOCATION OF FUNDS BY AREA OF ACTIVITY Budget 2024



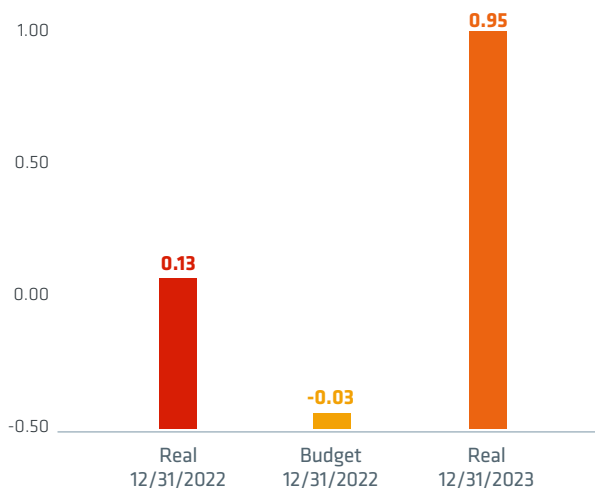
■ Training Activity ■ Prevention and Outreach Activities ■ Social Activity ■ Cultural Activity

The budget approved by the Board of Trustees for 2024 will be allocated to activities related to: Training Activities (52 percent); Prevention and Outreach Activities (16 percent); Social Activities (18 percent); and Cultural Activities (14 percent). This information is summarized in the accompanying chart.

The surplus for the 2023 financial year was positive, to the amount of 0.95 million euros.

SURPLUS

Figures in millions of euros



As of December 31, 2023, the Foundation's equity had risen to 76.2 million.

BALANCE SHEET

Assets	Figures in millions of euros	
	12/31/2023	12/31/2022
Non-current assets	70.0	71.9
Fixed assets	6.0	5.5
Long-term financial investments	64.0	66.4
CURRENT ASSETS	4.2	4.9
Short-term financial investments	0.6	2.3
Cash	3.6	2.6
TOTAL ASSETS	74.2	76.8

LIABILITIES	Figures in millions of euros	
	12/31/2023	12/31/2022
EQUITY	73.6	76.2
CURRENT LIABILITIES	0.6	0.6
Creditors and other accounts payable	0.6	0.6
TOTAL LIABILITIES	74.2	76,8

BUDGET OUTTURN 2023

ITEMS	Figures in millions of euros	
	12/31/2023	
	Budget	ACTUAL
FUNDACIÓN MAPFRE Donation	1.00	1.00
Financial income and others	2.42	3.64
Activities and other costs, including administration	-3.45	-3.69
Surplus	-0.03	0.95



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ACKNOWLEDGMENTS

They say that seeing a shooting star is the sign that great changes are about to take place in life, so imagine how many lives can be changed when so many of those individual stars decide to all start shining at the same time.

Once again this year our gratitude goes to all the public and private institutions, social organizations, companies, professionals and individuals who have decided to stand shoulder to shoulder with us and let us shine together to bring a little light into the lives of those who need it most.

Your trust in us, support and warmth is the source of energy that drives us to keep striving harder and harder every day.

Thank you for sharing our desire for a better future for all people.

To find out more

<https://youtu.be/algjyLYlvg?feature=shared>



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