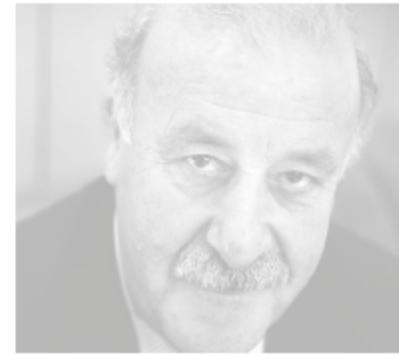


**PREMIOS
SOCIALES**



**Fundación
MAPFRE**



**SOCIAL
OUTREACH
AWARDS**



A moment of the
2015 Social Awards ceremony.



FUNDACIÓN MAPFRE SOCIAL OUTREACH AWARDS,

A RECOGNITION FOR THE WORK
CARRIED OUT BY OTHERS

THINK OF OTHERS. STRIVE FOR
THE WELL-BEING OF SOCIETY. MAKE THE
WORLD A BETTER PLACE. THAT'S WHAT THE
PEOPLE AND INSTITUTIONS DO THAT ARE
RECOGNIZED EACH YEAR IN OUR SOCIAL
AWARDS.

AND THAT IS WHY WE ARE PROUD TO
PROMOTE THESE AWARDS THAT WANT TO
VALUE THE COMMITMENT AND SOLIDARITY
OF THOSE WHO, IN AN ALTRUISTIC WAY,
DEDICATE THEIR TIME AND EFFORT TO
OTHERS.

THANKS TO ALL OF THEM, THE WORLD IN
WHICH WE LIVE IS A BETTER PLACE.

WE ARE DRIVEN BY A CALLING TO HELP

The objective of Fundación MAPFRE is to improve the living conditions of our society. To this end, we work in key areas such as health, prevention and road safety, social action, access to culture and insurance.

Throughout our trajectory and in the areas in which we operate and in the different countries in which we are present, we have had the opportunity to coincide and work with people and organizations committed to change to improve the reality around us.

These awards are born out of the need to highlight and thank the work of so many people who have also decided to get involved in the enormous task of improving this world.

“FUNDACIÓN MAPFRE PROVES ITS WILLINGNESS TO GIVE BACK TO THE COMMUNITY PART OF WHAT IT RECEIVES AND TO ENCOURAGE THE MOST ADVANCED AND SUCCESSFUL PRACTICES IN HEALTH PROMOTION, INSURANCE, SOCIAL ACTION, PREVENTION AND ROAD SAFETY AMONG INDIVIDUALS AND INSTITUTIONS”.

Her Majesty Queen Sofía (2015)

H.M. Queen Sofía presenting the Award for the Best Initiative in Social Action 2014 to Susana Camarero, director of the Colores de Calcutta Foundation.



The “O Dentista do Bem” Project, awarded in 2017, has given smiles back to thousands of children in Brazil.



THE WORLD IS OURS

The number of candidates in our awards grows steadily every year. More and more people are prioritizing solidarity and commitment to the rest of society.

Europe, the United States and Latin America are the areas from which we receive the most proposals. The increasingly international projection of these awards encourages us to continue working to make the world a better place.

“TODAY’S RECOGNITION BY FUNDACIÓN MAPFRE WITH THIS AWARD ENCOURAGES US TO MOVE FORWARD AND WILL UNDOUBTEDLY INCREASE THE DISSEMINATION OF THIS PROJECT. WE STILL HAVE MANY CHALLENGES TO FACE, FOCUSED ON SCALING UP THE INITIATIVE AND INCREASING ITS IMPACT”.

María Jesús Ledesma from Fundación EHAS, awarded in 2016 for her initiative “Embarazo Saludable” (A Healthy Pregnancy), in Guatemala

WE ARE PROUD OF OUR AWARD WINNERS

In our Social Awards, everyone has a place. Public figures and anonymous people, large international projects or small local initiatives. We want to recognize both well-known individuals who dedicate part of their time and give a voice to those who need it most, as well as small associations that work in local communities or on projects that directly benefit those around them.

“THIS AWARD HAS GIVEN ME THE OPPORTUNITY TO REFRESH LESSONS I HAVE LEARNED THROUGHOUT LIFE. ONE IS THE IMPORTANCE TO HELP EACH OTHER, AND THE OTHER IS THAT THE BEST INVESTMENT THERE IS, IS IN THE COMMON GOOD.”.

Luis Rojas Marcos (2016)

Clockwise, H.M. Queen Sofia (2015), Paco Arango of Fundación Aladina (2016), Carlos Alberto Ferlise of the American Firefighters Organization (2017) and Antonio Huertas with the volunteer firefighters of the NGO Ayuda en Acción, who participated in the rescue work of the Ecuador earthquake in 2015.



Clockwise, Valentín Fuster and Luis Rojas Marcos (2016), Carolyn Kousky from the Wharton Risk Management and Decision Processes Center of the University of Pennsylvania, USA (Julio Castelo Matrán International Insurance Award, 2017), Vicente del Bosque (2017), Jumana Trad Yunés, President of the Fundación Promoción Social de la Cultura (2015).

Among the personalities and institutions that have received our awards, we can highlight H.M. Queen Sofía (2015), Emilio Aragón (2018) and Vicente del Bosque (2017), who are clear examples of commitment and generosity. Scientists and intellectuals such as Margarita Salas (2008) and Pedro Laín Entralgo (1995); medical professionals such as cardiologist Valentín Fuster (2016) and psychiatrist Luis Rojas Marcos; associations that work daily for the society, such as AHEDYSIA (Asociación Humanitaria de Enfermedades Degenerativas, Síndromes de la Infancia y Adolescencia) in 2010; solidarity organizations that focus their efforts on making a positive impact on society, such as the Fundación Colores de Calcuta (2015); and projects that strive to promote healthy lifestyle habits, such as Cardiac Risk in the Young (2014) from Great Britain.



“I HAVE ALWAYS TRIED TO MAKE SURE THAT MY CAREER WAS LINKED TO COMPLY WITH THE MINIMUM SOCIAL COMMITMENT, WHICH IS REQUIRED OF EVERY PERSON”.

Vicente del Bosque, awarded in 2017

Clockwise, Emilio Aragón (2018), Lifetime Achievement Award, Jose Manuel Martínez Martínez; Mary's Meals (2018), Award to the Best Entity for its Social Trajectory; Surgery in Turkana (2018), Award to the Best Project or Initiative for its social impact, and Agrindus S.A. (2018), Award for the Best Initiative in the Farming Sector.

What does an exemplary professional life dedicated to society and to people mean to you?

“I BELIEVE THAT, IN THIS SOCIETY, WE SHOULD ALL WORK TOGETHER” AT THE PRESENT TIME, WITH SO MANY OUTSTANDING CAUSES, IF I CAN PLAY MY PART, JUST DO MY BIT, IF MY LITTLE CONTRIBUTION CAN BE OF SOME HELP... WELL, ALL THE BETTER. I’M NOT TRYING TO BE ANY MORE THAN ANOTHER PIECE IN THE PUZZLE”.

Emilio Aragón (2018)



AWARDS 2020: AN EXCITING RETURN



In 2020, the coronavirus pandemic forced us to suspend the Awards in order to devote all our efforts and resources to mitigating the effects of the pandemic on the most exposed and vulnerable groups.

To be able to present the awards again in 2021 was hugely satisfying, not only because of the return to an event that recognizes people, organizations and projects that help to achieve a better society through their dedication and work, but also because of the extraordinary human quality of the award winners.

In our Fundación MAPFRE Social Awards 2020 edition, Rafael Martos, **Raphael**, received the José Manuel Martínez Martínez Lifetime Achievement Award.

This year, the Award for the Best Organization for its Social Outreach went to the **ONCE Social Group**.

Modelo 360º, a social development project from Fundación Juanfe in Colombia, won the Award for Best Project or Initiative for its Social Impact.

The 10th Julio Castelo Matrán International Insurance Award went to the work **Seguro y Tecnología** (Insurance and Technology) by the Professor of Insurance Law and Commercial Law at the Universidad Pontificia Comillas in Madrid, Abel B. Veiga.

Clockwise, Raphael; Abel B. Veiga, Professor of Insurance Law and Commercial Law, Universidad Pontificia Comillas in Madrid; Miguel Carballido, President of the ONCE Social Group, and Catalina Escobar, founder of Fundación Juanfe and creator of the 360° Model Project for social development.

“THIS RECOGNITION CROWNS A VERY SPECIAL YEAR FOR ME, IN WHICH WE ARE CELEBRATING TOGETHER 60 YEARS OF MUSIC ON STAGE, A LIFE DEDICATED TO MUSIC IN WHICH I ALWAYS KEPT IN MIND THE IMPORTANCE OF USING MY MICROPHONE NOT ONLY TO SING, BUT ALSO TO ADDRESS ISSUES THAT WOULD CREATE DIALOGUE AND HELP US MOVE TOWARDS A MORE JUST WORLD.”

Raphael.

“THE AWARD PRESENT TO OUR MODEL REMINDS US THAT WE HAVE HAD A GREAT 20-YEAR JOURNEY, WE HAVE IMPACTED AND TRANSFORMED MORE THAN 245,000 LIVES, BUT WE STILL AIM FOR MORE, WE WANT TO TOUCH MORE HEARTS, WE WANT TO CHANGE MORE LIVES, AND THAT’S WHERE WE ARE HEADED.”

Catalina Escobar, President of Fundación Juanfe.



H.M. Queen Sofia receives the José Manuel Martínez Martínez Lifetime Achievement Award 2015.

A FLOWER FOR GROWING

THIS IS OUR PRIZE



Our award is in the shape of a flower. The sculpture, which represents an orchid, is the work of the artist Rafael Muyor.

In addition to this recognition that our orchid confers, each award, in the different categories, has a 30,000 euro prize.

These awards seek to support the award-winning people and initiatives by not only showcasing and publicizing their projects, but also by giving them a financial boost to help them achieve even greater things.

THE CATEGORIES

Antonio Huertas addresses attendees at the 2017 Social Awards ceremony.

Each year we hand out our Social Awards in three categories:

José Manuel Martínez

Lifetime Achievement Award

We award the effort and dedication to others

Award to the Best Organization for its Social Impact

We look for organizations that work to transform our society

Award for the Best Project or Initiative given its Social Impact

We support differentiating projects that substantially improve the lives of many people

Alternating in each edition, our two biennial awards are presented together with the Social Awards:

Award for the Best Initiative in the farming sector

We promote initiatives aimed at modernizing and innovating this sector

International Insurance Award Julio Castelo Matrán

We support scientific work that promotes economic stability and solidarity through Insurance and/or Social Protection



H.M. Queen Sofia hands Vicente del Bosque with the 2017 Lifetime Achievement Award in the presence of the President of Fundación MAPFRE, Antonio Huertas.

AWARD CEREMONY



EVERY YEAR, IN AN EMOTIONAL CEREMONY PRESIDED OVER BY H.M. QUEEN SOFÍA, THESE AWARDS ARE PRESENTED IN THE PRESENCE OF THE WINNERS.

IN THIS EVENT, WITH MEDIA COVERAGE, WE PUBLICIZE THE WORK OF THE PEOPLE AND INSTITUTIONS AWARDED, THUS GIVING A VOICE TO THOSE WHO WORK SELFLESSLY FOR A BETTER WORLD.

Fundación **MAPFRE**

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