



**Fundación
Jesús Serra**

2022

Activity Report
Fundación Jesús Serra

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01 Letter from the Chairman



Spanish and world society headed into 2022 in an environment of recovering post-pandemic normality, albeit with its social and economic consequences still very much in the balance.

Against this backdrop, the Fundación Jesús Serra has remained steadfast in the pursuit of its Action Plan in which it strives to uphold the essential principle of equal opportunities, whether in social, sports or training

issues, while continuing to back scientific breakthroughs which will have a direct impact on the quality of life of our community and nurturing the soul with arts as ancient as they are needed today such as poetry and music.

The saying that “no path is set in stone” may ring a bell in many minds, but for us and after almost 25 years it is still the spark which keeps our enthusiasm up; enthusiasm which is energy and, as Jesús Serra used to say, the secret of success.

Our Action Plan is unwavering, yet a defining feature of our way of understanding the world and in particular what we do is adjusting to the circumstances we encounter at each stage of our journey and not the other way around. Believing you are in control of everything is just an illusion; it ties you to the past and holds you back, making any change of course cumbersome and difficult. However, working in the knowledge that you only have control over your ability to change makes you freer and the path becomes easier, which means you can go further.

This awareness is even greater and more essential when you work with and for people and community organisations that grow, change and have varying needs over the course of their lives.

It is in this alliance that future progress will be built between corporate institutions such as ours, third sector organisations which have extensive knowledge of the field and public authorities and the promotion of their policies. As the African proverb has it, if you want to go fast, you have to go alone, but if you want to go far, you have to go together. And we want to go far with the cooperation of all the stakeholders involved.

We cannot and must not overlook the consistency of our operations as part of GCO's Corporate Responsibility Policy and Master Plan. Our role is especially germane in the development of one of the aspects of GCO's materiality, our commitment to society, which is the main instrument through which the Group's social action initiatives are channelled.

And on this path we also have more and more allies since in partnership with the Human Resources and Communication Departments, 2022 has been crucial in driving the Corporate Volunteering Programme which more Group colleagues join each year to share their knowledge and time for the benefit of society.

In this report we showcase our commitment with the accomplishment of the targets set in the 71 projects undertaken in our five lines of action. This is a true reflection of everything






outlined above and which is made tangible in our action in Spain and in international cooperation.

I would like to take this opportunity to thank the teams from all the organisations we work with for their outstanding efforts. Together we have achieved exceptional outcomes with the common goal of reaching more people and bringing benefits to society.

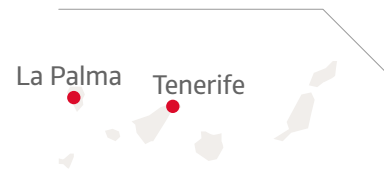
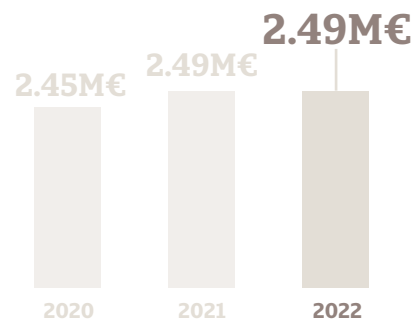
No path is set in stone, but we can assure you that we will continue to improve.

02 Fundación Jesús Serra in 2022

71 projects distributed across five lines of action:

-  Research
-  Business and Education
-  Social action
-  Sport
-  Promotion of the arts

Investment in society



Impact in **26** Spanish cities

 **Fundación Jesús Serra Schools**



Projects in **12** countries

03 General information



Fundación Jesús Serra is a private non-profit entity created in memory of Jesús Serra Santamans, a renowned businessman and patron, who was the founder of Grupo Catalana Occidente (GCO). Its activity involves running and supporting initiatives in the fields of Research, Business and Education, social action, Sport and promotion of the arts, all under the common objective of meeting our responsible commitment to society.

The Foundation works to help achieve a better society and its activity is guided by values such as solidarity, hard work and team work, inspired by the humanitarian awareness that characterised Jesús Serra Santamans.

A little bit of history Fundación Jesús Serra

1998

The **Fundación Catalana Occidente** is set up to bring together the **patronage activities undertaken by Jesús Serra Santamans** both privately and corporately.

2006

The **Fundación Jesús Serra** is established in recognition of the work promoted by the Group's founder. Its activities faithfully follow his **humanist values by supporting initiatives in Research, Business and Education, social action, Sport and promotion of the arts.**

2012

The **Foundation becomes a separate entity** not part of the organisational structure of the insurance carrier, and so an executive organisational structure is set up.

2017

The **Fundación Jesús Serra Research Awards begin.** These prizes are introduced by the Foundation to support research in Spain on food and nutrition and their impact on health.

2022

The **five lines of action are stepped up** to continue safeguarding the principle of equal opportunities for society. The success of first-rate coordination between corporate, public and third sector entities is highlighted. The basis for the future in social action.

04 Governing body



Board of Trustees

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Non-member Secretary:

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Ignacio Gallardo-Bravo Carreras

Assistant Director:

Susana Codina Johnson

Project technician:

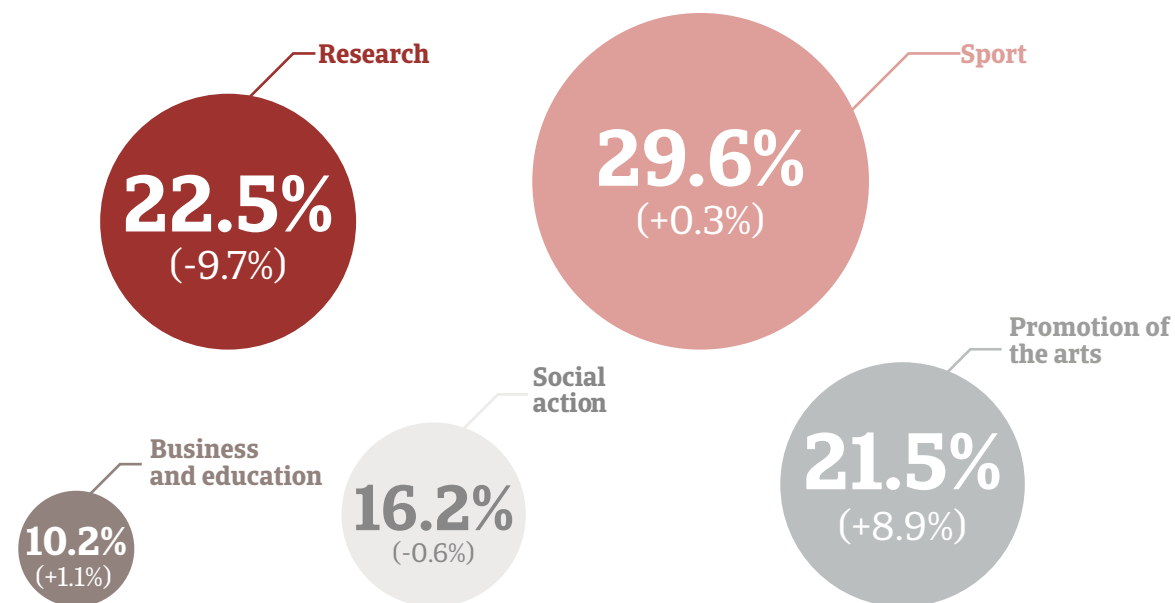
Laura López Lafuente

The Board of Trustees is the governing and representative body of the Foundation, responsible for fulfilling the aims of the foundation and diligently managing the assets and rights that make up its resources, maintaining their performance and usefulness, exercising the functions corresponding to it, in accordance with the provisions of the legal system and the Articles of Association.

It also has full freedom to determine the Foundation's activities and how it acts, aimed at achieving those specific objectives that, in its opinion and in compliance with its purposes, are the most appropriate or convenient at all times.

05 Noteworthy initiatives run in 2022

Distribution of the budget by line of action in 2022



We are the institution which channels the Group's social action

We sponsor and partner initiatives in research, training, social action, sport and promoting the arts with a common goal: a **responsible commitment to society**.

Responsible commitment to society



All projects have a social focus and are allocated among the 5 lines of action according to the nature of the entity with which there is collaboration

06 Research



Most noteworthy activities performed in 2022



Programme of pre- and post-doctoral grants with the National Biotechnology Centre (CNB-CSIC)

The Fundación Jesús Serra continues to support research by funding grants for several scientific projects at the National Biotechnology Centre (CNB-CSIC), a strategic facility of the Spanish National Research Council (CSIC). Five young researchers receive four grants and a contract to do their doctoral thesis at the CNB.

The partnership between the Fundación Jesús Serra and the CNB-CSIC began in 2019 with its direct support for research projects on Covid-19 topics. The Foundation is currently continuing its support for research by funding several scientific projects at the CNB-CSIC in two ways addressed to young researchers: firstly, a doctoral thesis project at the CNB-CSIC, and secondly grants to finance four emerging groups at the centre.

The aid to finance the completion of a doctoral thesis in CNB-CSIC groups has gone to Yolanda Rodríguez Carrasco, a researcher in the Immunology and Oncology Department, whose research group is studying cell signalling



CNB-CSIC and Fundación Jesús Serra managers with the selected scholarship recipients

networks which govern the behaviour and activation of B lymphocytes.

Meanwhile, the four grants for funding emerging groups at the centre have been awarded to the young researchers Juana Antonia Ávila-Flores, James Pelletier, Luis F. Seoane and Adrián Valli. The careers and innovative projects of these four scientists reflect the multidisciplinary nature of the research conducted at the CNB-CSIC which addresses issues with a high impact on society such as agriculture, health and the environment.

5
researcher
beneficiaries



Mario Mellado, director of the National Biotechnology Centre

Dean's Office programme with the National Cancer Research Centre (CNIO)

The main mission of the Dean's Office at the National Cancer Research Centre is training its young scientists, who account for 60% of staff, to get the most out of their potential and unlock their professional development.

The Dean's Office drives the active participation of thesis students and postdoctoral researchers by fostering a different way of thinking and encouraging students to get involved in activities sharing CNIO's progress with the general public, in guidance talks for young

visiting researchers, popularisation and training activities and many other actions.

The Dean's Office programme holds an annual Lab Day with the support of the Fundación Jesús Serra, a vibrant in-house event at which students and young researchers present their work and interact with the audience. The day is wrapped up with the presentation of prizes in several categories.

281
participants
at Lab Day

**We help to enhance
professional
development
programmes for young
researchers**



Lab Day at the CNIO site



A CNIO student gives her presentation at Lab Day 2022

Research	Beneficiaries		
	Direct		Indirect
	Entities	People	
Grants project for pre-doctoral students and support project for young post-doctoral researchers National Biotechnology Centre (CNB-CSIC)	1	5 students	Society as a whole
Dean's Office project to foster the professional development of scientific staff undergoing training National Cancer Research Centre (CNIO)	1	316 participants	Society as a whole
Fundación Jesús Serra Visiting Researchers Programme National Cancer Research Centre (CNIO)	1	1 researcher	Society as a whole
Fundación Jesús Serra Visiting Researchers Programme National Centre for Cardiovascular Research (CNIC)	1	1 researcher	Society as a whole
Fundación Jesús Serra Visiting Researchers Programme Institute of Astrophysics of the Canary Islands (IAC)	1	9 researchers	Society as a whole
Project on the epidemiological study of cardiovascular risk factors in the population Interhospital Foundation for Cardiovascular Research (FIC - CardioRed1)	1	Undetermined	Society as a whole
Hospital de Sant Pau Cardiovascular Chair Hospital de Sant Pau Cardiovascular Research Foundation	1	Undetermined	Society as a whole
Fotciencia scientific photography competition Spanish Foundation for Science and Technology (Fundación Española para la Ciencia y la Tecnología - FECYT)	1	281 participants	Society as a whole
Fundación Jesús Serra project to support young researchers Biomedical Research Institute of Lleida (Institut de Recerca Biomèdica de Lleida)	1	30 researchers	Society as a whole
Fundación Jesús Serra Research Awards in food and nutrition	1	2 researchers	Society as a whole

645
beneficiaries

The budget allocated to the Research line represented 22.5% of the total budget allocated to these lines.

07 Business and Education

1 FIN
DE LA POBREZA



Most noteworthy activities performed in 2022

4 EDUCACIÓN
DE CALIDAD



Scholarship programmes with the University of Deusto, the Dáporis Foundation and the Institut Químic de Sarrià

The Fundación Jesús Serra has a number of cooperation agreements with business schools and governments to promote the Fundación Jesús Serra Scholarships designed to provide low-income students with quality education under the principle of equal opportunities and helping young talents to continue their education.

The Foundation partners with the University



University of Deusto building in Bilbao

***The Foundation
sponsors programmes
which enable talented
young people to
achieve their goal:
completing their higher
education studies***

of Deusto in the Fundación Jesús Serra Scholarships programme, a grant which four students receive to cover 70% of their tuition fees throughout their studies. These scholarships are part of the Deusto Scholarship Fund, an aid programme which aims to make higher education available to students who do not have the financial resources required to study at the university, thus promoting training, solidarity and inclusion.

In conjunction with the Dáporis Foundation, we deliver a programme for supporting young people lacking financial means and with a

good academic record to pursue a university degree and help them during their training and search for internships. Meanwhile, the students undertake to maintain outstanding academic performance and spend at least 50 hours a year during their academic life on social projects in support of other disadvantaged groups.



Meeting with the scholarship recipients in the Fundación Jesús Serra Scholarships programme with the University of Deusto

Our Foundation teams up with the Institut Químic de Sarrià to offer an IQS Academic Excellence Degree Scholarship to study degrees or double degrees at the IQS School of Engineering or the IQS School of Management. It is a way of recognising academic merit and excellence based on funding the cost of tuition and renewable annually until the completion of studies for those students who continuously meet the academic requirements.

8
students
benefit

***Fundación Jesús Serra
Scholarships offer
students with limited
resources a quality
education under the
principle of equal
opportunities***



Dáдорis Foundation scholarship presentation ceremony



Meeting with the IQS scholarship winners



Laura Halpern with one of the Dáдорis Foundation scholarship recipients

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Business and Education	Beneficiaries		
	Direct		Indirect
	Entities	People	
Scholarship programme for secondary and tertiary students in Kenya África Digna	1	31 students	Society as a whole
University scholarships for talented students from rural or ethnic backgrounds to enable them to go to university Dáporis Foundation	1	2 scholarship recipients	Society as a whole
Academic Excellence Degree Scholarship and Family Aid programme Institut Químic de Sarrià	1	2 scholarship recipients	Society as a whole
University scholarship programme Pont de Vilomara Town Council	1	4 scholarship recipients	Society as a whole
Scholarship programme for the winners of the school tennis tournament in Catalonia Abat Oliba University	1	4 scholarship recipients	Society as a whole
University scholarship programme for low-income students Deusto University	1	4 scholarship recipients	Society as a whole
Entrepreneurship Class programme: Learning and Doing Prevent Foundation	1	8 students	Society as a whole

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Business and Education	Beneficiaries		
	Direct		Indirect
	Entities	People	
Nova University Scholarship Programme Prevent Foundation	1	5 students	Society as a whole
Project to promote young talent Princess of Girona Foundation	1	5 scholarship recipients	Society as a whole
TC Schools project to teach healthy habits to children Tomando Conciencia Foundation	1	1,048 pupils	Society as a whole
Coach Project: corporate volunteering mentoring young people at risk of exclusion Exit Foundation	1	8 pupils	Society as a whole

1,121
beneficiaries

The budget allocated to the Business and Education line represented **10.2%** of the total budget allocated to these lines.

08 Social Action



Most noteworthy activities performed in 2022

FEDER's Educar en Red Programme

The Fundación Jesús Serra works with the Spanish Federation for Rare Diseases (FEDER) on the Educar en Red programme addressed to students in general, teachers and families and which promotes the inclusion of students with rare diseases or in the process of being diagnosed during their school years. The Educar en Red programme provides information on the psychosocial and health situation of students with rare diseases, learns about their needs to put in place the resources and adjustments required for their comprehensive care and also seeks to improve life and interaction in the school setting while furnishing teachers with appropriate tools.

Since there are a large number of rare diseases and they are very diverse, it is hard to decide on the specific educational needs and features of this group. This is why FEDER has sponsored research in this field.

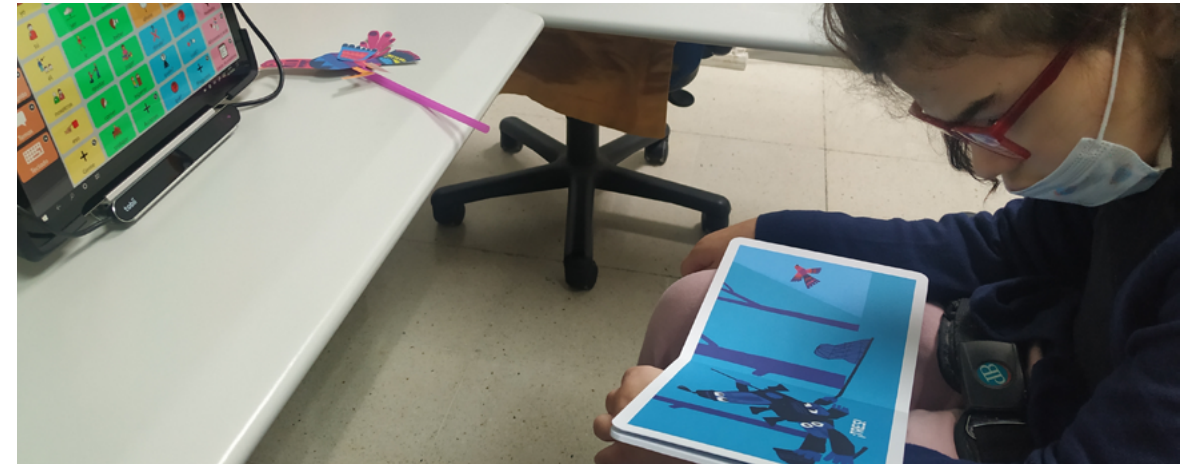
Students with a rare disease or in the process of diagnosis have a complex situation and needs which affect numerous aspects of their teaching and learning process. These include irregular



A teacher helps a girl with a school assignment

attendance and performance, difficulties in participation or in the development of personal autonomy, psycho-emotional impairment and invisible effects that give rise to organic disability.

Against this background, the Fundación Jesús Serra and FEDER have produced *Educar en Red: resources for inclusive education*, an educational guide aimed at teachers which



A girl does educational activities

FEDER says that 7 out of every 100 people in Spain live with a rare disease, which translates into nearly 3 million patients.

includes a theoretical approach to inclusive education, a presentation of the associations' projects and useful resources to foster inclusive education.

Magic festival for GCO employees

The Abracadabra Foundation operates in hospitals, centres for people with disabilities and old people's homes with a belief in the therapeutic power of bringing smiles to the most challenging situations in life.

This is why the Fundación Jesús Serra supports the charity work of these professionals by organising an annual magic festival in cities such as Bilbao, Barcelona, Valencia and Madrid which is attended by GCO employees accompanied by their families.

For the second year running and under the tagline "Magic in exchange for a toy", we plan to further demonstrate the solidarity of all those who are part of GCO by arranging for new toys to be donated on the day of the event. These toys will be given by both foundations to children admitted to a hospital in the city where the festival is held.



Toys ready to be handed out at Cruces University Hospital in Bilbao



Magic festival held in Bilbao

"The experience for the children was wonderful. Since then my little boy has been dreaming of being a magician."

***Fco. Borja García Fontela
GCO Basque Country office manager***

226
attendees

Project to help people affected by the war in Ukraine

Since the beginning of Russia's military offensive in Ukraine, more than 14 million people have had to leave their homes and their lives. This figure is growing day by day and has turned this emergency into the largest forced displacement crisis in the world. As a result of this partnership with UNHCR, the Fundación Jesús Serra has helped 793 refugees to improve their living conditions by offering them shelter, supplying them with essential items and providing them with psychological support and legal advice.



© UNHCR Anna Liminowicz

7.4 million

refugees have fled Ukraine and are in neighbouring countries.

7 million

internally displaced persons in Ukraine.

+495,000

people have benefited from protection, counselling and legal assistance provided by UNHCR.

Since the war in Ukraine broke out, UNHCR has assisted 50,000 people in need of specific psychosocial support and psychological first aid services to address depression, grief and anxiety. UNHCR has also provided 218,000 people with protection support and guidance and a further 61,000 people have received legal assistance or advice.



© UNHCR Mihai von Eremia

Environment

Environmental awareness educational programme in schools with Save the Med

The Save the Med Foundation is a non-profit organisation working for the regeneration of the Mediterranean, one of the most vulnerable seas on the planet. Through cutting-edge marine research, community projects and education, Save the Med conveys science to local communities, inspires action, encourages cooperation and helps shape a generation of change-makers.

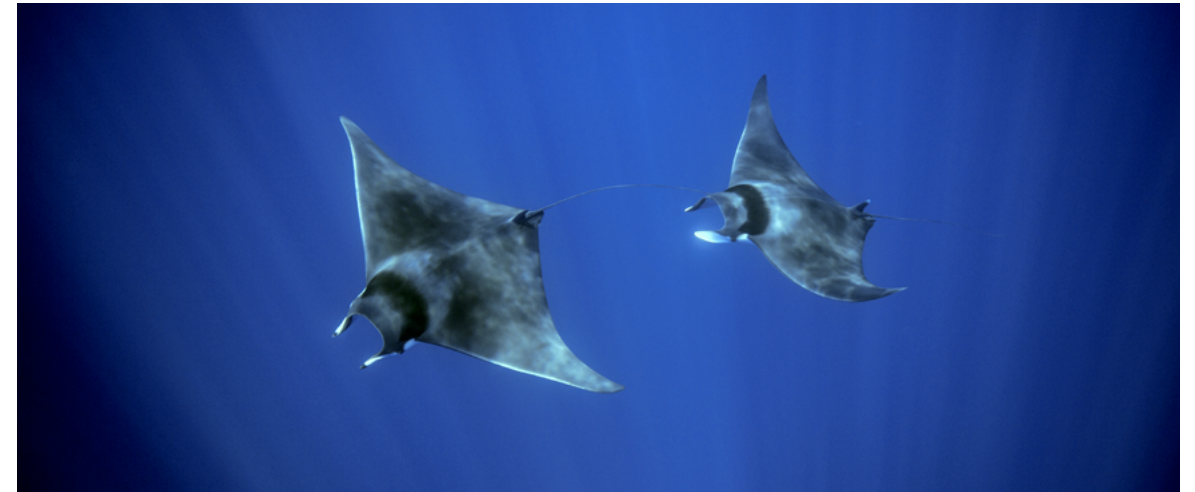
Our Foundation partners with Save the Med on the Drivers of Change project under its Dos Manos school project.

Students from the Balearic Islands take part in the project by working on ideas and campaigns to cut down on plastic pollution. Through their actions the students help to unlock positive change in their homes, schools and communities. Each year the teams presenting the most impactful projects are invited to join Save the Med Foundation's research and education team on board marine science expeditions to help explore and protect the Mediterranean's fascinating wildlife.

In the Drivers of Change project, we raise awareness and sensitise young people about excessive use of plastics and foster its reduction and ultimately its total elimination in their daily lives

The Drivers of Change project seeks to enlist students as active participants in safeguarding our seas. More specifically, students are encouraged to tackle the problem of overconsumption and unnecessary use of disposable plastic items in our daily lives with innovative ideas and constructive actions.

Each year, participating schools set up teams and produce high quality ideas and campaigns which get their communities involved in reducing plastic pollution. Through their



© Save the Med

180
participating
students



Students who won the expedition prize on board the ship

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Students taking part in the Drivers of Change education project

projects, they encourage everyone to join in from teachers to young students and local businesses, raising awareness and positively impacting the islands' communities. The projects with the greatest impact will be selected by a panel of expert judges and the teams will be invited to join Save the Med for thrilling and one-of-a-kind marine science experiences at sea.

Although plastic pollution is now a well-known hazard to the environment and human health, large quantities of plastic are still being produced worldwide. It is estimated that the production curve will only steepen over the next decade unless urgent action is taken. The Drivers of Change project encourages the next generation to think of innovative alternatives to our current unsustainable production and consumption model.

In the new edition of the Drivers of Change programme it is planned to reach out to the University of the Balearic Islands (UIB) to promote joint work in innovation and research to devise solutions to plastic pollution.

The project engages students as active participants in protecting our seas



Students who won the expedition prize on board the ship

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Social Action	Beneficiaries		
	Direct		Indirect
	Entities	People	
Charity paddle tennis tournament involving Group employees Apadema	1	40 participants	Families of disabled people
Non-food items management project La Sagrera Es Mou Association	1	34 families	Families and the local community
Teaming project run by Group employees Spanish Food Bank Federation (FESBAL)	1	Undetermined	Families and society in general
Food collection and distribution project Tenerife Food Bank	1	Undetermined	Families and society in general
Support programme for at-risk children Balía Foundation	1	29 children	Families and society in general
'A tu lado' programme: ensuring the right to education for vulnerable children Save the Children	1	150 children	Families and the local community
Charity magic festival for Group employees and brokers Abracadabra Foundation	1	226 participants	Children and the elderly who are hospitalised or in specialised centres
Educar en Red programme Spanish Federation for Rare Diseases (FEDER)	1	415 member entities	Families and society in general

Social Action	Beneficiaries		
	Direct		Indirect
	Entities	People	
'Deseos Cumplidos' project for sick children Pequeño Deseo Foundation	1	20 children	Families and society in general
Improving primary education in Mujunju, Uganda, by building a school Manos Unidas	1	320 children	Families and the local community
Children's vaccination programme at Batangafo Hospital (Central African Republic) Doctors Without Borders	1	18,600 children	Families and the local community
Humanitarian aid programme for Ukrainian refugees UNHCR	1	793 people	Families and the local community
Maternal and child health improvement project in Meki, Ethiopia Pablo Horstmann Foundation	1	11,520 patients	Families and the local community
Lluïsa Farré project in Senegal aimed at training healthcare workers and preventing complications which lead to high maternal and neonatal mortality Ser Madre Ser Mujer	1	6,411 women treated, professionals trained and students	Families and the local community
Environmental awareness and social entrepreneurship project Save the Med	1	180 pupils	Society as a whole

38,900
beneficiaries

The budget allocated to the Social Action line represented 16.2% of the total budget allocated to these lines.

09 Sport

3 SALUD Y BIENESTAR



4 EDUCACIÓN DE CALIDAD



10 REDUCCIÓN DE LAS DESIGUALDADES



Most noteworthy activities performed in 2022

Combining education and sport in the Fundación Jesús Serra Trophy skiing championship

In March, the Fundación Jesús Serra ran the 15th edition of its ski trophy at Baqueira Beret ski resort (Lleida), stepping up its commitment to sport by holding this tournament in which the participants, both amateurs and competitive skiers, can win financial aid for their education and sports kit from leading brands.

The Fundación Jesús Serra Trophy consists of two events, the giant slalom and the parallel slalom, in which the 24 best times in the women's category and the 32 best times in the men's category take part. This event is made up of two simultaneous descents on a shorter course than the giant slalom.

The top three finishers in each category of the parallel slalom under 25 years of age win one of the grants worth a total of €15,000 plus sports kit. The top three in all categories of the giant slalom also receive sports kit worth more than €15,000 as a prize.



Parallel slalom competitors

166 participants

6 young scholarship recipients



Winners of the Fundación Jesús Serra Trophy skiing championship study grant

Xpress Tennis Cup and Xpress Padel Cup

The Fundación Jesús Serra and sports firm Wilson have organised the 7th Xpress Tennis Cup and the 3rd Xpress Padel Cup. The sports project aims to promote tennis and padel among children from 5 to 14 years old and every year increases the participation of young racquet lovers.

The championship with its innovative format has become one of the main events on the national grassroots tennis and padel calendar with more than 1,500 players taking part.

From March to June, players from the Region of Valencia, Catalonia and the Region of Madrid represent their tennis or padel club during the seven provincial stages and three grand

The tournaments promote grassroots tennis and padel, prioritising sporting values and fun over competition



Ignacio Gallardo-Bravo with a team taking part in the Xpress Tennis Cup 2022



Players in the Xpress Tennis Cup 2022

7
editions

1,665
players
in the two
tournaments

Participation in
three regions

finals. Both the Foundation and Wilson seek to promote grassroots tennis and padel via these tournaments, prioritising sporting values and fun over competition and with an innovative and exciting format consisting of 20-minute matches featuring constant changes of players and the coaches and players refereeing the opposing team.

The fun aspect is one of the standout values of the Xpress competitions. As a result each of the venues becomes a party throughout the *village* with the partners' marquees, activities for all audiences, a *lounge*, *photocall*, live DJ and speaker.

The championship has become one of the main events on the national grassroots tennis and padel calendar



Players in the Xpress Padel Cup 2022



Laura Halpern with the winners of the Xpress Padel Cup final

Sport	Beneficiaries		
	Direct		Indirect
	Entities	People	
Promoting sport and education through skiing Fundación Jesús Serra Trophy skiing championship	1	166 participants	Local community
Fundación Jesús Serra Campus for professional athletes with a disability Centre for Adapted Winter Sports (CDIA)	1	26 athletes	Society as a whole
Spanish Inclusive Downhill Skiing Cup Circuit Centre for Adapted Winter Sports (CDIA)	1	239 participants	Society as a whole
Winter sports activities in Baqueira for Group employees and brokers with disabilities Centre for Adapted Winter Sports	1	72 participants	Families and society in general
Summer sports activities for Group employees and brokers with disabilities Deporte y Desafío Foundation	1	48 participants	Families and society in general
Values in Schools project Llafranc Tennis Club	1	19 pupils	Society as a whole
Professional wheelchair tennis player Quico Tur	0	1 athlete	-

Sport	Beneficiaries		
	Direct		Indirect
	Entities	People	
Professional wheelchair tennis player Lola Ochoa	0	1 athlete	-
Tennis tournament for children and young people to promote grassroots tennis Xpress Tennis Cup	1	1,515 participants	Families and society in general
Sports project to promote youth padel Xpress Padel Cup	1	150 participants	Families and society in general

2,237
beneficiaries

The budget allocated to the Sport line represented 29.6% of the total budget allocated to these lines.

10 Promotion of the Arts



'Your city fills up with pianos' in Madrid

**We support access
to playing the piano
for all**

4,000
beneficiaries

Most noteworthy activities performed in 2022

The Fundación Jesús Serra and the Maria Canals International Music Competition share the goal of bringing playing the piano to all with 'Your city fills up with pianos'. This initiative turns some of the most famous spots in cities into genuine open-air music stages by setting up grand pianos in iconic locations around each city to surprise all visitors to the historic centre and other points of interest.

This action kicked off in Madrid in 2012 and since then has been constantly striving to promote the spread of music through public participation. The result is a diverse party in which the piano takes centre stage and the musical notes provide the setting. However, the real stars are the people who sit down to play or those who simply pause to enjoy the tunes along with each of the artists of all categories who come together to improvise small performances, concerts or jam sessions.

In 2022, Barcelona, Cáceres, Santander and Madrid were filled with pianos, although the close partnership between the Fundación Jesús Serra and the Maria Canals International Competition has also made it possible to bring

this cultural activity to 22 cities across Spain including Bilbao, Seville, Barcelona, Cadiz, Malaga, Madrid, Salamanca, Toledo, Santiago de Compostela and Valencia.



'Your city fills up with pianos' in Santander



Presentation of the Poetízate: Poetry in the Classroom project

Poetízate project: Poetry in the Classroom

Poetízate: Poetry in the Classroom is a Foundation initiative working on poetry as an inclusive and open genre, promoting and publicising it among primary and secondary school pupils and presenting it as a means of expression and communication. To do this, poets call in at primary and secondary schools to give extremely lively and educational classes featuring dramatised readings aimed at children aged between 10 and 13 and teenagers aged between 14 and 17.

The project has been running since 2019 and has visited nearly 80 schools with the participation of more than 5,000 pupils.

Poetízate: Poetry in the Classroom is one of the Fundación Jesús Serra's initiatives to promote and publicise the genre and run in conjunction with the poetry competition our Foundation has also been hosting for the last fifteen years. It is a one-of-a-kind international competition as the prize is open to all age groups and rewards the creation of a single poem and its literary quality.

780
pupils

24
participating
schools

We work on poetry as an inclusive and open genre, presenting it to pupils as a means of expression and communication

Fundación Jesús Serra Poetry Competition

The Fundación Jesús Serra Poetry Competition was founded to promote poetic creation and honour the founder of GCO (Grupo Catalana Occidente) as it was one of his great passions.

The contest is unique in its category and has become a touchstone for lovers of the genre. All age groups from 10 years upwards are eligible for the international poetry prize in three categories: from 10 to 13 years of age with €800 in prize money; from 14 to 17 years of age with €1,500; and from 18 years of age upwards with a €2,500. The competition is open to entries written in Spanish and Catalan and their literary quality is assessed.

Since 2020, the Fundación Jesús Serra has also been recognising the poetic career of writers whose work has already become part of our literary imagination through the Special Award with a prize of €5,000. Since it was first held, the poets Feliu Formosa (2020), Antonio Colinas (2021) and Marta Pessarrodona (2022) have been the poets awarded.

The competition jury, made up of writer Carlos Zanón, poet Andrea Valbuena, writer Elena Medel, writer and journalist David Castillo and lecturer Ricardo Fernández Aguilà, selects the winning entries in the Poetry Competition and the writer who is given the Special Award.

**Since its inception,
15,000 people from 35
countries have taken
part with more than 90
prize-winners**

1,263
poems
submitted

To date, more than 15,000 people from all over the world have entered the Poetry Competition with more than 90 prize-winners.



Laura Halpern and members of the Poetry Competition jury with the winners of the 2022 event



Poetry Competition prize-giving ceremony at Torre Bellesguard

Promotion of the Arts	Beneficiaries		
	Direct		Indirect
	Entities	People	
First Fundación Jesús Serra Prize for the winner of the Maria Canals International Piano Competition and organisation of a concert tour with orchestras in a regular season at the auditoriums in Madrid, Bilbao, Granada/ Seville and Tenerife.	1	1 pianist	Society as a whole
Concerts by the winning pianist in the Maria Canals International Competition Concerts in Bilbao, Tenerife, Madrid and Granada	4	2 pianists	Society as a whole
'Your city fills up with pianos' project Santander, Cáceres, Barcelona and Madrid	1	4,000 people	Local community and society in general
Fundación Jesús Serra Poetry Competition	0	1,236 participants	Society as a whole
'¡Me Toca!' social project of piano scholarships for at-risk children Maria Canals International Competition	1	117 pupils	Families and society in general
Cultural activities organised for Group employees and brokers MNAC and Amics del MNAC Foundation	1	97 people	Society as a whole
Raval Kids artistic education project MACBA Foundation	1	15 pupils	Society as a whole

6,281
beneficiaries

The budget allocated to the Promotion of the Arts line represented 21.5% of the total budget allocated to these lines.

11 Commitment to the Sustainable Development Goals



© Save the Med. Sperm whale found during the 2022 expedition

The Fundación Jesús Serra's current challenge is to deepen the connection between its pillars of action and the SDGs by making them into a key principle when designing new projects or resizing existing ones.

With full respect for the objectives in our articles of association, the humanist and philanthropic spirit of our founder Jesús Serra Santamans which inspires our beginnings and the specific features of the Foundation, we are consistently bringing our activities into line with the SDGs we consider to be a priority. This means we can add greater value to the initiatives we undertake and also help to cement GCO's global commitment.

49,184

is the total number of beneficiaries of the Foundation's projects in 2022



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Raising awareness about responsible water use



SDG and goals

Best practices

1. No poverty

1.2. Reduce at least by half the proportion of people living in poverty according to national definitions

Projects aimed at combating poverty run by Manos Unidas, Fundación Balía and Save the Children.

2. Zero hunger

2.1. End hunger

Spanish Federation of Food Banks (FESBAL) project.
Tenerife Food Bank project.

3. Health and well-being

3.1. Reduce the maternal mortality rate

Lluïsa Farré project to train healthcare staff and preventing complications in order to reduce maternal and neonatal mortality.
Maternal and child health improvement project in Meki, Ethiopia, by the Pablo Horstmann Foundation.

3.2. End preventable deaths of newborns and children under 5 years of age

Lluïsa Farré project with Ser Madre Ser Mujer in Senegal aimed at training healthcare workers and preventing complications that lead to high maternal and neonatal mortality.
Maternal and child health improvement project in Meki, Ethiopia, by the Pablo Horstmann Foundation.
Children's vaccination programme at Batangafo Hospital (Central African Republic) by Doctors Without Borders.

3.3. By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, waterborne and other communicable diseases

Children's vaccination programme at Batangafo Hospital (Central African Republic) by Doctors Without Borders.

3.7. Ensure universal access to sexual and reproductive health-care services

Lluïsa Farré project with Ser Madre Ser Mujer in Senegal aimed at training healthcare workers and preventing complications that lead to high maternal and neonatal mortality.
Maternal and child health improvement project in Meki, Ethiopia, by the Pablo Horstmann Foundation.

3.d. Strengthen the capacity of all countries, particularly developing countries, in early warning, risk reduction and management of national and global health risks

Fundación Jesús Serra Research Awards in food and nutrition.
Epidemiological study of cardiovascular risk factors in the population undertaken by CardioRed1.

01 - Letter from the Chairman

02 - Fundación Jesús Serra in 2022

03 - General information

04 - Governing body

05 - Actions performed in 2022

06 - Research

07 - Business and education

08 - Social action

09 - Sport

10 - Promotion of the arts

11 - Commitment to the Sustainable
Development Goals

12 - Financial information

SDG and goals

Best practices



4. Quality education

<p>4.1. Ensure that all girls and boys complete free and equitable primary and secondary education</p>	<p>Project to build and refurbish schools in disadvantaged areas to promote access to education with Manos Unidas. TC Schools programme for training children in healthy habits with the Tomando Conciencia Foundation.</p>
<p>4.3. Ensure equal access to quality technical, vocational and tertiary education</p>	<p>Projects aimed at promoting training and improving the social and employment situation of people with disabilities with Apadema and the Prevent Foundation. University scholarships for talented students from rural or ethnic backgrounds with the Dádoris Foundation. University scholarships for low-income students with Deusto University.</p>
<p>4.4. By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.</p>	<p>Corporate volunteering project for vulnerable students with the Exit Foundation.</p>
<p>4.5. Eliminate gender disparities in education and ensure equal access to education</p>	<p>África Digna scholarship programme for underprivileged students in Kenya.</p>
<p>4.b. Expand the number of scholarships available to developing countries</p>	



8. Decent work and economic growth

<p>8.5. Achieve full employment and decent work among disadvantaged groups</p>	<p>Corporate Volunteering Programme with the Exit Foundation aimed at students at risk to enable them to complete their studies and find a job. Learning and Doing project run by the Prevent Foundation designed to promote training to improve the social and employment situation of people with disabilities.</p>
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SDG and goals

Best practices



9. Industry, innovation and infrastructure

9.5. Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending

CNB-CSIC pre-doctoral student grant project and support project for young postdoctoral researchers.
Dean's Office project to promote the professional development of scientific staff undergoing training with the Spanish National Cancer Research Centre (CNIO).
Fundación Jesús Serra Visiting Researchers Programme with the CNIO, the CNIC and the IAC.
Cardiovascular Chair Hospital de Sant Pau Cardiovascular Research Foundation.
Fundación Jesús Serra support project for young researchers with the Biomedical Research Institute of Lleida.
Fundación Jesús Serra Research Awards in food and nutrition.



10. Reduced inequalities

10.2. By 2030, empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

'¡Me Toca!' social project of piano scholarships for at-risk children.
Nova Scholarships Project and the Learning and Doing project of the Prevent Foundation to promote training and improve the social and employment situation of people with disabilities.
Sports activities for the Group's employees and brokers with disabilities with the CDIA and the Deporte y Desafío Foundation.
Humanitarian aid programme for refugees from Ukraine with UNHCR.



13. Climate action

13.3. Improve education, awareness raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.

Environmental and educational project with Save the Med.



14. Life below water

14.2. By 2030, sustainably manage, and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience and take action for their restoration, to achieve healthy and productive oceans.

Environmental and educational project with Save the Med.

12 Financial information

Presented below is a summary of the financial accounts that have been approved by the Board of Trustees and audited by DQ Auditores de Cuentas without qualification. More detailed information is available in the Annual Report on our website.

ASSETS	2022	2021*
A) NON-CURRENT ASSETS	6,599.36	6,068.62
I. Intangible fixed assets		
II. Historic heritage assets		
III. Tangible fixed assets		
IV. Property investments		
V. Long-term investments in group companies and associates		
VI. Long-term financial investments	6,599.36	6,068.62
VII. Deferred tax assets		
VIII. Non-current receivables		
B) CURRENT ASSETS	83,567.99	82,554.97
I. Non-current assets held for sale		
II. Stock		
III. Users and other receivables of the Foundation's own activity		
IV. Trade and other receivables		
V. Short-term investments in group companies and associates		
VI. Short-term financial investments		
VII. Short-term accruals		
VIII. Cash and other equivalent liquid assets	83,567.99	82,554.97
Cash and bank	83,567.99	82,554.97
TOTAL ASSETS (A+B)	90,167.35	88,623.59

(Importes en Euros)

NET EQUITY AND LIABILITIES	2022	2021
A) NET EQUITY	64,099.85	64,099.85
A-1) Capital and Reserves	64,099.85	64,099.85
I. Founding capital	64,099.85	64,099.85
1. Founding capital	64,099.85	64,099.85
II. Reserves		
III. Surpluses from previous years		
IV. Surplus for the year		
A-2) Adjustments due to changes in value		
A-3) Grants, donations and legacies received		
B) NON-CURRENT LIABILITIES	8,566.95	8,528.52
I. Long-term provisions	8,566.95	8,528.52
II. Long term debts		
III. Long-term debts with group companies and associates		
IV. Deferred tax liabilities		
V. Long-term accruals		
VI. Non-current payables		
C) CURRENT LIABILITIES	17,500.55	15,995.22
I. Liabilities related to non-current assets held for sale		
II. Short-term provisions		
III. Short-term debts		
IV. Short-term debts with group companies and associates		
V. Beneficiaries-payables		
VI. Trade and other payables	17,500.55	15,995.22
2. Other payables	17,500.55	15,995.22
VII. Short-term accruals		
TOTAL NET EQUITY AND LIABILITIES (A+B+C)	90,167.35	88,623.59

(Importes en Euros)

* Presented solely for comparative purposes.

The accompanying notes 1 to 11 of the Non-Profit Micro-Entities Annual Report and the annex form an integral part of the Non-Profit Micro-Entities Balance Sheet as at 31 December 2022.

Income statements (non-profit micro-entities) corresponding to the financial years ending on 31 December 2022 and 2021

NET EQUITY AND LIABILITIES	2022	2021*
A) SURPLUS FOR THE FINANCIAL YEAR		
1. Income from the Foundation's own activity	2,493,630.18	2,498,377.63
a) User and affiliate fees		
b) User contributions		
c) Income from promotions, sponsorships and collaborations	2,493,630.18	2,498,377.63
d) Grants, donations and legacies recognised in surplus for the year		
e) Reimbursement of aid and allowances		
2. Sales and other income from commercial activity		
3. Expenses for aid and other	-2,175,655.28	-2,193,884.05
a) Monetary aid	-1,451,369.04	-1,574,554.02
b) Non-monetary aid	-724,286.24	-619,330.03
c) Expenses for collaborations and the governing body		
d) Reimbursement of grants, donations and legacies		
4. Variation in stocks of finished goods and work in progress		
5. Own work capitalized		
6. Procurements		
7. Other income from activity		
8. Employee costs	-200,305.83	-185,308.51
9. Other expenses from activity	-117,669.07	-119,185.07
10. Depreciation and amortisation charge		
11. Capital grants, donations and legacies transferred to surplus for the year		
12. Excess provisions		
13. Impairment and gains or losses on disposals of fixed assets		
A.1) SURPLUS FROM ACTIVITY (1+2+3+4+5+6+7+8+9+10+11+12+13)	0.00	0.00
14. Financial Income		
15. Financial Expenses		
16. Variation in fair value of financial instruments		
17. Exchange rate differences		

NET EQUITY AND LIABILITIES	2022	2021*
18. Impairment and gains or losses on disposals of financial instruments		
A.2) OPERATING SURPLUS (14+15+16+17+18)	0.00	0.00
A.3) SURPLUS BEFORE TAXES (A.1+A.2)	0.00	0.00
19. Profits tax		
A.4) VARIATION IN NET EQUITY RECOGNISED IN SURPLUS FOR THE YEAR (A.3+19)	0.00	0.00
B) INCOME AND EXPENSE RECOGNISED DIRECTLY TO NET EQUITY		
1. Subsidies received		
2. Donations and legacies received		
3. Other income and expenses		
4. Tax effect		
B.1) VARIATION IN NET EQUITY DUE TO INCOME AND EXPENSES RECOGNISED DIRECTLY IN NET EQUITY (1+2+3+4)		
C) RECLASSIFICATIONS TO SURPLUS FOR THE YEAR		
1. Subsidies received		
2. Donations and legacies received		
3. Other income and expenses		
4. Tax effect		
C.1) VARIATION IN NET EQUITY DUE TO RECLASSIFICATIONS TO SURPLUS FOR THE YEAR (1+2+3+4)		
D) VARIATION IN NET EQUITY DUE TO INCOME AND EXPENSES RECOGNISED DIRECTLY		
E) ADJUSTMENTS DUE TO CRITERIA CHANGES		
F) ADJUSTMENTS DUE TO ERRORS		
G) VARIATIONS IN THE FOUNDING CAPITAL OR SOCIAL FUND		
H) ADJUSTMENTS DUE TO ERRORS		
I) TOTAL PROFIT AND LOSS, VARIATION IN NET EQUITY IN THE FINANCIAL YEAR (A.4+D+E+F+G+H)	0.00	0.00

* Presented solely for comparative purposes. The accompanying notes 1 to 11 of the Non-Profit Micro-Entities Annual Report and the annex form an integral part of the Non-Profit Micro-Entities Balance Sheet as at 31 December 2022.

*For more information, please visit
www.fundacionjesusserra.org*

