

Occident Foundation reaches more than 16,000 people through 60 projects in 2025

The launch of the Jesús Serra EcoSocial Call for Proposals, a new initiative in 2025, completes the Foundation's strategic projects across its five areas of activity: social action, sport, education, research and promotion of the arts.

Occident Foundation closed 2025 as a leading organisation in promoting equal opportunities and contributing to social progress. Throughout the year, the institution carried out 60 projects in collaboration with 43 organisations and directly reached 16,095 beneficiaries in Spain and various countries across Europe, the Americas, Africa and Asia.

Since its creation, the Foundation has developed its initiatives around five areas of activity: social action, sport, education, research and promotion of the arts.

In the words of Laura Halpern, President of Occident Foundation, "2025 was a particularly significant year for the organisation, as we expanded our capacity to act, strengthened partnerships and consolidated a number of projects that enable us to support individuals and organisations in building a future with greater opportunities". In this regard, she states that "this growth reflects the strength of our commitment and our determination to continue moving forward alongside organisations that share our vision for society".

Five strategic projects to create new opportunities

One of the main milestones in 2025 was the **launch of the first Jesús Serra EcoSocial Call for Proposals**, which received more than 220 applications and completes the five strategic projects named after the founder of the insurance group, one for each of the Foundation's areas of activity.

This initiative joins the **Jesús Serra Ski Trophy**, the **Jesús Serra Research Awards**, the **Jesús Serra Undergraduate Scholarships** and the **Jesús Serra Poetry Competition**, rounding out a portfolio of in-house programmes aligned with the Foundation's five strategic areas of activity.

Social action: supporting people

During 2025, Occident Foundation continued to develop projects aimed at improving the quality of life of vulnerable groups and protecting the environment. Among the most notable initiatives are the construction of a primary school in Uganda together with Manos Unidas, and the Med Brain project to improve healthcare diagnosis in Ethiopia.

The organisation also established new partnerships with organisations such as Why Not Foundation, Ecomar Foundation, Save the Med and Ecoalf Foundation, with projects focused on social inclusion, environmental protection and creating opportunities for different groups.

About Fundación Occident

Fundación Occident, formerly 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 GCO (Grupo Catalana Occidente). Its activity consists of developing and supporting initiatives in the fields of research, business and teaching, social action, sport, and promotion of the arts, with a common objective: responsible commitment to society.

Research: advancing knowledge in healthcare

Research is another area of activity for Occident Foundation. In 2025, it supported 68 researchers and ten leading centres, advancing new biomedical research.

In addition, the organisation created the **Federico Halpern Special Award for Science Communication**, incorporated into the **Jesús Serra Research Awards**, to recognise rigorous science communication in the fields of food, nutrition and health. It also renewed its support for the Gasol Foundation's PASOS Study, which focuses on lifestyles, physical activity and the wellbeing of children and adolescents.

Education: opportunities for young talent

In the field of education, the Foundation continued to promote scholarship, mentoring and entrepreneurship programmes for talented young people in order to support their academic and professional development.

Throughout 2025, the organisation supported 108 scholarship recipients and held the first gathering of the **Jesús Serra Scholarship** community. It also expanded its collaborations with organisations such as África Digna Foundation, the University of Deusto, IQS, Prevent Foundation, Éxit Foundation and Princess of Girona Foundation.

Promoting the arts: bringing culture closer to people

Promoting the arts continued to be another key pillar of its work. The eighteenth edition of the **Jesús Serra Poetry Competition** attracted more than 1,400 participants, and the Foundation continued its collaboration with the **Maria Canals International Piano Competition**, as well as initiatives such as **Your city is full of pianos**, **Soy Clave** and the **Equipo** project, developed in partnership with the Reina Sofía Museum.

Sport: participation and inclusion

Finally, in the field of sport, Occident Foundation supported nearly 50 events and programmes related to disciplines such as tennis, skiing, snowboarding, canoeing and badminton, with a particular focus on adapted sports.

Among the most notable initiatives was a new edition of the **Occident Foundation Campus** for athletes with disabilities, as well as continued support for elite athletes such as Alex Graneri and Irati Idiakez, the 2025 world snowboard champion.

The value of collaboration

Through this range of initiatives, Occident Foundation is consolidating a model based on long-term collaboration with specialised organisations and the development of its own projects capable of creating real opportunities. As Halpern states, "Occident Foundation will continue to strengthen its partnerships and expand the reach of its programmes, particularly among children and young people, in order to contribute to a fairer, more inclusive and sustainable society".

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