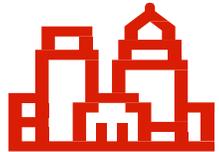


An open white door with a bright white background behind it. The door is slightly ajar, revealing a clean, minimalist interior. The door has a simple, modern design with a silver handle on each side.

Fundación  
**MAPFRE**

# Fundación **MAPFRE**



**A walk through the  
Foundation.  
What we are and  
what do we do**

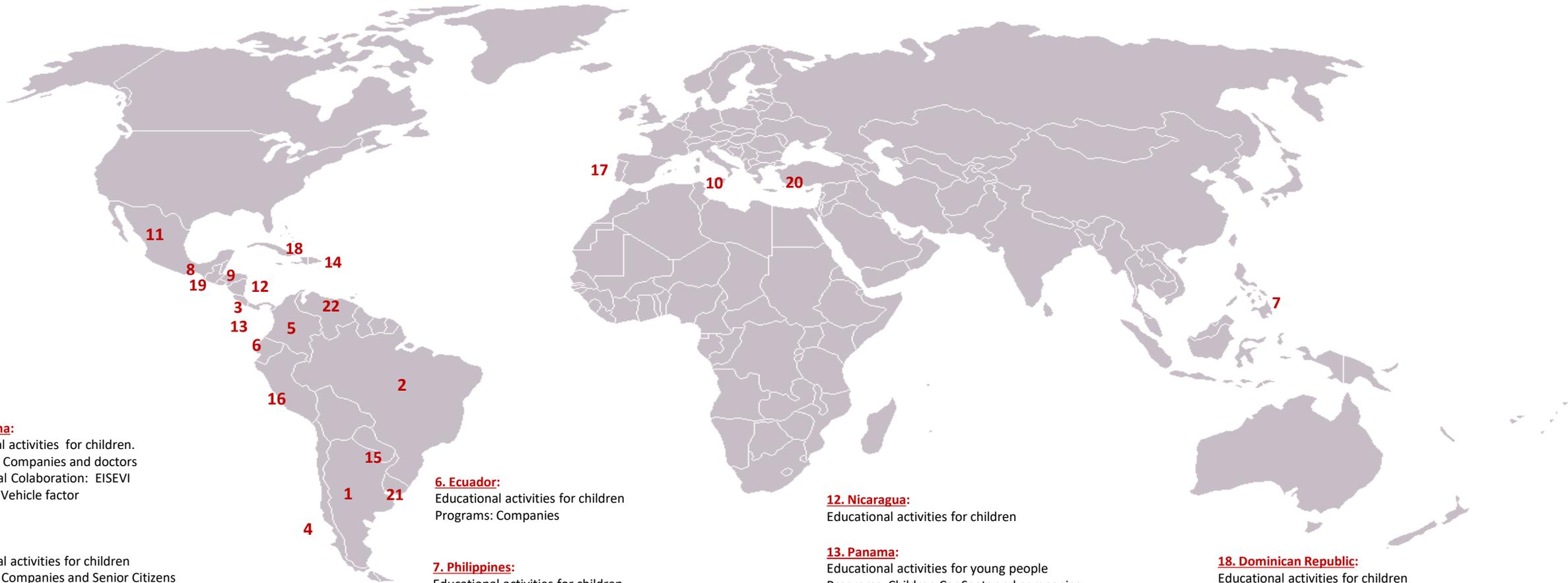


**FUNDACIÓN MAPFRE was  
created in 1975 by  
MAPFRE**

**Our commitment  
has been invariable:  
To contribute to the  
development of  
society**



**Is a non-profit institution  
that is based on ethical  
values, and the objective is  
to improve the life of both  
individuals and society**



**1. Argentina:**

Educational activities for children.  
 Programs: Companies and doctors  
 Institutional Colaboration: EISEVI  
 Research: Vehicle factor

**2. Brasil:**

Educational activities for children  
 Programs: Companies and Senior Citizens  
 Research: Road Education in Brasil

**3. Costa Rica:**

Educational Activities for young people  
 Research: Costa Rican Drivers

**4. Chile:**

Educational activities for children and young people  
 Programs: Children Car Seats

**5. Colombia:**

Educational activities for children and young people  
 Research: Pedestrian behaviours and accident risk  
 Institutional colaboration

**6. Ecuador:**

Educational activities for children  
 Programs: Companies

**7. Philippines:**

Educational activities for children

**8. Guatemala:**

Educational activities for children  
 and young people

**9. Honduras:**

Educational activities for children  
 Institutional Colaboration

**10. Malta:**

Media program

**11. Mexico:**

Educational activities for children  
 and young people

**12. Nicaragua:**

Educational activities for children

**13. Panama:**

Educational activities for young people  
 Programs: Children Car Seats and companies

**14. Puerto Rico:**

Educational activities for children

**15. Paraguay:**

Educational activities for children  
 and young people

**16. Peru:**

Educational activities for children  
 Programs: Road Safety in companies

**17. Portugal:**

Educational activities for children  
 and young people  
 Programs: Children Car Seats , Companies and  
 Senior Citizen

**18. Dominican Republic:**

Educational activities for children  
 and young people  
 Institutional Colaboration

**19. El Salvador:**

Educational activities for children  
 Media program

**20. Turkey:**

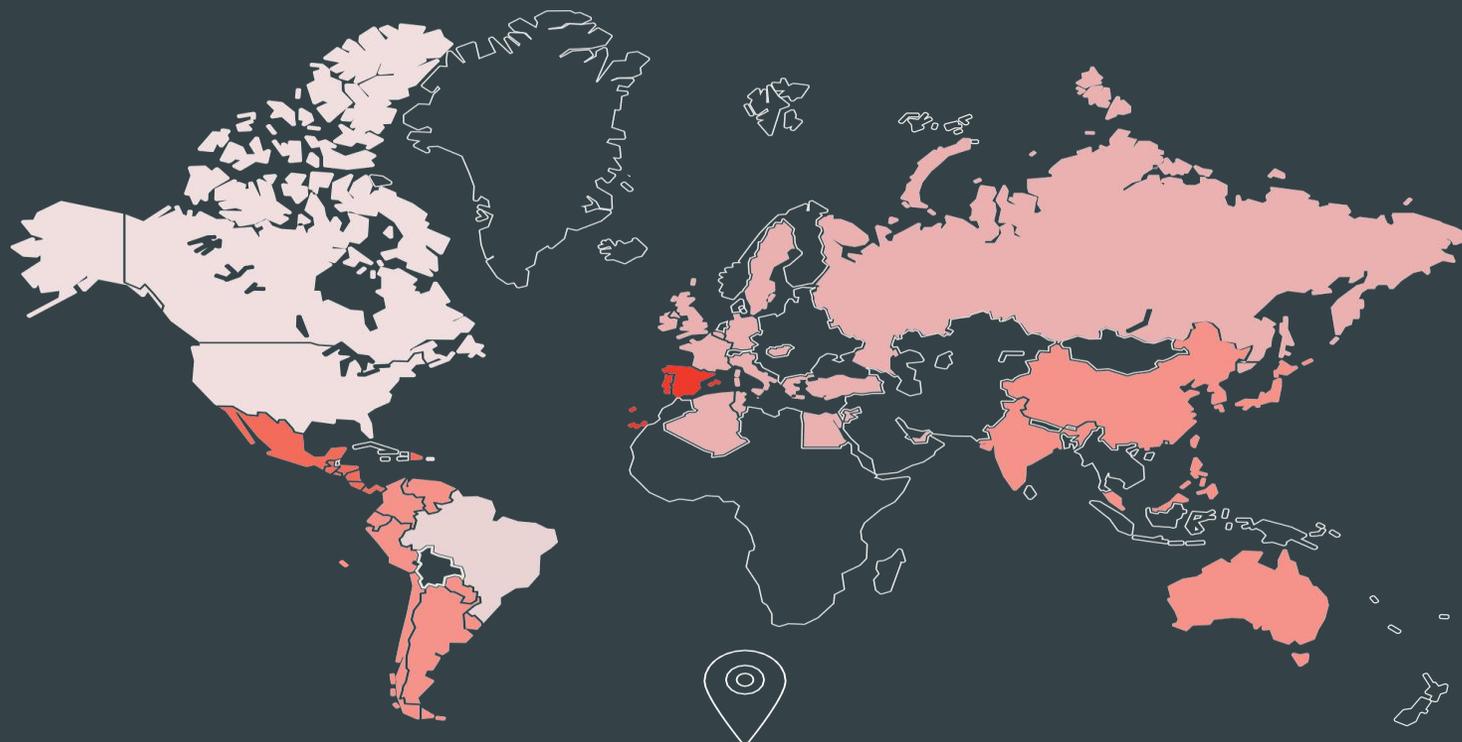
Program: Companies  
 Media program

**21. Uruguay:**

Educational activities for children  
 Programs : Companies

**22. Venezuela:**

Media program



## Activities in 23 countries



**19,1 million**  
beneficiaries



**16,6 million**  
Web visits



**451.000**  
Followers en RRSS



**3.150 events**  
**465 activities**

# Road Safety in Companies



<http://www.seguridadvialenlaempresa.com>

Dräger Foundation



Deutscher  
Verkehrssicherheitsrat

Fundación  
**MAPFRE**





Speed



Drugs



Distractions



Child Restraint Systems



Used Motorcycle Helmets



Alcohol



TRAINING ACTIVITIES

AWARENESS CAMPAIGN

INVESTIGATION



#WITHEAD “Helmets with History”



#NOEXCUSES (Child Restraint Systems)



# Fire Prevention Week

**Spain & Latin America** (Argentina, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico and Uruguay). **Beneficiaries (2016) > 230.000**

## 1.- Evacuation house. Objectives:

- To promote knowledge of **self-protection** especially among children.
- To teach the participants about the **basic rules for evacuation in case of fire**.
- To teach the participants about **basic First Aid and what to do in case of an emergency**.
- To teach the participants the **correct usage of child restraint systems** in vehicles.

2.- Children's drivers circuit: It is targeted at children from 3 to 12 years who will learn about traffic education using bicycles and as pedestrians, organized in groups of between 8 and 10 children. **Objectives:**

- To **promote responsible, civic and safe behaviour** and attitudes in relation to traffic, approached from different perspectives: **as pedestrians and as cyclists**.
- To initiate the participants in the **knowledge of and respect for traffic signals and regulations**.
- To get children to **promote road safety within their families and in their environment**.



# Child seat design for children with brittle bone disease



## WHAT IS THE BRITTLE BONE DISEASE?

Brittle bone disease, often referred to as **osteogenesis imperfecta (OI)** is a disorder that results in fragile bones that break easily. It's typically present at birth, but it only develops in children who have a family history of the disease.

Brittle bone disease can range from mild to severe. Most cases are mild, resulting in few bone fractures. However, the severe forms of the disease can cause:

- hearing loss
- heart failure
- spinal cord problems
- permanent deformities

OI can sometimes be life-threatening if it occurs in babies either before or shortly after birth. Approximately **one person in 20.000** will develop brittle bone disease. It occurs equally among males and females and among ethnic groups.

## THE CHALLENGE



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**S+D** SafeDsign®

# HOW CAN THEY TRAVEL?



# CONCEPT



Padded 3-point harness with automatic retraction

Adjustable head rest

Button to open the side for easy access for the child

Anti-swivel leg

System for anchoring the seat to the vehicle's seat belt

Belt clip

Anti-rebound straps



# 2017. PARTICIPATION IN THE OI ANNUAL CONGRESS

## THE PRESENTATION



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**THANK YOU  
VERY MUCH**