### "la Caixa" Foundation Expenditure in 2012

In thousands of euros

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social programmes</td>
<td>233,464</td>
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<tr>
<td>Environmental and scientific programmes</td>
<td>42,780</td>
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<tr>
<td>Cultural programmes</td>
<td>52,620</td>
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<tr>
<td>Educational and research programmes</td>
<td>32,151</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>361,015</strong></td>
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### "la Caixa" Foundation Budget for 2013

In thousands of euros

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social programmes</td>
<td>333,920</td>
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<td>Environmental and scientific programmes</td>
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<td>Cultural programmes</td>
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<td>Educational and research programmes</td>
<td>34,621</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500,000</strong></td>
</tr>
</tbody>
</table>
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Welfare Projects Committee

Chairman
Isidro Fainé Casas

Committee Members
Salvador Gabarró Serra
(First Deputy Chairman)
Javier Godó Muntañola
(Second Deputy Chairman)
Montserrat Cabra Martorell
Francesc Homs Ferret
Xavier Ibarz Alegria
Juan-José López Burniol
Mario López Martínez
Justo Bienvenido Novella Martínez

Secretary (non-member)
Alejandro García-Bragado Dalmau

Deputy Secretary (non-member)
Óscar Calderón de Oya

Executive Officers

Chief Executive Officer
Juan Maria Nin Génova

Executive Director
Jaime Lanaspa Gatnau

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Honorary President
José Vilarasau Salat

Chairman
Isidro Fainé Casas

Deputy Chairmen
Ricardo Fornesa Ribó (First Deputy Chairman)
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Estefania Judit Martín Puente
Miquel Noguer Planas
Justo Bienvenido Novella Martínez
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Ana Robles Gordaliza
Leopoldo Rodés Castañé
Josep Joan Simon Carreras
Javier Solana Madariaga
Roberto Tapia Conyer
Josep-Francesc Zaragozà Alba

Chief Executive Officer
Jaime Lanaspa Gatnau

Secretary (member)
Alejandro García-Bragado Dalmau

Deputy Secretary (member)
Óscar Calderón de Oya
Senior Management of “la Caixa” Welfare Projects

Chairman
Isidro Fainé Casas

Executive Director
Jaime Lanaspa Gatnau

CEO of the Accessible Housing Programme
Jaume Cabré Grau

Senior Management of “la Caixa” Foundation

Chairman
Isidro Fainé Casas

Chief Executive Officer
Jaime Lanaspa Gatnau

Assistant Chief Executive Officer
Elisa Durán Montolio

Assistant Chief Executive Officer
Jaume Giró Ribas

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Luis Reverter Gelabert

Deputy Secretary General
Esther Planas Herrera

Deputy Secretary General
Albert Sòria Casas

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Rafael Chueca Blasco

Director of the Area of Information Systems and Processes
Rosa Maria Cirera Clotet

Director of the Social Integration Area
Marc Simón Martinez

Director of the International Division
S.A.R. La Infanta Doña Cristina

Director of the Communication Area
Jesús Nemesio Arroyo González

Director of the Area of Science, Research and the Environment
Enric Banda Tarradellas

Director of the Area of Regional Management and Educational Action
Francisco Javier Bertolin Pueyo

Director of the Area of Organisation and General Services
Jordi Cabedo Gracia

Director of the Human Resources Area
Ángel Font Vidal

Director of the Cultural Area
Ignasi Miró Borràs

Director of the Area of Scholarships and Social Studies
Rosa Maria Molins Solé

Director of the Social Action Area
Josep Ollé Pous

Director of the Production Area
Enric Sagrera Depares

Scientific Director
Jorge Wagensberg Lubinski

Director of the Social Marketing Area
Daniel Zafra Masriera
Change and adaptation are concepts inherent to the complex economic and social situation today. In 2012 we underwent some changes related to the restructuring of Spain's financial system. The first was in June with Banca Cívica joining CaixaBank via the merger of the former. The second was in November with the announcement of the contract to buy the shares of Banc de València held by the Executive Committee of Spain's Bank Restructuring Fund (FROB). Over the last three years, the concentration occurring within the sector has substantially altered the panorama of Spain's banks, positioning CaixaBank as the country's leading financial institution.

All these events have strengthened Welfare Projects even further, increasing its coverage of the country and consolidating its leading position as Spain's foremost private foundation. One fact has remained invariable throughout this transformation: the spirit that embodies “la Caixa” Welfare Projects, its ideas, values and principles and its resolve to help create a society that is more just, more equal and more unified.

Leadership without this commitment would invalidate our very raison d'être. It would divorce us from our ethical pledge to return to citizens some of the profit produced by our financial business. This helps to tackle social needs and to respond both to recurring problems and the new challenges that are particularly affecting the most disadvantaged and weakest among us. And finding the way to do this efficiently as well as offering innovative solutions. Through the solidarity of our actions, this social dividend epitomises the values and principles that are the driving force behind Welfare Projects; its soul.

The goals of this implicit contract with society are to improve the quality of life, develop new opportunities for vulnerable people and groups and progress towards a sustainable transformation of society.

Within today's globalised context, immersed in the turmoil of the changes and opportunities brought about by the knowledge society and monitoring their development towards new models for our increasingly more networked society, Welfare Projects acts, in the words of 20th century sociologists such as James Samuel Coleman, as true Social Capital. This asset sets up social collaboration for the benefit of people, particularly the most vulnerable or fragile. Capital that...
also acts globally, in collaboration and collectively, with the aim of spreading this benefit to broad layers of society through the actions carried out and with the cooperation and involvement of other agents.

This capital, made up of the interaction of people, companies, social organisations and volunteers, is the drive belt that propels Welfare Projects towards its goals. The fuel that powers this engine is a sustained budget of 500 million euros, provided from the dividends of companies within the “la Caixa” group: the subsidiary Criteria CaixaHolding and CaixaBank, as well as from the savings provisions made.

The size of this budget means that Welfare Projects is one of the private foundations with the greatest potential in Europe and the world. Once again, the Foundation has endorsed its allegiance to the United Nations Global Compact in line with the ten universally accepted principles in the areas of human rights, labour, the environment and transparency. Values in accordance with the principles and strategic goals of Welfare Projects.

In view of these priorities, once again the greatest efforts have been devoted to the fight against poverty, unemployment and access to housing. Three decisive factors in the currently difficult economic situation that can push people towards the margins of society. That's why we are particularly proud of our preventative and pre-emptive work through the CaixaProinfancia programme, which strives to combat child poverty, focusing on and attending to children and their families.

With the same objective of redistributing opportunities and resources, Incorpora has taken a quantitative leap forward in its role as a mediator and facilitator of jobs among those groups with the greatest difficulty in finding work and companies.

In line with its active commitment to society, Welfare Projects also adopts measures that add value to society through its Solidarity Renting programme, as well as its longer established Accessible Housing programme. These make special rental accommodation available for low-income families, as well as for young people and the elderly.

Reading the words of Gilles Lipovetsky, one of the thinkers that most clearly describes the profile of postmodern society, we find reasons to believe that democratic humanist values, founded on respect and dignity, have a future in our society. A society that seems to value individuality most highly and is, at least apparently, intent and focused on consumerism. A model of society where the economy appears to be or is often presented as an absolute power. These two underlying realities in the today's global world also exist side-by-side with the emergence of new ethical commitments, emphasising values such as solidarity, volunteering, justice and cooperation, among others. These are the same humanist values that are engraved on the DNA of Welfare Projects, that bind its soul; an essence that revolves around a vision of the Other and reflection in order to handle the new risks and needs brought about by globalisation.

These are the values that nurture key programmes such as Gente 3.0, which values the skills, abilities and experience of the elderly in benefit of the community. Today’s society has afforded us longevity; Gente 3.0 provides new opportunities, promoting active, healthy ageing and also action through an extensive network of volunteers.

Local action characterises Gente 3.0 but Welfare Projects also maintains a wider view in line with the global environment, promoting actions that reflect the same values through its International Cooperation Division. This is done by fostering cooperative development and actions related to improving Global Health. Advances in vaccination against malaria and advanced research to combat the AIDS virus developed by the Institute of Global Health ISGlobal, with the involvement of science, research and environment programmes, are proof of the commitment to the most fragile sectors of the population in order to break the destructive circle of illness and poverty that hinders development.
The new situations emerging herald the new environments to be worked on. This vocation to transform is present in programmes such as Social Entrepreneurism, which supports business initiatives that also respond to the needs of society. The programme accompanies these initiatives from their initial stages right through to start-up. A commitment for the future, for the viability of economically sustainable business from which society can also profit.

Through its Programme of Subsidies to Social Entities, Welfare Projects also promotes direct aid for specific projects of social action; insertion into society and work, activities with cultural impact; activities to prevent exclusion and dependency.

With the aim of helping to enhance social cohesion, the Intercultural Community Intervention Programme encourages initiatives, mediation and interaction between society, public administration and policymakers in highly diverse environments, promoting values intrinsic to social harmony: respect and acceptance of others.

In a globalised world, the work of Welfare Projects would be unthinkable without the involvement and cooperation of other organisations with a similar viewpoint and objectives. Strategic alliances, such as those established with the Louvre, ratified and renewed until 2017, with El Prado or, the most recent, signed in 2012, with the Joan Miró Foundation, add prestige, quality and relevance to the cultural programming of the CaixaForum centres. Similar agreements have spread throughout the different areas of Welfare Projects.

These agreements produce a number of positive synergies that extend to all the areas of Welfare Projects, from the agreement with the Inter-American Development Bank (IDB) to carry out development projects in Latin America, with the Council of Europe Development Bank (CEB), a multilateral development bank with a social vocation, and with the Gavi Alliance for the child vaccination campaigns of the International Division and even agreements with the Spanish National Research Council (CSIC) and the Spanish Foundation for Science and Technology (FECYT) to implement the Science, Research and Environment programmes.

The Science, Research and Environment programmes have reached agreements to promote advanced research of the highest level. Particularly of note in 2012 was the agreement taken out with the Pasqual Maragall Foundation to support the Alpha Study, investigating Alzheimer’s. Other lines of research started some years ago have also been continued; in the area of cancer by the VHIO (Vall d’Hebron Cancer Institute), to produce a therapeutic vaccine for AIDS, led by HIVACAT and IrsiCaixa, and the programme to support research, known as RecerCaixa.

Other initiatives promoted by Welfare Projects programmes have become benchmarks in their respective areas, such as the programme Integral care for people with advanced diseases, which has served as a model for other countries such as Mexico and Hong Kong, where the concept of psychosocial care teams has been exported.

Welfare Projects is also firmly committed to promoting education, talent and innovation in the belief that teaching, culture and scientific knowledge are also a vehicle for transformation. The consolidation of the eduCaixa portal, which provides the educational community with all the pedagogical resources offered by the Foundation, and the promotion of excellent university training around the world through the Scholarship programme are just some examples of how the transfer of knowledge is evolving, and how this must be designed and modelled based on networks. eduCaixa does so as an online provider of educational projects, resources and activities while the Scholarship programme generates networks of knowledge, innovation and leadership with great impact and importance for society.

In 2012 we celebrated the tenth anniversary of CaixaForum Barcelona, a decade in which CaixaForum has become an emblematic point of reference, in continual transformation, through which more than seven million people have passed since it opened its doors in 2002.
Welfare Projects will continue to promote culture through the many different forms of expression perceived as a means of cohering and constructing society, both in the present and the future. It will do so via its CaixaForum and CosmoCaixa centres, visited by more than 3.5 million people in 2012.

Welfare Projects also opened a new centre in 2012, the Palau Macaya, renovating the old moderniste palace designed by Josep Puig i Cadafalch, closely associated with the Foundation’s history. The Palau Macaya is the embryo of a new concept of centre, whose aim is to be the catalyst that generates, disseminates and transfers knowledge through dialogue and interaction between social, economic and cultural agents. Through reflection and thought, the new Palau Macaya facility will work to provide new approaches for action on the journey towards social progress.

A journey we do not take alone. Programmes, projects and centres are all vehicles that forge ahead driven by a team of people working together to achieve this social progress. That’s why I would like to express my most sincere thanks to those people who, day after day, spur on our endeavour in spite of the difficulties, contributing their talent and the ability to adapt and innovate mentioned at the start; committed people. Customers, collaborators, employees and volunteers, without whom all this would not be possible.

Within this firm commitment of Welfare Projects lies the very essence of “la Caixa”.

The soul that remains unaltered.
Social programmes

[Introduction]
[Accessible Housing and Solidarity Renting]
[Fighting child poverty]
[Employment Integration, Incorpora and Reincorpora]
[Gente 3.0]
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[Decentralised Welfare Projects]
Unemployment and job creation, access to housing and the difficulties resulting from situations of poverty and exclusion have become the Achilles heel for a part of society. Situations that, whether they appear in isolation or together, make people vulnerable and weak and therefore put them at a disadvantage. Preventing and combating these weak points that place people at risk of exclusion has become the raison d’être of “la Caixa” Welfare Projects. With this commitment, Welfare Projects works to secure equal opportunities for everyone, helping to correct these imbalances by promoting programmes and actions.

2012 began by putting a face to the values and work that constitute the spirit of Welfare Projects, personified by the captain of F. C. Barcelona and the Spanish football squad and winner of the Prince of Asturias award, Xavi Hernández, appointed ambassador for the activities of Welfare Projects.

In 2012, the “la Caixa” Foundation devoted a total of 233.5 million euros to its social programmes, accounting for 64.7% of the budget spent last year. Welfare Projects prioritises actions that promote employment, take advantage of and create new employment opportunities and encourage entrepreneurism. Emphasis is also placed on creating the conditions to guarantee access to decent housing, especially for those who encounter particular difficulties in securing a home, such as young people, the elderly and families with modest incomes. Also key is the fight against social exclusion of those people living in situations of poverty, with particular attention to children.

**Priorities: poverty, housing, work and the elderly**

CaixaProinfancia exemplifies this aim of rebalancing society, promoting the development of instruments to overcome and break the marginalising circle of poverty. In 2012, the programme attended 56,941 children and 35,879 families, focusing particular attention on the former but also on their environment. During the year, pilot schemes such as the school for parents were widely extended with the help and involvement of social organisations, reaching 9,071 mothers and fathers.

There is a basic need for housing among the most vulnerable in society, as shown by the more than 240,000 applications received for the 4,000 flats offered under the Accessible Housing programme and the additional 4,000 homes provided by the Solidarity Renting programme. In 2012, Accessible Housing delivered 323 more flats, now totalling 3,233 since 2004. Moreover, one year after starting up the Solidarity Renting programme, 2,050 further homes have been made available. These are flats at rents of between 85 and 150 euros a month, with low-income people and families taking priority in their allocation.

Unemployment affects different members of society differently and, in some cases, is an additional factor to entering the marginalising circle of poverty, especially for those groups who encounter more difficulties in finding a job. The Welfare Projects Incorpora programme has managed to place 10,504 more people in work through the employment opportunities offered by 4,013 normal companies. Since the programme started, over 22,000 firms have collaborated in employing 53,133 people. This programme takes advantage of the synergies generated by the “la Caixa” branch network to detect new employment opportunities. On the other hand, Reincorpora focuses on offering employment opportunities to inmates at Spanish prisons. Since this programme started in 2011, more than 8,000 personalised socio-occupational insertion itineraries have been started. With the identical aim of encouraging employment, the Social Entrepreneurism programme has promoted 48 new entrepreneurs for 20 new business projects throughout 2012. These are business projects with added social value, accompanied and guided from the initial stages right through to their start-up.

Other strategic aims of the social programmes are the attention and care of the elderly, promoting active, healthy ageing. In 2012, the activities carried out by the different Gente 3.0 projects were followed by 636,911 people.

**Benchmarks in both Spain and abroad**

Welfare Projects programmes act as a model and benchmark, influencing and modifying existing models and schemes. This is the case of the programme Integral care for people with advanced diseases, incorporating an approach that includes psychosocial care as an integral part of our health system. In 2012 and through this programme, 12,422 patients and 17,468 relatives were attended at 55 socio-health centres and by 62 home care teams. This programme has become a model and benchmark internationally, with psychosocial care teams being replicated at centres in the People's Republic of China (Hong Kong) and Mexico.

The international projection of “la Caixa” goes even further and Welfare Projects continues to establish collaboration alliances that have helped it implement 490 projects in 62 countries. In 2012, a strategic agreement was reached with the Inter-American Development Bank (IDB) to promote projects in Latin America and the Caribbean. In 2012 there were 71 development projects underway in 26 countries.

Emergencies occurring due to the food crisis caused by drought in Kenya and Somalia have also been given attention and resources by Welfare Projects in the field of humanitarian aid. Within the area of global health, in 2012 the Child...
Vaccination programme immunised over 220,000 additional children with the pneumococcal vaccine.

Many actions by Welfare Projects are promoted through the work carried out by our country's social organisations. For example, the Subsidies to Social Entities programme is run together with these organisations, promoting 907 initiatives aimed at people and groups at risk of social exclusion. Parallel to these programmes, and with the same desire to serve at a local level, more than 20,000 actions have been carried out with the support of the “la Caixa” branch network through the decentralised Welfare Projects.

**Violence: zero tolerance**

Preventing gender-based violence, working to raise awareness both through education and with other groups and helping the most direct victims of this phenomenon is the priority of the Violence: zero tolerance programme which designs strategies, tools and resources to improve the prevention, psychosocial care and assessment of victims. 2012 saw the consolidation of assistance provided for disabled women and those in multicultural groups, as well as the fight against gender-based violence with current agreements related to safety and justice.

Psychosocial support workshops have become established to assist victims, helping them overcome situations of violence and create the conditions for them to rebuild their lives. In 2012 a total of 921 women received psychosocial assistance, with 1,798 women being attended since the programme started in 2009.

School plays an important role in preventing and raising awareness of violence against women. After the pilot scheme of preventative workshops for teachers and lecturers, these have been rolled out throughout the educational sphere. During the year, a total of 405 teachers and 742 students received specific training to work on prevention in the classroom and 2,701 educational programmes were distributed with this focus. Since the programme started in 2009, a total of 1,661 teachers and 4,659 students have passed through these workshops.

**Hospital CiberCaixas**

Medical and clinical care and their resulting actions have an impact on individuals and particularly on children. These effects can be reduced thanks to the activities promoted in centres such as the Hospital CiberCaixas. These emphasise psychosocial attention as part of the comprehensive care of children and their families and 191,717 people were attended in 2012.

This programme maintains 66 Hospital CiberCaixas, 61 for children and 5 mixed, serving both children and adults. They are equipped with computers, have areas for reading and watching audiovisual materials as well as play areas with specific furnishings and materials, including a pedagogical kit with educational proposals.

As part of its aim to encourage discussion and analysis, “la Caixa” Welfare Projects has published two more volumes in its Social Studies collection. In 2012 the report was presented entitled *The transition to adulthood in Spain. Economic crisis and late emancipation* (34), investigating the effectiveness and impact of today’s social policies on the country’s young population. Also presented was the study *Crisis and social fracture in Europe. Causes and effects in Spain* (35) which discusses the structural changes occurring since 2007 with the appearance of an extensive and prolonged economic crisis.

In 2012, Welfare Projects opened a new EspaiCaixa in a historic and emblematic building for the Foundation, the Palau Macaya, a jewel of Catalan *modernisme* designed by Josep Puig i Cadafalch located in Paseo de Sant Joan in Barcelona. The Palau Macaya forms an essential part of the history of Welfare Projects and the 2,000 m² of this new facility should become a benchmark for reflection, knowledge and thought as essential instruments to construct society and as a tool at the service of economic, social and environmental sustainability.

This team joined in a “kick around” with footballer Xavi Hernández and the Chairman of “la Caixa”, Isidro Fainé, on the day the sportsman was presented as ambassador for Welfare Projects.
Social programmes

[Accessible Housing and Solidarity Renting]

For the last eight years, the Affordable Housing programme of “la Caixa” Welfare Projects has helped young people to become independent, has provided decent housing for the elderly and, in response to the current economic climate, has made affordable housing available for families. This initiative, in which the Institution has invested 660 million euros, has received more than 160,942 applications from all over Spain.

Flats for families

In April 2009, and as a result of the economic and property crisis, “la Caixa” extended the programme by more than 1,100 properties, reaching a total of nearly 4,000 homes. The aim of this extension is to boost the construction industry, resuming developments halted by the crisis and responding to families’ need for housing.

The homes have two or three bedrooms with a net area between 60 and 90 m².

The conditions and requirements to be eligible for a family home are as follows:

- Be of legal age.
- Income no more than 4.5 times the weighted income threshold (IPREM).
- Not already be a home owner.
- Homes are awarded by means of a draw before a public notary among all applicants meeting the requirements established in each promotion.
- The lease period is five years and can be extended provided the tenant continues to meet the requirements of the official subsidised housing regime.
- In all cases, once the official protection period has ended, tenants are offered the chance to buy their home.

Housing developments underway

The Affordable Housing programme has awarded 3,233 flats and plans to provide the rest of the homes for young people, the elderly and families between 2013 and 2014, reaching the almost 4,000 homes forecast.

Accessible Housing

Definition

Promotion of housing with rents below those established by the official subsidised housing regime and aimed mainly at three of the groups with most difficulty in finding housing: the young, the elderly and families.

Action

Constructing housing in provincial capitals and metropolitan areas with a deficit of rented flats, thus offering housing at prices below those of the official subsidised housing market.

Ambit

Provincial capitals of Catalonia, Madrid, Andalusia, Murcia, Community of Valencia, Cantabria and the Basque Country and their respective metropolitan areas.

Beneficiaries

Young people aged between 18 and 35, people over 65 and families.

Figures. 2004-2012

3,233 homes delivered.
Within its Accessible Housing programme, “la Caixa” Welfare Projects has set up a new project called Solidarity Renting with 4,000 homes all over Spain.

Welfare Projects has extended its Accessible Housing programme with the aim of providing housing for those whose income has been affected by the current crisis.

Solidarity Rent was started up at the end of 2011 with the aim of providing homes for those whose income has fallen due to the current crisis, thereby extending the Welfare Projects Affordable Housing programme with 4,000 additional homes.

Located in different areas throughout Spain, these homes will be rented out at no more than 300 euros/month.

Welfare Projects subsidises half this rent so that tenants will pay no more than 150 euros/month (including rates and community expenses).

In this way, the financial Institution is placing its property at the disposal of Welfare Projects in order to meet citizens’ need for affordable housing.

Solidarity Rent Definition
Rented housing at a monthly rate ranging from 170 to 300 euros, 50% subsidised by “la Caixa” Welfare Projects.

Action
To place property owned by “la Caixa” on the rental market at the disposal of those on a reduced income, with newly built apartments as well as repossessed property.

Ambit
4,000 apartments throughout Spain.

Beneficiaries
Anyone of legal age.

Figures. 2011-2012
2,050 leases signed.

Anyone of legal age can apply for these apartments. The conditions and requirements to be eligible are as follows:
• Have an income no greater than 2.5 times the income threshold (the “Multi-Purpose Public Indicator for Income” or IPREM in Spanish) (18,640 euros).
• Certify an income of at least 6,000 euros a year.
• Housing is awarded applying principles of transparency, equality and public disclosure and is directly allocated or, if there are more applications than homes available, is awarded by means of a draw before a public notary.
• The rental agreement lasts five years.

Located in different areas throughout Spain, these homes will be rented out at no more than 300 euros/month.

Chief Executive Officer, Jaime Lanasa, handing over the keys to a rented flat
[Fighting child poverty]

Children are among the most vulnerable to poverty. CaixaProinfancia works by attacking this problem at its roots and on all possible fronts. The aim is to reduce and avoid the risk of marginalisation, guarantee equal opportunities for children and improve and reinforce relations between these children and their families. A task that cannot be undertaken without the participation of all those agents that form part of the solution. It is necessary to tackle, with all possible strategies, the causes that have placed the most fragile among us at risk of marginalisation and exclusion from society.

This programme took another step forward in 2012, determining an all-inclusive model of promotion and development for children in situations of poverty and vulnerability in society. Once the overall operational framework had been created via the white paper that sets out the programme’s road map, in 2012 operational guides were established in the main areas of action that define the action to be taken by the programme.

Now that the procedures and tools have been established for this model of Social Action, the 344 social organisations taking part (32 of these acting as project coordinators) have a useful instrument to establish guidelines. These guidelines are flexible enough to be applied in different contexts and territories, helping to optimise social action for anyone using the programme.

In addition to these overall lines of social action, guidelines for action have also been specified for the social and educational assistance of children, as well as psycho-social, psychological and physiotherapeutic support for them and their affective environment.

Once again, social organisations have played an active role in producing these documents. They have provided experts in their respective areas for the working committees set up to draw up the guides, together with the scientific direction of the programme provided by the research group in Social Pedagogy and New Information and Communication Technologies (PSITIC) from Ramon Llull University in Barcelona.

These resources help to guide and direct the actions, fine tuning the portfolio of services provided and adapting them to the beneficiary and his or her needs. Every personal profile and family situation affects how the situation should be tackled. The assessment, evaluation, analysis and diagnosis of each case provide a profile adapted to each child. Once the needs have been identified, an attempt is also made to involve and collaborate with social organisations, educational centres, public administration and social workers, actively involving everyone in applying the plans and achieving the goals established should help to stop the spiral of exclusion caused by poverty, helping to guide and reposition the lives of those affected and put them back on the road to new opportunities.

In 2012, 56,941 children and 35,879 families were involved in this process to regain personal and family independence by improving their affective, educational and psychosocial environment, which poverty threatens to turn into chronic situations, jeopardising children’s future development.

Striving for complicity

Due to the complex and specific nature of each of the territories where this programme is implemented, consisting of 11 cities and their respective metropolitan areas: Barcelona, Madrid, Bilbao, Seville, Malaga, Zaragoza, Valencia, Murcia, Palma de Mallorca, Santa Cruz de Tenerife and Las Palmas de Gran Canaria, the project also attempts to involve public administrations and universities associated with these territories. Although the scientific direction and coordination remain with Ramon Llull University, advisors from each of the local universities provide expertise based on their familiarity with the area in terms of detecting pockets of poverty or adapting a programme to the region’s specific needs.

Apart from Ramon Llull University, universities from the Balearic Islands, Rovira i Virgili, Murcia, Zaragoza, Deusto, Comillas (Madrid), Malaga, Pedro de Olavide in Seville, Las Palmas de Gran Canaria and La Laguna (Tenerife) also provide their expert support.

In 2012, and at the same time as incorporating added value from the scientific community into the project, another process was also started to engage public administrations, also involved in providing assistance and tackling poverty, for example through the action of social services, making it necessary to combine efforts and establish links. To this end, agreements have been signed with the local councils of Madrid, Barcelona, Valencia, L'Hospitalet de Llobregat, Murcia, Seville, Malaga, Palma de Mallorca, Zaragoza, Bilbao, Santa Cruz de Tenerife, Las Palmas de Gran Canaria and, finally, with Tenerife’s local government.
Coordinated action means that integrated care can be provided for children and their families, allowing for a more efficient allocation of services and aid. It also determines the impact on those families benefitting from the action and, finally, can help to assess and gain insight into cases since the local administration is probably already involved in the situation.

Parents and children, learning reciprocity

In 2012, the geographical scope was extended of the workshop Learning together, growing as a family once the pilot had been completed with 54 social organisations, mobilising 609 parents and 661 children. This experience, with participation in a workshop aimed at parents and their children to encourage positive parenting relations, has been rolled out to the whole of Spain and opened up to social organisations.

A total of 9,071 parents have been able to experience and take part in these family education workshops. There they have practised how to improve parenting skills, communication strategies, dialogue and mediation, learning how to set rules and limits and also tools for collaboration, help and support. The workshops have become places for shared parent-child relations where communication, listening, empathy, involvement and participation are some of the methods used and where everyone both receives and contributes knowledge.

Places for educational support

Throughout 2012, the 52 CiberCaixa Let’s meet after class once again acted as a means of educational support outside the normal school timetable. CiberCaixa are the result of Welfare Project’s collaboration with the town councils across the board, thereby contributing to the cognitive, affective and psycho-social development of school children.

The activities are adapted to the profiles and ages of the users, children between 6 and 12. They range from immersion in the use of new technologies to educating in values such as social cohesion and diversity, acquiring good habits for eating, hygiene and physical and sexual health. Activities are also held to develop emotional and environmental skills and knowledge and to reinforce family ties.

CaixaProinfancia helped a total of 56,941 children and 35,879 families in 2012
Employment Integration, Incorpora and Reincorpora

Today’s unfavourable economic situation with employment and business weakened by the crisis makes it particularly difficult for the most vulnerable people and groups to find work. Apart from receiving a wage, the value of “work” for these people is lies in the positive effect it can have on their lives as a whole. A value that affects people in both psychological and material terms and helps the most fragile among us to fit better into society. Employment is a factor that acts, through prevention, as an antidote to social exclusion. The Employment Integration programmes, Incorpora and Reincorpora are therefore strategic to the work of “la Caixa” Welfare Projects, establishing and prioritising assistance for groups at risk of social exclusion.

Incorpora is perceived as a bridge between companies, social organisations and those people with particular problems in finding employment, acting as an intermediary between all these agents. The programme’s work ranges between the two poles of supply and demand for employment and looks for the best way to connect them. This approach means that people are assisted throughout the whole process, making it easier to accomplish a series of milestones on the way to finding a job. These steps and actions are programmed and adapted for each situation and the individual’s characteristics.

As this is a personalised procedure using a customised itinerary, each case may involve professional training and skills work, retraining and ongoing education, management and mediation between workers and companies or the search for new employment opportunities.

Job developers are fundamental in this respect as they provide advice and support at each stage of the process.

In 2012 there were 633 job developers distributed throughout Spain working with firms, organisations and the people affected. One of their functions is to find companies. In 2012 they contacted 21,881 firms, these being first visits in 74% of the cases. 1,178 agreements were also signed with companies to endorse their commitment to the programme.

In total, 10,504 jobs were found throughout 2012. Since the programme started in 2006, the number of people found employment in normal firms has been 53,133. The programme focuses its efforts primarily on groups with particular problems in finding work: those with some kind of disability (physical, mental or sensory), the long-term unemployed, immigrants or vulnerable groups such as women suffering from gender-based violence or young people finding it hard to land their first job. Out of the total of 53,133 people employed, 16,872 were workers with some kind of disability and 36,261 were people at risk of becoming marginalised. The number of companies collaborating over the last six years is 22,036.

The approach promoted by the Incorpora programme has also been rolled out to other countries where “la Caixa” operates financially, such as Morocco and Poland. In 2012, a collaboration agreement was signed with FEN, Fundacja Edukacji Nauki; IM. Polikarpa Maciejczyka (IESE Poland), as coordinators and with the employers’ association PKPP LEWIATAN. The Institution also collaborates with several associated social organisations operating in the area of Warsaw.

Third year of support for young people formerly in care

For the third year, the Department of Social Welfare and Family and “la Caixa” Welfare Projects has promoted the programme to support young people formerly in care. This programme accompanies young people once they reach legal age and are no longer under official care. This group is aged between 18 and 25 and are about to become independent and achieve personal autonomy. The programme provides aid and support to ensure they can complete

Incorpora. “la Caixa” Welfare Projects integration into work

Definition
Employment intervention programme that encourages normal companies to take on people who have particular difficulty in finding work, as a means of helping them to integrate within society.

Action
Joint work of companies, social organisations specialising in helping disadvantages groups to find employment and job developers in order to help potentially vulnerable people find work.

Ambit
The whole of Spain, Morocco and Poland.

Beneficiaries
Groups with particular difficulty in finding a job: those with a physical or mental disability or disorder, in a situation of social exclusion or at risk of becoming marginalised (young people in a vulnerable situation, those over 45, the long-term unemployed, immigrants and women affected by situations of gender-based violence).

Collaborating
4,013 hiring companies.
310 social organisations.

Figures.
2012
44,121 people helped.
10,504 jobs found in 2012.
633 job developers.

Figures.
2006-2012
53,133 jobs found.
22,036 firms providing jobs.
their education, helping them to secure a better job in the future.

Financial support complements their income by guaranteeing at least the official minimum wage in Catalonia. Aid that helps them to run a home or meet their basic needs so that these young people can devote more time to completing their training.

In 2012 41 young people received such aid: 21 males and 20 females. Of these, 13 were taking degrees, another 11 were studying Higher Professional Training and 8 were studying to pass the entrance exams for higher education. Almost 80% of young people formerly in care are completing their academic studies at a higher level of education.

**A second chance**

The Reincorpora programme works specifically with the group of people who have had their freedom taken away in the final stage of serving their sentences with the aim of managing, guiding and planning their future return to work and society. To ensure that this new start, that this second chance is truly feasible, it is necessary, on the one hand, for these people to believe in the process and get involved and, on the other, for the actions not to be restricted to employment but tackle the range of factors that are related and lead to exclusion.

The tools that make this possible are itineraries for socio-occupational insertion. Each of these itineraries is tailor-made and adapted to the specific needs of the beneficiary but they all share three basic elements: taking professional training outside the prison, carrying out social work for the community related to this training and, thirdly, finding employment through the Incorpora programme.

With the first element, the individual is trained and prepared for his or her future employment. The second element encourages other skills, abilities and values, particularly focusing on those related to social participation and commitment towards the society the individual wishes to form part of, acting as an anchor in order to complete the process of reintegration into society. At this point, the collaboration of prisons, social organisations and training centres is vital to reach the third stage where the person starts work, in an ordinary company, through the Incorpora programme.

In 2012 1,966 itineraries for socio-occupational insertion were started at 72 prisons throughout Spain. Their involvement, together with that of 89 training centres and 66 social organisations, and the involvement of 293 collaborating companies have helped towards 1,628 of these itineraries being completed. This has led to 441 jobs. There were 187 more jobs found than in the previous year, a significant increase of 42% on 2011.

Incorpora offers job opportunities to people with particular problems in finding work...
In 2012, the promotion of active, healthy ageing among the elderly carried out through the Gente 3.0 programme saw the incorporation of new activities in addition to the existing actions to ensure that those aged over 65 can enjoy this period in their lives as one full of opportunities. A period when they have the chance to acquire new skills and knowledge and even take advantage of and pass on their own personal experience and expertise to others or the community around them, in their street or neighbourhood.

The aim of Gente 3.0 is for this segment of the population, the elderly, to continue being a driving force behind activity, focusing on personal growth, welfare and maintaining a good quality of life.

The new activities programmed are related to the programme’s strategic lines. We therefore find activities related to promoting health and quality of life, such as Activate yourself. But there is also the inclusion of workshops to introduce, further and practise new information technologies, others on the use of new tools such as social networks and 2.0 elements, i.e. online applications that foster interactive information that can be shared dynamically.

The sum of all these activities, totalling 12,903 in 2012, has resulted in 636,911 users related to the suggested proposals. These are activities that, in many cases, are promoted by the users themselves through the network of 598 centres, of which 66 are run by Welfare Projects itself and the other 532 centres maintained via agreements.

**Volunteer training**

Proof of this vitality is the fact that the activities promoted by the different teams of volunteers throughout 2012 totalled 401,839 users. The elderly themselves accounted for 63% of all volunteers within the Gente 3.0 programme. This highlights the importance of training for these volunteers as the best guarantee of the future for these activities and to vitalise the centres where they take place. During the year, a total of 2,283 training workshops were held, with the participation of 27,641 volunteers.

The Local Action project provides an idea of the size and potential of these activities involving volunteers, carrying out 250 activities during 2012 with an impact on 10,213 users. Local Action projects promote small format initiatives related to solidarity from a local perspective. This work is "micro" in nature but uses activities developed from the creativity of the elderly based on their knowledge regarding the needs they detect and situation of their neighbourhood and surroundings.

The Gente 3.0 programme also aims to promote ageing-related research. In 2012, subsidies were given to five projects chosen to promote research applied to improving the health and quality of life of the elderly. The Zero research projects into ageing have initiated a line of joint cooperation with Spanish National Research Council (CSIC).

**Caring for carers**

2012 also saw the start of a new alliance with the Pasqual Maragall Foundation to carry out a joint project of therapeutic groups to help carers of those with Alzheimer’s. This is a specific action that highlights those people looking after relatives diagnosed with this illness.

The research project consists of generating therapeutic groups led by a psychologist that work on the emotional

Promoting active, healthy ageing is central to the Gente 3.0 project
and motivational aspects faced to improve the mood and emotional state of carers, offering them a place where they can express and share these emotions and their personal experiences. This research was carried out in 2012 as a pilot, monitoring 3 groups of carers with the corresponding follow-up and control group at different hospitals in Barcelona. The results of this experience will be published in 2013 and might lead to the extension and modelling of this service of caring for carers.

New strategic plan

2012 saw the completion of the reflection on and redefinition of the programme’s new strategic plan which was passed in October and will set the course to be followed over the next four years. A panorama that is divided into four basic aspects:

1. Promoting active ageing by improving the quality of life of the elderly, helping them to enjoy new and better opportunities.

2. Attending to groups of the elderly who are more vulnerable or at risk of marginalisation, paying particular attention to everything that pushes people towards dependency, isolation or loneliness.

3. Raising awareness by promoting a view of ageing free from stereotypes, seeing old age as another stage in life that is entirely compatible with personal maintenance and growth in all areas.

4. Working together in the field of age-related research and geriatric health.

EspaiCaixa Bruc and Girona, the success of empowerment

Most of the activities within the Gente 3.0 programme are carried out at the 598 centres of which 66 are run by Welfare Projects itself. The programme encourages these centres to be run by the groups of elderly themselves, who are responsible for the resources and the activities held there.

One successful example of this model is the EspaiCaixa Bruc in Barcelona, which opened in January 2012. Six months after its inauguration, the centre had already managed to set up a volunteers association which has completed this empowerment process after overcoming a whole period of motivation and training, ending with the centre being given the tools and resources to start operations.

Welfare Projects also runs three EspaiCaixa centres, of differing sizes and management structures, that have their own personnel due to their volume and area. Added to the EspaiCaixa centres in Murcia and Madrid, the latter celebrating its tenth anniversary in 2011, is the EspaiCaixa Girona, opened in June 2011.

Since the beginning of 2012, EspaiCaixa Girona has been consolidated as the benchmark centre for activities for the elderly. The average number of activities programmed is 68 a week. Out of these activities, a total of 28 are carried out directly by the centre’s team of volunteers which, in its first year, managed to attract 147 volunteers. In other words, this group manages, on its own, more than 40% of the programming of the EspaiCaixa.

The activities carried out mobilised 636,911 people
Social programmes

[Integral care for people with advanced diseases]

The programme **Integral care for people with advanced diseases** aims to complement the healthcare of palliative care services by contributing psychosocial support to achieve integral care.

The programme strives to improve the quality of life of people with advanced diseases and that of their relatives, given the fact that, in Spain, **380,000 people die every year** (source: National Statistics Institute, INE 2011), of which **120,000 need palliative care**.

In 2012, **29 Psycho-Social Care Teams (EAPS)**, acting in **55 hospitals and social-health centres**, and **62 domestic care teams** attended **12,422 patients and 17,468 families**. These multidisciplinary teams (made up of psychologists, social workers, doctors, spiritual guides and volunteers) base their work on a homogeneous model of care founded on developing the following lines: emotional, spiritual and social support; handling mourning; support for professionals and development of volunteers in this area.

One of the challenges for this initiative, which was set up in 2008, is to produce scientific proof that this kind of attention for patients and relatives is effective and efficient. In 2012, the effectiveness study that is normally carried out by the Scientific Management of the Programme (Catalan Institute of Oncology) was based on a sample of **2,023 patients and 1,874 relatives**. **Its findings indicate that both groups undergo an improvement after the EAPS have become involved.** These range from tangible aspects such as insomnia to those of an emotional nature, such as mood or anxiety, as well as others related to beliefs and spirituality, such as the meaning of life.

2012 was an appropriate time to observe the programme from the perspective of four years’ implementation. Early in the summer, a seminar was held with the participation of all stakeholders to share information from the effectiveness studies and project strategies for the future. This seminar brought together psychologists, social workers, doctors, directors and members of the EAPS, as well as managers and administrators of social organisations, hospitals and home care services and representatives from professional colleges. One of the conclusions was **the need for progress in extending psychosocial care to the health system based on the belief that programmes with an integral and multidisciplinary approach provide better care and more efficiently manage resources.**

With the EAPS now consolidated, the programme has decided to enhance its approach, complementing this with teams of volunteers specialised in care during the last stages of life. 2012 was a decisive year with the promotion of the campaign entitled **Looking for Soul Mates**. A total of **406 volunteers**, related to social organisations and bodies, received specific training and carried out work supporting and accompanying sick people and their relatives.

The doors to three new EspaiCaixa opened in 2012: at the Hospital San Juan de Dios de Santurce (Bilbao), the Los Camilos Humanisation Centre and the San José Institute Foundation, both in Madrid. These centres are in addition to the EspaiCaixa inaugurated in Sant Pere de Ribes, Catalonia. EspaiCaixa centres carry out programmes of activities aimed at improving the quality of life of the sick and are places where people can relate to each other in a more relaxed atmosphere, helping to reduce the shock and the physical, psychological and emotional impact of a hospital environment.

The Programme’s contribution to spreading psychosocial care for the sick and creating operational models and protocols is recognised as a benchmark, demonstrated by the Programme’s expansion abroad with agreements that have extended the work of multidisciplinary teams to six homes in Hong Kong and, more recently, with the Carlos Slim Foundation in Mexico, where a single multidisciplinary team specialising in palliative care combines medical attention with emotional, spiritual and social attention.
Within a globalised environment, the strategy to make headway in the socioeconomic progress of developing countries must necessarily be collective. That’s why the International Division of “la Caixa” Welfare Projects, acting as a catalyst and promoting and supporting the Institution’s international strategy, consolidated new strategic alliances in 2012 with international bodies with which it shares both mission and values.

These alliances are based on the partners’ agreed objectives and the need for the collaboration of local agents in the regions in question, ensuring projects are more effective in terms of the resources allocated and their implementation, such as those promoting aid to create jobs and generate business.

• In 2012, a strategic agreement was taken out with the Inter-American Development Bank (IDB) to implement projects in Ecuador via the Social Entrepreneurship Programme (SEP), administered by the Multilateral Investment Fund (MIF). This programme provides the funding, tools and basic services (water, electricity, health, education and housing) so that the population, especially in rural areas, can gain access to local markets or the option to open out and break into new ones.

In the most disadvantaged regions in the world, a lack of resources leads to illness and poverty to a lack of resources, in a vicious circle that traps whole populations and countries within spiralling poverty. Given this situation, and with the belief that commitment to people entails a responsibility that is global in scope, the International Division of “la Caixa” Welfare Projects works to improve the development of the most vulnerable populations in Africa, Asia and Latin America.

• Through the Socio-Economic Development programme, we help to eradicate poverty by promoting and encouraging innovative, high quality initiatives that create opportunities for work and business for vulnerable populations, primarily in those countries with a lower human development index. These initiatives are related to the production, sale and transformation of local products, as well as the creation of jobs and support for entrepreneurs. These long-term, sustainable projects are promoted by well-established local organisations and NGOs in collaboration with Spanish organisations. In 2012 a total of 13 projects were promoted with 35 Spanish organisations and their local counterparts, in 10 different countries and benefitting 23,141 people.

• The key to sustainable development is to enhance the skills of the people involved. With this aim in mind, the Division promotes the training of cooperation professionals, both in developing countries and in Spain. Its Training in Africa programme therefore strengthens the social fabric of African countries by training health workers and entrepreneurs. In 2012 more than 1,700 beneficiaries took part in this programme through 6 projects in Burundi, Guinea Bissau, Morocco and Nigeria.

On the other hand, the Cooperation Agent Training programme helps management teams, specialists and grassroots personnel of Spanish NGOs on their road towards better management and the reconversion of these organisations to a greater level of economic independence from external funds. This programme, given by ESADE, the Spanish Coordinator for Development NGOs and the Institute of Conflict Studies (IECAH), trained 1,629 people in the 32 courses offered in 2012.

• Complementing the cooperation projects, the Emergency and Humanitarian Action line promotes preventative and protective actions and aid for the victims of natural catastrophes and armed conflicts. It does so by providing humanitarian agencies with bank accounts to gather funds for humanitarian crises and emergencies, so that clients, employees and Spanish citizens in general can make donations.

• In 2012, it helped to relieve the suffering of more than 56,000 people through emergency campaigns in the Horn of Africa and the Sahel, contributing more than 485,000 euros in donations and contributions from the Institution itself.

• The right to health is one of the fundamental human rights and constitutes a crucial element in the development of any society. The programmes aimed at advancing Global Health pursue their objective to combat infant mortality through Child Vaccination in collaboration with the GAVI Alliance, as well as to combat illnesses related to poverty via research carried out by the Global Health Institute in Barcelona, ISGlobal.

In 2012, 223,232 children under five were given the pneumococcal vaccine in Bolivia, Honduras and Nicaragua. The Child Vaccination programme has now reached 1,990,011 children in countries of Latin America and Africa (Cameroon, Ethiopia, Mauritania, Mozambique, Central African Republic, North Sudan and Tanzania). The International Division, with the commitment of CaixaEmpresaa, also promotes and monitors the Business Alliance for Child Vaccination, a corporate social responsibility initiative whose aim is to offer Spanish firms the chance to collaborate in this project to save the lives of more children.
At the same time as the cooperation programmes, the International Division also carries out awareness-raising and educational activities among citizens related to situations of injustice and inequality in the world, with the aim of helping to construct a culture of peace, solidarity and respect. These are activities such as exhibitions, talks, workshops, round tables and other events that primarily take place at the CaixaForum centres. In 2012, a new addition to the International Division’s programme of exhibitions was Food justice. Sowing hope, carried out in collaboration with the FAO, the Food and Agriculture Organisation of the United Nations, and Intermon Oxfam which, with photographs by Pep Bonet taken in rural communities in Bolivia and Tanzania, leads us to reflect on the inequalities and injustices of the food system and gives a voice to small-scale farmers in these regions who are both direct victims of hunger and part of the solution to these problems. These exhibitions were visited by 72,847 people, the micro exhibitions by 22,375 people and more than 5,500 school children took part in the educational activities organised around these displays. Other activities such as talks from the cycle Encounters with commitment, where different professionals committed to helping the most vulnerable groups explain their experiences, reached 5,750 people in 2012, of which more than 3,000 were secondary school children. The film cycles and projections entitled Windows on the world at the different CaixaForum centres reached 109,599 spectators.

This commitment even extends among the Group’s own employees who have the chance to take part in the CooperantsCaixa programme of international volunteers, as well as making donations to the accounts for solidarity projects promoted by Welfare Projects. As every year, around forty volunteers from “la Caixa” also contributed their experience to accompany micro-business initiatives in Bolivia, Paraguay, El Salvador, Ecuador, Guatemala, Mozambique, Nicaragua and the Dominican Republic.

With all these actions, the International Division’s aim is to help eradicate poverty in the low-income countries in Africa, Latin America and Asia at the same time as positioning “la Caixa” and its Welfare Projects as an international benchmark.
[Social Entrepreneurism]

In 2012, the promotion of business initiatives that meet social needs saw the seed grow that had been planted during the first call for applications of the Social Entrepreneurism programme, encouraged by the selection of the first twenty projects. A second call for applications went out in 2012 for twenty more business ideas, which will also need to be accompanied as they go from the idea and business project stage to the real activity of producing goods and/or providing services.

As the selection process draws to a close for these twenty new projects from the second call, the twenty projects from the first call that are already receiving assistance for their business ideas are completing their start-up process. IESE business school has guided 48 new entrepreneurs along this path, who have been given specific training adapted to their needs. IESE provides the programme with the added value of accompanying entrepreneurs and helping them to convert their business idea into a real business.

During this first year of monitoring the projects, IESE’s scientific and training expertise has generated a network of new mentors that have supervised between one and three projects depending on requirements. With their guidance, the new entrepreneurs have drawn up a business plan to be implemented once their training is complete. Producing this business plan is a very important step in the process of analysing the project’s feasibility. Once this plan has been prepared, the projects receive the second payment of aid, up to a maximum of 25,000 euros, to finance the start-up of the business. The law firm Uria-Menéndez, through its Foundation and the firm itself, collaborates in the programme providing strategic legal services.

Each of the twenty ideas chosen has a history and real people behind it, all sharing an entrepreneurial approach with objectives specifically aimed at creating new jobs with social impact, or incorporating added value including criteria of innovation, as well as guaranteeing the business is environmentally sustainable. A good example of this model is the Es Convent project, promoted by Bonifacio Martínez Agulló and Bárbara Mestre Mora. Es Convent reclaims and reuses buildings abandoned by the religious order of the Germanes Franciscanes Filles de la Misericòrdia and has converted these nunneries into a small chain of hotels located inland on Mallorca. These hotels are run by workers with differing degrees of mental disability.

Glocal Kneed is a newly created social enterprise that aims to boost a sector very badly hit by the crisis, namely textiles. This business proposal by Núria Castelló Egea and Anna Sáez Rodríguez consists of creating a textile production network of weaving workshops operated by women at risk of marginalisation who also sell their traditionally made products, focusing particularly on high quality woollen products.

Collaboration with the Council of Europe Development Bank

As part of the strategic line to encourage the culture of alliances among institutions with a social vocation, a line of financing has been set up with the CEB to provide funds to support the work of Welfare Projects.

The Council of Europe Development Bank (CEB) is a multilateral development bank with a social vocation. Established on 16 April 1956 in order to bring solutions to the problems of refugees, its scope of action has progressively widened to other sectors of action directly contributing to strengthening social cohesion in Europe.

MicroBank

MicroBank is one of the driving forces behind the generation of business opportunities and self-employment. In 2012 MicroBank funded 51,987 projects and granted a total of 257 million euros in loans. Since it was set up in 2007, MicroBank has promoted entrepreneurship through social and financial microloans supporting 169,282 projects and investing a total of 1,045 million euros. Within the different MicroBank lines are more than 24,166 microloans for entrepreneurial projects and 61,074 personal and family microloans.

Es convent reconverts former religious buildings into hotels on Mallorca
Building social harmony in highly diverse cultural contexts based on everyone’s participation and involvement is the aim of the Intercultural Community Intervention project and this is now starting to bear fruit after its initial implementation stage. On the one hand, progress is being made in developing participative community processes that emphasise three areas of action: health, education and citizen relations, as well as making headway in the construction of a model of social intervention that can be applied in any other environment.

This project has been implemented in 17 areas and neighbourhoods of towns and cities, all characterised by their great diversity. Having established the local teams acting in each area, their work acting as catalysts and facilitators of communication between all stakeholders, citizens, professionals and politicians is starting to have an effect through the different actions carried out. These actions aim to encourage intercultural harmony by promoting the interaction of key agents from the community based on shared responsibility.

This progressive consolidation of social harmony is surely the best vaccine against rejection and the appearance of social tension and outbursts of conflict. It must also help to further and reinforce positive values such as respect and acceptance.

The lines of action take place in three specific areas: health, education and citizen relations. Data on the specific activities and their participants are a good barometer to measure the degree of consolidation of the work carried out by the teams in order to enhance the connection and interaction between those involved. In total, and since the project started, 1,130 activities have been carried out with 104,498 participants. Within the area of community health, 232 actions have been completed with 7,088 participants; in the area of education there have been 484 actions programmed with 30,632 participants and, finally, in the area of citizen relations there have been 414 actions with 66,778 participants.

In 2012, the findings were published of a far-reaching survey on Intercultural harmony in the local sphere carried out at the start of the project in September 2010. The aim of this survey was to measure the state of social harmony in the 17 areas of the Intercultural Community Intervention project. The results were obtained via interviews with 8,928 people residing in 25 areas, the 17 that form part of the project and 8 more areas not included in the project, in order to compare and control the data. What these 25 areas have in common is their great and complex diversity resulting either from immigration, both internal and external, or the presence of different ethnic settlements such as the gypsy community.

The information gathered provides indicators of the Intercultural Community Intervention project’s impact that will help to assess its application and effects, providing the chance to incorporate adjustments and redirect actions in the different areas. On the other hand, the research concludes that new socio-cultural diversification and the establishment of new social and intercultural relations in Spain are occurring within a predominantly positive framework. Parameters and indicators have also been established regarding the levels of sociability, relation and interrelation. This measures the state of social harmony in the areas analysed, focusing on certain elements of risk related to attitudes of suspicion, mistrust or rejection, feelings of discrimination and latent conflict.

A second survey was carried out in the autumn of 2012 to measure the project’s impact, taking into account the crisis currently faced by the country. Its findings should be ready for publication by mid-2013.
The Welfare Projects programme to Encourage and Support Volunteers has spent the last seven years supporting social organisations, helping them become established and grow by collaborating in managing and training their volunteers. Welfare Projects also encourages the employees of the “la Caixa” Group companies, both those currently working and retired employees, to contribute to initiatives and activities of a social nature aimed at the most vulnerable groups in society. The 40 volunteer associations bring together a total of 4,584 volunteers. In 2012, these people carried out 2,058 activities which, it has been estimated, could have benefitted 127,619 users.

In organising activities, priority is given to leisure, education and sport aimed at the most disadvantaged groups. Work is also carried out in collaboration with programmes and actions by social organisations, with joint activities and through campaigns related to protecting the environment. The volunteers also collaborate with the International Division, taking advantage of their professional experience to help improve the management of NGOs working in developing countries or passing on this experience during visits to these countries.

In 2011 the 40 volunteer associations were brought under the single umbrella of the “la Caixa” Federation of Volunteer Associations (FASVOL) as a way of enhancing the work of these volunteers. One year after the Federation was set up, its influence could be seen in the celebration of the second Volunteer Day with a collective but separate activity for the whole group: a football-based day with matches and tournaments held, simultaneously, in 27 towns and cities throughout Spain.

This sports initiative included 27 associations, mobilised 552 “la Caixa” volunteers and involved 2,775 children at risk of marginalisation, as well as involving social organisations from the CaixaProinfancia programme.

The day brought together sports clubs, organisations, councils, etc. At the stadiums, some from the first and second division, hundreds of mixed children’s teams lined up, combining beneficiaries of the CaixaProinfancia programme with the children of “la Caixa” employees. An inclusive sports day whose slogan was You can make it a great day.

The campaign to collect new toys in collaboration with social organisations and the Great Food Campaign of 2012 are other activities whose driving force is made up of Welfare Projects volunteers. The 2012 Great Food Campaign tripled the amount of food collected the previous year, totalling 4,821 tonnes of essential products. In addition to the typical way of collecting donations such as giving food products or cash, there were also new options such as contributions made via Facebook or mobile phone.

The Welfare Projects volunteer management programme is a benchmark and pioneer in the consolidation of models for organising volunteers. The support work performed by volunteers complements parts of the care system. This work could be valued in economic terms but is incalculable insofar as it comes from values such as generosity, solidarity and humanity.

Given its importance and significance, the Welfare Project programmes promote tools to consolidate this form of cooperative, shared and altruistic work. The latest of these instruments has been the publication of the Guide for volunteers in palliative care, adapting the work of volunteers to the special requirements of looking after patients with advanced diseases, helping them to support and assist the psychosocial teams as well as the patients’ relatives.
Social programmes

[Subsidies to social entities]

Actions aimed at preventing poverty and marginalisation, those aimed at promoting employment or stressing the promotion of personal autonomy and care for disabled and/or dependent people, or actions to offer new opportunities, supporting enterprising initiatives, all need to be closely related to activities or actions at a local or personal level. Tackling such situations comprehensively and with solidarity, incorporating involvement, collaboration and contributions whenever possible, is one of principles underlying Welfare Project’s support programmes for social entities.

In line with the two premises of closeness and comprehensiveness, and in accordance with the strategic lines of Welfare Projects, the Subsidies to Social Entities programme focuses on tackling problems that affect people directly while working in collaboration with local organisations. These entities provide the best knowledge, understanding and handling of such problems. Social entities also wish to involve as many agents as possible, from public administrations to other organisations from the third sector that are similar and/or complementary, as well as other social, economic and cultural agents.

This work, interweaving social entities and public administrations, supported and promoted 963 projects and initiatives in 2012, with a total investment of 18.94 million euros.

The Calls for Applications for Subsidies to Social Entities in 2012 were as follows:

- Promoting autonomy and care for the disabled and dependent: projects enhancing the quality of life and personal and social development of those people with a disability, mental illness or in a dependent situation, as well as the psychosocial support of families. In 2012 subsidies were given to 285 projects, totalling 5.25 million euros.

- Fighting poverty and social exclusion: promoting projects aimed at meeting the basic needs and providing psychosocial care for vulnerable people. 260 projects were approved with an investment of 5.35 million euros.

- Socio-occupational insertion: initiatives aimed at creating personalised itineraries for the socio-occupational insertion of vulnerable people in society. 234 projects were promoted and 5.03 million euros invested.

- Interculturalism and social cohesion: initiatives to improve the management of cultural diversity, facilitate intercultural mediation and promote social harmony. In 2012, 47 projects were promoted with an investment of 1.01 million euros.

- Social action projects: projects that help to ensure equal opportunities for people. 81 projects were approved, provided with 1.41 million euros.

- Cultural projects of social impact: initiatives to promote personal development and social inclusion through art and culture. 36 projects were promoted with an investment of 400,000 euros.

- Social entrepreneurism: encouragement to create and consolidate social enterprises, helping to turn social entities into social enterprises by guaranteeing their viability. 20 projects were promoted with 490,000 euros invested.

Welfare Projects very clearly promotes projects carried out in collaboration and with the aid of partners, also with the support and backing of different levels of public administration, particularly local councils. This commitment has also been incorporated within the rules governing the call for applications with the chance to increase the subsidy, from 40,000 to 60,000 euros, for those projects complying with this premise.

This new undertaking, based on joint effort, represents a significant conceptual change in the call for applications for Subsidies to Social Entities; a change that has a direct effect by improving efficiency and saving resources. The programme encourages the spread and use of volunteers in each and every line of support, thereby linking this solidarity even more strongly with specific projects.
In 2012, “la Caixa” Welfare Projects opened a new centre, the Palau Macaya, an emblematic location in the history of Welfare Projects that has now reopened its doors to become the seed of a new concept of centre conceived as a platform to generate and spread knowledge.

The Palau Macaya proposes to go beyond the concept of other centres designed and intended specifically to contain activities, as classrooms or loudspeakers for content, or as a meeting point and place for social debate. Through the Palau Macaya, Welfare Projects wishes to forge and construct a new kind of centre to encourage reflection and generate knowledge that can be shared and debated via ongoing dialogue; a conversation that brings together the largest possible number of social agents, developmental and inclusive. This involvement of people, organisations, companies and public administrations in dialogue aims to encourage the transfer of everyone’s knowledge and experiences but also to generate new knowledge and new innovative models to drive the progress of society.

**An heir to knowledge**

Even the architecture of the Palau Macaya embodies a significant part of the new spirit that will define the centre’s identity and new role. The palace is an architectural jewel, declared of cultural interest, and an emblematic building in Barcelona. It was designed by Josep Puig i Cadafalch for the industrialist Romà Macaya i Gibert in 1898.

The building is an example of Catalan *modernisme*, a movement known for its intention and drive to transform society, moved by the desire to introduce modernity and European influence into Catalonia. The simultaneous occurrence of social and economic tensions with a creative boom of outstanding individuality and the birth of a collective political awareness resulted in one of the most fertile periods in Catalonia. The *graffiti* on the walls, the columns at the large windows, gargoyles, stained glass and wrought ironwork of the Palau Macaya take us back to a time when reflection and thought questioned all of society, producing a movement that generated and drove knowledge. The new Palau Macaya is now taking on the challenge of becoming its worthy successor.

**Benchmark for social projects**

One example of this new conception and uses that should turn the centre into a benchmark for the Institution’s social projects is the fact that the “Bodily Memories” project was conceived, produced and rehearsed in the rooms of the Palau Macaya. A project that formed part of the art with social impact activities that, under the direction of dancer and choreographer Cesc Gelabert, worked on producing a contemporary dance show. A choreography that involved dancers from the programme for the elderly, Gente 3.0, and young dancers from the Drama Institute.

Another example of the synergy between organisations to take advantage of activities that will impact the public and raise awareness in society regarding issues of interest is the talk given by the Economics Professor from Columbia University, Chief Economist and Senior Vice-President of the World Bank and 2011 Nobel Laureate Economics, Joseph Stiglitz. As a US member of the Royal Academy of Economic and Financial Science (RACEF), Stiglitz talked at the Palau Macaya about the austerity measures running dry and the proposal of policies for fair and sustainable growth.

In the same way that the programmes of “la Caixa” Welfare Projects work to generate new models of social intervention in different areas (health, education and assistance for vulnerable groups), the Palau Macaya will promote debate and discussion about these areas. This will help to define its role as a reference and connection point, like a heart pumping the blood of knowledge to nourish and oxygenate the cells of this complex organism we call society.

The Palau Macaya is also a compendium of the evolution of “la Caixa” Welfare Projects. The building has been owned by the Institution since 1947. Its walls held the Educational Institute for the deaf, dumb and blind under the direction of the Franciscan Sisters. In the 1970s the palace became the Foundation’s Cultural Centre with intense programming and a popular influence, laying the foundations for the subsequent creation of the CaixaForum centres. Over the last few years, the palace was also the temporary home to the Science Museum while its transformation was completed into the current CosmoCaixa. These centres have been urban benchmarks and centres to promote culture and science, a similar path to the one just embarked upon by the Palau Macaya.
Decentralised Welfare Projects

Closeness, being connected to local action and creating ties of collaboration with grassroots social organisations promoting a better redistribution of resources are just some of the virtues that make the work of the decentralised Welfare Projects stand out. The social action promoted by the “la Caixa” branch network is probably the clearest proof of the foundations from which the identity of Welfare Projects stems: returning to citizens part of the profits from the Institution’s financial business as the last station in a journey that aims to go beyond economic activity to correlate with and get involved in producing and improving everyone’s welfare.

Every year, Welfare Projects allocates a specific part of its budget to be distributed among the “la Caixa” branch network. This network is responsible for managing the funds assigned and promotes activities in accordance with the Welfare Projects strategic lines of action. The progressive geographical expansion of the Institution’s financial activity has meant that, over the years, the branch network has been able to act like the smallest blood vessels in the circulatory system, using its capillaries to spread the work of Welfare Projects and rebalance the geographical distribution of resources.

Branches, regional management and business area management receive a part of the budget and take charge of managing the resources and who they should be used for. In 2012 this was translated into 20,690 different activities, estimated to have had a direct impact on more than 620,700 beneficiaries.

The part of the budget assigned to decentralised Welfare Projects has grown continuously and is now four times its size ten years ago. In 2012, the amount allocated was 25 million euros, 6.9% of the entire budget spent by Welfare Projects.

Through the branch network, detailed, individualised and specific actions can be carried out in collaboration with organisations that also have their finger on the pulse of the region in question and the most local needs. An overall view of these actions which, by definition, are micro in nature with small-scale intervention, gives a general idea of the different situations and problems; a revealing, indicative view that is very useful to assess the state of affairs in society. An overall view of these actions shows us that, in 75% of the cases, resources have been allocated to activities of a social nature, in accordance with the Welfare Projects strategic lines of action: poverty (19.8%), marginalisation and exclusion from employment (8.83%), social action and assistance (25.97%) and support for the elderly (4.86%); although not forgetting cultural activities (16.4%), educational activities (6.23%) and those aimed at grassroots sport with a social component, such as promoting inclusive competitive sports with people with some kind of disability (9.73%).

It’s not viable to reproduce here the huge catalogue of 20,690 activities carried out in 2012 which, in many cases, they more than one area of action.

By way of example of these thousands of activities, we can mention the rowing workshops adapted for the mentally disabled at the Vent d’Estrop-Vogadors organisation in Cambrils; the programme of assistance and occupational insertion for young mothers and teenage pregnancies without resources who are at psychosocial risk and victims of violence and abuse at the Madrina Foundation in Madrid; the Better at Home project which promotes assistance for the palliative care of children with incurable diseases by the Porque Viven Association in Alcorcón; the Gota de Leche project of the El Refugio Foundation in Zaragoza which distributes milk for babies from de-structured families without resources; the project of horse therapy workshops for children and adults with physical, mental and/or sensory disabilities of the Carriegos Foundation in Castile & Leon, and the plastic arts creative workshops promoted by the Arco Iris Ríe Association for the inmates at Picassent prison in Valencia.

The sum of each tiny story behind these 20,690 projects substantiates the Foundation’s ultimate objective: to ensure that society and the people around us progress and improve.
Educational programmes
“la Caixa” Welfare Projects has made one of its strategic objectives the support for training and education in knowledge and social values. An aim that, en route to completing four decades of work arm in arm with the educational community and families and also with the scientific and academic community, has also been able to adapt to new challenges and needs. One of the main changes it has had to respond to is the appearance of new information technologies, highlighting the fact that we are witnessing a transcendental change where the internet plays an essential role in passing on knowledge.

This is one of the key features of the educational activities offered by Welfare Projects. With the creation of eduCaixa (www.eduCaixa.com), all its pedagogical services aimed at the educational community in Spain have been brought together in a single channel. Although eduCaixa aims this specific channel at school children from 3 to 18 years of age, their teachers and associated parents associations (AMPA), Welfare Projects also promotes university and postgraduate training at centres of excellence the world over through its scholarship programme. A commitment to educating and training people throughout their lives, to which Welfare Projects devoted 32.1 million euros in 2012, accounting for 8.9% of the year’s total spend.

eduCaixa is a global, multidisciplinary tool that aims to provide the educational community with all the training services and products offered by Welfare Projects, including projects, resources and activities that can be carried out both in and outside the classroom and also online. This is work on and from the internet. As was the case before this platform was created, these proposals and activities permeate all the Foundation’s projects and programmes. A wide range of proposals that include both the activities carried out by the CaixaForum and CosmoCaixa centres as well as proposals and actions arising from the Institution’s involvement with top level cultural and scientific institutions, from the Prado Museum to the Spanish Royal Academy, the Higher Centre for Scientific Research and the Spanish Science and Technology Foundation. A series of interactions aimed at turning eduCaixa into a benchmark for educational community portals thanks to its wealth of complex and dynamic pedagogical content that is constantly transforming, improving and growing. Content that, throughout 2012, reached 878,043 schoolchildren in person via the different projects and activities as well as 252,177 schoolchildren online.

Given the target’s needs and taking into account the experience garnered over the years, these resources attempt to adapt to the requirements presented by the educational community. In line with these requirements, Welfare Projects’ strategic objectives for this channel are to foster an entrepreneurial spirit, encourage scientific vocations, promote and spread art and culture and further personal growth, encouraging healthy habits, education in values and social awareness.

Welfare Projects’ commitment to education has also been maintained in the area of postgraduate university training since 1982 when the first scholarships were awarded to take further studies at campuses in the United States of America. Since then, a total of 3,760 students have benefitted from these subsidies to train at universities in Europe, the United States, Canada, China, India and also in Spain.

In 2012, the scholarship students from the first year of the international scholarship programme for doctoral work at leading biomedical research centres in Spain completed their respective doctorates. Thanks to this programme, which started in 2008, a total of 200 young researchers from all over the world have been able to join centres in our country to complete their PhDs.

A total of 277 scholarships were given throughout 2012.

Once of the distinctions of the “la Caixa” scholarship programme is its thorough, objective and transparent selection processes, in line with the highest international standards of scientific assessment.

However, the prestige of these scholarships also lies in the community formed by the scholarship holders from each year, grouped into an association that organises numerous activities, both for the holders themselves and also for the general public.

All this has made this scholarship programme an academic benchmark not only in Spain but also in the leading centres of excellence worldwide.
eduCaixa is the home for all the educational resources offered by the “la Caixa” Foundation. Since September 2011, eduCaixa has acted as a knowledge provider. It’s a lively, active, dynamic and evolving website with the capacity to grow and adapt to the demands and needs of its users, the educational community. A community made up of students, teachers and the parent associations of their schools.

2012 was the year the portal really took off as the single access point for all Welfare Projects’ pedagogical resources. It became fully operational at the start of the school year in September, providing projects, resources and activities. This start-up had already been tested in the form of a pilot scheme during the 2011-2012 academic year.

The new portal has received a total of 445,567 visits online, of which 226,022 were direct accesses to the online projects offered via this great content provider that is eduCaixa. And this has all been achieved without any interruption to the wide range of pedagogical proposals already offered by Welfare Projects, reaching a total of 878,043 beneficiaries in 2012, a figure that does not include those taking part in the activities developed via the portal, totalling 252,177. These two figures result in a total sum of 1,130,220 beneficiaries in 2012.

eduCaixa has four key objectives: to awaken the entrepreneurial spirit; encourage scientific vocations; promote and spread art and culture and further personal growth by fostering healthy habits, education in values and social awareness.

Resources within the classroom

KitsCaixa

Kits are educational materials that are provided to classrooms in their physical format. In 2012, and as part of the strategic line to awaken the entrepreneurial spirit, especially among young people, a new resource has been designed with the creation of the KitCaixa Economy, available for centres requesting it in its physical format and also available on the portal. This is a resource for secondary school students to assimilate key issues in economics through audiovisual material with a situation comedy that presents case studies, a game and a pedagogical guide in order to initiate a process of dialogue and discussion.

Throughout last year a pilot test was carried out with a second Kit, also related to this area of financial education: the KitCaixa Young Entrepreneurs. This Kit, very similar in format to project-based work, helps students acquire notions about business and industry, taking part in simulating the process of setting up a firm. A learning experience that, in addition to providing basic knowledge in the field of entrepreneurism and economics, also acts across the board, providing knowledge related to the rest of the curriculum. The pilot test was carried out in 40 schools: 38 in Catalonia and 2 in the Balearic Islands.

Among the new resources produced during 2012 is the KitCaixa A little look at the world, investigating intercultural issues by attempting to find similarities among the children of Africa, Asia and America.

These new Kits exist side by side with other, older resources such as the KitCaixa Values, which have reached 93,113 students and teachers throughout Spain. But if there is one key reference for these physical resources it is the PlanetaMòbil. There are currently 15 planetariums orbiting schools around Encouraging financial education will help forge the entrepreneurs of the future
Spain and three more are planned in order to attend to schools’ demands to experience and learn key facts about astronomy and biology. A total of 125,659 school children made use of a PlanetaMòbil in 2012.

**Online resources**

The portal is the online store for all the educational resources on offer, making it easier for the educational community to access them with the additional possibility of working on online content in the classroom, as well as with the more traditional resources. These online pedagogical resources help to democratise content, making projects more accessible in the classroom and providing teachers with a customised resource to work on their subject, either going deeper into the area of study in question or complementing it. Online projects such as RomanorumVita.com, designed around the travelling exhibition on the life of a Roman city and that now, independently, acts as educational content in its own right, received 34,426 visits in 2012. The same situation has occurred with the project Letstalkaboutdrugs.org, a resource related to a virtual exhibition on the prevention, debate and awareness of the effects of drugs from a scientific perspective that has had 89,625 visits. Other notable programmes are The sea in depth, dedicated to improving our knowledge of the marine environment using videos and proposals for experiments and research adapted to different school levels, and CaixaEscena, which immerses students in the world of theatre and drama as a form of social and cultural development, holding 321 workshops in which 6,211 students have produced 666 plays, achieving a school audience of 134,580 spectators throughout Spain.

**Outside the classroom**

These educational resources also influence the programmes offered by Welfare Projects centres, which permanently organise educational and didactic activities to complement school-based work. The school activities held at the CosmoCaixa and CaixaForum led 384,225 students to visit these centres in 2012.

Outside the Welfare Projects centres, travelling exhibitions provide the chance to take top quality cultural resources to the rest of Spain, visited by a total of 111,844 students in 2012. The exhibitions and educational activities accompanying them are also the best way to develop a future public interested in consuming culture. The joint work carried out by Welfare Projects through important cultural alliances with leading institutions of worldwide prestige has also led to huge advances in this respect. This is demonstrated by the 53,548 school children taking part in the activities in the programme entitled The art of educating, set up in collaboration with the Prado Museum.

With regard to music programming, school concerts continue to be one of the mainstays of this educational activity, immersing students in the knowledge and enjoyment of world music, forming future spectators with an appreciation of music and personal expansion and growth by fostering aural experiences. 2012 saw a total of 275 concerts throughout Spain attended by 112,000 school children.

The online resources of eduCaixa have reached 252,177 beneficiaries
“la Caixa” Welfare Projects has spent more than 30 years promoting the talent and dedication of the country’s best students by offering them the chance to receive postgraduate training at leading universities in the world. Up to 2012, a total of 3,760 scholarships have been awarded, representing an overall investment of 145.5 million euros.

The impact on society of more than three decades of the “la Caixa” scholarship programme can be seen in the knowledge being transferred, the scientific advances being made. Visible social benefits that are also evident in the academic and professional careers of those who’ve been awarded scholarships, which can be consulted on the portal becarioslacaixa.net.

This portal is for the public at large so that anyone can see the outcome of each of the scholarships awarded and the impact they have had on the professional careers of the holders, although it is also aimed, more specifically, at companies and research centres that need to recruit professionals and researchers for their teams. This helps the investment made through each scholarship to return to society in the form of the talent incorporated into the country’s business and scientific fabric.

In line with the rest of the Welfare Projects budget, the scholarship programme has maintained a level of investment that preserves the number of scholarships in spite of the global economic crisis. In 2012, 277 aid packages were given, totalling more than 15 million euros.

Throughout the year, 122 scholarships were awarded for postgraduate studies at foreign universities, the holders being spread among the campuses of Europe, the United States, Canada and Asia.

As is customary each year, the Institution organised orientation sessions in Chicago, London, Berlin and Paris for the 2012 awards of scholarships to study abroad. These meetings help to create the future network of relations and contacts between scholarship holders and their academic and professional environments.

Also customary since 2005, 100 scholarships were awarded from the programme for studies at Spanish universities, now totalling 824 scholarships.

15 scholarships were also given to students in their last year of Information Science and Audiovisual Communication for journalism work placements. These are carried out at different offices of the EFE news agency throughout Spain and at its correspondents’ offices abroad.

Lastly, in 2012 40 scholarships were given for studying a PhD in Biomedicine at four Spanish research centres.

Extremely thorough selection processes

The “la Caixa” scholarship programme owes a large part of its prestige to its thorough, objective and transparent selection processes, in line with international standards.

In total, 2012 saw the participation of more than 70 lecturers and researchers from national and international centres. The involvement of these experts, all independent and with extensive experience in selection processes and in evaluating scientific projects, guarantees both the effectiveness and transparency of the process.

“la Caixa” Scholarship Holder Association

The activities of the “la Caixa” Scholarship Holder Association reveal a constantly expanding map of relations between holders and their academic and scientific environment. Relations that have helped to produce increasingly consolidated programmes of activities.

In 2012, the Association promoted two new talks involving internationally renowned experts. The first was given at the CosmoCaixa in Barcelona by Doctor Michael Tomasello, Director of the Department of Developmental and Comparative Psychology at the Max Planck Institute for Evolutionary Anthropology. Tomasello was invited by Josep Call, Director of the Wolfgang Köhler Primate Research Institute for Evolutionary Anthropology at the same Max Planck Institute and a former scholarship holder in the United States in 1990. Michael Tomasello is an authority on
the study of comparative cognitive studies between humans and apes.

The second talk was given by Olivier Blanchard, Chief Economist at the International Monetary Fund. Invited by Jordi Galí, Director of the International Economics Research Centre (CREI) and former scholarship holder in the United States in 1984, Blanchard talked about macroeconomics at the main offices of “la Caixa”.

**Doctorate programme at centres of excellence**

In 2012, the scholarships were awarded for the fifth year of the international biomedicine doctorate programme. This is the most recent programme promoted by Welfare Projects and will soon begin to produce results when the students from the first few years present and read their respective doctoral theses. Up to 2012, every year this programme has enabled 40 talents from all over the world to join four leading biomedical research centres: the National Centre for Cancer Research (CNIO) and the National Biotechnology Centre (CNB-CSIC), both in Madrid, and the Genome Regulation Centre (CRG) and the Institute for Biomedical Research (IRB) in Barcelona.

The 40 people receiving these scholarships in 2012 were made up of 16 different nationalities, thereby achieving the strategic aim of promoting scientific research in Spain: to attract international talent, act as a catalyst and help to consolidate Spanish research centres.

Given its results, this programme has widened its scope and has become, for future years, a doctorate study programme at Spanish research centres that have been certified as Severo Ochoa centres of excellence.

The arrangement that allows the programme to be opened up to new research centres was completed in 2012 by the Chairman of Welfare Projects, Isidro Fainé, and the Minister for the Economy and Competitiveness signing an agreement creating the “la Caixa” – Severo Ochoa international doctorate scholarships. There are eight leading centres that will receive a maximum of 5 scholarship holders every year: in Barcelona, the Institute for Biomedical Research (IRB), the Barcelona Supercomputing Center – Centro Nacional de Supercomputación (BSC-CNS), the Barcelona Graduate School of Economics (BGSE) and the Institute of Photonic Sciences (ICFO); in Madrid, the National Centre of Cardiovascular Research (CNIC), the Institute of Mathematical Sciences (ICMAT) and the Carlos III National Cancer Research Centre (CNIO), and in La Laguna (Tenerife), the Astrophysics Institute of the Canary Islands (IAC).

**The Scholarship Programme**

**Definition**

Programme of scholarships with four different lines: 1. Postgraduate studies at centres in the United States, Canada, Europe and Asia; 2. Official Master’s degree at any university in Spain; 3. Doctorate in biomedical research at four internationally renowned Spanish biomedical research centres 4. Work placements in Journalism and Audiovisual Communication.

**Action**

To encourage mobility and give those students with the greatest potential the chance to do postgraduate studies at top level universities and centres abroad and also attract talent to Spanish research centres of international prestige.

**Number of scholarships awarded in 2012**

Abroad: 122
In Spain: 100
Biomedicine: 40
Journalism: 15

**Total number of scholarships awarded and total investment since 1982**

Abroad: 2,627 scholarships worth 111,418,461 euros.
In Spain: 785 scholarships worth 16,791,894 euros.
Biomedicine: 195 scholarships worth 14,000,432 euros.
Journalism: 153 placements worth 3,387,954 euros.

During the talk given by IMF Economist, Olivier Blanchard, with Jordi Galí, CREI Director, next to him
Science, research and environment programmes

[Introduction]
[Research]
[Environment]
[Science in Society]
Scientific knowledge, encouraging innovation, promoting the search for excellence and disseminating its advances throughout society, as well as defending and protecting the environment and sustainability make up the strategic goals of “la Caixa” Welfare Projects. These goals come from the belief that a society based on knowledge is more intelligent, more just and more sustainable. To this end, in 2012 a total of 42.8 million euros were devoted to developing these strategic goals, accounting for 11.9% of the Welfare Projects budget for the year.

In the area of scientific education and dissemination, in other words bringing science and research closer to society, “la Caixa” Welfare Projects has the following objectives: to help to increase the culture of science in society, stimulate a vocation for science and enhance research as a driving force for progress in society.

The exhibitions Epidemic and Technorevolution seen in 2012 at the CosmoCaixa centres exemplify these objectives. Both bring cutting edge research within reach of society in two areas with great social impact. The first reveals the efforts being made by researchers to reduce the impact of disease throughout the world and particularly in developing countries. The second, Technorevolution, explains the future offered by the synergy between nanotechnology, information technologies, neuroscience and biotechnology.

Support for leading scientific research projects involves the establishment of agreements and alliances with the institutions involved. In 2012, Welfare Projects’ collaboration with the Spanish National Research Council (CSIC) was further consolidated with new projects related to the dissemination of science, namely the Science City (www.ciudadciencia.es), rolled out to more than twenty Spanish towns and cities, and The Sea In Depth (www.elmarafondo.com). Both aim to bring scientific knowledge closer to citizens and school children with activities contained on the online platforms set up for each project. These act as providers of educational resources, propose research activities, support learning from a practical perspective and encourage a vocation for science.

Along the same lines, 2012 also saw the start of LaboCosmoCaixa which carries out laboratory experiments related to biomedical research via a travelling laboratory.

Year after year, research teams advance further in their respective fields. In 2012, more headway was made in developing an AIDS vaccine by the HIVACAT programme (programme led by IrisCaixa and Hospital Clinic de Barcelona) with the discovery of one of the agents that carries the HIV virus and helps it to spread within the organism. New lines of work have also been set up, such as the one initiated with the Pasqual Maragall Foundation, the Alfa study, to promote research among people with a family history of Alzheimer’s in order to improve early detection.

2012 also saw more RecerCaixa awards being given in order to promote the work carried out by research teams at Catalan universities and research centres. A total of 23 proposals were chosen last year, with projects to study the social sciences, humanities and health sciences.

Welfare Projects also promotes opportunities for those in the scientific community involved in advanced research to meet, debate and exchange ideas and opinions. In 2012 it set up B-Debate (www.bdebate.org), a joint experience between Biocat and Welfare Projects for top level international gatherings. Neuroscience, laser medicine, heart disease and genome studies are just some of the areas covered.

2012 also saw the appointment of Dr. Josep Baselga, Science Director of the Research Unit in Cancer Molecular Therapy of the VHIO (Vall d’Hebron Cancer Institute), as Medical Director of the Memorial Sloan-Kettering Center in New York, one of the most prestigious research centres in the area of clinical cancer. Baselga has devoted his career to researching new cancer treatments and is one of the world’s leaders in this field.

In the area of environmental programmes, ClimaDat took another step forward in 2012 by opening the first measurement station at the Ebro Delta. This joint project between Welfare Projects and the Catalan Institute of Climate Studies (IC3) will create a network to gather climate data. The Delta station is the first of eight planned for Spain located in particularly significant, emblematic areas such as the mountain range of Grazalema, the Gredos and El Hierro, making up a top class network dedicated to monitoring climate change data in real time which can also be accessed by the public.
Over the last few years, research applied to the fields of life science, health, humanities and social sciences has been achieving important advances in a range of areas. Principally in aspects such as early diagnosis and the prevention of certain pathologies. Welfare Projects has set up alliances and cooperates with top level scientific teams to promote advanced research projects. Thanks to this research, significant progress is being made in the fight against AIDS, preventing Alzheimer’s and malaria.

“la Caixa” Welfare Projects set up one of these alliances in 2012 with the Pasqual Maragall Foundation; an agreement that will support the presentation of an epidemiological study aimed at determining or identifying factors and variables that influence or affect the appearance of Alzheimer’s. An initiative that both institutions will carry out together in Barcelona at the Mar Health Park of the Hospital del Mar and the Biomedical Research Park of Barcelona (PRBB).

This is a prospective study called Estudio Alfa which, in the form of case studies, will analyse and follow the response to a series of diagnostic tests of 400 volunteers who are relatives of people diagnosed with Alzheimer’s. The aim is to obtain data that improve the early detection of the illness and, in subsequent stages and more long term, assess the need to analyse and study the efficacy of drugs in people who have yet to develop symptoms of the illness.

**IrsiCaixa**

The IrsiCaixa AIDS Research Institute, directed by Doctor Bonaventura Clotet and promoted jointly by “la Caixa” Welfare Projects and the Health Department of the Catalan government, is involved in designing a global scientific strategy to cure AIDS that was simultaneously presented in Washington, Paris and Barcelona in the summer of 2012 under the name of **Towards an HIV Cure**. This drew up a road map to guide the efforts of research teams towards the goal of curing HIV. A cure that aims to be effective, affordable and applicable large-scale. A treatment that improves the living conditions of those infected and minimises the risk of transmitting the virus and which must entail, as the ultimate outcome, a saving in the economic resources currently devoted to treatments which have very high economic and social costs. These are resources that could be allocated to other needs and represent a huge financial burden on the health systems of a number of countries.

Securing strategic alliances between international research groups enables collaboration between basic and clinical research teams and this joint work helps transfer knowledge between groups. These elements, together with a commitment to promoting young researchers and to improving the models for trials and their regulatory frameworks, are essential to further and promote research. And all this coincides with the strategic lines of the projects promoted by “la Caixa” Welfare Projects.

Regarding the scientific strategies proposed, seven lines of research have been defined that, in combination, should be key to the future development of a cure. Some of these lines work on identifying the mechanisms that help the virus to survive and maintain its capacity to infect in spite of retroviral treatments. Other lines attempt to determine how the immune system is activated, its mechanisms and the cellular factors that control infection but allow the virus to persist. And, finally, other lines develop therapeutic and immune-based strategies to resolve latent infections or design and test strategies to improve patients’ response capacity to viral replication.

**HIVACAT**

Once again, the successful results produced by research in 2012 were the best endorsement for the aforementioned strategic lines. As part of the HIVACAT AIDS vaccine research and development programme, scientists from the AIDS Research Institute IrsiCaixa published a study on the discovery of one of the elements responsible for propagating the virus in the organism. This is a molecule that allows the virus to penetrate the dendritic cells of the immune system.
Once safely placed within these cells, the molecule acts like a "Trojan Horse", helping the virus to propagate and infect without activating the body's immune response.

This study was coordinated by ICREA researcher at IrsiCaixa, Javier Martínez-Picado, with the collaboration of Heidelberg University in Germany and the Institute of Advanced Chemistry of Catalonia (IQAC) of the Spanish National Research Council (CSIC).

This research has been financed by the National R&D&i Plan and the HIVACAT research & development programme for an AIDS vaccine, which already has an extensive record in trials on several candidates for a therapeutic vaccine against AIDS.

The HIVACAT programme is carried out by means of a public-private consortium that is unprecedented in Spain and places the country at the forefront of research carried out in this field worldwide. It is made up of two research centres that are international benchmarks in AIDS research: IrsiCaixa and the infectious disease and AIDS unit of the Hospital Clinic de Barcelona. HIVACAT carries out research into developing a new HIV vaccine in coordination with ESTEVE and with the support of “la Caixa” Welfare Projects and the departments of Health and of Finance and Knowledge of the Catalan government.

RecerCaixa

2012 also saw the third call for RecerCaixa research grant applications, given by “la Caixa” Welfare Projects to encourage top quality research based on the proposals of researchers related to public and private universities and research centres.

Throughout 2012 the grants related to the second call for applications were given out. 293 projects had been presented by 61 institutions, of which 23 were chosen. These institutions presented proposals for study on social sciences, humanities and health sciences in different areas, including studies of artistic heritage, the impact of new technology on education and the economy. Others proposed work on the use of new tools to learn languages, the sociology of poverty and marginalisation, active ageing and applying technology to access for disabled and/or dependent people. Finally, there were also proposals regarding work on immigration and social cohesion, employment and work for young people, research into pain in long-term patients and young people and studies related to health and environmental quality, among many others.

ISGlobal

In 2012 the Barcelona Institute for Global Health (ISGlobal) continued to consolidate its position as an internationally renowned centre that provides responses to the great health challenges in a globalised world. Initiatives to eliminate malaria, reducing maternal and infant mortality rates, combating the forgotten Chagas disease and investigating the causes of antibiotic resistance form the basis of its work, focusing on research, training and assistance.

The aim of ISGlobal is to improve the health and development of the most vulnerable populations by generating, managing, transferring and applying knowledge. It attempts to find solutions to global health challenges that affect large segments of the population and hinder the progress of these communities. This initiative is the result of public-private collaboration promoted by “la Caixa” Welfare Projects and the Catalan government, the Ministry of External Affairs and Cooperation, Hospital Clinic and Barcelona University, also with the involvement of the Carlos Slim Health Institute, the Bill & Melinda Gates Foundation and the Nelson Mandela Children’s Fund.
May’s inauguration of the first measurement station for the ClimaDat network at the Ebro Delta was the culmination of one of the pioneering projects in the world to observe, in real time, the climate and parameters of climate change. The ClimaDat project, promoted by “la Caixa” Welfare Projects and the Catalan Institute of Climate Science (IC3), plans to set up eight sampling stations similar to the one inaugurated at the Ebro Delta, which will be located in eight nature systems in Spain. Here data will be gathered to monitor climate trends and impact, information that will be processed at a local, regional and global level and will be shared with data from research carried out by international teams on climate trends. The data obtained will be freely accessible and will help to assess greenhouse gases at a regional level and integrate them within international reference databases for their use in climate research.

The Delta station will also provide information that will improve our understanding of the functioning and influence of the climate related to this environment; i.e. how it is affected by and how it affects the climate. Among some of the factors measured are the emission and capture of greenhouse gases of metabolic origin, such as the CO₂ absorbed by plants and that emitted through respiration, as well as measuring the methane generated by the breakdown of organic material and even nitrous oxide (N₂O) related to the use of fertilisers. A study will be carried out of how these gases interrelate with the natural ecosystems surrounding them and the radon in the atmosphere will also be measured, a gas that acts as an indicator of the origin of air masses. The station will also measure aspects such as the amount of light reflected on the lagoons and reed beds, variations in temperature and other variables such as salt content and the introduction of sulphate into the ecosystem via the sea.

This information has an eminently scientific use as well as a social and pedagogical impact, which justifies it being made available to the public. The Delta sampling station allows the data gathered to be seen on monitors located in the hall of the Ebro Delta Ecomuseum.

The second of the eight stations planned will be inaugurated on El Hierro (Canary Islands). The distribution of stations throughout Spain will position the country as one of the leaders in climate monitoring and a single climatic image will be provided of a country whose climate is affected by the Atlantic, Mediterranean and also subtropical influences, all impacted by climate change and also having an effect on the climate. A clear, comparative image will be obtained of the effects and impact of climate change, helping to assess and apply timely measures to mitigate this impact and adapt to the changes.

The sea in depth

As part of the open strategic alliance with the Spanish National Research Council (CSIC), in 2012 an online pedagogical platform was promoted, The Sea In Depth, in collaboration with the Sea Sciences Institute (ICM-CSIC). The Sea In Depth disseminates knowledge of marine ecosystems by offering a series of didactic proposals related to carrying out experiments and tests and research techniques. Knowledge of the marine environment is integrated within the curriculum of schools and institutes, helping students to learn from a practical perspective and encouraging future scientists.

As a platform, The Sea In Depth offers short videos on sea-based themes, accompanied by didactic guides and proposals for activities that educators can adapt to each level. The research proposals can be carried out within schools, institutes or homes and provide the experiment-based content for primary, secondary and baccalaureate curriculums. The platform also encourages interaction and the sharing of results obtained from experiments, ideas, materials and solutions for improvement and further research, generating dialogue among pupils, teachers and researchers that reproduce, on a small scale, the development of
explaining how the measuring equipment works at the first ClimaDat station at the Ebro Delta

Conserving natural spaces

Since 2005, Welfare Projects has implemented a programme for the Conservation of Natural Spaces and Social Reintegration that acts, on the one hand, by helping people at risk of social exclusion to find employment through work to improve and protect natural environments, with the added value of helping to prevent forest fires. All this work is carried out in natural areas and its aim is to help reclaim or preserve part of the agricultural or stockbreeding activity of the zone, one of the best preventative measures to reduce the potential risk of fire due to the environment being neglected. For example, work is carried out to thin out woods as a means of preventing forest fires, as well as actions to foment biodiversity and improve the availability and access to water, also promoting agricultural and stockbreeding activities, encouraging grazing and herds of animals as a way to ensure that wooded areas are maintained and managed, over and above specific corrective work. By recovering economic activity and making this profitable, forest management can be rationalised.

With this aim in mind, work has been carried out on reclaiming dunes, beaches, marshes, river areas and riverside woodland thanks to agreements and arrangements established with autonomous communities and Catalan and Basque provincial governments.

A total of 271 projects were carried out in 2012, helping 1,600 people throughout Spain to find employment. Since 2005, 2,946 projects have been carried out in all of Spain, involving 9,761 people.

Also in 2012, Welfare Projects took part in creating the environmental interpretation centre, Casa del Oso de los Pirineos, in the old building of Sastres d’Isil in the region of Pallars Sobirà. This provides information on the Nature Park of the Upper Pyrenees and offers images of the life and reintroduction of bears in the Pyrenees. Other actions related to preserving fauna in 2012 were the promotion of the Wild Fauna Recovery Centre at Santillana del Mar (Cantabria) and, related to raising awareness of natural areas, the opening of new Via Verde (Green Way) interpretation centres for the Sierra de Olvera, in Cadiz, and the Sierra de Tramuntana, Ca s’Amitger, on Mallorca.

www.ecotendenciasCosmoCaixa.org

One of the objectives of the platform www.ecotendenciasCosmoCaixa.org is for technology, innovation and progress to go hand-in-hand with efficiency, savings and sustainability. This online resource fosters debate on environmental issues and their implications for society, the economy and policy. Coinciding with the academic year, from October to June, the main focuses are established for the three eco-trends to be debated. In 2012 these issues were Moving by flying, tackling the challenges related to the future of aviation; Moving information, on the use of the internet to lessen environmental impact by reducing the movement of people and materials, and The city of the future, the first eco-trend for the 2012-2013 academic year, regarding the town planning challenges of the future in a world where cities concentrate most of the population and the majority of the demand for energy.

Eco-trends are organised into journalistic sessions according to three basic aspects: .tecnó invites internationally renowned experts to debate issues and challenges for the future related to the eco-trend in question. Subsequently, in .idea innovative projects, business solutions and imaginative and practical applications are presented and disseminated. The third session, new to 2012, is .edu, which makes the content of these debates available for secondary students.

Explaining how the measuring equipment works at the first ClimaDat station at the Ebro Delta
Promoting the culture of science, encouraging a vocation for science and technology and enhancing research as a driver of social progress are the priorities of the “la Caixa” Science in Society programme. Either at the grassroots, through education and by promoting knowledge and scientific vocation among the country’s pupils, or by setting up agreements to promote projects that disseminate science with the cooperation of public and private institutions.

Realising this cannot be a solitary mission, 2012 was a year of consolidation, maturity and the establishment of new strategic agreements with the Spanish National Research Council (CSIC) and the Spanish Foundation for Science and Technology (FECYT). A new experience was also inaugurated to spread scientific knowledge throughout the country with the Science City project.

Science City is a science dissemination project whose aim is to take the latest information on science and technology to cities and towns throughout Spain. The project started in six locations and, during 2012, was rolled out to a further twenty. It promotes both physical and virtual activities and provides content under the umbrella of the online platform www.ciudadciencia.es.

Regarding the third year of the summer science campuses offered by “la Caixa” Welfare Projects and the Spanish Foundation for Science and Technology (FECYT), in 2012 1,790 students in the fourth year of secondary schooling (ESO) and the first year of the Baccalaureate took part in a range of science immersion projects at 16 university campuses of international excellence. These science projects introduce students to the principles of research, the scientific method and methodologies to obtain and analyse data.

These summer campuses are not the only resource aimed at scientific discovery. The Xplore Health project is also along these lines, coordinated by a European consortium with the support of Welfare Projects. This online educational resource offers, in several themed modules, the option of finding out about different areas of biomedical research through games, virtual experiments and audiovisual materials.

Following the operational guidelines included on the Xplore Health portal, the LaboCosmoCaixa has been set up, an educational laboratory that brings advanced research into the secondary school classroom. The first Labo was trialled in 2012 via a pilot test in La Rioja where 2,403 pupils experimented with research into drug development. Pupils take on the challenges of research through experimentation and by applying the scientific method. Having passed the pilot test, this project will be rolled out to other mobile laboratories, which will focus on AIDS and on malaria.

CosmoCaixa Barcelona

CosmoCaixa centres play an important role in spreading the culture of science among the largest possible part of society, acting as a catalyst and stimulus for the young to take up a career in science, as well as constantly disseminating information and knowledge among the older population.

In 2012, two large exhibitions fulfilled the aim of spreading scientific knowledge: Epidemic and Technorevolution. In Epidemic visitors got to know the mechanisms for microbe and bacteria propagation and how these have shaped our history. The exhibition also offered information on actions to combat these infections through research carried out by centres such as the Barcelona Institute for Global Health (IsGlobal) and IrsiCaixa. On the other hand, Technorevolution shows how the convergence of nanotechnology, cognitive science, biotechnology and information and communication science has transformed the world, with their application to health, food, bio-computing and medicine.

Throughout 2012, the exhibitions and other activities offered attracted 788,176 visitors, including the commemoration of the eighth anniversary of CosmoCaixa Barcelona with a programme of
activities, workshops, shows and events for astronomical observation designed especially for families.

The public is invited to get involved with the programme containing a wide range of proposals and formats but always related to the generation of experiences and experiments, including a knowledge of nature’s sounds in the MeteoLab, the contribution to the Sonar 2012 programming and the family laboratory Surrounded by pressure, carrying out informative experiments to show the effects of atmospheric pressure.

2012 also saw the celebration of the tenth anniversary of the literary competition Let’s make science tales. Ten years with 3,187 stories presented and the participation of 82,791 pupils from 1,004 schools in Catalonia. The second collection of tales has also been published in a book that has been winning awards from 2008 to 2012.

Science in flesh and blood

The CosmoCaixa centres have also attracted leading figures of international renown in the field of research. This is the case of the talk given by the ethologist and primatologist Jane Goodall who spoke in Barcelona about the Speak Out in the Jungle campaign. There was also a talk by the Professor of Cybernetics at Reading University (England), Kevin Warwick, talking about the future of robotics.

One of the major talks was given by the British physicist, Peter Higgs, entitled Inventing an elementary particle. At CosmoCaixa Barcelona, Higgs explained the story behind the Higgs boson or particle, postulated in the 1970s by the physicist and which has since been found by the CERN scientists, who managed to detect it on 4 July 2012.

CosmoCaixa Madrid

CosmoCaixa Madrid is a place that warrants a repeat visit, as demonstrated by the fact that, in 2012, it had 299,708 visitors whereas the number of uses in relation to the activities programmed was 1,109,830.

Among the temporary exhibitions that have passed through the centre’s halls are Abracadabra: illusionism and science, Air. Breathing and child health and Microlife, a proposal to investigate the world of optics and microscopes.

In 2012 the auditorium was turned into a 3D projection room with programming that introduced spectators to the world of the dinosaurs and Egyptian archaeology.

CosmoCaixa Madrid has been the setting for science festivals, symposiums and gatherings related to the education of science or meteorology, special programmes of activities in the summer, astronomy workshops for all types of audiences and specific activities designed for the elderly. Discovering the world of fossils, talks and film showings and the fifth Cosmobot, the robot Olympics, are just some of these activities.
Cultural programmes

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The celebration of ten years of the CaixaForum Barcelona, the renewal up to 2017 of the collaboration agreement with the Louvre Museum and the formation of new cultural alliances such as the one with the Miró Foundation were just some of the landmarks in 2012 for the cultural programmes of Welfare Projects. As was the incorporation and search for new types of programming for cultural activities with an impact on society, such as the spread of contemporary dance among the elderly, video art among the homeless and music among children at risk of exclusion. Opening up these different disciplines to new groups also fulfils one of Welfare Projects’ strategic objectives, namely to reach new audiences and generate, arouse and encourage an interest in culture.

Within the current economic crisis, “la Caixa” Welfare Projects has redoubled its efforts to adapt the available resources to its cultural work; actions that must be made accessible to the largest number of people and segments of society. This is the constant challenge for Welfare Projects, even more palpable in the current situation: to maintain the quality, thoroughness and excellence of what is offered but also to improve the efficiency and social impact of the resources allocated. In 2012, “la Caixa” Welfare Projects devoted 52.6 million euros to its cultural programmes, 14.5% of its total budget for the year.

2012 saw the tenth anniversary of CaixaForum Barcelona. During this decade, CaixaForum has become a cultural reference point for the city and its work has been endorsed by the 7.3 million visitors passing through the centre. Since 2002, when Welfare Projects first restored the Puig i Cadafalch building and the old Casaramona textile factory for Barcelona, CaixaForum has held 105 exhibitions and close to 14,000 activities for all publics. The exhibitions devoted to Goya and Delacroix started off the programme to celebrate its anniversary, afterwards continuing with experiences such as the exhibition Art is you, highlighting the centre’s main asset throughout the last decade, namely its public and the users that have consolidated CaixaForum’s role as a container and provider of first class culture.

In its cultural programmes, Welfare Projects has continued to work on formulas to widen the social base of the activities programmed and its facilities. The CaixaForum centres, which in 2012 recorded 2.4 million visitors, have continued to make progress in becoming more agile, participative and permeable, establishing a dialogue with the public. They must be able to generate experiences, act as a meeting point and promote interaction with the internet, offering a multidisciplinary range of activities and even opening themselves out to joint creation with audience participation.

The participative concerts take this approach, where the final outcome is largely determined by the spectators themselves. In 2012 19 participative concerts were given throughout Spain, with 44,009 people attending the auditoriums. The music programme was completed with 129,358 spectators for the family concerts and school concerts held and with the fact that, in 2012, the Diversons programme exceeded the figure of 1,000 concerts followed by more than 540,000 people since 2005. The eighth Diversons recorded 61,625 participants in the 143 concerts programmed.

The aim is to move outside the comfort zone offered by statistics, going in search of publics and spectators who have yet to be attracted by the programme offered. To achieve this, we need to improve our knowledge of these potential audiences and their interests to fine tune the programming. Nevertheless, this generation of new audiences must also bear in mind the fact that education is key to developing a habit and need to consume and acquire culture and producing content and proposals for within and outside the classroom. In this respect, taking activities outside the CaixaForum centres will be one of the lines of work in the future.

Experiences along these lines are, for example, the travelling exhibition Hidden Heroes. Genius inventions. Everyday objects, which explains the history of 27 everyday objects that have become classics, from the pencil and clothes peg to the zip fastener and Tetraprik. Travelling exhibitions such as Hidden Heroes and the exhibition The Nordic landscape in El Prado, among others, attracted 436,238 visitors in 2012 as they went around the country. Also mobile, the exhibitions from the Art in the Street programme, which have taken the sculptures of Auguste Rodin around Spain, were visited by 705,108 people.

The consolidation of existing cultural alliances such as the one taken out with the MACBA for the joint dissemination and management of the respective contemporary art collections (MACBA + “la Caixa” Foundation) has led to two new exhibitions specifically designed for emblematic locations: The Inverted Mirror at the Guggenheim Museum in Bilbao and Crossed Gazes at the CaixaForum in Palma.
Great cultural alliances with prestigious museums form an inseparable part of the approach underlying the cultural activities offered by “la Caixa” Welfare Projects. The two most emblematic alliances, with the Louvre (Paris) and El Prado (Madrid), have led to the two most significant exhibitions of paintings in 2012, coinciding at the CaixaForum Barcelona, namely those dedicated to Goya and Delacroix.

These Goya and Delacroix exhibitions were momentous and exemplary due to the undeniable quality of the pieces on display, the number of visitors and their complementary nature. Holding both exhibitions at the same time, over a period of two months in Barcelona, placed both artists’ paintings in dialogue with each other. This symbiosis offered the chance to compare the styles and techniques of these two geniuses of painting who professed a mutual admiration for each other.

The third great alliance brings together two of the most important contemporary art collections in Europe, that of the MACBA and of the “la Caixa” Welfare Projects Foundation. In 2012, this agreement resulted in two further exhibitions, taking advantage of their combined experience in managing and exhibiting collections: The Inverted Mirror (Guggenheim Museum) and Crossed Gazes (CaixaForum Palma).

The Inverted Mirror exhibited, for the first time as a single display, works from both contemporary art collections away from their usual locations (irrespective of the many loans of art work carried out). The third floor of the Guggenheim Museum in Bilbao held the exhibition designed specifically for its 2,000 m² of space. This exhibition travels through the last sixty years of contemporary creation with around a hundred works by about fifty different artists, with particular emphasis on photography, video and large format sculpture.

The fourth exhibition, which could be seen at the CaixaForum in Palma de Mallorca, was Crossed Gazes: Abstraction and Realism, a selection of 112 pieces by 37 artists that offers a twofold journey through the concepts of realism and abstraction during two different periods in the second half of the 20th century; the fifties to sixties and the eighties to nineties.

Crossed Gazes is the fourth joint exhibition based on these two collections, together with The Inverted Mirror, Volume! and The Persistence of Geometry which received 105,940 visitors at the CaixaForum in Madrid in 2012.

The latest strategic agreement signed in 2012 was taken out with the Joan Miró Foundation, by virtue of which the two foundations will jointly organise future editions of the Joan Miró Award. A prize that recognises the career of a creator in plastic arts. This alliance opens the door to the future organisation, in 2015, of a large exhibition dedicated entirely to Joan Miró.

In 2012, the exhibition Cellars. Cooperativism + Modernism (CaixaForum Barcelona, 92,481 visitors) raised awareness of the commitments contained in the agreement between Welfare Projects and the Culture Department of the Catalan government. This agreement was taken out in 2009 and has led to 3.6 million euros being invested to restore eight cooperative wineries in the Moderniste style, the Cathedrals of wine. After passing through Barcelona, the exhibition has now travelled on to Brussels.

Cellars goes beyond highlighting architectural and artistic heritage, placing them within their historical context. It shows how the impetus provided by the Modernism movement, associated with innovation, technology and the growing cooperative movement, came together to produce an explosion of creativity and skill to overcome the crisis of the phylloxera plague, relaunch agriculture and viticulture and modernise the Catalan countryside. Another example of how alliances represent the path towards and a guarantee for the future.

This agreement with the Catalan government is in line with the Open Romanesque programme that works on reclaiming architectural heritage, restoring 74 emblematic examples of Catalan Romanesque, with an investment of 18 million euros.
The largest exhibitions in 2012 were *Goya. Lights and shadows* and *Eugène Delacroix*. These exemplify what can be achieved by combining excellence and quality of content with cooperative work between institutions resulting from the consolidation of agreements and alliances: top class programming.

The exhibitions achieved record audiences, exceeding all expectations. During their time in Barcelona, these two exhibitions attracted 293,581 and 232,340 visitors respectively; in other words, together they received over 525,000 visitors at just one centre. We must remember that the Delacroix exhibition had already been seen by 292,762 people during its time at the CaixaForum Madrid between 2011 and 2012. These are exceptional figures that place the level of visitors per day at 3,000.

Disseminating culture and making it accessible, in its many different forms of expression, is the strategic aim of Welfare Projects, which continually strives to place spectators within the context of contemporary art, attempting to break down the traditional barriers that hinder its access. This is done without neglecting any of the languages or vehicles of expression available, at the same time as acting as a channel to disseminate values and creators, both well-established and emerging. The exhibitions to show the Contemporary Art Collections of the “la Caixa” Foundation and the latest pieces incorporated in the collection in Room 2 of the CaixaForum Barcelona accomplish this aim.

Following the path forged by the previous exhibitions dedicated to Omer Fast and Pierre Huyghe, large format installations have continued to be shown. In 2012, the exhibition focused on a large installation by two of the young Catalan artists with the greatest international renown: David Bestué and Marc Vives. The installation *Actions in the Universe* is the fourth in the *Actions* series, installations of different formats that reflect on urban and domestic space, the human body and the idea of the universe. Bestué-Vives construct situations with everyday elements, they take us from reality to fiction and move from the absurd to humour or paradox, making us question, stir up and rethink existence.

With the same mission, the dissemination of the Contemporary Art Collection in 2012 led to a cycle of three exhibitions with pieces from the collections themselves, curated by Rosa Martínez. Three exhibitions to answer one question: is art necessary to live? To answer this question, contemporary art has been observed through the lenses of thought, desire and action. *What to think* is the first exhibition. Opened in November 2012, in just over two months it has attracted 46,771 visitors. *What to think* will be followed by *What to wish* and *What to do*. Most of the pieces come from Welfare Projects’ own collections, placing essential pieces from the collection together with recent acquisitions that have often never been seen before in Barcelona.

2012 also saw the fifth great collaboration with the Tate Britain in London, taking the form of a vast exhibition dedicated to William Blake at the CaixaForum Madrid, following in the wake of exhibitions dedicated to William Turner, William Hogarth, Lucian Freud and the treatment of landscape and view of nature of Pre-Raphaelite painters. An opportunity to admire the watercolours, engravings, drawings and paintings of a British artist considered to be the precursor of modernity. An exhibition with more than seventy works by Blake and another thirty by artists influenced by his work, seen by 174,619 people.

Ensuring everyone has access to culture entails spreading culture beyond the confines of Welfare Projects’ centres and the travelling exhibitions more than accomplished this aim in 2012 by producing displays based on agreements and alliances. *The Inverted Mirror* took a selection of the best examples of contemporary art from the MACBA collection and the “la Caixa” Welfare Projects collection to the Guggenheim in Bilbao and *Nordic landscape in El Prado* offered a selection of its Flemish masterpieces in Valencia. The travelling exhibitions reached 436,238 visitors. In the case of the exhibitions from the Art in the Street programme, which also travels around Spain, 705,108 people were able to see the sculptures in the exhibition devoted to Auguste Rodin.
Welfare Projects’ music programming has the same proposal as the CaixaForum centres: open facilities that disseminate culture for all kinds of publics, turning the spreading of knowledge into a means of transforming and integrating society. To this end, a wide range of musical activities are promoted, such as permanent music seasons, workshops to create and stimulate sound, educational activities, participative concerts, etc. aimed at a diverse public and sometimes organised in collaboration with leading music institutions, such as the Auditori or the Palau de la Música or various orchestras and auditoriums throughout Spain. This ensures the music experience is a collective one, involving and shared, with people taking centre stage and becoming actors in the music experience next to prestigious soloists and directors. The participative concerts and particularly those of the CaixaProinfancia programme are examples of how music breaks down barriers and stereotypes, becoming an instrument for integration.

Welfare Projects has also taken out agreements and strategic alliances with organisations renowned in their field. In 2012 it signed agreements with the Consortium of the Auditorium and Orchestra to carry out music-based activities and aim them particularly towards education and to enhancing people’s knowledge of music.

One of the benchmark Welfare Projects programmes for the whole of Spain are the participative concerts. Nineteen concerts were held in 2012 with an audience of 44,009 people. This concert programme brings together, on the same stage, voluntary singers with professional directors and orchestras of renown and, together, they perform leading works from the history of music. The project started with a collective performance of Handel’s Messiah, gradually adding other repertoires: Carmina Burana by Carl Orff; the Requiem by Brahms; the Alexander Nevski cantata by Sergei Prokofiev; compilations of Opera Choruses and Mozart’s Requiem and Coronation Mass. The concerts given via this shared musical experience have visited the auditoriums of 17 cities throughout Spain.

2012’s music programme offered a total of 628 concerts with 296,697 people attending and a large number of these people those attending the family and school concerts. 361 concerts were given in 2012 with 129,358 spectators (17,358 attending the 86 family concerts and 112,000 attending the 275 school concerts).

As a result of the Foundation’s alliances, seven cities held the concert Metal and its colours. This production is specifically aimed at school children to introduce them to the world of music, from classical pieces to jazz.

Among the achievements of the music offered by Welfare Projects, the Diversons programme has held over 1,000 concerts with 540,000 spectators in more than 400 towns since it started more than eight years ago. The eighth edition of Diversons, in 2012, offered a total of 143 concerts attended by 61,625 people.

This programme emphasises interculturality and integration by raising awareness of world music, both traditional and modern. It also disseminates and promotes the groups taking part, selected from hundreds of applicants.

The activity that probably best showcases the integrating capacity of music is the CaixaProinfancia Messiah concert. Up to 200 child singers, beneficiaries of the programme, perform fragments from Handel’s Messiah at a family-centred concert. The performers, aged between 8 and 11, previously take part in workshops to introduce them to music and also create it. Together they learn by playing and experimenting, creating their own versions and then preparing, rehearsing and performing fragments from this emblematic score with an orchestra and director of renowned prestige.

During the CaixaProinfancia Messiah concert at the Palau de la Música Catalana
Cultural programmes

CaixaForum Barcelona celebrated its tenth anniversary in 2012; a decade acting as a top class cultural loudspeaker. This anniversary warranted special programming dedicated to commemorating the ten years’ service that have turned Welfare Projects’ first cultural centre into a reference point for Barcelona and a model for the rest of the world.

Using a biological analogy, CaixaForum Barcelona is a precocious adolescent who, although only ten years of age, has managed to stir up the cultural panorama of the city where it was born. Like all adolescents, it’s energetic, restless and curious by nature, strong and vigorous in its proposals. Proposals that seek the same as all those immersed in the turbulent adventure of becoming adults - finding their place in the world. To this end, it doesn’t hesitate to experiment, try out and test how to make its mark. It fights, if necessary, rebels along the path to discovering its own identity. With its mere ten years of existence, CaixaForum Barcelona is still looking for ways to share and grow its circle of friends, the ones that matter the most at this stage in its life: the public. CaixaForum Barcelona recorded 1,615,551 visitors just for its exhibitions in 2012 and this figure rises to 2,080,180 when we include the rest of the audiences for the centre’s programmes.

This is why the public played a leading role in celebrating this anniversary, in the participative exhibition Art is you. This experience focused on the centre’s past, selecting ten exhibitions that have been shown at the CaixaForum, as well as involving the public. The challenge was to create a self portrait based on any of the pieces exhibited in a game of participation and interaction. Playing with textures, techniques and styles allowed participants to revisit the many different art disciplines that have passed through the centre. The resulting self portraits were exhibited in the Moderniste streets of CaixaForum during the “summer nights” events.

The DNIT programme started a new phase for the centre by designing, for a young public, activities related to the field of experimental and electronic music, dance and interactive installations. On the last Friday of every month, the centre closed later in order to hold exhibitions such as Laser Graffiti or colloquiums with artists from the contemporary world of design, art, photography and architecture.

The event that kicked off the celebrations for the tenth anniversary was the inauguration of the exhibitions dedicated to Goya and Delacroix. Goya. Lights and shadows has become the second most visited exhibition in the ten years of the CaixaForum with 293,581 visitors, only exceeded by the exhibition Dalí. Mass culture (2004). On the other hand, the largest retrospective ever created in Spain on Delacroix was not far behind, with 232,340 visitors. Both exhibitions coincided in Barcelona, providing an unprecedented opportunity to contemplate and compare points in common and mutual influences between the two masters, considered to be two of the precursors of modern painting thanks to their contributions in terms of technique, style and theme.

Regarding the dissemination of contemporary art and its own collections, CaixaForum Barcelona hosted the exhibitions Bestué-Vives. Actions in the Universe and What to think, the first of a cycle of three exhibitions inviting people to reflect on the need for art based on thought, desire and action.

Along the same line of raising people’s awareness of contemporary art, the exhibition Contemporary cartographies was also crucial. This proposal was based on contemporary artists’ views of the systems used to represent the world via physical, political, mental and emotional maps. The pieces exhibited are reinterpretations created by more than 140 contemporary artists using traditional forms of representation. The exhibition was seen by 71,324 people.

Keen on providing new views of artistic disciplines, CaixaForum dedicated an exhibition to Gianbattista Piranesi. This covered the work of the architect and engraver as one of the great figures of art due to his vision and anticipation of
the work carried out by contemporary architects and designers. Thanks to 3D reproduction technology, objects were shown that had been designed by Piranesi but had never been made. A total of 79,271 visitors to this exhibition were able to enjoy this reinterpretation of engravings and designs.

Looking at ancient history and cultures of the past led us, in 2012, towards the civilisation that was the cradle for writing, Mesopotamia, with the exhibition *Before the flood*. This takes us back to the life, customs, rituals, culture and urban and administrative organisation of this Sumerian city in the region between the deltas of the Tigris and Euphrates, a city with such influence that it is considered to be the cradle of urban history and culture.

Mankind’s obsession with conquering the skies, creating higher and higher buildings, is the starting point for the exhibition *Towers and skyscrapers*. *From Babel to Dubai* which looks at recent history by showing some of the landmarks provided by vertical architecture in the form of skyscrapers. Some have become icons of modern times, such as the Chrysler Building in New York and the Burj Khalifa tower in Dubai. They are reminiscent of an ancient obsession with the air, going back to the Tower of Babel in Genesis (11:4).

Among the photographic exhibitions is one on journalist Pedro Madueño with a selection of portraits that condense a career spanning 35 years. In the field of specific collaborations to exhibit art collections from organisations such as Gas Natural/Unión Fenosa and the Central Bank of the Republic of Turkey, CaixaForum has hosted exhibitions dedicated to the sculptures of Ángel Ferrant and a selection from the panorama of contemporary Turkish art over the last few decades.

### Exhibitions
- *Goya. Lights and shadows*
- *Eugène Delacroix (1798-1863)*
- *The city of Sagnier. Moderniste, eclectic and monumental*
- *The Russian ballets of Diaghilev, 1909-1929. When art dances with music*
- *Impressionists. French masters from the Clark collection*
- *Shadows and truth. A selection from the art collection of the Central Bank of the Republic of Turkey*
- *Bestué-Vives. Actions in the Universe*
- *Towers and skyscrapers. From Babel to Dubai*
- *Pedro Madueño. Journalistic portraits, 1977-2012*
- *Cellars. Cooperativism + Modernism*
- *Ángel Ferrant. Between drawing and sculpture*
- *Contemporary cartographies. Drawing thought*
- *The arts of Piranesi. Architect, engraver, antiquarian, landscape painter and designer*
- *What to think, What to wish, What to do. Contemporary Art Collection, “la Caixa” Foundation*
- *Before the flood. Mesopotamia 3500-2100 BC*

### DNIT (special summer programme)
- *Exhibition Laser Graffiti*
- *Golf Panda concert*
- *Radian concert*
- *Dvein*
- *Recitals by Miguel Marín and Mireia Calafell*
- *Fridays with Artists*
- *Alex Trochut and the teams from the Brosmind and Dvein studios*

### Talks
- 98 talks were given at the centre in 2012:
  - *Delacroix*
  - *Goya*
  - *Towers and skyscrapers / Vertical culture*
  - *Cartographies / Learning to enjoy contemporary art*
  - *Piranesi*
  - *Sumerian art / Mornings of Sumerian art*
  - *Learning to enjoy contemporary art*
  - *Middle Ages (raising awareness of history)*
  - *Lessons from history. Crises (raising awareness of history)*

### Music
- *Music season (7th Delacroix / 8th Piranesi)*
- *Jazz concerts (Night of the museums)*
- *Electronic music concerts (DNIT) Golf Panda, Radian, Dvein, Miguel Marín and Mireia Calafell*
- *From words to music*
- *Cycle on opera*
- *Family concerts*

### Film
- *Film Towers and skyscrapers*
- *Cinema and comics*
- *Contemporary filmmakers*
- *Family cinema*

### Aid activities
- *Encounters with commitment*
- *Family cinema*
- *Adult cinema*
- *Telling tales*
- *Windows on the world*
- *Exhibition Food justice*

### Collaborations
- *ASVOFF*
- *Fundació Ernest Lluch*
- *UNESCO*

Looking to the future, the next ten years, means facing the challenge of continuing to grow with new audiences, become a place that generates and creates experiences and a meeting point with multidisciplinary content, employing the internet and new technologies as a resource and a new source of knowledge, interaction and involvement.
The exhibition William Blake (1757-1827), British visionary art is an example of the desire of Welfare Projects to pay tribute to those artists and creators that have represented a turning point in art and cultural movements and have left their mark on subsequent generations. This exhibition, resulting from an agreement with Tate Britain in London, was one of the most significant to be held at the Madrid centre in 2012 with a total of 174,619 visitors. Only exceeded by the other great cultural event of the year, which was the exhibition devoted to Delacroix, visited by 292,762 people throughout 2011 and the first fortnight of 2012.

William Blake’s influence on British art of the 19th and 20th century is undeniable, although this recognition came late as his peers did not accept his original, visionary and advanced view of artistic creation. Today Blake is considered to be a multidisciplinary creator who excelled both in his facet as an engraver and in those as a painter and poet. Blake forged the path for later artists with his conception of art freed from the corset of the social, religious and academic dogmas of his time. His plastic and literary works exude this rebellious aspect. As a free thinker, he did not hesitate to challenge the conventions of his time with independence and radicalism. That’s why many of his works question the morality and social problems which he witnessed and gave witness to, based on his personal commitment.

The quality of the works exhibited, guaranteed by the institutions with which “la Caixa” Welfare Projects Foundation establishes strategic agreements, helped the exhibitions programmed by CaixaForum Madrid to attract 831,331 spectators in 2012. This figure rises to 1,010,847 visitors if we add the rest of the audiences recorded for all the centre’s cultural events.

Madrid’s exhibition halls also played host to the exhibitions The Russian ballets of Diaghilev, 1909-1929. When art dances with music, showing the creative blossoming and subsequent decisive influence on later generations of Sergei Diaghilev’s company early in the 20th century. The exhibition was seen by 171,883 people. The exhibitions The arts of Piranesi. Architect, engraver, antiquarian, landscape painter and designer and Towers and skyscrapers. From Babel to Dubai had a similar success in terms of visitor numbers.

The arts of Piranesi showed, through 250 original etchings, the artistic versatility of this engraver, architect and designer, from his view of architecture and the order of urban space to studies to design objects and furniture. The exhibition also showed models of eight prototypes for objects planned by Piranesi but never made: two tripods, a jug, a candelabrum, an altar, a coffee pot and a fireplace. The exhibition was seen by 159,684 visitors in 2012.

The exhibition Towers and skyscrapers shows how, through architecture and throughout history, humanity has used verticality in construction to attain its desire for what is inaccessible, for excess and the desire to break through material barriers. This is a contest that started in the United States and has spread to the countries of the Middle East and Asia. The exhibition received a total of 158,459 visitors.

Raising awareness of contemporary art forms a fundamental part of the exhibitions programmed at the different CaixaForum centres. In 2012, The persistence of geometry and Contemporary cartographies were the two leading exhibitions in this area that help to generate knowledge and greater awareness of contemporary art.

The persistence of geometry promoted pieces from the Contemporary Art Collection of the “la Caixa” Foundation and those of the MACBA collection thanks to the alliance between both organisations to promote these collections. The exhibition takes visitors on a journey through the use and recourse to geometry in sculpture and installations, from the 1960s up to the present day, via a selection of pieces from both collections. The 105,940 visitors who passed through...
the CaixaForum took this journey through a common resource used by creators to embark on the path of abstraction, moving away from representing reality. A path that prepared them to reveal new visual languages. Geometry was crucial in movements such as minimalism, post-minimalism and conceptual art. Stripped of symbolic value, as a tool to move away from representing reality or once again clad in values to transmit concepts and ideas, geometry has been a constant.

On the other hand, Contemporary cartographies was seen by 41,286 visitors. This exhibition proposes a reflection of man’s need to represent and comprehend the world with the help of projections, of maps that help us understand this world physically, politically and even emotionally. The exhibition uses this code and the different formulas employed by creators, subverting it and transforming it into an instrument that both helps to comprehend the world and also to question it.

Once again, CaixaForum Madrid organised a programme to fill the summer nights with concerts of traditional Indian music, jazz rock, South American fanfarrias, Hindu dances and a poetry recital on William Blake, coinciding with the exhibition dedicated to this artist.

In 2012, its second year, the Art and Patronage Foundation promoted by “la Caixa” Foundation gave its awards that recognise artistic careers and also those people responsible for spreading and promoting art. The respective juries awarded a prize to the artist Elena Asins, to gallery owner Soledad Lorenzo and to collector Helga de Alvear as benchmarks and stimuli for the art scene. These awards are worth 50,000 euros, of which 20,000 are allocated to financing the publication of an artist’s book. The gallery category prize consists of 40,000 euros, allocated to financing an exhibition, publication or production of a work that contributes to the recognition and promotion of their gallery.
CaixaForum Girona

In 2012, just one year after it was opened, the Fontana d’Or had managed to establish itself as a centre to spread and promote culture as the CaixaForum Girona. Of note in the programming of exhibitions in 2012 was the fact that Girona was the first city to host the exhibition devoted to modern landscapes, thanks to the agreement to exhibit pieces from the art collection of Carmen Thyssen-Bornemisza at the CaixaForum centres.

The exhibition **Rusiñol, Monet, Gauguin, Sunyer. Landscapes in the Carmen Thyssen-Bornemisza collection** takes visitors through the history and landscape tradition of Catalan painting. It shows how Catalan artists maintained links and connections with the rest of European artists and trends. From romantic to avant garde painting, visitors could see, together, related pieces from impressionism and post-impressionism from Monet and Gauguin to Joaquim Mir and Santiago Rusiñol. There were also canvases by Joaquim Sunyer, Rafael Benet and Josep de Togores together with pieces by André Derain, Matisse and Pierre Bonard avant garde works by Braque, Léger and Joaquin Torres Garcia with others by Cuixart and Tàpies. This exhibition focuses on the art of the 19th and 20th centuries, a period the Foundation considers to be essential in order to understand today’s culture and in line with the inaugural exhibition of the Fontana d’Or, The Gold Rush. Up to the end of 2012, the exhibition had been visited by 42,074 people.

Girona hosted other exhibitions, such as the one showing four centuries of the history of engraving with 110 pieces from the Swiss collection from the William Cuendet Foundation and with works by Dürer, Rembrandt, Canaletto, Piranesi, Goya, Degas, Picasso and Morandi, among others. And regarding history, there was also the exhibition that brought Coptic art collections from the Louvre Museum to the different Welfare Projects centres. Canvases, tapestries, paintings, ceramics, garments, tools and funereal furnishings reveal the history of the culture and art of the first Egyptian Christians.
The great production of 2012 was Crossed Gazes. Abstraction and Realism. This is the fourth large exhibition arising from the alliance between the MACBA and the “la Caixa” Foundation to disseminate both institutions’ contemporary art collections and the first designed specifically for CaixaForum Palma.

Crossed gazes compares the tension of different creators’ views of realism and abstraction. More than one hundred pieces, especially paintings, sculptures and photographs made at two different times, between the 1950s and 1960s in a first period and in a second period of between the 1980s and 1990s. The exhibition contextualises the path and evolution of both the artists and the different disciplines in the search for a new language that would allow them to free themselves from the established canons and find their own form of expression. The exhibition was visited by 16,675 people in 2012.

2012 also saw the refurbishment of the hall where the permanent exhibition is located dedicated to Anglada Camarasa. A new selection of pieces was presented to celebrate the reopening of this space. The aim is for this exhibition to renew the works it exhibits every autumn, which come from an extensive collection of paintings and drawings by this artist, made up of 328 works and 194 personal objects collected throughout his life. In 2012, the pieces exhibited highlighted his work during his Paris period, revealing the bohemianism and ambience of the Belle Époque, up to the highly coloured period of his canvases painted on Mallorca, the island where Camarassa took refuge from the First World War and which became his Arcadia.

Exhibitions

- **CULTURE:** The effect of cinema. Illusion, reality and image in movement. Dream and Realism; Hermen Anglada-Camarasa Collection of the “la Caixa” Foundation; Another Egypt. Coptic collections from the Louvre Museum; George Grosz. From Berlin to New York. Works 1912-1949; Hidden Spain. Photographs by Cristina García Rodero; Crossed gazes. Abstraction and realism
- **SOCIAL:** Let’s talk about drugs
- **AID:** Haiti, 34 seconds later

**Talks**

A total of 80 talks were given in 2012:
- Another Egypt / Coptic Art cycle of talks; Modern classics; Women and history; 16th course on thought and classical culture (Palma, Ibiza and Mahon); 9th humanities classroom

**Music**

- Music season; Beethoven; Opera; Family concerts

**Special programming**

- Summer nights - Travelling cabaret (performance by Expo Grosz)
- Summer nights - Express cinema (performance by Expo Grosz)

**Film**

- Visual channel; Cinema and comics

**Shows and workshops**

- Guided tour exhibition; Stage arts; Family workshops

**Aid activities**

- Telling tales; Encounters with commitment; Cycle of films Emergencies (Haiti)

**Science-based activities**

- Family science workshop; Cycle of talks Cognitive neuroscience

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CaixaForum Palma

CaixaForum Tarragona

The programming of CaixaForum Tarragona condenses the necessary and desired balance of content that defines a CaixaForum, combining activities and exhibitions related to international aid, such as the exhibition Maternities. Photographs and texts by Bru Rovira, with others devoted to promoting providing contrasting panoramic views of different moments in the 20th century.

The first of these great displays is the photographic exhibition A floating world, with images by Jacques Henri Lartigue. Considered to be a leading figure in 20th century photography, his view provides us with the friendly face of a convulsive period of history. The memories passed down to us by this exhibition talk of fragility, happiness and woman and, through these visions, also reflect the shadows of a time marked by speed and transformation. On the other side of the scales is the exhibition devoted to George Grosz (1893-1959), showing us an artist’s work with extensive social content. His
drawings exude condemnation and irony, providing impactful images of the period between the wars anticipating, with his work, the consequence of the rise of Fascism and Nazism that led to the Second World War.

**Exposicions**
- **SCIENCE**: Let’s talk about drugs
- **AID**: Windows on the world; Maternities. Photographs and texts by Bru Rovira

**Talks**
54 talks were given in 2012:
- Cycle of talks Lartigue; Grosz cycle; Modern classics; Archaeological-literary fiction; Crisis and figures of the 20th century; Cycle of talks How we perceive the world

**Music**
- Music season; Beethoven cycle; Urban Tarragona; Family concerts

**Film**
- Fellini film; Cinema and city; Film cycle Grosz; Visual channel

**Shows and workshops**
- Street arts; Stage arts; Family workshops

**Aid activities**
- Encounters with commitment; Film exhibition Maternities

**Science-based activities**
- Astronomy course

**Collaborations**
- DIXIELAND; UNESCO

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**CaixaForum Lleida**

CaixaForum Lleida has had the privilege of being the very first host for the exhibition *Egyptian mummies. The secret of eternal life*. An exhibition that journeys through the world of ancient Egypt’s funereal rites via the collections of the Rijksmuseum van Oudheden de Leiden (Netherlands). In this exhibition, mummies help to reveal the complex world of Egyptian culture, their beliefs about life and death and the rituals that revolved around the desire to transcend the other life. The exhibition contained human and animal mummies, sarcophagi, jewels, amulets, masks, sculptures, steles and personal objects and explained in detail the evolution of the complex ritual of mummification.

In line with the rest of the centres, the programming of CaixaForum Lleida was completed with exhibitions dedicated to promoting science, *Numb3rs from a good family* and international aid, such as the photographic exhibition *Haiti, 34 seconds later*.

**Exhibitions**
- **CULTURE**: A floating world. Photographs by Jacques Henri Lartigue (1894-1986); Egyptian mummies. The secret of eternal life
- **SCIENCE**: Numb3rs from a good family
- **AID**: Haiti, 34 seconds later

**Talks**
A total of 71 talks were held in 2012:
- Cycle Egyptian mummies. The secret of eternal life; Cycle of talks for the exhibition A floating world. Photographs by Jacques Henri Lartigue (1894-1986); Modern classics; Thinkers and philosophers; Cycle on history; Cycle of talks How we perceive the world; Cycle of talks Spectacular chemistry; Science evenings or Science talks

**Music**
- Music season; Music in the street (Night of the museums); Beethoven cycle; Cycle on opera; Family concerts

**Film**
- Morning cinema; In their own voice; Dance on film; Visual channel; Family cinema

**Shows and workshops**
- Arts de carrer; Arts escèniques; Tallers familiars

**Aid activities**
- Encounters with commitment

**Collaborations**
- Filmoteca; UNESCO; UNESCO. Workshops for Peace; Puppet fair; ANIMAC; Latin American film festival
2012 Data of “la Caixa” Foundation

[“la Caixa” Foundation Budget]
[Directory of “la Caixa” Foundation]
### [“la Caixa” Foundation Budget]
#### Breakdown of the budget

### [“la Caixa” Foundation Expenditure in 2012]
#### In thousands of euros

<table>
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<th>Programmes</th>
<th>Amount</th>
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#### By type

| Investment in property, plant and equipment   | 26,032  |
| Programme maintenance costs                  | 334,983 |
| **Total**                                     | **361,015** |

### [“la Caixa” Foundation Budget for 2013]
#### In thousands of euros

<table>
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<th>Amount</th>
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#### By type

| Investment in property, plant and equipment   | 27,425  |
| Programme maintenance costs                  | 472,575 |
| **Total**                                     | **500,000** |
[Directory of “la Caixa” Foundation]
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