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**Our relationship with society**

## 4.1

# The social role of insurance and welfare

In 2010, VidaCaixa Grupo developed several activities focused on research and prevention in the area of insurance and social welfare

VidaCaixa Grupo, market leader in complementary social welfare and healthcare insurance in Spain, carries out a significant educational and social awareness raising programme in an effort to further the values of insurance and welfare.

This social commitment is an integral part of VidaCaixa Grupo's identity and has been inherited from "la Caixa", which over 100 years ago set in motion the first ever initiative in Spain designed to promote savings for retirement.

VidaCaixa Grupo focuses its energies in this area on three main courses of action:

- Research and dissemination to highlight the importance of insurance and welfare. This course of action stems from the conviction that the task of education and awareness raising in society in order to foster a culture of saving for retirement is an essential element in order to guarantee a welfare state.



- Health and safety channelled through the VidaCaixa Adeslas prevention plans.
- Cooperation between the public and private sectors in the field of healthcare as well as fixed-purpose saving. This collaboration in the area of healthcare translates into the ever-increasing importance of the role played by private health insurance versus Public Healthcare System. As the first choice service provider for specific sectors of society such as civil servants, it plays a vital role in alleviating significant pressure from the public healthcare system. Moreover, in the area of welfare-savings, the private sector contributes by developing products such as pension plans, guaranteed pension plans and annuities, thereby providing a supplementary welfare formula to the public system.

In 2010, the company developed the following research and dissemination initiatives in the areas of insurance and social welfare:

VidaCaixa Grupo promoted dialogue with stakeholders regarding healthcare and social welfare issues by way of several forums and meetings

- *VidaCaixa Previsión Social* set up the “Gana tu futuro” blog, which literally translated means “Earn your Future” and can be accessed from the website address [www.vidacaixaprevisionsocial.com](http://www.vidacaixaprevisionsocial.com). This discussion and information corner aimed at experts in the field of company social welfare is the next generation of the “Social Welfare Forum”, which was set up in 2008 in conjunction with the *Expansión* business newspaper and the ADECOSE Mediators Association. The new blog incorporates Web 2.0 technologies in order to facilitate user participation in four separate areas of debate covering the principal issues and concerns currently influencing the field of company employee benefits:
  - Healthcare insurance: with the integration of Adeslas, VidaCaixa Grupo has become a benchmark in this sector.
  - Pension plans: VidaCaixa Grupo enjoys strong market presence with a broad and varied range of products and services tailored to meet the needs of our customers.
  - Socially responsible investment: By way of its adhesion to the UN Principles for Responsible Investment, VidaCaixa became the first Spanish life insurance and pension plan management organisation to adopt these principles.
  - Flexible compensation: designed to stimulate reflection and debate on alternatives for companies to explore a more flexible approach to employee remuneration.

In addition, the company organised two working breakfasts, in conjunction with the *Expansión* business newspaper, with experts from the sector in order to stimulate debate on two key aspects of company social welfare. The first of these, “The Future of Pensions”, took place last May and the second event, “Socially Responsible Investment” took place in July.



**1st *Expansión* Working Breakfast, “The Future of Pensions”.**

- As part of its policy to promote dialogue with stakeholders, *VidaCaixa Previsión Social* held a meeting between management teams of the Human Resources and Corporate Responsibility departments. The aim of the meeting was to generate feedback on company social welfare products and their function as an instrument for endorsing human resources management.
- *INFO VidaCaixa Previsión Social*, the regular information newsletter from VidaCaixa Previsión Social, includes articles and interviews with experts and clients and whose objective is to spread the culture and advantages of company social welfare. In 2010, two new issues of the newsletter were published and which are regularly read by more than 1,000 customers and mediators.
- During the month of October, the “la Caixa” Employee Pension Plan Control Commission organised the third of its “Control Commission Forums” with sponsorship from *VidaCaixa Previsión Social* and organised in collaboration with the business newspaper *Expansión*. The Forum had over 300 participants and its principal objective was to share opinions regarding the opportunities and challenges facing employment pension plans and pension funds in dealing with the future of

company social welfare in Spain. Three panel discussions were organised as part of the day-long event. The first, titled "The Toledo Pact and Pension Reforms", confirmed the need to address state pension system reforms in order to ensure its sustainability. In the second panel discussion, "Socially Responsible Investment and Principales for Responsible Investment of United Nation, the panel of speakers were in agreement about the growing importance that the application of these standards in investment management will represent in the future. Finally, the third panel, which was titled "Adapting to the Environment", dealt with the situation of pension plans and pension funds in the restructuring process resulting from changes taking place in the financial sector.



**3rd Control Commission Forum.**

- During the month of November, two meetings of Mediators were held in Barcelona and Madrid (November 11th and November 30th respectively) in an effort to improve transparency and strengthen ties with the distribution channel.
- In 2009, the company sponsored the 5th edition of the *Edad&Vida Award*. The winning research project titled "*Values, Attitudes and Tendencies of the Spanish Public with regard to Savings and Social Welfare for Retirement*" was put into practice in 2010 by a team of experts at the University of Extremadura. The principal objectives of the research project were to investigate and forecast the level of reductions in state pensions and to determine the minimum additions based on different segments of the population and the level of reform that would be accepted by the general public.
- Celebration of the *III Premio VidaCaixa-Seguros-Universidad de Barcelona (UB) Award*. With this award, VidaCaixa aims to contribute towards bolstering research in the field of insurance while promoting the training of professionals who will in the future join the insurance sector ranks. This year's winner was Antoni Ferri Vidal, and his project "*Positioning of life insurance companies faced with the implementation of Enterprise Risk Management Programmes*", directed by university Professors Dr. Miguel Santolino Prieto and Dr. Catalina Bolancé Losilla.

VidaCaixa Grupo professionals maintained a high level of activity in insurance forums and institutions



### III Premio VidaCaixa Seguros - Universidad de Barcelona Award ceremony.

- Finally, VidaCaixa Grupo continued encouraging directors and mid-level management to participate actively in institutions from the insurance and social welfare sector by way of conferences and lectures. The following list highlights the most noteworthy events which took place over the past year:
  - Sponsorship of and participation in the Human Resources Seminar organised by MediaResponsable and titled "*Corporate Social Responsibility and its response to the complexities of the current situation affecting the employment market*".
  - The XVII Insurance Sector Meeting, titled "*The future of Spanish insurance: Key issues at a time of change*". The meeting was addressed by the Managing Director and dealt with the challenges facing the insurance sector, the Government and the media in the future.
  - Insurance Sector Executive Management Forum "*The customer in the decade ahead: Behavioural changes and new demands*". The Forum was addressed by the Chief Executive Officer, among others.

In addition, in the area of disease prevention VidaCaixa Grupo, through VidaCaixa Adeslas, carried out significant education and awareness raising work targeting policyholders in order to effect an improvement in health and quality of life. The following initiatives were implemented to supplement the broad spectrum of healthcare products and services available to customers:

- Providing policy holders with a range of prevention and care plans via the Adeslas corporate website, [www.adeslas.es](http://www.adeslas.es), and the prevention portal [www.prevencion.adeslas.es](http://www.prevencion.adeslas.es). Both sites offer general information, answers to queries regarding care and prevention, as well as tips aimed at children, adolescents and adults. To date, the site has provided prevention plans covering breast cancer, colorectal cancer, vascular risk factors, infant care, infant accidents, adolescents and sexuality, anorexia and bulimia, care during pregnancy, labour and postnatal care, care for asthmatics, diabetes prevention and care, and cervical cancer (the last three plans were launched in 2010). More than 2,000 policyholders received monthly tips as a result of these prevention plans, thereby making a contribution to improving habits and fostering healthy practices.
- Telephone helpline access and advice tips provided to more than 5,600 policyholders who subscribe to the chronic illness prevention programmes focusing on asthma, diabetes and cardiovascular risk factors.

Three new prevention and care plans were introduced to the Adeslas corporate website, [www.adeslas.es](http://www.adeslas.es)



- VidaCaixa Adeslas Medical professionals are also part of the target audience for prevention initiatives and in addition to providing information concerning prevention and care plans, the objective is also to encourage them to take part in promoting and disseminating these programmes among patients who attend their clinics. The following initiatives that were put into practice are the most noteworthy in this area: two conference meetings held with medical staff from the areas of primary care, paediatrics and endocrinology in Madrid and the sending of information regarding diabetes and asthma plans to allergy specialists, family doctors and paediatricians throughout Spain.

On a final note, it is important to mention here that in 2010, VidaCaixa Adeslas, loyal to its tradition of collaborating with Public Health Authorities, continued providing a healthcare cover model for civil servants and their families and registered the highest quota of policyholders across all mutual funds with a total of 940,000 civil servants covered.

### **The VidaCaixa Adeslas “Stop Smoking” Programme**

The VidaCaixa Adeslas “Stop Smoking” Programme, with the endorsement of the Spanish Society of Specialists in Nicotine Dependence, offers customers a series of tools providing information, tips and support to stop smoking:

- Help guide filled with practical tips on how to adopt new habits and routines to assist in giving up smoking.
- Programme of assistance run by VidaCaixa Adeslas medical professionals offering guidance and support throughout the entire process.
- Two test procedures to discover the level of dependence and, based on the result, establish the system required to encourage and motivate smokers to stop.

Participation in *Obra Social "la Caixa"*

By way of VidaCaixa Grupo's contribution to the Group's results, the company collaborates indirectly, through dividends and commissions, with the work carried out by the social and cultural outreach projects of *Obra Social "la Caixa"* in the following scope of activity: social programmes, environmental and scientific programmes, cultural programmes and research and educational programmes. In 2010, *Obra Social's* budget reached 500 million euros, in keeping with contributions of previous years.

***Retorn*, the socially responsible undertaking of VidaCaixa Grupo staff**

*Retorn* remained active in 2010 through collaboration in 16 projects furthered by 15 social and environmental organisations

Employees at VidaCaixa Grupo channel their commitment to society through the *Retorn* initiative, in operation since 2006 and which, as of 2010, also integrates socially responsible initiatives undertaken by employees of the former Adeslas. Through *Retorn*, employees foster projects in three main areas of activity: employees, society and the environment.



Throughout 2010 a total of 16 projects were undertaken in collaboration with 15 social and environmental organisations with contributions amounting to 51,389 euros.

***Retorn* collaborated with the following organisations in 2010**

- *Obra Social "la Caixa"*
- Sponsor a Tree Foundation
- *Instituto Ortopedagógico Niño Dios*
- *Fundación Nuestra Señora del Camino*
- *Casa do Gaiato*
- *NGO Cruzada por los Niños*
- *NGO Coopera*
- GAVI Alliance
- Clowns Without Borders
- María Reina Shelter
- Burkina Women's Association
- Barcelona Food Bank Foundation
- Spanish Red Cross
- *Fundación El Somni dels Nens*
- *Fundació TV3*

On a social scale, focal points target the development of initiatives related to improving quality of life and well-being of people in Spain as well as cooperation in furthering development within Third World Nations. The following initiatives are just some of the most significant events organised in 2010:

- *Casa do Gaiato* and NGO *Cruzada por los Niños*. A football match organised between parents and children of VidaCaixa Grupo employees was the backdrop for a clothing and school materials drive as well as raising money for a new project in Mozambique developed by both organisations. The project consisted of setting up sports academies in the Maputo region that will benefit a total of 5,000 children and adolescents.
- The María Reina Shelter. Collaboration with this organisation, which provides a service to 24 children ranging in ages from 4 to 17 was begun in 2009 with the refurbishment of the centre's basketball court. In 2010, Retorn employees were invited by the organisation to attend a sports-fun day held at the court.
- The Burkina Women's Association. For the second year in succession the Burkina-Retorn Football Tournament was held with the participation of VidaCaixa Grupo employees and family members. Thanks to the money raised at the tournament, the association channelled the concession of 25 new microcredits and assisted in maintaining the existing 100 for widows suffering from social problems. In addition, school materials and clothing were also collected.
- *Instituto Ortopedagógico Niño Dios*. To celebrate Saint George's Day in Catalonia, a children's book drive was organised and donated to the association's library. In all, 286 books were collected.



Book drive organised by Retorn.



- Initiatives for food and toy drives destined for the Barcelona Food Bank, The Spanish Red Cross Association (*Cruz Roja*) and the *Fundación El Somni dels Nens*. In celebration of Christmas, employees were encouraged to take part in a food drive on behalf of several organisations. Overall, 31 boxes of food were donated to the Barcelona Food Bank and 10 boxes of toys to the Spanish Red Cross and the *Fundación El Somni dels Nens*.
- Donations for victims of the earthquake in Haiti were organised in conjunction with the "la Caixa" Insurance Group Volunteers Association. The *Retorn* programme demonstrated solidarity with the people of Haiti after the devastating earthquake that hit the country in January. 3,000 euros were donated to providing care for the victims and in addition, the company pledged a 1 euro donation for every 10 euros given by employees with a maximum of 3,000 euros in addition to the other 3,000 euros contributed initially.

**SEMANA DEL VOLUNTARIADO CORPORATIVO**

**II ACCIÓN SOLIDARIA DE RECOGIDA DE ALIMENTOS Noviembre de 2010**

Del 22 al 26 de noviembre de 2010

On the environmental front, Retorn focuses its attentions on encouraging employees to get involved in environmental improvement. As such, since 2007 VidaCaixa Grupo collaborates with the Sponsor a Tree Foundation (*Fundación Apadrina un Árbol*), a reforestation programme based on the collection of waste paper from headquarters by way of the annual "Improve the Office Panorama" initiative. From the beginning and up to 2010, 1,025 trees were sponsored (178 in the previous reporting period). VidaCaixa Grupo pledges 1 euro to the reforestation programme for every kilogram of paper collected.

Finally, at the level of employees, attentions were focused on promoting physical activity by encouraging staff to take part in socially responsible sporting events.

# The United Nations Global Compact

In 2009, VidaCaixa Grupo became a signatory of the United Nations Global Compact

As part of the company's efforts to incorporate responsible performance into its business strategy, VidaCaixa Grupo became a signatory of the United Nations Global Compact in 2009 and thereby undertakes to bring corporate strategy and operations into line with the ten principles covering human rights, labour standards, the environment and anti-corruption.



*The 10 Principles*

1. Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.
2. Businesses should ensure that companies are in no way complicit in human rights abuses.
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
4. Businesses should support the elimination of all forms of forced and compulsory labour.
5. Businesses should support the effective abolition of child labour.
6. Businesses should uphold the elimination of discrimination with respect to employment and occupation.
7. Businesses should support a precautionary approach to environmental challenges.
8. Businesses should undertake initiatives to promote greater environmental responsibility.
9. Businesses should encourage the development and diffusion of environmentally friendly technologies.
10. Businesses should work against corruption in all its form, including extortion and bribery.

## Collaboration with the GAVI Alliance and the Business Alliance for Infant Vaccination

The GAVI Alliance is a global health partnership whose goal is to facilitate access to vaccination for children in poor countries and also to contribute to improving healthcare systems.

VidaCaixa Grupo joined the initiative in 2009 and at the same time became a member of the Business Alliance for Infant Vaccination fostered by "la Caixa" and the GAVI Alliance. In 2010, and for the second year in succession, the company took advantage of the Christmas Season to inform customers about the initiative and to donate the same amount of money as is allocated to corporate Christmas gifts. The information pack sent to companies included a leaflet titled "A decade saving lives" which outlines the project and its goals. Moreover, the Group extended its collaboration with the Alliance to include employees and as such addressed the interest shown by *Retorn* as well as the portfolio of *VidaCaixa Prevision Social* corporate customers.

VidaCaixa Grupo continued to pledge its support to the Business Alliance for Infant Vaccination donating the annual budget assigned for Christmas gifts and extending its collaboration to include employees and the corporate client portfolio



## Our presence and participation in institutions

VidaCaixa Grupo plays an active role in the following private institutions:

- *Edad&Vida* (Age&Life): non-profit organisation dedicated to improving the living conditions of the elderly.
- Investigación Cooperativa de Empresas Aseguradoras y Fondos de Pensiones (Cooperative Research of Assurance and Pension Plan Companies), (ICEA, as per the Spanish acronym): VidaCaixa Grupo forms part of the association along with other Spanish insurance organisations and its mission is to act as a research body in insurance related matters.
- INVERCO: Institutions of Collective Investment and Pension Funds is the association which brings together practically all Spanish Collective Investment Institutions, the Spanish Pension Funds and Foreign Collective Investment Institutions registered with the Spanish National Securities Market Commission.
- UNESPA (Unión Española de Entidades Aseguradoras and Reaseguradoras): the Spanish Association of Insurance and Reinsurance Companies), the association represents more than 250 insurance organisations throughout Spain.
- The Geneva Association: international association that acts as a catalyst to disseminate the importance of the insurance sector to the economy through research and which comprises 80 Chief Executive Officers from the world's top insurance and reinsurance companies.
- APD Zona Mediterránea: set up to provide training and information for management and with the principal objective to foster the exchange of ideas and know-how between management from the Spanish corporate network.
- VidaCaixa Grupo invests in sector specific training and research, collaborating with the Fundación Auditorium, part of the Barcelona College of Insurance Mediators, a centre which provides ongoing training in the field of insurance.
- Institute for the Development of Health, of which VidaCaixa Adeslas forms part and whose goal is to foster and promote quality and excellence in private healthcare and to act as a liaison between the sector and the Government.