

4.5. Prosegur Foundation: the company's social footprint

The Prosegur Foundation plays a particularly central role in Prosegur's commitment to driving the progress of the regions in which it operates: an entity which seeks to generate development opportunities for people and which in 2018 had 43,240 direct beneficiaries in 10 countries. This is an increase of 8 percent on 2017 and has been possible thanks to greater involvement of the company's professionals, the replication of best practices and harnessing synergies in its projects.

With its three main focal points of education, labour inclusion for people with intellectual disabilities, and corporate volunteering, the activities of the Prosegur Foundation aim to generate shared value for the company and society, while making a contribution towards the following United Nations Sustainable Development Goals (SDGs):



Particularly via the Piecitos Colorados development cooperation project run at schools in disadvantaged areas of Argentina, Brazil, Chile, Colombia, Paraguay, Peru and Uruguay; and also the Talent Scholarship project, which recognises the academic excellence and hard work of employees and their children via educational grants in 3 continents. It also supports environmental education via new technologies with its Clean Planet programme.

Initiatives are run to help people with intellectual disabilities gain a foothold in the labour market. Among these are the Inclusion Plan implemented at the company's offices (Argentina, Brazil, Chile, Colombia, Spain and Peru) and Document Digitisation Centres, featuring training from experts in these areas, and currently ongoing in Brazil and Spain. The initiative is based on the Supported Employment methodology, backed by advice of experts on such matters, like Fundación Prodis, Fundación Aprocor, Best Buddies, Fundación Discar, Fundación COANIL, Centro Ann Sullivan del Perú and APAE Brasil, etc.

The Foundation promotes the creation of efficient alliances with other service sector companies to obtain synergies that provide a positive social impact. The collaboration with Fundación Créeate, Nutrición Sin Fronteras, Fundación Empieza por Educar, Lego Robotix, UWC España and Fundación Amigos del Museo del Prado, within the field of education, or the aforementioned labour force inclusion partners fits into this area.

As well as these programmes, transversal Corporate Volunteering initiatives associated with Prosegur Foundation's various areas of action also help to achieve a more lasting impact. Work in the areas of education and labour inclusion which is sustained over time and carried out by corporate volunteers on the ground, and which contributes to the achievement of SDG1 (End of poverty) and SDG10 (Reduced Inequalities).

4.5.1. Impact in 2018

QUANTITATIVE

	2018	2017
No. of projects	34	31
No. of beneficiaries	43,240	39,964
Budget (in millions of euros)	3	2.8

PIECITOS COLORADOS



- › 46 schools and **5,540 students** have participated in the Piecitos Colorados programme
- › **503 students and 30 teachers** from six different countries have been trained in entrepreneurship skills

EDUCATION



- › **1,366 Prosegur Foundation Talent Scholarships** delivered in 9 countries
- › **1,880 participating students** in 'Planeta Limpio' environmental awareness workshops
- › **179 students** from Chile, Spain and Portugal have participated in our summer experience programme

VOLUNTEERING



- › **266 volunteering days** developed in eight countries
- › **2.2,871 Prosegur professionals** committed as volunteers

4.5.2. Value drivers

The Prosegur Foundation not only has a quantitative impact. Its work also helps to drive qualitative improvements in a number of areas, which are equally important for a non-profit entity with a social vocation. In this regard, in 2018, the Foundation established a series of “drivers” which enable the visualisation of the Foundation’s contribution in terms of value generation for the various different stakeholders. These are the variables analysed under this approach.



- › **Pride in Belonging:** Prosegur’s professionals get involved in the Foundation’s projects, strengthening their commitment to the company and fulfilling their desire to do something charitable. In 2018, satisfaction surveys were carried out with employees volunteering in Colombia and Spain to analyse the impact generated, with responses relating to strengthening of skills and abilities, team work, empathy, [proactivity and pride in belonging, all figuring strongly.



- › **Reputation and Brand:** The work of Prosegur Foundation was recognised in Argentina in 2018 with the following awards: The Transparency and Institutional Award (highlighting the management model based on excellence and best practices) from Federación de Fundaciones; CSR Distinction Award for the “Creativity as a driver for change” project in partnership with the Friends of the Prado Museum Foundation; Social Impact Award for best sustainability practices from Verallia Argentina, also for the art outreach project with the Prado Museum in Mendoza.



- › **Creation of alliances:** The creation of strategic alliances with other service sector companies is vital to the working of the Prosegur Foundation’s model; enabling it in that way to achieve greater impact, to unlock synergies and manage resources more efficiently. All these are factors which affect the conception and development of the most innovative initiatives. Among the new alliances created in 2018, the collaboration with the Asociación Conciencia de Argentina (experts in managing educational programmes in disadvantaged areas) for the monitoring and mentoring of scholarship students in the Piecitos Colorados programme and the work with the Peruvian Institute of Sport (a public body which is part of the Ministry of Education) to systemise the sporting experience of schools in the country’s rural areas.



4.5.3. Milestones of the year

Towards digital transformation

In line with the digital transformation currently ongoing at Prosegur, in 2018 the Foundation conducted an exercise to reflect on the challenges and opportunities that the fourth industrial revolution is creating in the third sector. An internal analysis process to establish an action strategy that enables the challenges of the digital environment to be addressed in the various phases of its activity:

- 1. Reflection on the new profile of the beneficiaries and identification of their needs**, to adapt and transform the programmes with more innovative approaches.
- 2. Analysis of work flows** to improve the internal processes in terms of efficiency (standardisation and scalability).
- 3. Implementation of tools** that enable more reliable data management and an analysis of this data for decision-making (specific database for Foundation projects).
- 4. Adapting communication to the digital environment** –mixed media, online channels and new formats - to be more agile, achieve greater interactivity with users and obtain feedback from the various stakeholders.

These lines of action - enshrined in the 2018-2020 Strategic Framework - represent a cultural shift in terms of the work performed by Prosegur Foundation and will form the central pillars of its strategy over the coming years.



Education 4.0

Seeking to adapt to generational change and address the main premise of its transformation process, during 2018 Prosegur Foundation reshaped its training initiatives to converge them with the Education 4.0 concept. A new way of teaching and learning, where in addition to technology, other factors take on special importance such as: personalisation, development of entrepreneurial talent and learning 21st-century skills (like creativity, innovation, teamwork, critical thinking and emotional intelligence).

Spain. Escuelab summer camps for children aged between 8 and 14 have been updated to include STEM (Science, Technology, Engineering and Maths) content, helping children to actively develop their learning in said subjects, while stimulating their curiosity and capacity for reflection. In addition, the first Summer Entrepreneurship Experience initiative was run for pre-university students, in partnership with the EDEM Business School in Valencia. Through this summer programme, company employees' children will be able to discover



the world of business start-ups and develop skills to help them become professionals in the future.

A new module was added to the Talent Scholarships programme, focused on globalisation and language learning. From 2018, students have the opportunity

to have an international educational experience whilst practising a federated sport. Thanks to the collaboration with the Talent and Sport organisation, students and their families will be assisted to complete all the necessary paperwork to obtain a student grant at a university in the United States.

Latin America. As part of efforts to ensure quality education (SDG4), the Prosegur Foundation runs the Piecitos Colorados development cooperation project: an initiative that aims to improve the education and quality of life of children from disadvantaged backgrounds in Ibero-America, with school acting as a driver of change.

Involving 46 schools and benefiting more than 5,500 children in 7 countries, during 2018 the project focused on providing tools to give students and teachers access to 21st century skills, thereby helping to narrow the education gap. Of these, the start-up training initiative “Despierta, Crea y Transforma el Medioambiente” (“Wake up, Create and Transform the Environment”), in collaboration with Fundación Créate, particularly stands out. Through its active methodology, students are able to develop

projects from ideas based on an exploration of the environment surrounding them. The learning process - experiential and collaborative - transcends the traditional classroom model, as pupils must go through all the stages of construction of the project: from developing their idea, producing a prototype, analysing resources, creating a brand strategy, right through to presenting their solution in public.

This entrepreneurship initiative involved 503 students and 30 teachers from Argentina, Chile, Colombia, Paraguay, Peru and Uruguay, who built 87 creative solutions to the environmental problems in their communities, which were presented at Innovation Fairs held at their schools. In these events, corporate volunteers acted as team mentors and Prosegur customers as judges.



PIECITOS COMES TO THE SOUTH SUMMIT

The “Wake up, Create and Transform the Environment” project culminated in four pupils from the “Alfred Nobel” school in rural Uruguay travelling to Spain to take part in the South Summit startup event: the best known innovation and entrepreneurship platform in southern Europe, which connects start-ups with investors. Registered in the “Kids” division, the children from the Piecitos project made an elevator pitch to present their “Bajavolumen” (“Lower the volume”) project to reduce noise pollution in cities through a collaboration app.

A year of charity

The number of Prosegur employees taking part in the Volunteering activities that the company carries out in eight different countries, increased 60 percent on 2017. A total of 2,871 employees were actively involved in the 266 charity days held in Spain and Ibero-America, linked to education in disadvantaged communities, the labour inclusion of people with intellectual disabilities or the transfer of knowledge, both professional and life experience.

This increase was driven by decentralisation and the innovative approach taken by the initiatives, and will certainly have generated stronger pride of belonging among the staff who showed their charitable spirit in joining the “Valor del Amarillo” (Value of Yellow) movement:



- › **Volunteering for inclusion:** The volunteering days where employees and their families participate and form teams with people with disabilities, aims to increase awareness of diversity and drive the social integration of this group. New activities were added to the traditional sporting ones in 2018, and new geographic areas, both in Spain and Ibero-America were also included. Standing out among this year's original inclusive initiatives were the geocaching games run in Zaragoza and Barcelona, a cultural scavenger hunt in Bogota, and cooking competitions held in Bilbao, Valladolid, Buenos Aires and Belo Horizonte (Brazil).



INCLUSIVE CAMINO DE SANTIAGO

In partnership with Fundación Deporte y Desafío, in 2018 the Prosegur Foundation organised the first inclusive Camino de Santiago expedition, in which employees from several branch offices in Spain walked 100 km of the famous pilgrimage route with disabled people. A pilgrimage divided into five stages, which was marked by a spirit of friendship and the overcoming of obstacles, and which thanks to teamwork of those involved ensured the achievement of a key objective: encourage a more inclusive society for people with different abilities. It was a unique experience for the volunteers, who learnt “a lesson about strength, life and overcoming obstacles”.



› As a result of the close ties between the workforce in Latin America and the schools taking part in the Piecitos Colorados project, a team of **Charity Ambassadors**: was set up in Argentina: an initiative developed by the Security business line, in which a total of 90 operational employees have already participated as volunteers. Once these employees have undertaken their charitable activities at the school, they then take on the responsibility of publicising the Foundation's work in their various branch offices.



› **Volunteering to drive the transfer of knowledge.** Thanks to the talents of Prosegur staff, training days have been held to take security know-how to those who most need it. Workshops have also been held on accident prevention and safe environments in Brazil; road health and safety activities in Colombia and the "Prosegur Week" in Peru, to demonstrate the work of the company's various businesses in the schools in the Piecitos Colorados project. In addition, in Argentina and Spain, professionals from various different areas, helped introduce measures aimed at improving careers advice and the motivation of young students from disadvantaged backgrounds. The goal: to share personal and work experiences to help young people in their future development.