

# 19.

## Caser and Society



## CASER FOUNDATION

For the Caser Foundation, 2020 was a year of challenges in which it continued its consolidation work as an important support figure in the field of dependency and disability.

Likewise, and in a context of health alert marked by the pandemic, the Foundation has worked to adapt all initiatives to the new normal and remain a leader in accompaniment and support for all people and families who need it most.

During the year, the Caser Foundation continued its work in the areas of disability and dependency with help tools such as the disability guide, the free telephone hotline service or the help finder and disability centres.

In addition, the 11th edition of the Dependency and Society Awards was held to further acknowledge the work of individuals and entities working to promote the autonomy, integration and improvement of the quality of life of people with disabilities and/or dependence.

An average of 700 calls per month were received, with more than 8,000 calls in the year



## TELEPHONE ACCOMPANIMENT AND PSYCHOLOGICAL SUPPORT SERVICE

The value of people is crucial for the Caser Foundation. In addition to the telephone hotline service for disabled or dependent people we have been providing since 2017, two new services were introduced.

First, from April to August we provided a psychological support telephone hotline for all those who had to cope with the first wave of the pandemic.

The service was staffed by a team of specialist psychologists who guided such people in dealing with the situations of stress, fear, grieving and uncertainty they were facing.

Also, our social workers have accompanied older people facing situations of being alone, helping to alleviate feelings of isolation that have taken such a turn for the worse due to the pandemic. This service continues to be provided at present.

In addition, Garbiñe Muguruza, Caser's ambassador, assisted in publicising these services. Her support brought the initiative to more people and allowed for accompanying and helping them.

**caser fundación**

**AQUÍ ESTAMOS SI NECESITAS APOYO**

**Acompañamiento telefónico**  
Para personas mayores que están pasando solos el confinamiento  
Para personas con discapacidad y/o dependencia y sus familias

**Apoyo psicológico**  
Para familiares de fallecidos por el coronavirus o profesionales que se enfrentan a situaciones de estrés por la enfermedad

**900 102 180**  
De lunes a viernes de 10 a 19h

In addition, the third edition of the Social and Health Research Aid Programme was carried out, where the most fragile people have been the highest priority. 27 projects were presented, and the winner was “Living in the Community. Post-COVID19 living spaces for people in dependency”, by researcher Pilar Rodríguez Rodríguez, director of the Pílares Foundation for Personal Autonomy.

For Caser, employees and volunteers were essential in 2020, with their engagement in a number of activities proving to be significant and vital. All of them were collected in the new web space on the intranet of the Company “Fundación Caser eres Tú”, where they joined activities such as the online training volunteer programme in collaboration with the Association of People with Spinal Injury and other physical disabilities (ASPAYM).



## DEPENDENCY AND SOCIETY AWARD CEREMONY

This year’s Dependency and Society Awards played an important and decisive role in society: raising awareness of the importance of caring for vulnerable people in situations of extreme need and improving their living conditions.

The 11th edition of the awards received 186 projects to evaluate: 115 in the Excellence category, 23 in the R&D category and 48 in the Communication category.

The ALPE Achondroplasia Foundation received the award in the Excellence category for a project that has been in operation for more than 20 years and that is intended to serve as psychological support for the process of accepting Achondroplasia and caring for the person from a holistic perspective. The Excellence runner-up award went to the Integra Foundation for its annual programme supporting gainful employment for people with disabilities.

The Maria Wolf Foundation received the award in the R&D category for its CHROME criteria validation study project. Elimination of chemical restraints and quality prescription of psychiatric drugs, a study with which they have helped to solve the problem of prescribing psychiatric drugs to people with dementia, thus giving them a higher quality of life. The R&D runner-up award went to the Foundation for the Training and Research of Health Professionals of

Extremadura (FundeSalud), which is part of the Department of Health and Social Services of the regional government of Extremadura, for its MoveCare project (Multiple-actOrs Virtual Empathic CAREgiver for the Elderly).

In the Communication category, the Fundación Grandes Amigos’ Inflatable Families Awareness Campaign was awarded for its work in raising awareness of the loneliness faced by older people. The Communication runner-up award went to the short “El caso de los intocables” (The Case of the Untouchables) by the association DEBRA piel de mariposa.

Nursing student Teresa Navarro received a special mention from the judges for volunteering to confine herself and care for Conchi, a 59-year-old woman with Down Syndrome. Another special mention went to Plena Inclusión (“Full Inclusion”), an organisation that represents people in Spain with intellectual or developmental disabilities.

In addition, the selection of Special Mentions of the Dependency and Society Awards 2020 chose Teresa Navarro, a nursing student and volunteer in the care of a woman with Down syndrome in the hospital during the pandemic; and the online motivating talk together with Puri Vicente and the aforementioned student.

In recognition of the dedication and engagement of the company's participants, a video was made that was widely shared on Volunteer Day that highlighted their experiences, qualities and learning after their participation in these projects promoted by the Foundation.

Designed to meet the needs of the people who work at Caser, the personalised help platform for vulnerable people was created: the Dependency and Disability Family Support Service. It has a psychology service that coordinates intervention, evaluation and follow-up plans to help relatives of dependent and disabled employees whenever they need it.

During the year, a new edition of the Healthy Life Awards was also launched together with the regional government Andalucía in order to help educate children in local schools about the importance of healthy habits. The Foundation and the regional government of Andalusia, as well as people from all areas of education, participated in this initiative.

The Journal "Actas de Coordinación Sociosanitaria" (Chronicles of Social and Health Coordination) received the CERMI 2020 award in the category of Social and Scientific Research. In 2020, editions No. 26 and 27 were published, with publication of a monograph dedicated to the role of nursing and midwifing, and two contributions from CERMI in the area of disability, respectively. In addition, articles on integrated care were included in the magazine's blog.

Another Foundation project was the creation of the blog "Te Acompañamos" (We're with you). It emerged at the beginning of the pandemic as a contribution to those difficult times. A space in which people who, in one way or another, face situations of disability and dependence, offer their vision and experience.



The Caser Foundation was recognized in the CSR category at the IV Edition of the Vocento Business Awards.

Also, the Caser Foundation won an award this year in the 4th Edition of the Vocento Business Awards in the category of Corporate Social Responsibility thanks to its involvement and help to those most in need. This award demonstrates the importance Caser assigns to people in dependency and disability.

In the words of the Director of the Caser Foundation, Juan Sitges, “it is very stimulating to receive a recognition like this, which helps maintain our commitment to carry out actions for the visibility of dependent people and their families”.

**Caser Foundation won an award in the 4th Edition of the Vocento Business Awards in the category of Corporate Social Responsibility**



**JUAN SITGES**  
DIRECTOR OF FUNDACIÓN CASER

**What was the year 2020 like for the Caser Foundation?**

The year was complex and difficult. At the Foundation we have borne witness to an uncertainty that has gripped society in times of pandemic, a feeling that has affected people with disabilities and/or dependency to an equal or greater extent. That is why we sought to adapt our projects and initiatives to the current situation so as to continue being useful.

**What was the 11th edition like of the Caser Foundation Awards?**

We have to recognise that quality of the projects never ceases to amaze us every year, as does the interest in applying for these awards.

Today, the initiatives awarded here are becoming even more important. This year’s award ceremony was very different from previous editions, but we have acknowledged the work of each of the winners, the constant work and their attitude, which is today more essential than ever.

Seeking innovation and adaptation to the needs of society, from 2021 we will make a change in the categories maintaining the objective of the awards, acknowledging the work of people, institutions and entities working to foster the personal autonomy, integration and improvement of the quality of life of people with disabilities and/or dependence.

**How is the Caser Foundation preparing to meet future challenges in dependency and disability?**

We have worked over the last year conducting our own analyses through the project in order to identify and analyse the challenges for reforming the SAAD by introducing a new optimistic but also demanding perspective.

The results of the study have revealed areas of improvement in which we are now working and seeking alliances with all the actors involved: public authorities, companies, NGOs, entrepreneurs and other social and economic actors.

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## MEMBERS OF THE DEPENDENCY AND SOCIETY AWARDS PANEL

The awards panel, under the chairmanship of Amado Franco Lahoz, is composed of Ignacio Eyriès (General Manager of Caser and Vice-President of the Eponymous Foundation); Silverio Agea (General Manager of the Spanish Association of Foundations); Jesús Celada Pérez (Directorate General of Disability Support Policies of the Ministry of Health, Consumption and Social Welfare); Yolanda Gómez (Deputy Director of the ABC newspaper); Marina Villegas (Advisory Member to the presidency of CSIC) and Juan Sitges (Director of the Caser Foundation).

## SOCIAL ACTION

### VOLUNTEERING

The context in which the year has proceeded required an adaptation of the activities of the Caser Foundation as well as the management of participation by all the professionals that make up the Group in order to comply with all the protocols and health measures against the COVID-19.

Accordingly, the calendar of proposed activities was modified and various activities were adapted to the online format. In addition, new initiatives were proposed to respond to present needs.

In this way, through the Foundation, training days were held for people with disabilities in insurance in which 16 Company volunteers trained more than a dozen students.

In the same way, work was done in social action volunteering through the weekly distribution of food to people at risk of social exclusion by 40 volunteer

employees of the Group. Also in 2020, we collaborated with the NGO CESAL by preparing 21,000 meals for the Christmas holidays.

### OTHER COLLABORATIONS

The Caser Group undertook numerous solidarity initiatives in 2020. The Company was responsible for the cost of the accident insurance premium and civil liability of the activities organised by a dozen foundations such as Menudos Corazones, the Federation of Parents of Children with Cancer, Desarrollo y

Asistencia, the Golfín Foundation, CESAL, and Manos de Ayuda Social as part of the numerous solidarity projects the Company carries out.

It also collaborated with initiatives of other institutions and foundations, among others, Down Syndrome Foundation of Madrid, Emalaikat Foundation and Prodis. At the same time, and in connection with COVID-19, extraordinary collaborations were undertaken with Caritas and Plena Inclusión ("Full Inclusion"). In addition, services were also contracted to the AFANIAS and PRODIS special employment centres for EUR 240,000.

### SUSTAINABLE DEVELOPMENT

The Company continued to implement policies aimed at increasing efficiency in the management of energy resources. During the year, consumption was lower than in previous years owing to the purchase of cooling machines in 2019 as well as the closure of the main facilities during the period of home lockdown due to COVID-19. In addition, work continued on the management of water and control of waste generated.

