





06

Commitment to society

06

Commitment to society

We endeavor to maintain and improve our commitment to society through the responsible and ethical exercise of all our operations. We develop and support voluntary initiatives that address the social concerns and needs of the regions, countries and sectors where we operate in the fields of education, news and information and entertainment.

Our commitment makes us sensitive to the needs that arise constantly in the globalized and multicultural society in which we operate.

We are aware of the impact and scope that our actions might have at a social level. We therefore strive to ensure that all our operations contribute to fostering principles of solidarity, respect, responsibility and sustainability among all our end users.



Fundación Santillana

The Fundación Santillana was established in 1979 to promote educational and cultural projects, to foster the active exchange of knowledge between Spain and Latin American countries, to organize forums for the exchange of ideas and to sponsor initiatives related to the world of publishing, information and education.

The strong presence of Grupo PRISA's media and publishing companies in Spain, Portugal, Brazil and the United States, reinforces the presence of the Fundación Santillana over a wide linguistic, geographical and social area. Channeling initiatives that respond to criteria of excellence and quality, promoting debate on crucial issues, identifying the most qualified cultural agents and disseminating their contributions are just some of the goals adopted by the Foundation since its inception.

The Fundación Santillana is committed to active engagement with the civic values that enable the free and fruitful production of cultural goods that are

accessible to all citizens. The free flow of ideas, and the related processes of research and development, promotes social and economic development, favors the development of responsible citizenship and fosters tolerance and peaceful coexistence.

Activity of the Fundación Santillana in Spain

In Madrid:

- **Masters in Governance and Human Rights.**

The Jesús de Polanco Memorial Chair for Ibero-American Studies, sponsored by the Fundación Santillana, and the Universidad Autónoma de Madrid (UAM), celebrated the launch of the first Masters in Governance and Human Rights on March 7 at the UAM's Faculty of Law. The first lecture was given by de Luis Moreno Ocampo, Chief Prosecutor of the International Criminal Court (ICC). It is a one-year (60 credits) university degree, which combines classroom training, an internship in institutions (with renowned experts



in law, political science and philosophy) and a final research paper.

- **Signing of an agreement between the TEC de Monterrey, the FUIMP and the Fundación Santillana for the creation of Masters in Convergent Media Journalism**, whose main objective is the design and implementation of a Masters in Convergent Media Journalism, which will be run entirely over the Internet.
- **Signing of Agreement between the Fundación Santillana and the Secretaria General Iberoamericana (SEGIB)** for the joint organization and participation in forums and conferences in the Spanish and Latin America worlds and developing projects and educational and cultural initiatives as well as cooperation and social action.
- **Essay & Science.** Fundación Santillana and Fundación Biblioteca Virtual Miguel de Cervantes presented the Essay & Science website (www.essayand-science.com) hosting the translation into English of works by the most important authors of the Spanish essay and an extensive bibliography, biographies

and articles published regularly in different media. The project will help to foster a knowledge of current Spanish intellectual debate in the English-speaking world.

- **Cultural Industries Forum.** Fundación Santillana and the Fundación Alternativas, through its Observatory of Culture and Communication, with support from the Spanish Agency for International Development and Cooperation (AECI), hosted the Third Forum on Cultural Industries, held at the Reina Sofía Art Museum, on 15 and 16 November 2011. The event brought together experts in the performing arts, books, film, television, music and museums. The discussions addressed the complexity of the changing patterns of production and cultural consumption in Spain.
- **Monographical Education Week.** Education in the digital society was the topic of the 26th edition of Monographical Education Week. These conferences, held since 1986, are sponsored by the Secretaría General Iberoamericana (SEGIB) and Fundación Telefónica.

In Santillana del Mar:

■ **Lessons and Masters.** The fifth international seminar on Spanish-language literature was held on June 20, 21, 22 and was led by writers Carlos García Gual, Santos Juliá and Vicente Verdú and was attended by leading national and international academics, writers, journalists, translators, students and publishers. Organized by Universidad Internacional Menéndez Pelayo and Fundación Santillana, the forum forms part of the summer courses offered by the UIMP.

Barcelona:

Since 2009, the Fundación Santillana and Catalunya's Casa Amèrica have organized cultural activities revolving around the relationship between Latin America and Spain. During 2011 the following activities were held:

- **Intimate Bolaño.** A tribute to Roberto Bolaño, where three specialists on the author approached the intimate world of the Chilean writer. Fernando Moreno Turner (University of Poitiers / Director of CRLA-Archives, Chiara Bolognese (Universitat Autònoma de Barcelona) and Macarena Areco Morales (Universidad Católica de Chile) analyzed the "literary kitchen" of the author. The discussion was moderated by Diego Falconi Trávez (Universitat Autònoma de Barcelona).
- **The work of Hector Abad Faciolince.** The Colombian writer and journalist spoke about his craft and the success of his book *El olvido que seremos*, which was awarded in 2010 by Casa de America Latina de Portugal Prize for best Latin American work.

The ceremony, held on February 22, 2011, was attended by the writer and literary critic, Jordi Carrion.

- **«Narrating a continent series. Present, past, and future of Hispano American literature cycle».** On the occasion of the commemoration of the centenary of Casa Amèrica Catalunya, a series of three events was held: the opening session by the Mexican Jorge Volpi (March 29), the talk *The last 100 years of the novel in Latin America* given by the Argentine Ricardo Piglia, and the talk *The present, the presents: the novel in Spanish today*, given by the Colombian writer Juan Gabriel Vásquez.
- **Incomprehensible Readings. Urban slang in Latin America.** The Mexican writer Vicente Quirarte, former director of the National Library of Mexico and academic in the field of language, presented the talk *In praise of the alternate language* on the growing and diverse linguistic phenomenon in Latin America: urban slang. This issue was exemplified by the dramatic reading of *¡No se abran del parche!* by actors Ana Díaz de León, Juan Carlos Castillo and Fernando Franco.
- **Humor on stage and in society.** As part of the Third Week of Latin American Humor, writer and journalist Mercedes Abad talked with Jesusa Rodríguez about humor and the clown conference. Rodríguez is one of the most important creative scenographers in Mexico, a prominent social activist whose work is characterized by irony, parody, politics and a critical reflection on the role of women in history.

narrativa & periodismo

El arte de contar lo que sucede

FUNDACIÓN GENERAL UIMP

Fundación Santillana

TECNOLÓGICO DE MONTERREY

In Mallorca:

- The Formentor Literary Conversations Series. The future of the novel, between chronic and fiction.** The fourth edition of the literary forum, organized by the Balearic Regional Government and the Fundación Santillana, and in collaboration with the hotel Barceló Formentor, was held on September 16, 17 and 18. This year brought together a distinguished group of editors, writers, journalists, literary agents and critics to discuss the future of the novel and the border between novel and chronicle, between imagination and memory.

Santander:

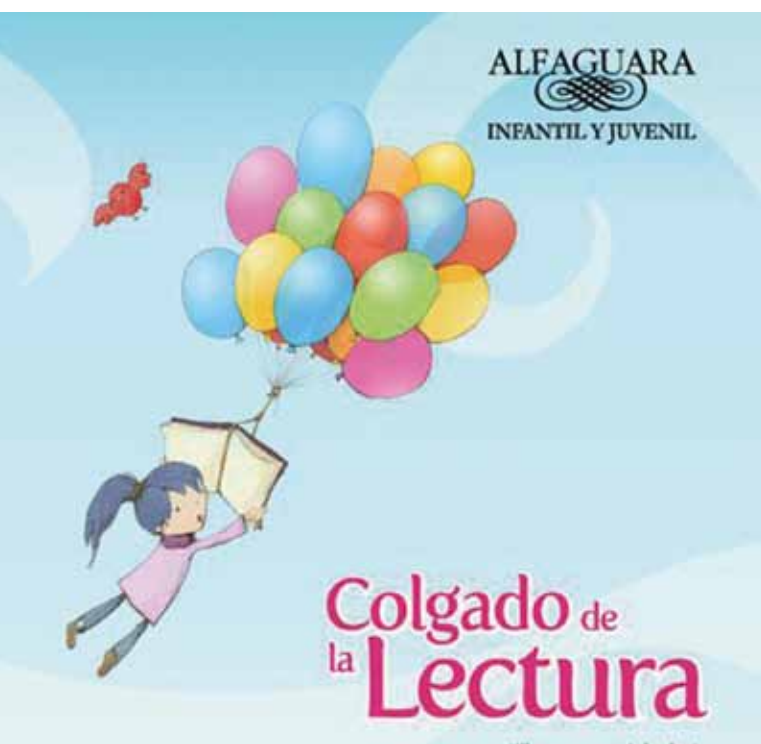
- Seminar on Narrative and Journalism. The Art of Telling What Happened.** Held from June 26 to 28 within the framework of the summer courses organized by the UIMP. Attending were the journalists Lluís Bassets, José María Calleja, Sergio Vila-Sanjuán, Roberto Herrscher, Leonardo Faccio and Silvana Paternostro. This is an educational initiative by the Fundación UIMP in collaboration with the Instituto Tecnológico de Monterrey, which aims to articulate a new and sharper reflection on the future, the resources and the requirements of literary journalism. The contributions from the guests are crucial in fostering an exchange between literary journalism and readers. The site www.seminariodenarrativayperiodismo.com has videos of the seminar, the papers presented, as well as a collection of books, articles and videos related to the subject.

Argentina

- Vivalectura Award.** As part of the 37th International Book Fair of Buenos Aires, the Vivalectura prizes were awarded. There were 416 entries from all provinces, public and private schools, as well as universities, teacher training institutes, libraries and individuals. This award, sponsored by the Fundación Santillana in Argentina, is an initiative of the Ministry of Education of Argentina and the OEI.
- Latin American Forum on Education.** From May 30 to June 1, 2011, the Fundación Santillana in Buenos Aires, under the auspices of the Organization of Iberoamerican States (OEI), hosted the seventh edition of the Latin American Forum on Education under the title ICT and education: experience and applications in the classroom.
- Seminar on Literacy and Basic Education for Young People and Adults.** On September 6, 2011, this seminar on Literacy in the 21st Century was held in Buenos Aires to inaugurate the Pablo Latapí Chair. The aim was to reflect on the contributions, the thought and the work of Pablo Latapí and promote an analysis and discussion of current conditions and challenges in Latin America in the literacy and education of young people and adults. It was attended by a number of officials from the Ministries of Education of Paraguay and Argentina as well as academics and researchers in the field.

Brazil

- Enem Seminar.** On March 31, 2011 the first Enem seminar (National Exam Ensino Medio) was held in Recife, Brazil, under the title Skills, abilities and attitudes, organized by the Fundación Santillana. The event was aimed at school teachers who would subsequently travel to different cities in 13 states of Brazil. The seminar, held in conjunction with state and municipal authorities, focused on teachers in the public sector and on how to better prepare students for the Enem exam. Renowned experts discussed the characteristics of the exam and the concepts underlying the cognitive knowledge areas measured by the test (natural sciences, humanities, mathematics, reading and text production).





Santillana
Apoya la
 campaña
 contra
 el **trabajo**
 infantil...

¡Únete tu también!

- Vivaleitura Award.** The sixth edition of this award, designed to recognize projects that promote and encourage reading throughout Brazil, honored three projects in 2011: two from Espírito Santo – Mobile library in Pomeranas de Santa María de Jetibá and Around the world in a thousand and one stories – and one from Sao Paulo – A library for the neighbours of the street Arsenal da Esperança. The ceremony was held on November 18, 2011 at the National Library Foundation in Rio de Janeiro, and was sponsored exclusively by the the Fundación Santillana. Each of the three winners received R \$ 30,000.
- Distance learning course for educators. Six-year-olds years and elementary school.** This distance learning course was held between March and December 2011. It has been sponsored by the Fundación Santillana for the past three years in collaboration with the Ministry of Education and Unidme (National Union of Municipal Directors of Education), and was attended by over 2,000 educators. This online



course, with free registration, consists of 80 hours spread over 20 modules, according to the guidelines of the Ministry of Education. It aims to guide teachers in the adoption of appropriate methods and effective practices in achieving literacy for children 6 years of age in elementary school. It has video-interactive classrooms and space for discussion (forum), as well as activities for the construction of pedagogical practice. Throughout the course, teachers had the support of tutors to answer questions and discuss the issues. The platform also allowed the exchange of information with other teachers to share experiences.

Colombia

- Conference on Governance and Human Rights.** On November 25, 2011 this conference organized by the Fundación Santillana for Ibero America was held in collaboration with the Vice President of the Republic of Colombia and the Colombian Academy of Language. It received academic support from the universities Externado de Colombia, de Los Andes (Escuela de Gobierno “Alberto Lleras Camargo”) and Tecnológica de Bolívar, and was sponsored by the United Nations Program for Development (UNDP). The panelists spoke about the importance of and the direct relationship between respect and the struggle for human rights and its impact on governance.



Encuentra aquí la solución digital para tus clases

¿Cómo quieres ver los contenidos?

Quiero ver qué hay para mi curso

Quiero ver la oferta global

ALFAGUARA Santillana FRANCÉS Richmond PUBLISHING

■ Santillana Educational Experiences Award.

On December 10, 2011, the Fundación Santillana for Ibero America, with the participation of the Carolina Foundation of Colombia and the Ministry of Education of the Republic of Colombia, presented the award in its seventeenth edition, under the theme of Pedagogy and technology : strategic elements to improve the quality of education. Winners received between 2 and 6 million pesos, as well as the donation of a library, with an estimated value of 40 million pesos.

Mexico

- **Isabel de Polanco Essay Prize .** The jury, chaired by Fernando Savater and composed of Héctor Abad Faciolince, José Balza, Rafael Rojas, Margarita Valencia y Gonzalo Celorio, the latter acting as permanent secretary, presented the award to Carlos Granés Maya for his work *El puño invisible. Arte, revolución y un siglo de cambios culturales.* (The invisible fist. Arts, revolution and a century of cultural change). The awards ceremony was held in Guadalajara on November 27, 2011, coinciding with the Guadala-

jara Book Fair. The award was established by the Guadalajara Book Fair (Mexico), in collaboration with the Fundación Santillana, in honor of the late CEO of Grupo Santillana, Isabel Polanco.

Paraguay

- **International Seminar-workshop on ICT and Education in Paraguay.** On September 6, 2011 this seminar-workshop was held on the topic Applications and developments for the classroom in an integrated educational model. This seminar was aimed at sharing experiences and reflections on ICT, and the reality of Latin American people. It also sought to reflect on the possibility of promoting the effective inclusion of ICT in educational and social environments.

Puerto Rico

- **Report on the Program for International Student Assessment.** The latest report on the Program for International Student Assessment (PISA) developed by the Organization for Economic Cooperation and Development (OECD) and published by Editorial Santillana, was presented on November 9, 2011 by Mariano Jabonero, Director of Educational Programs for the Fundación Santillana. This international test assessing the performance of students, which is set to be applied this term, is the most important and rigorous worldwide. It indicates the degree to which students who finish compulsory education have acquired the knowledge and skills needed for further study or for insertion and participation in a modern society. It focuses on reading, math and science. In the last report digital reading skills were assessed for the first time.

Honduras

- **Workshop on ICT and Education.** On July 23, 2011 the Fundación Santillana, in partnership with the Ministry of Education, opened the seminar/workshop ICT and Education: Developments and Applications for Teachers and the Classroom. This activity is

part of the efforts of Santillana in Honduras to transform the learning process through modern teaching methods and is guided by the framework and principles established by CEPAL, which states that “the important thing in education is not only investing more but to invest better.”



“Educative experiences in Colombia” ceremony award

Education as the engine of social development

PRISA is active in the defense and promotion of social and cultural values in the regions where it operates, especially in the fields of education and teaching.

An example of these efforts is its cooperation with prestigious universities in Spain and Latin America in the promotion of education and training. Among the participating universities are: the Universidad Autónoma of Madrid, the Carlos III University, the Menéndez Pelayo International University and the Instituto Universitario de Posgrado, associated to the Universidad

Autónoma of Barcelona, the University of Alicante and the Carlos III University.

SANTILLANA

All the operations of Grupo Santillana are informed by these values, and the company's goal is to contribute to education and culture as a means to developing and building freer and fairer societies. This goal is inseparable from the company's strategy in all its operations and



School visit to Diario As

day-to-day activities, and we work under strict criteria of professional quality and respect for our users, that allow us to maintain and increase our presence and lead in all those societies where we operate.

Apart from publishing textbooks, which is Santillana's main activity, we also produce a wide variety of materials aimed at teachers, students, families, etc. Many of these are of great help to the Ministries of Education and government education bodies in order to "interpret" and define the curriculum. In this regard, during 2011 these projects included:

- **Effective Learning Project.** Material aimed at the prevention of learning difficulties in young children.
- **Linguistics Project.** Materials on the functional and communicative dimension of language.
- **Education in Values Program** on the ethics and civics curriculum.
- **Emotional Education Program.**
- **Additional guides** to textbooks published worldwide.
- **Dossiers for work** on educational skills.
- **Curricular adaptations** in the core areas of secondary education for young people with certain learning difficulties.
- **Classroom XXI Collection:** reference works with regard to educational innovation.
- The supplement ***El País de los estudiantes*** in collaboration with the newspaper *El País*, with 125,000 copies distributed in Spanish and Catalan.

In 1997, Santillana pioneered the creation of a website to support teachers. Currently, at www.santillana.es visitors can find all the new publications and resources associated with publishing projects of great benefit to students and teachers.

We also provide an exclusive forum for users of Santillana products, that supplies digital materials. An initiative designed to provide better service to teachers,



providing, at any time and place, a wide range of resources: guides, lesson plans, news, training seminars, etc.

Bolivia

In 2011, Santillana Bolivia developed digital materials for teachers to facilitate their work in the classroom and integration into the world of ICT. To this end, we produced and delivered 29 CDs with resources for teachers, including additional content, assessments, plans, tutorials for the use of ICT, etc. This added value enabled us to maintain the market share of the Primary School series *Vamos Adelante*, now in its fourth year.

In addition, educational materials from the Primary School series *Nuevo Multitexto* were donated to UNICEF to support state schools in rural areas. 14,500 textbooks accompanied by the corresponding workbooks were delivered.

Chile

In 2011, Santillana Chile broadened the scope of its operations with the signing of important agreements and alliances:

- **Agreement with the Centro Felix Klein (CFK),** University of Santiago de Chile, for the design, development and implementation of educational and training materials aimed at improving the quality of

"En la piel de tus hijas, Madre tierra, el sol ha pintado todos los colores.
En sus ojos se ahonda la sabiduría de siglos. Sus manos saben del trabajo y la caricia. En sus brazos se acuna el futuro y en sus corazones se abriga la esperanza".

"Mujeres fuertes", Alma Flor A da, Fundación Santillana

¡Feliz día de la Mujer!

GrupoSantillana

education of Chilean students, especially in the area mathematics.

- **Partnership with the University of Chile**, in order to incorporate videos produced by prestigious scientists from the University into Santillana text-books. In the same context, editors from the Science division participated in the filming of pilot programs that seek to promote science and the work of scientists among Chilean students.
- **Pedro de Valdivia Pre-University Partnership Agreement**, to generate initiatives to support students and teachers of secondary education in preparation for the University Entrance Test (PSU).
- **Partnership with Grupo Educar**, in order to promote teachers' organizations. Grupo Educar is a leading publisher in Chile and publishes a magazine

dedicated to teachers. The partnership has allowed the magazine to reach more teachers.

Content and activities related to CSR include:

- **Endesa-Santillana Alliance**, to foster life skills with an emphasis on reading skills and problem solving.
- **SENAME Program** for training and social reintegration of adolescents.
- Agreement with the Government of Chile for the initiative **Build your healthy footprint with your family**, to improve the quality of life of families.
- Incorporation of Santillana Chile in the **Global Compact Network-United Nations**.
- **Signing of regional cooperation agreement** with UNESCO.

Ecuador

In Ecuador, Santillana supported the school San José de la Commune, which helps in the education of children at risk, with the donation of textbooks and educational support.

We also supported the military education division (Comando de Educación y Doctrina del Fuerza Terrestre del Estado) by publishing the Regulations for army instruction.

El Salvador

Santillana El Salvador participated in a CSR project with the Ministry of Education to inform teachers of the state's new education policy. The project included the donation of libraries, teacher training and the creation of reading materials for adult literacy.

Guatemala

In Guatemala, we donated books to the Ministry of Education to form classroom libraries in impoverished areas of the country.

Panama-Costa Rica

In collaboration with the Road Safety Council, the Ministry of Education and other leading companies involved in the project, Santillana participated in the project ALIARSE, focused on road-safety education in primary schools.

Paraguay

Santillana Paraguay, in collaboration with the OEI and MEC, hosted the **VII International Congress on Education for teachers**. The initiative involved over a thousand teachers.

In addition, we donated 17,000 copies of books to the Ministry of Education and Culture to distribute to schools with limited resources.

Peru

Santillana Peru conducted the following initiatives during 2011:

- Free training for teachers nationwide, with 2,155 events and 41,375 attendees

- Reading Competition **La Lectura me atrapa**, involving 5,000 students.

- **Initiatives to promote reading and workshops** to analyse the current national and international situation of students: 322 events and 53,102 attendees.

- **Parent Conferences:** 372 events and 33,060 attendees.

Puerto Rico

Among the projects developed by Santillana Puerto Rico were the adoption of 250 students on Culebra Island, the teacher of the year award, the school environmental competition Verde te quiero verde and the donation of books to libraries in hospitals.

Uruguay

Santillana Uruguay participated in the project **Salir Adelante**, to support bright high school students from disadvantaged homes.

We also donated books collected in the campaign Santillana por Santillana for the NGO El Abrojo. This campaign has been running since 2003 and the beneficiaries have included different NGOs.

Venezuela

In 2011, Santillana Venezuela took the first steps towards the production of books associated with digital resources for both students and teachers. We succeeded in promoting the use of textbooks by academic area in the most important private schools in the country, traditional users of comprehensive books, and made noteworthy progress in the quality and quantity of contents of the textbooks.

Journalism that makes school

The UAM / *El País* School of Journalism

The School of Journalism is the result of a cooperation agreement between PRISA and the Universidad Autónoma de Madrid and was founded in January 1987, as part of a strategic joint venture to provide journalism training to graduates from any field.

The school, as part of its commitment to society, has contributed to the training of almost 1,000 quality journalists, who can in turn contribute to strengthening civil society and democracy.

As part of this commitment, PRISA's companies provide seven full scholarships every year to those students who have done exceptionally well in the entrance exam and who can demonstrate a real financial need. And, thanks to an agreement with the Fundación Carolina, three further scholarships are given annually. Out of an intake of 40 students annually, ten, therefore, have a scholarship.

2011 was a great year for the school. As well as the usual course activity, there were two trips to Brussels to get to know the EU institutions first hand. Some students blogged for the Huffington Post and all were able to learn from top journalists and leading figures from the worlds of politics and the arts. There were three summer sessions: on **business journalism**, in collaboration with the Fundación BBVA and the Universidad del País Vasco; **Photojournalism**; and for the first time, **Digital Journalism**, sponsored by Indra. Also, to celebrate the 25th anniversary of Cadena SER, students participated in the program *Hoy por Hoy*.

In 2011, 37 students, received a working scholarship for one year in one of PRISA's companies. In *El País* alone, 936 students have been placed since the creation of the School. In fact, by late 2011, 111 alumni were employees, 109 of them as journalists, representing 29.5 % of the newsroom.

El País de los Estudiantes

In 2011 *El País* commemorated the tenth anniversary of *El País de los Estudiantes*, a free online school newspaper program, organized in collaboration with Endesa. The program, which has won international awards, is aimed at promoting reading and teamwork among students aged 14 to 18 all over Spain.

The program facilitates the use of newspapers in schools, thus promoting reading habits, and provides guidance to teachers on the educational use of newspapers. Teachers and students make their own paper using a desktop publishing system via the Internet provided by the newspaper *El País* and compete for the top prizes with other schools. In the 2010-2011 school year, more than 43,000 students working in more than 10,000 teams from 2,646 schools participated in the creation of a school newspaper.





Awarded students of "El País de los Estudiantes"

Another initiative, ***El País de la Universidad***, fostered newspaper reading among more than 50,000 university students in 2011, with more than 2 million copies of the paper distributed. The paper also awarded over 30 scholarships. In addition, we contacted several universities to contribute to schools of journalism. Over the course of the program due to take place during 2012, several writers will give first-hand accounts of their experience to future journalists.

For instance, students at the Universidad Complutense de Madrid, met with writer and journalist Gay Talese.

El País is also active in running special promotions, especially on subjects related to culture and education. In 2011 the paper provided a number of workshops for children to show them how the world of newspapers works. In addition, *El País* hosted the program *Prácticas de Observación en el entorno profesional*, for students in third and fourth grades of ESO, which provided these students their first contact with companies.

Promotion and dissemination of culture and the arts

From the very outset, PRISA has worked actively to promote the arts, culture and journalism by honoring excellence with some of the world's most prestigious prizes and awards. In the field of journalism, PRISA holds the Premios Ondas Awards and the Ortega y Gasset Awards for Journalism that pay tribute to the best professionals and productions in radio, television, online, in music and advertising. In the publishing world, PRISA honors literary creativity in Spanish with the Alfaguara Book Prize and the Isabel Polanco International Essay Prize. In the field of innovation, the Cinco Días Awards for Business Innovation, includes a category recognizing Corporate Social Responsibility.

The Premios Ondas Awards

The 58th edition of the Premios Ondas Awards, awarded by PRISA through Radio Barcelona, honored a wide and varied group of professionals from the worlds of radio

and television, who in 2011 were considered to have striven to provide new formats, to have shown a firm commitment to the dissemination of information and to technological innovation. In the radio category, winners included the program *El Gallo Máximo*, led by Dani Moreno on Maxima FM, and the state broadcaster's weekend sports coverage. RNE 1's Juan Ramón Lucas and Jordi Basté, from RAC1, shared the lifetime career award.

In the TV category, winners included the Antena 3 game show *Atrapa un millón*, the Canal+ series *Creamatorio*, Telecinco's miniseries on the the Madrid bombings of March 2004, *11-M*, and Jordi Evole for *Salvados* (La Sexta). The International Television award went to Cuatro's *House*. Ana Rosa Quintana (Telecinco) won best presenter award, and Emilio Gutiérrez Caba (Gran Reserva, TVE 1) and Blanca Suárez (El Barco, de Antena 3) won for best acting. In music, Tony Bennett received the lifetime achievement award.



Sport weekend programation Ondas' Award of spanish radio



Javier Moreno, director of *El País*, Amparo Moraleda and Mario Vargas Llosa with the winners

Ortega y Gasset Awards for Journalism

Created in 1984 by the newspaper *El País*, these awards are named after the Spanish philosopher and journalist José Ortega y Gasset. The prize honours work published in Spanish worldwide, recognizing, in particular, work that champions human rights, independence, rigor, curiosity and passion: in short all the hallmarks of excellent journalism. In 2011, in the Print Journalism category, the award went to Octavio Enriquez, for his articles on Tomas Borge, former Interior Minister of Nicaragua. In the category for Digital Journalism, the prize went to Carlos Martínez D'Abuisson, for his blog *El criminalista del país de las últimas cosas*. The Ortega y Gasset Award for the best work of Photojournalism was given to Cristóbal Manuel Sánchez Rodríguez, for his picture *Young Man walking naked in Port au Prince*, published in the newspaper *El País*. Finally, the jury gave the Ortega y Gasset Award for Outstanding Professional Career to the journalist Moises Naim.

The jury of this twenty-eighth edition of one of the most prestigious journalism prizes in the Spanish language was chaired by the director of the Royal Spanish Academy, José Manuel Blecua. The other jury members were the filmmaker Daniel Sánchez-Arévalo, José Álvarez Junco, Professor of History at the Universidad Complutense de Madrid, Amparo Moraleda, director of international area of Iberdrola, and the four Chief Editors of *El País* since its

founding: Juan Luis Cebrián, Joaquín Estefanía, Jesús Ceberio and Javier Moreno. José Manuel Calvo, deputy editor of *El País*, served as secretary.

Alfaguara Literary Prize

The Colombian author Juan Gabriel Vásquez won the Alfaguara Literary Prize 2011, endowed with \$175,000 in prize money and a commemorative sculpture by Martín Chirino, for his novel *El ruido de las cosas al caer*, which was presented to the competition under the title *Todos los pilotos muertos* and the pseudonym Raúl K. Fen. The jury, chaired by Bernardo Atxaga and which included Gustavo Guerrero, Lola Larumbe, Candela Peña, Imma Turbau and Juan González, declared the winner by unanimous decision.

El ruido de las cosas al caer opens with the exotic escape and subsequent hunting of a hippopotamus, lasst trace of Pablo Escobar's zoo which he had used to flaunt his power. This unlikely event sets in motion the memory Antonio Yammara, the hero and narrator of book, a bleak survey of a time of terror and violence in Bogota, depicted as a literary territory full of meanings.

The Alfaguara Literary Prize has established itself as a benchmark for quality literary awards given to an unpublished work written in Spanish. Its prestige throughout the Spanish-speaking world means that winning



works enjoy international distribution, supported by the simultaneous publishing of the winners in Spain, Latin America and the U.S. A total of 608 Spanish-language works competed in this, the 14th edition.

Isabel Polanco Essay Prize

The jury of the Isabel Polanco Essay Prize, established by the International Book Fair of Guadalajara (FIL) and the Fundación Santillana, awarded the prize in its third annual edition to *El puño invisible. Arte, revolución y un siglo de cambios culturales* (The invisible fist. Art, revolution, and a century of cultural change) by Colombian anthropologist Carlos Granés Maya. The book traces, with cinematic skill, the avant-garde art of the twentieth century and argues that while political revolutions of the last century may have failed, the cultural revolutions succeeded and continue to shape our present.

The president of the Fundación Santillana and PRISA, Ignacio Polanco, presented the award—endowed with \$100,000 (75,000 euros) and a sculpture by Martín Chirino—to Granés during the International Book Fair of Guadalajara. Polanco stressed the commitment of the publishing group that he heads to Spanish-language culture and its vocation to be a leader in Latin America, where it is present in over 20 countries. The publishing imprint Taurus used the occasion to present the published work.

Cinco Dias Awards for Business Innovation

The Cinco Dias Awards for Business Innovation were established four years ago, marking the 30th anniversary of the business and finance newspaper, to recognize the most innovative initiatives in the business world

In its fourth edition the winners were: **Danone**, in the category of **Most Innovative Business Initiative in the field of Corporate Social Responsibility**, for the Danone Nations Cup, an international mixed Sub-12 football league that uses sport as a universal language; **Matarromera** for the **Most Innovative Business Initiative in the field of New Technologies** for developing the first quality alcohol-free wine range in Spain; and in the category for **Most Innovative Business Initiative in association with a university**: **Ecopapel**, for their joint research project with the University of Cordoba to industrially produce cellulose pulp using agricultural waste material.

The awards ceremony, held at the Prado Museum in Madrid, was presided over by the Minister for Science and Innovation, Cristina Garmendia, and included a keynote speech by journalist Arianna Huffington, founder and director of *The Huffington Post*.

This edition also saw the participation of the Autonomous University of Madrid and EL PAÍS to mark the 25th anniversary of the UAM / El Pais School of Journalism.

Fostering awareness of the issues facing society

In 2011, the Group continued its tradition of fostering and promoting social solidarity, human rights and the environment in order to raise awareness among readers, viewers, listeners and users. PRISA's media have long championed campaigns in favor of human rights and development as promoted by NGOs such as WWF, Intermón Oxfam, Ayuda en Acción, the Red Cross, UNICEF, Medicos sin Fronteras, Save the Children and the UNHCR. Support is offered through habitual reporting and specific sponsorship or promotion deals.

Each of our companies collaborates at an individual level and on occasions we act in a coordinated fashion across a number of companies or as a Group as a whole.

PRISA

PRISA collaborates with the World Wild Foundation (WWF), the first international conservation organization, to promote the year's biggest mass participation event, **Earth Hour**, which has been held since 2008. Hundreds of millions of people worldwide, companies, governments and educational institutions join together against climate change by supporting the WWF's biggest awareness campaign.

For the third consecutive year, PRISA, as *official media partner*, launched a major operation to support the WWF awareness campaign "Earth Hour", which mobilized all companies in all the countries where we operate on both sides of the Atlantic. **Going Beyond the Hour** was the slogan for this year's initiative, which called on millions of citizens to go further and adopt energy saving measures. It was a year of big and small commitments aimed at creating a more sustainable model.

With the ultimate aim of committing governments to act against climate change, PRISA supported the worldwide

symbolic "lights out" initiative, which took place across 5,000 cities in 135 countries in 2011.

PRISA, through its transversal division PRISA Deportes, also acted as media partner for the third edition of the **Global Sports Forum GFSB 2011**, which was held from March 10 to 11 in Barcelona. This edition focused on the application of new technologies in the world of sport and the role of athletes and clubs in social action, and featured over 40 speakers from five continents. Speakers included the President of FC Barcelona, Sandro Rosell, the president of Eurosport, Laurent Eric Le Lay, the CEO of Universal Sports, David Sternberg and the president of the Organizing Committee for Rio 2016, Carlos Nuzman.

Another important initiative was our participation as a global sponsor for the third edition of the **Red Innova**, a forum for debate on the latest trends in the ICT sector, which took place on June 15 and 16 at the Circo Price in Madrid, and which was addressed by renowned speakers such as Álex Ceballos, Amazon's Worldwide Corporate Development, Maria Garaña, president of Microsoft Spain, Bernardo Hernandez, global head of Emerging Products at Google, and Kamal Bherwani,



PRISA's Chief Digital Officer, who argued for closer links between innovation and traditional media and highlighted the great content produced by all group companies as a guarantee of success. PRISA also made an interesting contribution to the debate in the field of education with a talk by Richard Gerver, considered worldwide to be the guru of new education.

The Club de Madrid, with the PRISA's support, held a high-level conference in New York in early November, to discuss the impact of communications technology in democracies worldwide. This conference also provided a platform to analyze how networks and the large volumes of data are revolutionizing governance and democracy in the 21st century.

MIT, in collaboration with PRISA as global sponsor, chose Málaga, in Spain, to celebrate the most important conference on emerging technologies. **EmTech Spain**, the MIT's Technology Review's prestigious annual conference was held on October 26 and 27, and brought

together experts, national and international, to discuss the future of innovative technologies and how they will change the world.

In addition, PRISA is a trustee of the **ProCNIC Foundation**, the most important 'corporate sponsorship' initiative in Spain in recent years in terms of the amount, the social relevance and financial support provided to the National Center for Cardiovascular Research and by the group of large companies involved. Through its Board of Trustees, of which PRISA is a founding member, companies not only provide funds, but also participate in the decision making.

Kamal Bherwani, PRISA's Chief Digital Officer, during his speech at Red Innova



PRISA Radio

As a media company, PRISA Radio is committed to making our CSR policy one of the fundamental pillars of our operations focused on education, information and entertainment. This informs the planning of all activities, whether our own initiatives or those carried out through the support of third party initiatives. The company strives to be perceived as one that is committed to Corporate Social Responsibility and to ensure that this is reflected in our programming and our brands, and through content that will foster social transformation among audiences.

España

In 2011, PRISA Radio launched the series of forums **Encuentros POR** (www.encuentrospor.com), a social initiative, directed and presented by Iñaki Gabilondo. The objective is to create a space that encourages society to think and react, focused on crucial social issues such as youth, challenges, sustainability and future.

The **40 Principales Awards**, one of the most important awards in the Music world, donated, as it has done every year, the net profit from ticket sales for the awards ceremony to the Emergency Fund for the Horn of Africa organized by Acción contra el Hambre. It also gave a further € 50,000 to this NGO, raised from the Inter-Company Tournament.

We also signed a collaboration agreement with the Fundación Cris Contra el Cáncer, there was a collection of food and toys for disadvantaged families (Radio Menorca, Radio Sevilla, SER Zaragoza, SER Gijón and Oviedo). There were numerous blood donation campaigns in several Spanish cities. A children's radio workshop in collaboration with the cultural center La Casa Encendida, and we supported worldwide, through all PRISA Radio's stations, the energy awareness initiative

Earth Hour.

Latin America

Among PRISA Radio's initiatives in Latin America over the past year, were:

- In **Chile**, ADN Radio Chile signed a strategic alliance with América Solidaria, one of the most powerful organizations in the fight against poverty within the



40 Principales Awards

country. Our stations were proud to act as media partners for a range of cultural projects (PULSAR, Amplifica, MIDEM and the Viña del Mar Song Festival) as well as environmental initiatives (Earth Hour, the ProChile sustainability seminar).

- In **Colombia**, Caracol Radio was awarded the ExxonMobil Award for best coverage of an event in the field of CSR. We also signed a cooperation agreement between Caracol Social and the Colombian Institute for Family Welfare, and with the UNHCR for the campaign *Ponte en tus zapatos*. The music stations Oxígeno, Radioactiva, Tropicana and 40 Principales, as well as Bavaria and Caracol Social, came together to raise awareness about responsible alcohol drinking.
- In the **U.S.**, there were campaigns to support the victims of the harsh winter in Colombia, educational campaigns about the effects of the Trade Promotion Agreement with Panama and Colombia, and campaigns to bring gifts to children at the cancer unit of Jackson Hospital.
- In **Mexico**, environmental awareness campaigns through the gift of "green books" and a reforestation project in

arid zones, educational campaigns to promote the values of family and community life for children who are victims of violence, and health and prevention campaigns against obesity and HIV. The third edition of Arte 40 Mexico, as in previous years, was aimed at motivating art students and encouraging artistic creativity. Young artists were provided with a space to showcase their talent and thus contribute to the dissemination of contemporary art in the country.

SANTILLANA

Santillana's commitment to society requires us to ensure quality that responds to the needs of the educational community. True to this purpose, we continue to work on new projects while at the same time fostering the shared values of democratic societies, particularly pluralism, solidarity, tolerance, respect, defense of peace and environmental protection.

In all those countries where we publish books, Santillana collaborates on social initiatives related to the world of education, by providing numerous congregations and religious institutions, foundations, cultural associations, government agencies, employers' associations, teachers' groups, unions, parent associations and universities with the support required to meet the needs of teacher training. We also offer grants



and financial aid to attend events, donate books to underprivileged children, provide sponsorship for conferences and competitions, and are active in the co-publishing of materials.

Santillana donates a wide range of materials to foundations and NGOs, including the Fundación Entreculturas, Fundación Nido, Fundación Síndrome de West, the NGO Dignidad, and the Fundación Bobath, etc. In addition, last year we equipped a school for girls suffering from HIV in Mozambique with recycled computers.

Santillana also participates in events to foster reading in all those countries where we publish books, and our authors visit schools and university events.

PRISA Noticias

PRISA Noticias's companies contribute content and products that respond to the concerns of society. *El País*, as a general-interest newspaper, pays special attention to issues related to the environment, education, equality, child protection, human rights, etc. both nationally and globally. In 2011 our pages, both print and online, covered the debates that were organized on the *15-M Indignados* movement and the Arab spring. We also gave space to personal responses to the economic crisis in a series of interviews published on the last page of the newspaper. And we drew attention to the problems of sustainability when the world population hit 7,000 million.

At Elpaís.com we promoted blogs that stimulated debate on inequality and poverty. We took into account readers' contributions in social media in order to foster and encourage reader participation and opinion with regards to political, economic, social, and cultural issues.

The weekly supplement *El País Semanal* regularly devotes its pages to the publication of reports with social content, focusing on the defense of Human Rights, written by journalists who travel to the remotest corners of the world to bring readers first-hand news. We organized a photo exhibition at the Instituto Cervantes with images and reports published in the supplement under the title *Witnesses to Oblivion*, which was extremely well received.



Children at Christmas urban camp "El arte de contar", at La Casa Encendida, Madrid

The newspaper *El País* collaborates actively with around 14 NGOs and regularly provides newspaper space for social and humanitarian causes. Depending on the relationship with the NGO, these spaces may be free or gets sharply discounted rates.

Furthermore, *Cinco Días*, as a media outlet, strives to create awareness among readers of all the values of CSR. We endeavor to cover all social concerns, the dialogue between social groups, and above all we seek to foster respect for human rights through our weekly column *Good Governance*. There is also coverage of social initiatives carried out by leading companies, and agreements with Banesto, Caja Madrid, Banco Santander, La Caixa, Fundación Repsol, etc. Noteworthy is the launch of the new project CINCO DÍAS - CINCO CAUSAS (FIVE DAYS - FIVE CAUSES) created by the NGO Acción contra el Hambre, in collaboration with the newspaper, which led to a series of articles on social issues and emergency in the Horn of Africa, support to the volunteer corporate program of Banco Santander, Haiti, etc.

Cinco Días also makes donations to the Fundación Dehón (Education Foundation) and provides advertising space to different NGOs such as the Red Cross, Manos Unidas, etc.

PRISA Revistas contributes to social development and integration in partnership with the Red Cross through the donation of used mobile phones, collected by employees, to promote educational projects.

The program of the *El País de los estudiantes* is also socially aware and reaches out to special schools, prisons and other institutions.

PRISA TV

As a leading audio-visual entertainment company, PRISA TV is aware of the constant changes affecting society. We are responsive to society's needs and we endeavor to be a socially responsible company. Our operations have always been marked by a commitment to bring our viewers the very best content with all the latest technology. It's a commitment that this year has resulted in a total digital transformation, incorporating premium content to the online environment, with Canal+ Yomvi, thereby offering customers a completely new user experience.

In the management area, PRISA TV maintains its commitment to Spanish cinema and, with the slogan *Estamos con*

nuestro cine (We're with our cinema), we have worked on the production, promotion and distribution of Spanish films. In addition, our new commitment to original productions, which was undertaken in 2010 and has been recognized with major awards, continues apace with new projects such as *Falcon*. We also continue to promote the creation of documentaries and short films, providing financial assistance to projects by means of pre-purchase of broadcast rights through the Canal+ Short Films Project. This is a public competition open to all producers, who are expected to meet essentially the same requirements as stipulated by the Ministry of Culture for such grants. The projects are firstly evaluated on the merits of their scripts and then other considerations such as production capacity to bring a project to completion. Since the initiative's inception in 1997, Canal+ has received more than 2,500 projects, of which it has so far supported 121, leading to a string of successful shorts. These include shorts by promising young directors, who've had the chance to make their first film, such as *Cazadores* by Achero Mañas (winner of the Premio Goya), *Abuelitos* by Francisco Plaza, *En malas compañías* by Antonio Hens, *Ruleta* by Roberto Santiago (selected for Cannes), *Allanamiento de morada* by Mateo Gil, *Física II* by Daniel Sánchez Arévalo; *Éramos pocos*, by Borja Cobeaga, and *Invulnerable*, by Álvaro Pastor y Antonio Naharro, etc.

With regards to content, special mention should be made of the commitment to responsibility and accountability. Thus, programs that form part of the identity of Canal+, such as the *Informe Robinson* and the recent series of reports by Jon Sistiaga, have sought out and told different, alternative stories. Other timely programs include *Inside Job*, on the financial crisis, *the work of José y Pilar*, revealing unknown aspects of the writer José Saramago, and documentaries of ecological interest such as one about the uncontrolled reproduction of toads in Australia caused by human error.

For the third consecutive year, Canal+ held the TV Series Festival in Madrid. Open to the general public, the event showcases the very best of TV shows, and offers workshops, lectures and special events, attended by leading professionals from the audiovisual industry. This year's Festival also hosted special weekend events for children. There was also a special Spring edition held during the Mostra de Valencia in April with the aim of creating a space for TV series at this prestigious international film event.



Visitors were able to enjoy a dozen series premieres, on the big screen and even in the original-language version.

PRISA TV's commitment to education is implemented through a number of agreements maintained with universities and research centers, developed to support the training of students in the creation, development and broadcast of an audiovisual production. Social responsibility is channeled through Project 025, which manages employee donations to development aid NGOs or foundations. One such example is the *Solidarity Day*, held annually at company headquarters in Tres Cantos, Madrid, which sees workers voluntarily give a day of their salary to fund charity projects.

Media Capital

Media Capital and its media companies implemented a number of initiatives in 2011 in support of various



Iñaki Gabilondo presents at Reina Sofía Museum
the social project Encuentros POR

social causes, in accordance with the company's firm commitment to social responsibility. TVI, in collaboration with the supermarket Continente, supported, once again, the social responsibility project in the area of health, *Missão Sorriso*, focused on improving equipment in pediatric hospitals nationwide. The station also promoted an awareness campaign on the misuse and overuse of antibiotics, a growing worldwide crisis that in the European Union claims more than 25,000 lives a year through antimicrobial resistance.

TVI and Rádio Comercial supported the initiative *Realizar um Sonho, SIM!*, in favor of the Terra dos Sonhos Association, which lit up Lisbon's main square, the Praça do Comercio, with 50 thousand candles in the shape of a giant star.

TV dramas and soap operas also addressed social issues: the teen drama *Morangos com Açúcar* and the soap

opera *Doce Tentação* supported institutions such as Do Something, Make a Wish Foundation, Missão Adoção and Fundação São Francisco de Assis. In the field of entertainment, TVI's *Perdidos na Tribo* organized a national collection in favor of the Portuguese Red Cross. Other projects developed in collaboration with the Portuguese Red Cross included the First Red Cross Run, *Corre por um Portugal mais Feliz*, in aid of needy families.

Throughout 2011, radio stations maintained existing initiatives and launched a number of campaigns to increase their visibility and impact, which were well received by listeners. These included *Música por uma Ca(u)sa* was an initiative to support the Association of Parents and Friends of Children with Cancer, The Pinktober concert, whose proceeds go to the Portuguese Association Against Cancer, and the quit-smoking initiative *Os ex-fumadores são imparáveis*.

As in previous years, there were several campaigns to collect donations throughout the Group's stations for various institutions such as Ajuda de Mãe, Associação Salvador, Associação para a Promoção da Segurança Infantil and the Associação Terra dos Sonhos.

Campaign choose health life

