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Commitment to society

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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.

Debate e innovación



www.fundacionsantillana.com

The Fundacion Santillana

The Fundacion Santillana has consolidated its work in three broad areas: Education, Journalism and literature, and Governance and culture. It has also strengthened its institutional presence year by year by creating spaces for reflection and dialogue. Through a number of our activities, we have sought answers to the most recent and urgent dilemmas facing the culture and education sectors, with events such as the Forum for Cultural Industries and Education Week. We have honored, and enabled dialogue between leading artistic and literary creators, with events such as Lessons and Masters and Literary Conversations in Formentor. And we have organized activities with the Casa America de Catalunya.

The second year of the Masters Program in Governance and Human Rights, organized by the Fundación Santillana, the Jesus Polanco Chair in Ibero-American Studies and the Autonomous University of Madrid, was taught by renowned senior faculty members and offered an academic program that responded to the most urgent contemporary legal issues. In light of the interest in these issues, the Fundación Santillana for Ibero-America also organized a conference in Colombia dedicated to Governance and Human Rights with recognized experts in the field.

In Latin America the Foundation's activities are focused on fostering debate on educational issues, and

we support initiatives that promote reading and literacy. These initiatives are each year supported with the Vivalectura Prizes in Argentina and the Vivaleitura Prizes in Brazil, the Literacy for Youth and Adults Seminar in Argentina and the distance learning course for teachers and educators in Brazil.

In 2013 the Foundation will continue to pursue these initiatives with special emphasis on Latin America where, under strict criteria of excellence and quality, we will promote debate which will enable us to explore current challenges, identify the most qualified cultural agents and give greater exposure to their work.

Spain

Madrid:

■ Masters in Governance and Human Rights:

This Masters program, sponsored by the Fundación Santillana, the Jesús de Polanco Memorial Chair for Ibero-American Studies, and the Universidad Autónoma de Madrid (UAM), was launched in 2010 to train the most outstanding postgraduate students. It is taught by renowned senior faculty members and offers an academic program that responds to the most urgent contemporary legal issues. In its second year, the graduation ceremony, held on April 23 at the Law Faculty, was addressed by the president of



Cultural Industries Forum

the constitutional court, Pascual Sala Sánchez, and the European Court of Human Rights magistrate, Luis López Guerra.

- **Cultural Industries Forum.** In its fourth edition, under the title “State or company, subsidies or sponsorship,” participants discussed sponsorship law, taxes, royalties, State responsibility in sustaining cultural infrastructure, and the competitiveness of Spanish culture in the global market.

The Cultural Industries Forum is an annual event organized by the Fundación Santillana and the Fundación Alternativas, through its Observatory of Culture and Communication. This year’s event was sponsored by the SGAE and had the support of the Reina Sofia Art Museum.

- **Education Week.** Experts and politicians from around the world analyzed the challenges of education in Latin America as a key to growth in the region. The central

event of the XXVII Education Week, organized by the Fundación Santillana, was held on November 20, at Madrid’s Círculo de Bellas Artes. This year’s event was, for the first time, tied into the Summit of Ibero-American Heads of State and Government, held in Cadiz, and activities were also held in A Coruña, Alcalá de Henares, Madrid and Cadiz.

The events were sponsored by the Ibero-American Secretariat General, the Ministry of Education, Culture and Sport, with the collaboration of the Fundación Telefónica.

- **Signing of an agreement between the Fundación Santillana and the Banco Interamericano de Desarrollo / Inter-American Development Bank (IADB) (IDB)** to promote and organize projects that foster new alternatives in education and to collaborate on specialized publications.

In Barcelona:

Since 2009, the Fundación Santillana and the Casa Catalunya Amèrica have organized cultural activities involving writers, photographers, journalists and artists and revolving around the relationship between Latin America and Spain. During 2012 the following activities were held:

- **Recital: From Mario to Benedetti.** On January 26, the actor and singer David Planas and the singer-songwriter Carles Cors performed a musical-storytelling recital based on the work of Uruguayan writer Mario Benedetti.
- **Latin America in Transit.** On February 6, we hosted a debate between the Chilean writer Cynthia Rimsky and Argentine writer Andrés Neuman on travel literature and the poetics of trains and airports.
- **Brazil, a future present.** From May 21 to 24, 2012, we organized a conference dedicated to Brazil to analyze the growth that this country has been experiencing in recent years. The events were held with the support and participation of the Brazilian Consulate in Barcelona and the Brazil-Catalonia-Barcelona Regional Chamber of Commerce.
- **José Figueres, the man who transformed Costa Rica.** A conference on November 30, headed by Maria Rosa Serrano, the author of a biography on José Figueres, coinciding with the 64th anniversary of the dissolution of the army of Costa Rica ordered by the then President Jose Figueres Ferrer of Catalan origin. The conference covered his political career.
- **Music and philosophy in Brazil.** A series of concerts devoted to various Brazilian musicians and Brazilian popular music. The first concert, dedicated to philosophy, was held on November 20 and was led by Carlinhos Pitera. The second concert, with Darlly Maia and performed on December 13, was a tribute to Jorge Amado on the centenary of his birth.

In Mallorca:

- **The Formentor Literary Conversations Series. Great literary characters: Ulysses, Hamlet, Madame Bovary, Anna Karenina, etc.** The fifth 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 14, 15 and 16. This year brought together a distinguished group of editors, writers, journalists, literary agents and critics to discuss great, immortal literary characters.

In Santillana del Mar:

- **Presentation of an avant-garde work by Goeritz to the National Museum and Research Center of Altamira.** Since August 2012, the Museum of Altamira has exhibited, next to some of the oldest art in the world, an avant-garde work by Mexican painter Mathias Goeritz. The piece, owned by the Fundación Santillana, is a sketch for the poster of the Caves of Altamira (1948), and was presented to the museum.

In Santander:

- **Tribute to Carlos Fuentes.** On July 12, 2012, a remembrance ceremony and tribute to the late Mexican writer Carlos Fuentes was held in Santander, in the auditorium of Magdalena Palace. The Fundación Santillana and International University Menéndez Pelayo (UIMP) paid tribute to the writer and were joined by the journalist Silvia Lemus, the writer Jorge Volpi, the former president of Colombia Belisario Betancur, the rector of the UIMP Salvador Ordonez, the writer and academic, Juan Luis Cebrian, the literary critic Julio Ortega, and writer Gonzalo Celorio.
- **Cultural Journalism Seminar. Cultural journalism in new media: digital newspapers, blogs and social networks.** The third edition of this seminar dedicated to cultural journalism was held within the framework of the summer courses offered by the UIMP in Santander, and was organized by the UIMP Foundation and the Fundación Santillana, with the collaboration of the TEC in Monterrey. Papers given by experts and journalists who participated are available at the www.periodismocultural.es website.

- **Lessons and Masters.** This year's event, the sixth of its kind, looked at the humor and graphic journalism of Antonio Fraguas (Forges), José María Pérez (Peridis) and Andres Rabago (El Roto). Lessons and Masters was established in 2007. Organized by the

International University Menéndez Pelayo (UIMP) and the Fundación Santillana, this year's gathering was held at the Palacio de la Magdalena in Santander. The theme of this year's event confirms the growing importance of graphic narrative as a genre.

Argentina

- **Vivalectura Award.** This award, sponsored by the Fundación Santillana in Argentina, is an initiative of the Ministry of Education of Argentina and the OEI. The awards' fifth edition saw a record participation, with 610 entries and 20 winners.

The awards ceremony took place on May 4 as part of the 38th annual Book Fair in Buenos Aires, which had as its theme "A Future with Books".

- **Latin American Forum on Education.** The VIII Latin American Forum on Education, organized by the Fundación Santillana, under the auspices of the Organization of Iberoamerican States (OEI), was held from May 28 to 30 and aimed at exploring and analyzing the knowledge base of teachers under the title "What a teacher should know and why." Flavia Terigi gave the keynote presentation.
- **Seminar on Literacy and Basic Education for Young People and Adults.** On September 6, 2012, Buenos Aires hosted the "VI Seminar on Literacy and Basic Education for Young People and Adults in the 21st Century: the conditions and demands of educational equality". The event was organized by the Pablo Latapí Chair, coordinated by Francisco Piñón, under the auspices of the Fundación Santillana. Also participating were the the Institute for Educational Innovation and Development (IDIE) / OEI of Paraguay and IDIE / OEI Argentina.

Brazil

- **Distance learning course for educators:** This online distance learning course is offered between October 2012 and June 2013. It has been sponsored by the Fundación Santillana for the past five years in collaboration with the Ministry of Education and



José Manuel Matilla, Peridis and El Roto at *Lessons and Masters*

Unidme (National Union of Municipal Directors of Education), and is being followed by 1,260 educators and teachers. It aims to guide teachers in the adoption of appropriate methods and effective practices in achieving literacy for children aged six in elementary school.

- **Vivaleitura Award.** This award was established to recognize projects that promote and encourage reading throughout Brazil, and selects three outstanding initiatives every year. The award is endowed with prize money of R\$30,000. With the Prize now in its seventh year, the Fundación Santillana once again offered its support in the organization and dissemination of the event. The Vivaleitura Award is sponsored by the National Library Foundation (Fbn/Minc), the Brazilian Ministry of Culture and the OIE, with the support of the Fundación Santillana.
- **Mestres da Obra (Masters of Works).** In June 2012, the Fundación Santillana and the publishers Moderna signed an agreement to support the project "Mestres da Obra" (Masters of Works), thereby contributing to the social and cultural activities offered by the organization of civil construction workers in the country. Among the initiatives is the donation of books geared towards artistic and educational activities as promoted by NGOs, as well as meetings with authors. In this first phase, the association

has benefited about 300 construction workers, who have expressed an interest in the worlds of education and culture.

- **The Fundación Santillana in Brazil lends support for publications in the field of education.** In 2012, the Fundación Santillana in Brazil decided to increase the publication of works focused on the education debate. To this end, the Foundation supported, alongside publishers Moderna, books by entities such as the Movimiento Todos por la Educación, Proyecto Aprendiz, the National Council for Education and the Ministry of Education of Brazil. The Foundation was also responsible for the distribution of these works to academics and public policy managers. Similarly, the Foundation lent its support to the holding of public hearings in the legislative field, both in Congress and in the State Assemblies, on educational issues.

- **Meetings and seminars.** The Fundación Santillana organized in April and May 2012 seminars on "Municipal Education Plans: Challenges and Opportunities", in partnership with the National Union of Municipal Directors of Education (Undime), with lectures by experts André Lázaro, Mozart Neves Ramos and José Fernandes Lima (current President of the National Council for Education, Brazil).

Also during the year, the Foundation supported the holding of meetings and debates on the new National Education Plan in the State of Ceará, with the participation of experts and public administrators. Similarly, we held seminars and debates to discuss municipal education plans throughout different Brazilian states, in collaboration with the publishers Moderna and the National Union of Municipal Directors of Education (Undime)

23, 2012, with the support of the Fundación Santillana for Latin America.

- **Santillana Award for Educational Experiences.** The Fundación Santillana for Latin America, with the participation of the Ministry of Education of the Republic of Colombia, organized in 2012 the seventeenth edition of this award, which this time highlighted those projects and initiatives that dealt with bullying. Winners received between 2 and 6 million Colombian pesos and a library of books with an estimated value of 40 million pesos.

Colombia

- **First Education Week in Colombia.** For the first time this important event, which traditionally has been held only in Spain, was held in Colombia. The main theme was the teaching and training of readers and writers from early childhood to secondary level. The conference took place between March 20 and



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 our ongoing 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 Menéndez Pelayo International University and the U.

SANTILLANA

The founding principles of SANTILLANA set out the Company's goal 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 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.

In 2012, the Foundation signed a global collaboration agreement with the UNESCO on education, which includes providing technical assistance involving SANTILLANA's UNO learning system, the organization of educational events and the dissemination of educational projects, especially those related to quality teaching and education. The Foundation also lent its support to UNICEF's global campaign *Finishing School* in an effort to improve the quality and equity in education, address inequality and promote social inclusion.

Apart from publishing textbooks, which is SANTILLANA's core activity, we also produce a wide variety of materials aimed at teachers, students, and families. 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 2012 these projects included:

- **Curricular adaptations.** Specific material for young people with certain learning difficulties.
- **Linguistics project.** Materials on the functional and communicative dimension of language.



- **Education in values program** on the ethics and civics curriculum.

Besides these classroom-specific products, 2012 also saw the publication of:

- **The Education Year in Review, 2011**, in collaboration with the OECD. This publication provides relevant information on different educational systems and is an excellent indicator of the state of international education.
- **Proceedings of the First Congress of Science Teachers**, with dozens of papers on experiences related to science education.
- The supplement *El País de los estudiantes* in collaboration with the newspaper El País.

In addition to these publications, SANTILLANA is actively involved in specific initiatives of a social and educational nature, some of which are associated with the publication of conference proceedings, presentations, training material and so on.

They include:

- **Training activities in the education sector** (conferences, seminars, etc.).
- **Education Week.**

- **Education conferences** (Catholic Schools, World Education Congress, Teaching in microbiology, education inspectors, educational innovation, private education, etc.).
- **Teacher training activities.**

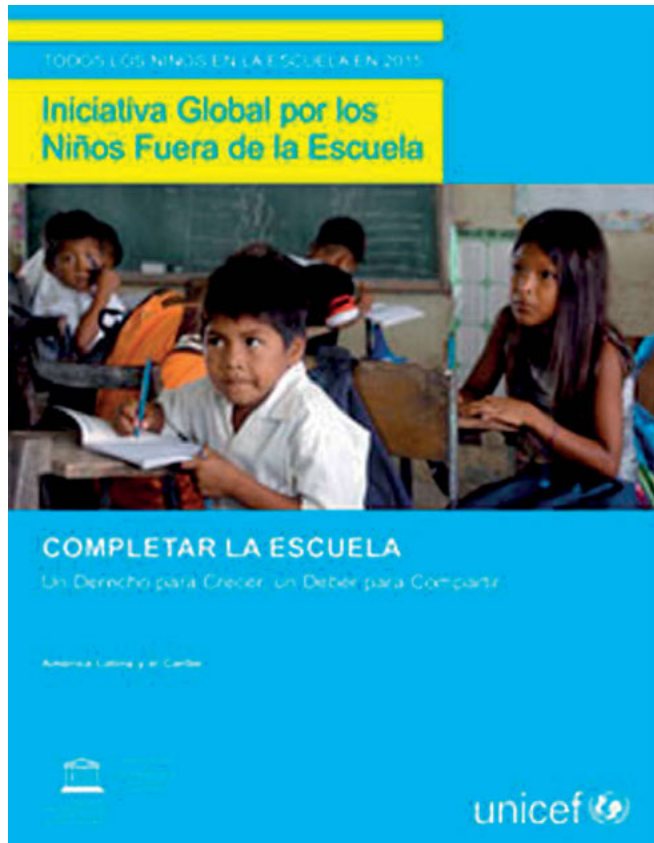
Colombia

- **International Congress: Teaching and training readers and writers in preschool, primary and secondary**, organized within the framework of the Colombian National Literacy Plan .

Chile

- **SENAME Program**, in collaboration with the Ministry of Justice of Chile, for the training and social reintegration of adolescents.
- **Activities with Endesa / Enersis Chile**
 - Continued support for the "Energy for Education" program, launched throughout the network of educational establishments run by the Company (42 schools); and the pilot education scheme Avanza en Escuelas in San Clemente (4 schools).
 - Participation in national seminar on Energy Efficiency.
 - Participation in the stand Proyecto Endesa/SANTILLANA at First ENERSIS Chile CSR Fair.
- **Activities with the Fundación de la Familia.** The Gourmand World Cookbook Award for the title *20 buenas razones para comer en familia* (20 good reasons to eat as a family) in the category for best cookbook published in Chile in 2012. The book was co-created by SANTILLANA Chile and the Fundación la Familia.
- **Elige Vivir Sano (Choose Healthy Living).** A healthy living program promoted by the first lady and in which SANTILLANA has participated since 2010.

The program encourages Chilean families to adopt healthier lifestyles to improve the quality of family life.



- **Activities with Ministry of Justice / Child Services.** We support a range of activities that use education to foster the social reintegration of young people.

- National literary contest "Y tú que cuentas".
- Training workshops with an Alfaguara author (Carla Gufuelbein) aimed at teachers and Gendarmería and Sename library managers.

- **Activities with the Fundación Integra.** Training for educators and teachers in the Integra network and the donation of games for libraries.

- **The project Build your healthy footprint with your family.** The program encourages Chilean families to adopt healthier lifestyles and fosters greater commitment to the world around them to improve the quality of family life.

Brazil

- **Pathways to Citizenship:** In partnership with the Association of Apprentice Schools and Caritas in São

Paulo, this project -supported by Editora Moderna- contributes to the training and social integration of immigrants and refugees arriving in Brazil. Besides donating books for teaching Portuguese, Editora Moderna offers consulting and educational resources to facilitate the learning process and thereby fosters the integration of immigrants into Brazilian society.

- **Internal Commission for the Voluntary Sector (CIVM).** Created in 2005 by employees of Editora Moderna, the CIVM carries out social initiatives that benefit organizations involved in caring for socially vulnerable elderly, children and families. Volunteers run regular fundraising campaigns and initiatives encouraging donations of books, school supplies, food, clothes and toys, and visits to institutions.

- **Institutional publications for free distribution.** Aware of the demands of society, the publishers Editora Moderna, publishes and distributes reference works that aid our understanding of the current state of Brazilian education and that provide relevant information to policymakers. Titles include: Brazilian Yearbook of Basic Education, Pisa Reports, and the report on future challenges *De Olho nas Metas*.

- **Donation of books to universities.** This program distributed reference works covering the debate on quality in teaching and education to 52 Brazilian federal universities. The titles were published by Moderna in partnership with the Fundación Santillana.

Ecuador

- **Technological Innovations Fair focused on Education.** SANTILLANA presented its latest digital novelties (educational content, online readers, UNO System and Nanoland).

Guatemala

- **International Seminar on corporate social responsibility and Education in Central America.** SANTILLANA, the Spanish Embassy and Telefónica organized this first seminar on good CSR practice.

Honduras

- **International Congress for Global Learners**, organized in collaboration with the Richmond imprint, addressed issues such as language diversity in the classroom, and the development of communication skills in the 21st century.
- **Congress on Educational Marketing, Innovation and Institutional Leadership**, on the role of education managers and policymakers in processes of change.

Puerto Rico

- **A series of Academic Seminars**, organized by SANTILLANA to create strategies to promote academic achievement and promote new evaluative techniques to improve student outcomes.

Dominican Republic

- **Access to reading for disadvantaged sectors**

of the population, SANTILLANA made a Christmas donation of nearly 6,000 books to more than 15 NGOs in the country. The books, mostly novels aimed at children, young people and adults, were distributed in centers with limited resources in different provinces: schools, community centers, libraries, multipurpose centers and study halls.

Uruguay

- **Salir Adelante Program**: In collaboration with companies from different sectors, the *Salir Adelante* Program (Getting Ahead) program helps talented high school students from disadvantaged backgrounds.

Peru

- **VI International ConTICnuamos Congress**, held on November 7, 8 and 9, 2012, in the auditorium of the Convention Center of the Colegio Médico del Perú.



Blazing a trail in journalism

The EL PAÍS-UAM School of Journalism

The EL PAÍS-UAM School of Journalism is a non-profit foundation established in January 1987 as a result of a cooperation agreement between PRISA and the Universidad Autónoma de Madrid to provide journalism training to graduates from any field.

Since its foundation, the school, as part of its commitment to society, has contributed to the training of almost 1,000 professional journalists, who can in turn contribute to strengthening civil society and democracy. The role of the journalist in society is a theme that informs all the modules and activity in the Masters program, which places great emphasis on practical work experience, thereby allowing our trainee journalists to learn on the job.

As well as the usual course activity, in 2012 there was a student trip to Brussels to get to know the EU institutions first hand. Students were also able to learn from top journalists and leading figures from the worlds of politics and the arts at a range of conferences. There were two summer workshop sessions: on photojournalism and on interviews.

In 2012, 38 students, received an internship 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, 30 % of the newsroom is made up of course graduates.

Starting 2013, the Masters in Journalism will run for two years instead of one, to expand the curriculum and to include a paid internship at a PRISA media company. The



Students of the EL PAÍS-UAM School of Journalism



program remains essentially the same, with the same stress on integrating print and digital media. There will also be new workshops on data processing and management and more time will be spent on video and social networks.

El País de los Estudiantes

El País de los Estudiantes is a free online school newspaper project, organized by *El País*, sponsored by Endesa and supported by the Regional Governments of the Canaries and Andalusia. The scheme, which has won international awards, aims to promote reading and teamwork among students aged 14 to 18 from all over Spain.

In 2012, 37,808 students from 2,646 schools took part in the initiative. Reviewing the entries, the jury, made up of professionals from *El País*, quickly discovered how the social and economic crisis had permeated the school newspapers papers in this edition of the

program. Over the past 11 years, more than 373,000 students have participated in the scheme, that sees groups of students, led by a teacher, work together like a real newsroom to produce an online newspaper.

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**. In the area of innovation, PRISA is behind the **Cinco Días Awards for Business Innovation**, with a specific category for corporate social responsibility.

The Premios Ondas Awards

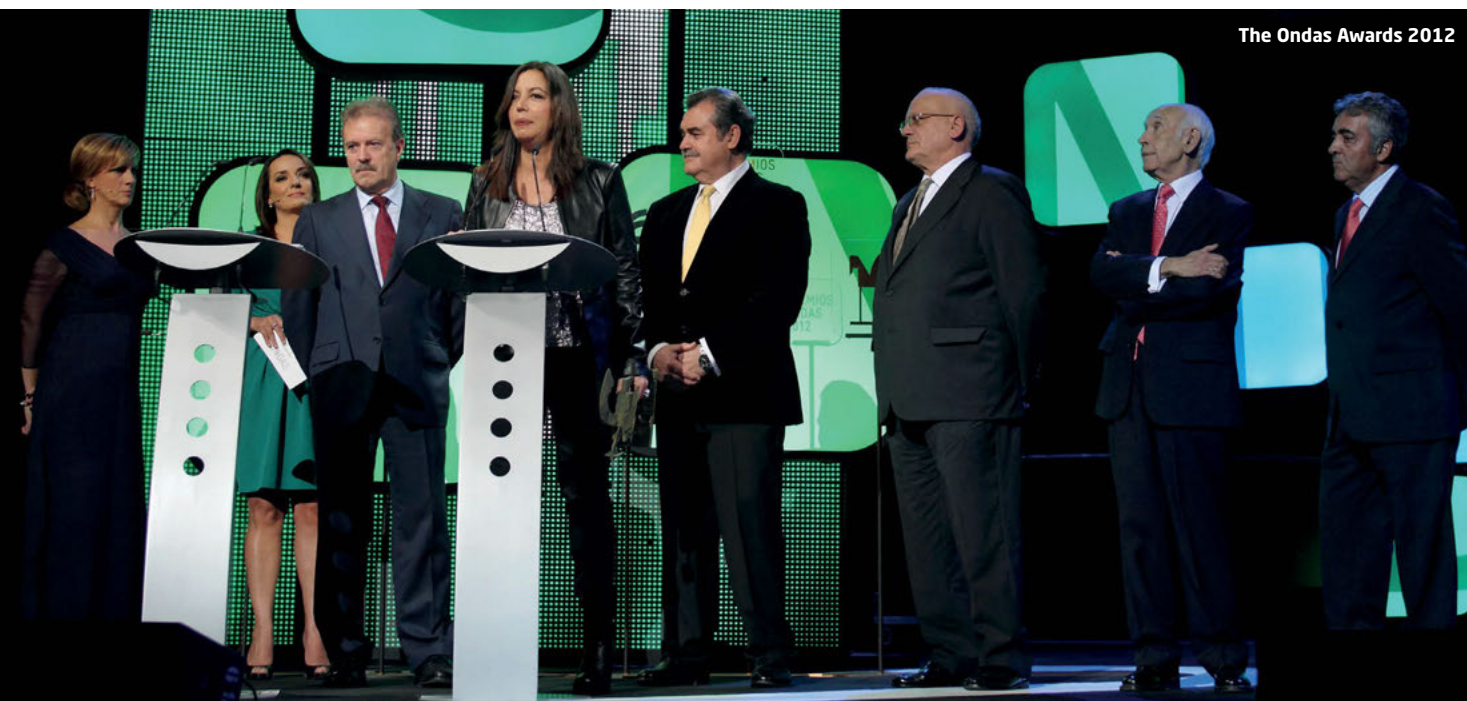
The 59th edition of the Premios Ondas Awards, awarded by PRISA through Radio Barcelona, honored a wide and varied group of professionals from the worlds of radio and television, including Luis del Olmo, Jordi Hurtado and the program *Hora 25*. Above all, the prizes also paid tribute to the long careers of great professionals on both sides of the Atlantic.

Javier Gallego, director of *Carne cruda* (Radio 3) received the award for best radio program for his 'skill at

pushing the limits'. Luis del Olmo, won the Special Jury Prize and German Sanchez, won for his radio show *Documentos RNE*. Angels Barceló, accompanied by leading figures from *Hora 25's* long history, picked up the award celebrating the Cadena SER's 40 years on the air. Javi Nieves took the award for music radio on behalf of Cadena 100, and the innovation in radio award went to Tea FM radio, at the University of Aragon.

Across the Atlantic, Don Francisco, the alias of Mario Kreutzberger, was honored for 50 years of his program, broadcast in over 40 countries, while the Colombian broadcaster Julio Sánchez Cristo, from the program *La W*, broadcast on W Radio, was recognized for his 36-year career.

In the television categories, award winners included Jordi Hurtado for the gameshow *Saber y ganar* (La 2); Anne Igartiburu for 15 years presenting TVE's celebrity news program; the contest *La Voz* (Telecinco) for its contribution to music; *Downton Abbey* (Antena 3) for best foreign drama series; *Isabel* (TVE), best Spanish series; Jon Sistiaga for news and current affairs coverage in *Reportajes Canal+*; Mariano Peña, best actor for his role in *Aida* (Telecinco); and Concha Velasco, best actress for *Gran Hotel* (Antena 3).



Premios Ortega y Gasset de Periodismo



The Ortega y Gasset Prize for Journalism 2012

Gemma Nierga presented the awards gala, held at the Liceo in Barcelona, in which a total of 26 awards were handed out. Angels Barceló, Pepa Bueno and Jose Antonio Ponseti came on stage to help Nierga to give out the prizes. And there was music from Pablo Alboran India Martinez, Belinda and Eros Ramazzotti.

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.

The 29th edition of the Ortega y Gasset Prizes for Journalism took place against the backdrop of the wave of protests arising around the 15M *indignado* movement in Spain and paid tribute to the courageous commitment of Mexican journalists who cover the criminal gangs who kidnap and kill. The award in the print journalism category went to Humberto Padgett for *Los Muchachos Perdidos* (*The Lost Boys*) for his reporting on marginalized adolescents who turn to violence and organized crime.

Another young journalist won in the category for digital journalism, with Carmela Rios taking the prize for her Twitter coverage of the 15M protest movement. In the category of photojournalism, the winner was Carlos Jacobo Méndez. The jury lauded his picture, taken in Valencia during the 15M *indignado*

movement protests in 2011. In the category of outstanding career, the jury recognized Sir Harold Evans, former editor-in-chief of *The Sunday Times* and *The Times* and currently on the management team of the Reuters news agency.

The jury, meeting in Madrid, was made up of leading figures from the worlds of media, business and the arts and was chaired by art publications editor Elena Foster. The other members of the jury were actress and theater director Blanca Portillo, the writer Soledad Puértolas, the former editors of *El País* Jesus Ceberio, Juan Luis Cebrian and Joaquín Estefanía and the current editor Javier Moreno, and journalists Iñaki Gabilondo and Soledad Gallego-Díaz. Jose Manuel Calvo, deputy editor of *El País*, served as secretary of the jury

Alfaguara Literary Prize

The Argentinian writer Leopoldo Brizuela (La Plata, Argentina, 1963) was the winner of the the Alfaguara XV Literary Prize, endowed with 133,306 euros and a commemorative sculpture by Martin Chirino, for his novel *Una misma noche*.

The novel revisits the story of victims and perpetrators during the darkest days of Argentina's military dictatorship, and can be read as both a purge and exorcism. "A work written in the dark, from the most intimate perspective, reflecting everyday society. An existential thriller," said Rosa Montero, president of the jury, which also included Montxo Armendáriz, Lluís Morral, Jürgen Dormagen, Antonio Orejudo and Pilar Reyes (who, as editor at Alfaguara, had no vote).



They all lauded the author's "admirably restrained style that, with its stark economy of expression, manages to create a disturbing and hypnotic narrative".

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. Winning works from the past 15 editions have been translated into 22 languages. This year saw a record number of entries -785 in all.

Cinco Días Awards for Business Innovation

The Cinco Días Awards for Business Innovation were established five years ago to mark the 30th anniversary of the business and finance newspaper to recognize the most innovative initiatives in the business world and to enhance the visibility of company efforts to improve processes, products and services.

In 2012, the winners were: Mutua Madrileña in the category for **Most Innovative Business Initiative in the field of corporate social responsibility**, for the "Young Professionals" program, an initiative in collaboration with the Fundación Éxit and the Madrid Association of Auto Repair Workshops (Asetra), aimed at school dropout prevention; **Most Innovative Business Initiative in the field of New Technologies**: Tecnalia, for the project "Oceantec", a floating offshore

converter for harnessing wave energy; and **Most Innovative Business Initiative in association with a University**: SANTANDER CRUE (Conference of Rectors of Spanish Universities) CEPYME, and its close collaboration with the "Internship Program for University Students in SMEs".

The awards gala ceremony, held at Madrid's CaixaForum, included a keynote speech by the former Minister for Science and Innovation, Cristina Garmendia. Carmen Vela, Secretary of State for Research, Development and Innovation, closed proceedings at the ceremony, which was presented by the Cadena SER journalist Marta González Novo.

The awards jury, chaired by Emilio Ontiveros, founder and president of Analistas Financieros Internacionales (AFI), included Joaquín Estefanía, Director of the EL PAÍS-UAM School of Journalism; Javier Robles, President of Danone, Manuel Mora, Managing Director of Ecopapel, Carlos Moro, President of Grupo Matarromera and Jorge Rivera, Editor-in-chief of *Cinco Días*.

Fostering awareness of the issues facing society

In 2012, the Group continued its tradition of fostering and promoting social solidarity, human rights and the environment in order to raise awareness of these issues 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 UNICEF, WWF, Intermón Oxfam, Ayuda en Acción, the Red Cross, Médicos sin Fronteras, Manos Unidas, 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.

In addition, during 2012, PRISA has gone a step further in strengthening the Group's corporate social responsibility policy with the approval of the Plans of Action for 2013/2015. The development of these Plans has been supported by the Fundación SERes, which has contributed by offering their knowledge and expertise in the area of best practices in other companies. The first initiative to get up and running is the PRISA **Social Responsibility Observatory**, a body representing all business units and whose responsibility is to develop and manage a comprehensive, global and cross-corporate

Social responsibility strategy, while at the same time channeling, supporting and coordinating the strategy of each of the companies and individual business units.

PRISA

PRISA collaborates with the WWF, the 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, **Earth Hour**.

For the fourth 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. *Save the climate* was the slogan for this year's initiative, which called on millions of citizens to get involved in initiatives all over Spain, such as the human mosaic made up of 500 people in Madrid's Plaza de Oriente. With the ultimate aim of committing governments to act against climate change, PRISA supported the symbolic worldwide "lights out" initiative, which took place across 5,000 cities in 147 countries in 2012.

On environmental issues, PRISA also collaborated with the **UN Summit Conference on Sustainable Development**, also known as **Rio +20**, which brought together more than 130 heads of state and government from 128 countries. The Conference organizers received thousands of proposals from a hundred academies of science worldwide, and thousands of environmental NGOs mobilized for the occasion, all of whom were concerned about the future of the planet and the effects that unsustainable growth might have on wellbeing in both developed and developing countries.

PRISA and all its companies threw their weight behind the UNICEF España campaign '**Cumplédías**', which aims to raise public awareness of the consequences of child malnutrition, which affects millions of children worldwide, and of the need to prevent it. Acute child malnutrition has a devastating impact on children and is the most severe result of hunger. Moderate malnutrition requires immediate treatment to prevent the child from developing severe acute malnutrition, which carries a high mortality risk. By simply sending an SMS, members of the public could do their bit by providing children at risk with one day of treatment against malnutrition.

Promoting volunteering is another area in which the Group actively cooperates. Thus PRISA companies joined the **SOMOS** campaign, led by NGOs such as Action Against Hunger, Red Cross, UNICEF, Ayuda en Acción and Save the Children. Our media covered the campaign through both content and advertising, and some of our biggest media stars, including Jon Sistiaga, contributed a video which served as the introduction to the campaign that sought raise awareness among the public of the need to collaborate and participate in the work of various NGOs in our country. PRISA also participated in the **Summit for Innovation in the Voluntary Sector**, co-organized by the U.S. Embassy in Spain, Meridian International Center and the Fundación Rafael del Pino.

In addition, our employees actively collaborate with NGOs, as evidenced by the more than 300 kilos of food that were collected in December for **Bankilo**, the university-based chapter of Caritas -and that was just at our headquarters in Tres Cantos, where employees from SANTILLANA, PRISA TV and Corporate Center are concentrated. The same employees were

responsible for the collection of more than 600 kilos of bottle tops in the second half of the year, for the campaign **Tapones solidarios**, aimed at raising funds for genetic research, through the Fundación Síndrome de West.

On April 26, PRISA and **The Paley Center for Media** organized the first edition of the International Council to be held in Spain. Sixty-five top-level representatives from more than 18 countries met in Madrid to discuss the future of news and information, with the title *"News at the Speed of Life: A Global Conversation on the Reinvention of Journalism"* This initiative falls under one of PRISA's priority objectives, to engage and foster debate and conversation about the future of journalism and education, to improve democracy and our society as a whole.

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



International Council

Price in Madrid, and which was addressed by PRISA spokespersons in a number of sessions. Miguel Barro, Chief Digital Officer at SANTILLANA, participated in the panel discussion "Education. What are we doing wrong?" which debated the future of education and innovation. Meanwhile, Stephen Dove, PRISA TV's Chief Digital Officer, participated in the workshop which analyzed the future evolution of digital content in television platforms over the coming years.

MIT, in collaboration with PRISA as global sponsor, chose Málaga, here in Spain, to celebrate the most important conference on emerging technologies. **Em-Tech Spain**, the MIT Technology Review's prestigious annual conference, was held on October 26 and 27, and brought together experts, both 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 Spain in recent years, both in terms of the amount, the social relevance and financial support provided to the National Center for Cardiovascular Research and in terms of 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.

PRISA Radio

As a media company, PRISA Radio, like the other companies in the Group, is committed to making our CSR policy one of the fundamental pillars of our operations. 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.

PRISA Radio is sensitive to the needs that constantly arise in the globalized and multicultural society where it operates, and the Company focuses its activity on the satisfaction of these needs, through its own initiatives or by supporting third party initiatives that promote



the principles of solidarity, respect, sustainability and responsibility in all segments of the population. The consistency between what we communicate and what we do is what builds trust and credibility in society.

Among the initiatives carried out by PRISA Radio in the past year, perhaps the most notable was the **Goals against Hunger** campaign to inform and educate society of the scourge of hunger and famine. The campaign involved a month and a half of intense journalistic work, with interviews, testimonies, and reports. A fundraising website (golescontraelhambre.com) was led by sportswriters and supported by figures from the worlds of sport and culture. The site received almost 20,000 visits, 8,500 video views and raised nearly 50,000 euros from the 33,000 goals scored and via direct donations, which went to Acción contra el Hambre (Action Against Hunger).

Meanwhile, Cadena Dial and Ayuda en Acción teamed up to launch a chain of virtual applause (**Aplausos-cadena.com**) to promote the Rights of Women worldwide. Cadena Dial made a firm commitment to

the initiative, all too aware that there is no country in the world where women and men enjoy equal rights and opportunities. A number of initiatives were carried out to inform and raise awareness of the issue, including a trip by professionals from the Ecuador station to learn more about this problem firsthand. The campaign concluded on November 25, International Day for the Elimination of Violence against Women. Cadena Dial Chain included the purple ribbon in all its digital media and social networking accounts, and encouraged followers to adopt it as a symbol of the struggle for the non-discrimination of women.

The promotion of contemporary art, especially by young artists, is another priority of the Company, channeled through the initiative **Arte 40**, which celebrated its fourth edition in Mexico with support from the National Council for Culture and the Arts (Conaculta). The first edition of this initiative to be held in Spain attracted more than 5,400 young artists.

PRISA Radio's music channels dedicate the proceeds from their awards galas to charity. Cadena DIAL's *Lo Mejor de Aquí y de Allí* gave the proceeds to the the NGO Ayuda en Acción to fund a project in Honduras to improve the living conditions of children and mothers in that country. The **40 Principales Awards** allocated its proceeds to *Luces para aprender*, an OEI initiative aimed at bringing solar power and Internet access to over 60,000 schools in Latin America, most of them located in inaccessible rural areas.

PRISA Radio stations in Spain and Latin America have collaborated with many other NGOs such as UNHCR, Caritas, Red Cross, Manos Unidas along with a host of smaller yet vital projects with direct impact on local communities.

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 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, we donate books to underprivileged children, we provide sponsorship for conferences and competitions, and we 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.

SANTILLANA also participates in events to foster reading in all those countries where we publish books, and our authors regularly 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.

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.

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 take the form of advertising at 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. We also lend our support to the volunteer support program, Programa de Voluntariado Corporativo del 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 education 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 at all times to be a socially responsible company. Our operations have always been marked by a commitment to bringing 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, 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 such as *Tadeo Jones*, *The Impossible* and *Carmina o revienta*. In addition, our commitment to original productions, which was first undertaken in 2010 and has been recognized with major awards, continues apace with new projects such as *Falcon*, a European co-production set in Seville and which aired in 2012. We also continue to promote the creation of documentaries and short films, that compete in the most prestigious competitions and we support creators via the Canal+ Awards.

With regards to socially responsible content, special mention should be made of programs that form part of the identity of Canal+, such as the *Informe Robinson* and the series of reports by Jon Sistiaga. These have sought out and told different, alternative stories while fostering social solidarity and good causes. Examples include a special report to mark the twentieth anniversary of the Barcelona Olympics, made by the producers of the *Informe Robinson*, and which illustrates the success of teamwork throughout an entire country, and the reports by Jon Sistiaga in Afghanistan (*Walking among bombs*) and on the mafia and criminal underworld surrounding soccer in Argentina (*Entre barras bravas*) which brought the journalist a well-deserved Ondas Award in 2012. In terms of outside productions, we should highlight the stunning documentary series *Frozen Planet*, a lavish BBC production that shows the viewer the last wild regions planet as never before seen.

PRISA TV's commitment to education is implemented through a number of agreements maintained with universities and research centers, developed to support

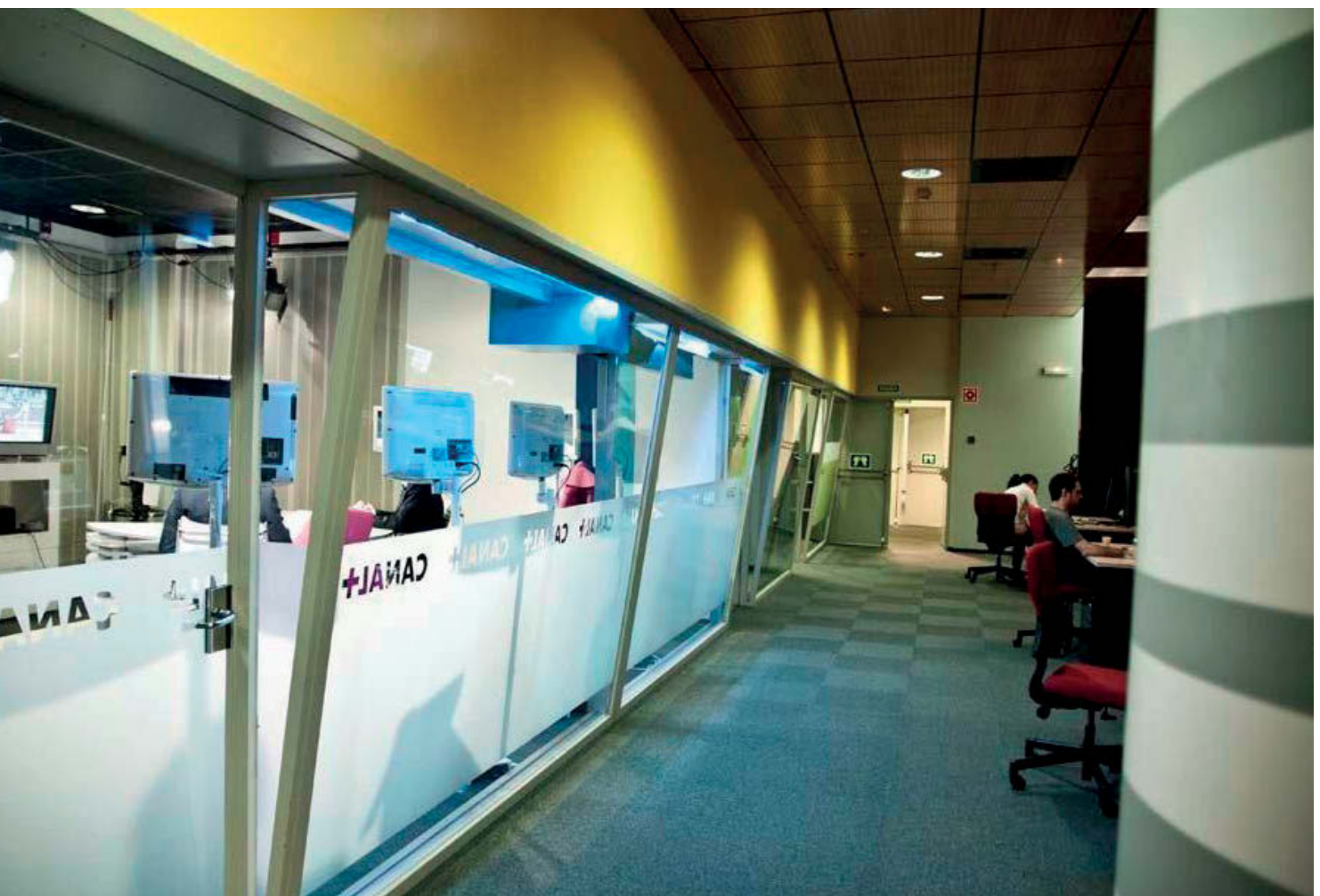
the training of students in the creation, development and broadcast of audiovisual productions.

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 PRISA TV workers voluntarily give over a day of their salary to fund charity projects.

Finally, PRISA TV collaborates with various NGOs by offering them advertising space to help them get their message across. In 2012 we collaborated with Save the Children, UNICEF, Aldeas Infantiles, the Caritas BANKILO campaign, the UN campaign against Organized Crime, SOMOS!, La Fundación Irene Megías and Paradores con Lorca.

Media Capital

Media Capital and its media supported many social causes and initiatives in 2012, in keeping with the Company's social responsibility policy.



Leading TV channel TVI continued its policy of social responsibility initiatives, placing its resources at the service of society through the development of (and collaboration on) a range of social projects with partners, customers and employees, thereby contributing to a better understanding of the world we live in. The Company's radio stations also maintained existing initiatives from previous years and launched a number of successful new initiatives which showed good levels of engagement by listeners.

TVI's news services remain committed to quality, in-depth, serious and distinctive news that goes beyond merely providing facts, and instead frames, analyzes and anticipates the problems facing modern society. A number of the news services' programs and output won recognition in Portugal and abroad.

Entertainment formats -namely *Você na TV* and *A Tarde é Sua*- spoke eloquently once again in 2012 on behalf of institutions and families.

A number of nationally produced TV series also addressed issues facing society.

In the field of culture, TVI maintained its tradition of providing programming chiefly in Portuguese, and broadcast a number of productions that promoted the country's different regions and cultures, whether it be through TV series content (produced by Plural) or entertainment (*Somos Portugal*).