

Fundación Cepsa presents the 2020 Social Value Awards to six entities in the region

- **Afemen, Nuevo Hogar Betania, Afavi, and Trasdocar in the general category, and Bandera Rosa and Aires in the Covid19 category, were recognized in this virtual ceremony.**
- **Eva Pajares, the deputy councilor of the regional government of Andalusia in Campo de Gibraltar, attended the event.**

Fundación Cepsa presented the Social Value Awards today, done virtually as a safety measure against the pandemic, in a ceremony attended by the subdelegate of the Government of Andalusia in the Campo de Gibraltar and president of the jury, Eva Pajares, and the mayor of Algeciras, Jose Ignacio Landaluze, and the vice rector of the Bay of Algeciras Campus of the UCA, Mar Cerbán, among other authorities.

Eva Pajares noted that "this pandemic has impacted us all in one way or another. It has been more difficult to choose these projects to select only six, which we did after much deliberation. It is an honor and a satisfaction for me to be part of the jury and once again be with all these associations that do such great work in the Campo de Gibraltar." For his part, Jesús Velasco, head of Fundación Cepsa in Andalusia, stressed that it is important that "we are known for what we achieve, never for what we give. Achieving is much more important than giving. What matters is doing, developing, and continuing to give so that the projects presented can always come to fruition. This reality is thanks to responsibility and commitment and because we are intimately involved in each project." The Councilor for Equality, Social Policies and Conciliation of the Junta de Andalucía, Rocío Ruiz, also sent a few words, thanking Fundación Cepsa "for its effort and dedication and its commitment to society and all disadvantaged groups in a particularly difficult year in the midst of the pandemic, an economic and social crisis, and in which unfortunately many people have seen their situation of vulnerability and lack of protection worsen. With the help of everyone, of all generous people and entities, we truly can make a better world."

Lastly Estrella Blanco, on behalf of Fundación Cepsa in the Campo de Gibraltar, thanked the 39 entities from the region that submitted a project for the 2020 edition of the Social Value Awards for their work and solidarity. The event was attended by representatives of the winning groups and other entities from the Campo de Gibraltar association movement. During their speech, the winners of the Social Value Awards explained their projects, which they will undertake throughout 2021, and expressed their gratitude to Fundación Cepsa.

The 2020 edition increased its endowment, totaling 62,000 euros and established a special categories for projects related to COVID-19 with the aim of alleviating the effects of the health crisis. The Social Value Awards, now in its 15th year, recognizes social projects that seek to improve the quality of life of a broad spectrum of social groups: socially vulnerable individuals, the unemployed, the sick, people with physical or mental disabilities, ethnic minorities, children, teenagers and young adults, the elderly and victims of gender violence, among others.

Winning projects

In the special category of projects related to COVID-19 launched this year by Fundación Cepsa, the proposals of Bandera Rosa and AIRES were recognized. The first won with its Mochila Rosa initiative, thanks to which a hundred women with breast cancer will benefit from this backpack with personal products adapted to their condition. AIRES launched a program to reduce the digital divide that the pandemic has brought to light, which will benefit 250 students.

Trasdocar, thanks to the Social Value Awards, will be able to carry out its Cardiovascular Disease Prevention and Cardiac Rehabilitation Program, which is expected to benefit 1,500 people, while the Afemen Association will be able to promote the social integration of people with severe mental disorders, an initiative that will benefit 50 people.

Additionally, the Vincentian Family Association will carry out the Aula en Red (Online Classroom) program, a socio-educational project for children and teenagers who have been punished with measures suspending their right to attend school. The program aims to reach 168 students. For its part, Nuevo Hogar Betania will maintain its Day Center for the Homeless in Algeciras, serving up to 400 people.

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