

Fundación Cepsa visits AIRES Te Conecta program, recognized in the Social Value Awards

- **More than a hundred Campogibraltarians benefit from this initiative of the AIRES association.**
- **The objective of this San Roque-based entity is to reduce the digital divide in the region**

Fundación Cepsa is learning first-hand how the winning projects of the latest edition of the Social Value Awards are being developed, which in this first visit has focused on the winning project in the 2020 edition of the AIRES Association, under the name AIRES Te Conecta, aimed at reducing the digital divide in the most vulnerable sectors of the Campogibraltarian society.

The AIRES Te Conecta program, which ended this June, has been developed in the municipalities of San Roque, La Línea and Algeciras and has addressed different needs according to demand, ranging from learning how to use digital tools for job placement, to the request of administrative procedures which nowadays is basic and the management of health-related applications, a fundamental issue in times of health crisis as a result of the Covid19. In the six months that the Social Value Awards winning project has lasted, more than a hundred people have benefited from the AIRES Te Conecta program.

The head of Fundación Cepsa in the Campo de Gibraltar, Estrella Blanco, has visited the AIRES Te Conecta initiative, specifically the action of job placement through digital tools that is being developed in Algeciras. The heads of the San Roque association AIRES expressed to Estrella Blanco the need to reduce the digital divide and to train citizens in digital skills, especially the most vulnerable sectors. For her part, the head of Fundación Cepsa stated that "the pandemic has shown that the digital divide exists, and that it affects even more the most vulnerable sectors of society, who have more difficulties to follow classes, find a job or carry out their procedures with the public administration. Thanks to the AIRES association, its AIRES Te Conecta program and the Social Value Awards, we have been able to alleviate this situation in the region".

The Social Value Awards

These awards are one of the stand-out initiatives of Fundación Cepsa. The aim of the awards is to provide support to individuals, associations, and underprivileged sectors of society so as to foster a spirit of solidarity and promote educational and cultural development through the involvement of Cepsa staff, who sponsor the programs that the associations of the Campo de Gibraltar region submit as candidates to receive the Social Value Awards. The period for submitting entries to the 2021 competition will open in September.

Fundación Cepsa is a general interest, nonprofit entity whose aim is to carry out initiatives that serve the needs and priorities of the local communities where its founder, Compañía Española de Petróleos S.A. (Cepsa), conducts its activities. The areas of action for Fundación Cepsa are social, environmental and scientific-educational.

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