

Virtual reality for Alzheimer's patients, in collaboration with AFA Algeciras and Fundación Cepsa

- **The association, winner of the Social Value Award, implements a therapeutic tool that increases interaction and works on cognitive stimulation**

Fundación Cepsa has visited the headquarters of the Association of Relatives of Alzheimer's Patients Campo de Gibraltar Dr D Emiliano Rodríguez de León (AFACG) in Algeciras, winner of the 2023 Social Value Award for their *Sensory Stimulation for Alzheimer's Patients* project, which has resulted in an improvement in the management and efficiency of the programs and resources offered by the organization in Campo de Gibraltar.

Through this initiative, the organization has been able to launch the Grador Multisensory program, a therapeutic tool for well-being and emotional and behavioral regulation based on virtual reality and aimed at working on the sensory and psycho-affective dimension of individuals through techniques of multisensory stimulation, emotional regulation, and mindfulness, thus awakening the senses through spontaneous interaction with immersive multisensory environments, promoting or increasing the individual's response to the environment. Grador Multisensory incorporates a set of therapeutic activities aimed at reducing anxiety, improving self-esteem, sensory stimulation, full awareness, cognitive stimulation with recreational cognitive exercises, and stimulation of creativity.

Estrella Blanco, head of Fundación Cepsa, who has made this visit, has highlighted "how these new therapies improve the well-being and health of Alzheimer's patients and their interaction with the world and the people around them".

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 sustainable 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 next convocation will be in September 2024.

Fundación Cepsa is a general-interest non-profit organization aimed at being a transformative agent in the context of the ecological transition through actions aimed at addressing social needs. Fundación Cepsa is made up of three strategic areas: Individuals, in order to promote the general well-being of society; Biodiversity, through projects focused on the care and restoration of ecosystems; and Social Innovation, to be a driving force for transformation in the ecological transition.



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