



**SUMMARISED  
INTEGRATED  
REPORT**

2020

## SUMMARY

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## MESSAGE FROM THE PRESIDENT OF THE SPANISH RED CROSS



[102-14] [103-1]  
Dear friends,

One year on, we present our Integrated Report for the financial year 2020, in which we provide information on our activities and our economic, social and environmental performance. Thus, this document shows our commitment to transparency and sustainability.

The Report also reflects the effort made in this difficult year, marked by the COVID-19 pandemic, to attend to and support people in vulnerable situations. To tackle the public health crisis, at the Spanish Red Cross we started up the "Cruz Roja Responde" (the Red Cross Responds) plan, which set targets in different areas of knowledge, and the scope of the people we wanted to reach. Through this plan, we have adapted the activities and services that we have been undertaking and adopted new responses for the general population and the people in vulnerable situations. We are also supporting the public institutions, in our auxiliary role.

This is all thanks to our partners, both individuals and companies, volunteers and staff of the Spanish Red Cross, who have made it possible for us to help more than 6 million people in Spain and more than 6 million internationally in 2020.

Similarly, it is important to note society's level of involvement in the most complicated of situations. In 2020, for the first time in our history, we have reached a quarter of a million volunteers.

We will continue working based on our commitment to sustainability. To do so, we have carried out a materiality analysis to determine the priorities for our organisation in terms of environmental, social, and institutional and economic sustainability fields. Likewise, we maintain our commitment to the 10 principles of the Global Compact and the 17 Sustainable Development Goals (SDGs) of the United Nations, working to promote their achievement.

Thank you to everyone who has made it possible for us to respond throughout this year.

**Javier Senent García**  
*President of the Spanish Red Cross*

## AT FIRST GLANCE

**10** AREAS OF KNOWLEDGE  
Rescues  
Social inclusion  
Employment  
Health  
Education  
Environment

**37** VOLUNTEERS  
**255,929**  
59.68% 40.32%  
women men

**17** BENEFICIARIES  
**14,589,438**  
6,055,582  
in Spain  
6,285,722  
internationally  
2,248,134  
awareness-raising activity

**38** EMPLOYEES  
**14,564**  
72.31% 27.69%  
women men

**39** PARTNERS  
(INDIVIDUALS  
AND COMPANIES)  
**1,350,327**

**43** DIRECT ECONOMIC  
VALUE GENERATED  
**€863,032 M**



## GLOBAL VISION

**Spanish  
Red Cross** **8**

**Criteria  
for action** **9**

**Areas of  
knowledge** **10**





# Spanish Red Cross

THE SPANISH RED CROSS (CRE), IS A HUMANITARIAN INSTITUTION, VOLUNTARY AND OF PUBLIC INTEREST, THAT IS PART OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT.

## MOTTO

Ever closer to the people.

## VISION

The Spanish Red Cross as a voluntary humanitarian organisation, deeply rooted in society, will provide integral responses to people who are vulnerable from a perspective of human and community development, reinforcing their individual capabilities in their social context.

## MISSION

To be ever closer to vulnerable people in the national and international scope, through integrated actions, essentially carried out by volunteers and with extensive social participation and territorial presence.

## FUNDAMENTAL PRINCIPLES



HUMANITY



INDEPENDENCE



UNITY



IMPARTIALITY



VOLUNTEERING



UNIVERSALITY



NEUTRALITY

## Criteria for action

Proximity



Volunteering



Shared responsibility



Personal Guidance



Participation



Good government



Bonds



Community guidance



Innovation



Integral response



Efficacy and efficiency



Gender perspective



# Areas of knowledge



## Rescues

We act so that people can overcome acute or chronic situations that endanger their lives. To do this, we execute plans to minimise the risk of exposure in the event of natural disasters, cover needs in emergency situations and facilitate quicker access to assistance.

## Social inclusion

In this area we work with people at risk of poverty and exclusion, with the aim of providing them with the opportunities and resources necessary to be part of economic, social and cultural life, enjoying the standard of living and well-being that it is considered satisfactory in the society in which they live.

## Employment

We act so that people in situations of disadvantage can access the labour market in equal conditions. To do this, we promote equal opportunities and provide these people with skills that enable them to access the current, changing and competitive, labour market and support themselves.

## Health

Our objective is to improve people's health management, in other words, improve the physical, psychological and social well-being and their ability to function, through awareness-raising and prevention actions, attending to people with an unhealthy lifestyle and people with poor management of their illness.

## Education

The Spanish Red Cross aims to guarantee real equal opportunities by providing the appropriate support and resources to people in vulnerable situations in terms of education.

## Environment

In matters of the environment, our objective is to improve the quality of life of all people in a safe, healthy and sustainable environment. In this regard, the actions we carry out with the most vulnerable populations include the fight against environmental degradation, climate change and the deterioration of natural spaces are the priority issues.



## COVID-19 EMERGENCY. "CRUZ ROJA RESPONDE" PLAN

THE RED CROSS CONTRIBUTED DECISIVELY TO REDUCING THE SOCIAL AND HEALTHCARE IMPACT GENERATED BY THE COVID-19 PANDEMIC AND, FOR THIS PURPOSE, ON 1 MARCH STARTED UP THE "CRUZ ROJA RESPONDE" PLAN.

**3,278,452<sup>1</sup>**

total number of people attended

Rescues

**847,218**

Employment

**98,820**

Education

**578,667**

Social inclusion

**934,294**

Health

**1,215,773**

Environment

**59,860**

**18,681,633**

total number of responses

**5,337,681**

responses to people

**13,143,952**

responses to the environment

<sup>1</sup> Data recorded up to 17 February 2021.

PLAN CRUZ ROJA  
**RESPONDE**  
FRENTA AL CORONAVIRUS

The "Cruz Roja Responde" plan has been a major mobilisation of resources and capacities, thanks to the dedication and commitment of the volunteers, the backing from partners and the support of thousands of companies and entities



RESCUES

**847,218**  
people assisted



Personal protective equipment



Coverage of basic necessities



Psychosocial care



Temporary health centres



Logistics support



Urgent healthcare transport



Shelter for vulnerable collectives

SOCIAL INCLUSION

**934,294**  
people assisted



Essential goods



Support for payment of utilities



Temporary shelter for people



Social support in society



Personal hygiene and laundry services



Help with bureaucracy, shopping, etc.



Psychological support

EMPLOYMENT

**98,820**  
people assisted



Handling of networks and technology



Occupational video-tutorials



Occupational support by telephone



Occupational guidance



Active job-seeking



Occupational training video-CV

HEALTH

**1,215,773**  
people assisted



Dissemination of prevention and containment measures



Information and follow-up calls



Support for healthcare centres



Biomedical follow-up

EDUCATION

**578,667**  
people assisted



Open, free training



COVID-19 training for society



Guides for caregivers



School support (tablets, etc.)



Dissemination of educational activities



COVID-19 training for response staff

ENVIRONMENT

**59,860**  
people assisted



Support for people in situations of energy poverty and the general population to reduce energy consumption and increase savings



Campaigns on good practices in the home: use of water and electricity, waste management, shopping, etc.



## VOLUNTEERING

The "Cruz Roja Responde" plan also contemplated operations that helped people, the media and the organisational systems to grow stronger, so that the responses of the Red Cross could be adapted to the needs:

**65,209**

volunteers mobilised

## INTERNATIONAL COOPERATION

The Spanish Red Cross has undertaken the technical support regarding livelihoods for COVID-19. It has done so in collaboration with the British Red Cross through the Livelihoods Centre. The objective was to support the response actions for this purpose and provide households with economic security during the healthcare crisis. Meanwhile the continuity of the other interventions already carried out previously was ensured.

## RED CROSS YOUTH

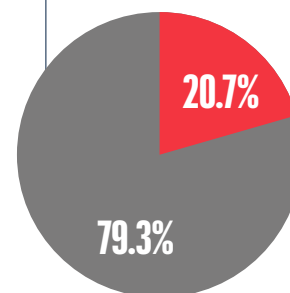
Red Cross Youth was primordial during the pandemic offering coordinated comprehensive help in educational and leisure support for children. More than 60,000 children and young people were assisted and the whole intervention has been adapted to the new media and methods dynamically and effectively.



## ECONOMIC DATA OF THE RESPONDE PLAN:

**€108,412,816.24**

amount executed in 2020



## ACTIVITY

**€85,967,039.91**

**34.7%**

destined to food aid

**24%**

monetary aid

## SUPPORT FOR ACTIVITY

**€22,445,776.33**

**12.5%**

destined to staff

## FINANCING

**59%**

public

**41%**

private

## ACTIVITY OF THE SPANISH RED CROSS 2020

Red Cross  
with people 17

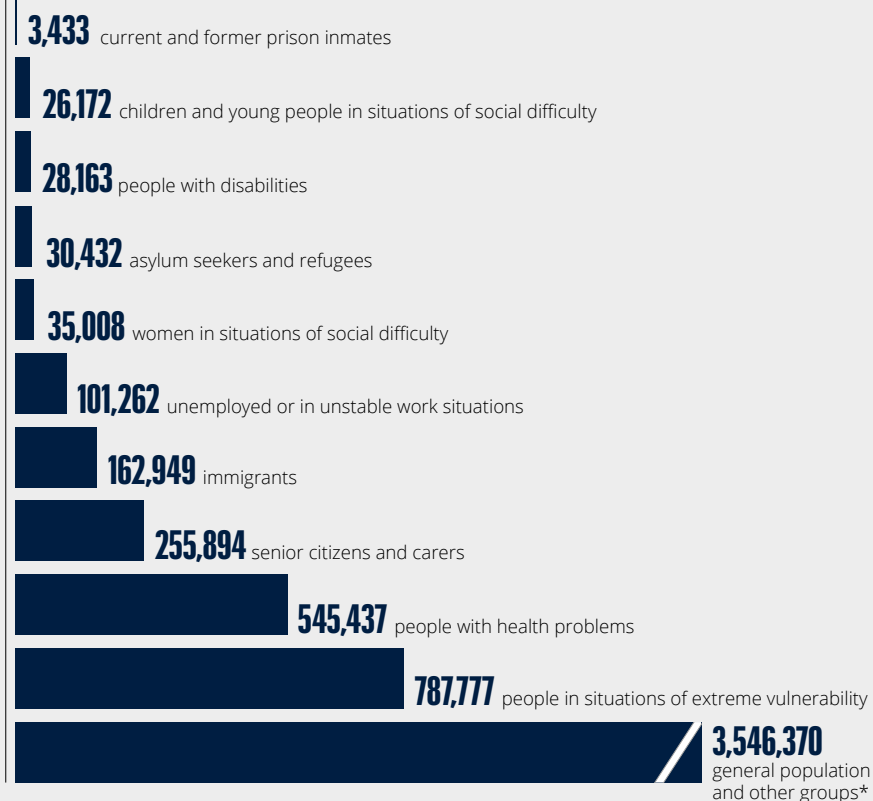
Mobilising  
society 29

International  
collaboration 30

Training 32

## Red Cross with people

5,025,421  
users




\* Includes people assisted within the Responde Plan.

## Senior citizens and carers



### SENIOR CITIZENS, DEPENDENTS AND CARERS

 **255,894**  
users

### REMOTE ASSISTANCE IN THE HOME

**151,224**  
people assisted



### MOBILE REMOTE ASSISTANCE

**3,057**  
people assisted

- **"Enrédate" (Join the Network) project: a social network for senior citizens**, key during the months of the pandemic to combat situations of isolation and solitude

**29,312**  
beneficiaries

- Project **"Buen trato a las personas mayores: Promoción del trato adecuado y protección frente al maltrato"** (Treating senior citizens well: Promotion of proper treatment and protection against abuse)

**4,251**  
users

- Assistance for people with impaired cognitive function

**10,898**  
people assisted

- **"SerCuidadora"** (Be a Carer) multi-channel: generation of material aimed at carers

- Generation of new modes of service:
  - Remote assistance app: monitoring and follow-up for support in situations of convalescence due to COVID
  - LiveChat service on our website

## Children and young people in situations of social difficulty



**26,172**  
users

**4,077**  
people in family fostering

More than **30 years** collaborating with the public institutions in 20 provinces in the field of **family fostering for children** separated from their families due to vulnerable situations

### NOTABLE PROJECTS FOR CHILDREN

- **"Vínculos tempranos en primera infancia" (Early bonds in early childhood)**
- **"Competencias Parentales" (Parenting Skills):** technological support for assessing parenting skills in contexts of social risk
- **"Acompaña" (Support):** support for the emancipation of young people leaving care
- **"Cygnus":** to provide tools to assess and prevent behavioural problems between the ages of 2 and 12 years
- **Primera Infancia (0-6 años) (Early childhood (0-6 years)):** to provide support in facing the challenges that arise during the first stage of growth
- **Promotion of success at school** in children in situations of social difficulty
- **"Ser AcogedorA" (Foster) Multichannel Service**
- **Cross-border child protection**
- **Social inclusion** for children at risk of exclusion
- **PINEO:** leisure activities based on education in social, environmental and healthy values
- **Assistance for children in hospital.**

### PROJECTS AIMED AT YOUNG PEOPLE

- **Prevention of violent behaviour**
- **Health education**
- **"Espacio propio" (Our own space):** for a society free of gender-based violence. A comprehensive intervention to develop protection and prevention actions in the event of possible situations of violence toward young women
- **Prevention of drug use**
- **Promotion of success with young people** in non-compulsory education
- **Employability projects for young people:** promoting activation, improving employability and providing support for access to work through motivation, guidance, training and access assistance
- **Assistance for minors and young adults** with poor addiction management



## People in situations of extreme vulnerability



PEOPLE IN SITUATIONS OF EXTREME VULNERABILITY

**787,777**  
users

PEOPLE WHO LIVE IN DISADVANTAGED AREAS AND ENVIRONMENTS

**8,966**  
users

URGENT ATTENTION TO BASIC NEEDS

**78,732**  
users

Products (foods, medicines, hygiene products), and economic help toward the payment of utility bills, transport, etc.

ACTIONS FOR PEOPLE'S PERSONAL WELL-BEING AND SOCIAL ACTIVATION

**4,046**  
users

HELP FOR THE MOST DISADVANTAGED (FEAD 2014-2020), DIRECT ATTENTION

**314,040**  
beneficiaries

DISTRIBUTION OF FOOD

**546,370**  
beneficiaries

PEOPLE IN SITUATIONS OF ENERGY POVERTY

**14,542**  
people assisted

HOMELESS PEOPLE

**37,611**  
people assisted

### Direct collaboration with companies:

- 8th edition of the campaign "Desayunos y Meriendas con Corazón" (Breakfast and Snacks with Heart)
- 12th edition of the campaign "Vuelta al Cole Solidaria" (Charity Back to School)
- "Datos Solidarios" (Charity Data) campaign
- 2nd edition of the "Volviendo a ver" (Seeing again) campaign
- "Kilos de Solidaridad" (Kilos of Solidarity) campaign
- Campaign for the fight against the digital divide with the Ramón Areces Foundation
- Collaboration with Telepizza in the project for homeless people

## Immigrants



**162,949**  
users

The website [www.migrated.org](http://www.migrated.org) was a very useful instrument to aid the integration of migrants in Spain

COMPREHENSIVE SUPPORT FOR IMMIGRANTS

**17,853**  
balance between men and women attended

HUMANITARIAN ASSISTANCE FOR IMMIGRANTS

**41,864**  
people assisted by the immediate response teams upon arrival to the coast

ASSISTANCE FOR PEOPLE IN SETTLEMENTS

**18,749**  
people assisted  
**150**  
settlements where their basic needs were met

TEMPORARY ACCOMMODATION CENTRES FOR IMMIGRANTS

**1,237**  
people received health care and basic services

**23,322**  
people assisted in 2020 in the Canary Islands by

**4,000**  
volunteers

PEOPLE IN SITUATIONS OF TRAFFICKING

**528**  
people assisted

INTEGRATION PROJECT

**40,198**  
beneficiaries

### Family regrouping and integration

For more than 30 years we have been helping people of immigrant origin settled in our country to regroup their direct relatives in Spain

## Asylum seekers and refugees



### ASYLUM SEEKERS AND REFUGEES

**30,432**  
users

### EMPLOYMENT INITIATIVES AIMED AT APPLICANTS FOR ASYLUM, REFUGEE STATUS AND INTERNATIONAL PROTECTION

**9,674**  
people assisted

### IMPROVEMENT OF SKILLS AND ADAPTATION TO THE LABOUR MARKET

**4,000**  
people

**1,543**  
courses

**28%**  
asylum seekers and refugees in 2020

### Actions related to the healthcare emergency in international protection:

- Protocol on COVID-19 prevention for migration centres
- Contingency plans in all the initial and temporary accommodation centres
- Reinforcement of information and awareness actions on the illness, and the protection and safety measures decreed by the Health Service
- Distribution of protective material for the assistance centres and teams and reinforcement of hygiene measures, cleaning and disinfection of the resources



## Women in situations of social difficulty



### WOMEN IN SITUATIONS OF SOCIAL DIFFICULTY

**35,008**  
users



**26,049**

Mobile remote assistance for victims of gender violence (ATENPRO)

### Empowerment for women in vulnerable situations:

**6,993**

### Comprehensive intervention with people in environments of prostitution:

**1,838**

### Shelter mechanisms (emergency housing, long-stay, flats, etc.):

**1,672**

### Social initiatives with women in situations of social difficulty:

**1,518**

### Awareness-raising – work with environment:

**61**

## Unemployed or in unstable work situations



101,262

unemployed or in unstable work situations

64,347

unemployed people assisted with specific measures for job access

48,766

people participated in projects with work access itineraries for access to work

1,899

people participated in business development initiatives

9,583

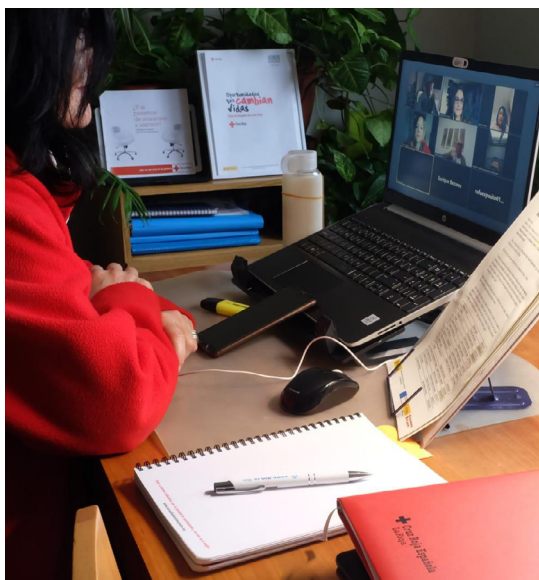
people participated in a selection process and gained employment

5,947

people

### NOTABLE PROJECTS

- **"Directos hacia el Empleo" (Direct to Employment)**
- **"Emplea Redes" (Employ networks)**
- **"Activación y acompañamiento" (Activation and support) GPS FOR WORK**
- **Renovation of the project "EmpleandoDigital+:** Transformación digital en la inserción laboral de colectivos vulnerables" (Using Digital+: Digital transformation in access to work for vulnerable collectives), co-financed by the European Social Fund and that has obtained various awards in 2020



## Current and former prison inmates



3,433

current and former prison inmates



9

people in comprehensive intervention with people on conditional discharge (Dependent Units)

437

people in intervention with children in penitentiary environments

1,486

people doing community service and other alternative measures.

1,509

people in social intervention with people deprived of their freedom

10,084

people assisted with inadequate management of their addiction in prison\*

\*Not included in the total as they are included among the healthcare interventions.

Through retraining and/or therapy workshops/ programmes such as:

**"Probeco" programme**  
promoting pro-social behaviour

**"Cuenta Contigo" (Counting on you) programme**  
preventing addictive behaviour and substance abuse

**"Pria-ma" programme and equality workshops (ReGener@r)**  
aiding the return to work after actions of gender violence

**"Taseval" programme**  
road safety workshops

## People with disabilities



**28,163**

users with disabilities

**4** in temporary assistance for families with dependants

**14** in assisted-living residences

**62** in early stimulation

**73** in day centres

**96** in basic home help

**108** in location of people with cognitive impairments

**201** in assistance for supported integration

**283** in assistance for disabled people on beaches

**361** in mobile remote assistance

**720** in leisure and free time

**2,270** in complementary home help

**7,118** in remote assistance in the home

**7,343** in adapted transport

**10,096** in support products

ADAPTED TRANSPORT

**+700,000**

interventions,  
principally activities of  
mobilisation to centres

• **"Enlaza2"** project  
so that people  
with disabilities  
can have the same  
opportunities for  
social and community  
participation as  
others, involving  
society in this

## People with health problems



**545,437**

beneficiaries

AWARENESS-  
RAISING  
AND PREVENTION  
IN HEALTH

**66,353**  
beneficiaries

ASSISTANCE FOR  
PEOPLE WITH  
UNHEALTHY  
LIFESTYLES

**181,215**  
beneficiaries

ASSISTANCE FOR  
PEOPLE FOR GOOD  
MANAGEMENT  
OF THEIR ILLNESS

**65,140**  
beneficiaries

### • The project

**"Cruz Roja te escucha"** (The Red Cross is listening to you) began in April 2020 within the framework of the RESPONDE Plan, to provide psychosocial support to people who, due to their circumstances of illness, solitude, age, job loss, functional diversity or lack of housing, and many others, were doubly affected by the health crisis and lockdown

BLOOD TRANSFUSION  
CENTRES

**110,638**

units of blood collected in the  
Community of Madrid

**37,848**

units of blood collected in the  
Principality of Asturias

**12**

number of centres

SURGICAL  
PROCEDURES

**30,481**

**18,635**

as out-patients

**11,846**

with  
hospitalisation





## General population



**320,200**

people assisted

**74,433**

volunteers

### INTERVENTION IN EMERGENCIES

**179,574**

people assisted

**657** interventions of different nature

**2,528** people in forest fires

**5,038** people in floods

**244** people in searches or rescues

• **ERI** - Immediate Emergency Response Teams

• **ERBE** - Basic Emergency Response Teams

### PREVENTIVE SERVICES ON LAND

**13,308,237**

people assisted

**More than 8,000** preventive services on land

**20,009** instances of assistances

Action on **250 beaches and 2 natural spaces**

### PREVENTIVE SERVICES ON WATER

**50,927**

people assisted

**MARINE SEARCH AND RESCUE**

**1,073** emergency interventions at sea

**1,124** people assisted

**3,132** interventions

**1,328** educational or training actions

### PUBLIC HEALTH TRANSPORT

**43,183**

people assisted

## Other groups



**3,226,170**

users

### CONTINUITY OF ASSISTANCE AND SUPPORT FOR PATIENTS

**644**

users

### SOCIAL SUPPORT FOR HOSPITALISED PATIENTS

**362**

users

### DIGITAL VOLUNTEERS

**15,803**

users

### EMERGENCY SOCIAL SERVICES

**4,512**

users

### OTHER PROJECTS

**14,795**

users

**4,721**

users of Family Contact  
Reestablishment and  
International Social Services

## Mobilising society



- family and close environments
- society
- organisations
- public services

**2,248,134**

participants in  
awareness-raising activity

• At the **Red Cross** we would like to build and promote a more solidary, inclusive society, sensitive to the vulnerabilities of those who form part of it

**457**

education

**2,725**

on rescues

**59,410**

on the environment

**76,271**

on international cooperation

**93,191**

related to employment

**121,970**

on Red Cross Youth

**308,413**

on health

**1,585,697**

on social inclusion

# International cooperation



6,285,722

beneficiaries

42

countries

233

projects

80,4 million

budget

## LATIN AMERICA

14 countries

72 projects

€18.9 M budget

960,128 people

**Areas of knowledge and principal sectors:** ways of life and food safety, social inclusion, health, water and sanitation, humanitarian action and technical and institutional cooperation

## EUROPE

5 countries

7 projects

€0.7 M budget

4,919 people

**Areas of knowledge and principal sectors:** humanitarian action and technical and institutional cooperation

## MIDDLE EAST

2 countries

22 projects

€4.7 M budget

560,000 people

**Areas of knowledge and principal sectors:** health, humanitarian action and technical and institutional cooperation

## AFRICA

17 countries

119 projects

€52.9 M budget

4,346,387 people

**Areas of knowledge and principal sectors:** ways of life and food safety, social inclusion, health, water and sanitation, social inclusion, humanitarian action and technical and institutional cooperation

## ASIA AND OCEANIA

4 countries

13 projects

€3.2 M budget

103,511 people

**Areas of knowledge and principal sectors:** ways of life and food safety, humanitarian action and technical and institutional cooperation



# Training

During 2020 training grew as a consequence of the need to acquire knowledge to effectively manage the health emergency due to **COVID-19**. One of the greatest efforts made was the digitisation of materials of tens of courses carried out in the classroom, to adapt it for online use through the Red Cross Virtual Campus.

The ultimate aim is that the **volunteers** gain and reinforce the **skills** needed to carry out their tasks with greater **efficacy** and at the same time contribute to their personal **development**.

## COURSES AND STUDENTS IN 2020

### TOTAL TRAINING

**27,176**

courses

**823,404**

students

### INTERNAL TRAINING

**23,407**

courses

**316,961**

students

### EXTERNAL TRAINING

**3,769**

courses

**506,443**

students



## RED CROSS YOUTH



## INSTITUTIONAL DEVELOPMENT

**970**

activities in

**532**

places

- Red Cross Youth celebrates **50 years of history**
- A **Work Plan** has been created that sets out the objectives and the annual activity of Red Cross Youth

## INTERVENTION AND SOCIAL INCLUSION

**59,927**

children have seen their right to play guaranteed thanks to the collaboration of companies in the project **"El juguete educativo"** (The educational toy)

**14,390**

children in hospital attended thanks to the project **"Atención a la infancia hospitalizada"** (Assistance for children in hospital): virtual activities, deliveries of leisure materials, games and toys

- In 2020 we have had an increase of

**900**

people assisted in the social inclusion project for children at risk of exclusion and we have reached

**1,892**

children who have received support in the social, health, leisure and free time, academic, family and community areas

## PARTICIPATION

**12,438**

people assisted in projects for youth information, child and youth participation, leisure and free time

**2,082**

people have participated in **PINEO**: a youth participation project, offering leisure alternatives based on education in social, environmental and healthy values

- In 2020 we continued with the **Forum for affiliates** created to provide spaces and structures for participation to affiliates

## AWARENESS-RAISING AND PREVENTION

International Women's Day

**26,106**

participants

International Day for the Elimination of Violence against Women

**19,060**

interventions of different natures

**625**

volunteers

Activity in

**45**

provinces and

**218**

towns

Prevention of violent behaviour

**29,706**

participants

Activity on racism, LGTBIQ phobia, gender violence and bullying



## THE TEAM

Volunteers 37

Employees 38

Partners  
(individuals  
and companies) 39

## Volunteers



**255,929**

volunteers

**+11%**  
compared  
to 2019

**103,203**  
men  
**40.32%**

**152,726**  
women  
**59.68%**

**4,135,509**

hours of  
voluntary work

**+5%** compared to 2019

VOLUNTEERS BY TYPE OF ACTION

**83,970**

social intervention

**50,501**

rescue and emergencies

**28,464**

youth

**23,276**

volunteering

**13,212**

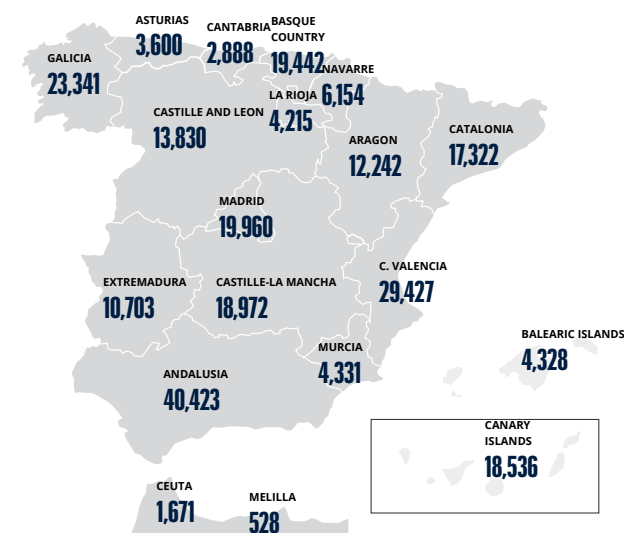
organisation and  
management

**11,470**

development of the  
territorial network

**3,175**

international cooperation



- In 2020, **61,426** people joined us as volunteers (93%, the highest annual increase the organisation has recorded since records began)

- “Encrucijada: la serie que te enfrentará a una decisión vital” (Crossroads: the series that will present you with a vital decision) for raise awareness that taking a step towards volunteering is a vital decision that changes the lives of people that receive the help, but also of those who give **25,646,300** estimated audience

- During 2020, the Red Cross app registered a total of **223,380** people



# Employees



**14,564**

employees

**72.31%**  
women

**27.69%**  
men

EQUAL OPPORTUNITIES BETWEEN  
MEN AND WOMEN

AGE

**18.37%**

< 30 years

**63.03%**

between 30  
and 50 years

**21.63%**

> 50 years

SITE

**3.95%**

central offices

**84.78%**

territorial offices

**11.27%**

healthcare network

MANAGEMENT UNDER  
DECENTRALISED MODEL

## OBJECTIVES FOR THE RED CROSS TEAM

- Foster personal and professional development
- Facilitate a work-life balance
- Guarantee equal opportunities
- Provide a healthy environment

**277**

people with disabilities in the workforce

## TRAINING AND DEVELOPMENT

**232**

courses

**94,913**

hours invested  
in training and  
development

**5,078**

participants (22% less than in  
2019 due to the pandemic)

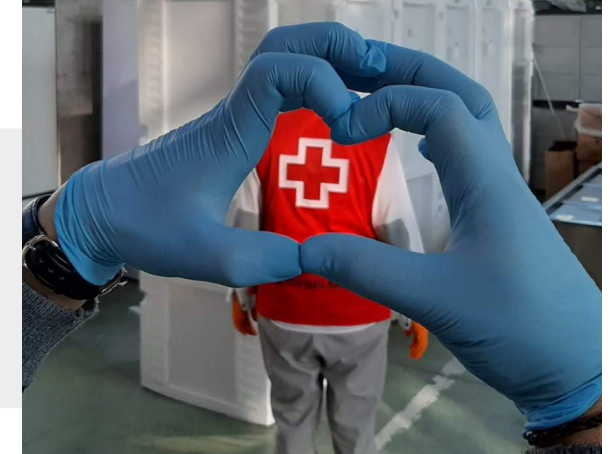
# Partners (individuals and companies)



**1,350,327**

volunteers

almost **3%** of the population



## PARTNERS (INDIVIDUALS)

**41%**  
men

**59%**  
women

AGE

**3%**

> 30 years

**20%**

between 30 and 50 years

**76%**

> 50 years

## PARTNERS (COMPANIES)

**2,734**

collaborating  
companies

**10,429**

companies have  
collaborated in the  
employment plan

**24,665**

alliances with  
companies

Project

**"Reto Social Empresarial,  
alianzas para la inserción  
laboral" (Business Social  
Challenge, alliances for  
access to work)**

**7,923**

collaborating companies

**76%**

of the total

**20,299**

alliances

**82%**

of the total

## SUSTAINABLE MANAGEMENT

Good government  
and transparency 41

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## Good government and transparency



91%

score according to NGO Benchmarking Standard in 2020



### CODE OF CONDUCT

To boost the corporate ethics all members of Spanish Red Cross must behave following the entity's principles and values below:

- Ethical behaviour
- Legality
- Loyalty and good faith
- Commitment, efficiency and participation
- Motivation and encouragement of the volunteers
- Cooperation and solidarity
- Abstention in the event of conflicts of interest
- Transparency and integrity of information
- Confidentiality
- Ban on unfair competition
- Occupational risk prevention

### RELATIONSHIP WITH THE INTEREST GROUPS

- According to satisfaction surveys by users in 2020, the objective established in the II RS Plan of the Spanish Red Cross was met, exceeding 4.5 points out of 5

4.77/5

overall assessment  
of the Red Cross



59,860  
people assisted



286,457 M³  
water consumed



228,499.79 GJ  
of energy consumption

1,460  
buildings analysed for  
their environmental  
impact

58  
volunteers

1,497  
participants

PROPRIETARY  
METHOD

WE INVOLVE THE ORGANISATION IN  
THE FIGHT AGAINST CLIMATE CHANGE.  
WE IMPROVE ACCESS TO ENERGY FOR  
VULNERABLE COLLECTIVES

FIGHT AGAINST  
ENERGY POVERTY

The initiative  
“Moviéndonos por  
Ahorro Doméstico”  
(Moving for Domestic  
Savings) began  
because

+ 6 million  
people (8-9% of  
households) suffer  
energy poverty

14,542 people  
assisted to avoid  
energy poverty

At the Spanish  
Red Cross we  
are committed  
to measuring the  
emissions generated  
by the activity  
carried out and to  
compensating it with  
assistance for families  
at risk of suffering  
energy poverty

REDUCING OUR CARBON  
FOOTPRINT

OBJECTIVE

- Reduce our carbon footprint by 45%  
in 2030
- Be a CARBON NEUTRAL organisation  
in 2050

“Manual de Procedimiento para  
reducir el impacto medioambiental  
en las actividades de Cruz Roja  
Española - Reducción de la huella  
de carbono” (Procedural Manual for  
reducing the environmental impact on  
the activity of the Spanish Red Cross  
- Reducing our carbon footprint) for  
people with energy spending control  
responsibilities, so they can apply  
a focus of absolute respect for the  
environment

ACTIVITY IN NATURAL  
ENVIRONMENTS

61,747 m² of surface and 27 rivers  
analysed thanks to the initiatives  
“Voluntariado Ambiental en  
Parques Nacionales” (Environmental  
Volunteering in National Parks) in the  
Teide, Cabrera, Ordesa and Monte  
Perdido and Picos de Europa National  
Parks and “Vigilancia Ambiental en  
Espacios Naturales” (Environmental  
Monitoring in Natural Spaces)



ECONOMIC VALUE GENERATED AND DISTRIBUTED (\*)

	2015	2016	2017	2018	2019	2020
ECONOMIC VALUE GENERATED (thousand €)	556,442	573,821	629,282	682,015	724,462	863,032
Income (thousand €)	556,442	573,821	629,282	682,015	724,462	863,032
ECONOMIC VALUE DISTRIBUTED (thousand €)	531,269	544,875	593,505	660,349	708,902	842,015
Operational expenditure (thousand €)	194,299	204,157	206,840	220,249	232,183	240,832
Salaries and benefits of employees (thousand €)	268,106	275,827	303,004	331,863	356,509	383,415
Payments to capital suppliers (thousand €)	0	0	0	0	0	0
Taxes (thousand €)	694	648	776	659	746	698
Resources destined to the community (thousand €)	68,170	64,243	83,215	107,578	119,464	217,070
ECONOMIC VALUE RETAINED (thousand €)	25,174	28,946	35,777	21,666	15,560	21,017

(\*) Accounts audited by an  
independent entity. According to the  
report by EY the annual accounts  
of the Spanish Red Cross are  
drawn up by the integration of the  
financial statements of the Central  
Office, Territorial Offices, Healthcare  
Centres and Office of the president  
and Funds, which in turn have been  
prepared using the corresponding  
accounting records.

PRINCIPAL DONORS 2020  
(Law on Fiscal Information):

- State subsidies: €190,098 M
- Partners: €150,730 M
- Autonomous Community subsidies: €101,675 M
- Private donations: €67,657 M
- Council subsidies: €32,019 M
- Gran Premio del Oro: €29,055 M
- Subsidies from other public entities: €25,883 M
- National Organisation of Lotteries and Bets (ONLAE): €15,071 M
- Provincial government subsidies: €9,893 M





**KNOWLEDGE MANAGEMENT POLICY**  
generated by the Red Cross for the real and effective use of the institution's intellectual capital

**INITIATIVES**

**PROCEDURES**

**STUDIES**

**TOOLS**

**NETWORK OF SPANISH RED CROSS CENTRES**  
**15,415,065**  
calls attended by Operations Centres

**2,740,372**  
people assisted by Operations Centres

**900 22 11 22**  
permanent information hotline

## Remote and mobile assistance in the home for senior citizens

**151,224**

senior citizens attended by remote assistance in the home

**3,057**

senior citizens attended by mobile assistance in the home

## LOPE (Service for remote location of people with Alzheimer's)

**906**

people assisted

## Mobile remote assistance for victims of gender-based violence (ATENPRO)

**26,049**

people assisted

## 24/7 service

- Emergency activity
- Urgent healthcare transport
- Marine search and rescue interventions
- Preventive services

Videoassistance, a service for the prevention of cognitive impairment in at-risk populations, through exercise and stimulation of cognitive functions through exercise

## SOCIAL INNOVATION

### • "Ideateca" (Idea Library) project

### • "Vínculos tempranos en primera infancia" (Early bonds in early childhood) project

### • "Competencias Parentales" (Parenting Skills) project

### • "Acompaña" (Support) project

### • "Cygnus" project

- Good practices for knowledge transfer

In addition, technological innovation for social solutions:

### • "Activage" project developed by the European Commission

### • "Ghost" project

### • "Skill Cruz Roja" voice assistant

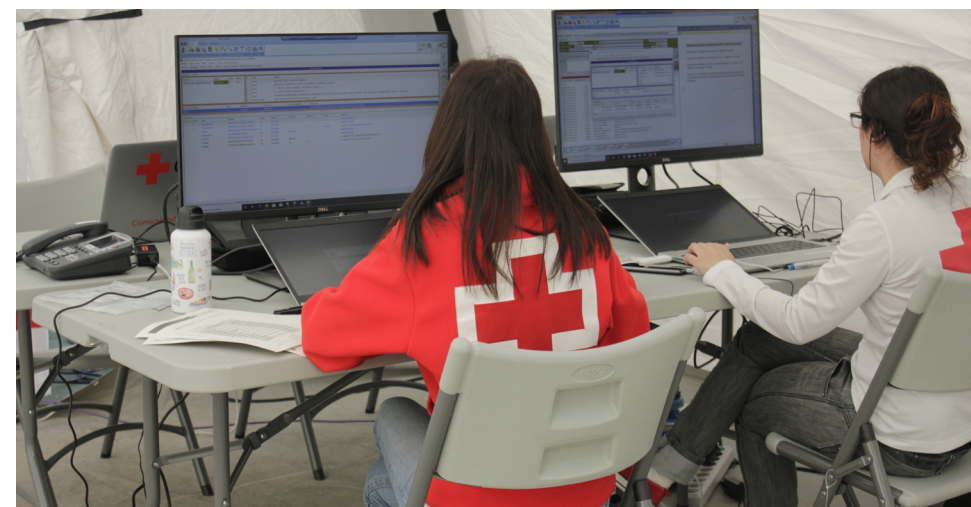
### • "Ideatón" technological project

- International initiative "Missing Maps" for remote areas

- The 4th edition of the Red Cross Awards for Humanitarian Technology

### • Creation of the technological innovation ecosystem of the Red Cross surrounding the revitalisation of the Red Cross Awards for Humanitarian Technology

- Openness and interaction with society by opening new spaces for digital conversation: **"Cruz Roja CONECTA" (The Red Cross CONNECTS)**



# Value chain



## COMPANIES

**2,734**

collaborating companies

**588**

through the central office

**2,146**

through the territorial network

**10,429**

companies have collaborated in the employment plan

**24,665**

alliances

## HOW THEY COLLABORATE

- Access to work in the employment projects
- Contributions
- Volunteering
- Assistance for beneficiaries
- Dissemination of Spanish Red Cross messages
- Training
- COVID-19 emergency. "Cruz Roja Responde" plan

## SUPPLIERS

**Suppliers are selected based on four criteria:**

- Adhesion to the United Nations Global Compact
- Compliance with the legislation
- Social behaviour
- Economic sustainability

## OTHER ENTITIES

**The Spanish Red Cross belongs to and actively participates in different networks and organisations, forming part of the governing bodies of all them.**

- Presidency of the Spanish Fundraising Association
- Presidency of the NGO Platform for Social Action
- Vicepresidency of the Platform of the Tertiary Sector

## SOCIETY



## Sustainable development goals

- The SDGs are present throughout all our activities
- We help raise awareness to comply with the 2030 Agenda
- Our activity report covers the impact on each one of the SDGs

## Human rights and international humanitarian law

- Implementation of the strategic plan of principles and values to promote the protection and guarantee of the people's rights through awareness-raising, training, dissemination, defence and application of human rights, international humanitarian law and humanitarian values.

**THANKS TO THE VOLUNTEERS, OUR PARTNERS, BOTH INDIVIDUALS AND COMPANIES, AND THE STAFF OF THE SPANISH RED CROSS, WHO HAVE MADE IT POSSIBLE FOR US TO BENEFIT MORE THAN 6 MILLION PEOPLE IN SPAIN AND MORE THAN 6 MILLION INTERNATIONALLY IN 2020.**



[www.cruzroja.es](http://www.cruzroja.es)