



# 2021 REPORT





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# MESSAGE FROM THE PRESIDENT

**Javier Senent**

President of the Spanish  
Red Cross and volunteer



In keeping with our commitment to transparency with our stakeholders and society in general, for another year running, we publish our Report for the 2021 financial year, which includes the main data related to our activity and our performance in the area of sustainability for this period. This year, we have paid close attention to the evolution of the COVID-19 pandemic, adapting our interventions to the different groups, not only within the framework of the RESPOND Plan, but also in the necessary responses we have been providing in new emergencies, such as in Storm Filomena or the eruption of the Cumbre Vieja volcano in La Palma, among others.

We have continued to consolidate our work model in areas of knowledge which enables the transverse nature of our actions, making our work with users more effective by combining our responses in a better way and ultimately allowing us to improve, always to the benefit of the people.

The institution's resilience and that of the people who form it in the face of changing circumstances has made it possible for us to remain close to those who need us most. From here, I would like to thank the efforts made by volunteers and workers of the *Cruz Roja Española* (hereinafter, the Spanish Red Cross) who have made this possible.

Similarly, the collaboration with both individuals and partner companies, the contributions and donations from people, companies and foundations, and the agreements with the administrations have been essential in enabling us to help millions of people.

We express our sincere thanks to all of them. In this context, we continue working to be a sustainable and responsible organisation, aligned with the ten principles of the Global Compact and the 17 United Nations Sustainable Development Goals (SDGs), seeking to achieve them through our contribution to each one. I take this opportunity to thank all the people who, each day, make this work possible.

“The institution’s resilience and that of the people who form it in the face of changing circumstances has made it possible for us to remain close to those who need us most”





01

# BEING BETTER

The Red Cross speaks to all its audiences, inviting individuals, groups and organisations to put the best version of themselves into play: BEING THE BEST VERSION OF THEMSELVES





## What we have achieved

Undoubtedly, 2021 will be one of the years we remember most due to the emergencies caused by natural disasters and migration. We welcomed the year with Filomena, a snowstorm which covered practically the entire peninsula in white. Months later, in August, we had to respond to the influx of Afghan migrants fleeing the emerging Taliban yoke. Then, we ended with the eruption of the Cumbre Vieja volcano, on the Island of La Palma, in September, an unusual event, but one in which the Red Cross had already had experience.

Filomena, and later the eruption of the volcano, involved the commissioning of the Immediate Emergency Response Teams (ERIE in its Spanish acronym), to provide psychosocial support and various types of social assistance, managed in a coordinated, agile and efficient way by our professionals. All this, in the middle of the Red Cross Respond Plan, which we launched due to COVID-19, and which was still continuing, celebrating its first year in March.

Volunteers, members and employed staff have contributed to the effort to ensure that more than 6 million people in Spain receive help. Thanks to all of these people, we can give increasingly more support to vulnerable people both nationally and internationally, through integrated actions, carried out essentially by volunteers and with broad social participation and territorial presence.

In 2021, our support has been focused primarily on mitigating the socio-economic impact of the pandemic, through livelihood and food security actions.

## MAIN FIGURES



15.198.560

People assisted in total



4.833.771

People assisted at a national level

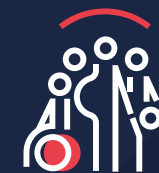


6.808.991

People assisted at an international level

3.555.798

People involved in awareness-raising and environmental activities



256.380

Volunteers



13.664

People with an employment relationship



1.347.301

Individual members and companies



# 1.2

## Why be better?

A commitment to oneself and to others, based on ethics and justice, closeness, empathy and an emotional bond. An invitation from the Red Cross, as a renowned humanitarian agency and as the greatest movement of volunteers in the world.

**A cross-cutting common purpose that connects small stories with the universal dimension of the movement.**



# 1.3

## Principles that move us

The **7 fundamental principles of the Red Cross** are an inexhaustible source from which we can draw ideas, standards of behaviour and standards to build our personality as an organisation.

They are also the refuge which we can turn to when we reflect on what we are and what we want to be.

The 7 principles provide an ethical, operational and institutional framework to the work of the Red Cross and Red Crescent Movement around the world.



### 01 Humanity

The International Red Cross and Red Crescent Movement, created from a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for human beings. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.



### 02 Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.



### 03 Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.



### 04 Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.



### 05 Unity

There can be only one Red Cross Society or one Red Crescent Movement in any one country, which must be open to all. It must carry out its humanitarian work throughout its territory.



### 06 Volunteering

It is a voluntary relief movement not prompted in any way by a desire for gain.



### 07 Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

# Causes and Environments

We work with the environment with a transformational intention, aiming to remove the obstacles and barriers that perpetuate situations of vulnerability. In addition, our objectives are inspired by 3 priority causes.

## No discrimination

This aspect seeks to reduce human suffering and involves providing relief to people in proportion to their need, giving priority to the most urgent needs, without any discrimination.

## Equal opportunities

This is related to the reduction of structural causes that lie behind many vulnerabilities, and it is an essential condition to exercise of the recognised rights of individuals and encourage their autonomy.

## The fight against climate change

This is currently the first challenge the Red Cross is facing in consolidating progress in sustainable development. The fight against climate change and the promotion of climate adaptation are unquestionable needs for both people and the environment.



## Inclusive environments

An inclusive environment makes it easier to ensure no one gets left behind. It ensures equal opportunities for all people to participate in it. It helps reduce the risk of exclusion by promoting the creation of or strengthening of safety nets.



## Safe environments

A safe environment minimises the risk of people being harmed. It contributes to reducing their exposure to various types of threats and promotes the increase in their ability to prevent them and cope with them.



## Healthy environments

A healthy environment promotes the well-being of people in all its dimensions. It encourages the improvement of habits, it promotes the establishment of optimal conditions to maintain them, and it encourages the reduction of harmful behaviour.



## Sustainable environments

A sustainable environment ensures access to resources for present and future generations. It promotes a balanced interaction between people and ecosystems, ensuring harmony between economic, social and environmental environments.

## Action



## Proximity



## Volunteering



## Shared responsibility



## Personal guidance



## Participation



## Good government



## Bonds



## Community guidance



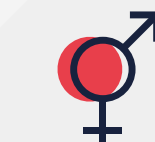
## Innovation



## Integral response



## Efficacy and efficiency



## Gender perspective



02



Photo: Mikel Ponce

# RESPONSE PLAN

The Red Cross RESPONSE Plan has involved the greatest mobilisation of resources and capacities, and this was possible thanks to the dedication and commitment of the volunteers who gave their help where it was really needed, the support of members, and the support of thousands of businesses and entities.





# A comprehensive response

We intervene with all the groups, through the various multi-dimensional areas in which we focus our action: health, relief, social inclusion, the environment, education and employment.



Photo: Pere Garrigós

**W**e have continued helping people in situations of vulnerability, especially the elderly and carers, people with health problems, disabilities, children and young people, people in extreme vulnerability, the homeless, women facing social difficulties, immigrants, asylum seekers

and refugees, the unemployed, prisoners and former prisoners, as well as the general public.





Rescues

114.327  
People assisted

Personal protective equipment

Coverage of basic needs

Psychoso- cial assistance

Temporary health centres

Logistical support

Emergency health transport

Taking in vulnerable groups

Social Inclusion

240.572  
People assisted

Provision of basic necessities

Support in paying for supplies

Temporary housing of people

Social support in facing loneliness

Washing and laundry service

Support for procedures, purchases.

Psycholog- ical support

Employment

52.893  
People assisted

Network and technology management

Work-related video-tuto- rials

Telephone employment support

Employment guidance

Active search for employment

Employment training ses- sions Video-CV

Health

2,31.305  
People assisted

Disseminate prevention and containment meas- ures

Informative and monitoring calls

Accompaniment to health centres

Biomedical monitoring

Environment

4.269  
People assisted

Support for people living in energy poverty and for the general public in the reduction and saving of energy consumption

Good practices in the home campaigns: Water and electricity use, waste management, shopping,...

Education

42.595  
People assisted

Free and open training

COVID-19 Training for the general public

Carers' guides

School support (Tablets,...)

Dissemina- tion of educational activity

COVID-19 training for responders



Photo: Borja Abargues

International Cooperation

At an international level, we support the local response from the Red Cross and the Red Crescent to affected people in 15 countries. Moreover, actions have continued in the field of health, especially in strengthening public health systems and access to vaccination.

In 2021, our support has been focused primarily on mitigating the socio-economic impact of the pandemic, through livelihood and food security actions.

Red Cross Youth

Red Cross Youth has been paramount in the actions of the Education Knowledge Area, offering a coordinated and comprehensive response in the educational and leisure support for children after a situation that has caused them great difficulties. In this situation, the response of Red Cross Youth linked to this need

has been exemplary, adapting our whole intervention to new media and methodologies in an agile and effective way, generating a response through activities such as educational support through video conferences, follow-up calls on the children and the provision of electronic products.

Volunteering

The RESPONSE Plan also included actions which aimed to strengthen people, the media and the organisation systems, to ensure that the Red Cross responses were adapted to the needs:

- We mobilise the population for the coverage of specific Red Cross actions in facing COVID-19, either by supporting spontaneous and solidarity initiatives providing mutual support and/or

neighbourhood networks organised and run by citizens.

- Mobilising Red Cross volunteers to cover the actions to be carried out in relation to COVID-19.
- Protecting the safety and well-being of volunteers and collaborators.



# PEOPLE

We want to be close to people and offer the best and fastest solutions to their needs. For this purpose, we work on the basis of the Attention to People Framework, which places people at the centre of the intervention in order to get to know them better, to understand them and to find out their needs, thus giving a comprehensive response.



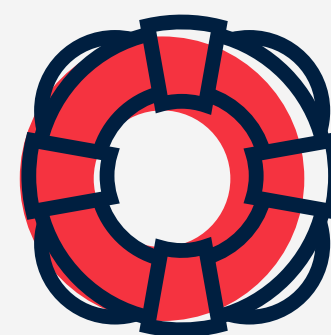
# 3.1

## Areas of Knowledge

We want to support vulnerable people closely and we seek the optimum way to offer the best solutions to their needs in the fastest possible way.



### Rescues



# 311.670

People assisted  
in Rescues missions



# Social inclusion



1.510.722

People assisted  
in Social Inclusion



Photo: Alex Casas

# Employment



200.412

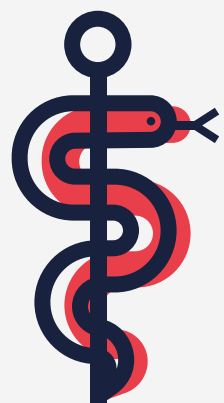
People participating  
in Employment





Photo: Mikel Ponce

## Health



2.781.378

People assisted  
in Health

## Education



652.481

People participating  
in Education





# Environment



18.271

Beneficiaries in the Environment



Photo: Javier Perera Alonso

3.2

# The Red Cross of the People

Within the Attention to People Framework, we make the person the focus of our work, training and accompanying them to be the protagonists of their own processes and journeys in order to achieve their own social inclusion.





Vulnerable groups

4.833.771

Total number of people assisted at a national level



Senior citizens and carers



266.010

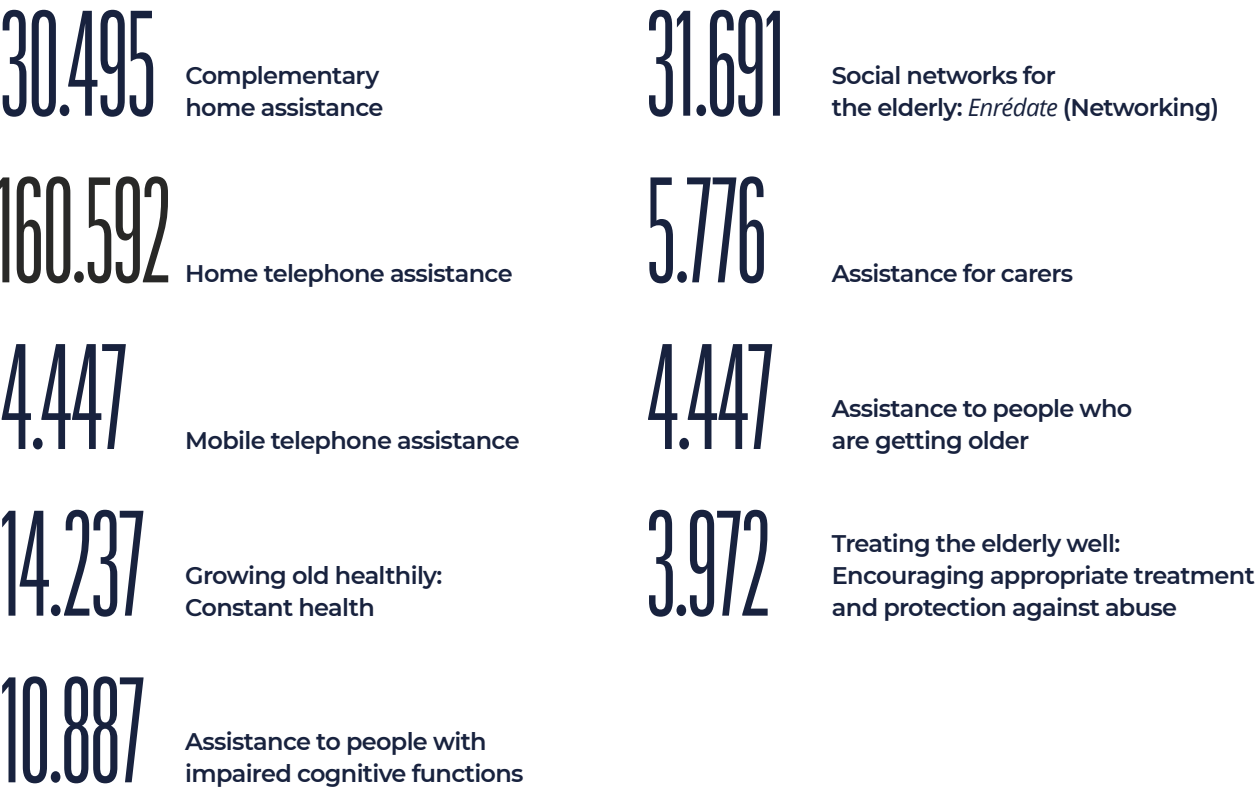







Photo: Pere Garrigós

## Children



 125.187

11.412 Promotion of educational success for children facing social difficulties

2.342 Social inclusion for children at risk of exclusion

55.113 Educational Toys

2.124 PINEO

21.935 Hospitalised children

1.479 Community support in children's upbringing, parental care and the well-being of children and adolescents

2.416 Psycho-educational support to residential care centres

## Young people

 229.766

69.202 Prevention of violent behaviour

53.308 Health education

2.104 Own Spaces

32.005 Prevention of the consumption of drugs

41.820 Employability of young people projects

2.613 Socio-educational accompaniment in the insertion of youngsters formerly under guardianship and/or at social risk

Photo: Greg Beals





People in situations of extreme vulnerability



81.778	Emergency assistance to Cover basic needs	30.485	Aid to the <i>Ahora + que nunca</i> (Now more than ever) call
9.841	Prevention of school exclusion	6.348	Personal well-being and social activation
5.182	Prevention of residential exclusion	8.836	Intervention for people in situations of extreme vulnerability, from social risk to integration



Immigrants



40.157	Humanitarian Care for Immigrants / Emergency First Response	1.790	Temporary Residence Centres for Immigrants (CETI in its Spanish acronym)
12.202	Comprehensive reception of immigrants	6.801	New technologies for integration. The Migrar.org website
41.567	Integration of immigrants	1.204	Protection of people who have been a victim of trafficking
13.356	Assistance to people in settlements	22	Reuniting Families and Integration
8.716	Social and humanitarian assistance in Internment Centres for Immigrants (CIE in its Spanish acronym)		







Photo: Manuel Lérda/Spanish Red Cross

Women in situations of social difficulty



 62.059

28.242 Mobile Telephone assistance for Victims of gender-related violence (ATENPRO)

3.505 Complete intervention for people in environments of prostitution


8.013 Empowering women in vulnerable situations

11.384 Employability projects and insertion of women

2.284 Social initiatives with women facing social difficulties

Asylum-seekers and refugees



 25.778





# Unemployed or in unstable work situations



 **116.405**

**79.585** Specific measures to access employment

**2.594** Business development initiatives

**35.497** Comprehensive routes to gain employment



# Current and former prison inmates



 **6.225**

**2.713** Assistance to people needing help managing their addiction in prison





Photo: Toni Tomás

## People with health problems




 498.203

338.005 Health Centres

## People with disabilities



 32.054





General population

 2.885.821



3.3

International  
Cooperation

Spanish Red Cross

Our intervention seeks to minimise the consequences of the effects of disasters, climate change and conflicts. Our goals are to stabilise the situation and enable people to rebuild their lives and communities as soon as possible and without compromising their prospects for future development.



# International Cooperation

Our intervention seeks to minimise the consequences of the effects of disasters, climate change and conflicts. In 2021, our psychosocial, medical and logistical support to the Palestine Red Crescent Movement in the *Escalation of Violence in Palestine*, and to the

Haitian Red Cross after the earthquake of 14 August, where an emergency team was deployed to assist in water and sanitation relief as well as hygiene promotion.



6.808.991

Beneficiaries

Africa: 4.496.881  
America: 1.323.146  
Asia-Pacific: 83.551  
Europe: 4.166  
Middle East: 465.600  
General: 435.647

Countries

36

Projects

283



91.264.811

euros

## Africa

- **Countries:** 14 (Algeria, Burkina Faso, Burundi, Cape Verde, Gambia, Mali, Mozambique, Namibia, Niger, Senegal, Sudan, Democratic Republic of Congo, Rwanda and Tanzania).
- **Projects:** 113
- **Budget:** 49,3 million euros
- **Beneficiaries:** 4.496.881



## America

- **Countries:** 11 (Colombia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Peru, Dominican Republic and Uruguay).
- **Projects:** 95
- **Budget:** 24,3 million euros
- **Beneficiaries:** 1.323.146



## Asia

- **Countries:** 7 (Philippines, Indonesia, Tajikistan, Kyrgyzstan, Kazakhstan, Turkmenistan and Uzbekistan).
- **Projects:** 14
- **Budget:** 5,07 million euros
- **Beneficiaries:** 83.551



## Middle East

- **Countries:** 2 (Lebanon and Palestine)
- **Projects:** 25
- **Budget:** 3,6 million euros
- **Beneficiaries:** 465.600





# 3.4

## Red Cross Youth

**Red Cross Youth is the youth section of the Red Cross**, which aims to create a world with stronger and more empowered children and youngsters who are capable of developing in society as a person, with social and citizenship values; people who are aware of and committed to the challenges of humanity and who, through their participation, achieve and foster a culture of peace, equality and respect.

### Red Cross Youth

15.114

Volunteers

66.855

People assisted with paperwork

People assisted without paperwork

180.106

Participation environment

236.563

#### Social inclusion and intervention projects:

##### 1. Promotion of educational success:

- 11,223 children
- 420 young people

**2. Educational Toys:** Thanks to 5,225 volunteers and donations from both companies and individuals. We have guaranteed 54,145 children with the right to play.

**3. Assistance to hospitalised children:** Despite the difficulties faced, we have been able to deliver leisure materials, games and toys, etc. reaching 14,810 hospitalised children.

**4. Social inclusion for children at risk of exclusion:** We have accompanied 2,283 children in social, health, leisure and free-time, academic and community fields.

#### The PINEO project stands out:

- A leisure alternative for young people between 8 and 18 years of age.
- Education in social, environmental and health values.
- 26,500 young people.



54.145

Children have seen their right to play guaranteed



We aspire to a world with stronger and more empowered children and youngsters, capable of developing in society as a person, with social and citizenship values.

Photo: Javier Perera Alonso



Photo: Tamara Vukov

## Raising awareness and prevention projects:

### 1. Own Spaces

### 2. Campaigns:

- International Women's Day (8 March):
  - Slogan: *"Entrelazadas por la Sororidad"* (Linked by the Sisterhood).
  - We have reached 18,111 people.
- International Day for the Elimination of Violence against Women (25 November):
  - Slogan: *"Dale voz al respeto. La violencia psicológica existe"* (Promote respect. Psychological violence exists)
  - Activities in 51 provinces.
  - 885 volunteers.
  - 24,924 people assisted.

### 3. Other activities:

- Education and emotional management actions, with 6,129 participants.
- Workshops for the Prevention of Violent Behav-

iour, with 59,773 participants.

- Environmental Education Campaign, with 7,598 participants and 629 volunteers.
- Workshops for prevention and raising awareness about health, with 38,193 participants.
- Awareness-raising actions on the prevention of drug use.



24.924

People assisted on the International Day for the Elimination of Violence against Women



# 04

Photo: Alex Casas

## WHO WE ARE AND HOW WE WORK

We are an unstoppable movement. From the society for society. With our eyes, hands and hearts spread across the country and beyond. Who we are and what we do is inextricably linked.



4.1

# Human Team

Thanks to the commitment and knowledge of Red Cross volunteers and staff, we can develop our activity and help lots more people.

Photo: Alex Casas

## Volunteers

256.380

Volunteers  
(+0.18% compared  
with 2020)

3.358.000

Hours of  
accumulated  
voluntary actions

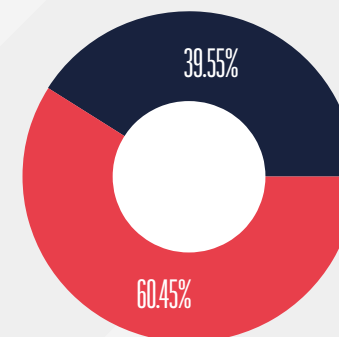
People who  
have joined  
as volunteers  
throughout the year

33.080

Activities

1.008.346

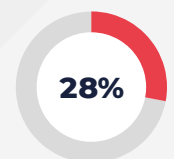
## Diversity



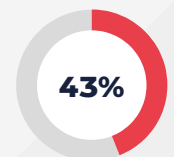
60,45% Women



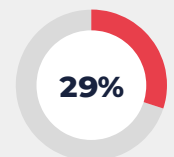
39,55% Men



Under  
30 years old



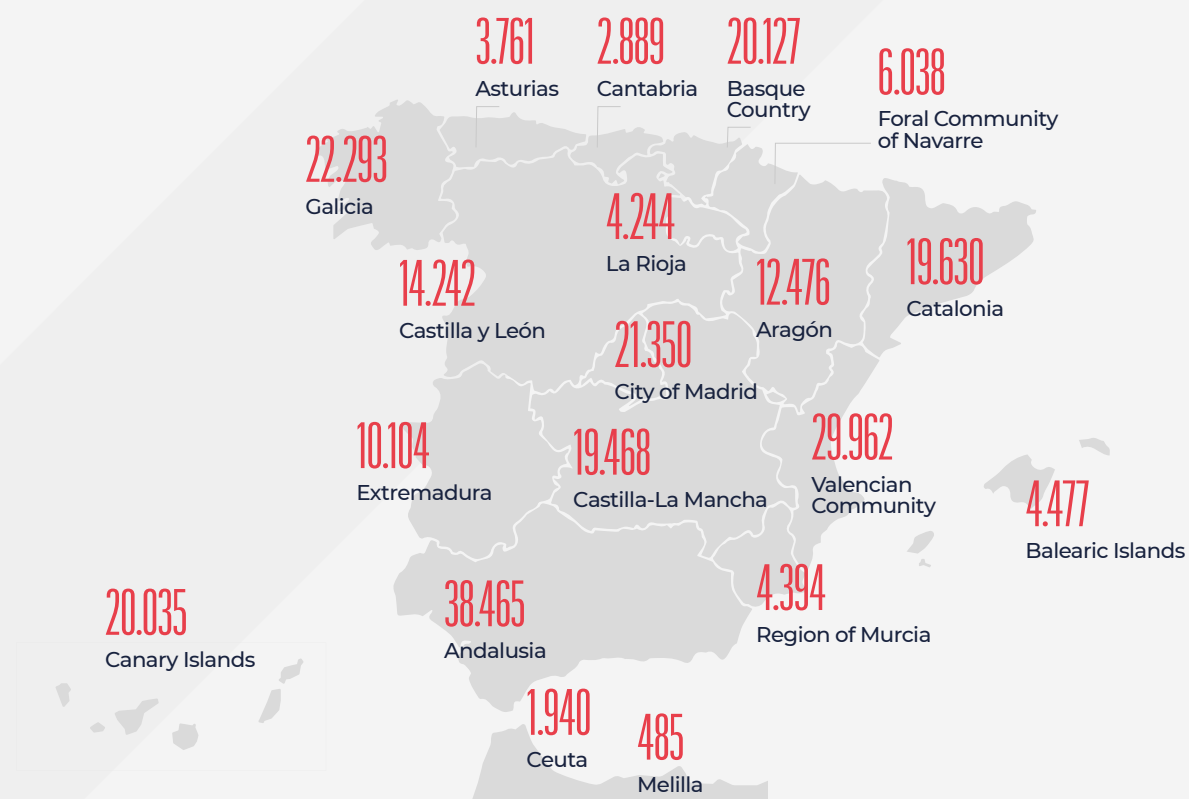
Between  
30 - 50 years  
old



Over  
50 years old



## Volunteers by Community



## Volunteers by type of actions

82.842

Social Inclusion

28.142

Relief

23.682

Youth

13.999

Voluntary Service

11.761

Organisation and management

8.705

Development of the territorial network

2.031

International Cooperation

## Employed people

We have measures to:

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

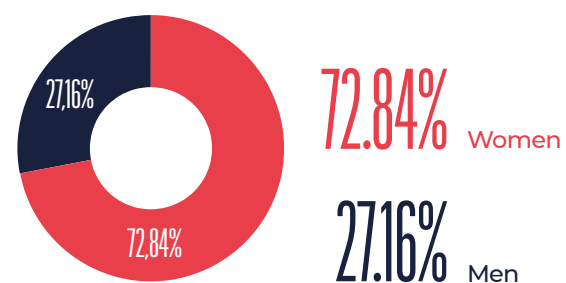
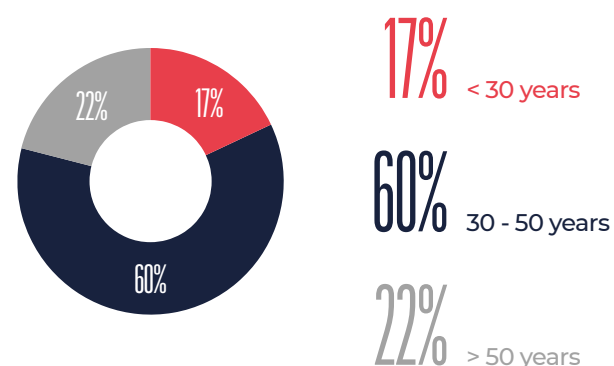
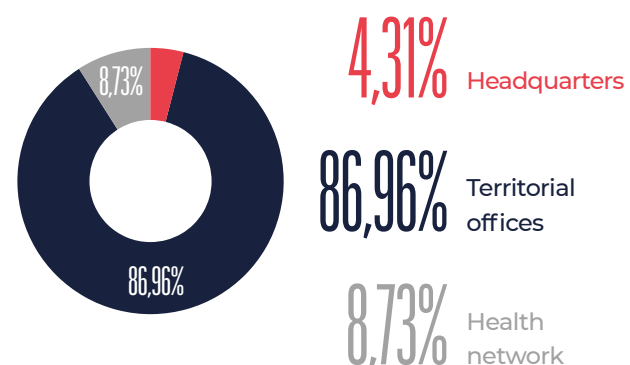
In addition, on 2 December 2021 we signed the **IV Spanish Red Cross Equality Plan**, which has 12 objectives, such as the commitment to equality between men and women, the selection and recruitment processes, professional classification, training, promotion, as well as working conditions which are more oriented toward a personal and work life balance and co-responsibility, as well as 107 other measures. Among the personal and work life balance measures, the **tele-working framework document** is highlighted.



13.664

Total number of people employed



**By gender:****By age:****By location:****By contract duration:**

- 66% of the Red Cross staff have an indefinite employment contract.
- While the remaining 34% have temporary contracts, mostly associated with specific campaigns or projects with a limited duration in time.

**By working hours:**

- 77% work full-time (one point higher than in 2020).
- While 23% work part-time.

**Training and development:**

- 111,806 hours of training.
- Through 427 courses.
- With 7,699 participants.



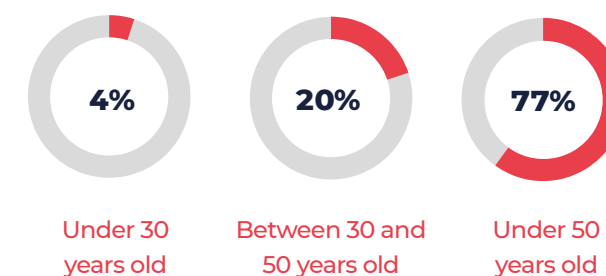
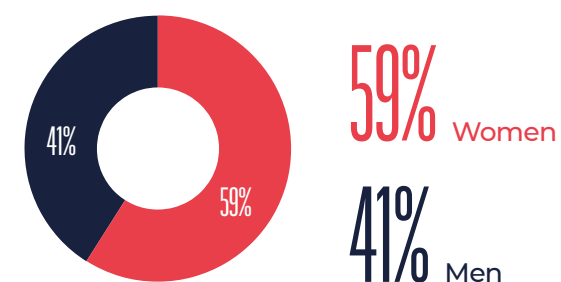
277

People with disabilities in the workforce

**People and member companies**

Individual members make up one third of the group that forms the social basis of our Institution. In 2021:

- 1,347,301 people and companies have put their trust in our work.
- 3% of Spanish society.

**Individual members****Member companies**

21.130

Companies are members of the Spanish Red Cross

32.225

Partnerships with companies

Project "Social Business Challenge, Partnerships for Labour Insertion":

- 11,149 people participating in a selection process.
- 4,997 people mainly from the care, commerce and, to a lesser extent, logistics sectors.
- 10,393 Collaborating companies (+19% compared with 2020).
- 24,468 partnerships.



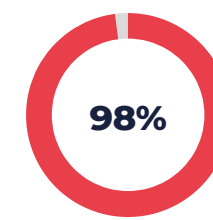
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# Good Governance and Transparency

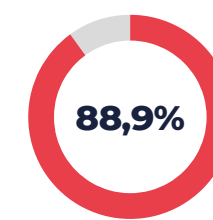


## Good Governance

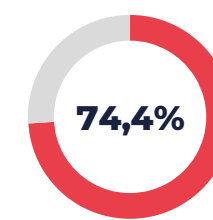
Transparency and Good Governance Indicators Tool [www.coordinadoraongd.org](http://www.coordinadoraongd.org)



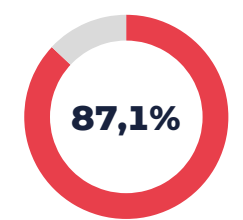
Transparency



Efficiency



Effectiveness



In general

## Code of Conduct

In order to promote corporate ethics, all members of the Spanish Red Cross should conduct themselves in accordance with the following principles and values of the organisation:

- Ethical conduct.
- Legally.
- Loyalty and good faith.
- Commitment, efficiency and participation.
- Motivation and encouraging volunteers.
- Cooperation and solidarity.

- Abstention in cases of conflicts of interest.
- Transparency and integrity of information.
- Confidentiality.
- Prohibition of unfair competition.
- Prevention of occupational hazards.

According to satisfaction surveys carried out with users in 2021, the objective established in the Spanish Red Cross' SR Plan II, exceeding 4.5 points, out of a maximum of 5 score, has been met.



# Institutional and Financial Sustainability



## Financial sustainability

GENERATED AND DISTRIBUTED ECONOMIC VALUE <sup>1</sup>	2015	2016	2017	2018	2019	2020	2021
<b>DIRECT ECONOMIC VALUE GENERATED (thousands of €) <sup>2</sup></b>	556,442	573,821	629,282	682,015	724,462	863,032	864,531
Income (thousands of €)	556,442	573,821	629,282	682,015	724,462	863,032	864,531
<b>ECONOMIC VALUE DISTRIBUTED (thousands of €)</b>	531,269	544,875	593,505	660,349	708,902	842,015	836,494
Operating expenses (thousands of €)	194,299	204,157	206,840	220,249	232,183	240,832	256,822
Employee salaries and benefits (thousands of €)	268,106	275,827	303,004	331,863	356,509	383,415	400,459
Payments to capital suppliers (thousands of €)	0	0	0	0	0	0	0
Taxes (thousands of €)	694	648	776	659	746	698	770
Resources for the community (thousands of €) <sup>3</sup>	68,170	64,243	83,215	107,578	119,464	217,070	178,443
<b>ECONOMIC VALUE RETAINED (thousands of €)</b>	25,174	28,946	35,777	21,666	15,560	21,017	28,037

<sup>1</sup> According to the report prepared by the company EY, the Spanish Red Cross' annual accounts are prepared through the integration of the financial statements of the Headquarters, Territorial Offices, Health Care Centres and the Chairmanship and Funds, which, in turn have been prepared from the corresponding accounting records.

<sup>2</sup> In the "Aid to the Most Deprived" programme, the Spanish Red Cross distributes basic necessity products from the Fund for European Aid to the Most Deprived (FEAD). This fund finances measures in EU countries to provide material assistance to those most in need: food, clothing and other personal use products such as shoes, soap or shampoo, which the Red Cross accompanies with other social inclusion measures. Given that products are distributed, their economic value is not integrated into the annual accounts of the Spanish Red Cross.

<sup>3</sup> Corresponds to contributions to non-profit entities and foundations, in terms of dues.



## 2021 Fundraising

1.347.301

Individual members  
and businesses  
(129.515  
new)

€160.679.484

### Main Donors

181.880

State subsidies  
(thousands of €)

154.323

Members (thousands of €)

101.508

Autonomous Community  
subsidies (thousands of €)

34.427

Gran Premio del Oro  
(thousands of €)

49.538

Private  
Donations (thousands of €)

32.601

Council subsidies  
(thousands of €)

28.181

Subsidies from other public  
entities (thousands of €)

15.071

National Organisation of Lotteries  
and Bets (thousands of €)

10.099

Grants from Provincial Gov-  
ernments (thousands of €)

## Institutional Sustainability

### Studies

In 2021, we conducted four research studies on a monographic basis:

- Social Vulnerability Bulletin and “Young people and the challenge of digitalisation during the COVID-19 pandemic: Competencies for life, employment and education.”
- Social Vulnerability Bulletin and “The Impact of COVID-19 on the population assisted by the Red Cross through the Respond Plan.”
- Bulletin “Working for the benefit of the Community: tasks for the public’s benefit and the impact of COVID-19 on its development.”
- Bulletin “The Social Vulnerability of the Elderly assisted by the Red Cross in the context of the Covid-19 crisis.”

### Social innovation

Ideation, exchange of experiences and experimentation line:

- Ideateca.
- Idea Lab

Learning, knowledge exchange and training line:

- Online Innovation Community.
- Training actions aimed at learning design methodologies.
- Good practices in the Red Cross.

### Digital operations and services

In 2021, we have offered numerous solutions and ways in which we interact with users and citizens and through different channels: radio networks, home and mobile telephone assistance, assistance via video support, telephone, social networks, web chat, e-mail and online support. In addition, we have launched:

- A new organisational model, redesigning the areas that make up the model as well as the functions to be developed by the team.
- The migration of the assistance platform to a more up-to-date one.

### Digital technology services

The goals of the Digital Services are to facilitate an autonomous life for the most vulnerable groups and to improve our capacity to intervene. Among the projects carried out in 2021 are:

- Voice Assistants.
- Humanitarian Technology Awards.
- Ideathon Technological Project.
- Social Innovation Network.
- Missing Maps: 17 online maps.
- R&D Project: rescue drones.
- R&D Project: Stamina.
- R&D Project: Emotional Avatar 5G.
- Accessibility.



## Documentation Centre

In 2021, we highlighted the digitisation/cataloguing of funds and the continuous improvement of access and management tools. The services we have provided to users and researchers are as follows:

- 141,352 users/views of the Documentation Centre Database.
- 375 monographs.
- 149 documents.
- 215 digital publications incorporated.
- 1,518 requests and/or queries answered.
- 37 consultations at the Centre.

In addition, 4 exhibitions have been held.

## Branding and communication

2021 has been a key year for the organisation's positioning and communication:

- We have consolidated the strategic lines of communication.
- We have created a new branding and communication model.
- We have also launched the projects which already formed part of our work plan.

In addition, we have now launched the new digital communication format, in which we explain what the Red Cross is doing.

Innovative and cross-cutting projects to explain the new positioning:

- Food Consciousness.

- Humanitarian Technology.
- Awareness raising campaigns such as "CuidarTE, CuidarME, CuidarLE, CuidaMos" (Take Care of Yourself, Myself, Him/Her, Ourselves) for "Cruz Roja Te Escucha" (The Red Cross Listens to You), in relation to emotional well-being and mental health.
- From Branded Content with purpose, such as the series "Encrucijada: el casting" (a documentary about Red Cross volunteers and their work) or "Un paisaje en la cazuela" (a series about Food Consciousness).
- International and citizen mobilisation as #ClimateChangedMe.

We also highlight:

- A new system of prioritisation and content creation.
- The "Trenzados" (Plaits) and "Mancha Roja" (the illumination of buildings in red to promote the Red Cross).
- New narrative formulae, evolution of formats, adaptation to channels and streamed content on our social networks.
- We have become a digital reference on social networks: 666,321 users (12.10% compared with 2020), and 7,659 posts (+14.05% compared with 2020).
- With regards our social media influence: 425 hits on average per day, total number of hits: 153,224
- Population reached: more than 55 million people.

## Development of the territorial network.

- 665 Territorial Assemblies and Delegations.
- 608 Local Presence Points.
- Present in 1,264 different municipalities.



This year we have succeeded in consolidating the People Care Framework (IMAP in its Spanish acronym) tool, which helps us to:

- Extend the scope of our intervention, reaching new need profiles.
- Effectively manage our resources.
- Carry out a more agile activity, adapted to the different areas.
- Make it easier to register our actions.
- Promote the proactivity of volunteer staff with users.
- Optimise our response management for the requests received.

## Information systems

Projects and actions aimed at improving the efficiency and safety of volunteers and staff.

- Digital Plan.
- Advanced Analytics.
- Cybersecurity.
- Communications.
- Architecture and systems.
- Applications.
- New territorial model, with four territorial management centres.
- Improved operating and relationship model: JIRA Service Desk.

# SER MEJORES





# 4.4

## Environment

Climate change has a negative impact on the lives of individuals, communities and countries, having a particular impact on the most vulnerable groups.



### Reduced carbon footprint

Objectives:

- The mid-term objective is **to reduce our carbon footprint by 45% by 2030** in comparison with 2018. This challenge has almost been achieved as until 2021 and since then, we have achieved a reduction of 40%.

- Our long-term goal is to become a carbon neutral organisation by 2050.

**97% of our electricity consumption comes from renewable sources.**

### Sustainable mobility through the vehicle fleet

We work towards a more sustainable mobility.

- More than 3,300 Spanish Red Cross vehicles have been and will continue to be the object of a study.
- 57% of the vehicles purchased in 2021 have been vehicles with hybrid or semi-hybrid technologies with an ECO label.

- 2% with the "Zero Emissions" label.
- 41%, label C (petrol-diesel).
- 174 vehicle de-registrations in 2021, mainly vehicles over 15 years old.



# We offset the carbon footprint

**Reforestation projects in the national territory**

40 hectares reforested in November and December 2021.

**Fight against energy poverty**

Through the “*Moviéndonos por el Ahorro Doméstico*” (Moving for Domestic Savings) initiative, which was created as part of the studies carried out in Spain that establish that between 8 and 9% of households (more than 6 million people) are suffering from energy poverty, which is defined as the inability of a household to make appropriate use of energy for their basic needs.

**Energy efficiency**

1,465 buildings audited.



55.319

People assisted to avoid energy poverty



# Value chain



1.724

Collaborating Companies

420

Through the Headquarters

1.339

Through the Territorial Network

12.517

Collaborating Companies in the employment plan

32.225

Partnerships





Photo: J. Miguel Ángel Piedra

### Suppliers

Supplier selection is based on four criteria:

- Adherence to the United Nations Global Compact.
- Compliance with legislation.
- Social conduct.
- Economic sustainability.

### Other entities

- The Spanish Red Cross belongs to and actively participates in various networks and organisations, forming part of their governing bodies.
- Chair of the Spanish Fundraising Association.
- Chair of the NGO Platform for Social Action.
- Vice-chair of the Third Sector Platform.

### Society

Sustainable Development Goals

- The SDGs are a cross-cutting element in all our activities.
- We contribute to raising awareness in order to comply with Agenda 2030.
- Our activity report provides information on the impact on each of the SDGs.



### Human Rights and International Humanitarian Law.

Implementation of the strategic plan of principles and values for the promotion of the protection and guarantee of the rights of individuals through awareness-raising, training, dissemination, advocacy and the application of international humanitarian law and humanitarian values in human rights.







The Red Cross is the largest voluntary movement in the world. We help people to be better, to change their lives, and we support them in their daily development and to have hope and a dignified future.



