

## 4.2 Community work

Within Lar España's solid community engagement effort, under the umbrella of which it seeks to reinforce social and economic vitality in the areas in which it operates, a broad range of activities and initiatives were carried out in 2018 to engage and collaborate with its local communities, notable among which:



**+300 days'**  
worth of  
community and  
environmental  
initiatives at  
our shopping  
centres



**+25 NGOs**  
and charities  
collaborated  
with



**+ 442,000 €**  
earmarked  
to community  
collaborations



**+ 25,000 Kg**  
of clothing  
donated



**+ 13,000 Kg**  
of food  
collected  
in drives

### Community work undertaken in 2018



#### AS TERMAS

Mall space loaned to 17 NGOs for 92 days.

Events staged by sports clubs and local associations which were given mall space for free.

Collaboration with the Lugo municipal authorities:

- Sports council: Sponsorship of charity races
- Advertising contribution for the institutional campaign run under the slogan I'm from Lugo

Regional authorities:

- Regional health department: free loan of space for the installation of a blood donation bus

Lugo school network: environmentally-themed drawing competition and prize ceremony at the As Termas shopping centre.

Project **Wonderful**



## ANEC BLAU

**Donation of winter clothing** to the Cruz Roja in Casteldefells.

Used clothing collection containers.

**Food collection** drive for animal shelter: 1,960 kg

**Monthly animal care awareness** and adoption sessions: 38 animals adopted.

Used clothing collection: 25 tonnes, +1% vs. 2017.

Loan of mall space to 8 NGOs (Cruz Roja, Unicef, Josep Carreras Foundation, Save the Children, ACNUR, Enriqueta Villavecchia Foundation, Salva una Huella, ISTEA, Corre per una causa).

Charity events taking up 53 days of the year.

Project **Wonderful**

Sponsorship of Canal Olímpic race.

Sponsorship of ISTEA (autism association) in the form of a charity race.

Sponsorship of the Playa Casteldefells basketball tournament.

**Collaboration with the town council:**

- Assistance with organisation of carnival celebrations
- Sponsorship of the Baix Llobregat business association
- Sponsorship of city charity races

**City:**

- Collaboration with institutions in the area for the provision of workshops advertising ANEC BLAU
- Electric vehicle charging stations
- Reading room installed in shopping centre all year round



**EL ROSAL**

**Mall space loaned to 5 NGOs** and one Brotherhood.

Premises loaned to local artists for exhibitions.

**Drives with food banks.**

Collaboration with the Cruz Roja on a back-to-school drive **to collect school materials.**

Collaboration with ADISBIER on a **drive to collect toys and books.**

Agreement with ALFAEM under which its therapists can visit the HypeStation twice a month.

Coordination between ALFAEM and EscapArte artists for guided tours of the **creative space.**

**Project Wonderful Summit.**

**Sponsorship** of the local **basketball team.**

Collaboration with the **football team.**

Collaboration with the **Karate Club** (national karate championship).

Participation in **Planet Day.**

Collaboration with the town council:

- Free loan of space for the installation of the citizen card machine

Collaboration with the local police:

- Publicity for the toy collection drive

Multiple charity collaborations:

- **Blood Donation** Brotherhood: Campaigns at the shopping centre in February and September.
- Piñera School (Vega de Espinareda): creation of a video and publicity on the social media and centre's website showcasing the school's work
- San Ignacio school tour during cultural week





## ALBACENTER

### Collaboration with:

- A number of entities on environmental, social, labour awareness campaigns, etc.
- Play Fitness event.
- Fitness Centre event.
- Third edition of charitable pilates event to raise money for AFANION (children with cancer).
- Collaboration with the Spanish Cancer Society: Charity tables.
- Collaboration with volunteers from the Spanish Parkinson's Association.
- Awareness and fund-raising campaign for children with leukaemia.

Collaboration with **ACNUR** (help for refugees) and the Cruz Roja (Earth Day).

Awareness workshop and fund-raising event for AMAC (women with cancer).

### **Mall space loaned to 12 NGOs and one foundation.**

**Charity events** taking up 202 days of the year.

### **Collection of 12,000 kg of food.**

#### Project ***Wonderful Summit***

Collaboration with the Spanish Cancer Society (AECC): workshops in collaboration with different entities to provide environmental, labour training, etc.

Collaboration with sports/fitness entities.

Fitness Centre event

Third edition of **charitable pilates event to raise money for AFANION** (children with cancer)

### Collaboration with the town council:

- Christmas lights in Albacete
- Collaboration with the environmental education programme

### Sponsorship of cultural events in Albacete:

- Sponsorship of children's shows
- Tickets sold online



**LAS HUERTAS****Space loaned to:**

- Food banks
- Palencia Blood Donation Association.
- ALDEA.
- Promote the sale of a plush toy to raise money for charity.
- Spanish Cancer Society
- Toy collection drive.
- The Cruz Roja.
- Palencia's Down Syndrome Association (ASDOPA).
- Palencia's Mental Health Association (FEASFES).
- Octopus knitting workshop.

**Avenida de Madrid neighbour's association:** sponsorship of charity race.

**Water saving awareness campaign** championed by Carrefour Property in collaboration with AQUONA.

*#icommitto* to mark World Environment Day.

Collaboration with the **Spanish Cancer Society** for its seventh charity run

**WWF's Earth Hour initiative.**





**GRAN VÍA DE VIGO**

Project *Wonderful Summit*.

**Earth Hour.**

Collaboration with the town council by participating in the **Christmas parade** and donating to the Gran Vía street lighting.

Sundays on Gran Vía: Vigo **food banks**: 7 events.

Showcooking “Brunch with heart”: **Vigo food banks**.

**Magazine charity casting**: animal shelters.

**Pet Week**: shelters, adoption drives.

**Christmas lighting**: collaboration with paediatric ward at Hospital Álvaro Cunqueiro. Donation of 12 reindeer and Vaca Lola.

**Mall space loaned** to 14 NGOs.

Collaboration with two major food drives organised by the **Food Bank** in conjunction with Carrefour.

Awareness drives associated with **World Glaucoma Day**.

Help with **school material collection** drive in collaboration with the **Carrefour Foundation**.

Collaboration with a **Christmas toy donation drive**.





#### PORTAL DE LA MARINA

Collaboration with the **50th anniversary of the local police in Ondara.**

**Multiple sports sponsorships:** Volta a Peu La Marina, Volta Ciclista La Marina, Colaboración Campus Gayá.

**Wonderful:** 17 projects presented.

Raquel Payá event: collaboration with a **special needs school in Denia.**

**Mall space loaned** to Cruz Roja, AAI and ACNUR.

**Blood donation** marathon with the Valencia regional transfusion centre.

Sponsorship of the Tronquet Rally by bringing material to **NGOs** along the rally route (Africa).

Magazine front cover, celebrities from the area with donations to their causes (**ELA and breast cancer**).



#### TXINGUDI

Space made available in the shopping arcade to advertise for new members:

**WWF (World Wild Life)**, 2 and 3 February; 8 and 9 March; 20 and 21 July

**Cruz Roja** (Two sessions, August and October)

**Save the Children**, 25 and 26 June

Space made available in the shopping arcade for collection of food, other products and charitable donations:

TADAMUN food collection in aid of the Sahara (26 and 27 January)

**AECC (The Spanish Association Against Cancer) collections**, 12 May

Charity breakfast (RED CROSS) 13 April

PROVIDA (The Spanish Federation of Pro-life Associations), collection of products for mothers and children (27 October)

**GIPUZKOA FOOD BANK**, food collection (23 November)

Financial contribution to DYA (Stop and Help), an Association founded to provide assistance to people on the road.

Collaboration with Irun Council's Consumer Department, donating shopping vouchers for the 10th Consumer Awareness Day, 2018





## Activities implemented by the Company



### Norte Joven Foundation

Assistance provided to this foundation's programme for the provision of scholarships, training and food to students by means of:

- Monthly charity lunches
- Assistance from Lar España employees to help the Foundation's youth members prepare for job interviews
- Regular financial donations
- Employment (administrative tasks) for Norte Joven students via 6-month long internships



### Créate Foundation

Collaboration with their professional training area as part of this Foundation's "Promotion and facilitation of enterprising initiatives" programme.

- Mentoring assistance for the definition and preparation of an entrepreneurship and innovation project for the Foundation's vocational training student members.



### Acción contra el Hambre Foundation

- Lar España employees donated restaurant cheques. The total sum was earmarked entirely to therapeutic foods by this NGO, which tackles the causes and effects of hunger around the world.



Fundación Aladina

### Aladina Foundation

- Christmas raffle to raise money for this charity.

### Collaboration agreement with AUARA

Lar España, framed by its commitment to society, has entered into a new agreement with **AUARA**, which earmarks 100% of its dividends to the development of drinking water projects for the neediest, raising money by selling uniquely designed and sustainable products. So far AUARA has brought drinking water and sanitation facilities to over 23,000 people. Its goal is to lift that number of 200,000 in the next five years.

Lar España wants to help it do so, which is why from April 2019 it will install the company's water vending machines in its shopping centres. All of the money collected from the sale of those products will be used to

fund drinking water projects.

The company will also place stickers on its doors to encourage its customers to feel involved by making them see they are buying more than just water.

The agreement places Lar España at the forefront of a **charitable initiative that fosters sustainable packaging while raising awareness** about the lack of drinking water in many places.

