

ACTIVITY
REPORT
2016

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BENVINGUTS
BIENVENIDOS

INTRODUCTION

In 2016, the Foundation's activity was conducted in accordance with the action plan approved by the Board in December.

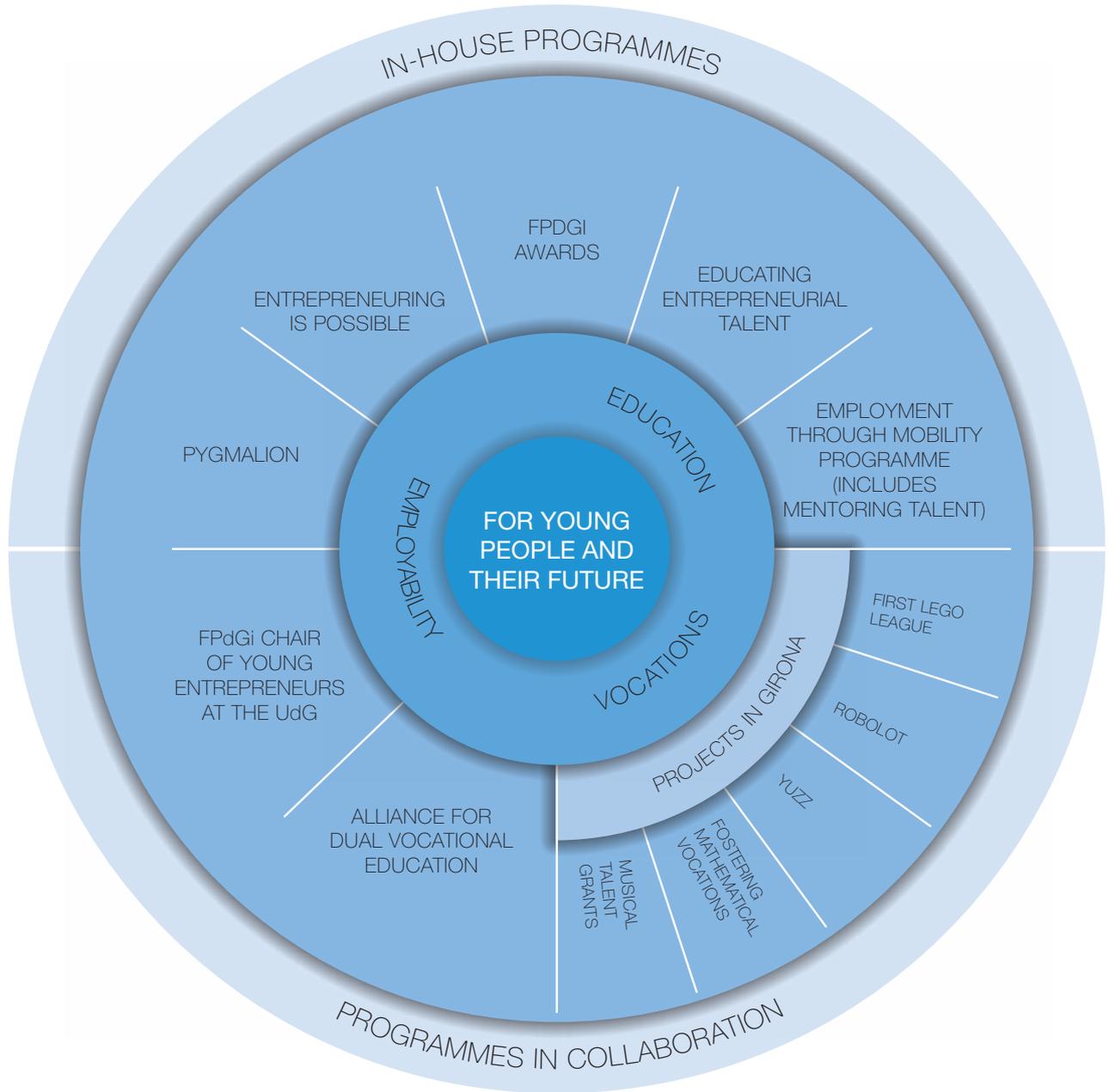
This report summarises the main aspects of the Foundation's in-house programmes and the initiatives conducted locally in the Girona area that were in all cases focused on education, professional development and fostering vocations.

In addition, the FPdGi, together with its trustee the Bertelsmann Foundation, the Spanish Confederation of Employers' Organisations (CEOE) and the Spanish Chamber of Commerce, continues to promote the Alliance for Dual Vocational Education, the aim of which is to introduce dual vocational education in Spain through large companies that will then encourage small and medium-sized enterprises working in similar areas to also join the initiative.

With regard to the Foundation's governing body, it is worth mentioning the task begun by six working groups that are tackling operational and management aspects (Administration and Finances, Trustees, Girona, Communication) and the FPdGi's two basic lines of work (Professional Development and Education).

Since the end of August, the Foundation has had a new office in the centre of the city in order to increase its visibility and raise awareness of the programmes it carries out in Girona, as well as to intensify the activity it conducts in the region. On 10 November the official inauguration ceremony was held, together with an open day.

MAP OF PROGRAMMES AND PROJECTS





IN-HOUSE PROGRAMMES

PRINCESS OF GIRONA FOUNDATION AWARDS

Participation data for the 2016 edition once again reveals an increase in the quantity and quality of the candidacies presented. There were slightly more nominations for male candidates (60%) and most of the candi-

dates were from Catalonia (37%), the Community of Madrid (18%), Andalusia (10%) and the Community of Valencia (8%). The following table shows the evolution of all the annual competitions from 2010 to 2016:

	2010	2011	2012	2013	2014	2015	2016
Arts and Literature	16	8	14	27	32	40	47
Business	27	19	42	46	41	37	33
Organisation	13	23	23	32	37	32	29
Scientific Research	10	16	8	88	47	42	74
Social	16	8	14	23	23	22	26
Total candidacies	82	74	101	216	180	167	209

IN-HOUSE PROGRAMMES



Below we present the winners of the 2016 edition and the various activities held to announce the awards:

Award category	Winner 2016	Related activities
<p>Business</p> <p>Place University of Granada</p> <p>Date 5 April 2016</p>	<p>Sergio Álvarez Leiva (Madrid), for being able to create a business with an innovative and global approach to data visualisation using cartography, in a world in which images are becoming increasingly important.</p>	<p>5 Close Encounters with members of the jury.</p> <p>Round table 'Research, entrepreneurship and capital risk: a winning alliance', with Ana María Llopis (founder and CEO of Ideas4all), César Molinas (FPdGi Advisory Council) and Eduardo Pareja (CEO of Era7). Moderated by Ignasi Belda (2014 FPdGi Business Award).</p>
<p>Social</p> <p>Place Càritas Diocesana de Barcelona and Francesca Bonnemaison Space</p> <p>Date 5 May 2016</p>	<p>Luz Rello Sánchez (Madrid), for having used her knowledge of artificial intelligence for the common good to develop digital tools that are already being used to prevent and detect dyslexia.</p>	<p>Dialogue 'The role of education in fostering social entrepreneurship', with Felix Finkbeiner (Plant-for-the-Planet), Xavier Pont (Ship2B) and Roser Batlle (Spanish Service-Learning Network). Moderated by Belén Viloria (Ashoka).</p> <p>Regional best practice workshops on the <i>Educating entrepreneurial talent</i> programme for teachers in Catalonia.</p>
<p>Scientific Research</p> <p>Place Valencia Council of Culture, Valencia</p> <p>Date 19 April 2016</p>	<p>Sílvia Osuna Oliveras (Girona), for her contribution to a new form of developing enzymes –the chemical catalysts of life– which will allow drugs to be produced more cheaply.</p>	<p>5 Close Encounters with members of the jury.</p> <p>Round table 'What role will Spain's scientific community play in the main advances in the next ten years?', with María Blasco (director of the Spanish National Cancer Research Centre - CNIO in Madrid and member of the FPdGi Advisory Council), Avelino Corma (Spanish chemist, founder and former director of the Chemical Technology Institute), Samuel Sánchez (2015 FPdGi Scientific Research Award) and Oriol Mitjà (2013 FPdGi Scientific Research Award).</p> <p>Moderated by Jorge Wagensberg (member of the Foundation's Advisory Council).</p>



Award category	Winner 2016	Related activities
<p>Arts and Literature</p> <p>Place</p> <p>Patio de la Infanta (Ibercaja), Zaragoza</p> <p>Date</p> <p>17 March 2016</p>	<p>Elena Medel Navarro (poet, Cordoba), for her early and brilliant career in the world of poetry, which brings a sense of significance to the daily life she shares with her generation. The jury also highlighted her essay on Machado, which brings the great Spanish literary tradition to new audiences, and her initiative and effort to create a publishing house to produce the work of other poets.</p> <p>Andrés Salado Egea (percussionist and conductor, Madrid), for his technical and musical skill and his initiatives to bring music to very different audiences, his international reputation, and, in short, his charisma and communication skills.</p>	<p>5 Close Encounters with members of the jury and speakers from the dialogue that took place afterwards.</p> <p>Dialogue ‘Do you have to be an entrepreneur to be an artist?’, a conversation moderated by the writer, journalist and filmmaker Luis Alegre, between the businessman from Aragon Carlos Barabés, Juan Bolea, architect Olga Felip (2015 FPdGi Arts and Literature Award) and Hugo Fontela.</p>
<p>Organisation</p> <p>Place</p> <p>Secretariado Gitano Foundation, Madrid</p> <p>Date</p> <p>26 April 2016</p>	<p>Tomillo Foundation (Madrid), for its capacity to innovate in collaborative settings and its long experience in addressing inclusion, right from the initial stages of workplace integration through to entrepreneurship.</p>	<p>Presided over by H. M. the Queen, dialogue ‘Twenty-first century professional skills for an inclusive job market’, with Nacho Sequeira (general director of the Èxit Foundation, 2010 FPdGi Organisation Award winner) and Carmen Pellicer (president of the Trilema Foundation).</p> <p>Regional best practice workshops on the <i>Educating entrepreneurial talent</i> programme for teachers in the Community of Madrid.</p>

The 2016 Princess of Girona Foundation Awards ceremony was held in Girona on 30 June and was presided over by Their Majesties the King and Queen of Spain.

During the year the presence of award winners from all the editions was increased in the Foundation’s activities, in forums and events organised by other institutions and in the media. The award winners increasingly played a very valuable social function

by being inspiring role models for other young people thanks to their careers, their values and their ethical behaviour. In total, the number of active participations by our award winners rose to 121:

- 21 participations by award winners in governing bodies.
- 45 in Foundation activities.
- 8 in other organisations’ activities.
- 47 in the media.

IN-HOUSE PROGRAMMES



2017 PRINCESS OF GIRONA FOUNDATION AWARDS

Participation data for the 2017 call for entries in the individual categories reveals similar figures and profiles. In the next report we will be able to provide the final data, as the call for entries closed on 30 November.

As announced at the Board meeting in July, and in accordance with the recommendations of the Advisory Council, the Foundation has launched the first edition of the 2017 FPdGi International Organisation Award, which will initially be open on a European level, with the aim of making it a global award from 2018. The application period is open until 30 January 2017.

EDUCATING ENTREPRENEURIAL TALENT

This programme is based on the idea of developing children's and young people's entrepreneurial competence using active methodologies — such as problem-based learning, cooperative work and service-learning— in all subjects and across all curricular areas.

The focus of this FPdGi programme created in 2012 is unique and innovative, a characteristic that allows it to work seamlessly alongside the existing series of actions to promote entrepreneurship in Spain. This is possible because it seeks to transform the education system through the involvement of teachers (who are the driving forces of change and transformation of the system and can promote the concept of the entrepreneurial school) and because the programme aims to have a significant impact on the current scheme through the systematic introduction of the entrepreneurial competence into all curricular areas, from primary schools to sixth-form and vocational training, using active methodologies that maximise students' learning.

After four years in operation, the programme has reached 2,000 teachers, 600 educational centres and 50,000 students, and has resulted in 230 entrepreneurial education projects.



ACTIVITIES IN 2016

- **Execution of entrepreneurial education projects created by teachers trained during the 2015-2016 academic year**, in Barcelona, Seville, Murcia, Santa Cruz de Tenerife, Las Palmas de Gran Canaria and Madrid. Calendar: January-March 2016. **100 entrepreneurial education projects executed**, presented at the 3rd conference in Girona.
- **Regional best practice workshops** and presentation of the best experiences of teaching the entrepreneurial competence, with the participation of **300 teachers and members of management teams** who completed their training during the 2015-2016 academic year:
 - 26 April in Madrid.
 - 5 May in Barcelona.
 - 10 May in Murcia.
 - 12 May in Santa Cruz de Tenerife.
 - 13 May in Las Palmas de Gran Canaria.
 - 19 May in Seville.
- **3rd National Entrepreneurial Education Conference, held on 2 July in Girona** and presided over by Their Majesties the King and Queen of Spain. More than **400 education agents from all over the country** took part in the workshops, particularly teachers who had already participated in the Foundation's activities in 2016 or in previous editions. The main structure of this edition was formed of international experts, pioneering national experiences and panel discussions with those responsible for the most representative entrepreneurial education projects that the Foundation has supported.

- **Initial teacher training, 2016-2017 academic year**, in the Balearic Islands, Castile-La Mancha, eastern Andalusia, Galicia and La Rioja, in coordination with the education councils of each autonomous community. The course duration is 60 hours: 25 hours of classroom training followed by 35 hours to execute trained teachers' entrepreneurial projects created with their students. Calendar: October 2016 - March 2017. **Expected participants: 300 teachers.**

At the time of writing this report, the centres in Andalusia, Galicia and the Balearic Islands have already begun the activity; La Rioja will do so at the end of November, and Castilla-La Mancha, in January 2017.

- **Advanced training during the 2016-2017 academic year for teachers** already trained in previous editions, in Girona, Madrid, Valladolid, Santander and Valencia. It is planned to deliver the training in workshops of 2.5 hours each. The course is entitled Seminar on Agile Pedagogies for Entrepreneurship, and it aims to help teachers adapt management methodologies to the educational world.

The first event will take place in Girona (17 November) and the rest of the courses are planned for January-February 2017. **Expected participants: 300 teachers.**

- **Online service.** In October this service was launched to reach out to centres that had participated in previous editions and to respond to queries and requests from teachers and management teams. In addi-

IN-HOUSE PROGRAMMES



tion, this service is also designed to build a community of teachers and entrepreneurial centres around the programme platform, www.competenciaemprendedora.org.

- **External evaluation of the programme.**

A process of external evaluation has been initiated in response to a request from the Education Working Group, in order to analyse the content, procedures, reach, degree of satisfaction of the participating teachers and centres and the transformative impact the programme has had on the teachers, centres and students, as well as to evaluate the main provider of this programme.

The evaluation report will be completed in 2017.

MENTORING TALENT

Mentoring talent is a social mentoring programme that seeks to improve the employability of young people who are the first generation in their family to graduate from higher education, thereby guaranteeing equal opportunities in accessing the labour market.

The young people are mentored by working managers and professionals (most of them from companies that are members of the FPdGi Board) who guide them and provide access to professional contacts that can help them access the job market in a position that matches their technical and personal skills. In this way, *Mentoring talent* helps young people make the transition from the educational environment to the workplace, highlighting the value of networking as an indispensable tool for breaking into the job market.

In addition, the programme allows the participants to demonstrate their talent and merits, it encourages companies to hire young people who are an example to their families and those around them, and it raises awareness among companies and their employees about this situation.

Thanks to the contribution of Telefónica, trustee of the FPdGi, the project has a management and support platform for participants, www.apadrinandoeltalento.org.



Since the programme was launched in 2012, 510 young person-mentor pairs have been formed and a total of 456 mentors have taken part. Currently, there are 130 active pairs, with a rate of insertion of 66%.

ACTIVITIES IN 2016

1. Consolidation of the project in the autonomous communities where it is already operating: Catalonia, Madrid, Andalusia, Basque Country and Galicia. We should also mention the project monitoring and relaunching sessions held in La Coruña (18 May) and in Bilbao (3 October).
2. Organisation of group activities to train and refine networking skills for young people and mentors to complement the mentoring process. Of particular note was the annual meeting of young people and mentors held on 2 July in Girona, coinciding with the Princess of Girona Foundation Awards ceremony, in which more than 200 young people took part.
3. Campaign to attract young people, with a very active presence on social networks, in which the collaboration of the universities we have agreements with has been vital. Although the campaign was run from February to May 2016, we later

continued to publicise this project on the FPdGi's main social networks.

4. Application of improvements to the project's website, with the aim of making it more efficient, agile and attractive to young people and mentors. The improvements made proved to be a very useful tool during the campaign to attract new young people to the project. More than 700 people have shown an interest in participating in the *Mentoring talent* project through the landing page muevete.apadrinandoeltalento.org.

IN-HOUSE PROGRAMMES



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FPdGi

IN-HOUSE PROGRAMMES

PYGMALION

The aim of the *Pygmalion* programme is to increase the basic educational competences of the participants (minors at risk of exclusion aged between six and sixteen years old) through a system of personal and family tutors and encouraging the children to take up sport and the performing arts.

The programme was launched in 2012 in Girona and has since been extended to L'Hospitalet de Llobregat and Sant Boi de Llobregat, in Barcelona, and to Madrid. The project is supported by the charities Càritas Diocesana de Girona, the SER.GI Foundation and three FPdGi award winning organisations: the Ítaca association, the Marianao Foundation and the Balia Foundation. Since September 2015, a performing arts coaching programme has been run in the city of Badalona, in collaboration with local social and educational institutions and with the support of the "la Caixa" Banking Foundation.

In all regions, the programme is implemented in collaboration with educational centres, sports clubs and after-school support organisations. The overall intervention plan includes different activities: extra support lessons, tutoring with families, a grant system and a programme of weekly sporting and/or artistic activities.

FPdGi trustees Jesús Serra Foundation, Coca-Cola Iberian Partners and "la Caixa" Banking Foundation are supporting this project.

ACTIVITIES IN 2016

1. Support for 200 children and young people in the six cities the programme is present in.
2. Development and finalisation of the pilot of *Pygmalion* through the arts.
3. End of programme party for all the participants (7 May 2016 in Madrid).

Work has begun to identify possible institutions with similar aims to the Foundation that would be willing to integrate *Pygmalion* into their portfolio of projects from September 2017 or January 2018. Thus, 2017 will be the last year of the project.



ENTREPRENEURING IS POSSIBLE

This programme, promoted in collaboration with Indra, has been designed to support young people in the process of defining their business plans and the subsequent launch of their enterprises. The project is structured around the website www.emprende-responsible.org, which is addressed to both entrepreneurs and institutions that promote entrepreneurship.

ACTIVITIES IN 2016

1. Revitalising the collaborative section of the platform with regular posts to the blog and a powerful presence on social networks.
2. Regular review of content and introduction of improvements.

Work has begun to identify possible institutions with similar aims to the Foundation that would be willing to integrate the web portal into their portfolio of projects. During 2017 the project will almost certainly be passed on to another organisation.

MAIN IMPACTS



FPdGi AWARDS

Business

Sergio Álvarez Leiva

Social

Luz Rello Sánchez

Scientific Research

Sílvia Osuna Oliveras

Arts and Literature joint winner

Elena Medel Navarro

Arts and Literature joint winner

Andrés Salado Egea

Organisation

Tomillo Foundation

121

activities with award winners.

21

participations by award winners in governing bodies.

45

participations in Foundation activities.

8

participations in other organisations' activities.

47

participations in the media.

EDUCATING ENTREPRENEURIAL TALENT

100

entrepreneurial education projects executed during the 2015-2016 academic year.

300

teachers in the five regional best practice workshops: Barcelona, Canary Islands, Madrid, Murcia and Seville.

400

participants in the national conference in Girona.

300

teachers in the initial training courses in the 2016-2017 academic year in the Balearic Islands, Logroño, Malaga, Santiago de Compostela and Toledo.

60

teachers in the advanced training pilot in Girona.

Accumulated since 2013:

2,000

teachers.

600

education centres.

50,000

students.

230

entrepreneurial education projects.

ENTREPRENEURING IS POSSIBLE

395,000

visits up to 2016; 33 visits per month.

Origin of the visits: Mexico, Colombia, Spain, Peru, Chile, Ecuador, Venezuela, Argentina, Guatemala and the Dominican Republic.

1,000

registered users.



MENTORING TALENT

510

pairs since the start of the programme in 2012.

130

pairs active simultaneously.

456

mentors, 72% of them members of the Board.

66%

of the participants have improved their employment situation.

42

companies participating in the programme.

30

collaborating institutions.

Presence in Andalusia, Catalonia, Community of Madrid, Basque Country and Galicia.

PYGMALION

200

children and young people taking part.

8

cities involved: Badalona, Girona, Banyoles, Lloret, Figueres, L'Hospitalet de Llobregat, Madrid and Sant Boi de Llobregat.

55%

of the participants improved their performance in basic subjects (mathematics and languages).

25%

passed all their subjects since joining the project.

Annual meeting: 7 May in Madrid.

PROJECTS IN GIRONA

2,400

participants.

34

activities.

PROJECTS IN GIRONA



FIRST LEGO LEAGUE

This initiative is designed to encourage vocations in science and technology by involving young people aged between ten and sixteen years old in scientific projects; the league is a global collaboration between the FIRST Foundation and the LEGO Group. The FIRST Foundation's partner in Spain is the Scientia Foundation.

FIRST LEGO LEAGUE ROBOT COMPETITION

Since 2012, the Foundation has been supporting the tournament in Girona, together with the University of Girona.

Participants: 31 teams and 250 young people.

Place and date: Girona, 30 and 31 January.

FIRST LEGO LEAGUE GRAND FINALE IN SPAIN

Participants: 500 young people.

Place and date: Girona, 12 March.

In addition, in 2016 the Foundation awarded a grant to the winning teams from Girona to allow them to take part in the European Grand Finale, which was held on 7 April in Tenerife.

FOSTERING MATHEMATICAL VOCATIONS WORKSHOP

'Mathematics Saturday' workshop organised in collaboration with the Ferran Sunyer i Balaguer Foundation and Figueres City Council. The goal of this activity is to foster and retain vocations in studies that involve an important amount of mathematics.

Participants: 98 students and 21 teachers from all over the province of Girona.

Place and date: Figueres, 6 February.

FPdGi CHAIR OF YOUNG ENTREPRENEURS AT THE UdG

Most important activities:

GIRONA WEEKEND

Intensive entrepreneurial programme organised by the FPdGi Chair of Young Entrepreneurs at the UdG.

Participants: 30 young mentees.

Place and date: Girona, 4 and 5 March.



PARTICIPATION IN THE INDUSTRIAL FORUM OF THE UNIVERSITY'S POLYTECHNIC COLLEGE

Panel discussion on professional development and entrepreneurship with young professionals addressed to students at the UdG.

Participants: 100 students.

Place and date: Girona, 21 April.

CHAIR WINS THE GIRONA ENTREPRENEURS ASSOCIATION AWARD

For its work to foster an entrepreneurial culture.

Place and date: Girona, 7 July.

PRESENTATION OF THE AWARD FOR BEST DEGREE FINAL PROJECT

at the University of Girona, with a clear entrepreneurial approach. The award ceremony was held during the Entrepreneurship Fair at Fira Girona. The prize consisted of free enrolment on the University of Girona's Master in Entrepreneurship.

Place and date: Girona, 28 October.

YUZZ

Yuzz is a young talent contest for technology-based ideas organised by Santander Universidades. The project offers an education and guidance programme designed to recruit creative young people for a period of six months to develop their innovative technology-based ideas within a high-performance ecosystem with the goal of placing their innovative ideas and projects on the market. The participants are between eighteen and thirty years old.

The FPdGi is a global partner of the Yuzz programme in Spain and it is also a local partner in Girona, co-financing the cost of developing the project together with Santander Universidades, Girona City Council, the University of Girona and the Association of New Technology Companies in Girona (AENTEG).

Participants in Spain: 800 young people from 40 cities.

Participants in Girona: 22 young people.

PROJECTS IN GIRONA



OTHER COLLABORATIONS PLANNED IN THE GIRONA COUNTIES

CRACS CONGRESS

Activity organised in coordination with the University of Girona which recognises the best research projects carried out by second-year sixth-form students in the province of Girona. Thirty participating finalists.

Place and date: Girona, 16 March.

ROBOLOT

Event dedicated to educational robots for children between six and sixteen years old. Based in the city of Olot (Girona), its aim is to promote vocations in technological research among young children and provide educators with teaching tools.

Participants: 300 young people from all over the province of Girona and 109 primary, secondary and vocational training teachers from various Catalan counties.

Place and date: Olot, 9 and 10 April.

GIROBÒTICA

Robot competition for primary school children in the province of Girona, promoted by the University of Girona.

Place and date: Girona, 10 April.

'SCIENCE AMONG US ALL'

Science fair for secondary school students in the province of Girona and the general public, promoted by the Catalan Government's Education Department. The Foundation contributed by organising a talk by award-winner Samuel Sánchez for secondary and sixth-form teachers.

Place and date: Girona, 15 and 16 April.

ESPAI ARMENGOL ORATORY COMPETITION

Activity for secondary school students in Alt Empordà county, promoted by the company Visual13 and the Catalan Education Department.

Place and date: Alt Empordà, 16 April.



DONATION OF BOOKS TO THE SCHOOL LIBRARY

Financial support to buy books for the library of a newly created school in the city of Girona.

Place and date: Girona, 22 April.

SCHOOL COOPERATIVES

Closing ceremony of the Valnalón school cooperatives programme: 250 fourth-year secondary school pupils from 15 educational centres in the province.

Place and date: Girona, 12 May.

TECNOREPTE

Technology competition for fifteen- and sixteen-year-olds, promoted by the University of Girona and the Educational Sciences Institute.

Place and date: Girona, 14 May.

ROBOCAT

Robot competition and educational workshops in Catalonia, organised by the El Racó dels Robotaires association of young people. The winning team visited the research laboratories of award winner Samuel Sánchez in Barcelona.

Place and date: Vilablareix (Girona), 28 May.

THE TOMMY ROBREDO FOUNDATION'S SANTI SILVAS OPEN

Activity designed to raise awareness among children and young people about the challenges faced by people living with physical disabilities.

Date: 9-13 June.

EUROPEAN UNION: FOR 30 YEARS NOW

Exhibition and micro-stories competition for young people to commemorate the 30 years since Spain joined the European Union. Organised by the University of Girona.

Date: 6 October.

COMMUNICATION PLAN



In the 2016 Action Plan, presented during the Board meeting on 14 December 2015, reinforcing **communication was identified as one of the three strategic keys for increasing the FPdGi's influence and bringing it closer to young people**. An objective was set to revitalise and intensify communication actions, paying particular attention to **publicising the FPdGi in Girona**, bearing in mind that the perception studies carried out revealed very low penetration figures compared with the efforts made until now to position the Foundation as a **benchmark for young people's personal and professional development**.

The **first communication actions** proposed were as follows:

1. **Refocusing our discourse** (more experiential and emotional storytelling, centring on the success stories of our award winners – transformative role models).
2. **Redistributing our activities** throughout the year, rather than focusing them all around the awards ceremony.
3. Using **language more in tune with** our target audience, young people (with increased presence on the social networks and channels they use, with greater audiovisual impact).
4. **Constructing a cause campaign** capable of positioning the FPdGi as a leader in the field of young people's employability.
5. Converting a space in the new corporate offices in the centre of Girona into **a meeting point for the city's young talent**.

RESULTS (MARCH-NOVEMBER 2016)

1. More than **50 appearances by award winners** at media events, positioning the FPdGi as a staunch promoter of young talent and as **one of the go-to institutions for television channels**, such as TVE (La 2, programme *Tips*, 'Young Talents' section), La Sexta (*La Sexta Noche*) and Antena 3 (*Espejo público*, with Susanna Griso), and **radio stations**, such as RNE (*No es un día cualquiera*, with Pepa Fernández) and Onda Cero (*Julia en la onda*, with Julia Otero) when selecting young people's success stories for their programmes.
2. Likewise, the **change of format** of the awards (the second day was led by two events which brought two of the Foundation's fundamental programmes to a



close: *Educating entrepreneurial talent* and the annual meeting of *Mentoring talent*) had a positive impact on the public's behaviour (more tweets, less mentions, conversations of higher quality) and has maintained an impact in the media with **content more related with our activity**. The audiovisual content on TV and social networks obtained a strong following, and the official video of the 2016 award winners was the most followed since the round table with Risto Mejide in 2015.

3. To sum up, the **activities of 1 and 2 July** generated **631 information reports** in the media (28 more than in 2015), with more overall space in the number of pages and, most importantly, **150% more time in audiovisual media (5 h 39 min 03 s)**.
4. With regard to **social networks**, conversations about the awards brought in 467 more followers on Twitter (185 during the two days of the award ceremony; on 31 October we reached a total of **9,800 followers**).
5. This figure represents an increase of 25% over the previous year's event and **growth of almost 50% in our community in just one year**. The 3rd Entrepreneurial Education Conference was a trending topic during the morning of 2 July, with more than 38,000 impacts.
6. In accordance with the recommendations of the **Communication Working Group**, which has stressed the need to maintain a high profile with 'emotional' content and messages for the Foundation's programmes, work is being carried out on **two important actions**: a **cause-movement campaign** that will position the FPdGi as a benchmark for young people (in cooperation with the **Spanish Association of Advertising Agencies - AEACP**, which has offered the services of the agency DDB), and a **regular programme for the new corporate offices**, which kicked off on 10 November with an open house.