

Interactive technology therapy at AFA Barreño, sponsored by Fundación Cepsa

- **The association won a 2023 Social Value Award with this initiative, which has made it possible for them to carry out activities in an engaging and entertaining way**

Fundación Cepsa visited the Alzheimer's Family Association (AFA) Barreño, winner of the 2023 Social Value Award, for their project to improve the quality of life of people with Alzheimer's through interactive technology called *Ecotherapy*.

The initiative involves implementing interactive technology while also promoting the ecological transition, providing a comprehensive service that addresses all the needs of individuals diagnosed with Alzheimer's. This type of resource helps engage users in an attractive and fun way, while also slowing cognitive decline and promoting personal autonomy. Thanks to the Social Value Award from Fundación Cepsa, tablets have been provided for all therapy users, along with a touchscreen, making it easier to conduct workshops and activities and encouraging interaction among them.

Estrella Blanco, head of Fundación Cepsa, praised "the dedication and care demonstrated by the AFA Barreño team, who play a vital role in providing support to individuals with Alzheimer's and their families, who are often overwhelmed by their circumstances. In this setting, they find therapy, assistance, and understanding."

Silvia Toro, the organization's director, expressed gratitude to Fundación Cepsa "for bringing this project to life," and emphasized how it "improved therapy: now everyone has their own tablet and thoroughly enjoys their time here," further highlighting that "the previous expenditure on paper was unsustainable."

The Social Value Awards

These awards are one of the stand-out initiatives of Fundación Cepsa. The aim of the awards is to provide support to individuals, associations, and underprivileged sectors of society so as to foster a spirit of solidarity and promote educational and sustainable development through the involvement of Cepsa staff, who sponsor the programs that the associations of the Campo de Gibraltar region submit as candidates to receive the Social Value Awards. The period for submitting entries to the 2024 competition will start in September.

Fundación Cepsa is a general interest, nonprofit entity whose aim is to carry out initiatives that serve the needs and priorities of the local communities where its founder, Compañía Española de Petróleos S.A. (Cepsa), conducts its activities. The areas of action for Fundación Cepsa are social, environmental, and scientific-educational.

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Fundación Cepsa

sanroque@fundacioncepsa.com

Tel.: (+34) 956 023 600/659578080

www.fundacioncepsa.com