

More than 8,800 people benefit from Alternativas' environmental program in collaboration with Fundación Cepsa

- **The environmental knowledge and outreach initiative 'Alternativas Sostenibles' is the winner of the 2021 Social Value Awards**
- **The program's success is leading it to expand beyond its initial target population: children at risk of social exclusion**

Fundación Cepsa paid a visit to the 'Alternativas Sostenibles' initiative of the Coordinadora Antidrogas Alternativas, winner of the 2021 Social Value Award. Alternativas earned the jury's favor with this project in the last edition of the Social Value Awards, an environmental awareness and education program aimed at teaching children at risk of social exclusion about Campo de Gibraltar's natural environments.

After the visit to the Coordinadora Alternativas headquarters, Estrella Blanco showed her appreciation for the work that this entity has started to carry out, praising their use of technology, games, and social networks to raise environmental awareness among participants. Their success has made them decide to not only develop the program for the initial target population, but also in schools and civic centers in Campo de Gibraltar that have requested to participate. In total, 8,830 Campo de Gibraltar residents have benefited from 'Alternativas Sostenibles', either through awareness campaigns on social networks or face-to-face workshops.

"We need everyone, but especially our children, to be aware of the natural wealth that Campo de Gibraltar possesses, and how to interact with our environment in a way that leaves a minimal footprint," said Estrella Blanco.

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 2022 competition will open 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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