# Activity Report 2024





2024 AT A

A COMMITTED FOUNDATION

TEAMS WITH PURPOSE

PRESERVING OUR LEGACY

CULTURE AS A DRIVER OF CHANGE

BUILDING A BETTER SOCIETY

ANNEX: LIST OF ENTITIES 2024

# Activity Report 2024

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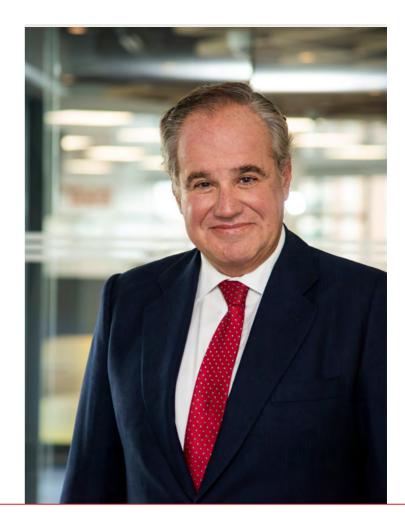
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# Letter from the President



# **Building collective memory**

Remembering events is how we bring meaning and continuity to our story. The year 2024 marked 30 years since I became chairman of Damm in 1994, and a request made to me at the time by my predecessor, Fernando Coll, still resonates deeply: "Keep the football team."

Three decades later, I am delighted that the 70th anniversary of CF Damm, which was founded in 1954, coincided with the fulfilment of a cherished dream: the opening of the Damm Sports Centre. The inauguration of this new complex, nestled on Montjuïc in Barcelona, also serves as a gateway for the celebration of two major milestones in 2026: the 150th anniversary of Damm, (founded in 1876), and the 25th anniversary of the Damm Foundation, (established in 2001).

The Damm Foundation began with CF Damm, and it is the living embodiment of Damm's founding values: determination, respect, excellence, integrity, perseverance, anticipation, courage and solidarity. The Club was born from the desire of Damm employees in 1953 to promote sport among young people in the neighbourhoods surrounding our historical headquarters in Barcelona, the Estrella Damm Old Brewery, which opened in 1905.

The Damm Foundation has served as the philanthropic arm of our company since 2001, advancing initiatives that uplift and improve society. We are especially proud that our "commitment to social responsibility" was recognised at the XVII Premios y Medallas de Honor de Foment del Treball Nacional awards.

The Foundation invested over four million euros in sports, educational, cultural and social projects in 2024, both directly and in partnership with organisations across the region. We forged 70 partnerships, 30 with cultural institutions such as the Teatro Real theatre in Madrid, the Gran Teatre del Liceu opera house and the Fundació Joan Miró, both in Barcelona, and 40 with social, educational and sports organisations including the Red Cross, the Sant Joan de Déu Hospital and the Cruyff Foundation.

The opening of the Damm Sports Centre further boosts our commitment to nurturing young talent and promoting values-based education. CF Damm launched its second women's team this year, the Juvenil B team, marking a significant step in training female players from an earlier age. The team debuted in the Second Division. The first women's team, created in 2014, now competes in the top youth tier. After winning both the League and Copa Catalunya in 2019, it has become a benchmark in grassroots football.

A total of 255 boys and girls between the ages of 8 and 19 trained with our sports clubs in 2024. Twenty of these young people received educational scholarships, named in honour of Fernando Coll, chairman of Damm for over 30 years and whose leadership and vision were instrumental in ensuring the continuity and growth of CF Damm.

In parallel, the Damm Foundation remains the custodian of the company's historical legacy. Our Historical Archive, open to the public, welcomed 7,577 visitors in 2024 and now houses 160,165 catalogued and digitised items. These invaluable documents and artefacts, spanning from Damm's founding in 1876 to the present, offer unique insights into the evolution of Spanish society over the past century and a half.

As a testament to Damm's social commitment, the Gran Teatre del Liceu honoured Ramon Agenjo, Vice-President and Director of the Damm Foundation and President of CF Damm, with the 2024 Gold Medal for Philanthropy.

As we look ahead to the twin celebrations of 2026, the 150th anniversary of Damm and the 25th anniversary of the Damm Foundation, we reaffirm our enduring commitment to people and society. Our company goes back a long time, but our spirit is still young.

## **Demetrio Carceller Arce**

President of the Damm Foundation

## 2024 AT A GLANCE

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# The Damm **Foundation**

€4.01 M

62.45 % Own projects

- 80.31 %
- Damm Football Club 13.04 %
- Damm Padel Club **■** 6.65 %
- Damm Historical Archive

37.55 % Collaborations with other projects

We celebrated the Damm Football Club's 70th anniversary with the opening of its new home: the Damm Sports Centre

# The Damm

players are training with the Club

people make up the technical team and staff

professionals in the medical team

# **Football Club**

**Fernando Coll** scholarships awarded

players in the Club joined professional teams

- We expanded with a new women's team, Juvenil B.
- The Men's Juvenil A team qualified for the Copa del Rey for the fourth consecutive season.
- The Infantil B, Alevín B and Alevín C teams won the 2023/2024 league season.

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# The Damm Padel Club

players aged 10-18 are training with the Club

people make up the technical team and staff

19

- We were proclaimed Runners-up in the Spanish Championship by Cadete Team.
- We won the title of Runners-up in the Spanish Championship by Teams, in the Infantil and Júnior categories.

# The Damm Historical Archive

160,165
articles catalogued and digitalised

30,908

129,257 photographs and documents digitalised

7,577
people visited
the Archive in 2024

The Damm Historical Archive closed the year with a new visitor record.

# Together with cultural and social entities

£1.51 M
allocated to collaborations with different entities

collaboration agreements entered into by the Foundation

30 with cultural entities

40 with social, education and sports entities

- We actively helped people in the company who were affected by the DANA and made donations to the humanitarian aid organisations on the ground.
- We invited Damm employees to cultural music, dance and art events at the Palau de la Música, the Liceu and the Joan Miró Foundation.

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# A committed foundation

We work to create a better society

Since 2001, our work has been guided by three key objectives: to coordinate Damm's philanthropic and patronage initiatives, to promote sport among children and young people and to preserve the company's historical legacy. We carry out all our actions responsibly, with commitment and a desire to serve, to help build a more equitable and progressive society

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# The Damm Foundation

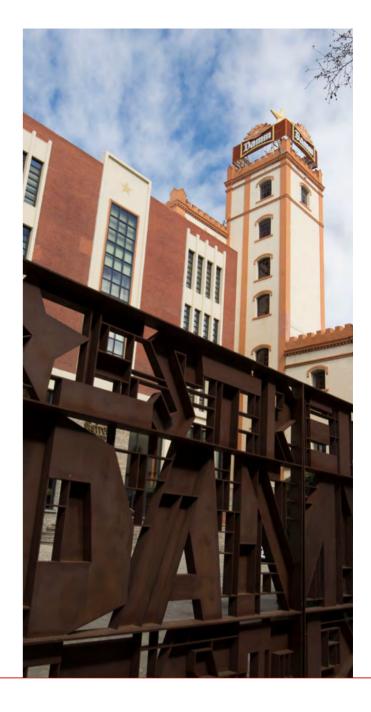
Our mission is to strengthen the cultural, sports and social fabric of our society by supporting initiatives aimed at the training and integral development of people

The Damm Foundation was created in 2001 as a non-profit organisation aimed at consolidating, continuing and structuring Damm's social commitment in an organised manner.

Through the Damm Football Club and Damm Padel Club, each year we educate hundreds of young people in the values of sport to help them develop as athletes and as people.

Thanks to our efforts to preserve Damm's heritage, we hold of one of the largest historical archives in the country, a valuable legacy that documents the evolution of the history of the company and society since 1876.

The Damm Foundation also collaborates with sports, social and cultural institutions, foundations and NGOs within the country.



# Values that inspire

We have five principles that drive our actions:

#### \_\_\_ Commitment

Our Foundation is aimed at promoting a fairer and more inclusive society.

#### \_\_\_ Excellence

We apply ethics, rigour and effort to ensure that all our projects are managed responsibly.

#### \_\_\_ Responsibility

We are firmly committed to the integral development of people and the wellbeing of society.

#### \_\_\_ Altruism

We promote the wellbeing of people and society, acting altruistically and not for profit.

### \_\_\_ Transparency

We run our Foundation in a transparent manner. We account for our activities on a continuous basis.

# Our scope of action

We improve people's quality of life by carrying out different activities in our areas of action:

#### **SPORT**

In our football and padel teams we promote values such as teamwork, respect and the desire to improve through sport.

#### **HISTORICAL HERITAGE**

We preserve and share Damm's rich historical heritage through our Archive.

#### **CULTURE**

We collaborate with several entities and diverse initiatives to bring culture closer to society.

#### SOCIETY

We collaborate with initiatives that promote personal development, with a special emphasis on education and vulnerable groups.

# A COMMITTED FOUNDATION

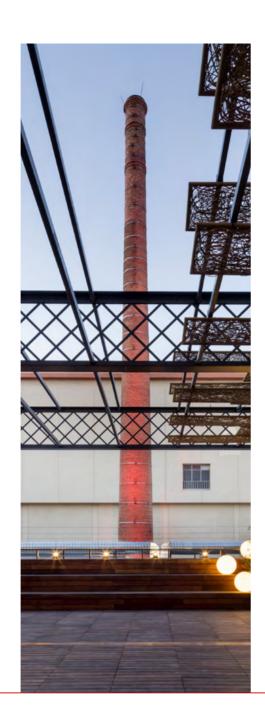
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# Transparency and rigour

This Activity Report, our websites and our social media profiles are the channels through which we make available to the public the documents and information that guide the work of the Foundation. These and the Code of Best Practices, among others, enable us to be accountable to society and our stakeholders in a rigorous and transparent manner. They also allow us to maintain a constant dialogue with them, to be able to inform them of the activities we promote and the actions on which we focus our efforts.

# Our communication channels

#### **Damm Foundation**

www.fundaciodamm.cat ® @Fundacio\_Damm

@fundaciodamm

#### **Damm Football Club**

www.cfdamm.cat
© @CFDamm

@ @CFDamm

© @CF\_Damm

@@cfdamm\_

#### **Damm Padel Club**

#### Damm teams

Balón al suelo magazine

# 17 goals for a more sustainable environment

In 2015, the United Nations General Assembly approved the **2030 Agenda for Sustainable Development**. The Agenda established **17 Sustainable Development Goals** (SDGs) to protect the planet and improve people's lives.

Each of these goals contains a series of specific targets so that all sectors of society could work towards achieving a sustainable future. Our activity contributes towards achieving these five SDGs:











# The driving force of the Foundation

# **BOARD OF TRUSTEES**

The Board of Trustees is the governing and representative body of the Damm Foundation.

#### **President**

Demetrio Carceller Arce

#### **Vice-presidents**

Ramon Agenjo Bosch Ramon Armadàs Bosch

# Secretary

Pau Furriol Fornells

#### Trustees

Raimundo Baroja Rieu José Carceller Arce María Carceller Arce

# **TEAM**

The Foundation's team works with commitment and tenacity to achieve our objectives, so that our initiatives have a positive social impact.

#### **Directors**

Ramon Agenjo Bosch Ramon Armadàs Bosch

#### **General coordination**

Àlex Galí Cabana Itziar Méndez García

#### Secretary

Núria Herrero Romeu

#### Communication

Jordi Laball Vidal Laura López Castellet

### **COMPLIANCE COMMITTEE**

The members of the committee oversee regulatory compliance and adherence to the Foundation's principles of responsible conduct.

#### **President**

Francisco Soler Buigas

#### Secretary

Àlex Galí Cabana

# Member

Gabriel Pretus Labayen

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# Key figures

(as at 31 December 2024)

# Social impact

Our work benefits numerous people, organisations and entities within our areas of action CLUBS AND PLAYERS

255

13 teams in different categories

75
members of the technical team and staff

**20** Fernando Coll scholarships

DAMM HISTORICAL ARCHIVE

160,165
articles catalogued
and digitised

 $\underset{\text{objects}}{30,908}$ 

129,257 photographs and documents digitised

people visited the

**Archive** 

9 257

7

PATRONAGE AND COLLABORATIONS

70 collaboration agreements

40 with social, education and sports entities

30 with cultural entities



# **Economic dimension**

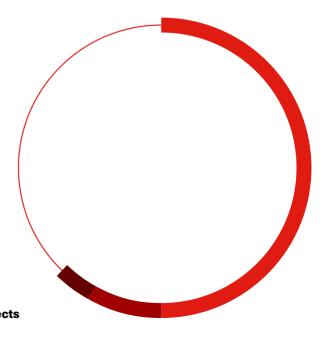
€4.01 M Total contribution to projects

62.45 %

Own projects

80.31 % Damm Football Club
13.04 % Damm Padel Club
6.65 % Damm Historical
Archive

37.55%Collaborations with other projects



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LETTER FROM
THE PRESIDENT

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# Recognition of our cultural and social work

In December 2024, the Damm Foundation received the Commitment to Social Responsibility Award at the 17th edition of the Premios y Medallas de Honor de Foment del Treball Nacional. This award recognises the Foundation's commitment to social and cultural development and its work in educating new generations through educational sport projects. The award, collected by Ramon Agenjo, vice-president and director of the Damm Foundation, highlighted the Foundation's work in fostering the integral development of young athletes through the Damm Football Club and the Damm Padel Club.

The Damm Foundation was also instrumental in the renewal of the Impulsa Cultura mark, awarded to Damm in 2022 by the Catalunya Cultura Foundation. This distinction, granted in collaboration with the Chair of Social Responsibility of the University of Girona, recognises companies that demonstrate a clear commitment to culture. The renewal of this mark reinforces Damm's commitment to creating social and cultural value, going beyond its business activities. This distinction not only certifies its good practices and constant support for culture but also highlights its positive impact in the community.





# Josep Sánchez Llibre

President of Foment del Treball Nacional

Spanish businessman, economist and politician known for his leadership in the business sector and his involvement in Catalan politics. He is currently vice-president of the Spanish Confederation of Business Organisations (CEOE) and has represented the association before the Spanish Courts since 2016.

Each year Foment del Treball Nacional, the main Catalan employers' association, recognises the best business initiatives. This year it awarded the Damm Foundation, in the 'Social Responsibility' category, for its commitment to training young people in its sports clubs. According to Sánchez Llibre, "this award highlights a way of understanding the company beyond its economic results, with a structural commitment to society, a value that is shared by both entities." The president of Foment del Treball commented that the award reflects the exemplary work of the Foundation, which understands social responsibility as a driver of change and a shared duty with the environment. The criteria for the award are based on concrete facts: real impact, coherence, innovation and the capacity to inspire other organisations; values that the Damm Foundation has integrated in a natural way.

He added: "Companies that create a positive impact are those that build a better future, as economic and social progress should go hand in hand." He also pointed out that this award highlights the Damm Foundation's role as a benchmark in this respect, building ties between the company and society so that together they can address the major challenges of today.

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# The Damm Sports Centre, a dream come true

In October 2024, the Damm Foundation officially opened its new Sports Centre at the foot of Montjuïc hill, in Barcelona; a sports complex of 30,000 m<sup>2</sup> designed to cover all the needs of the players and staff of the **Damm Football Club**.

These facilities, now the new home of the Damm Football Club, enable the Foundation to continue promoting youth football and training young talents, making the Club one of the country's main football talent pools.

The opening of the sports complex marks the 70th anniversary of a club born in 1954, the initiative of a group of Damm employees with a desire to motivate young people in the neighbourhood where today's Estrella Damm Old Brewery is located



Timelapse of the construction of the Damm Sports Centre

# A growing club

The Damm Football Club played its first games in the now-defunct Ferroviaria grounds –beside the grounds of UE Sant Andreu– and in the Alevín grounds, which were located on Meridiana Avenue, close to today's La Pegaso park.

CF Damm later played at different grounds around Barcelona until, in 1982, Damm acquired the grounds of the AEDA club –where they used to play at the time–, commonly known as the La Selva grounds, in the Porta neighbourhood. The Club played there until it relocated in 2012 to Horta Municipal Sports Centre and years later added the facilities of CEM Teixonera – Vall d'Hebron.

In January 2021, due to the growth of the Club, the Damm Foundation announced the construction of its own sports centre in the grounds where Golf Montjuïc used to be located. The work began in 2022, and in July 2024 the players of Damm Football Club kicked the ball for the first time in the Damm Sports Centre.

The new home of the Damm Football Club gave it the opportunity to bring all its facilities together for the first time in a single space, while welcoming all those who form part of the Club's big family: the players, the technical team, the medical team and the staff.



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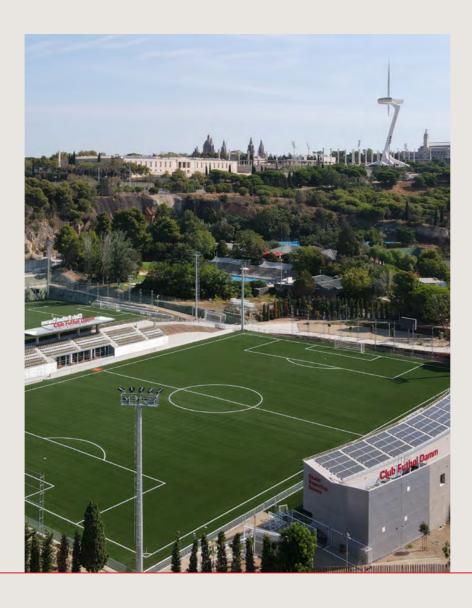
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# A sustainable centre

The new facilities, designed by Barcelona-based architectural studios  ${\bf Max}$  de  ${\bf Cusa}$  and  ${\bf Hiha}$   ${\bf Studio}$ , were built according to the sustainability and efficiency criteria required for Nearly-Zero Energy Building (NZEB) facilities and are energy self-sufficient and  ${\bf CO_2}$  emission-free. To achieve this, next-generation energy production equipment was installed to minimise the centre's energy consumption. All the energy is 100% electric and generated by solar panels. To optimise the amount of water needed for irrigating and maintaining the football pitches, a rainwater tank was installed and the excess earth from the construction of the site was used to create stormwater retention and infiltration areas.

The sports ground is  $CO_2$  emission-free and respectful of the environment

# The facilities in figures

The Damm Sports Centre consists of **two 11-a-side football pitches** –one of which can be divided into two 7-a-side football pitches – and **two buildings**. The main building houses the Club's offices, its health-care service, a gym, the main pitch's changing rooms and a study room in which the players can continue with their academic education. The second building, located between the two football pitches, houses the other changing rooms, the stands –with a capacity of up to 550 spectators– and a 100 m² restaurant area.

The sports centre is formed by:



An 11-a-side football pitch of 100 x 60 m, which can be divided into two 7-a-side football pitches

Another 11-a-side football pitch of 105 x 65 m

The main building houses the offices of Damm Football Club, and also:



Study hall



Meeting and multipurpose rooms



Medical services



Changing rooms



Gym



Launderett

The building situated between the two football fields houses:



Stands with a capacity for up to 550 spectators.



A catering area of 100 m<sup>2</sup>

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# Strong institutional presence at the opening event

The opening ceremony for the Damm Sports Centre was attended by more than 500 people, including numerous authorities and representatives from the worlds of sport, culture and business.

The president of the Generalitat de Catalunya, **Salvador Illa**; the president of the Parlament de Catalunya, **Josep Rull**; the Government delegate in Catalonia, **Carlos Prieto**; the mayor of Barcelona, **Jaume Collboni**; the Minister of Sport of the Generalitat de Catalunya, **Bernardo Álvarez**, and the president of the Spanish Olympic Committee, **Alejandro Blanco**, visited the new sports complex accompanied by **Demetrio Carceller Arce**, president of the Damm Foundation and executive chairman of Damm, and **Ramon Agenjo**, president of the Damm Football Club and vice-president and director of Damm.

The opening event was also attended by players who formed part of CF Damm's history and now play in the first division, such as **David López** (Girona FC) and **Joan Garcia** (RCD Espanyol), and well-known figures in the sports world, such as **Joan Laporta**, president of FC Barcelona; **Mao Ye Wu**, CEO of RCD Espanyol; **Quique Cárcel**, sports director of Girona FC; **Joan Soteras**, president of the Catalan Football Federation and vice-president of the Royal Spanish Football Federation, and **Gerard Esteva**, president of the Sports Federation Union of Catalonia, and representatives from grassroots football clubs from all over Barcelona.

Although they were unable to attend the opening event, many well-known faces in the world of football wanted to congratulate the Damm Football Club and the Damm Foundation on the new Damm Sports Centre. Leo Messi, Pep Guardiola, Andrés Iniesta, Maria Pérez, Xavi Hernández and Vicente del Bosque are just some of the people who appeared on screen to send the Club their best wishes for the new chapter in Montjuïc.

The Damm Sports Centre was officially opened with the kick-off made by **Inés Pujol Agenjo**, sixth generation of the Damm family. Holding the hand of her grandfather, Ramon Agenjo, she repeated the same gesture as her great-grandmother, Josefina Bosch Damm, when she made the kick-off at the Damm Football Club's first official game over 70 years ago.

Another high point of the day was provided by the Castellers d'Esparreguera (a 'human towers' club), who built a four-level tower crowned by a Damm Football Club crest.

The Club's two first teams concluded the event by playing two friendly matches against RCD Espanyol and FC Barcelona. The Women's Juvenil A team took on the RCD Espanyol players, while the Men's Juvenil A team played against the FC Barcelona Juvenil team, during a day that revolved around football.



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"I'd like to congratulate the Damm Foundation and the Damm Football Club for their 70 years of tenacity and commitment to sport."

#### Salvador Illa

President of the Generalitat de Catalunya

"Investing in activities that complement and promote the development of Damm as well as its environment is fundamental, especially at a time like now. Damm will soon celebrate its 150th anniversary and, although the company has changed and continues to evolve over time, what hasn't changed is our commitment to people and our involvement in society. We are a company with a long history that still maintains a young spirit. The opening of the Damm Sports Centre is a step further, an important one, in this journey that will continue for many more years, and the first event to mark Damm's 150th anniversary, which will be in 2026."

# **Demetrio Carceller Arce**

President of the Damm Foundation and executive chairman of Damm

"Damm is Barcelona, and I wish you 70 more years of taking the brand around the world and making Barcelona a unique place in the world."

#### **Jaume Collboni**

Mayor of Barcelona

"We've realised our dream: the Club players now have a new home. We're one big family and we wanted to be all together. The future we're building today is full of new opportunities and together we'll write many more successful chapters in this long story that unites us.»

# Ramon Agenjo

President of the Damm Football Club and vice-president and director of the Damm Foundation



The football world congratulates
CF Damm on the opening of the
Damm Sports Centre.

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# Teams with purpose

70 years teaching values through sport

This year, 2024, has been a historical one for the Damm Football Club, not only because of the opening of its new headquarters, the Damm Sports Centre, but also because of its 70th anniversary. Since 1954, the Club has been helping young footballers develop as people through the practice of sport, prioritising values such as friendship, effort, sportsmanship and solidarity

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# The Damm Foundation teams





The Damm Foundation supports different sports disciplines and also has its own projects, such as the Damm Football Club and the Damm Padel Club, which have a single goal: to educate its young players as human beings as well as sportspersons, through football and padel

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Damm Football Club: 70 years of dreams and improvement

# **Education through sports**

Throughout their history, both clubs have maintained their foundational values: to train and educate young athletes and to help them develop as players and as people

These principles, that continue to guide the players in their daily training, are reflected in a set of values that define the clubs' identity:

# **SPORTSMANSHIP**

Respect for teammates, referees and supporters, regardless of their colour, is the fundamental attitude of all CF Damm and CP Damm members. As well as a practice, it is a way of thinking and an attitude to life.

## **CAMARADERIE**

Individual talent is always at the service of the team. Collective success is achieved through loyalty and the players working together.

### THE DESIRE TO IMPROVE

In the constant quest for improvement, both clubs teach the children and young people to explore their capabilities, to overcome challenges and to become more complete people.

## **PROFESSIONALISM**

CF Damm and CP Damm provide their players with the training and tools to help them progress in their sport beyond the Club.





# Alejandro Blanco

President of the Spanish Olympic Committee (COE)

He holds a B.A. in Physical Sciences. At a young age he developed an interest in judo and has reached the level of 8th Dan black belt. In addition to being an athlete, referee and coach, Blanco was also president of the Royal Spanish Federation of Judo and Associated Sports.

Blanco defines sport as being key to the overall training of people, highlighting core values such as respect, discipline, improvement, teamwork and tolerance. For him, the Damm Foundation is an example of commitment to young people, and sport a means of helping them to develop personally and socially. In this respect, the Foundation's support for grassroots sports and the creation of safe spaces in which to practice merits the recognition of the COE. The Damm Foundation carries the DNA of its president, Demetrio Carceller Arce, an important figure in Spanish society who, with the collaboration of vicepresident Ramon Agenjo Bosh and the entire work team, shows each day that anything can be achieved by thinking and working together.

Alejandro Blanco says that the Damm Football Club players stand out for their sports talent and solid education in values: "They are exemplary young people, both on and off the pitch. Without organisations such as the Damm Foundation, grassroots sports would not be able to attain the level required by a modern society." According to Blanco, the Damm Sports Centre has become a space that inspires, that shapes and projects the future of generations of athletes. He added that "it will be a key driver for the sports and personal development of the footballers who pass through its doors, offering them the best conditions in which to grow, learn and dream big."

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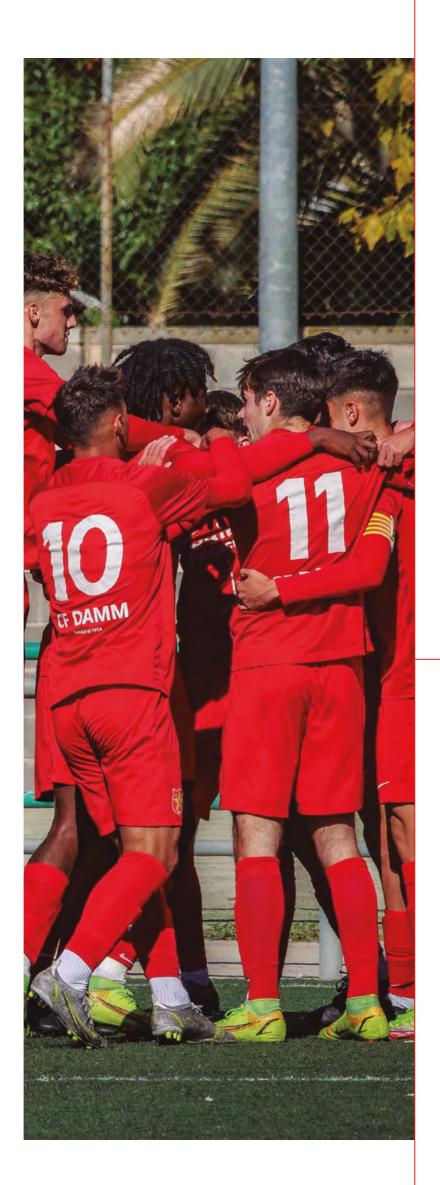
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# The Damm Football Club

Today, 70 years after its foundation, the Club is still a benchmark in human values on and off the pitch and continues to shape the future talents of Spanish football. The opening of the new Damm Sports Centre marked another milestone in a history full of achievements and improvement

# Seven decades of constant growth

The four fundamental pillars of the Damm Football Club's philosophy have endured over time: sportsmanship, camaraderie, the desire to improve and the overall training of the player. Thanks to putting these values into practice, it became Damm's first major sports and social project and gave rise to the Damm Foundation.

After 70 years of history, it is one of the top clubs for developing talent and works to instil its foundational values in all its players. Its main characteristic is its 100% focus on training: all its players are under 19 and receive a grant that covers all expenses related to their sports practice.

## THE CLUB'S ACHIEVEMENTS:

162

38 leagues <u>24</u>

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# The people managing the Club

A large team of professionals work to ensure that the training and sports activity of this constantly growing club is carried out to the highest level.

## **Honorary president:**

Josep Barcons

#### **President:**

Ramon Agenjo

#### **Manager of CF Damm:**

Àlex Galí Cabana

## **Adviser to the President and institutional relations:**

Carles Domènech

#### **Sports management:**

Albert Puigdollers

#### **Economic department:**

Francesc Nebot

#### **Healthcare services:**

Dr. Carlos Barcons

# Administration:

Carles Morante

### **Coaches of the first teams:**

Sergio García (Men's Juvenil A) Ana Barbancho (Women's Juvenil A)

# **Manager of the Damm Sports Centre:**

Dani Caba

# Health and wellbeing: essential elements

The knowledge and experience of a multidisciplinary staff are fundamental to ensuring the health and wellbeing of all Damm Football Club players. Dr. Carlos Barcons is a sports medicine specialist and heads a medical team of 25 professionals in 9 different specialities.

This service is accredited as a Sports Medicine Centre by the Generalitat de Catalunya and as a Collaborating Centre of the Federació Catalana de Futbol (FCF) and the Mutualidad Deportiva.

The Damm Football Club is a unique, 100% free, higher competition sports training project

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# A highly successful season





JANUARY

# 70 years of success

The Damm Football Club turns 70. In 1954, a group of football-loving Damm employees decided to form a team and enter it into the Campeonato de Educación y Descanso (Education and Leisure Championship). These teams who played on Saturday afternoons gave rise to one of the most important sports training centres in the country.

Today, the Club is among the most successful teams in training categories, with a total of 162 titles, 38 leagues and 24 cups.

JANUARY

# The Juvenil A team narrowly missed getting into the Copa del Rey round of 8

The Juvenil A team was close to eliminating one of the best youth academy teams in the country in the round of 16. Although Villarreal led the way for most of the game, the number of opportunities was very balanced, and the Juvenil team played with pride and passion and fought to the end. However, during extra time, in the 116th minute, a precise cross from the wing tipped the balance in Villarreal's favour.

Despite the defeat, the 2,000 supporters who filled Horta Municipal Sports Centre applauded the courage of the team, who did well to qualify for the Copa del Rey for the third season in a row.

MAY

# Robert Olivares, called up to the Spain's national team

The young Infantil A player, Robert Olivares, was called up by Spain's national under-14 team, the first call-up ever in this category, to play two friendlies in Las Rozas against Turkey.

Coached by David Gordo, he started in the first game against the Turkish team, which Spain won by 6-0, and played in the second half of the second game, in which Spain's national team secured another win against the Turks, this time by 4-1. Olivares ended 2024 as a player with FC Barcelona.

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JUNE

# The Damm Football Club finished the season with three league champions

Infantil B, Alevín B and Alevín C were crowned champions in their respective leagues, while Infantil A, Alevín C and Benjamín B finished runners-up in the Copa Catalunya.

Infantil B won the Infantil First Division, excelling themselves with an impeccable debut in the 11-a-side category, where they stood out as the team with the fewest goals scored against them. Alevín B accumulated 90 points after an impeccable run of 30 victories in as many games played. Alevín C had a fantastic season, standing out for their excellent performance on the pitch and their cohesion as a team.

These successes attest to the good sporting health of the Club, and reaffirm the working dynamic based on effort and the desire to improve.

JUNE

# Season ends with a dinner for all the teams

The Estrella Damm Old Brewery hosted the Damm Football Club's closing dinner for the 2023-2024 season, where they celebrated the milestones achieved and said farewell to the players finishing their training period at the Club.

In particular, the event recognised the teams that had achieved outstanding sporting success during the season. The patron of honour was RCD Espanyol player Edu Expósito, who played with CF Damm during the 2014-2015 season, reaching the quarter finals of the Copa del Rey with the Juvenil A team. The midfielder went up on stage to present the personalised shirts and watches to the players ending their youth football period with the Club and preparing to make the leap to amateur and professional football.

The constant effort throughout the season was reflected in the individual and collective growth and in the good results achieved by all teams

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JULY

# First training session at the Damm Sports Centre

In July, the Juvenil A team played at the Club's new grounds, coinciding with the start of the 2024-2025 pre-season. Coached by Sergio García, the Juvenil A team was the first to try out the new sports complex, with a first training session attended by Ramon Agenjo, president of CF Damm and vice-president and director of the Damm Foundation.

In August, the same Juvenil A team played the first game at the Sports Centre, in a friendly against Girona FC's Juvenil A team. As mentioned by the team's coach Sergio García, arriving at the Damm Sports Centre was a dream come true for the Damm Football Club. "I started playing with the Club at the La Selva grounds and I'm proud to be able to participate in the first game at the Sports Centre as a coach", he said.

JULY

# Nico Cruz is called up to the Dominican Republic's national under-20 team

Eighteen-year-old footballer Nico Cruz was called up to play with the Dominican Republic national team in the Concanaf Under-20 Championship which was held in Celaya and Irapuato (Mexico).

Cruz's inclusion in the Dominican team not only strengthens his career as a footballer, but is also a source of pride for his club and fans, showing yet again that work and dedication opens doors to international opportunities. Participating in this competition allowed him to measure himself against some of the top players of his generation and to gain experience in high-level competition.

**AUGUST** 

# Two former Club players win Olympic gold in Paris

Footballers Joan Garcia and Adrià Bernabé won Olympic football gold with the Spanish national team in an epic extra-time, beating France 5-3. Garcia defended the Damm Football Club's colours over four seasons, up to Cadete level. Adrià Bernabé trained at the Club as a player during his early stage in youth football.

Three other former CF Damm players participated in the Paris Olympics 2024: Edgar Pujol and Omar de la Cruz (Dominican Republic) and Lass Kourouma (Republic of Guinea).

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The Damm Football Club strengthens its commitment to women's football with the creation of the Juvenil B team, coinciding with the new season **SEPTEMBER** 

# New women's team set to play in the Second Division

CF Damm reaffirmed its commitment to women's football with the creation of the Women's Juvenil B team, who will compete in the Second Division. This expansion is part of the Club's strategy to promote the education and training of female footballers from an earlier age, enabling them to play in all the youth teams and giving them the opportunity to develop their sporting abilities through elite training.

Paula López, women's football coordinator at CF Damm, highlighted the importance of this expansion: "This is a historic step for the Club. It's a very exciting moment. All of this will allow us to continue offering our players high-quality, comprehensive training." **DECEMBER** 

# The Juvenil A team qualifies for the Copa del Rey for the fourth season in a row

CF Damm's Juvenil A team qualified for the Copa del Rey after beating Mercantil in a decisive game at the Damm Sports Centre. This victory enabled the Club's first team to compete in this prestigious competition for the fourth consecutive season, and makes it CF Damm's sixth time qualifying for the Copa del Rey in the Club's history.

Aware of the importance of this game, the team showed determination from the very first minute and emerged victorious with a clear 4-1 win. Sergio García, the first coach of Juvenil A, praised the efforts of his team in this first part of the season: "It's no easy feat for the Club to qualify each year for the Copa del Rey, especially since many big teams are also fighting hard to be there. But the work, constant effort and commitment of the boys who took on this challenge with determination and did everything within their power to get there, made it a reality." This success reaffirmed the Juvenil A team's high competitive level and consolidated CF Damm as a benchmark in youth football.

2024 AT A

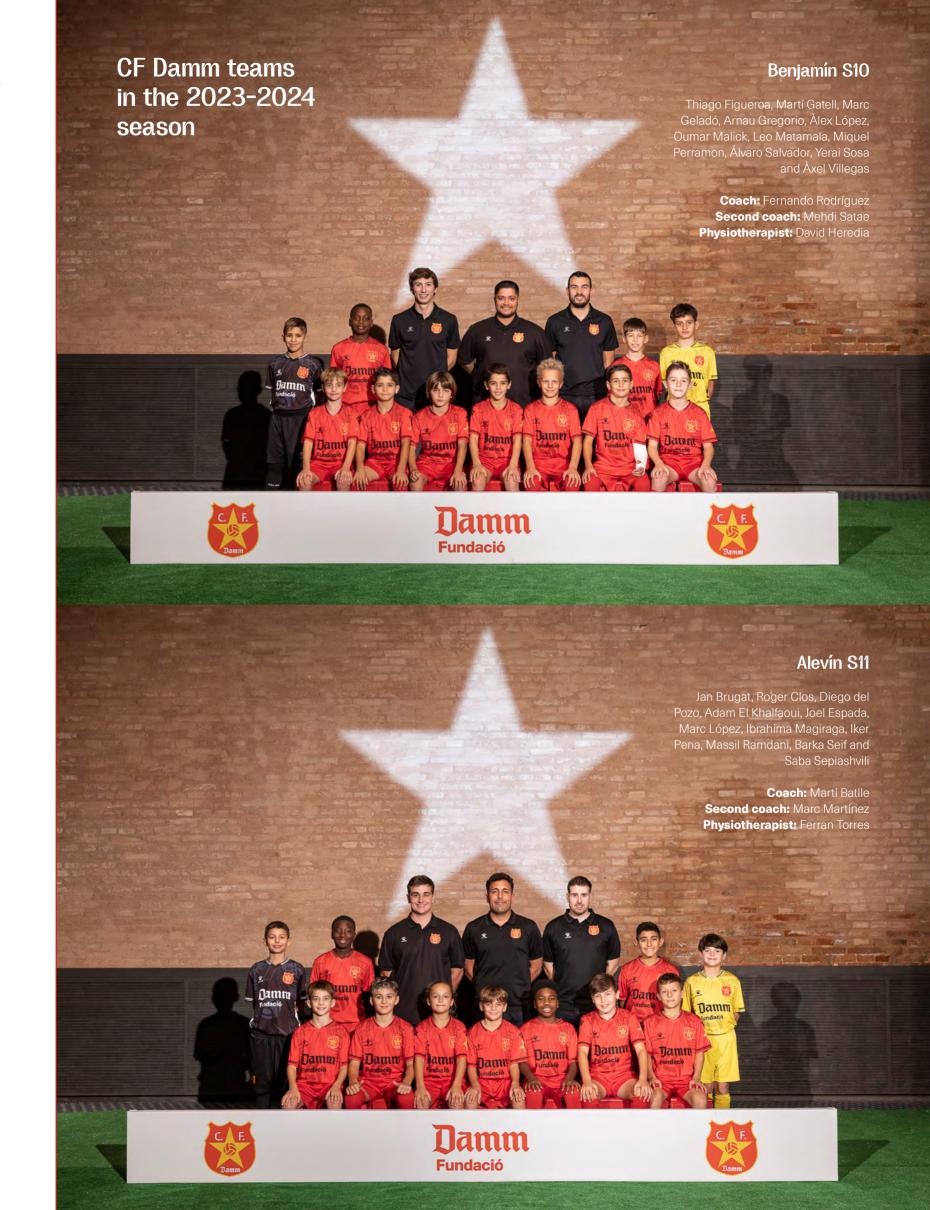
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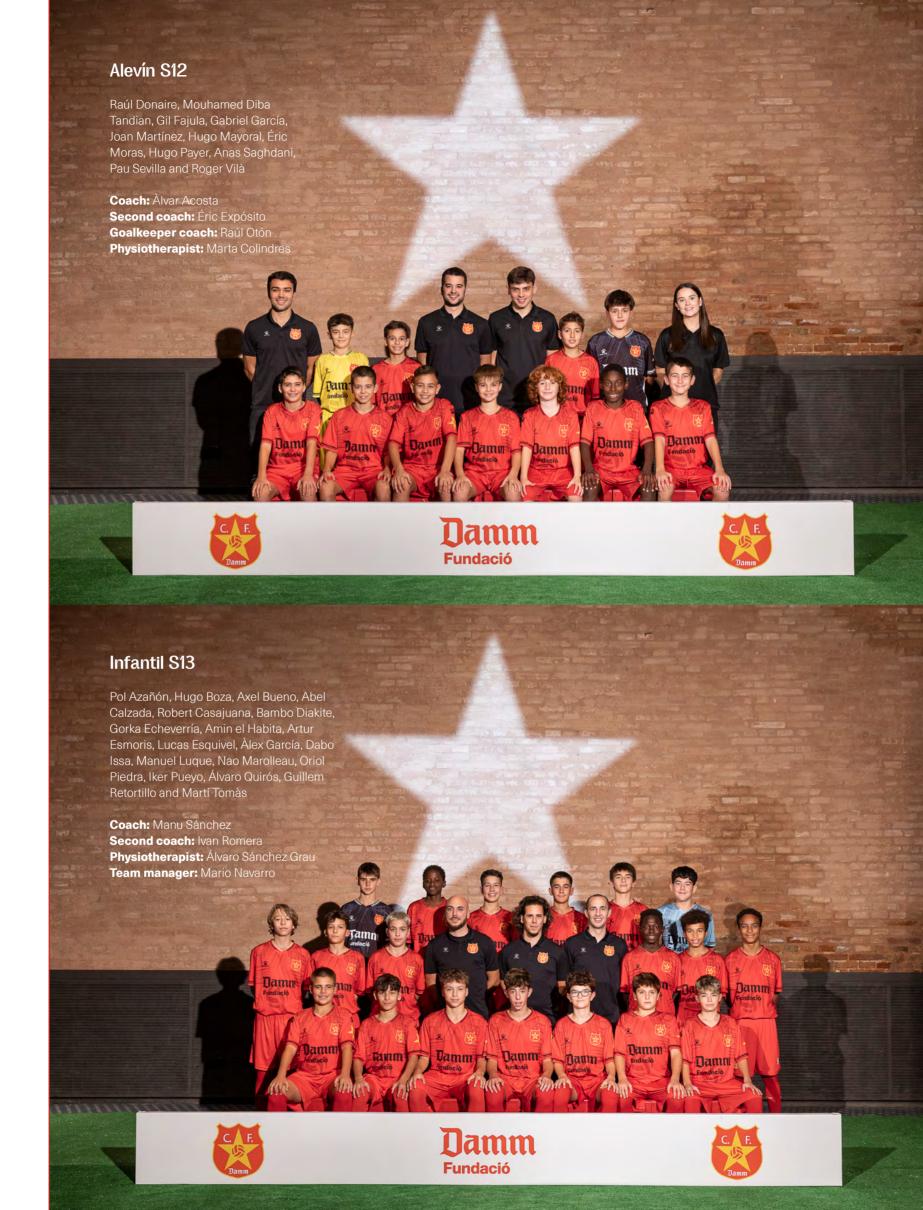
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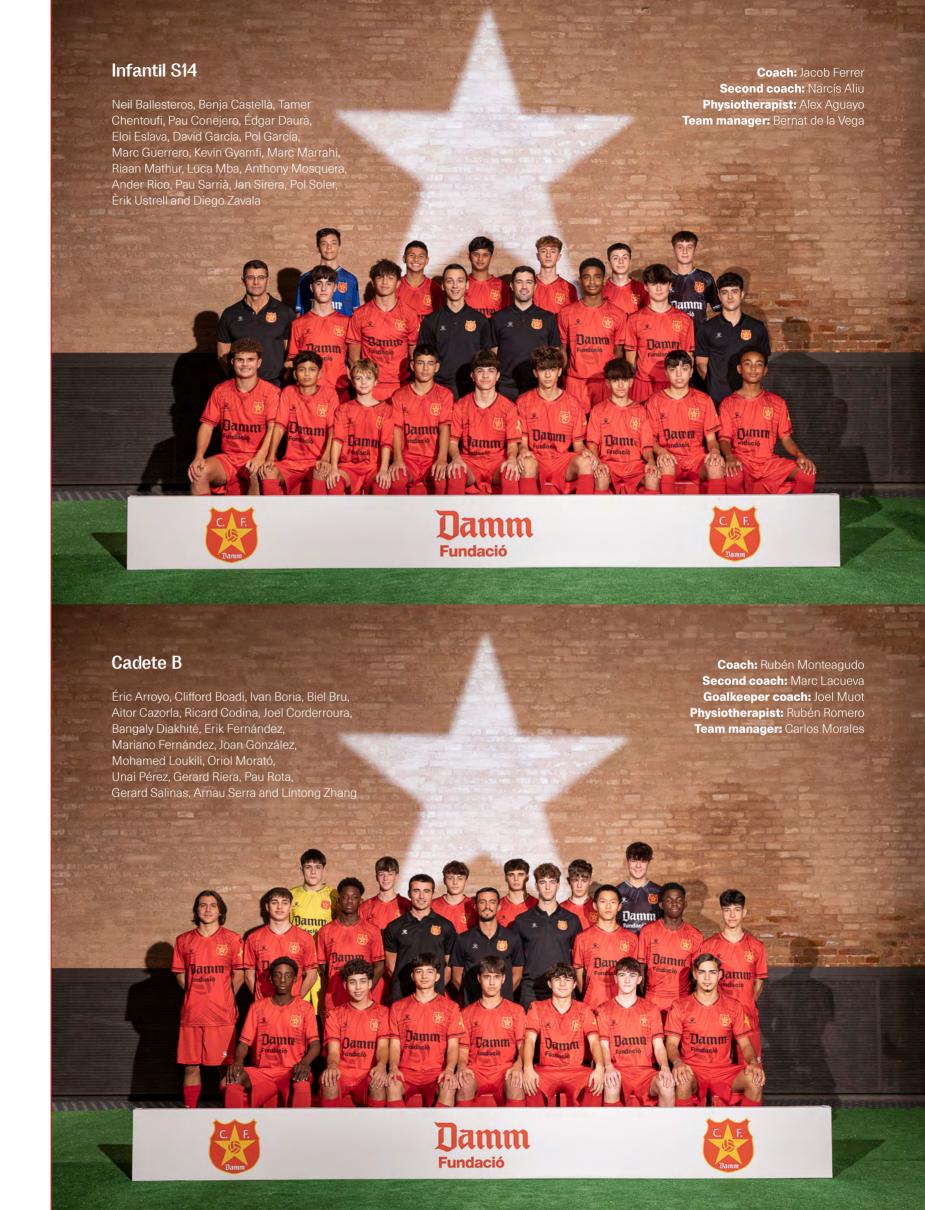
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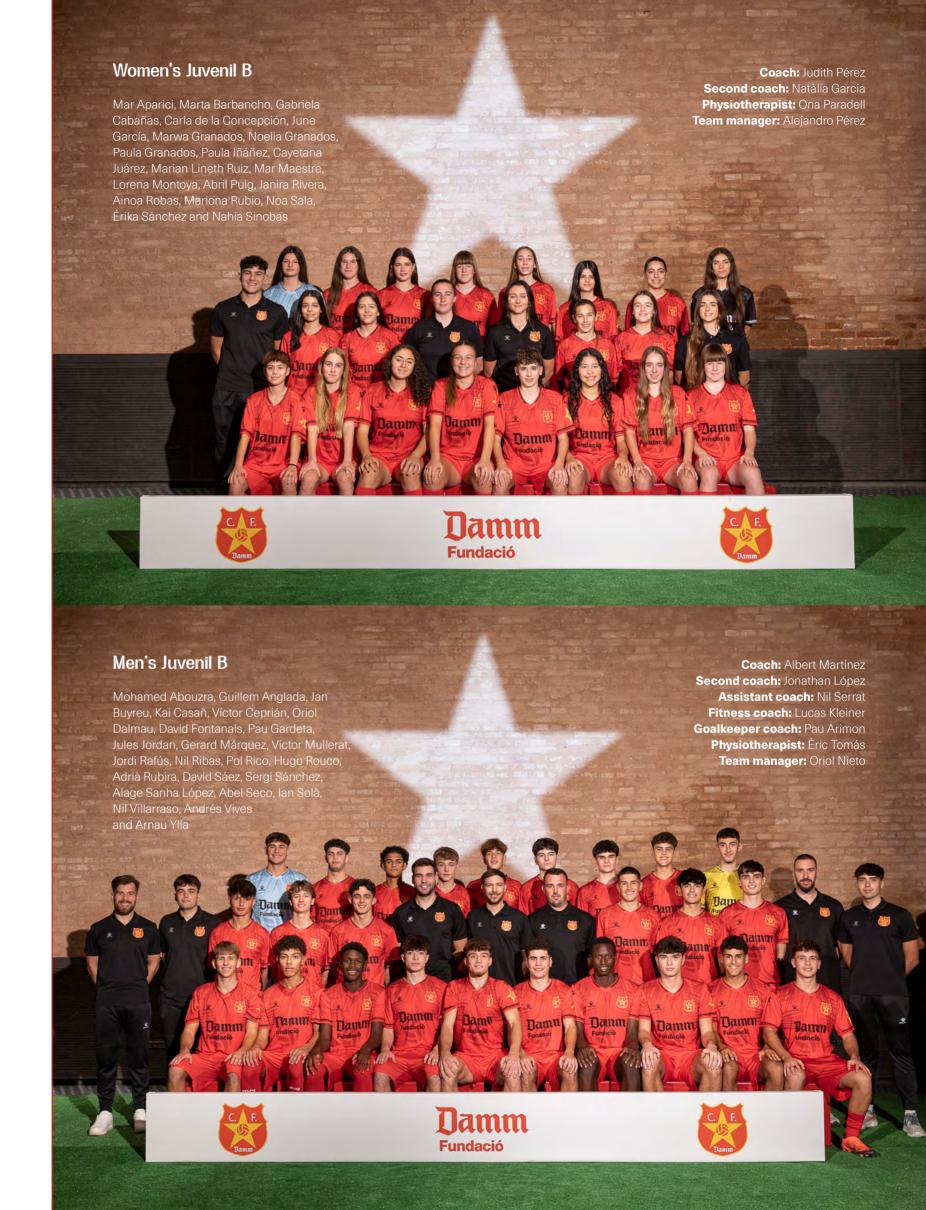
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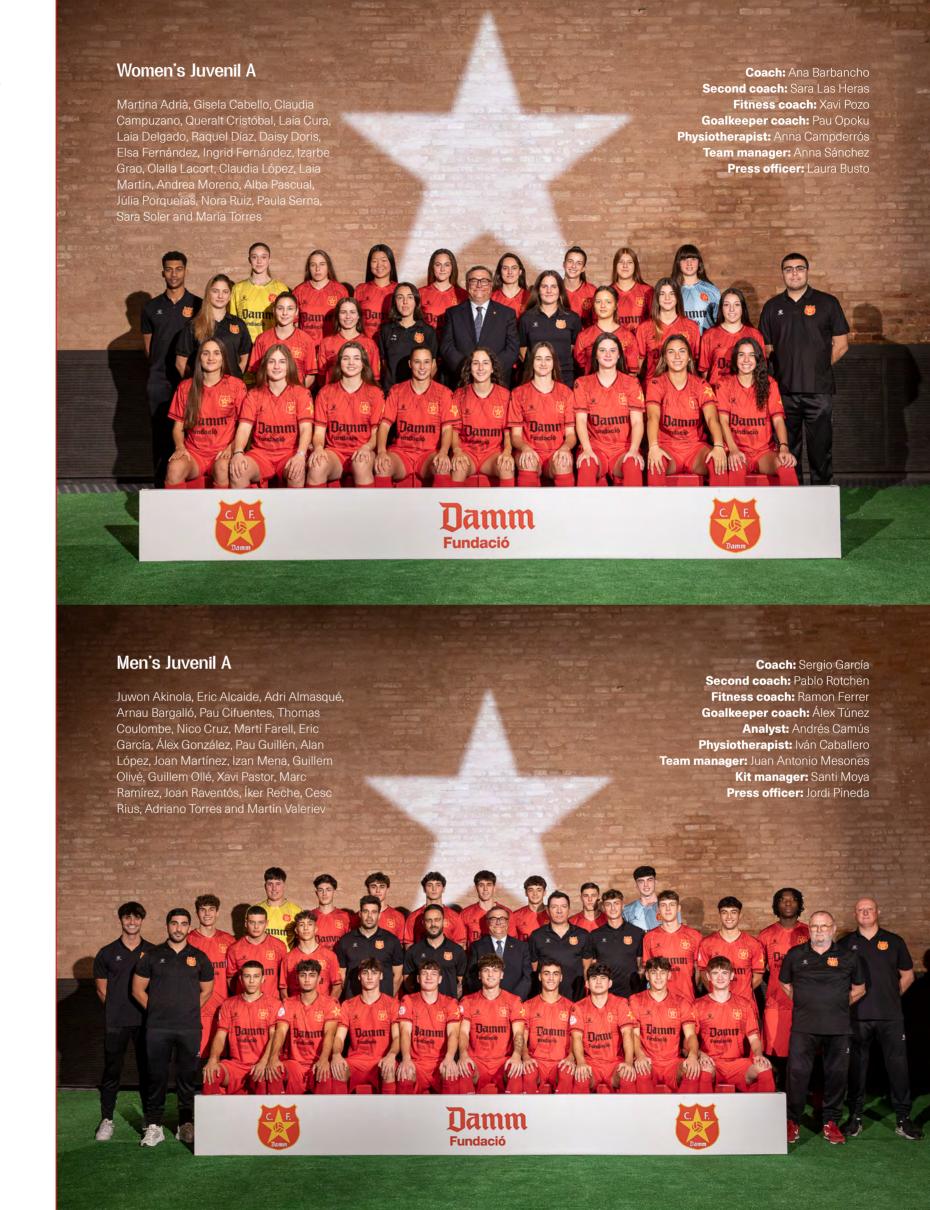
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# The path towards professional football

The Damm Football Club has become a school for great talents, through its training of children and young people who, years later, have stood out in professional football.

The success stories of these players are testimony to the commitment and passion that characterises the Club, and proof of the combined efforts of the coaches, teammates and the community behind it. The triumph of each one of these professionals inspires the new generations to follow in their steps.

28 male players and 2 female players left CF Damm in the 2023-2024 season to join professional teams



# FORMER CF DAMM PLAYERS WHO LEFT THE CLUB IN 2024



# **RCD** Espanyol

2005 - Amateur/ professional football

Carla Alemany

**2006 – Juvenil 3rd year** Iker Baixauli

2007 - Juvenil 2nd year

Albert Barris Itzel Colocho Elliot Fernández

2008 - Juvenil 1st year

Roger Martí Garreta Antonio Moreno

**2009 - Cadete 2nd year** Nico Vidal

2010 - Cadete 1st year

Izan Francés Pere Planes

2013 - Alevín 2nd year

Alessandro Impera Nehemías Sa Ca



# Girona FC

2006 - Juvenil 3rd year

Aimar García Yeray Muñoz Antonio Olivera

**2007 – Juvenil 2nd year** Pablo García

**2009 - Cadete 2nd year** Ayman Bentahar



# Cádiz CF

2005 - Amateur/ professional football

2005 - Amateur/

Rocío Castellano

professional football

FC Levante Badalona

Fran García



# AD Alarcón

FC Barcelona

Robert Olivares

Gerard Millán

Claudio Ruiz

Shina Nishiyama

2010 - Cadete 1st year

2011 - Infantil 2nd year

2013 - Alevín 2nd year

2014 - Alevín 1st year

2005 - Amateur/ professional football

Víctor Pastor



# Atlético de Madrid

**2008 – Juvenil 1st year** Gerard Fragoso



# Valencia CF

2006 - Juvenil 3rd year

Joel Fontanet Pol Trigueros

2011 - Infantil 2nd year

Mamadou Dansokoh



## **UD Las Palmas**

**2005 - Amateur/ professional football** Víctor Puig



# **CD** Tenerife

**2007 – Juvenil 2nd year** Manel Estévez

#### **TEAMS WITH PURPOSE**

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### FORMER CF DAMM PLAYERS IN PROFESSIONAL **TEAMS**

SPANISH LEAGUE

# **Marc Casadó**

FC Barcelona

# David López

Girona FC

# **Gerard Moreno**

Villarreal CF

## **Carles Pérez**

Getafe CF

#### **Ramon Terrats** Getafe CF

# Mika Mármol

UD Las Palmas

#### Irina Uribe

FC Levante Badalona

#### Edu Expósito

RCD Espanyol

#### **Joan Garcia**

RCD Espanyol

# **Antoniu Roca**

RCD Espanyol

# Rubén Alcaraz

Cádiz CF

# Rubén Sánchez

Granada CF

#### **Adrián Guerrero**

**CD** Tenerife

# Ignasi Vilarrasa

SD Huesca

### Iván Martos

CD Eldelse

### **Álex Domínguez**

SD Eibar

## Gonzalo Ávila 'Pipa'

Burgos CF

# **Carlos Clerc**

Elche CF

# **Julio Alonso**

CD Mirandés Laia Parera

# Deportivo Alavés

#### **Montse Quesada**

Villarreal CF

## LEAGUES OF OTHER COUNTRIES

Marc Ghailán

**Salva Ferrer** 

Maria Pérez

**Cristian Tello** 

**Iker Almena** 

Karim L'Koucha

Isaías Sánchez

**Omar de la Cruz** 

Krumovgrad, Bulgaria

Adrián Cova

Kapaz PFK, Azerbaijan

Spezia Calcio, Italy

Wydad Casablanca, Morocco

London City Lionesses, UK

Al Orubah SC, Saudi Arabia

Al-Qadsiah FC, Saudi Arabia

Adelaide United FC. Australia

Cibao FC, Dominican Republic

## Mario Gila

SS Lazio, Italy

# Adrià Bernabé

Parma Calcio 1913, Italy

# **Víctor Gómez**

SC Braga, Portugal

## **Gabri Martínez**

SC Braga, Portugal

# Konrad de La Fuente

Lausanne Sport, Switzerland **Aitor Cantalapiedra** 

AEK Larnaka, Cyprus

# **Sekou Gassama**

USM Alger, Algeria

#### Sergio Tejera

Apoel FC, Cyprus

#### **Teo Quintero**

Sparta Rotterdam, Netherlands

## Víctor Fernández

NEA Salamis Famagusta FC, Cyprus

## **Marc Llinares**

Slask Wroclaw, Poland

## **Enzo Arévalo**

Zemplin Michalovce, Slovakia

#### **Jawad El Jemili**

PFC Levski Sofia, Bulgaria

**Werick Caetano** 

Beroe Stara Zagora, Bulgaria

#### **Jordan Gutiérrez**

Septemvri Sofia, Bulgaria

## **Brian Peña**

Riga FC, Latvia

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# The Damm Padel Club



Throughout its 12 years of history, the Damm Padel Club has been a benchmark for Spanish padel training. Its players have been role models not only because of their success on the court but also because of their personal and sports values, that they have demonstrated in each and every game they have competed in

# Commitment to high-level training

Since its origins, the Damm Padel Club has grown by embracing the same philosophy as the Damm Football Club: to prioritise training and individual and collective development above sporting achievements.

During these 12 years, the Club has trained over a hundred players, some of whom have reached the highest level of international padel. The desire of the Club was always to nurture the elite of padel, which required the effort of a team committed to high-level sports training. In this respect, the Club's technical team has focused their work on fostering values such as respect, fair play, sportsmanship and camaraderie, all of which are essential for the overall development of the players.

In 2024, CP Damm players continued their training at the campus facilities of the Universidad Francisco de Vitoria in Madrid, after receiving scholarships from the Damm Foundation that will cover all sports-related costs and enable the players to train fours days a week.

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# The team

In 2024, the Damm Padel Club had 31 young players aged between 10 and 18. A dedicated technical team was in charge of their sports training, and at the same time instilled in them important human values

# PLAYERS IN THE 2024 SEASON

## Benjamín

Aitor García Luquero

## Alevín

Javier Arellano Gil Hugo García Luquero Alejandro Gómez López Víctor Lamas Rodríguez Mikel Ramos Pérez-Cejuela

### Infantil

Samuel Delgado Blázquez Paula Ferrán Díaz Valeria García Martínez Christian Guerrero Maillard Carlota Lamas Rodríguez Inés Mendoza Palazón Félix Zamorano González

#### Júnior

Rubén de Blas Plaza Jimena Díaz de la Iglesia Ángel Maganto Ortiz Sofía Pastor Sebastián Alejandro Puga Rey Sánchez Vicente

#### Cadete

María Arteaga Vilches
Francisco de Frutos Cayuela
Nicolás Fernández Díaz
Nerea Gómez Blázquez
Manuel Huete del Olmo
León Ortega Ibáñez
Óscar Ortega Ibáñez
Pedro Ortigosa Martín
Hugo Sánchez Peña
Daniel Sánchez Vicente
Covadonga Verdejo Sáiz
Iker Zamora García

## MANGEMENT TEAM

# President

Ramon Agenjo

# **Director of Sport**Manu Pascual

## TECHNICAL TEAM

#### Coaches

Javier Concepción Íker Gala Francisco Ramírez

#### Fitness coaches:

Aitor Cantos Yago de la Rica



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# Former CP Damm players who have made padel their profession

# FORMER MALE PLAYERS

Roberto Belmont
Daniel de Castro
Pablo Díaz del Guante
David Gala
Alejandro Galán
Javier González Barahona
Daniel López

Álvaro López Luque Víctor Mena Coki Nieto Iván Ramírez Emilio Sánchez Chamero Daniel Santigosa

# FORMER FEMALE PLAYERS

Paula Besteiro María Castañera Lorena Cossío Mónica Gómez Itziar Mayorga Marta Talaván



# Solid performance on the court

This year again, the Club's players demonstrated their excellent physical fitness and positive attitude, as well as a tireless desire to improve. With effort, discipline and teamwork they faced each challenge with determination, achieving new goals and titles

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# Team tournaments

Spanish Team Championship	INFANTIL	Runners-up in the 1st Category
	CADETE	Runners-up in the 1st Category Bronze medal in the 1st Category
	JÚNIOR	Runners-up in the 1st Category Bronze medal in the 1st Category Bronze medal in the 2nd Category

# li

		Bronze medal in the 1st Category  Bronze medal in the 2nd Category	
Individual tournaments			
Madrid Junior Championship	BENJAMÍN	Winner ★	Aitor García
	ALEVÍN	Winner ★	Mikel Ramos
	INFANTIL	Winners ★ Runner-up	Carlota Lamas and Valeria García Christian Guerrero
	CADETE	Winner ★ Runners-up	Iker Zamora Cova Verdejo and Nerea Gómez
	JÚNIOR	Winner ★ Winner ★ Runner-up	Jimena Díaz Ángel Maganto Rubén de Blas
Spanish Junior Championship		Runner-up	Samuel Delgado
FEP Junior Masters (Spanish Padel Federation)	INFANTIL	Winner ★	Samuel Delgado
	CADETE	Winner ★	Cova Verdejo
	JÚNIOR	Winner ★ Runner-up Runner-up	Jimena Díaz Alejandro Puga Sofía Pastor
FMP Junior Masters (Madrid Padel Federation)	ALEVÍN	Winner ★	Mikel Ramos
	INFANTIL	Winners ★	Carlota Lamas and Valeria García
	CADETE	Winners ★	Nerea Gómez and Cova Verdejo

Ángel Maganto

Winner \*

JÚNIOR

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# A season of effort and victory





JANUARY

# The Club awards the sports scholarships of the 2024 season

The Damm Padel Club opened the 2024 season at the Museo Nacional Centro de Arte Reina Sofía and awarded its annual scholarships, which cover 100% of the sports costs of all its players. These scholarships enable the players to undertake physical and technical training four days a week, as well as to compete in tournaments throughout Spain.

Ramon Agenjo, president of the Damm Padel Club and vice-president and director of the Damm Foundation, spoke with each member of the squad and praised the work of the technical team, who ensured the players' development as both athletes and people.

The event also served to say farewell to the five players who completed their training period at the Club the season before: Yraya Carnicero, Sofía Llamas, David Gala, Carlos del Pico and Álvaro Roca de Togores.

**MARCH** 

# Cadete runners-up in the Spanish Team Championship

The players in the CP Damm A team won the Runners-up title in the Spanish Championship by Cadete Team, which was held in Biscay.

The Club travelled to the Basque Country with three teams: two in the first category and one in the second category. After winning all the first games, the CP Damm A and CP Damm B teams came head to head in the semi-finals, a battle that was finally won by CP Damm A. However, the A team could not beat Fit Point Plasticband in the final, leaving them in second place. The CP Damm B team finished the Championship in third place after beating Prodigy Band, clinching a double podium for the Club in the first category. The CP Damm C team, formed entirely of players in the Infantil category, won the first two rounds of the tournament, but were eliminated in the quarter-finals.

JULY

# An entertaining day for strengthening teamwork beyond the courts

The Club's squad and technical team enjoyed a day of team activities to wrap up the first part of the season, before the start of the summer holidays.

A zip-line circuit was the activity chosen to recharge the energy and strengthen the ties of a team that started the year with podium wins in tournaments such as the Spanish Championship by Cadete Team, and in various individual tournaments of the Madrid Padel Federation (FMP) and the Spanish Padel Federation (FEP).

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**SEPTEMBER** 

# Samu Delgado wins the Spanish Runner-Up title in the Infantil category

CP Damm player Samu Delgado was runner-up in the Infantil category in the 37th edition of the Spanish Junior Championships held in Madrid. The tournament brought together 863 doubles pairs.

Samu Delgado's efforts were further recognised with a call-up from the Spanish Padel Federation. This allowed him to play with the Spanish national team at the European Junior Championships.

**NOVEMBER** 

# Runner-Up titles for CP Damm in the Spanish Championships by Infantil and Júnior Teams

Up to 45 Damm Padel Club players competed in the Spanish Championships by Teams in November. The tournament was held in Zaragoza and brought together the best junior padel teams in the country. All the effort and teamwork paid off with the Infantil A team winning the Runner-Up title in the Infantil first category and the Júnior A team winning the Runner-Up title in the Júnior first category.

The squad was split into three Júnior teams –two in the first category and one in the second category– and two Infantil teams in the first category. In addition to the two Runner-Up titles, the Júnior B team secured third place in the first category and the Júnior C team in the second category.

**DECEMBER** 

# Best Junior Competition Club at the 5th FMP Awards

The Madrid Padel Federation (FMP) named CP Damm the Best Junior Competition Club at the fifth edition of the FMP Awards. This award highlights the Club's dedication to sports training and its commitment to the personal and professional growth of the young players. The Federation also awarded Nerea Gómez, a CP Damm player, who won the award for Best Player on the FMP Junior Circuit owing to her talent and consistency throughout the season.

The FMP awards ceremony brought together more than 50 guests, among them representatives of the Community of Madrid, the Spanish Padel Federation, institutions, players, and FMP technical coaches. Manu Pascual, CP Damm's Director of Sport, collected the award for the Club.

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# Preserving our legacy

# Damm Historical Archive

Archive not only learn about Damm's legacy but also discover, through the items housed there, the evolution of Catalan society from the end of the 19th century to the present day. The Damm Foundation continues its work to recover and highlight the importance of the company's heritage assets and to make this legacy accessible to citizens

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# A collection of more than 160,000 items

In 1992, when the Estrella Damm Old Brewery ceased its activity, three employees rescued numerous objects which were still there at the facilities. Aware of their historic value, the Damm Foundation supported this project, resulting in the creation of the Damm Historical Archive in 2013

A team of experts works daily to classify and order the more than 160,000 items in an ever-growing collection, gathered together in a 1,300 m² space in the Estrella Damm Old Brewery. In addition to the research, cataloguing, conservation and conditioning work being carried out since the creation of the Archive, digitisation work began a few years ago to transform the almost 150 years of Damm's history into a resource that is accessible to the public from anywhere in the world. Thanks to the continuous promotion by the Foundation, the Archive is now one of the largest private historical archives in Spain.



THE HISTORICAL ARCHIVE IN FIGURES

 $1{,}300\,\mathrm{m}^2$  in a space in the Estrella Damm Old Brewery

7,577
visitors to the Archive in 2024

+10% visitors compared to 2023

160,165 articles catalogued and digitised

129,257 photographs and documents digitised

30,908 objects catalogued

hours of 8 mm, Super-8 and professional film

6,100
hours of video tape (VHS and BETAMAX)

1,200

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# Tribute to Ernest Moradell, a key figure in 20th-century graphic design

The Damm Historical Archive loaned five advertising posters from its collection for the exhibition 'Ernest Moradell, a pioneer in graphic design', organised by the Heritage Department of Palamós Town Council and held at the Capilla del Carme in the municipality. Moradell designed the posters in the 60s when he was working for the agency Publicidad Gabernet.

One of the key works loaned by the Archive is the poster entitled *Damm Beers*, one of the best beers in Europe (1964), preserved both on paper and on metal plate, which was displayed in the bars in Catalonia during the second half of the 20th century. The exhibition was commissioned jointly by Arcadi Moradell, son of the designer, and Antoni Monturiol, curator of Girona Art Museum.



Exhibition 'Ernest
Moradell, a pioneer in graphic design'





# Miquel Martí

Head of the Heritage Department of Palamós Town Council and director of the Fishing Museum

Born in Palamós, this historian, museologist and cultural heritage manager has been promoting maritime heritage for more than 30 years. In 2016, he was awarded the 'Medalla de la Pesca Catalana' in recognition for his important contribution to the fishing sector.

In 2024, under the guidance of Miquel Martí, the Heritage Department of Palamós Town Council organised the exhibition 'Ernest Moradell, pionero del diseño gráfico' (Ernest Moradell, a pioneer in graphic design), a tribute to the work of the designer and publicist born in Palamós, in the province of Girona, who created work for brands such as Damm. Among other works, the exhibition included five of his posters from the 60s, which are preserved at the Damm Historical Archive. Martí commented that "the loan of these advertising pieces created by Ernest Moradell meant that we could include in the exhibition works of great aesthetic value and which are also part of the collective imaginary." He added: "It gave many visitors the opportunity to rediscover the importance of advertising campaigns in the mid-20th century."

According to the historian, the Damm Historical Archive plays a similar role to museums; that is, by preserving its private collection and making it accessible to the public and institutions it actively contributes to collective memory, research and cultural dissemination. In addition, the Damm Foundation collaborates in the Fishing Museum's activities, which highlight the importance of Catalan maritime heritage.

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# Beyond the company's history

Damm's legacy has attracted the attention of film producers and theatre companies who needed their resources to represent different periods in time. The documents and photographs in the Archive's collection have also impressed people in areas as diverse as history, research and education, and people interested in aspects such as the working life, transport and advertising of the past, etc.

# Curiosities of the past

The Historical Archive houses a unique collection that goes beyond traditional archives, bringing together everything from calendars and advertisement sketches to sun umbrellas, centenary posters, films, old bottles, dispensers and t-shirts. A truly unique testimony of the company's evolution and legacy.

This space houses special objects such as the invitation to the opening of the Estrella Damm Old Brewery (formerly known as 'La Bohemia'), dated 1905; the first Damm TV advert, in 1970; the large hardwood table of the Board of Directors; and the jacket and boots worn by Peter Dinklage, the popular Tyrion Lannister in the 'Game of Thrones' series, in the Estrella Damm summer advert in 2017. Taking a look around the Archive is like taking a journey back in time, one that is full of surprises and which allows visitors to learn about a fundamental part of the social and cultural life of Barcelona and Spain in general.





# Key work carried out in 2024

# RESEARCH AND RECOVERY OF THE HISTORICAL LEGACY

The Historical Archive researches and deepens its knowledge of the elements it houses in order to determine their relevance and value. The Archive's collaboration with the Societat d'Estudis de la Verneda de Sant Martí (SELAV) has given it a better insight into the history of the Estrella Damm Old Brewery, with industrial water as the central theme.

By meticulously studying old documents and plans, new details were discovered about the origin and course of the water that supplied the brewery, as well as the depth of the wells and the location of key elements such as the water channel manhole covers, engraved with the letters 'S. A. Damm'. This research work is fundamental for preserving and disseminating the company's history.

## **DIGITISATION**

The digitisation and documentary photography of the various items allows them to be consulted online, avoiding their handling and ensuring their preservation. Aware of the importance of this task, in 2024, **3,891 objects** were photographed and up to **835 documents** corresponding to minute books dated between 1990 and 2009 were digitised.

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# PREVENTIVE CONSERVATION INTERVENTIONS

In 2024, the usual work on preserving the Archive's heritage continued, with a team of experts carrying out preventive interventions to minimise the deterioration of the pieces and to ensure their preservation during storage.

# CONDITIONING AND STORAGE

Looking after the Archive's heritage also involves carrying out specialised technical interventions. A team of experts has designed and manufactured customised packing using special material to protect the pieces against possible deterioration. Periodic review of the packing, and updating it when necessary, allows precise control over the preservation of the collections.

# **DOCUMENTING AND CATALOGING THE COLLECTION**

Up to 2,557 Archive objects in different categories were identified, classified and inventoried:

- **46 plans corresponding to industrial machinery**, such as the machines for removing carbonic acid, steam boilers and silos
- **42 accounts books** and documents related to the company's production
- **404 photographic documents**, which include images of the Damm Football Club, the growth of the brewery, machinery and construction processes, and advertising material showing the evolution of the brands.
- \_\_\_\_ 89 transparencies of adverts for projection
- **269** present day and historical pieces related to packing and packaging, such as bottles, labels, cans and crates.
  - \_\_\_ 61 promotional elements
- \_\_\_ 96 pieces of sportswear
- \_\_\_ 1,443 employee files
- \_\_\_ 107 objects from different categories

The documentation and inventory of the files of the company's employees between 1930 and 1940 (more than 1,000 files have already been inventoried in this first phase) allow the collection of data such as name, surname, date and place of birth, date of joining and leaving the company, and the departments they worked in. A valuable visual archive was also recovered and preserved, including negatives and photographs of some of the employees, further enriching the company's historical memory. This work not only preserves the legacy of those who contributed to the company's growth but also offers a more in-depth, humanised view of its evolution over time.

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# Culture as a driver of change

# We promote cultural development

Ensuring equal access to culture is one of the pillars of the Damm Foundation's work. We help a diverse range of entities throughout the country to bring culture to a greater number of people, by promoting social inclusion and cohesion and creating a positive impact in society

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# The foundation for a more inclusive and cohesive society

At the Damm Foundation we support culture as a key tool for building collective identity, valuing diversity, fostering creativity, contributing to sustainable development and strengthening social cohesion through its multiple forms of expression.

In 2024 we continued our commitment to artistic disciplines such as theatre, music, literature and film, collaborating with numerous entities and different initiatives with whom we share values and objectives. 30 cultural entities and foundations received our support in 2024



# The Miró Foundation, the Palau de la Música Catalana and the Liceu bring art and music to Damm employees

In 2024, Damm employees had the chance to attend art exhibitions and major theatre, music and dance shows. In February, together with their friends and family, they enjoyed a guided visit of the temporary exhibition "Miró-Picasso" at the Joan Miró Foundation. With a selection of more than 300 works and documents, the "Miró-Picasso" exhibition took visitors on a journey through the friendship and mutual admiration of the artists. The exhibition, organised for the 50th anniversary of the death of Pablo Picasso and the 40th anniversary of the death of Joan Miró, provided the perfect occasion to see many of the works that were being exhibited in Barcelona for the first time ever, such as *Woman*, *Bird*, *Star* (Homage to Pablo Picasso) (1966-1973), by Miró, and *The Three Dancers* (1925), by Picasso.

The soprano Sara Blanch debuted in May with a recital at the Palau de la Música, accompanied by pianist Albert Guinovart. The concert, which Damm employees could attend, closed the season's *Palau Grans Veus* series. An expansive performer, with a complete mastery of the stage and a fresh and brilliant voice, Blanch offered a programme of Catalan songs and opera arias from a French repertoire, accompanied by Guinovart on the piano.

In July, Damm employees and their friends and families had the chance to enjoy the work *Sacre (The Rite of Spring)* by Sasha Waltz, at the Gran Teatre del Liceu. One hundred years after the premiere of Igor Stravinsky's *The Rite of Spring*, considered one of the key works of modernism, the director, choreographer and scenographer Sasha Waltz accepted the offer by the Mariinsky Theatre to produce this extraordinary piece in the history of music and dance. The composition, charged with tension, was characterised by a strongly accentuated rhythm, precipitous falls and a layering of constantly repeating musical motifs, and 28 dancers of all ages generated a vivid turbulence on the stage.

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# Main cultural partners

# Ateneu Barcelonès

Founded in 1872, this institution has been an intellectual beacon of Catalan culture for over one and a half centuries. Its distinguished presidents have included Àngel Guimerà, Joan Maragall and Pompeu Fabra, among others. Since 1906, the emblematic Palacio Savassona has housed its intense cultural activity of more than 800 events a year, including book presentations, talks, poetry recitals, concerts and workshops, consolidating its role as a cultural institution of reference.

Its main objectives are to promote cultural training for citizens and to foster open, cross-cutting and constructive dialogue with civil society, and to become a benchmark space for debate in the country and a creative hub for collective intellectual activity.

www.ateneubcn.org

# Catalunya Cultura Foundation

Since its creation in 2014, the Foundation has worked to foster collaborations between the private sector, civil society and culture, with the aim of developing new funding mechanisms that enable the promotion of cultural projects and activities.

Its mission is to promote culture, talent and creativity as tools for social wellbeing and cohesion, by fostering alliances between companies and the cultural field. Ramon Agenjo, vice-president and director of the Damm Foundation, has been a trustee of the entity for over 10 years. Since 2022, Damm has had the Impulsa Cultura Mark, a distinction awarded by the Fundació Catalunya Cultura in recognition of the commitment of companies to culture. The work of the Damm Foundation has been decisive in obtaining the Mark and its subsequent renewal.

www.fundaciocatalunyacultura.cat



# Factoria Cultural de Terrassa

LaFACT Cultural is a large space that opened in 1980 to offer a broad range of cultural activities for all audiences. As a collaborative entity, each season we support their visual and performing arts programmes, the highlight of which are the dance and circus shows, as well as live concerts and classical music.

Factoria Cultural also plays a role in disseminating culture, offering educational activities related to the exhibitions and the dance season, and participates in social inclusion programmes that bring culture to all audiences.

www.lafactcultural.cat

# Filmoteca de Catalunya

The mission of this film archive is to preserve and disseminate audiovisual and film heritage and culture, with a particular emphasis on Catalonia. Since it opened in 1981, its activities have included a screening programme and exhibitions, in addition to the preservation and restoration of film material.

The main building is located in the centre of Barcelona and includes two projection rooms, a library and an exhibition hall. In 2024, it received 120,000 visitors. Our collaboration with the Filmoteca includes the transfer of audiovisual material from the Damm Historical Archive for preservation at the Filmoteca's Preservation and Restoration Centre located at the Parc Audiovisual de Catalunya, in Terrassa (Barcelona). This facility houses a film collection of approximately 40,000 titles, including fiction, documentaries, advertising, animation, news and *amateur* film in all its formats: photochemical, video and digital.

www.filmoteca.cat

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# Foto Colectania celebrates the 3rd edition of the Fiesta del Gran Proyector and opens its first exhibition in Miami

In June, the Estrella Damm Old Brewery hosted the 3rd edition of Foto Colectania's Fiesta del Gran Proyector, organised in collaboration with the Damm Foundation and Fujifilm, to support and give visibility to new photography talents in Barcelona. During the event, with entertainment provided by artist Daniel Mayrit, an award was given for the best photography project of the Proyector 2024 edition, which went to 'Ghorba', by Karim Khourrou Gadour.

In December, Foto Colectania opened 'Beyond the Single Image. Spanish Photography from the Foto Colectania Collection', its first photography exhibition in Miami. The exhibition, which had the collaboration of the Damm Foundation, was held in The Warehouse and featured 150 works by 36 authors, making it one of the most representative exhibitions of the history of Spanish photography ever held in the United States.





# **Foto Colectania Foundation**

More than 20 years of dedication to images have made the foundation a centre of reference for Spanish contemporary photography. Since its beginnings in 2002, this non-profit foundation has been committed to disseminating Spanish and Portuguese photography from 1950 to the present day, and collects photographs related to the social, artistic and educational spheres.

The Damm Foundation has collaborated regularly with the entity since 2016, in the presentations of contemporary photobooks, photo projections, exhibitions and portfolio viewings organised by the entity.

www.fotocolectania.org

As part of its commitment to promoting culture, the Damm Foundation supported a total of 30 entities in 2024

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# Girona Auditorium and Conference Centre Foundation

This foundation is formed of institutions and companies who work to promote the economic and cultural growth of Girona. With more than 15 years of history behind it, it manages a facility that has become a first-class cultural and business centre.

The Foundation has a unique programme based on three pillars: the excellence and quality of its seasons, its international reach with globally recognised artists, and its commitment to local culture, through promoting local talent and collaborations with Catalan stakeholders, giving visibility to Catalonia's musical creation. The Board of Trustees ensures a quality cultural offer and makes it possible to hold key musical events.

auditori.girona.cat

# Gran Teatre del Liceu

Throughout its history, this iconic opera house of national and international renown has provided the stage for some of the greatest operas ever. Built in 1847 on Barcelona's La Rambla, it has maintained its status as a leading space for culture and arts, hosting major opera, ballet and symphonic music productions each year.

The Gran Teatre del Liceu's social project promotes and supports initiatives that foster and enrich culture, with a special emphasis on opera. The Damm Foundation has collaborated with this project for many years, helping to bring culture to all of society.

www.liceubarcelona.cat

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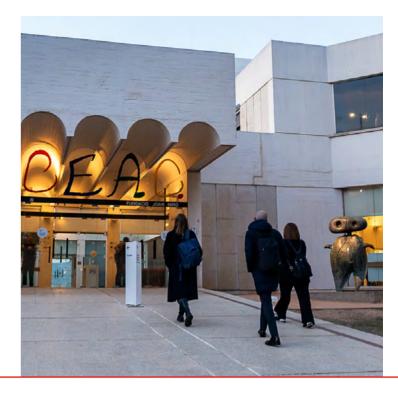
# The Liceu awards Ramon Agenjo the 2024 Gold Medal for Philanthropy

The Gran Teatre del Liceu awarded Ramon Agenjo, vice-president and director of the Damm Foundation, the **2024 Gold Medal for Philanthropy** at the annual awards ceremony held in October in the Liceu's Mirror Hall.

The Gold Medal is the maximum honorary distinction awarded by the Gran Teatre del Liceu. It is given in recognition of the work, dedication and activities carried out by people, institutions or collectives in different cultural spheres. Ramon Agenjo received the Gold Medal for his philanthropic involvement in culture, sport and society, for promoting talent and for his positive impact in society. The Gran Teatre del Liceu wanted to recognise his work, highlighting in particular his involvement in promoting culture, especially opera and other musical disciplines.

In this same edition, the Gran Teatre del Liceu awarded the Artistic Gold Medal to the tenor Piotr Beczała; the Institution Gold Medal to the association Amics del Liceu; the Special Dedication Gold Medal to the artistic agent Miquel Lerín; the Patron's Gold Medal to the telecommunications company Telefónica; the Composer's Gold Medal to the performer and composer Raquel García-Tomás, and the Dance Gold Medal, to the dance company IT Dansa.





# Joan Miró Foundation

The Damm Foundation has been a patron of this cultural institution since 2021, with the aim of bringing to society the important artistic legacy of the Catalan painter, sculptor, engraver and ceramicist.

The Joan Miró Foundation, one of the most prestigious art spaces in Barcelona, houses the world's largest collection of works by the artist Joan Miró. With a collection of more than 104,000 works, including paintings, sculptures and tapestries, the space houses the preparatory sketches and studies (more than 8,000 drawings) made by Joan Miró before he created his definitive works, and it has become a dynamic place where these creations coexist with the works of other contemporary artists. The architect Josep Lluís Sert designed the emblematic rationalist building that houses the Foundation, which has been open to the public since 1975.

This year, 2024, the Damm Foundation collaborated in the new season at Espai 13, an exhibition hall within the Joan Miró Foundation dedicated to promoting young artists experimenting with art. Commissioned by Irina Mutt, the season entitled 'Nos acompañaremos cuando anochezca' (We will keep each other company when it grows dark) plays with interdependence through four different exhibitions, where each artist shares their perspective on their existence and experience in the world.

www.fmirobcn.org

# L'Atlàntida Foundation

The mission of this non-profit private institution is to offer citizens leisure activities and training in the fields of music and performing arts through its two key entities: a performing arts centre, the CAE (Centre d'Arts Escèniques d'Osona) and a music school and conservatory, the EMVIC (Escola de Música, Conservatori i Aules Associades de Vic).

As honorary patrons, we promote leisure, musical education and artistic training for people.

www.latlantidavic.cat

LETTER FROM

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# L'Auditori de Barcelona

L'Auditori was created over 25 years ago, through an alliance between different public administrations. The venue was designed by Rafael Moneo and has, to date, hosted more than 14,000 concerts and welcomed millions of visitors through its doors.

Covering an area of 42,000 m², it has become a benchmark in Barcelona for music dissemination, teaching and research. The complex also includes the Museo de la Música and the Escola Superior de Música de Catalunya (ESMUC) and is home to the Barcelona Symphony Orchestra (OBC) and the Barcelona Symphonic Band (BMB).

L'Auditori promotes access to culture through a broad social programme and an educational service aimed at all types of audiences. It also runs the Acerca Cultura programme, created in 2006 to contribute to the wellbeing of vulnerable people. Our Foundation has been supporting L'Auditori's initiatives since 2012.

www.auditori.cat

# Liceu Conservatory Foundation

This music school, one of the most important and prestigious in Spain, has been offering high-level musical training since 1837. Its goal is to achieve excellence in musical performance, creation and education, with a practical approach that prepares the students for a demanding and open musical world. In addition to the high quality of its faculty, the Liceu offers a wide range of master classes given by international teachers. Ramon Agenjo, vice-president and director of the Damm Foundation, is a member of its Board of Trustees.

www.conservatoriliceu.es

# **MACBA Foundation**

About to celebrate its 30th anniversary, the Museu d'Art Contemporani de Barcelona (MACBA) has amassed a unique collection of more than 5,000 works that encompass contemporary art from the 50s to the present. The Museum was opened in 1987 by the MACBA Foundation, established by a broad sector of Catalan civil society.

The Damm Foundation began collaborating with MACBA in 2002. Since then, we have helped promote the dissemination of its heritage, which is today considered one of the most unique permanent art collections in Europe.

www.fundaciomacba.es

The Damm Foundation supports culture in all its forms to promote the development of society

# The fifth edition of the Barcelona Obertura Spring Festival is back to fill the city with music

Ramon Agenjo, vice-president and director of the Damm Foundation and president of Barcelona Obertura, opened the fifth edition of the Barcelona Obertura Spring Festival and the Barcelona Obertura Ciutat de Clàssica. two international initiatives that arose from a collaboration between the Gran Teatre del Liceu, the Palau de la Música Catalana and L'Auditori de Barcelona. The programme included more than 500 international artists and local talents who performed in 40 concerts, held during the month of May in 26 venues across Barcelona. The Obertura Spring Festival featured well-known names such as Bob Wilson, Anna Vinnitskaya, Jordi Savall, Alisa Weilerstein, Augustin Hadelich and Teodor Currentzis.

Barcelona Obertura is a cultural project aimed at promoting the city of Barcelona internationally through classical music. Each season, Barcelona Obertura selects the best concerts and musical productions from the three venues to offer visitors an unforgettable experience.



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# Renewed commitment to the Palau de la Música Catalana

Joaquim Uriach, president of the Orfeó Català – Palau de la Música Catalana Foundation, and Ramon Agenjo, vice-president and director of the Damm Foundation renewed the collaboration agreement between both foundations to give continuity to an alliance of more than 30 years.

As patrons of honour of the institution, the Damm Foundation continues to support the Palau de la Música Catalana's initiatives aimed at promoting music –especially choral singing–, and to promote the knowledge and dissemination of cultural heritage, in addition to strengthening social cohesion. Furthermore, both foundations continue to work together to help the Orfeó Català become a leading reference in Catalan culture and to bring it to new generations.

# Museo Carmen Thyssen Málaga

This museum, housed in the historic Palacio de Villalón since 2011, offers a fascinating journey through the genres that defined Spanish and Andalusian painting between the 19th and 20th centuries. With a permanent collection of 265 works, the museum has become a cultural reference in the city.

In addition to our collaboration with Museo Carmen Thyssen de Málaga, which began in 2019, we are also on the Board of Trustees of Espai Carmen Thyssen in Sant Feliu de Guíxols (Girona), a space that holds temporary exhibitions that enhance its programme of activities designed for families.

www.carmenthyssenmalaga.org

# Museo Nacional Centro de Arte Reina Sofía

This museum houses an exceptional collection that comprises more than 20,000 works of modern and contemporary art and is internationally recognised for its artistic and historical value. Among its treasures are works by Dalí, Miró and Juan Gris, as well as Picasso's iconic masterpiece: *Guernica* (1937), a powerful pictorial testimony of the bombing of the Basque town.

Our Foundation has collaborated with the museum since 2015, to promote initiatives that strengthen the ties between the museum, the artistic community and society.



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# Museu Nacional d'Art de Catalunya

The Museu Nacional d'Art de Catalunya (MNAC), a key institution for the preservation of cultural heritage, is housed in the emblematic Palau Nacional of Montjuïc, a symbol of the 1929 Barcelona

International Exhibition. The MNAC enables visitors to take a journey through Catalan art from the 10th to the 20th century, during which they can enjoy the world's finest collection of Romanesque mural paintings, Gothic art, the great masters of the Renaissance and the Baroque and the most important artists of Catalan Modernism, in addition to a large photographic collection. Over the course of its 90-year history the museum has become an example of constant evolution and continues to connect generations through art and culture.

As a public institution, the MNAC promotes its social and educational use, becoming a space of reference for knowledge, debate, social connection and participation in relation to art.

www.museunacional.cat

# Palau de la Música Catalana

This Modernist marvel is the only concert hall to have been declared a World Heritage Site by UNESCO. The building that houses it was constructed between 1905 and 1908 by the architect Lluís Domènech i Montaner, one of the greatest exponents of Catalan Modernism.

The Palau de la Música Catalana is managed by the Orfeó Català – Palau de la Música Catalana Foundation, a private entity that seeks to improve society through the artistic excellence of its musical programme, coral singing and the dissemination of heritage, transmitting universal values and strengthening Catalan culture.

The Damm Foundation has been a patron of honour of the Orfeó Català – Palau de la Música Catalana Foundation since 1991 and, today, Ramon Agenjo, vice-president and director of the Damm Foundation, is a member of its Board of Trustees, holding the position of First Vice-Chair.

www.palaumusica.cat



# Sport Cultura Barcelona

The Damm Foundation is one of the 43 full members of this cultural association created over two decades ago to strengthen two key pillars of society: culture and sport. The association's work is centred on research, the promotion of cultural and sports initiatives and the recognition of individuals and entities who represent its values.

It was founded by a distinguished group of Catalan institutions: the Centre Excursionista de Catalunya, Círculo Ecuestre, Club Natació Barcelona, FC Barcelona, Panathlon Club de Barcelona, RACC, Real Club de Polo de Barcelona, Real Club de Tenis Barcelona 1899, Real Club Náutico de Barcelona, Orfeó Català - Palau de la Música Catalana, Real Club de Golf El Prat, Círculo del Liceo, Club Natació Sabadell and RCD Espanyol.

www.scbcn.com

# Teatre Auditori de Granollers

This cultural facility is a national benchmark, particularly in its metropolitan area and in the entire region of Vallès Oriental. This multidisciplinary space, home to the Granollers Chamber Orchestra since 2002, offers a solid programme of music, theatre, opera and dance for all audiences

In addition to its performing arts programme, the Theatre is also deeply involved with educational and social work, organising activities for schools, training workshops, pedagogical guides and community projects, making it an important cultural facilitator in the territory.

The Damm Foundation supports the Theatre as 'bronze' patrons, thus strengthening its commitment to the dissemination of culture.

www.teatreauditoridegranollers.cat

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# A decade of promoting culture with the Teatre-Auditori de Sant Cugat

In May 2024, Ramon Agenjo, vice-president and director of the Damm Foundation, and Josep Maria Vallès. mayor of Sant Cugat del Vallès and president of the Teatre-Auditori, officially renewed the collaboration agreement between the two institutions at a meeting that was also attended by Maria Farriol, director of the Teatre-Auditori. This 10vear continuous collaboration reaffirms the Damm Foundation as an entity associated with the Teatre-Auditori de Sant Cugat, enabling it to help promote and disseminate the performing and musical arts activity of this cultural facility and its high-quality, varied artistic programme offering local, national and international productions in disciplines such as theatre, dance, music, opera, circus and poetry.

# **Teatre Kursaal**

With almost 90,000 visitors, 152 shows of all genres and 224 corporate and institutional events in 2024, the Kursaal is one of the leading performing arts centres in Catalonia. The Kursaal, which is part of Manresana d'Equipaments Escènics (MEES), has consolidated an educational service that attracts more than 3,000 students and 8,000 spectators—it is the only Catalan theatre that offers an annual educational programme— and has a performing arts training hall for up to 200 students.

It is also a pioneer in offering a whole range of facilities to ensure that visitors can access the space and enjoy the shows, including people with reduced mobility or a hearing impairment.

www.kursaal.cat

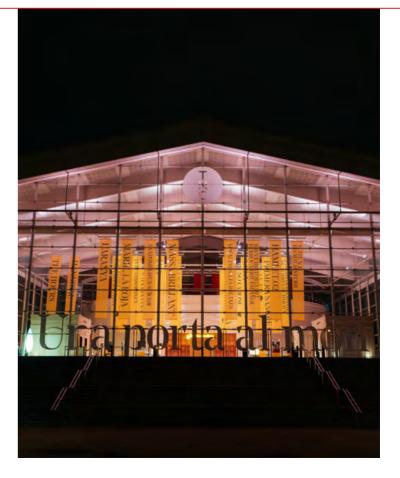
# Teatre Nacional de Catalunya

An advocate of Catalonia's theatre tradition since its beginnings, this theatre is one of the most important cultural institutions in Catalonia. As a public cultural space, the Teatre Nacional de Catalunya (TNC) has been working since 1997 to contribute to cultural growth through the excellence of its artistic and pedagogical programmes which are open to all audiences.

Its annual programme offers theatre, dance, music, opera, circus and puppetry in its three exhibition halls, making it a key cultural reference point. The building, designed by the prestigious architect Ricardo Bofill, is one of the most emblematic in Barcelona. The Damm Foundation has forged a strong alliance with the TNC and has supported it as patrons for many years.

www.tnc.cat





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# Teatre-Auditori de Sant Cugat

The Teatre-Auditori was created with the double aim of providing Sant Cugat del Vallès with a solid, high-quality artistic programme and offering cultural and educational services to citizens.

After three decades, it has become a lively centre for creation and cultural exchange, hosting diverse artistic events such as theatre, dance, music, opera, circus and magic. It offers a programme of world-renowned shows featuring top performers in the art world.

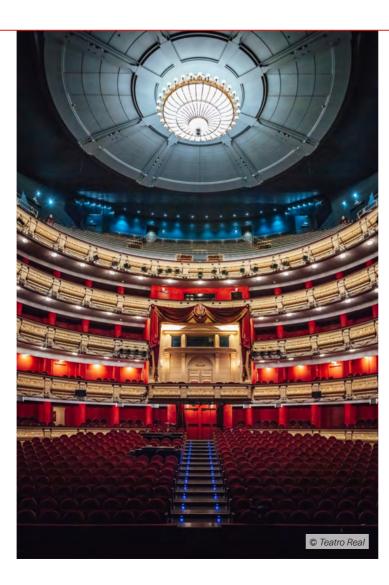
www.tasantcugat.cat

# Teatro Real

The Teatro Real is considered the leading institution for musical and performing arts in Spain and has collaborated with the Damm Foundation since 2009. Our president, Demetrio Carceller Arce, is a member of the Board of Protectors and also of the Board of Trustees.

Owing to the quality of its artistic programme, the Teatro Real is today one of the most important international centres for opera and a point of reference for Spanish cultural institutions. Its programme includes both the traditional lyrical repertoire and the contemporary repertoire, giving audiences the opportunity to discover the best artists and creators of the moment. It also pays particular attention to new audiences and promotes opera among the younger generations.

www.teatroreal.es





# **Gregorio Marañón**President of the Teatro Real

Jurist, businessman and academic linked to leading cultural institutions. He is a member of the Real Academia de Bellas Artes de San Fernando and the Board of Trustees of the Museo del Prado and has been president of the Teatro Real since 2007. He has also had an extensive career in the publishing and finance sectors.

The management model of the Teatro Real differs from that of other European institutions, for two reasons. Firstly, only 50% of its budget is funded with own revenue from the box office, with public funding accounting for 30% of the budget. The remaining 20% is covered by civil society, through entities such as the Damm Foundation. Secondly, this civil society, formed by more than 100 companies and entities, is involved in the decision-making of the Teatro's governing bodies. Therefore, says Marañón, "the support of the Damm Foundation is not only important from an economic perspective but also in terms of the experience and knowledge that its representatives bring to the Teatro Real's Board of Trustees."

Marañón highlights the Teatro Real's unique model as a public opera house, in which a positive impact is created through the collaboration between civil society and the Theatre. The Theatre's president adds that "a modern, advanced society needs a committed civil society since, when companies prosper, they should look beyond their balance sheets."

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# Building a better society

A firm commitment to our environment

Contributing to the wellbeing of the community and our environment is one of the pillars of our Foundation. For this reason, we collaborate with numerous entities and institutions that have a positive social impact, addressing challenges such as the inclusion of vulnerable groups or those at risk of social exclusion, and that help to build a more equitable and cohesive society

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# Alliances with positive impact

Street-level social entities, sports associations that promote social change through sport, organisations committed to fostering the talent of young people with limited financial resources. As part of our commitment to people's wellbeing and overall development, we support projects and initiatives with a high social value that effectively promote community wellbeing.

40 social and educational initiatives received our support in 2024

# Entities we collaborate with

# Albéniz Foundation - Reina Sofía School of Music

The Albéniz Foundation is a non-profit private institution that has promoted music and music education since its creation in 1987.

The Foundation provides a legal and institutional framework to the Reina Sofía School of Music, an entity that has helped more than 1,500 young musicians take their first professional steps and has made music available to hundreds of thousands of people.

All students at the School have free tuition thanks to the support and contributions of numerous patrons, including our Foundation.

www.escuelasuperiordemusicareinasofia.es

# Barcelona Global

A total of 279 leading companies, research centres, entrepreneurs, business schools, universities and cultural institutions in Barcelona form part of this private, independent and non-profit association that promotes and leads initiatives to attract talent and business. It is made up of more than 1,000 professionals committed to making Barcelona one of the world's best cities for impactful talent and economic activity. Its current president is Ramon Agenjo, vice-president and director of the Damm Foundation.

www.barcelonaglobal.org

# Fidel Fernández awarded at the closing of the Reina Sofía School of Music academic year

Fidel Fernández, a student at the Reina Sofía School of Music, was awarded the diploma for Most Outstanding Student of the Damm Foundation Oboe Chair at the closing ceremony of the 2023-2024 academic year. The ceremony, chaired by Her Majesty Queen Sofía, concluded with a concert by the School's Freixenet Symphony Orchestra, under the baton of the maestro Sir András Schiff.

Fidel Fernández has been a student of the Damm Foundation Oboe Chair since 2021 and a member of different ensembles, such as the Cuenca Youth Orchestra, the Provecto 10 Orchestra of Madrid and the Silent Film Orchestra of the American university, Berklee. He has also formed part of the pool of instrumentalists of the National Youth Orchestra of Catalonia and the Academy of Cuenca Religious Music Week. He also performs as a soloist in different orchestras, forms part of the pool of instrumentalists of the Spanish National Youth Orchestra and is an oboe teacher at various centres.



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# CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy

This international higher education institution has become a benchmark for tourism, hospitality and gastronomy. It offers specialised training courses with an innovative and practical focus, connecting its 1,500 students with the sector through real-life experiences, research and collaboration with companies. The CETT is affiliated with the University of Barcelona (UB) and is a benchmark for academic excellence committed to the responsible development of the sector and to society.

In 2024, the Damm Foundation collaborated in the third edition of the Terres CHECK-IN International Hospitality Film Festival, the first festival to connect diverse stakeholders in the international hospitality sector. More than 60 film productions from 12 countries took part in the Festival. Among the award winners this year were FC Barcelona, Axel Hotels and Doha airport.

www.cett.es

# **Cruyff Foundation**

Since 1995, this foundation has been making play and sports accessible to children and young people with special needs or who are at risk of social exclusion in more than 20 countries around the world. Pep Guardiola, Xavi Hernández, Carles Puyol, Joan Laporta and Ramon Agenjo, vice-president and director of the Damm Foundation, are some of the well-known names who are members of the Board of Trustees, which works to continue the social legacy of Johan Cruyff, one of the greatest players and coaches in the history of football.

For the third consecutive year, some of the players and coaches of the Damm Football Club's Women's Juvenil team participated as volunteers at the Cruyff Foundation's Open Day which brought together more than 900 boys and girls with a disability, who had the chance to enjoy over 20 different adaptive sports activities.

This year again, the Damm Sports Centre was the subject for the Business Plan of the Master in Sport Marketing and Management of the Johan Cruyff Institute, which is linked to the Cruyff Foundation.

www.fundacioncruyff.org





# Susila Cruyff President of the Cruyff Foundation

The daughter of one of the greatest players in the history of football –Johan Cruyff– was born in the Netherlands. She has been involved in the business world and has worked in the area of communication and management of social and sports initiatives. Cruyff has dedicated her life to continuing the social legacy of her father, promoting projects that foster the social inclusion and personal development of children and young people through sports.

Susila Cruyff says that her father "wanted to help boys and girls all his life." In 1995, Johan Cruyff made his dream a reality and created the Cruyff Foundation, an organisation that supports and develops adaptive sports programmes for children with disabilities all around the world and creates spaces for play in areas with limited resources. Its aim is to ensure that all children have access to the same opportunities, on and off the pitch, by using sport as a tool for social change.

After more than 15 years, the organisation's president considers its collaboration with the Damm Foundation to be key, since, as her father said: "it is important to join forces; the more people and entities that work together, the more we can achieve and the better the solutions we can create."

Susila Cruyff also mentioned the importance of long-term collaborations, such as that between the Cruyff Foundation and the Damm Foundation, as these allow real changes and the evolution of projects and their social impact to be seen over time.

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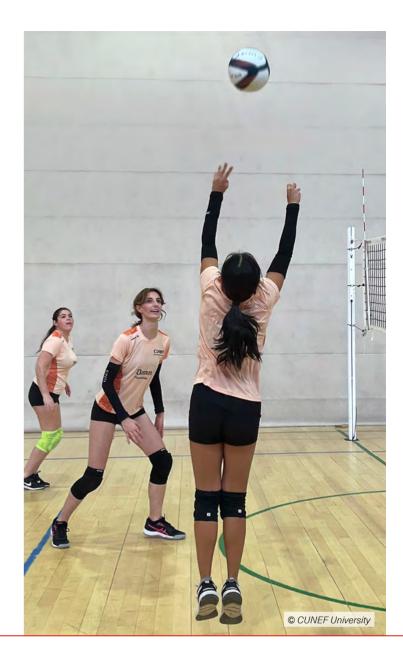
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# The Damm Sports Centre is the focus of an educational challenge at the Institut Escola del Treball de Barcelona

Isabel Monterde and Sara Sánchez, two Advanced Vocational Training students studying Design and Multimedia at the Institut Escola del Treball de Barcelona, came up with a proposal for making the Damm Sports Centre a benchmark centre for women's football. The Damm Foundation, the subject of the challenge, accompanied the students throughout the entire work process under the supervision of Àlex Galí, general coordinator of the Foundation.

Using a design thinking process
—which enabled the creation of a usercentred design—the students created a
proposal for improving the experience
of the female players of CF Damm
and strengthening the ties among the
team. The final solution developed
was a women's table football game
with personalised figures of the team's
players, which is currently on display at
the Damm Sports Centre.





# **CUNEF University**

The University College for Financial Studies (CUNEF) is an educational institution with more than 50 years of history. Its main mission is to educate professionals to work in diverse sectors such as business, institutional, banking and finance. Since 2020, our Foundation has had an institutional collaboration with CUNEF, which enables us to support their academic activities and applied research, and also to the creation of joint projects that promote the career development of Damm employees.

The Damm Foundation is also the main sponsor of CUNEF's women's volleyball team, a team that has improved significantly in recent years, excelling in the Madrid University Championships. This initiative contributes to the overall development of the university students through their participation in extra-curricular sports activities.

www.cunef.edu

We create opportunities, promote talent and work towards a fairer and more equitable society

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# **Grupo SIFU Foundation**

The Grupo SIFU Foundation is a non-profit organisation that was established almost two decades ago. It arose from the Grupo SIFU's experience as a special employment centre with a focus on labour inclusion.

Today, the Grupo SIFU Foundation implements different projects to promote the social and labour integration of people with disabilities who experience particular difficulties in integrating, through grants, training, talks and exhibitions. It also organises Gala Super-Arte, the largest inclusive artistic event in Europe, which this year filled the Gran Teatre del Liceu with over 60 artists who showed that they have found in art a means of overcoming obstacles and expressing their creativity and talent. The Damm Foundation has collaborated with this organisation for many years, reaffirming its commitment to promoting culture as a tool for social inclusion.

www.fundaciongruposifu.org

# **IE Foundation**

Since 1997, this non-profit organisation has supported social initiatives with a positive impact in the most disadvantaged sectors of society, by facilitating the integration of young people into the work environment and fostering continuous training.

The Foundation works in Europe, the continent of America, the Middle East, North Africa and Southeast Asia, mainly funding scholarships for talented young people and research projects. It also collaborates with initiatives with a positive impact in society.

www.ie.edu/ie-foundation

# **IESE**

IESE Business School is one of the world's leading business schools, recognised for its focus on responsible leadership, business ethics and high-level executive training.

Founded in 1958 as the Instituto de Estudios Superiores de la Empresa (Institute for Advanced Business Studies), it has a campus in New York, São Pablo, Madrid, Munich and Barcelona. During its almost 70 years of history, it mission has always remained the same: to educate and inspire all executives who aspire to having a positive impact on people, companies and society.

Throughout its history, this prestigious school has supported more than 10,000 *startups*, has trained over 90,000 executives and has more than 60,000 alumni.

# The Damm Foundation awards academic excellence at UIC Barcelona

In April 2024, scholarships were awarded for UIC Barcelona's 2023-2024 academic vear, in a ceremony that recognised the talent, excellence and effort of the more than 1,000 students who received a scholarship. During the ceremony, Ramon Agenjo, vice-president and director of the Damm Foundation. presented the scholarships named after our Foundation, which aim to facilitate access to education for students at the UIC with a good academic record and limited financial resources. The scholarships will help cover part of their tuition fees, in line with UIC Barcelona's #NoTalentWithoutAFuture programme.



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# Isidre Esteve Foundation

Motorcycle racer Isidre Esteve suffered a major fall in 2007 which left him in a wheelchair. In 2011 he set up his own foundation, which works to improve the quality of life of people with a physical disability or reduced mobility, using sport as a tool for motivation and contributing to medical research. The Damm Foundation forms part of this organisation's Board of Trustees and, among other initiatives, has contributed to the promotion of the Nubolo 'smart cushion', an innovative device designed by Esteve that enables people with reduced mobility to remain seated without the risk of developing pressure sores.

In 2024, Isidre Esteve completed his 19th Dakar Rally, one of his most difficult ones, with his co-pilot Txema Villalobos.

www.fundacioisidreesteve.org

# Princesa de Girona Foundation

Committed to the future of young people, the Princesa de Girona Foundation has been breaking down barriers for over 15 years through training, guidance and employment programmes. With an integral approach, it works to identify and develop young talent, especially among those who face the greatest difficulties. Its mission is to empower the new generations so that they can achieve their full personal and professional development. It also promotes entrepreneurship and helps them to adapt to the demands of the labour market, always seeking to build a fairer and more equitable society.

Her Royal Highness the Princess of Asturias and Girona is the honorary chair of its Board of Trustees. This Board is formed of more than 90 high-ranking trustees, among them Ramon Agenjo, vice-president and director of the Damm Foundation.

www.fpdgi.org

# **Pare Manel Foundation**

This social institution was created to consolidate socio-educational actions and to support groups and people at risk of social exclusion in the neighbourhoods of Verdum and Roquetes (Barcelona) and in different Catalan prisons. Founded in 1996 by Manel Pousa –the popular *Pare Manel*, who died in 2020–, it implements projects that foster social integration, promote equal opportunities and advocate for social justice. Its initiatives are focused on the key areas of childhood and youth, prisons, and community development.

The Foundation is able to sustain its actions thanks to a large network of people, companies, administrations, and foundations like ours, who support and actively collaborate with the entity.

www.paremanel.org

# **Red Cross**

This humanitarian organisation with over 120 million volunteers in 192 countries has been supporting the most vulnerable people in society since 1864.

In practical terms, it carries out a wide range of humanitarian actions that save lives every day. It also works in lesser-known areas such as psychosocial support for victims of violence, assisting migrants on dangerous journeys, social inclusion programmes for older people or people with a disability and first-aid training for remote communities.

Our Foundation's support for the Red Cross is solid and longterm. Proof of this is the Red Cross Badge of Honour we received in 2020 for our support of the Red Cross `RESPONDE' plan during the COVID-19 health crisis.

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# Show of solidarity after the devastation caused by the DANA

The Damm Foundation mobilised to help those affected by the DANA in Valencia, intensifying our efforts through donations and supporting other solidarity initiatives



# We support the victims of the DANA

On 29 October, an isolated high-level depression ('Depresión Aislada en Niveles Altos' in Spanish, known by its acronym 'DANA') seriously affected 75 Valencian municipalities, causing the loss of human lives and damage to vehicles, homes, infrastructure and crops. In the face of this emergency, people from all over the country rallied to help. As part of its commitment to the wellbeing of society, the Damm Foundation implemented various actions to assist people in the most affected areas.

Our Foundation donated more than 417,000 litres of water and isotonic drinks, as well as food and fridges, to organisations such as the World Central Kitchen, the Red Cross in Valencia and the Red Cross in Murcia, who were working on the ground to cover the basic needs of the affected communities.

# Assistance for the company's employees

The Damm Foundation contacted all Damm employees living in the areas affected by the DANA to express its solidarity and to offer them direct assistance after the disaster. To be able to offer immediate assistance to its employees, the Damm Foundation set up an emergency help line

These contributions were aimed at covering the costs of replacing property lost, temporary housing, the repair and refurbishment of homes and the replenishment of supplies, among others.

# Damm employees show their solidarity

Damm's employees also showed their solidarity with people affected by the DANA in Valencia by donating a total of 11,970 euros to the Red Cross. The Damm Foundation matched each euro donated by its employees, thus doubling the impact of their contributions.

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# List of entities we collaborated with in 2024

Below are the entities, foundations and NGOs we collaborated with in 2024.

#### Abadia de Montserrat Foundation 2025

www.abadiamontserrat.ca

#### **Abat Oliba CEU University**

www.uaoceu.es

# Agrupació de Colles Geganteres de Catalunya

www.gegants.cat

### Albéniz Foundation - Reina Sofía School of Music

www.escuelasuperiordemusicareinasofia.es

#### **Ateneu Barcelonès**

www.ateneubcn.org

#### **Barcelona Global**

www.barcelonaglobal.org

#### **Carlos III University of Madrid**

www.uc3m.es

# Catalan Academy of Gastronomy and Nutrition

www.acgn.cat

#### **Catalan Football Private Foundation**

fundaciofcf.cat

### Catalana de l'Esplai (Fundesplai) Foundation

www.fundesplai.org

# **Catalunya Cultura Foundation**

www.fundaciocatalunyacultura.cat

# CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy

www.cett.es

# College of Economists of Catalonia

www.coleconomistes.cat

# **Contigo Foundation**

www.fundacioncontigo.org

# **Cruyff Foundation**

www.fundacioncruyff.org

# **CUNEF University**

www.cunef.edu

# **Dádoris Foundation**

www.fundaciondadoris.org

#### **Elena Barraquer Foundation**

www.fundacionelenabarraquer.com

#### **Enric Masip Foundation**

www.fundacionenricmasip.org

### **Enriqueta Villavecchia Foundation**

www.fevillavecchia.es

#### **Esport Solidari Internacional**

www.esportsolidari.org

## **Factoria Cultural de Terrassa**

www.lafactcultural.cat

# **Fero Foundation**

www.fero.org

# Filmoteca de Catalunya

www.filmoteca.cat

# **Foto Colectania Foundation**

www.fotocolectania.org

# Foundation for Sport and Education of Barcelona

www.feeb.cat

#### **Franz Schubert Association**

www.schubertiada.cat

# Friends of the Museo Nacional Centro de Arte Reina Sofía Foundation

www.amigosmuseoreinasofia.org

# **Girona Auditorium and Conference Centre Foundation**

auditori.girona.cat

#### **Gran Teatre del Liceu**

www.liceubarcelona.cat

### **Grupo SIFU Foundation**

www.fundaciongruposifu.org

# **IE Foundation**

www.ie.edu/ie-foundation

#### IESI

www.iese.edu

# IN Association for the Promotion of Adapted Sport in Andalusia

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#### **Isidre Esteve Foundation**

www.fundacioisidreesteve.org

#### Joan Miró Foundation

www.fmiroben.org

## Kālida Foundation

www.fundaciokalida.org

# L'Atlàntida Foundation

www.latlantidavic.cat

#### L'Auditori de Barcelona

www.auditori.cat

### **Liceu Conservatory Foundation**

www.conservatoriliceu.es

#### **MACBA Foundation**

www.fundaciomacba.es

## **Montjuïc Swimming Club**

www.cnmontjuic.cat

# Museo Carmen Thyssen Málaga

www.carmenthyssenmalaga.org

# Museo Nacional Centro de Arte Reina Sofía

www.museoreinasofia.es

#### Museu Casteller de Catalunya

www.museucasteller.cat

## Museu Nacional d'Art de Catalunya

www.museunacional.cat

# **NASCO Feeding Minds**

www.nascoict.org

# **Ojos del Mundo Foundation**

www.ullsdelmon.org

## **Open Arms**

www.openarms.es

# Palau de la Música Catalana

www.palaumusica.cat

#### **Pare Manel Foundation**

www.paremanel.org

# Promediterrània Foundation

www.fundaciopromediterrania.org

# **Pere Tarrés Foundation**

www.peretarres.org

#### **PortAventura Foundation**

www.fundacionportaventura.org

### **Princesa de Girona Foundation**

 $\underline{www.fpdgi.org}$ 

# **Ramon Llull University**

www.url.edu

# **Red Cross**

www.cruzroja.es

#### **Relatos Solidarios del Deporte**

www.relatssolidaris.com

# Sant Joan de Déu Hospital

www.sjdhospitalbarcelona.org

# **Sport Cultura Barcelona**

www.scbcn.com

# **También Foundation**

www.tambien.org

# **Teatre Auditori de Granollers**

www.teatreauditoridegranollers.cat

### **Teatre Kursaal**

www.kursaal.cat

#### **Teatre Nacional de Catalunya**

www.tnc.cat

# **Teatre-Auditori de Sant Cugat**

www.tasantcugat.cat

#### **Teatro Real**

www.teatroreal.es

### **Terrats en Cultura**

www.terratsencultura.org

# UIC Barcelona - International University of Catalonia

www.uic.es

# Victoria de los Ángeles Foundation

www.victoriadelosangeles.org



