



European Workplace
Health Promotion
Standard

Bronze award 2025

SANTALUCÍA SEGUROS

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Name of the Company: Santalucía is a Spanish insurance company with over 100 years of history, specializing in family protection. It offers a wide range of insurance products, including funeral, home, life, health, pet, and savings and investment insurance. The Santalucía Group is composed of several leading companies in their respective fields, allowing it to provide comprehensive solutions tailored to the needs of its clients. The company stands out for its focus on the well-being and protection of people, reflected in its purpose and various internal initiatives and programs.

Location: The headquarters of Santalucía is located at Plaza de España 15, 28008 Madrid, Spain.

Economic Activity: Santalucía Seguros is a Spanish insurance company specializing in family protection, assistance insurance, and funeral insurance.

Main Activities. The business lines of Santalucía cover several key sectors:

- **Insurance Business:** This includes the creation and distribution of insurance products that offer coverage for various risks, primarily in the family domain. The main company is: **Santalucía Seguros**
- **Assistance Business:** Services and care for the elderly, both in residential centers and through home care, and comprehensive management of funeral services. Notable companies include are Albia and Ballesol.
- **Asset Management:** Through Santalucía Asset Management, it focuses on asset management with the aim of generating consistent long-term returns with controlled risk.
- **Operations and Service Provision:** This includes a variety of companies offering diverse services such as contact centers, claims processing, global IT assistance, and accounting and tax management services.

Ownership: Santalucía Seguros is a family-owned company whose current owners are three family groups, heirs of the Álvarez and Díaz families. Carlos Álvarez Navarro is the chairman of the board of directors

Organization Size: The current size of the entire company is 11,900 people.

Description of the Workplace Health Promotion programme:

Well-being and care for people, in the organization's DNA. Since its inception, Santalucía's purpose has been the care and protection of people; therefore, the well-being of those who form the Santalucía family is a logical reflection of our purpose.

- **Design and Implementation:** Santalucía has designed and implemented a well-being plan aligned with its organizational strategy, focusing on service to people and the employee value proposition among its main axes.
- **Resource Reorganization:** It has reorganized the risk prevention resources of the Group's companies, grouping them under a new Well-being and Health Area responsible for leading the design of a joint strategy for the entire Santalucía family.



- **Organizational Drive:** It has the drive and involvement of all organizational levels, including top management, as well as all business areas of the organization, achieving a plural well-being program, by everyone for everyone.

Strategic Pillars

- **Improving Well-being:** Improving the well-being of all members of the Santalucía family, with care for people as the main axis, emphasizing the efficiency and quality of the service provided and reinforcing the internal and external visibility of the organization as a benchmark for organizational well-being.
- **Universal Accessibility:** The program reaches the entire organization, regardless of the company, location, or organizational role, with actions adapted to the disparity of schedules, covering both the analog and digital environments, and including the perspective of gender and age.
- **Bidirectional Communication:** Promoting fluid and protocol-free bidirectional communication, where humor and positivity reinforce effort and goal achievement, opening channels for feedback and rewarding its use.
- **Individual Adaptation:** Designing actions to adapt to the needs and preferences of each worker, covering three levels of intensity: informative actions to generate culture and interest, formative and group work to cover common needs and team support, and individual consultations with specialists according to the specific needs or objectives of each user.
- **Dynamization:** Unifying content and resources in a single channel, simplifying processes and participation paths, rewarding interest and promoting contribution through challenges, contests, and social relationships.