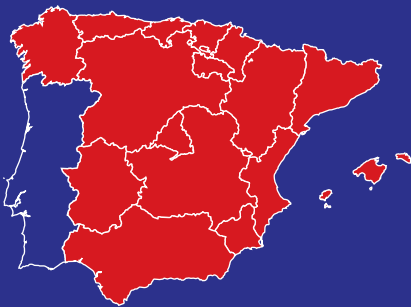


SOCIAL IMPACT INITIATIVE OF THE YEAR

# LAR ESPAÑA – KILOMETROS SOLIDARIOS



REIT/SOCIMI:

Lar España

HIGHLIGHTED IMPACTED SECTORS:

Healthcare  
(Hospitals)

LOCATION

Alicante



Doing things for the love of art is good. But doing them for a good cause is even better.

Hospitals are an uninviting space, and sometimes, not especially pleasant. Many patients spend the most difficult moments of their lives in there and Lar España aim was to make that stay a little more pleasant, especially for the most vulnerable groups such as children and mental health patients.

To do this, the Socimi relied on sport as a motivational tool to get a lot of people moving, but this time, in the framework of solidarity in order to transform the paediatric ward into a planetarium, make the mental health ward more welcoming and fill the ceiling of the Observation Room of the Dénia Hospital with art. Small details that would be of great help for the people admitted to the hospital to brighten up their stay in those delicate moments.

How did Lar España achieved it?

By creating a challenge that had a plenty of promise.

In 2020, Lar España devised the Solidarity Kilometres project, which initially consisted of accumulating 20,000 kilometres among runners who wanted to take part. The aim was to transform and improve the experience of patients at Dénia hospital with a more friendly environment. Since its launch in 2020, each year new challenges were launched, so in 2021, Lar España doubled the kilometres and proposed 40,000 km.

In 2022, the Socimi maintained the 40,000 km target, offering the possibility of adding kilometres with the Strava application, counting the distance covered walking, running or cycling.

In the 2022 edition, thanks to the 1,447 people who put on their running shoes and took to the streets for a good cause, accumulating more than 100,000 km, we achieved:

- reach to 133,043 users
- 3,797 interactions
- 39.559 reproductions
- publicity valued at €10,555.

This challenge would not have been possible without the help of the local community, the residents of the Marina Alta.