



**We all make  
it possible**



# Strategic plan 2020-2025

**pasqual  
maragall  
foundation**

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# INTRODUCTION



The Pasqual Maragall Foundation (PMF) was born in 2008 with the firm commitment of finding a solution to Alzheimer's disease and other neurodegenerative diseases associated with age through scientific research and, at the same time, to raise awareness support for these diseases and to support the people affected and their families. We started from the firm conviction of our founder, Pasqual Maragall, that a future without Alzheimer's is possible.

It is also because of this belief that, with the creation of Barcelonaβeta Brain Research Center (BBRC) in 2012, the entity has clearly committed to excellence biomedical research and the search for innovative solutions that allow to decipher and prevent the biological and cognitive changes associated with neurodegenerative diseases, especially Alzheimer's. All with financial support, and often the selfless and generous personal effort of our partners, donors and patrons.

Today, more than a decade after making that double commitment, what started as a visionary project has become a professional entity and leader, which has supported more than 1,000 families throughout Spain, which carries out research projects involving more than 3,000 people, which collaborates with institutions around the world to share and join forces in the Alzheimer's research and where more than 150 people work.

In this context, the PMF and the BBRC are aware that we are at a decisive turning point to take a step forward in the growth of the organization and the achievement of our purpose. That's why we need a strategic plan: to adapt the organization and to meet new challenges, to set more ambitious future goals and to define the mechanisms to achieve them.

However, any strategic plan must be understood as a frame of reference, a guide to remain flexible enough to allow us to adapt to events and to any obstacles that may arise. Under no circumstances should it become an obstacle to make corrections, if necessary, and move forward with our goal.

In February 2020, the organization approved this roadmap that should have had a term of four years. The social and economic paralysis experienced during 2020 and part of 2021 following the COVID-19 pandemic has led us to consider extending the validity of this plan for two more years. On the following pages, we can all consult and know the priorities and strategic lines of action with a view set on 2025.

A handwritten signature in black ink, appearing to be 'A. Maragall', written over a horizontal line.



## PURPOSE

“ Achieving a future without Alzheimer’s or any other neurodegenerative disease ”

## VISION

“ To be a state leader in the promotion of relevant research in Alzheimer’s and neurodegenerative diseases, and a reference for the change in the social consideration of the disease ”

## MISSION

“ Addressing the challenges of Alzheimer’s and neurodegenerative diseases by providing new scientific solutions, while driving and building the backbone of society’s support to achieve this ”

# OUR VALUES

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## TRUST

We build projects and long-term relationships based on trust.

## DETERMINATION

For a world without Alzheimer's or neurodegenerative diseases. Because nowhere it is written that this is impossible.

## TRANSFORMATION

We look for non conventional solutions and we explore new paths to create relevant results.

## CREDIBILITY

Scientific rigor and expert knowledge in everything we do.

## CONNECTION

We work in network and with global vision; cooperate will take us further.



# Strategic axes:



Promote  
potentially more  
relevant scientific  
research



Grow  
sustainably



Increase our  
impact on  
society



Adapt the  
organization



**STRATEGIC OBJECTIVE**  
CONSOLIDATE INTRAMURAL  
SCIENTIFIC ACTIVITY AND DEVELOP  
NEW EXTRAMURAL SUPPORT ACTIONS



# PROMOTE POTENTIALLY MOST RELEVANT SCIENTIFIC RESEARCH

- 1.a. BBRC's new strategy in the framework of future alliances.**
- 1.b. Extramural support for research in Alzheimer and neurodegenerative diseases.**

## STRATEGIC OBJECTIVE

BE THE MAIN PRIVATE ENTITY  
THAT SUPPORTS RESEARCH  
SCIENTIFIC IN SPAIN IN ALZHEIMER  
AND RELATED DISEASES



# GROW SUSTAINABLY

2.a. Territorial expansion in Spain.

2.b. Strengthening the current social base.



**STRATEGIC OBJECTIVE**  
LEADING THE CHANGE IN THE SOCIAL  
CONSIDERATION OF THE DISEASE  
BY IMPROVING THE STRATEGIC  
POSITIONING AT THE STATE LEVEL



## **INCREASING OUR IMPACT ON SOCIETY**

- 3.a. Advocacy and Communication at the service of increase of notoriousness and prestige in Spain.**
- 3.b. Dissemination and social action with impact, accompanied by the territorial consolidation and expansion strategy.**



**STRATEGIC OBJECTIVE**  
PROVIDE THE ORGANIZATION WITH THE  
AGILITY NECESSARY TO MEET CURRENT  
STRATEGIC CHALLENGES



# ADAPT THE ORGANIZATION

- 4.a. Redefining the relations between PMF and BBRC.
- 4.b. Internal communication, processes and talent management.

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