CHALLENGING US DAY BY DAY

María Jesús Pareja (Re-evoluciona)

Each challenge that our clients present us is a gift. In this occasion it has been a very special gift, a project to commemorate the **World Cancer Research Day**.
IBERDROLA collaborates with the **AEECC** (Spanish Association Against Cancer) through the **"Together against cancer"** Program in different initiatives promoted among employees and clients. This year the goal in this so important day is to sensitize, make visible, report, raise awareness, involve, cooperate,... encouraging their employees to collaborate in this Program in a different and innovative way.

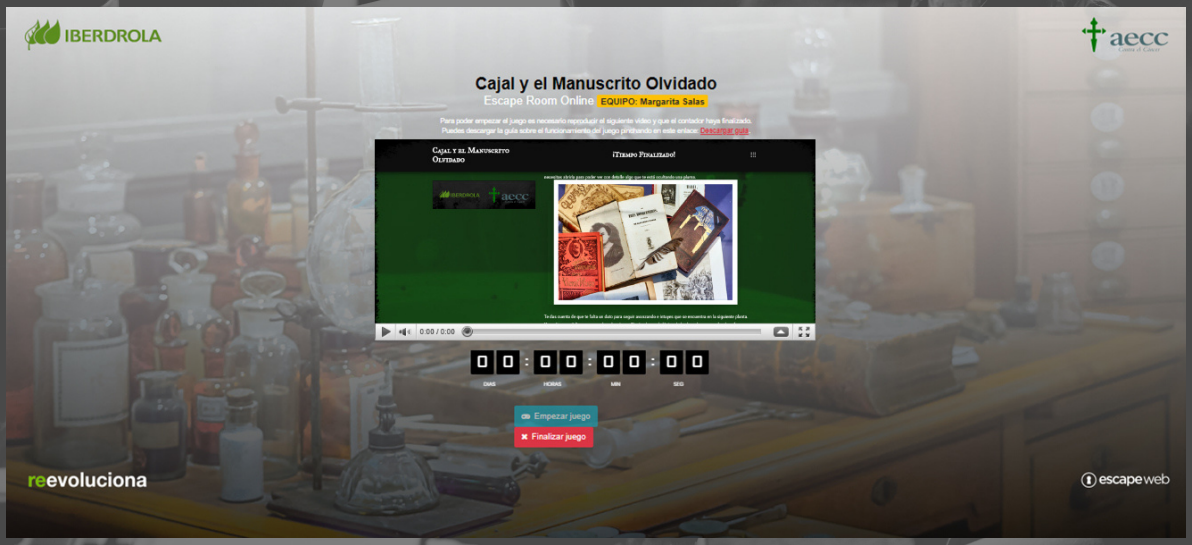
The proposal: **a team"escape room" web.**

And there is not better person to play the leading role in our story than one of our greatest scientific and researchers: ***Santiago Ramón y Cajal and... a Forgotten Manuscript.*** The participant teams have been the researchers in charge of finding the whereabouts of a posthumous work of Cajal, that has taken them to visit different locations that marked his life and his work.

Santiago Ramón y Cajal has been the thread that allowed us, in a challenging and funny way, to link the present and future of research.

"Because today´s research is tomorrow´s medicine".

BECAUSE SHARING A CHALLENGE AND COOPERATING TO ACHIEVE IT IS THE ENGINE THAT MOVES US TO ATTAIN IT. CONGRATULATIONS TO ALL THE TEAMS FOR THEIR PARTICIPATION AND COLLABORATION! EVERYDAY A BIT MORE CLOSE.
AS RAMÓN Y CAJAL USED TO SAY:O

"LITTLE IS ENOUGH EVERYDAY IF EVERY DAY WE ACHIEVE THAT LITTLE"

IT HAS BEEN A PRIDE TO BE PART OF THIS CHALLENGE.