FUNDACIÓN
JOSÉ ANTONIO
LLORENTE

CONNECTING FUTURE AND DIGITAL WELLBEING

Annual Report 2025

Letter from the President

Irene Rodríguez

2025 has been a key year to consolidate our value promise following the name change. It has been an exciting period of strategic alliances with youth, organizations, companies, and volunteers, but, above all, of connection with the urgent reality of acting for the future and digital wellbeing of the youth.

Our commitment stems from the values of an exceptional person who always believed that the future is not waited for, but built. José Antonio used to say that **"what needs to be done, is yet to be done and must be done by the youth".** That phrase, full of optimism and pragmatism, is the foundation on which we have defined our four areas of action.

From our privileged position in Europe, the United States, and Latin America, we have detected that youth face unprecedented challenges: misinformation eroding democracies, the impact of hyperconnectivity on mental health, or the gaps that still exclude the most vulnerable from the digital environment. In the face of this, the Foundation does not remain a mere observer.

Therefore, we assume four essential commitments to address the main challenges of youth in the AI era: **critical thinking, mental health in connected environments, inclusion on the web, and digital literacy.**

We firmly believe in the power of communication to generate high-impact social alliances. That is why we have promoted conversation meetings with the sector, connecting foundations, organizations, institutions, and companies to reflect together on urgent problems affecting young people, such as cyberbullying, the relationship of adolescents with Artificial Intelligence, and mental health. These have been enriching spaces where best practices and viable solutions have been shared to design healthier digital environments.

Once again, the commitment of LLYC professionals has been the bridge that makes our initiatives possible. Thanks to the dedication of our **24 global supervolunteers** and the **276 LLYC professionals** who voluntarily contributed more than **1,230 hours** of their time, we have supported **42 social entities.** These synergies have allowed us to benefit more than **1,280 young people in 12 countries.**

The connection between volunteers and young people in vulnerable situations has driven the development of digital and communication skills through **Future Voices,** our global project. This year, the initiative has provided **1,030 young people** with key tools to face their personal and professional future with greater confidence.

Our conviction to connect young talent with real growth opportunities has been consolidated thanks to the alliance with the IE Foundation. We have awarded the first **IE-José Antonio Llorente Foundation Scholarships** to two young people of academic excellence, boosting their creativity and enhancing the start of their careers.

At the José Antonio Llorente Foundation, we keep our focus on promoting the digital wellbeing of new generations, generating connections that contribute to their future through communication, creativity, influence, and the expertise of all LLYC professionals. In the AI era, protecting technological humanism becomes a fundamental mission.

Digital Wellbeing Of Youth

In honor of José Antonio's vision, we decided to put the perspective of technological humanism at the center of our value proposition, giving young people a PROTAGONIST role, and not just a recipient one, betting on their talent and potential.

The José Antonio Llorente Foundation connects young people from Europe, the United States, and Latin America who seek to generate a positive and social impact, especially in the use of technology, to build a more humane world.

We work from our experience in Communication, Creativity, and Influence, and through the talent and expertise of LLYC volunteers.

We want new generations to lead their relationship with Artificial Intelligence and social networks with judgment, ethics, and emotional health. Therefore, we have committed to working on four action axes:

CRITICAL THINKING

WE CONNECT YOUTH to act against ethical challenges and misinformation in the digital environment.
We unite this talent with our experience in strategic communication so that they are the ones who lead the construction of a more democratic, informed, and free society; transforming technology into a tool for human understanding and decision-making.

MENTAL HEALTH IN CONNECTED ENVIRONMENTS

WE CONNECT YOUTH to create spaces for reflection and lead the change towards a healthy digital culture.
In the face of hyperconnectivity and overexposure, we connect young talent with LLYC experts and volunteers to promote a conscious and humane use of technology, ensuring that the digital environment is an engine for emotional wellbeing and never an obstacle to personal development.

INCLUSION ON THE WEB

WE CONNECT YOUTH to raise awareness about safety and respect on social networks.
We transform virtual environments into spaces of understanding where plurality is our greatest strength. We work so that technology is, above all, an inclusive bridge that protects the dignity of every person.

DIGITAL LITERACY

WE CONNECT YOUTH to bridge the gap of opportunities.
We drive a shared learning network, providing the technological skills necessary to lead the employment of the future. Our goal is to transform education into a social mobility tool that allows every young person to build their own path in a more humane digital economy.

Global Connections

In 12 countries, we connect youth, volunteers, organizations, and various actors committed to technological humanism and the digital wellbeing of youth.

1.286 PEOPLE BENEFITED

44 SOCIAL ENTITIES

3 PROJECTS

276 VOLUNTEERS

30% SENIOR PROFILES

+1.230 HOURS

29% OF LLYC PROFESSIONALS WERE VOLUNTEERS

Projects that Connect

Future Voices

6th Edition

More than a thousand young people in vulnerable situations have received communication tools, soft skills, and digital abilities to face their personal and professional future with greater confidence.

1,030 YOUNG PEOPLE
+2,7% vs. 2024

13 SOCIAL ENTITIES

27% SENIOR PROFILES

126 VOLUNTEERS

720 HOURS OF TRAINING

Partners in 12 countries: Fundación Iter, Fundació Mariano (**Spain**), Girl Up (**Argentina**), Instituto C (**Brazil**), Fundación Cerro Navia Joven (**Chile**), Fundación SIIGO (**Colombia**), Fundación Nuestros Jóvenes (**Ecuador**), Lotus House Women's shelter, Life Remodeled (**USA**), Christel House (**Mexico**), Instituto Técnico Superior ITSbyTAC, Colegio Primario Bilingüe Santa Librada, Junta Comunal Omar Torrijos (**Panama**), Kantaya (**Peru**), Escola Secundária Daniel Sampaio (**Portugal**), Fundación Abriendo Camino (**Rep. Dominicana**).

“I participated almost by accident, but I soon realized how much I enjoy sharing my knowledge and at the same time learning from them"

Valeria Villarruel
Volunteer Mexico.

“I have learned to make videos, to use social networks well, and to navigate the internet safely”

Brayan
Future Voices participant

Meetings "Transformative Conversations"

Three meetings between the social, business, and government sectors for the exchange of ideas and awareness of the reality lived by adolescents in Spain and the need to generate healthy digital environments for youth.

We collaborated with organizations such as UNICEF, Plan International, Cyber-Guardians, Anar Foundation, and Fernando Pombo Foundation, who shared their best practices and experience. Furthermore, young people participated in the conversation as protagonists on the panel.

“In the last two decades, mental health illnesses in young people have increased by 300%. Therefore, addressing the relationship of youth with technology, and even more so in this AI era that is advancing at a breakneck speed, is an inescapable priority.”

Irene Rodríguez
President of the José Antonio Llorente Foundation.

IE-Fundación JALL Scholarships

We awarded the IE-José Antonio Llorente Foundation Scholarship to two young women from Colombia and Argentina for the Master in Creative Direction, Content & Branding and Master in Digital Marketing.

The alliance with the IE

2 SCHOLARSHIPS PER YEAR.

100% OF TUITION

INTERNSHIPS AT LLYC UPON COMPLETION

STUDENTS FROM THE 13 COUNTRIES
where LLYC is present

THREE MASTERS PROGRAMS:
Master in strategic marketing & communication
Master in digital marketing & analytics
Master in creative direction, content & branding

Foundation allows us to contribute to the training of talented young people, full of potential to connect them with the best opportunities in their future.

Storytelling For Social Impact

8th Edition

We connect social organizations so they can make their social impact visible through awareness campaigns created by students of the Master in Creative Direction, Content and Branding at IE University, who are trained by LLYC professionals.

16
SOCIAL ORGANIZATIONS
+33 vs. 2024

84
STUDENTS

Beneficiary organizations: Fundación AVA, Fundación Capacis, Fundación Deporte y Desafío, Asociación Arcópoli, Fundación Alicia y Guillermo, Fundación Avintia, Fundación Oryon, Bahadur Project, Ekisil, Asociación Nuevo Horizonte, Fundación Plaza de los Oficios, APDHE, Fundación A La Par, APRAMP y Youth & Business.

"The students have carried out inspiring and courageous work that undoubtedly represents perfectly the harsh reality faced by women victims of trafficking, leaving no one indifferent."

Rocío Mora
Director of APRAMP.

José Antonio's passions

We unite two of José Antonio Llorente's passions: **soccer and art.** As a year-end action, our volunteers shared initiatives loaded with creativity and leisure accompanied by AI with young people in vulnerable situations.

254
YOUNG PEOPLE

7
SOCIAL ENTITIES

Board of Trustees

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Trustee

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Trustee

Luisa García
Trustee

María Claudia Gnecco
Trustee

Luis Martín
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Trustee

Teresa Rey
Trustee

Juan Eduardo Hernández
Trustee

Team

Albert Medrán
Director

Bernarda Martínez
Senior Consultant

Pedro Arteche
Junior Consultant

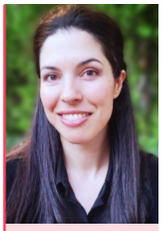
Supervolunteers

The 21 supervolunteers are those who have locally coordinated the projects that generate transformation in young people from different parts of the world.

Spain | Portugal | United States | Chile

Juan E. Hernández

Lucía Morollón


Lucía Mariño

Rafael García

Manuel Carvalho

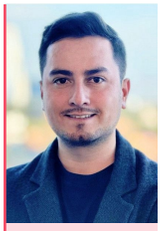
Luisette Gudiño

Joe DiBenedetto

Francisco Aylwin

Mexico

Pablo Isasa


Ricardo Ávalos

Karen Navarro

Panama

Francisco Yearwood

María Mercedes

Peru

Francesca Oré

Ariana Asalde

Brazil

Itamar Assis

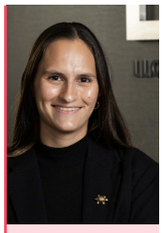
Colombia

Felipe Pérez

Catalina Rodríguez

Argentina

Florencia Cañellas


Paz Mangiarotti

Dominican Rep.

Juan Cohen

Connections With Other Organizations

Exchange of best practices with foundations working with youth.

Our allies

unicef

PLAN INTERNATIONAL

aef ASOCIACIÓN ESPAÑOLA DE FUNDACIONES

FUNDACIÓN ANAR

FFP FUNDACIÓN FERNANDO POMBO

@fundacionjall

@Fundacionjall

Fundación José Antonio Llorente

fundacionjoseantoniollorente.org

Simply
AI

The latest AI news centered on young people.

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About José Antonio Llorente

José Antonio founded LLYC in 1995. He is considered one of the most influential Spaniards in the world of communication.

José Antonio dreamed of building a company that would not only transform businesses, but also lives, leaving a lasting impact on all of us who are part of LLYC.

He was a visionary leader who guided us to stay ahead of the future and to understand, before many others, the transformative power of technology combined with an intergenerational approach that invests in youth.

A visionary who understood the transformative power of technology to improve our capabilities, provide new opportunities, and create innovative solutions.

"We want a better society. And we are convinced that this society can be built with communication that is honest, intelligent, effective, and innovative."

José Antonio Llorente
LLYC Founding Partner

LLYC

LLYC is your partner in communication, creativity, and influence. We want to transform every day into an opportunity to nurture your brand. We believe that boldness is the way to achieve it.

TOP 10
global M&A advisors Mergermarket Ranking.

89,5 M€
Operating revenues 2025.

BEST COMMUNICATION CONSULTANCY
in Europe 2025 at the PRWeek Global Awards.

TOP 32 PROVOKE / TOP 30 PRWEEK
among the leading communication firms globally.

78 AWARDS AND RECOGNITIONS
globally in 2025.