

Fundación **MAPFRE**  
A W A R D S  
FOR **S O C I A L**  
**I N N O V A T I O N**

Terms and Conditions of the Call

Academic partner



Partner collaborator



# 1. INTRODUCTION

Fundación MAPFRE is a non-profit institution set up by MAPFRE that contributes to improving the quality of people's lives and encouraging social progress.

The way in which Fundación MAPFRE implements this commitment to society is through multinational programs and activities focused mainly on:

- Improving the economic, social and cultural conditions of the most disadvantaged people and sectors of society.
- Fostering access to Culture, the Arts and Literature for the general public.
- Working to promote accident prevention in traffic accidents, in the home, while doing sport, and during leisure activities.
- Promoting health through fostering healthy habits and lifestyles.
- Spreading awareness about insurance and social protection.

This is why Fundación MAPFRE is launching the 8th edition of the **Fundación MAPFRE Social Innovation Awards** with the collaboration of IE as its *academic partner*. The two organizations, global leaders in their areas of *expertise*, are joining forces to support innovative initiatives with the potential to make a major social impact.

The geographical regions around which this eighth edition of the awards are structured are Brazil, the rest of Latin America, Europe and the United States.

The objective of the **Fundación MAPFRE Social Innovation Awards** is to facilitate the development of proposals that, by their very nature, resolve and improve specific aspects of the world in which we live. For this competition, these aspects have been concentrated into three categories: 1) Safe and sustainable mobility; 2) the Silver Economy, Opportunities for the senior population; and 3) Health improvement and digital technology (e-health).

From all the projects proposed in each of the four regions listed above, 12 will be selected (a total of 4 in each category, one for each of the four regions), and the representatives of these shortlisted projects will receive support from a mentor and a coach.

The 12 shortlisted projects will take part in the Grand Final and will be promoted on social media as well as in the conventional and online media, among others, thereby raising the visibility of the projects.

# 1. INTRODUCTION

Each of the three developers of the winning projects (one in each category) will receive an additional cash prize worth €40,000 according to that specified in point nine of these terms and conditions;

This competition offers, therefore, the necessary support to the representatives of the 12 shortlisted projects, from which 3 winners will emerge, one per category, in a number of aspects considered crucial, such as:

- a. Promotion and media focus:** this consists of publicizing and disseminating the shortlisted and winning projects through various channels.
- b. Communication and public relations:** this consists of supporting, guiding and assisting the shortlisted finalists so that they can make the most of the exposure and networking opportunities offered by the awards. This support will be offered through specialist mentors who will help to enhance the messages and information that the projects will deliver to the outside world.
- c. Financing:**
  - ◆ Exposure to **potential funding** sources: the shortlisted projects will be presented to private investors and other potential funders attending as guests during the grand finale.
  - ◆ Cash prize: Fundación MAPFRE will present the developers of the winning projects, one in each category, with a cash prize of €40,000 as a donation.
  - ◆ **Travel and accommodation expenses** for the representative of the shortlisted projects to attend the grand final event convened within the framework of the competition (consisting of a trip for one person designated as representative and in charge of presenting the project at the grand final). If, for reasons of public health or social instability in the sole judgment of Fundación MAPFRE, it decides that the awards event should be held with the remote participation of all or some of the representatives of the projects, there will be no compensation for the elimination of these expenses, either in cash or in kind, and without Fundación MAPFRE being under any obligation to invest in any other activity related to this call for proposals.

# 1. INTRODUCTION

## **d. Training and development of face-to-face networking activities for the finalists:**

**The representatives of the shortlisted projects will receive** online mentoring and coaching sessions. Acquiring the status of finalist implies, therefore, actively participating in this mentoring program, as set out in these terms and conditions.

In the days leading up to the awards ceremony, the finalists will participate in various networking activities organized by Fundación MAPFRE and IE as the academic partner of the awards.

## 2. NATURE OF THE PROJECTS

Projects or initiatives within the social innovation ecosystem which are submitted by their developers, regardless of whether they are entrepreneurs or not, and providing they meet the requirements of **point 3 of these terms and conditions**, will be accepted for this competition.

Projects or initiatives can be an independent division (spin off) of a university or of any other person or entity to which it belongs, whether it has the legal structure of a trading company, foundation, association or similar entity in the countries of origin, providing they meet the criteria under these terms and conditions in order to be considered for this competition.

By way of guidance they can be project developers, university students or business schools, scientists, researchers and university teaching staff, as well as entrepreneurs with an innovative project, i.e., they can be individuals/professionals or companies, providing they meet the requirements of point 3.

Each project must fall within at least one of the three following categories:

### **A. SAFE AND SUSTAINABLE MOBILITY.**

The purpose of this category is to recognize and promote initiatives and solutions that help make societies safer and prevent traffic and other types of injuries, always within the context of unintentional injuries and within a framework of general sustainability.

#### **Focus areas:**

##### **Prevention of all types of unintentional injuries:**

1. Prevention of traffic accidents.
2. Prevention of burns and fires.
3. Prevention of injuries in the home.
4. Prevention of childhood injuries.

#### **Nature of the projects**

The projects aim to encourage a broader social culture of injury prevention as part of societal well-being. In addition, their contribution to making prevention more accessible, fair and inclusive for all segments of society will be valued.

## 2. NATURE OF THE PROJECTS

*Some examples:*

- Technology to protect the most vulnerable road users (e.g., cyclists on highways, elderly pedestrians in the city): children, people with functional diversity, cyclists on the road, elderly pedestrians in the city, older drivers, users of personal mobility or urban vehicles, motorcyclists, etc.
- Solutions that reduce the incidence of the main driving risks: unsafe speeds, failure to use protective equipment, alcohol and drug consumption, fatigue, drowsiness, distractions, etc.
- Innovative use of connected vehicle technologies, artificial intelligence, big data, smart cities, etc. to improve safety and injury prevention.
- Educational tools to develop home evacuation plans in case of fire.
- Significant contributions to the improvement of fire detection or assessment capabilities of older people or those with impaired mobility or disabilities (e.g., fireproof upholstery).
- Design of utensils that, while fulfilling their basic function, do not pose a risk to their users (for example, a knife that poses no danger to the fingers of the people who use it).
- Systems that reduce the risk of injury in the event of a fall, especially in the case of older adults or disabled persons.
- Toy or playground designs that demonstrably reduce the risk of any type of injury to children, while maintaining their function of promoting physical and cognitive development, curiosity and creativity, and independent educational innovation, based on the use of new technologies, in the field of prevention of unintentional injuries.

**Projects should have a clear and pervasive focus on the prevention of unintentional injuries, and solutions that incorporate artificial intelligence into their proposals will be evaluated positively.**

## 2. NATURE OF THE PROJECTS

### B. THE SILVER ECONOMY, OPPORTUNITIES FOR THE SENIOR POPULATION

At Fundación MAPFRE we firmly believe that the demographic challenge we face presents great opportunities for society as a whole, since the adult population needs concrete solutions to improve their quality of life and remain an active part of society.

This category is intended to publicize and promote new initiatives that offer solutions to the population aged between 55 and 75 in the fields of the Silver Economy (*"Ageingnomics"*).

#### Focus areas:

1. **Training and employment.**
2. **Social protection: from work to retirement, financial education.**
3. **Leisure and free time.**
4. **Others: housing, fashion, infrastructure improvement in cities and towns.**

#### 1. **Training and employment:** solutions should aim to:

- Promote training and skills development for the employability of adults, enabling them to extend their working lives or to become entrepreneurs, where this is desirable for the individual.
- Promote training to help reduce the technological gap for this age group.
- Build generational inclusion by means of models promoting employment and entrepreneurship, so that the population of older adults can maintain and/or supplement their sources of income.

#### *Some examples:*

- Technological platforms for *upskilling* (promoting employability through training and improvement of skills and competences).
- Services that facilitate the retraining of older adults.
- Initiatives that make it possible to identify business opportunities to encourage senior entrepreneurship.
- Programs to help companies retain or attract senior talent.

## 2. NATURE OF THE PROJECTS

**2. Social protection: from work to retirement, financial education.** Solutions should aim to:

- ◆ Protect individuals faced with the challenge of achieving a quality retirement when the time comes.
- ◆ Promote financial education for longevity.

*Some examples:*

- ◆ Financial solutions to make real estate wealth liquid.
- ◆ Services to facilitate lifelong savings.
- ◆ Initiatives to sensitize and raise awareness among the population in general and companies in particular, of the need for foresight in the face of a longer life expectancy.

**3. Leisure and free time:** the initiatives should aim to promote the personal growth of older people through culture, leisure and the enjoyment of their free time.

*Some examples:*

- ◆ Initiatives aimed at providing leisure and entertainment solutions to this age group.
- ◆ Projects that promote ongoing training for this age group with training programs or initiatives tailored to their needs (higher education, professional training and executive education).
- ◆ Services that facilitate the socialization of adults between 55 and 75 years of age and that help solve possible problems of undesired loneliness that may exist in this group.
- ◆ Initiatives that favor the work-life balance of older adults regarding the care of family members.

**4. Others:** housing, fashion, infrastructure improvement in cities and towns. Initiatives must be aimed at improving the quality of life of older adults/senior citizens.

*Some examples:*

- ◆ New products and services that make it easier for older adults to remain in their homes.



## 2. NATURE OF THE PROJECTS

- Technology that makes life easier in the home for adults aged 55 to 75 years.
- New smart fabrics and clothing or footwear designs that help 55-75 year olds feel good without compromising on design.
- Initiatives to make the regions more age-friendly.

### C. HEALTH IMPROVEMENT AND DIGITAL TECHNOLOGY (E-HEALTH)

The advent of new healthcare technologies in recent decades has led to important progress in terms of prevention, diagnosis, monitoring and treatment of patients, which has increased life expectancy, quality of life and safety in healthcare processes. In addition, e-health offers tremendous opportunities to help us learn more about our lifestyles and the self-management and monitoring of certain diseases.

This category is intended to raise awareness of and promote initiatives that use technology (e-health) to contribute to a healthier life and to help in the prevention, diagnosis, treatment and monitoring of diseases.

#### Focus areas:

1. **Improving healthy habits.**
2. **Diagnosis and treatment of diseases.**
3. **Monitoring and safety in healthcare processes.**

1. **Improving healthy habits:** Initiatives that contribute to improving our health culture, providing an incentive for healthy behaviors and helping to change those which are not.

*Some examples:*

- Platforms or apps that improve physical activity, emotional well-being or diet.
- Tools to help people adhere to lifestyle improvements.
- Gadgets that monitor various parameters.

## 2. NATURE OF THE PROJECTS

**2. Diagnosis and treatment of diseases:** projects that contribute to the early diagnosis of diseases or that improve treatment administration, adherence or outcome.

*Some examples:*

- ◆ Remote medicine services.
- ◆ Big data or artificial intelligence apps that contribute to early diagnosis.
- ◆ Portable or minimally invasive devices that aid in the diagnosis or treatment of diseases.
- ◆ Robotics.
- ◆ Virtual reality apps applied to rehabilitation that help to reduce recovery times.
- ◆ 3D-printed prostheses.
- ◆ Personalized medicine.

**3. Monitoring and safety in healthcare processes:** tools that help make health systems more efficient, safer and more sustainable.

*Some examples:*

- ◆ Big data or artificial intelligence apps that help minimize adverse events.
- ◆ Remote medicine services.
- ◆ Systems that allow access to medical data at any time and from anywhere.
- ◆ Tools that allow greater access to healthcare services.

### 3. ENTRY REQUIREMENTS

**Formal requirements:** In order to take part in this competition, the project representative must correctly fill out an online form about the project. There is a specific amount of time available to do this and it must be sent before the closing of the proposals phase which ends on 30 November, 2024.

Entries must be submitted on the Fundación MAPFRE Social Innovation Awards website (<https://premiosinnovacion.fundacionmapfre.org>) and the following must be provided:

- ◆ Basic contact information for all team members involved and their projects, including the email address for them to receive notifications.
- ◆ Identification of one of the team members to act as team representative for all purposes.
- ◆ Information about the project.
- ◆ Project milestones.
- ◆ Projected future of the project.
- ◆ Other relevant information.
- ◆ A brief 3-minute video (pitch) presenting the project.

This information must be presented in any of the following languages: Spanish, English or Portuguese.

**Material requirements:** In order for your submission to be considered, the project should be linked to one of the three categories mentioned above. The same project may be submitted in one or more categories, but may only be a finalist in one of them.

**Geographical requirements:** The project must be submitted **in the geographic area where its representative or the entity promoting the project** is located, which must be in one of the four regions for which these awards are intended, these being: Brazil, the rest of Latin America, Europe and the United States, although the project may have a social impact in other regions.

**Human resources requirements:** The projects submitted for the awards must be undertaken by people or work groups that include at least one team member working full time on the project (hereafter “the teams”). The teams can be attached to or form part of organizations or bodies where the projects are being carried out, or else can be undertaken independently.

### 3. ENTRY REQUIREMENTS

**Maturity requirement:** The projects submitted must have at least one prototype/pilot trial of their social innovation idea that includes user participation.

**Associated legal aspects:** The organizers of the awards reserve the right not to consider entries that are contrary to the basic parameters of the creation of the social ecosystem, those based on paralegal or illegal elements or of a dubious reputation, as well as those that may be considered to pose a legal risk.

**Financial requirements:** In the event that the person or entity promoting the project submitted has any type of income, this may not exceed 300,000 euros in 2023 (including donations, contributions or public grants and turnover, if any).

Funds provided personally by the promoters themselves via capital increases, loans or lines of credit shall not be included in said income. Any sum received as prize money for the project shall also be excluded from this income.

In the event of multi-annual allocations to the project, any item which had been effectively deposited in 2023 will be included and not the total amount of the multi-annual allocation.

If the project promoter had income exceeding 300,000 in previous years but less income in 2023 than the abovementioned maximum, they may take part if they are able to adequately demonstrate this reduction in income.

In accordance with the above, projects that may have received other types of public or private financial support may not be excluded so long as this does not exceed the maximum level of income specified in the previous paragraph.

## 4. REPRESENTATION

Each project submitted must identify/nominate a specific individual as a representative of the submission who will act in its name and be a point of contact between the awards organization and the team if one exists. **This representative undertakes with the presentation of the submission, if selected, to participate personally in the grand final to be held in Madrid and to receive, prior to their participation in that final, the online mentoring and support provided for in these terms and conditions.**

**Failure by the representative to take part in said preparatory activities for the event or their failure to attend one and/or other event, for any reason, will lead to the disqualification of the submission.**

The projects may therefore be supported by external persons or institutions, but the representative of the team must participate in the support program and must personally present the project in the video pitch and represent it in the grand final, unless another person is delegated to do this in agreement with Fundación MAPFRE. Consequently, failure to appear at the grand final, for any reason whatsoever, will be sufficient reason to consider the preselected submission as withdrawn. Exceptionally, if the grand final is held online, the representative may present their project together with another member of the team.

Likewise, the person who presents the submission and receives the mentoring/coaching will be the person designated as the main representative of the project in the Red Innova network.

## 5. GENERAL ASSESSMENT CRITERIA

The level of interest of the applications submitted will be assessed based on criteria relating to their potential social impact, innovation, viability, solidity of the team, the maturity of the concept and associated legal aspects.

The following criteria shall be taken into account by the evaluator and members of the judging panel in order to evaluate the submissions, although this is not an exhaustive list:

- a) The potential for positive social impact in one of the three award categories:** the project's positive social impact will be assessed, in terms of both its size (number of people or groups affected) and its depth (solution or help for a small or large-scale problem).
- b) Innovation of the project:** the innovation represented by the project submitted for the competition and the arguments that demonstrate its value in order to become a reality.
- c) Viability of the projects:** the viability of the projects shall be assessed from a technical, financial and organizational perspective.
- d) Maturity of the idea, demonstrated by the results of the initial trials/pilot tests.** The prototype is an important element to take into consideration, despite the difficulty of assessing it, so it should be presented in terms of its performance, scalability and results.
- e) Ability and experience of the team to be able to carry out the submitted project.** The potential of the team is another of the determining parameters when assessing the submission. The organization understands that the sustainability and success of the project also relies on the potential of the team and its involvement.

No information will be given about the individual assessment of any project submitted.

## 6. PARTICIPATION PHASES FOR THE AWARDS

The selection process consists of the following phases:

- 1. Registration phase:** The registration process takes place online and entries can be submitted from October 2, 2024, until 23:59 (CET) on November 30, 2024. The system allows the application form to be opened and saved. In this way, applicants will be able to complete it at different times, and then submit it, as long as the registration phase is still open.
- 2. Pre-selection phase of shortlisted projects:** the projects submitted will be assessed and up to a maximum of 12 finalists (1 per category and region; in total, 3 finalists for each region) will be selected by a Technical Evaluation Committee and a specific judging panel for each of the participating regions, both of which will be appointed by the promoters of the Awards (Fundación MAPFRE and IE).

Places in the final may be left vacant in the event of not finding projects of sufficient merit in any of the regions and/or any of the categories.

Throughout the shortlisting process, confidentiality regarding the ideas/projects submitted is guaranteed, both by the Technical Committee and the regional judging panel.

### 3. Final phase:

- a) Preparation:** Once the finalists have been selected, a preparation phase begins where the representatives will begin to receive training through mentoring and online coaching in order to strengthen the presentation of the project to investors/financiers, increase the attractiveness of the presentation, and prepare for the grand final.

The active participation of the shortlisted project's representative in said training sessions is compulsory; any no-show, for whatever reason, will entail the loss of their position and they will not be able to take part in the grand final awards ceremony, without any right to compensation.

In exceptional cases, the appointed representative could assign said training to another member of the team, but that team member must then present the project at the grand final.

It will be the sole responsibility of the project representative or, if applicable, the team member taking their place, to have all the documentation (passport or valid

## 6. PARTICIPATION PHASES FOR THE AWARDS

visa) required to attend the grand final ceremony in the event that it is held in person.

**b) Awards ceremony and announcement of the winners:** The grand final will be held in Madrid, most likely on Monday, May 12, 2025, in an event with widespread media coverage at which the shortlisted projects will be presented. The three winning projects (one per category) will be announced at the event during a closing ceremony marking the end of the Eighth Edition of the Awards. The developers of these projects will receive a cash prize of 40,000 euros each, which will be paid once they have provided the legally required documentation.

All the finalists will receive a diploma certifying that they have participated in the final of the awards.

Fundación MAPFRE, at its sole discretion, may decide to hold the grand final with some or all of the project representatives participating remotely for reasons of public health or social instability.

A winner may not be awarded in the event of not finding projects of sufficient merit in any of the three categories.

**4. Red Innova Network Fundación MAPFRE:** Red Innova is a network created by Fundación MAPFRE in order to provide continuity with the Awards beyond the competition selection process. This network was launched in 2018, initially being composed of the representatives of the semi-finalists, finalists and winners of past editions. Little by little more and more members will be joining the network. In this second edition the finalists taking part in the grand final will be able to join this Innovation network. Membership of Red Innova is considered part of the award that the participating projects, through their representatives, receive as soon as they are named as finalists.

The essence of the network is based on the co-creation system, actively participating with the other members. Among our first conclusions, the advantages of this network consist of:

- ◆ **Education:** Training sessions on topics of general concern in order to boost personal skills and manage initiatives.
- ◆ **Publicity:** Preeminent position of its members in the various editions of the Fundación MAPFRE Social Innovation Awards.



## 6. PARTICIPATION PHASES FOR THE AWARDS

- **Exposure:** Possibility of being appointed an Ambassador of the awards in your geographic region.
- All the benefits arising from the co-creation process designed for these purposes between its members.

However, Fundación MAPFRE reserves the right to cancel said network at any time and for any reason, giving notice to its members. It can also exercise its rights as moderator with regard to any comment or activity it considers inappropriate for the purpose for which it was created.

## 7. DEADLINES AND SCHEDULE

Project developers will send the projects via the Fundación MAPFRE Social Innovation Awards website, after identifying one representative per project. The acceptance of each registration will be immediate once the documentation requested for each project has been completed.

<b>Actions</b>	<b>Estimated dates</b>
Registration phase	From October 2, 2024 to November 30, 2024
Submission evaluation phase	December 2024 - February 2025
Communication of finalists	Second half of February 2025
Preparation for the grand final	March - April 2025
Grand final	Expected to be held on May 12, 2025

The period for receiving submissions begins on October 2, 2024 and ends at 23:59 (CET) on November 30, 2024.

## 8. JUDGING PANEL

The judging panel for the final will be made up of experts appointed by Fundación MAPFRE, with the participation of IE, as well as other experts invited by the two organizations. Its function will be to:

- a) Assess and judge the shortlisted projects in each of the categories that will attend the grand final in Madrid.
- b) Select the 3 winning projects, one in each category, which will receive a prize.

**Fundación MAPFRE** reserves the right, unilaterally and without prior notice, to exclude any participant and therefore the candidacy of the project submitted to the competition, especially in those cases in which it suspects or it is detected that an attempt is being made to defraud, alter and/or disable, directly or indirectly, the proper functioning and normal and regulatory course of this competition.

Both the promoters of the **Fundación MAPFRE Social Innovation Awards** and the designated panel for the different phases will have the right to interpret and fulfill the terms and conditions of these Awards and their decisions will be final and unappealable.

Throughout the selection process for the finalists and winners, confidentiality with regard to all ideas/projects submitted will be guaranteed.

## 9. AWARDS

From all of the applications submitted, one finalists will be chosen per region for each of the three categories (in total, a maximum of 3 finalists per region):

- ◆ Safe and sustainable mobility.
- ◆ The Silver Economy, Opportunities for the senior population.
- ◆ Health improvement and digital technology (e-Health).

All of the shortlisted finalists (12) will enjoy the following benefits, through the person designated as their representative:

- ◆ Online coaching by one mentor per submission in order to strengthen the presentation of the project to investors/financiers, enhance the attractiveness of the presentation, and help prepare for the grand final. Each representative of a shortlisted project will have two one-hour online meetings with the mentor. The participation of the project's representative is mandatory in order for it to participate in the grand final.
- ◆ Free support from a coach specialized in presentation skills, an expert in public relations and communication and an expert in the growth of social innovation projects.
- ◆ Visibility of the project in the conventional media (written press) and online media (communication media, website, social media, blogs, etc.).
- ◆ The chance to represent their project at the grand final in Madrid, an event to which international experts and potential backers will be invited. The representation may be made remotely should Fundación MAPFRE decide, at its sole discretion, if reasons of public health or social instability so advise that the event should be held in this way.
- ◆ Travel and accommodation expenses will be covered by the **Fundación MAPFRE Social Innovation Awards** for the representative of each project shortlisted for the final, who must be the representative who has received the online mentoring and coaching, unless, due to force majeure/ or justified cause, Fundación MAPFRE authorizes another person from the shortlisted entity to represent the project.

Any other expenses of the representative or all those for a potential companion are at the expense of the participants. If, for reasons of public health or social instability in the sole judgment of Fundación MAPFRE, it should decide that the event should be held with some or all of the representatives of the projects participating remotely, there shall be no compensation for the elimination of such expenses, either in cash

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or in kind, and without Fundación MAPFRE being under any obligation to invest in any other activity related to this call.

- ◆ Incorporation in the Red Innova network.

The three winning projects (one per category) will receive their awards at the grand final in Madrid which is expected to take place in May 2025, which will receive wide coverage in the media. In addition to the above-mentioned benefits, the developers of the winning projects will be rewarded with:

- ◆ A cash prize of 40,000 € for the competing company or institute, if there is one, and, failing that, in favor of the member or members of the winning project team, pro rata among them. The cash prize is subject to the regulations on the prevention of money laundering and tax regulations in force in Spain, for which reason Fundación MAPFRE will apply the corresponding withholdings to the winner in accordance with Law 35/2006 on Personal Income Tax, Law 27/2014 on Corporation Tax and Royal Legislative Decree 5/2004 approving the revised text of the Law on the Income Tax of Non-Residents, as applicable in each case. In relation to tax and anti-money laundering regulations, the recipients of the prize are obliged to submit to Fundación MAPFRE any documents required by the latter in compliance with the same (and in particular, a certificate of tax residence for the purposes of the Convention to Avoid Double Taxation, where applicable) as a prerequisite for the awarding of the prize. Failure to provide these documents will result in the forfeiture of the prize.
- ◆ You can find the information required by the tax and anti-money laundering regulations at the following link: <https://www.fundacionmapfre.org/en/awards-aids/awards/awards-fundacion-mapfre-innovation-social/>
- ◆ Support from a mentor specialized in presentation skills, expert in communication and public relations and expert in the growth of social innovation projects through online and/or face-to-face sessions in the following subjects: (1) presentation skills; (2) public relations and communications tools; (3) insight into how to enhance scaling-up projects/ growth of social innovation projects.

The exact duration of the coaching for each of the winners will be determined by Fundación MAPFRE and IE depending on the needs of the winners, but will be a maximum of 15 hours in total.

## 10. LEGAL CONSIDERATIONS

### **Definition of participant**

Presenting submissions for the eighth edition of the **Fundación MAPFRE Social Innovation Awards** confers on all those who identify themselves individually or as a team, the condition of being *participants* in the stated initiative.

### **Conditions of participation**

Participation is free of charge and all participants must be natural persons or legal persons that must all be people of legal age. All employees and service providers of Fundación MAPFRE, the MAPFRE corporate group, Instituto de Empresa and Fundación IE or entities linked to any of these, as well as their relatives up to the second degree and employees of those companies that have been involved in the development and/or mechanics of this competition are excluded from this competition..

Semi-finalist and finalist projects from previous calls are excluded from this call for proposals.

### **Obligations and responsibility of the participants**

The act of participating implies accepting, without exception, the terms and conditions of the competition. Participants guarantee the accuracy and truthfulness of the information provided to be able to participate in it.

Participants are informed and expressly consent to the processing of their personal data for the management of their registration and participation in this and future editions of the “Fundación MAPFRE Social Innovation Awards”; Fundación MAPFRE, Fundación Instituto de Empresa and Instituto de Empresa S.L. are the entities responsible for the processing.

If the data provided refers to third parties, individuals other than the participant, the latter guarantees to have obtained and to have the prior consent of the aforementioned third parties for the communication of their data and to have informed them, prior to their inclusion in this document, of the purposes of the processing, communication and other terms provided for in this document and in the Additional Information on Data Protection.

The rights of access, rectification, suppression, limitation, opposition and portability may be exercised at any time.

You can consult the Additional Information on Data Protection at:

<https://www.fundacionmapfre.org/politica-privacidad/politica-privacidad-premios-innovacion-social/>

## 10. LEGAL CONSIDERATIONS

Falsification of any type of data, or non-compliance with any of the requirements indicated in these terms and conditions, will provide sufficient cause to disqualify the submission

### **Obligations of the participants in the final**

Participants whose projects are shortlisted for the final commit to working with their assigned mentor and presenting their project at the grand final. Fundación MAPFRE reserves the right to veto the presentation of any representatives who do not meet the necessary requirements. In the event that a team applies, they must designate a representative to participate in the grand final, and who, if applicable, will be the person who must actively participate in the support sessions. Failing that, it will be understood that the representative spokesperson who presents the submission has such a status.

Each submission shortlisted for the final must produce a summary of the content of their project (according to guidelines that will be provided for the purpose) so that Fundación MAPFRE can publish a review of the finalist projects and a short presentation video.

Participants whose projects are shortlisted for the final undertake to participate personally (one person per team, in person if the event is organized in this way, and remotely only if Fundación MAPFRE so decides, at its sole discretion, for reasons of public health or social instability) in the support activities for the finalists that may take place in Madrid during the two days prior to the grand final, and to present their project at the grand final. Fundación MAPFRE reserves the right to veto the presentation of any representatives who do not meet the necessary requirements.

Additionally, the finalists commit to taking part in conventional and online media actions (web, social media) that are determined to be necessary to promote and publicize the initiative.

### **Obligations of the promoters of the Awards**

The organizers of the **Fundación MAPFRE Social Innovation Awards** commit to coordinating the assessment of the projects submitted to determine which ones will be finalists, as well as the winning project in each category.

However, should it occur that not enough submissions are received to cover at least each of the three categories in each of the four regions, or in the event that the organization perceives an evident lack of quality in the projects submitted, one of the categories could be declared void or, as a last resort, the competition could be postponed or canceled.

## 11. INDUSTRIAL AND INTELLECTUAL PROPERTY

### **Ownership of the projects submitted to the competition**

The ownership of each and every one of the projects submitted for the competition that are protected or susceptible to being protected by the Law on Industrial and Intellectual Property Rights, belongs to the authors and/or owners of the aforementioned projects.

Those participating in the competition guarantee and expressly recognize themselves to be the legitimate owners of the projects submitted for it or, where appropriate, they have the express authorization of the legitimate owners for the projects to be disclosed through this competition.

Fundación MAPFRE and IE take no responsibility whatsoever, directly or indirectly, with regard to any type of controversy, dispute and/or legal action that may arise from the publication, disclosure or publicizing of projects through the 8th edition of the **Fundación MAPFRE Social Innovation Awards** without the mandatory consent of their legitimate owners.

### **Publicity for and dissemination of the projects submitted to the competition**

Participants in the 8th Edition of the **Fundación MAPFRE Social Innovation Awards** declare that they know and accept that non-sensitive information about the projects may be published on the awards website and social media accounts, as well as in other media that the promoters designate and consider appropriate to publicize this initiative.

Participants in the competition will maintain intact the authorship and/or ownership of the projects submitted, as well as any other Industrial and Intellectual Property Rights that may derive from them, and in no circumstances will their publication and/or dissemination by the promoters be understood to imply renouncing, granting or transferring their Industrial and Intellectual Property Rights.



## 12. ACCEPTANCE OF THE TERMS AND CONDITIONS

The mere fact of participating in the 8th Edition of the **Fundación MAPFRE Social Innovation Awards** implies unreserved acceptance of the full content of these terms and conditions. Non-acceptance of any of the points that make up these terms and conditions will result in not participating and, in the event of being selected and/or being an award winner, the automatic waiver of the award.

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