

# Fundación **MAPFRE**

## A W A R D S

## FOR **SOCIAL**

## INNOVATION

Terms and Conditions of the Call

Academic partner



Collaborates



# 1. INTRODUCTION

Fundación MAPFRE is launching the seventh edition of the **Fundación MAPFRE Social Innovation Awards** in collaboration with our academic partner, IE. Both organizations, global leaders in their areas of *expertise*, are joining forces in this edition to support innovative initiatives with the potential to make a major social impact. Together they are seeking to work with communities of social innovators in specific geographical regions in order to identify those projects with the best chance of effecting social transformation and to give them a game-changing boost.

The geographical regions around which the awards are structured in this seventh edition are Brazil, the rest of Latin America, Europe and the United States (focused on the state of Massachusetts).

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, and 3) Health improvement and digital technology (e-health).

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

The 12 shortlisted projects will take part in the grand final and will receive publicity through social media profiles as well as off- and online media, among other channels, raising the visibility of the projects

Each of the three promoters of the winning projects (one in each category) will receive an additional cash prize of 40,000 euros under the terms indicated in the ninth point; as well as free professional consultancy related to the business aspects of their respective projects.

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

- a. Promotion and media focus:** this consists of publicizing the shortlisted and winning projects through a number of different channels.
- b. Communication and public relations:** this consists of supporting, guiding and assisting the shortlisted projects so that they take the most advantage possible of the

# 1. INTRODUCTION

opportunities presented by the exposure and potential for making contacts provided by the awards. This support will be offered via specialized mentors who will help to enhance the messages and information that the projects present to the outside world.

## c. Financing:

- ◆ Exposure to **potential sources of finance**: the shortlisted projects will be presented to a judging panel and private investors as well as other potential backers during the grand final.
  - ◆ Cash prize: Fundación MAPFRE will present the promoters of the **winning projects**, one in each category, with a cash prize of **40,000 euros** as a donation.
  - ◆ **Travel and accommodation expenses** for the representative of each of the shortlisted projects so that they can attend the grand final event held within the framework of the competition (consisting of a trip for one person designated as the representative and who is 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 is decided that the awards event will be held with some or all of the representatives of the projects participating remotely, there will be no compensation for the elimination of these expenses, either in cash or in kind, and Fundación MAPFRE will be under no obligation to invest in any other activity related to this call.
- ## d. Training and development of face-to-face networking activities for the finalists, over the two days prior to the awards ceremony. Competition Support:
- online mentoring and coaching for the representatives of the shortlisted projects, who undertake to actively participate in this mentoring program, as set out in these terms and conditions.

## 2. PROJECT CHARACTERISTICS

Projects or initiatives within the social innovation ecosystem which are submitted by their promoters, 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 promoters, 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 goal of this category is to recognize and promote initiatives and solutions that help make societies safer and prevent road traffic injuries and any other type of injury, always within the context of unintentional injuries and general sustainability.

#### Target Areas:

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

1. Prevention of burns and fires
2. Prevention of traffic-related injuries and injuries in the home, among others
3. Prevention of childhood injuries of all types

#### Project characteristics

The projects aspire to create a greater social culture of injury prevention to enhance the wellbeing of society. In addition, the way they help make prevention more accessible, equitable and inclusive for all segments of society will also be evaluated.

## 2. PROJECT CHARACTERISTICS

*Some examples:*

- Technologies for protecting the most vulnerable road users: children, people with functional diversity, cyclists on the road, elderly pedestrians in the city, elderly drivers, users of personal or urban mobility vehicles, motorcyclists, etc.
- Solutions that reduce the incidence of the main driving hazards: 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, and so on to improve safety and prevent injuries.
- Educational tools to develop home evacuation plans in case of fire.
- Significant contributions aimed at improving the fire detection and assessment capabilities of older people or individuals 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 does not pose any 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 or disabled people.
- Toy or playground designs that demonstrably reduce the risk of any type of injury to children, while still promoting physical and cognitive development, curiosity, creativity and independent educational innovation, based on the use of new technologies, in the field of unintentional injury prevention.

**The projects should be clearly and prominently focused on injury prevention, although possible synergies with and contributions to other aspects of sustainability and, in particular, to any of the Sustainable Development Goals (SDGs) will be positively evaluated.**

## 2. PROJECT CHARACTERISTICS

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

At Fundación MAPFRE, we firmly believe that the demographic challenge we face presents great opportunities for all society, as the adult population needs concrete solutions for improving their quality of life and remaining an active part of society.

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

#### Target 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: these 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 elderly population can maintain and/or supplement their sources of income.

#### *Some examples:*

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

## 2. PROJECT CHARACTERISTICS

**2. Social protection: from work to retirement, financial education.** These 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 for making real estate assets liquid.
- Services to facilitate life-long saving.
- Initiatives to sensitize and raise awareness among the population in general and companies in particular, of the need for foresight in the face of increased life expectancy.

**3. Leisure and free time:** the initiatives should aim to promote the personal growth of older adults 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 contribute to solving possible problems of unwanted loneliness that this group may face.

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

*Some examples:*

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

## 2. PROJECT CHARACTERISTICS

- ◆ Technologies that make life easier for adults aged between 55 and 75 in the home.
- ◆ New smart fabrics and clothing or footwear designs that help adults between the ages of 55 and 75 to feel good without compromising on design.
- ◆ Initiatives to make the regions more senior-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. E-health also offers great opportunities to help us learn more about our lifestyles as well as our self-management and monitoring of certain diseases.

This category is intended to publicize 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.

#### Target Areas:

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

1. **Improving healthy habits:** initiatives that contribute to improving our health culture, providing an incentive for healthy behavior and helping to change that which is not.

*Some examples:*

- ◆ Platforms or apps that improve physical activity, emotional well-being or diet.
- ◆ Tools that improve adherence in terms of lifestyle improvements.
- ◆ Gadgets that monitor various parameters.



## 2. PROJECT CHARACTERISTICS

**2. Diagnosis and treatment of pathologies:** 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 pathologies.
- Robotics.
- Virtual reality apps applied to rehabilitation that help reduce recovery times.
- 3D printed prostheses.
- Personalized medicine.

**3. Monitoring and safety in healthcare processes:** Tools that help make healthcare 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. COMPETITION 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 November 30, 2023.

Entries must be registered 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 at which they can 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 that addresses the general assessment parameters.

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

**Material requirements:** In order for your application to be considered, the project should be linked to one of the three categories mentioned above. The same project, if so desired, could apply to one or more categories, taking into account the fact that the evaluators will assess said proposal in light of the category for which it is submitted.

**Geographical requirements:** The project will submit its entry in the geographical area where its representative or promoting entity resides, notwithstanding the fact that it could have a social impact on other regions but always within any of the four regions which these awards cover, namely: Brazil, the rest of Latin America, Europe and the United States

**Human 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 (hereinafter "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. COMPETITION REQUIREMENTS

**Maturity requirements:** 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 200,000 euros in 2022 (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 2022 will be included and not the total amount of the multi-annual allocation.

If the project promoter had income exceeding 200,000 euros in previous years but less income in 2022 than the above-mentioned 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 application 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 application, if selected, to participate personally in the grand final to be held in Madrid and, prior to their participation in the final, to receive the online mentoring training 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 application.

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 represent the project in the video pitch and in the grand final, unless another person is delegated to represent the project, in agreement with Fundación MAPFRE. A no-show at the grand final, whatever the cause, will be sufficient reason to disqualify the preselected application. Exceptionally, if the grand final is held online, the representative may defend their project together with another member of the team.

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

## 5. GENERAL ASSESSMENT CRITERIA

The interest level 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 evaluators and members of the judging panel in order to assess the applications, 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) Innovativeness of the project:** the novelty and disruption of the project submitted to the competition and the arguments that demonstrate its value so that it can 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 initial trials/pilot tests.** The prototype is an important element to take into consideration, despite the difficulties involved in evaluating it, so it should be presented by analyzing its operation, scalability and results.
- e) Ability and experience of the team in terms of carrying out the submitted project.** The team's potential is another of the determining parameters when evaluating the application. 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:** projects must be registered online and the registration process will be open from October 2, 2023, until 23:59 (CET) on November 30, 2023. The system allows you to open and save the application form. In this way, candidates will be able to complete it progressively, and then send it, as long as the registration phase is still open.
- 2. Pre-selection phase for shortlisted projects:** the assessment of the projects submitted and the selection of up to a maximum of 12 finalists (1 per category and region; in total, 3 finalists per region), will be carried out by a panel of experts selected by the promoters of the awards (Fundación MAPFRE and IE).

A place 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.

### **3. Final phase:**

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

The active participation of the shortlisted submission'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 the right to any compensation whatsoever.

In exceptional cases, the representative appointed in the submission could assign the said training to another member of the team, but the representative must defend the project in the grand final.

It is the sole responsibility of the project's representative or, if applicable, the team member taking their place, to have all the necessary documentation (passport or valid visa) to be able to attend the grand final event should it be held in person.

## 6. PARTICIPATION PHASES FOR THE AWARDS

**b) Awards ceremony and announcement of the winners:** the grand final will be held in Madrid, and is expected to take place on Thursday, May 23, 2024, in an event with wide media coverage, in which the shortlisted projects will be presented before a panel of experts invited by Fundación MAPFRE, with the participation of IE. During the event, the three winning projects (one per category) will be announced at a closing ceremony marking the end of the Seventh Edition of the Awards, the promoters of which will receive:

- ◆ A cash prize of 40,000 euros each, which will be paid once the legally required documentation has been provided.
- ◆ Free professional advice related to the business aspects of the respective projects.

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

A place in the final may be left vacant in the event of not finding projects of sufficient merit in any of the three categories.

**4. Red Innova Fundación MAPFRE:** Red Innova is a network set up by Fundación MAPFRE to provide continuity with the Awards beyond the competition selection process. This network was launched in 2018, initially comprising representatives of the semi-finalists, finalists and winners of past editions that opted to participate. Progressively more and more members will be joining the network. In this seventh 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 shortlisted 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.
- ◆ **Spreading the word:** pre-eminent 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 geographical region.
- All the benefits arising from the co-creation process designed for these purposes between its members.

However, Fundación MAPFRE reserves the right to terminate 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

The promoters will send their projects via the Fundación MAPFRE Social Innovation Awards website, after identifying one representative per project. Each application will be accepted immediately once the documentation requested for each project has been completed.

The start date for submitting entries begins on October 2, 2023, and ends at 23:59 (CET) on November 30, 2023.

Actions	Fechas estimadas
Registration phase	From October 2, 2023, to November 30, 2023
Application assessment phase	December 2023 - February 2024
Communication of finalists	Second half of February 2024
Preparation for the grand final	March - April 2024
Grand final	Expected date: May 23, 2024

## 8. JUDGING PANEL

The various panelists involved in the different phases of the process will comprise experts designated by Fundación MAPFRE, with the participation of IE, as well as other experts invited by the two organizations. Its role will be to:

- a)** Evaluate and judge the projects received and shortlist the finalists in each of the categories which will attend the grand final in Madrid.
- b)** Select the winning projects at the grand final, one in each category, which will receive the awards.

**Fundación MAPFRE** reserves the right, unilaterally and without prior notice, to exclude any participant and consequently the candidacy of the project submitted to the competition, especially in those cases where suspicions exist or it is noted that there is an attempt to defraud, alter and/or directly or indirectly interfere with the proper functioning and normal and legal running of this competition.

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

Throughout the selection process for the finalists and winners, confidentiality is guaranteed with regard to any ideas/projects submitted.

## 9. AWARDS

Up to one finalist per region in each of the three categories (a maximum of 3 finalists per region) will be selected from all the nominations submitted:

- ◆ Safe and sustainable mobility.
- ◆ The silver economy.
- ◆ Health improvement and digital technology (e-Health).

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

- ◆ Online mentoring by one mentor per candidature in order to boost the presentation of the project to investors/backers, 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 their mentor. The participation of the project representative is compulsory in order to participate in the grand final.
- ◆ Free support from a coach specialized in presentation skills, expert in public relations and communication and expert in the growth of social innovation projects.
- ◆ Visibility of the project in the conventional media (written press) and online media (communication media, websites, social media networks, blogs, etc.).
- ◆ The chance to present their project at the grand final in Madrid, an event to which international experts and potential backers will be invited. The presentation may be made remotely in the event that Fundación MAPFRE decides, for reasons of public health or social instability, at its sole discretion, that the event should be held in this manner.
- ◆ Travel and accommodation expenses will be covered by the **Fundación MAPFRE Social Innovation Awards** for the representative of each shortlisted project, who must be the representative who has received the online mentoring and coaching, unless, for reasons of force majeure or justified causes, Fundación MAPFRE authorizes another person from the shortlisted organization to represent the project.

Any other expenses incurred by the representative and all those of a potential companion shall be borne by the participants. If, for reasons of public health or social instability in the sole judgment of Fundación MAPFRE, it should decide that the event will be held with the remote participation of all or some of the representatives of the

## 9. AWARDS

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.

- ◆ Incorporation into Red Innova.

The three winning projects (one per category) will receive their awards at the grand final in Madrid which will take place in May 2024 which will be widely publicized. In addition to the above-mentioned benefits, the promoters of the winning projects will be awarded with:

- ◆ A cash prize of 40,000 euros as a donation to 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 gross amount of the award in cash is subject to Spanish tax laws and the measures in force to prevent money laundering.

With regard to the laws on taxes and the prevention of money laundering, the award winners will be obliged to present Fundación MAPFRE with such documents as the latter may require to comply with the law in question as a prerequisite for receipt of the award. Failure to provide these documents will result in the forfeiture of the prize.

- ◆ Support of a mentor specialized in presentation skills, expert in communications 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 scale-up/expand 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.

In addition, Fundación EY (FEY), Fundación MAPFRE's collaborating entity in the seventh edition of the awards, will provide the three winners with free consulting services delivered by a team of volunteer professionals from Ernst & Young in relation to the business aspects of their respective projects. The collaboration will begin within four weeks of the awards ceremony and should be completed within a maximum of nine months.

## 10. LEGAL CONSIDERATIONS

### Definition of participant

Presenting applications for the seventh 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 Fundación MAPFRE, the MAPFRE institutional group, Instituto de Empresa and Fundación IE employees and service providers or entities related to any of them, as well as their relatives up to the second degree and the employees of those companies involved in the development and/or mechanics of this competition are excluded from this competition.

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

### 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 expressly informed and 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”, where Fundación MAPFRE, Fundación Instituto de Empresa and Instituto de Empresa S.L. are the entities responsible for the processing.

In the event that the data provided refers to third parties, natural persons other than the participant, the participant guarantees to have obtained and to have the prior consent of these third parties for the communication of their data and to have previously informed them of the purposes of the processing, communications 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.

Additional information on data protection can be found 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 candidate

### **Obligations of the shortlisted participants**

Participants whose projects are shortlisted 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 those representatives who do not meet the necessary requirements. In the case of a team candidacy, one representative must be designated to participate in the grand final, who will be, if applicable, the person who must actively participate in the accompanying sessions. Failing that, it will be understood that the representative spokesperson who presents the application has this status.

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

Participants whose projects are shortlisted agree to participate personally (one person per team, in person if the event is organized in this way, and remotely only if so decided by Fundación MAPFRE, at its sole discretion, for reasons of public health or social instability) in the accompanying 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 those representatives who do not meet the necessary requirements.

Additionally, the finalists commit to taking part in any conventional and online media activities (websites, social media networks) 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 will be shortlisted, as well as the winning project in each category.

However, should it occur that not enough applications 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 for 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.

Anyone participating in the competition guarantees and expressly recognizes 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 7<sup>th</sup> 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 7<sup>th</sup> 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, as well as in other media that the promoters designate and consider appropriate for publicizing 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 these, 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 7<sup>th</sup> Edition of the **Fundación MAPFRE Social Innovation Awards** implies acceptance of the full content of these terms and conditions without reservation. Non-acceptance of any of the points that make up these terms and conditions will result in non-participation and, in the event of being selected and/or being an award winner, the automatic waiver of the prize.



# Fundación **MAPFRE**

Follow us on:



[www.fundacionmapfre.org](http://www.fundacionmapfre.org)