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TERMS AND CONDITIONS  
OF THE 2024  
CALL FOR ENTRIES

# PREMIOS SOCIALES

Fundación  
**MAPFRE**

# SOCIAL OUTREACH AWARDS

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The José Manuel Martínez Martínez  
Lifetime achievement Award  
for a Professional Career

Award for the entity with the best  
track record in social causes

Award for the project or initiative  
with the best social impact

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3rd Award for the best initiative  
in the Agricultural and Livestock Sector

**Fundación MAPFRE** is a non-profit institution created 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 the general public's access to Culture, the Arts and Literature.
- 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.

## 1. FUNDACIÓN MAPFRE SOCIAL OUTREACH AWARDS

The **Fundación MAPFRE Social Outreach Awards** —international in scope, annual and with a prize fund of **120,000** euros (3 awards of **40,000** euros each)— recognise individuals, institutions and projects that share a commitment to improving society through outstanding actions in those issues that have been the object of our interest for more than forty years.

The 2024 edition has the following categories:

- The José Manuel Martínez Martínez Lifetime Achievement Award.
- Award for the entity with the best track record in social causes.
- Award for the project or initiative with the best social impact.

To be eligible for these awards, you must register your application via the website in the category/categories of interest and present the required documentation, as indicated in these terms and conditions.

The **Award for the Best Initiative in the Agricultural and Livestock Sector** will also be presented at the Social Outreach Awards ceremony. This award is convened biennially and the prize is **40,000** euros.

### JOSÉ MANUEL MARTÍNEZ MARTÍNEZ LIFETIME ACHIEVEMENT AWARD

**Recognition of a person for their professional career in the service of society, who has also dedicated their time and effort to supporting social causes.**

Recognition is given to a person who stands out or has stood out for excellence in their professional career, for contributing to the development of society, whether at an economic or cultural level, in the world of health, research, the environment, social justice, and so on, to build a more humane present and future.

The nominee's generous dedication to their professional activity, their professional achievements, as well as the benefits derived from it for society, and their generous support for charitable causes will be valued.

**Nominations for this category may only be made by:**

- The winners of previous editions.
- The members of any of the judging panels convened in this edition.
- The trustees of Fundación MAPFRE and members of the Steering Committee.
- Other individuals and institutions of recognized prestige previously selected by Fundación MAPFRE.

**In no case will nominations be accepted in the following circumstances:**

- Posthumously.
- Heads of State or Heads of Government, representatives with the status of Head of State or Government, either Spanish or foreign, who are in office at the time the call for the awards is announced,
- Anyone who is a trustee of Fundación MAPFRE at the time of nomination or anyone who has been one,
- Individuals who are on the judging panel at the time of the nomination or who have served on one of the panels during the 5 editions immediately preceding the call.

**Prize: 40,000 €**

**AWARD FOR THE ENTITY WITH THE BEST TRACK RECORD IN SOCIAL CAUSES**

**This recognizes the merits of an entity or organization that carries out outstanding work that has a great social impact on some of the activities through which Fundación MAPFRE fulfills its commitment to society.**

Nominations for this award should be institutions or organizations that have, during the course of their existence, undertaken relevant and effective actions in terms of social, cultural, road safety or accident prevention issues or those that involve health and the promotion of healthy habits.

The following criteria will apply in order to select the winning institution:

- Effective results achieved.
- Social relevance of the work carried out by the entity.
- Synergies with other people and institutions.

**Nominations** for this category may be submitted by the nominees themselves as well as by other individuals or institutions that are familiar with their work.

**Under no circumstances will nominations be accepted** for organizations that have already received a prize in any of the three previous editions of these awards.

**Prize: 40,000 €**

## **AWARD FOR THE PROJECT WITH THE BEST SOCIAL IMPACT**

**This recognizes a relevant project or initiative carried out by an entity or organization that has had a great social impact in some of the activities through which Fundación MAPFRE fulfills its commitment to society.**

Those applying for this award should be an institution or organization that has carried out a relevant project that has had a great impact on society, in terms of social, cultural, road safety or accident prevention issues or those that involve health and the promotion of healthy habits.

The following criteria will apply in order to select the winning project:

- Effective results achieved.
- Relevance of the project carried out.
- Synergies with other people and institutions.
- Innovation level of the idea/initiative.
- Multiplier effect, i.e., ease of extending the action or project to other similar situations.

**Nominations** for this category may be submitted by the nominees themselves as well as by other individuals or institutions with knowledge of the category.

**Under no circumstances will nominations be accepted** for projects that have already been awarded prizes in previous editions of the awards.

**Prize: 40,000 €**

## **AWARD FOR THE BEST INITIATIVE IN THE AGRICULTURAL AND LIVESTOCK SECTOR**

**This award recognises the work of entrepreneurs, producers and professionals in the agricultural and livestock sector who have innovated in their organisations. This award is granted every two years and has now reached its 3rd edition.**

The award is a recognition and a stimulus for those entrepreneurs, producers and professionals in the agricultural and livestock sector who have innovated in their organisations, improved the standards of quality control and safety in their production chain, optimised the use of resources and guaranteed their long-term sustainability, favouring the development of a more competitive, sustainable and territorially balanced economic model.

**Nominations** for this category may be submitted by the nominees themselves as well as by other individuals or institutions with knowledge of the initiative.

**Under no circumstances will nominations be accepted** for organisations that have already been awarded prizes in previous editions of these awards.

**Prize: 40,000 €**

**This category has its own terms and conditions and mechanisms for selecting nominees and award winners.** All the information can be found on the Fundación MAPFRE website:

<https://www.fundacionmapfre.org/en/awards-aids/awards/awards-fundacion-mapfre/agricultural-sector-award/>

This award will be presented at the same ceremony as the Fundación MAPFRE Social Outreach Awards, which will take place in 2024.

## **2. GENERAL TERMS AND CONDITIONS OF THE CALL**

### **2.1. REGISTRATION**

The submission of nominations will follow different procedures depending on the award for which the nomination is being made:

- The presentation of nominations will be direct for the categories **“Award for the entity with the best track record in social causes”** and **“Award for the project or initiative with the best social impact”**. The people or institutions that wish to participate in this call for awards in these categories should present their nomination(s) for the category/categories of interest via the website, by completing the corresponding form that can be found at [www.fundacionmapfre.org/en/](http://www.fundacionmapfre.org/en/).
- For the **“Lifetime Achievement Award”** category, nominations must be submitted by email to [premiossociales@fundacionmapfre.org](mailto:premiossociales@fundacionmapfre.org). Once Fundación MAPFRE has verified your status as a nominator, it will send you a link to the form that you will be able to access after registering in Fundación MAPFRE’s Registration Area.
- The **“Award for the best initiative in the agricultural and livestock sector”** has its own rules and mechanisms for selecting nominations and winners, which must be followed as provided therein. All the information can be found on the Fundación MAPFRE website: [www.fundacionmapfre.org/en/](http://www.fundacionmapfre.org/en/).

Nominations may be submitted in English, Spanish, or Portuguese.

Fundación MAPFRE is ultimately responsible for assessing compliance with the requirements established in these rules and the suitability of the nominees, without the possibility of appeal.

## **2.2. DOCUMENTATION**

The applicant is required to attach the following documentation to the registration form, according to each category:

- **José Manuel Martínez Martínez Lifetime Achievement Award**

- Summary of the aspiring nominee, in a Word document, no longer than two single-sided pages, highlighting their history and achievements, and which may include a picture of the candidate. Reference links to websites and videos may be included.
- Curriculum vitae of the nominee (maximum length 10 single-sided pages).
- In addition, you will be able to provide further information in the form of a report on the work carried out in relation to the professional activity performed and a more detailed description of their support of charitable causes. The maximum length of the document is 10 single-sided pages, and the file size is not to exceed 10Mb.

- **Award for the entity with the best track record in social causes**

- Attach a summary presentation in “.pptx” format that summarises the most relevant and important aspects of the entity. Maximum length 7 slides, including cover and closing slide, with a file weight of no more than 10Mb. Links to websites or videos that exemplify their work may be included.
- Include a detailed report (maximum file weight 10Mb) on the work carried out over the last two years and the relevance of the action, detailing the following:
  - a) Description of the uniqueness of the actions carried out by the entity and their degree of innovation.
  - b) Effective results achieved.
  - c) Synergies with other people and institutions.
  - d) If considered appropriate, accreditations that provide relevant information: reports on activities, publications, other prizes received, etc.

- **Award for the project or initiative with the best social impact**

- Attach a summary presentation in “.pptx” format, with a maximum length of 7 slides, including cover and closing slide, with a file weight of no more than 10Mb, which highlights the most relevant and important aspects of the project presented. Links to websites and videos that exemplify the work may be included.
- Include a detailed report (maximum file weight of 10Mb) on the most significant and relevant aspects of the project developed, including:
  - a) Results achieved in the project.
  - b) Level of innovation and originality of the idea/initiative presented.
  - c) Project synergies with other people or institutions.
  - d) Ease of extending the action or project to other similar situations.

In addition to the documentation specified in each category, all the nominees are required to present the following:

- Photocopy of the national identity document, passport or identity card of the nominee, and the tax identification code (CIF) in the case of a legal entity.
- Any further information or clarification required by Fundación MAPFRE.

*Fundación MAPFRE is ultimately responsible for assessing compliance with the requirements established in these rules and the suitability of the nominees, without the possibility of appeal.*

### **2.3. DEADLINE FOR SUBMISSION**

The registration period for all the categories opens on 4 March 2024 (from 00:00 Spanish time, UTC+1) and closes on 31 May 2024 (until 23:59 Spanish time, UTC+2).

Once the nomination has been registered in the corresponding form and submitted, you will automatically receive an acknowledgement of receipt of the nomination.

### **2.4. JUDGING PANEL AND DECISION OF THE AWARD CALL**

Once the registration period has closed and all the documentation received has been analyzed, the judging panel appointed by Fundación MAPFRE for each category, in accordance with the criteria approved by its Board of Trustees, will meet and issue a decision, selecting, by majority vote, one finalist and one runner-up for each category.



For each panel, Fundación MAPFRE will appoint a chairman and a secretary, who will have a voice and a vote in the deliberations.

The chairman must organize and direct the deliberations and voting and will have the casting vote in the event of a tie. The secretary must ensure that the rules are complied with and will prepare the minutes of the panel's decision.

The judging panels must at all times act with independence and rigor.

The list of proposed nominations, the selected runners-up and the deliberations of the panels are secret.

The prize will be awarded to only one nominee, who will assume the status of finalist. In addition, the panel will designate a runner-up, who will be considered an alternate finalist, in the event that the first finalist is unable to attend the awards ceremony or fails to comply with other requirements that imply a breach of these terms and conditions. In this case, Fundación MAPFRE will contact the runner-up as soon as it becomes aware of the absence of the initially selected finalist from the awards ceremony. In the event that the runner-up is also unable to attend the award ceremony, Fundación MAPFRE may reconvene the panel or declare the competition void in the corresponding category.

The decisions of the judging panel members are final. The judging panel will be able to:

- Adopt as many initiatives as it deems appropriate to verify the information on the nominations presented.
- Exceptionally, the panel may extend the deadline for the presentation of documentation to formalize the nominations. Such an extension would be communicated in the manner deemed most appropriate.
- Declare the granting of any of the awards null and void should the nominations submitted lack the minimum requisites established by the call, or when the panel deems this to be the case.

The names of the finalists will be made public with the announcement of each of the awards, which will be publicized through the media and the Fundación MAPFRE website.

No information will be provided on the selection process, nor on the runners-up or on the other nominations received.

## 2.5. AWARDS

The awards will be presented at a public event that will be announced via the Fundación MAPFRE website and social media channels. The presentation of the award at this ceremony is personal and non-transferable and, in the case of entities, it must be the highest representative of the entity that receives the award.

Each category has a cash prize of **40,000 euros** gross, subject to current tax regulations in Spain. The prize for the best initiative in the Agricultural and Livestock Sector also carries the same prize money.

Additionally, at the ceremony, each winner will be presented with a sculpture designed by the artist Rafael Muyor, which is exclusive for this event.

## 2.6. OTHER REQUIREMENTS TO TAKE INTO ACCOUNT

**2.6.1. To achieve the status of award winner**, the shortlisted individuals or organizations must attend the awards ceremony in person, or be duly represented in the case of legal persons, and they must also:

- Provide visual material (along with reproduction rights) to be able to communicate the decision and plan the design of the event.
- Carry out the interviews scheduled with the media at least the day before and the day of the awards ceremony.

Failure to comply with these requirements may provide grounds to withdraw the status of finalist at the discretion of Fundación MAPFRE. The Award will be granted to the runner-up.

**2.6.2. The presentation of the prize is subject to the current taxation laws in Spain.**

Prior to the presentation ceremony, the finalist must also comply with the requirements established by the Spanish Law for the Prevention of Money Laundering and Terrorist Financing (Art. 2 of Law 10/2010 of April 18) and its Regulations (RD 304/2014) and will be required to submit to Fundación MAPFRE the following documents, depending on whether they are an individual or an entity, which allow their formal identification and, if applicable, that relating to the owner of the beneficiary entity and their representative.

- The identity card/passport and tax identification number of the winner or representative of the winner (which must match the signatory of the donation certificate). The documents submitted must be in force.

- If the winner is a legal entity, a copy of a notarised affidavit of ownership identifying the owner of the winning organisation.
- Failing the above (only for foreign organisations that do not have a document equivalent to an affidavit of ownership), a copy of the entity's articles of incorporation, its registration in the public registers of its country, its tax identification number, its current by-laws and a sworn statement from the owner (the owners of the entity or, failing this, the members of its governing bodies, duly identified by their identity documents) signed by an authorised representative before a notary public or with a notarised signature.
- Copy of the Power of Attorney of the recipient's representative to sign the donation certificate on behalf of the legal entity.
- A certificate from the bank regarding the ownership of the account for the payment of the prize in the name of the winner.
- Affidavit of liability signed by the representative of the winning legal entity, if any, regarding the validity of the data contained in the aforementioned documents.

**The aforementioned documents must be submitted prior to the payment of the prize.**

Failure to submit them in full or in part will result in the finalist renouncing the prize.

Fundación MAPFRE reserves the right to request any other additional documents relating to the above aspects and/or for the documents to be authenticated by a notary public, where appropriate.

**2.6.3. By participating in this call,** all participants are considered to have accepted the terms and conditions established herein.

**2.6.4. Fundación MAPFRE guarantees the confidentiality of the nominees** submitted for these awards in the different categories and will fully comply with current personal data protection legislation

Any requests and documents submitted to this call for nominees that are not declared winners will be destroyed within three months of the results being made public.

**2.6.5. Information on these awards** can be found at [www.fundacionmapfre.org/en/](http://www.fundacionmapfre.org/en/) and inquiries can be sent to [se.pueden.realizar.consultas.a.traves.del.correo.premiossociales@fundacionmapfre.org](mailto:se.pueden.realizar.consultas.a.traves.del.correo.premiossociales@fundacionmapfre.org).

### 3. PRIVACY AND DATA PROTECTION

The nominee is informed and grants their express consent, when registering in this award call for the processing of personal data for the handling of their registration and participation in this edition of the “FUNDACIÓN MAPFRE SOCIAL OUTREACH AWARDS”, and Fundación MAPFRE is the entity responsible for the data processing.

In the event that the data provided refers to third-party individuals other than the applicant, the applicant guarantees to have obtained their prior consent for the communication of their data and to have informed them, in advance, of the purposes of the data processing, communications and other terms provided in this document and in the Additional Data Protection Information you can consult at <https://www.fundacionmapfre.org/en/privacy-security/>.

Any registered applicant can exercise their rights of access, rectification, deletion, limitation, opposition and portability of their personal data provided through the email address [privacidadyprotecciondatos@fundacionmapfre.org](mailto:privacidadyprotecciondatos@fundacionmapfre.org), or by written communication addressed to Fundación MAPFRE, Privacy and Data Protection Area, Paseo de Recoletos 23, 28004 Madrid.

Fundación  
**MAPFRE**