
2022 CALL FOR NOMINATIONS

**PREMIOS
SOCIALES**

**Fundación
MAPFRE**

**SOCIAL
OUTREACH
AWARDS**

Best Initiative Award in the
Agricultural and Livestock Sector

Fundación MAPFRE, a non-profit institution set up by MAPFRE, helps to improve people's quality of life and society's progress through multinational programs and activities.

MAPFRE, which was founded in 1933 as the Mutua de la Agrupación de Propietarios de Fincas Rústicas de España, has supported agricultural, livestock and agro-industrial activities from the very beginning, managing the day-to-day risks of these activities and being one of the pioneers behind the launching and subsequent consolidation of the Combined Agricultural Insurance System (Sistema de Seguros Agrarios Combinados in Spanish).

These days, MAPFRE still plays a very prominent role in agricultural and food companies, as a leading insurer both in Crop and Livestock Insurance as well as the other risks faced by these organizations. In this way, MAPFRE supports an entire industry which, in COVID-19 times, has been declared an essential activity in most countries around the world.

Farmers, livestock breeders, producers and entrepreneurs in the sector have kept up their efforts, bringing fresh products to the market and facilitating supplies and distribution, guaranteeing food security during the pandemic and demonstrating the importance of their work for society as a whole.

In short, it is a strategic sector that plays a fundamental role in the economy and the development of the region, which has been essential during the pandemic and must continue to be so during the recovery. That is why it is so important to have an agri-food system with the highest standards of quality, innovation and safety.

For all these reasons, Fundación MAPFRE has created an award that recognizes initiatives in the agricultural and livestock sector that stand out for their innovation.

AWARD FOR THE BEST INITIATIVE IN THE AGRICULTURAL AND LIVESTOCK SECTOR 2022 CALL FOR NOMINATIONS

COMPETITION RULES

Fundación MAPFRE announces the **second edition of the Award for the Best Initiative in the Agriculture and Livestock Sector**. It will be awarded on the basis of the following rules:

FIRST

The Award for the Best Initiative in the Agricultural Sector is biennial and the scope of the call for entries is worldwide.

The award is a recognition and stimulus for those entrepreneurs, producers and professionals in the agricultural sector who have innovated in their organizations, increased profitability as a result of this innovation, improved quality control and safety standards in their production chain, optimized the use of resources and guaranteed their long-term sustainability, favoring the development of a more competitive, sustainable and territorially balanced economic model.

All agricultural, livestock, and agro-industrial producers, whatever their organization and/or legal structure, from individual or family projects to cooperatives and associations, who are outstanding in terms of the design and implementation of innovative initiatives, whether in the production, processing and/or marketing of their products over the last two fiscal years, are eligible for the award.

The application evaluation criteria are, in addition to the above, as follows:

- Contribution of the project to the economic activity of the region in which it is performed.
- Contribution of the project to the digitization of the agricultural and livestock sector.
- Economic, environmental and socio-cultural sustainability of the project.

- Contribution to employability, including groups at risk of social exclusion or any type of discrimination.
- Existence of a risk management plan.
- Support from local, regional or national institutions that endorse the candidacy.

To be eligible for the award, the interested parties must comply with the provisions of these rules and submit the documentation indicated in the SIXTH rule.

SECOND

The assessment of the entries and the decision on the finalists and their order in terms of prize-giving will be carried out by a judging panel appointed by Fundación MAPFRE with the capacity to:

- Adopt whichever initiatives they deem necessary in order to compare information on the entries submitted.
- Declare the award void, when the candidatures presented lack the minimum requirements established in the call or fail to meet the standards required.
- Remove the title of the winner and designate alternate finalists in the event that the winner does not attend the awards ceremony.

THIRD

The decisions of the judging panel appointed by Fundación MAPFRE will be final. Fundación MAPFRE is authorized to interpret these rules, which are considered to have been accepted by the candidates by the simple fact of applying for the award.

FOURTH

The award will be announced in July 2022, and will be publicized on the Fundación MAPFRE website and in the media as deemed appropriate by Fundación MAPFRE.

The award will be presented in 2022 in a public ceremony which shall be announced in due course.

If the winner is a natural person, they must attend the prize-giving ceremony in person; if they are a legal entity, their representative must attend; in both cases, the winner (personally or through their representative) must:

- Provide graphic materials (with copyright) for the communication of the jury's decision and the design of the ceremony.
- Undertake the interviews scheduled with the media, at least, on the day before and on the day of the award ceremony.

Failure to comply with these requirements may be grounds for the withdrawal of winning status at the discretion of Fundación MAPFRE. The prize would go to the next candidate chosen as an alternative finalist by the judging panel.

FIFTH

Neither the judging panel nor Fundación MAPFRE are required to enter into correspondence with any of the applicants, nor to return any documents that may have been submitted which, in the event of not being chosen as the winners, will be destroyed under the terms stipulated in the Tenth rule .

SIXTH

The applications and documentation should be submitted in English, Spanish or Portuguese by the applicants themselves by means of the following procedure:

Up to 23:59 hours (Spanish time, UTC +2) on **May 31, 2022**, they must send via the website, through the pre-registration form available at www.fundacionmapfre.org, their contact details, a short **presentation summary** of their candidacy, and the following documentation, which must comply with the following characteristics:

- A **report explaining** the project in a Word document that describes the innovative process and explains the benefits and improvements in economic terms, technical means, occupational safety, quality, food safety, environmental preservation and good practices deriving from the incorporation of this innovation.

This descriptive document should also include the basic characteristics of the organization, type of activity, size, number of employees and location.

The report must **not exceed 10 pages**, single sided, and may include any graphic documentation considered of interest to detail and clarify the actions envisaged in the project as well as their impact.

- A summary presentation, in “.pptx” format, 7 slides long, including the cover and closing slides, with an approximate file size of between 2Mb and 4Mb.

Fundación MAPFRE may request further documentation or additional information if deemed appropriate.

SEVENTH

No employees of any of MAPFRE’s entities nor their direct family, up to the second degree of kinship may take part in this call.

EIGHTH

All documentation provided must be truthful, and submitting these works shall amount to the broadest declaration of their authenticity.

If Fundación MAPFRE so request, all applicants must produce the originals of any of the documents provided in their application, or a certified copy of these.

NINTH

The gross amount of the prize is **30,000 euros**, subject to the tax regulations in force in Spain.

Similarly, in order to 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 Regulation (RD 304/2014), **additional documentation** will be required as a prerequisite to the delivery of the award.

TENTH

Fundación MAPFRE guarantees the confidentiality of the entries submitted for this award, and will fully comply with all current personal data protection legislation.

The candidates and documentation submitted in this call which do not receive an award shall be destroyed one month after the decision is published.

ELEVENTH. PRIVACY AND DATA PROTECTION

The candidate is hereby informed and expressly consents to the processing of their personal data for the management of their registration and participation in this edition of the “AWARD FOR THE BEST INITIATIVE IN THE AGRICULTURAL AND LIVESTOCK SECTOR”, where Fundación MAPFRE is responsible for the processing.

In the event that the data provided refers to individual third parties other than the applicant, the latter guarantees that they have obtained the prior consent of said third parties for the communication of their data and has informed them, prior to their inclusion in this document, of the purpose of their processing, communications and other terms established herein and in the Additional Information on Data Protection (<https://www.fundacionmapfre.org/en/privacy-security/>)

Any registered applicant may exercise their access, amendment, erasure, limitation, opposition and portability rights to the personal data they have provided by emailing privacidadyprotecciondatos@fundacionmapfre.org, or by writing to Fundación MAPFRE, Área de Privacidad y Protección de Datos, Paseo de Recoletos 23. 28004 Madrid.

TWELFTH

By applying for this call, the candidates are deemed to have accepted the above rules, as well as those that Fundación MAPFRE may additionally establish, where appropriate, for the awarding of the prize. In the event of non-compliance, the award will be automatically terminated.

Further information on this award can be requested at www.fundacionmapfre.org or via premiossociales@fundacionmapfre.org.

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