

50^{Years} Fundación **MAPFRE**
A W A R D S
F O R S O C I A L
I N N O V A T I O N

We have a challenge:
to improve people's quality of life
and well-being.

We are launching the **9th edition**
of our prizes.
TAKE PART

When can I register?

November 3rd to December 15th, 2025

Registration is now open for projects in four regions: **Brazil**, the rest of **Latin America**, **Europe** and the **US**.

Each project must fall within at least one of the following three focus areas: **well-being**, **demographic changes** and **social inclusion**, detailed in the **Terms and Conditions of the Call for Entries**.



What requirements must I meet?

- Each project must be submitted in the geographical area where its representative or promoting entity resides.
- At least with two people must be working full-time on the project, or one full-time and two part-time.
- The product or service must already be up and running or available for purchase on the market (for projects focused on R&D, there must be a prototype that has been validated by users and which is sufficiently advanced).
- The prior income or investment in the project must have exceeded **100,000 euros** in total for the last three years, 2023, 2024, and 2025, as of the date of submission of the application.
- A 3-minute professional pitch of the project must be presented.



When will I know if my project has been selected?

December 2025 – February 2026

The submitted projects undergo various stages of evaluation before the regional panels select the finalists.

Four projects are shortlisted as finalists, one from each region.



Preparation for the final

March – April 2026

Once the projects have been shortlisted, a preparation phase begins in which their representatives will receive training through mentoring and online coaching.

The purpose is to enhance the project presentation in regard to investors/financiers, increase the appeal of the presentation, and prepare for the grand final.



Grand Final

May 21, 2026

The Awards Ceremony is held in Madrid, at the Museo Nacional Centro de Arte Reina Sofía.

Travel and accommodation expenses for three days in Madrid will be covered, and a pitch will be made to potential investors.

The overall winner will receive a cash prize of **100,000 euros** and each of the non-winning finalists will receive a cash prize of **10,000 euros**.



The following day

May 22, 2026

The finalists will become part of Red Innova, a community of social innovators that fosters the exchange of expert knowledge, training, dissemination and peer-to-peer support to enhance the projects.



See all the details at
<https://www.fundacionmapfre.org/en/social-innovation-awards/>