



## Social Innovation in Ageing - The European Award

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UniCredit Foundation

"la Caixa" Foundation



### PRESS RELEASE

**19,000 € for social innovations in the field of Active and Healthy Ageing – an initiative by the King Baudouin Foundation in association with UniCredit Foundation & La Caixa Foundation**

**Apply before 15 July, 2013**

The **King Baudouin Foundation** in association with **UniCredit Foundation & La Caixa Foundation** presents “**Social Innovation in Ageing – the European Award**”. The award will recognize individuals, organizations, and partnerships developing and implementing social innovations in the field of active and healthy ageing. Social innovations respond to social problems and needs in a sustainable and socially accepted way, improve the lives of people, and create new relationships. They should have the potential to be transferred and scaled.

Awardees will receive 10,000 € (1<sup>st</sup> place), 5,000 € (2<sup>nd</sup> place) or 3,000 € (3<sup>rd</sup> place), sponsored by the King Baudouin Foundation in association with La Caixa Foundation & UniCredit Foundation. The prizes are to be used by the social entrepreneurs to further develop, spread, and scale their solutions.

Details and application forms can be found here:

[www.changemakers.com/innovationinageing](http://www.changemakers.com/innovationinageing)

For questions please contact Alexander Kesselring from the Centre for Social Innovation

[kesselring@zsi.at](mailto:kesselring@zsi.at)

#### **Partners:**

The **King Baudouin Foundation** is an independent and pluralistic foundation. We provide financial support to around 1,400 organizations and individuals annually. The Foundation also acts as a forum for debate and reflection and fosters philanthropy. With a starting budget of 30 million euros in 2012, the Foundation wants to look for sustainable ways of contributing to justice, democracy and respect for diversity. The foundation works in the fields of health care, social justice, migration, democracy (in Belgium and the Western Balkans), leadership, development and heritage.

**UniCredit Foundation** is a corporate foundation that was established in 2003 in order to contribute to the development of solidarity and philanthropy in the communities and territories where UniCredit operates, primarily in the regions where UniCredit is present (22 countries including Europe and Central Asia). Through the transfer of financial resources and the typical management

skills of a company, UniCredit Foundation supports projects of significant social impact and innovation, implemented by local non-profit organizations.

**La Caixa Foundation** has as its mission to contribute to the advance of people and society, with particular emphasis on the most vulnerable groups, whether through its own programmes, strategic alliances or collaboration with third parties, by means of efficient and, if appropriate, innovative actions, whose results can be evaluated and are transferable to other entities.

*“In the words of **Maurizio Carrara**, Chairman of the UniCredit Foundation, “The aging of the population in our society inevitably leads to an increase in the number of elderly people who need care, against a backdrop of increasingly scarce public and private resources. Hence the need to find new approaches and methods for the projects and professionals involved with providing care for the elderly. This is why UniCredit Foundation is backing a process aimed at people, associations and networks involved in this key area that is intended to support projects that focus on the development and implementation of social innovations in the field of personal care, active aging and healthcare for the elderly. These social innovation projects need to address the issues and needs of the elderly in an economically sustainable and socially acceptable manner, to improve people’s lives and help to create a positive cycle of new relationships. For these reasons, I am also convinced that the projects presented need to have a value that can be transferred to and taken up by other public and private bodies, in order to optimize public costs for social and health care, but most of all because improving the quality of family welfare – in particular in relation to the elderly – will enhance quality of life in our communities as a whole”.*

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

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