



**Social Innovation in Ageing -  
The European Award**

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 King Baudouin  
Foundation  
Working together for a better society

 "la Caixa" Foundation

 UniCredit Foundation

## **19.000 € for social innovations in the field of Active and Healthy Ageing – an initiative by the King Baudouin Foundation in association with La Caixa Foundation & Unicredit Foundation**

**Application open until 15 July, 2013**

The King Baudouin Foundation in association with La Caixa Foundation & UniCredit 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 through new or improved solutions.

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 the application form can be found here: [www.changemakers.com/innovationinaging](http://www.changemakers.com/innovationinaging)

For questions please contact Alexander Kesselring from the Centre for Social Innovation (ZSI) [kesselring@zsi.at](mailto:kesselring@zsi.at)

### **About the 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.

**"La Caixa" Foundation** has as its mission to contribute to the advance of people and society, with particular emphasis on the most vulnerable groups. In 2012 we undertook more than 42.000 activities, with a budget of €500 million, to help: the most vulnerable groups, spread culture & science and invest in the future through education, research and the environment. Our budget is supplied by “la Caixa”, a bank with more than 100 years’ history in Spain. Our welfare projects started in 1915 with a programme for elderly people. More than 636.000 elderly people took part in more than 13.000 activities in 2012, in 598 centers for older people.

**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.