

RED INNOVA



ROUND UP: FALL 2020 AND BEYOND

Some words from Laura, Director of Red Innova

"When people ask me what I do, I tell them that my job is to help the people who are changing the world". I remember hearing my dear colleague Gustavo, who directs the awards on behalf of IE, share this musing with some Red Innova members a while back. It resonated with me because, despite all of the buzzwords and colourful descriptions surrounding Social Innovation, at the end of the day, that is exactly what our team at Fundacion MAPFRE and IE aims to do. Through the Awards for Social Innovation and Red Innova, we support dedicated, courageous, and passionate social innovators in changing the world.



At our international Fundacion MAPFRE events, we celebrate the work that is being done by these innovators and are always astonished at how much they achieve in their communities. As we look forward to 2021 and begin to design our upcoming program of activities for Red Innova, I would also like to take a moment to acknowledge all of the incredible efforts of our community in 2020.

For our Red Innova members, who come from all across Latin America and Europe, 2020 was a year that tested their entrepreneurial DNA. In addition to the extreme uncertainty and complexity that we have all faced as individuals, our Red Innova innovators also had the challenge of maintaining service to their beneficiaries and communities, whose needs radically changed over the year. In many cases, our members pivoted their solutions and reconfigured their business models to generate even more impact for those communities who need(ed) it most. We were lucky enough to learn about these stories and capture many of them in the articles we published in international media, expert blogs, and through our "Monthly Milestones" initiative which documents the key achievements of our members.

Our team at Fundacion MAPFRE and IE is always in close contact with Red Innova members, and this year was no different. In fact, it was through this deep, quality connection with our members that we were able to stay alert to their needs and design 3 programs of activities to support them. We began 2020 with a focus on "Impact Investing", with knowledge-sharing activities, an IE Masterclass and published insights through our Collective Intelligence Committee. In spring we focused our activities on the topic of "Resilience" both on a financial and personal level, to ensure our members had access to expert knowledge and tools during the complex challenges of the crisis. We closed the year with 4 months of activities focused on "Partnership Building for Impact". This was after learning that many of our members sought guidance on how to build strategic partnerships, in order to scale the impact of their projects, during the pandemic and beyond.

Despite the challenges of the year, we were amazed at the engagement and commitment of our members. Not only did they participate in so many of our collaborative and knowledge-sharing activities, but they also dedicated time to sharing their stories and learnings with others and helped promote the 4th edition of the awards for future generations of the community. As we look on to 2021, our team will continue, as always to support those courageous and passionate innovators who are, every day, changing the world.

Some Key Highlights, Red Innova 2020

180 Milestones

180 achievements were documented by our members in 2020.

3rd Edition Final

On 29th October we were delighted to host the final of the 3rd edition of the awards.

IE Learning

Our members enjoyed 6 exclusive LIVE masterclasses from IE experts in 2020.

Record Engagement

Our global community is 4.5 times more active than the industry average.

Keep reading to see a photo gallery from Fall 2020.

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17 PARTNERSHIPS
FOR THE GOALS



BUILDING PARTNERSHIPS FOR IMPACT

In Fall 2020, Red Innova focused on how to **BUILD PARTNERSHIPS** to generate impact. We had regular conversations with our global members about how they wanted to go about building strategic partnerships to fortify their business in the future. With the FALL activities, we aimed to support our members in these endeavours through collaboration, communication, training and networking opportunities from Fundación MAPFRE and IE Business School. Here are some of the highlights from September to December 2020:

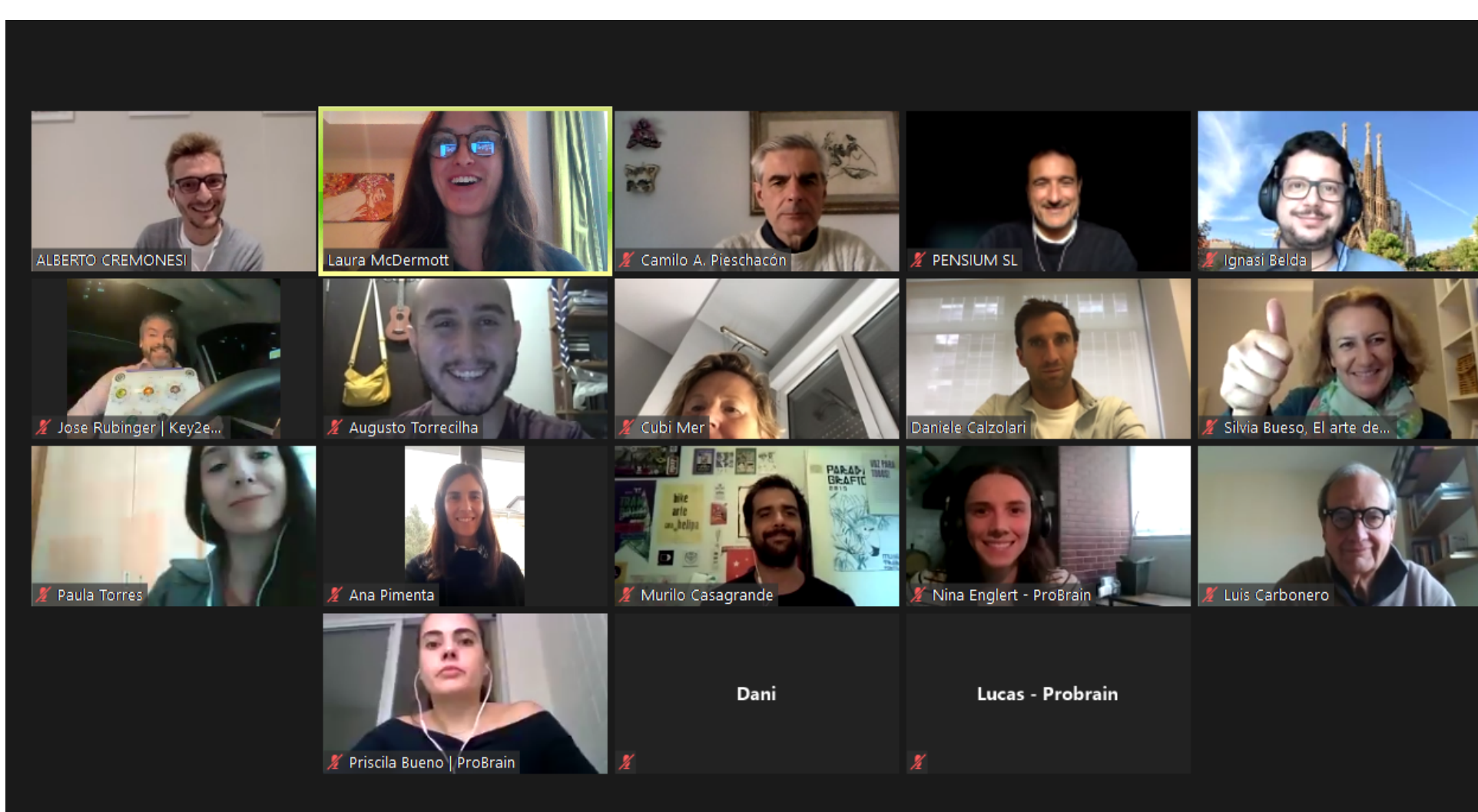
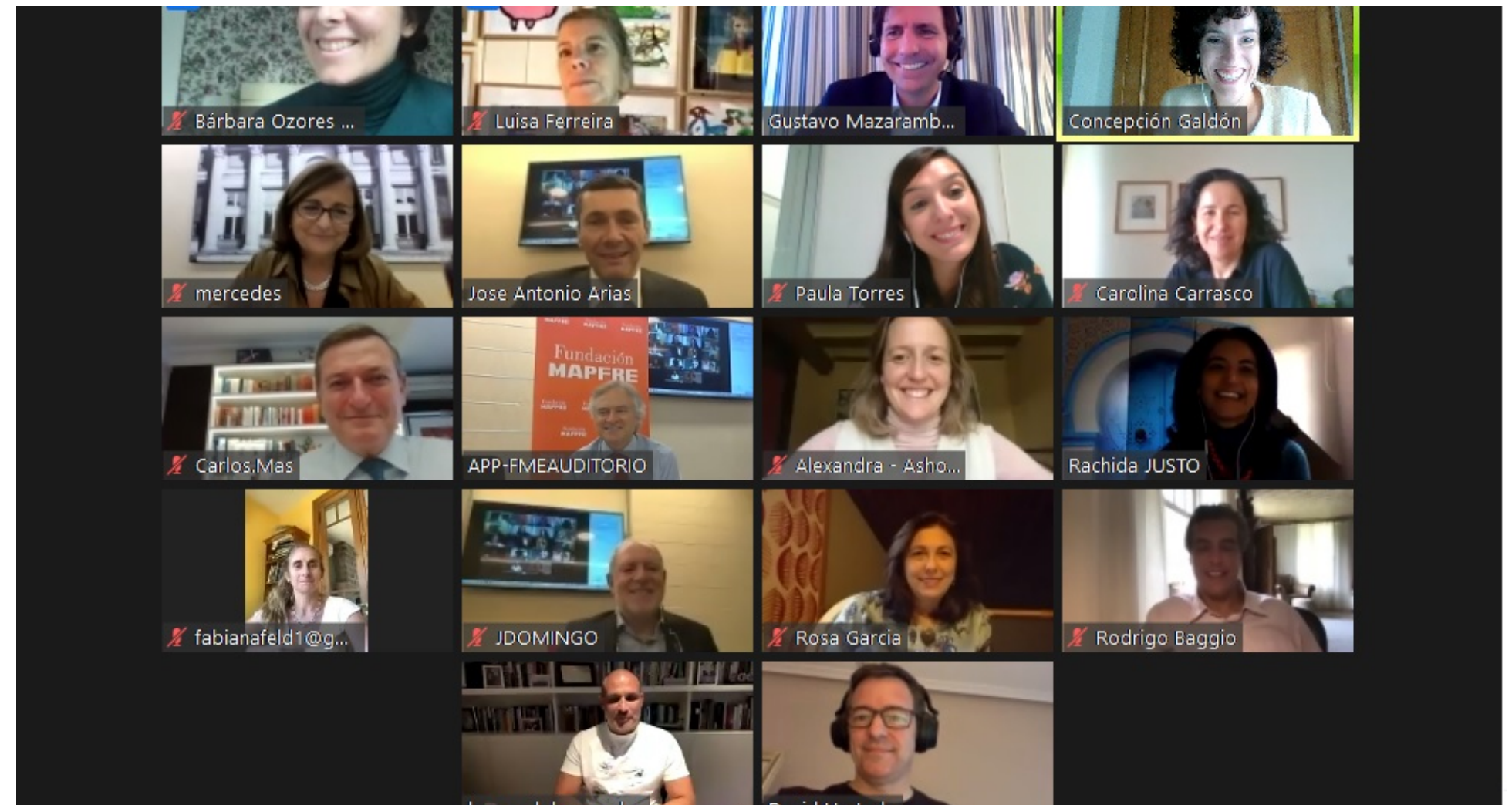
- **49 Milestones** were documented between the months of September and December across our global community. We documented these achievements on a monthly basis with our innovators.
- **4 Exclusive Masterclasses** were held with IE University Experts:
 - Ellen Buckland: "Online Presentation Skills"
 - Alberto Cremonesi: "Building Partnerships for Impact"
 - Borja Santos Porras: "Applying the SDGs"
 - Daniel Medina: "Tactical Networking for Partnership Building"
- **4 Knowledge-Sharing articles** were published by our social innovation community members: Joaquín Garralda; Concepción Galdón Sanz; Laura McDermott; and Letizia Caprile.
 - "3 Ways retail design can help shape the new urban economy" by Letizia Caprile
 - "Partnerships with social innovators: a strategy of impact" by Concepción Galdón Sanz
 - "Exploring partnership building with Red Innova and IE University" by Laura McDermott
 - "Are actions to deal with the health crisis exclusive from those needed to delay the climate emergency?" by Joaquín Garralda
- **Millas x Retiro** CEO Jorge López and Red Innova Director Laura McDermott presented for the students of the Master in Finance at IE University. The class was with Pablo Casadio, professor at IE Business School, and the topic was on Sustainable Innovation and Fintech Startups.
- **4 Members** participated in information sessions about the 4th edition of the awards, along with mentors of the awards and profiles from IE Social Innovation, MAPFRE and Fundación MAPFRE in Europe and Latin America. Thank you to Murilo, Marian, Miquel and Oscar for your contributions in these sessions!
- **Exceptional support** was received from many of our members who promoted the 4th edition of the awards through writing blogs about their experiences, sharing stories, and referring projects to the awards. Thank you members!
- **3 Languages** (Spanish, Portuguese, English) were used in the recording of our Fall program summary, so that all of our Red Innova members could learn about the activities of the season. Translations and recordings were thanks to Murilo Casagrande (Viver de Bike), Gustavo and Laura (IE Social Innovation).
- **Ongoing connections** were built between our members and profiles of interest through the IE Social Innovation team throughout the quarter.

Next: Photo gallery from Fall 2020.

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FALL 2020: The season in images



Un ecosistema para impulsar el emprendimiento social

TEXTO RAMÓN OLIVER. ILUSTRACIÓN RED INNOVA

Para un emprendedor recibir un premio de calado internacional, especialmente si es otorgado por una entidad de prestigio, supone, además de una interesante inyección económica, un espaldarazo en términos de reconocimiento, contactos o visibilidad. Y ese es, sin duda, el caso de los Premios Fundación MAPFRE a la Innovación Social. Pero, ¿qué ocurre después? ¿Cómo puede ese reconocimiento seguir ayudando a esos emprendedores una vez apagados los focos de la ceremonia de entrega de diplomas? La respuesta es la Red Innova.

Después de dos ediciones celebradas y la tercera ya en su fase final, ¿cómo han evolucionado los proyectos que han participado en los seminarios desde el inicio de esta aventura? ¿cómo se han posicionado en el ecosistema de la innovación del emprendimiento social? Precisamente para dar respuesta a esta pregunta, Fundación MAPFRE creó junto a la escuela de negocios IE University la Red Innova, una comunidad global de innovadores sociales cuyos miembros comparten el nuevo espíritu de los Premios Fundación MAPFRE a la Innovación Social. Paula Torres, directora de estos premios, nos comenta: «La Red Innova es la red de identidad de nuestros Premios, nos permite seguir una relación más estrecha y continuada en el tiempo con los emprendedores sociales que la conforman, protagonistas del cambio positivo que estamos buscando. Nos brinda la oportunidad de seguir ofreciéndoles ese acompañamiento que siempre hemos cuidado. Nos hace partícipes de sus inquietudes y éxito y con los próximos y celebramos como propios, lo que refleja la familia que estamos construyendo en torno a los Premios».

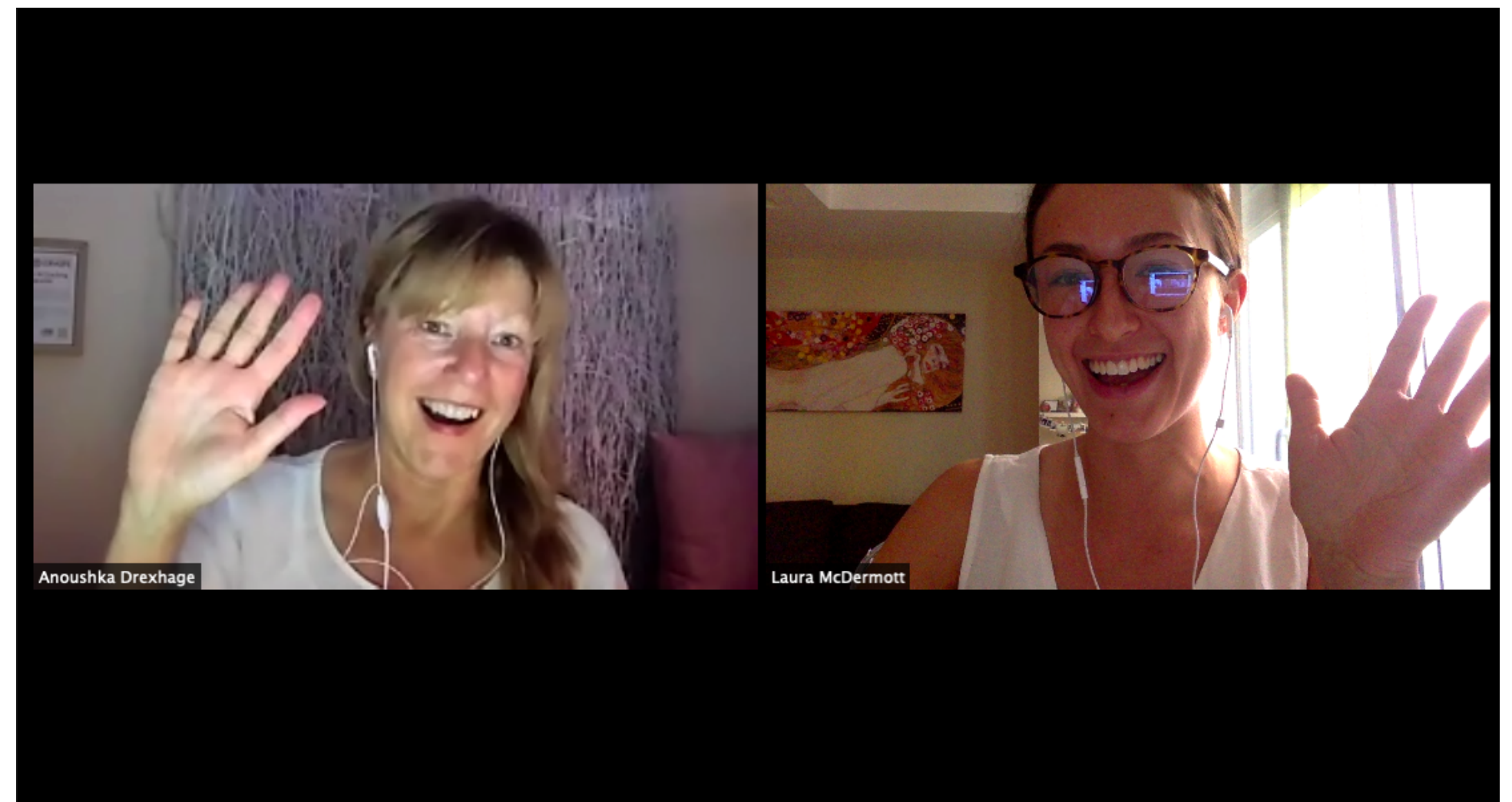
«Red Innova nació del deseo de seguir apoyando y ayudando a escalar esos proyectos emprendedores y finalista de cada edición de los premios, incluso después de los eventos oficiales. A través de Red Innova nos mantenemos conectados con nuestros miembros y los apoyamos mucho más allá del hecho de ganar un premio», explica Laura McDermott, directora de Red Innova.

En la actualidad forman parte de Red Innova 66 emprendedores pertenecientes a 60 proyectos vinculados a la innovación social procedentes de dos continentes, además de un equipo de 18 miembros que gestiona MAPFRE, Fundación MAPFRE

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