



belo

BRILLANDO EN LA OSCURIDAD

SHINING IN THE DARKNESS

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2026

**Be a protagonist in
the greatest health crisis
of the 21st century**



The crisis

Mental health conditions are already the leading causes of workplace absence worldwide.

Whilst 1 in 8 people suffers,

will you be a spectator or a protagonist?



The greatest challenge

Mental health is by far the greatest health challenge of our time, surpassing cancer and cardiovascular disease.

WHO 2022



970 million
souls around the world suffer in silence

800,000

suicides per year - 2nd leading cause of death in young people



50%
do not receive adequate treatment



WHO 2022

Mental health demands leaders.

Will you answer?

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Impact on the global economy

The global economy is shaken by workplace absences and low productivity. The exponential cost of anxiety and depression is projected to increase sixfold by 2030, reaching USD 6 trillion.



Humanitarian and strategic

Yet our governments invest less than 2% of their health budget in mental health.

What fuels this crisis?

It's a perfect storm

of insecurity,
lack of resources, and
most painfully, DESTRUCTIVE STIGMA



Stigma is not just a word; it's a condemnation.

It's the cruel voice that whispers:



Faced with an eating disorder:

What a superficial and frivolous person!



Faced with depression:

Stop complaining, cheer up! You're simply not trying hard enough...



Faced with suicide:

A family shattered by guilt, asking themselves: "Why didn't I see it? I should have done more."





The stigma: The invisible barrier

Consequence

People live up to 20 years less than the rest of the population

Social

Discriminatory attitudes from society

Self-Stigma

People internalise these negative attitudes

Institutional

Discrimination in public and private policies

Destructive cycle of stigma



Social isolation

Blame and avoidance



Employment barriers

Discrimination in the workplace

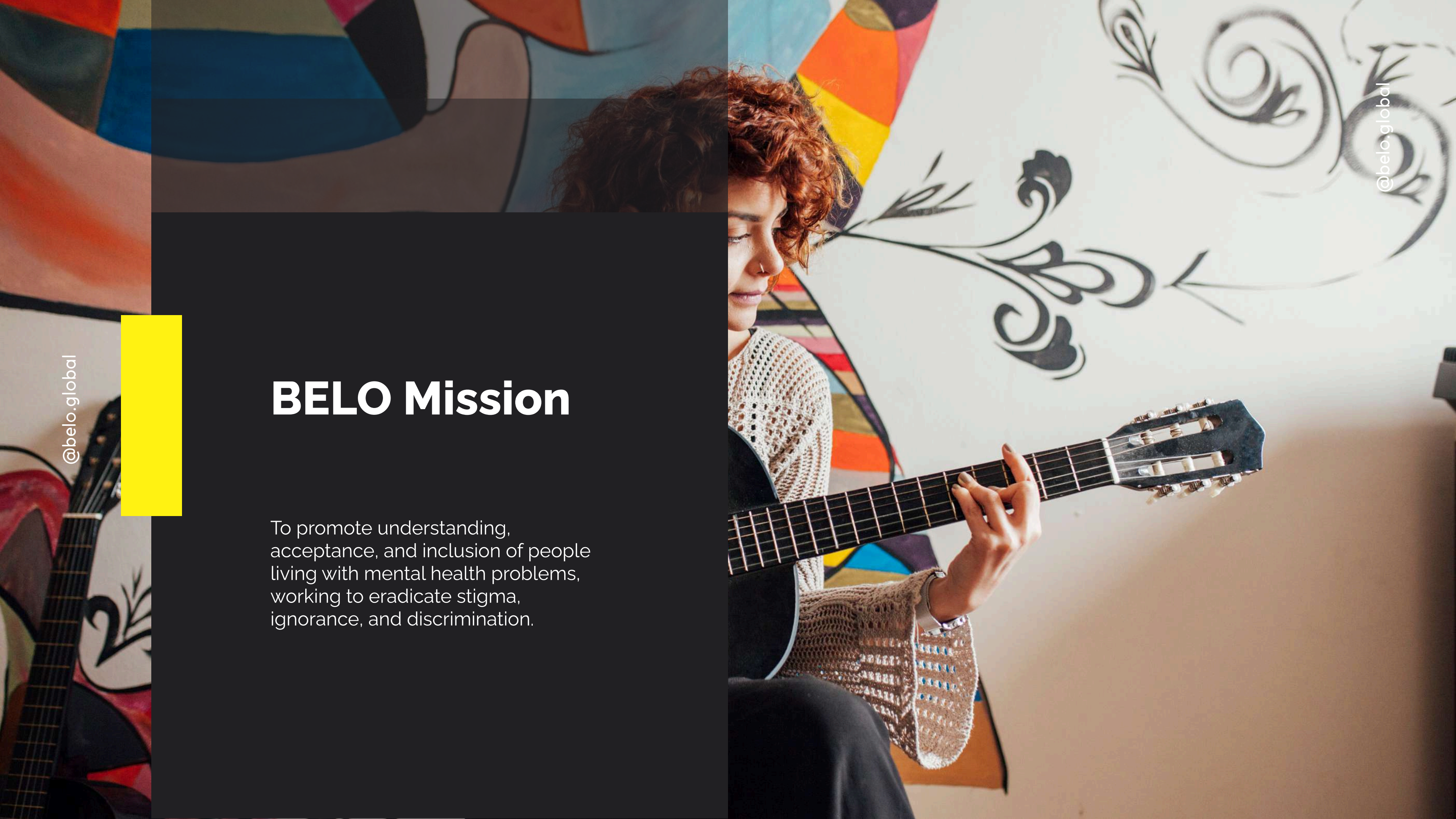


Treatment delay

Resistance to seeking
professional help

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**The solution the world
needs starts with you**



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BELO Mission

To promote understanding, acceptance, and inclusion of people living with mental health problems, working to eradicate stigma, ignorance, and discrimination.



BELO

Shining in the Darkness

It's not just a project; it's a manifesto, an alliance of hearts led by **Europamundo Foundation** in collaboration with **Rotary International**

through the Rotary Corporate Madrid club, alongside a growing network of Rotary clubs from Spain and Latin America

and other respected institutions and companies from various countries.

Why a competition?

We generate empathy

Sharing our naked soul in a creation humanises us and connects us instantly.



We tear down walls

Each defended work becomes one less brick in the wall of social stigma.



It's therapeutic

The creative process is, in itself, a path towards healing.



We combat loneliness

Participating in a process with other people in similar conditions shouts to us: "You are not alone."



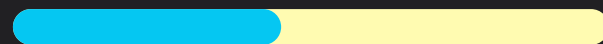
We give hope

The expression of emotions, experience, and each small victory are beacons that guide those who have not yet found their way.

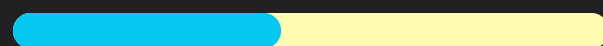


1st Edition 2024

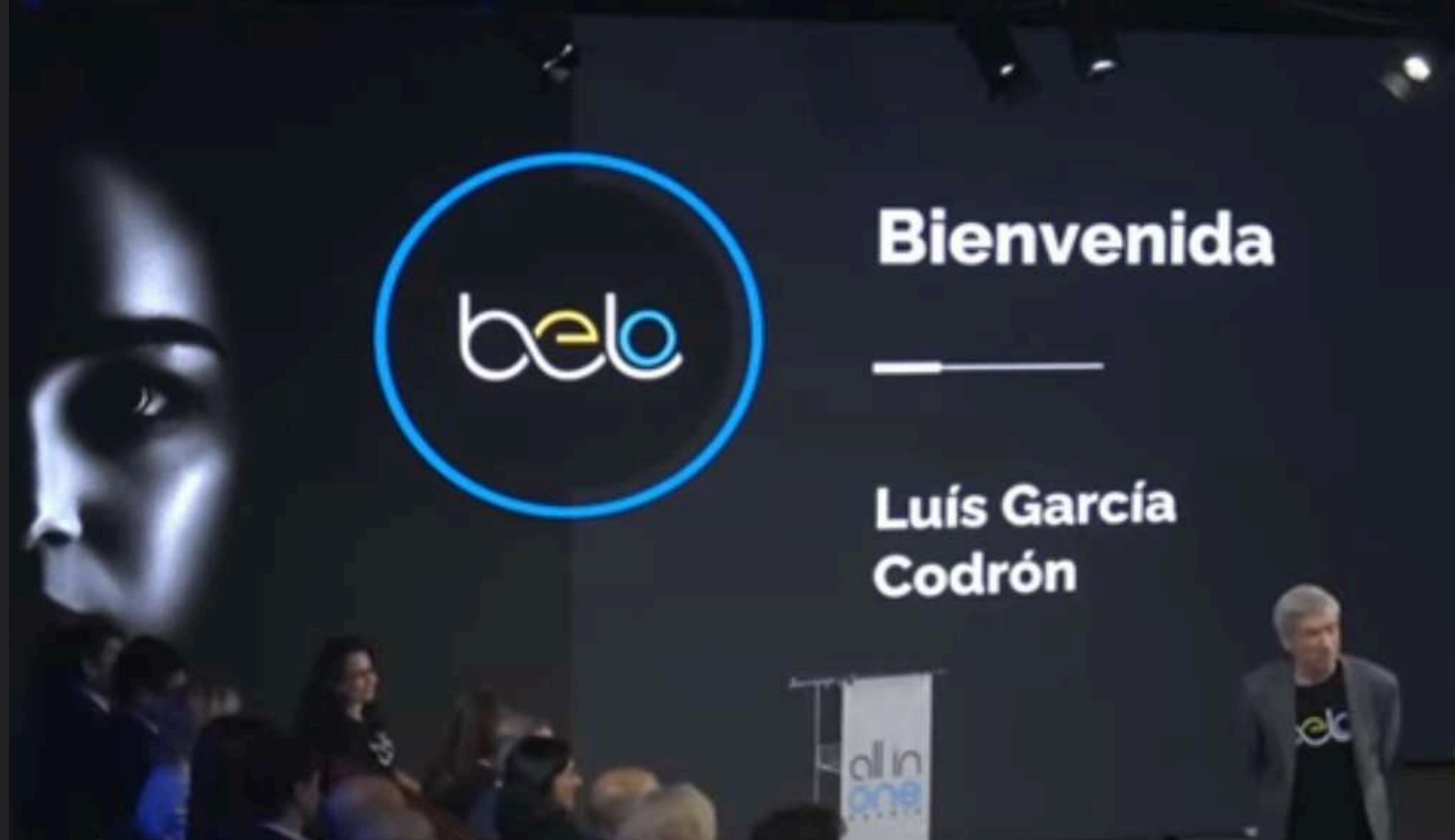
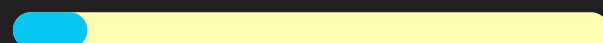
prize pool: €21,500



registrations: 865



followers: 1,536



countries

14

categories

9

awards

33

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2nd Edition 2025

prize pool: €47,400

registrations: 1.916

followers: 12.213



countries

31

categories

24

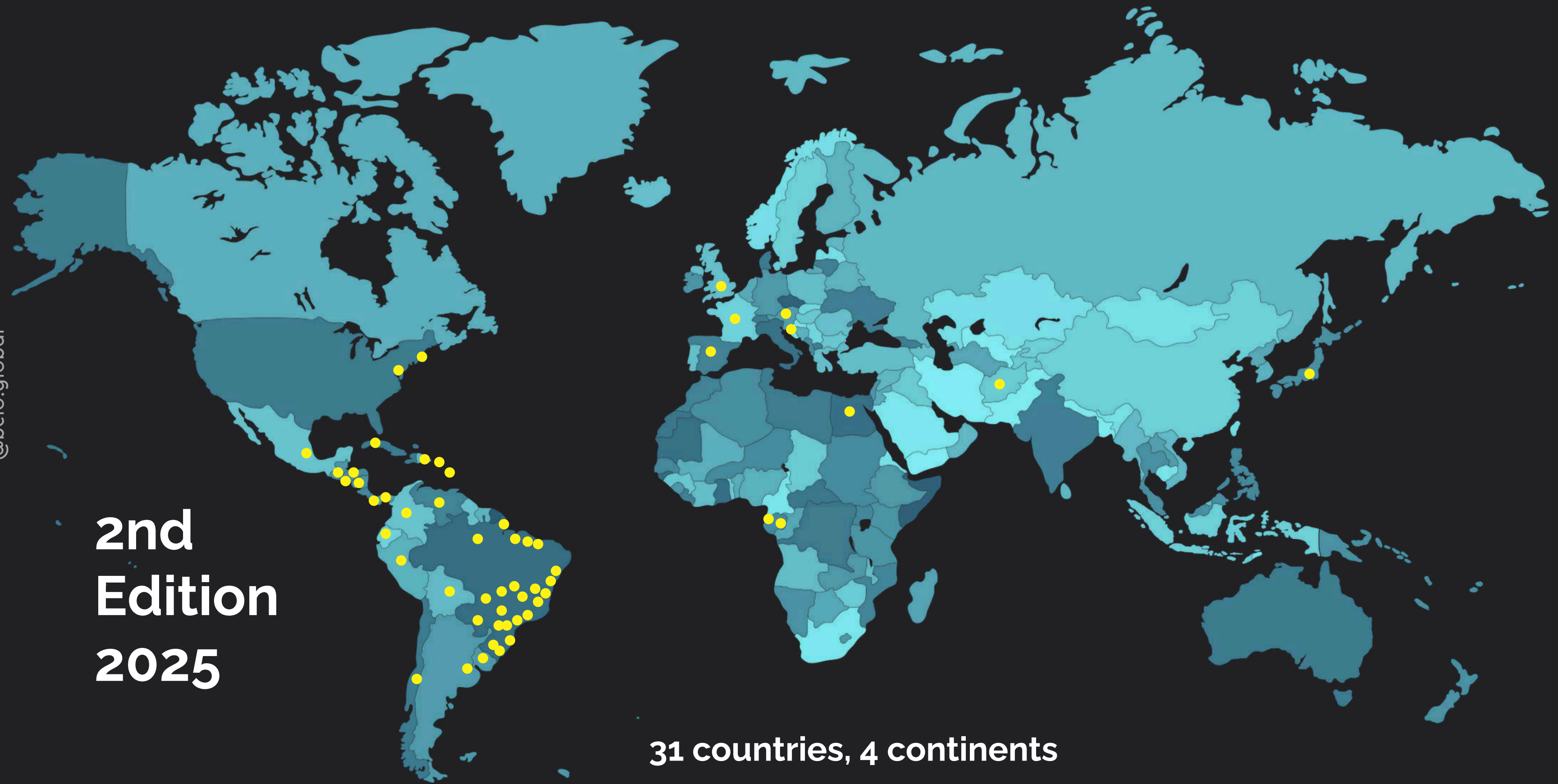
awards

75

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**2nd
Edition
2025**

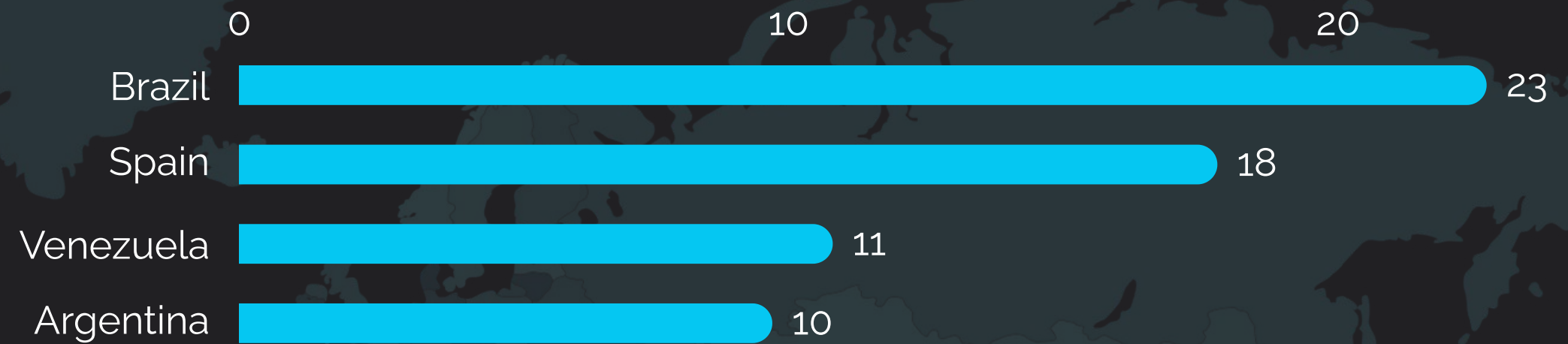
31 countries, 4 continents



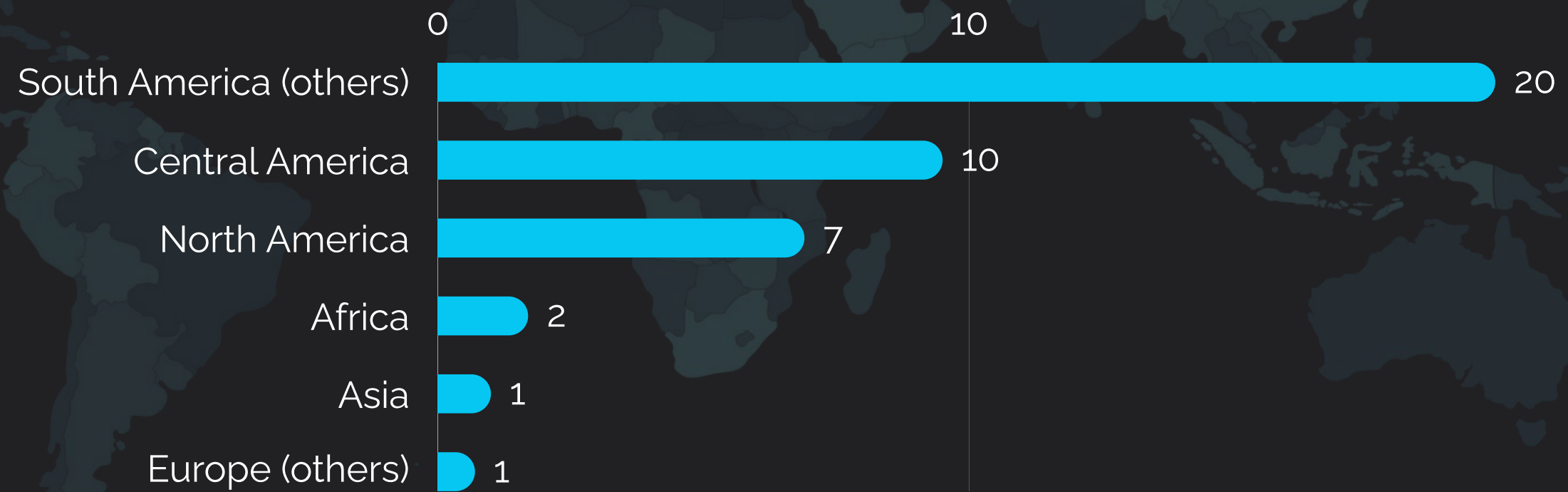
2nd Edition 2025

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countries with the highest participation (%)



rest of the world (%)



partners

leading social transformation through



partners

leading social transformation through



Join us

Only with the strategic leadership of institutions and companies can we scale this impact globally.



Strategic investment: Leadership and brand positioning

regional chapter

Lead project actions in your country / geographic or linguistic area.

category partner

Lead the creation, promotion, and funding of a category



Collaboration Models

regional chapter

Leadership of a country or a complete geographic or linguistic area (e.g., BELO LATAM).

Direct expansion and outreach in your assigned territory.

Strategic coordination: Lead your region within the project's guiding principles.

Maximum freedom to create awards and categories specific to the region.

Definition

Scope

Role

Management

category partner

Collaboration in an existing zone or creation of an autonomous category (e.g., Bipolar Disorder Category).

Contribute to a specific part of the project.

Functional collaboration: Help provide visibility, raise funds, or assign jurors.

Minimal management burden; focused on the group's objective (category, funds, outreach).

Return on investment and brand positioning



Leadership in corporate social responsibility (CSR):

Your brand becomes a global reference in the fight against the mental health crisis, a topic of maximum social and media relevance.



Targeted and global visibility:

Access to an international outreach platform, with a committed audience (followers, media, mental health professionals) and the opportunity to generate specific content in your area.



Strategic influence:

Visibility in the sponsored category or activity, linking your company's name directly with the cause.



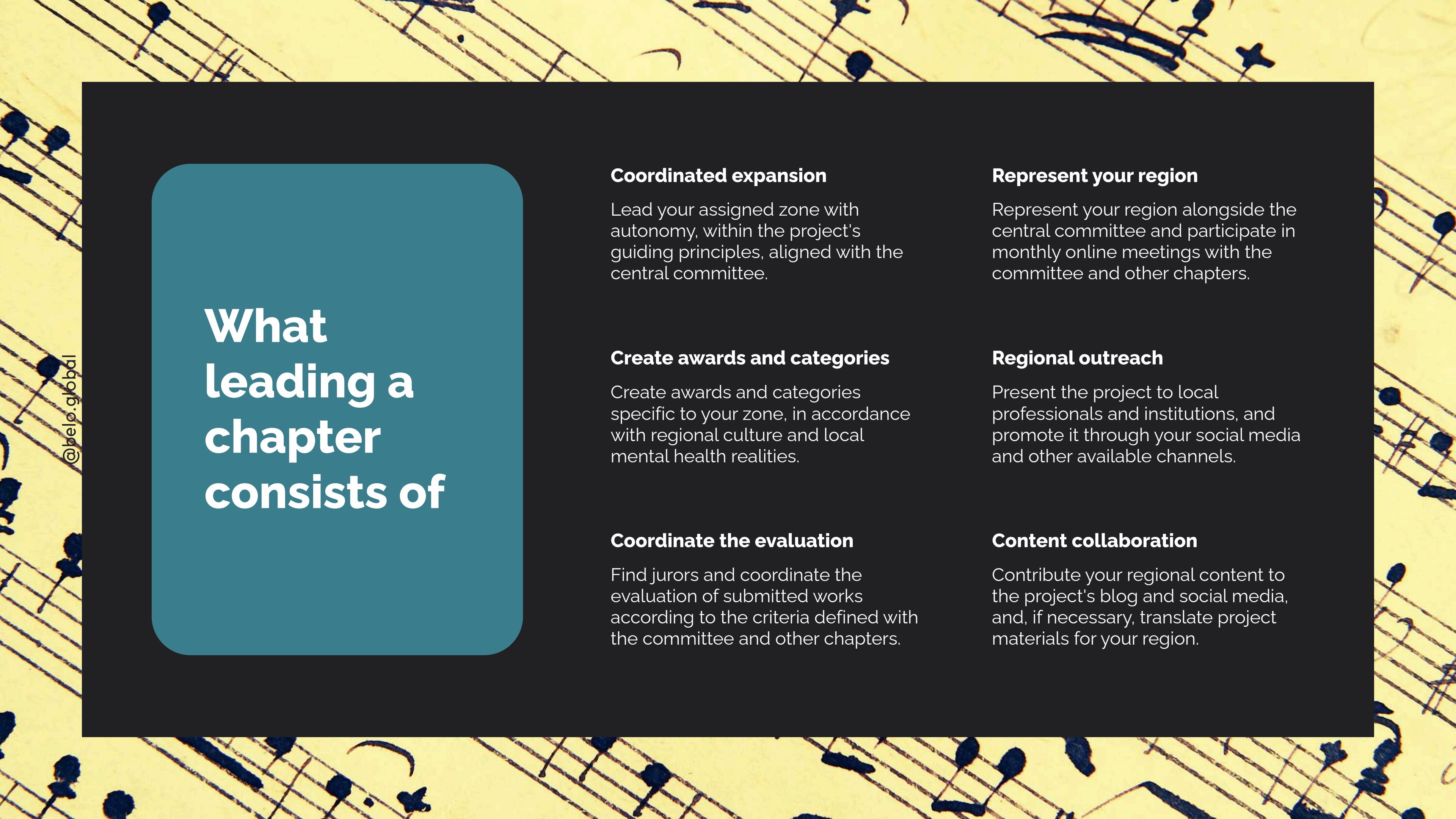
Value content generation:

The artistic creations generated under your sponsorship are unique material for blogs, social media, and awareness-raising campaigns for your company.



Internal commitment:

Strengthens corporate culture and sense of belonging by demonstrating an active commitment to community wellbeing.



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What leading a chapter consists of

Coordinated expansion

Lead your assigned zone with autonomy, within the project's guiding principles, aligned with the central committee.

Create awards and categories

Create awards and categories specific to your zone, in accordance with regional culture and local mental health realities.

Coordinate the evaluation

Find jurors and coordinate the evaluation of submitted works according to the criteria defined with the committee and other chapters.

Represent your region

Represent your region alongside the central committee and participate in monthly online meetings with the committee and other chapters.

Regional outreach

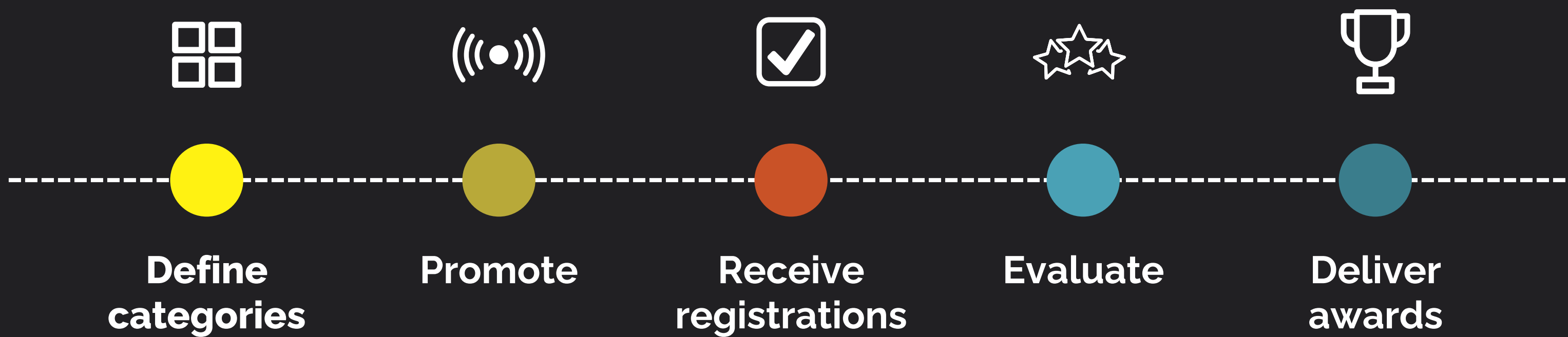
Present the project to local professionals and institutions, and promote it through your social media and other available channels.

Content collaboration

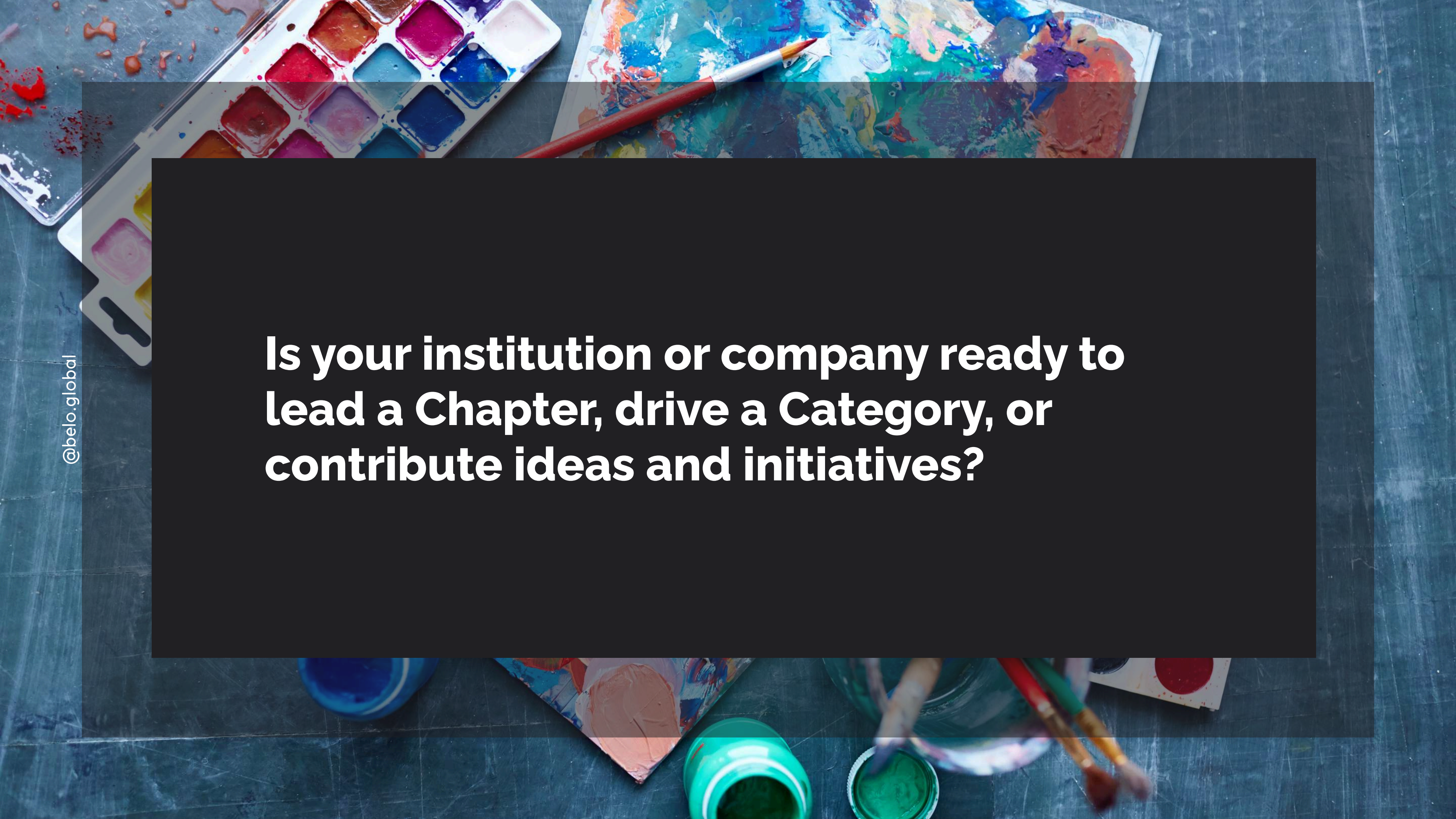
Contribute your regional content to the project's blog and social media, and, if necessary, translate project materials for your region.

5 Stages

From January to October

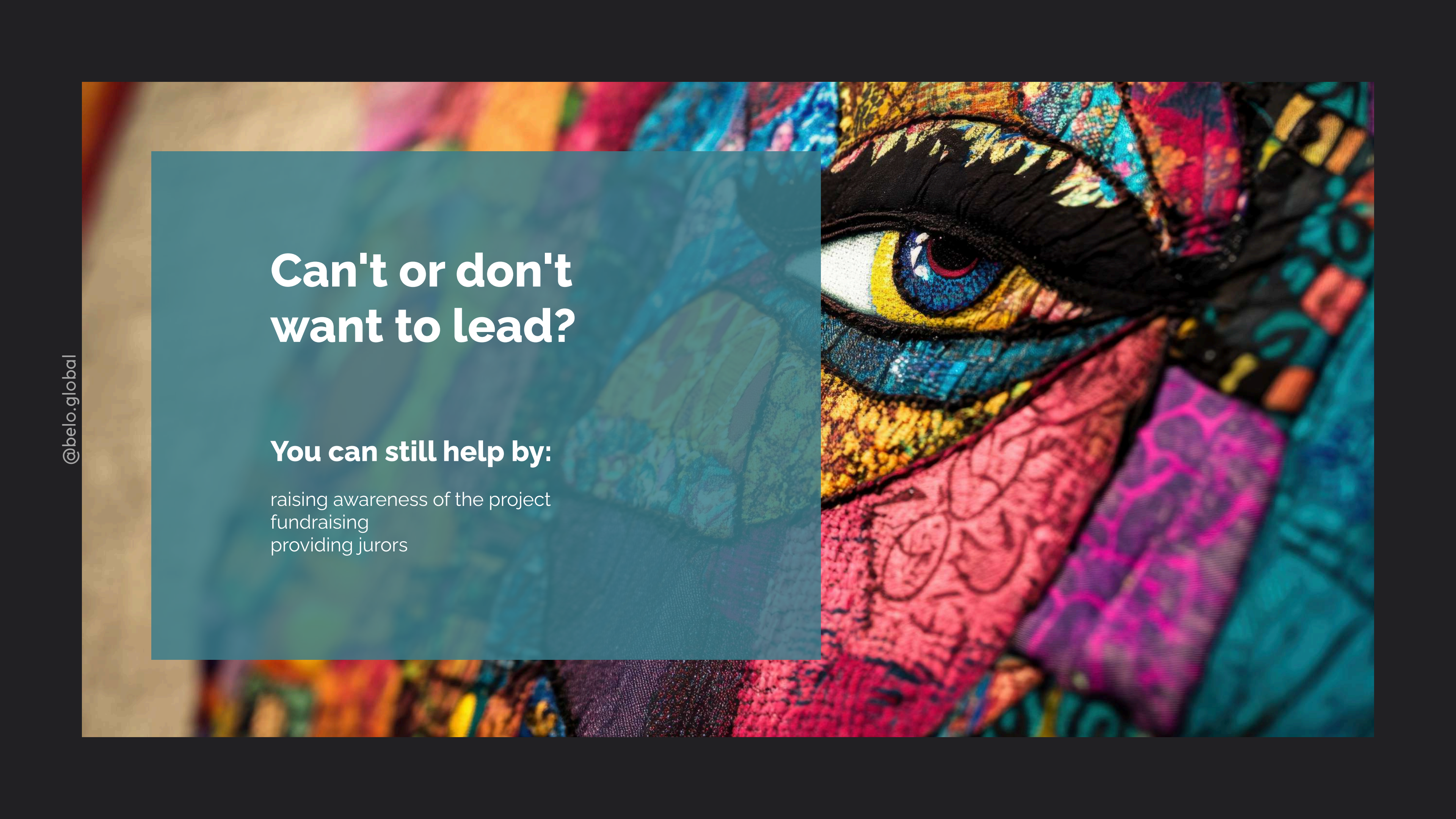






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Is your institution or company ready to lead a Chapter, drive a Category, or contribute ideas and initiatives?



Can't or don't want to lead?

You can still help by:

- raising awareness of the project
- fundraising
- providing jurors


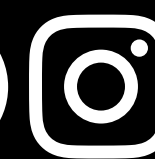

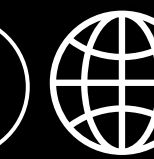
Do You Have an Idea?


If you have ideas on how to advance the BELO initiative's purpose, contact us and we'll be delighted to discuss how we can improve society and make it more inclusive.

A man and a woman are shown from the chest up, looking towards the camera. The man is on the left, and the woman is on the right. They are surrounded by vibrant, colorful paint splashes in shades of blue, yellow, and orange. The background is dark, making the colors stand out.

Thank you

web: belo.global

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