

Title of the project: UNWTO Tourism Tech Adventures: Gastronomy

2nd UNWTO Gastronomy Tourism Start-up Competition

Country/countries of execution: Global

Terms and conditions - UNWTO Tourism Tech Adventures: Gastronomy

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1. Introduction / Background

The World Tourism Organization (hereinafter, "UNWTO"), in partnership with the Basque Culinary Center, in line with its commitment to innovation and the promotion of entrepreneurship in tourism, is holding the first edition of the Gastronomy Tourism Start-up Competition.

Both the UNWTO and Basque Culinary Center have among their objectives to strengthen the entrepreneurial ecosystem and boost innovation in the tourism sector.

The proposed global competition makes it possible to promote gastronomy tourism industry through innovation, by giving opportunities to Start-ups from around the world to present their projects, and providing access to a series of benefits within the framework of the 5th UNWTO World Forum on Gastronomy Tourism to be held in San Sebastian in May 2019.

The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and accessible tourism for all.

The UNWTO, as the leading international organization in the field of tourism, advocates tourism that contributes to economic growth, inclusive development and environmental sustainability, and offers leadership and support to the sector to expand its knowledge and tourism policies throughout the world.

Its members include 158 countries, 6 Associate Members and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

One of the current priorities of UNWTO is to promote connections among the actors that form part of the entrepreneurship and innovation ecosystem in tourism as a means for the generation of employment and business opportunities, as well as for the sustainable development of the sector.

Basque Culinary Center is a pioneering global academic institution that comprises the Faculty of Gastronomic Sciences attached to Mondragon University and a Center for Innovation and Research. The aim of the BCC is higher education, research, innovation and promotion of gastronomy and food and it is working to promote gastronomy as a lever for socio-economic development through its actions.

2. Target audience

The purpose of this competition is to capture the attention of a large number of Start-ups in the sector and to facilitate the selection of those that are most relevant to the Gastronomy Tourism sector.

The projects will be selected based on various criteria, such as the degree of disruptiveness and maturity of the product, its viability, scalability, sustainability and its interest for potential investors.

The projects will be divided into 2 categories:

- Start-up category: Natural persons or legal entities that are developing and promoting a Start-up with a high technological component to provide solutions or new services attached to the Gastronomic Tourism sector.
- Social Innovation Category: Natural Persons or legal entities that are developing and promoting a project with a high transformational component and social impact value in its scope of implementation and that are attached to the Gastronomic Tourism sector.

3. Participants

This competition targets all projects that are at an early stage of development (hereinafter, "Early Stage") and which respond to any of the categories of the contest.

The competition is open to all entrepreneurs, whether individuals or legal entities, of legal age and with the legal capacity to enter into a contract. The only requirements are those established in Clause 4 of this document.

The projects must be aligned with the Sustainable Development Goals established by the United Nations and the introduction or adaptation of digital and technological elements, and focused on one (or several) of the following areas:

- Destination management or private management of solutions/products/services developed around gastronomy as gastronomic tourism products
- Supply-side configuration seeking balance between sustainable development and the profitability of the project, maximizing the positive impacts on the community.
- Connection with the market and the user experience in all phases of the trip.

4. Requirements

The 2nd UNWTO Gastronomy Tourism Start-up Competition will focus on two main categories (Start-up and Social Innovation), with the following requirements to participate:

- Innovative/disruptive nature identified
- Scalability potential within the business
- Validated business model
- Market penetration
- Entrepreneur/promoter team: Suitability of the promoter team, motivation and interest

In order to respect the different initiatives and projects participating in the competition, those responsible for the chosen projects in the Start-up Category and the winner in the Social Innovation Category, undertake to attend the official celebration of the 6th World Forum on Gastronomy Tourism held in Flandes (Belgium) on 1-3 June 2020.

The representative must be a natural person, of legal age and with legal capacity to enter into a contract.

Not having been convicted by a final judgement, for intentional crimes, with a penalty of six months or more, insofar as the criminal responsibility has not expired.

Participants, who, initially or at any point during the programme, fail to meet any of these requirements, may be excluded from the contest and the acceleration programme, losing any option to receive any service and without the right to claim anything from the UNWTO and the Basque Culinary Center.

The data that participants provide when registering in the programme must be true, and therefore any participants whose data is incorrect or incomplete shall lose any option to participate in the programme and to receive any service.

The organizers of the Programme reserve the right not to accept or to remove from the programme, without prior notice, any participants who, in their opinion, act fraudulently, in an abusive manner, or in a manner contrary to the spirit of the programme, the principles of the United Nations or the law, third-party rights and/or good faith. Likewise, any participant or related person whose action may be contrary to the reputation or good name of the UNWTO or Basque Culinary Center may be removed.

None of the above actions shall entitle any participant or potential participant to any right or claim whatsoever for damages, expenses incurred, etc.

4.1. The candidatures must contain the following information:

Online registration form available on the website www.gastronomytourismventures.org
Applicants must complete in English all the required fields requested in the form.

4.2. Exclusion from participation:

Those who do not comply with any of the requirements established in these terms and conditions will not be able to participate, with UNWTO and/or Basque Culinary Center having the right to exclude those who do not meet the established requirements, or even not to deliver the prize, as the case may be. Employees of UNWTO and, in general, employees of any of the companies of the Basque Culinary Center may not participate.

Minors are excluded from participating in the competition. Neither UNWTO nor Basque Culinary Center shall be liable for any false, inaccurate, obsolete, incomplete or erroneous data submitted by the participants. In such a case, the participant shall be automatically excluded from the competition, and also lose the right to the enjoyment of the prize, and shall not be entitled to make claims against UNWTO or Basque Culinary Center.

The Start-ups that do not have travel insurance will not be able to participate in the semi-finals and finals.

5. Selection process - First Phase

The period for the submission of projects will begin on 20 December 2019 and end at 00:00 on 6 April 2020.

The tentative calendar¹ is as follows:

- Launch of the competition: 20 December 2019
- Deadline for candidatures: 6 April 2020
- Pre-selection of candidatures presented online for the Start-up Category, and the winner for the Social Innovation Category: 4 May 2020
- Announcement of the winning of the Start-up Category: 1-3 June 2020

5.1. The selection criteria that will be used shall be the following:

5.1.1. Start-up Category

- Scope into the Gastronomy Tourism Sector
- Innovation: Degree of comparative disruptiveness / innovation in the sector (global level).
- Social Impact of the Start-up: The contribution of the project to the environment or local community.
- Technological or Digital component: Technology embedded in the project
- Viability and the potential business impact: potential scalability / financial return and / or development of competitive advantages for the business in the short-medium term.
- Ease of value capture via collaboration with the Start-up: agile implementation in the short-medium term for co-development of products/services, optimizing the use of existing resources/infrastructure and ability to scale the product.
- Maturity of the product/technology: Degree of maturity of the MVP, technology or current product.
- Maturity of the team and the organization: CV of the founders / team; entrepreneurial motivation and personal interests of the founders; Internal organization and processes.

¹ The proposed dates are tentative, because they are subject to possible changes. In case of any change, all participants will be informed in due time

- Partnership Readiness: Experience in co-development of products; Motivation / interest in collaborating with a corporation.
- Sustainability: an attribute that should be implemented in the services, business model, or solutions, to avoid or minimize the environmental, economic and social impact produced by the business activity.

5.1.2 Social Innovation Category:

- ✓ Scope into the Gastronomy Tourism Sector
- ✓ Innovation: Degree of comparative disruptiveness / innovation in the sector (global level); not technological component required.
- ✓ Social Impact of the Start-up: Focused on meeting unmet social needs in different realms, to foster employability of young and/or vulnerable people, depopulation of the territory, population aging and/or gender equality; and with tangible indicators to that effect.
- ✓ Traction: Capacity to transform the localized environment; ability to generate a change in society, improving the social conditions of the beneficiary groups and / or promoting their recognition before society.
- ✓ A tested MVP: product or service prototype, tested and tested, with already measured or measurable results.
- ✓ Potential impact of the business: potential scalability/financial return and/or development of competitive advantages for the business in the short-medium term.
- ✓ Ease of value capture via collaboration with the Start-up: agile implementation in the short-medium term for co-development of products/services, optimizing the use of existing resources/infrastructure and ability to scale the product.
- ✓ Committed team. Team with explicit knowledge about the area of action; positive assessment of the endorsement of a public or private organization on the execution of the project
- ✓ Adherence to the Sustainable Development Goals: Linking and tangible social impact metrics in relation to the priority SDG.

5. Selection process - Second Phase

The Selection Committee will be appointed by UNWTO and Basque Culinary Center. It will be composed of an international network of investors, entrepreneurs and experts from UNWTO Member States and UNWTO Affiliates and strategic allies.

- In the Start-up category, this Committee will evaluate the proposals and carry out the selection of 5 semi-final projects. The selected list will be announced on May 4, 2020 on the competition page and each semi-finalist will be notified individually by email.
- In the Social Innovation category, this Committee will evaluate the proposals and will carry out the selection of 1 finalist project that will be announced on May 4, 2020 on the competition page and notified individually by email.

The selection of the 5 semi-finalist projects and the winner will be made by the jury chosen for the occasion.

6.2. The 5 semi-finalist projects, will have the opportunity to attend the 5th UNWTO World Forum on Gastronomy Tourism in San Sebastian on 2-3 May 2019.

- Travel and accommodation expenses to San Sebastian, Spain, for one representative per team, for 2 nights and access to contacts of investors and potential clients, in the case this is considered appropriate for each beneficiary Start-up.

6.3. For the winning project of the Social Innovation category, this option will be assessed according to the project and its territorial scope.

7. Prizes

7.1. Start-up Category:

The winning project will be entitled to:

- Participate in the Culinary Action business accelerator! Digital, to be held in the second half of 2020
- Use a space in the LABe-Digital Gastronomy Lab facilities for 6 months, including the time of the acceleration program.
- Within this period of 6 months, BCC will decide in its sole discretion to continue the relationship with the Start-up and develop an individual work plan.

- A help bag of 3.000€ to pay for allowances and travel to attend the mentioned Acceleration process.

7.2. Social Innovation Category:

The winning project will be entitled to:

- A work plan for the design or implementation of a pilot project with experts from specific areas of the BCC
- Monitoring, mentoring and access to the Culinary Action! for the scaling and growth of the project and use of the digital tools available for this purpose.

7.3. Both categories

In general, the finalists and winners of both categories will obtain global visibility through the UNWTO and BCC Channels before and during the execution of the 6th Forum of Gastronomic Tourism of the UNWTO.

There is the possibility for UNWTO and Basque Culinary Center to invite certain preselected Start-ups to any activity where the programme is disseminated. It will be at such time when the Start-ups will decide whether or not to attend.

8. Industrial and Intellectual Property and Protection of Personal Data

In case the processing of personal data is necessary for the running of the Programme, the organizers of the programme assume the following commitments:

- To use the data communicated solely for the purpose of the Start-up competition.
- To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
- To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.
- If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.
 - o The participant may exercise his rights of access, rectification, cancellation and opposition by sending a postal mail to the registered office of the

Organizer indicated in the heading of the present Legal Bases or sending an email to the address comm@unwto.org to contact the Organizer indicating the right that you want to exercise and attaching a copy of your Passport, National Identity Document (DNI) or equivalent documentation.

- The participant expressly consents, and this through the mere fact of participating in the Programme presented herein, that UNWTO/Basque Culinary Center may use of his/her name in order to make the winning project known to the rest of the participants and without any remuneration being generated in his/her favour.

In submitting their applications, the project promoters guarantee that:

- The projects are original of their authors and/or they have free disposal or ownership over them. Participants undertake to exempt the organizers from any responsibility and hold them free of liability with respect to any legal action, claim or demand that may be filed in relation to intellectual property rights or personal data of third parties with respect to the projects they submit.
- In the event that the projects are a unitary result of the collaboration of several participants, the project will be treated as a collaborative work, with the resulting rights belonging to all of them as co-authors.
- The participant authorizes UNWTO/Basque Culinary Center to upload the project summary to their respective official websites, and accepts that visitors to the web pages have access to said information in accordance with the conditions of use of said website. • The participant authorizes the use by UNWTO/Basque Culinary Center of the name and title of his/her project, without time limit, for the purpose of being mentioned on the website or for any actions or events related in any way with UNWTO/Basque Culinary Center, as well as for its recording in the historical archives and storage media of diverse nature of UNWTO/Basque Culinary Center and linked to the programme.
- The UNWTO/Basque Culinary Center shall not claim any ownership over the information offered or any industrial or intellectual property it may contain. The participant does not assign to the UNWTO/ Basque Culinary Center industrial or intellectual property rights derived from the projects.
- The participant expressly authorizes UNWTO/Basque Culinary Center to use their personal information with the objective of sharing information with them regarding events and activities that may be of their interest.
- The participants accept their transfer of data to the UNWTO once the contest has ended

9. Final considerations

This Programme may be modified, interrupted and/or cancelled if there are justified circumstances those so warrants. Likewise, UNWTO and Basque Culinary Center reserve the right to declare all or any of the benefits unawarded, in the event that no submitted project meets the expected quality, in the opinion of the decision-making team.

10. Acceptance of the terms and conditions

Mere participation in the Competition implies the acceptance of the entire content of these Terms and Conditions. The non-acceptance of any of the points that make up these Terms and Conditions supposes non-participation in the Competition and, in the event of being selected and/or being declared the winner, the automatic waiver of the prize.

10. Applicable Law

These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law. Nothing in these Terms and Conditions or in relation to them shall be construed as a waiver of the privileges and immunities of the UNWTO.