



Terms and Conditions

UNWTO Awake Tourism Challenge

Title of the project: UNWTO Awake Tourism Challenge

Country/countries of execution: Global

Terms and conditions – UNWTO Awake Tourism Challenge

1. Introduction

The World Tourism Organization (hereinafter, “UNWTO”), in line with its mandate on promoting sustainable, responsible and accessible tourism; its strategy on innovation, education and investments; and its commitment to entrepreneurship, is holding the second edition of the Sustainable Development Goals (SDGs) Global Startup Competition now named the “UNWTO Awake Tourism Challenge” (hereinafter, “The Challenge”).

The proposed programme is an initiative inside the broader framework of the United Nations Decade of Action in order to accelerate the achievement of the Sustainable Development Goals (SDGs). It makes it possible to promote technology, social impact and sustainability solutions to compelling challenges by giving the opportunity to startups from around the world to present their projects to the global innovation ecosystem.

UNWTO, as a United Nations specialized agency, highlights the importance of promoting crosscutting projects in which different economic sectors join forces for a greater impact. Its 160 Member States, 6 Associate Members and more than 500 Affiliate Members representing corporations, educational institutions, tourism associations and local tourism authorities, build a strong network of public and private sector organizations that works a more sustainable world.

2. Background

While Covid-19 pandemic has jeopardized many efforts to reach sustainability, it has at the same time accelerated digital transformation and technology adoption



throughout the tourism value chain, which would not have been possible without strong partnerships. Stakeholders have come together to boost a sustainable recovery, especially to find innovative solutions, implement online education programmes and make use of traditional and non-traditional investments for a long-term recovery.

UNWTO truly believes in public-private partnerships to achieve the SDGs. In this sense, it has led a process of strengthening the global tourism innovation and entrepreneurship ecosystem from before and during the pandemic, encouraging stakeholders to keep a flow of knowledge and investments that could drive scalable projects for both global and local solutions. Namely, UNWTO calls for the active interaction amongst Governments, institutions, corporations, investors, education centres, accelerators, and start-ups, to continue developing based on knowledge and funding to speed up transformation processes.

Youth has proved to be a main source of technology, social impact, and sustainability solutions, for which they need the support of partnerships to unleash all their potential. UNWTO has identified over 100 Top Startups worldwide since 2018 from thousands of applicants and has connected them with investments and piloting opportunities. 48% uses Artificial Intelligence and 34%, Big Data analytics¹ for their projects amongst other technologies in such a way that we can boost the economy, generate social impact and protect the environment for future generations. In addition, Venture Capitalists have placed their confidence into the sector, demonstrating its resilience with a long-term perspective: “despite the 2020 drop in global investment, the amount of funding towards the travel tech sector remains not only stable, but experienced an increase during the first semester compared to 2019”².

For these reasons, UNWTO has carried out the SDGs Global Startup Competition 2020-2021. Over the open call for startups from all economic sectors, it received responses from 10,000 participants from 138 countries. The 25 winning projects entered a curated programme of benefits with the support of 21 partners and collaborators (such as, Globalia, Qatar Airways, Qatar National Tourism Council, Amazon Web Services, Mastercard, Google, Amadeus, IE University, Telefónica,

¹ World Tourism Organization (UNWTO). (2021). UNWTO Travel and Tourism Tech Startup Ecosystem and Investment Landscape. Retrieved from <https://www.unwto.org/travel-and-tourism-tech-startup-ecosystem-and-investment-landscape>

² *Ibíd.*



IDB Lab and Plug and Play), including mentorship, access to technological support, connection to Member States, corporates, and investors for opening the doors to funding and pilot projects opportunities. In addition, the Top 25 Innovators Working for a More Sustainable and Innovative Tourism catalogue was created to facilitate Member States and private sector access to solutions and setting of partnerships. Results can be now evidenced in the maturity of the projects, the amount of financial support and the market expansion of the businesses.

In brief, the benefits generated by this technology-led revolution are meant to enhance quality of life and improve economic, social and environmental indicators in both local and global contexts.

A new way to approach the Sustainable Development Goals

The Challenge in 2022 aims to cover all 17 Sustainable Development Goals in a more comprehensive way, allowing participants to tackle 6 cross-cutting concrete challenges identified by UNWTO based on the Covid-19 response, the needs of its Member States and the urgency of reaching a higher level of sustainability.

Furthermore, we are in a pivotal time, at a period where travel restrictions are finally being lifted, which means we can start to rebuild the tourism sector with the future in mind - one that is based on the values of solidarity, sustainability, and inclusivity. It means that we are experiencing an awakening of the sector for the global benefit.

- 1. Local community involvement:** 80% of all people living in 'extreme poverty' live in rural communities³ while domestic, rural and eco-tourism have emerged as the most popular travel choices. With a focus on communities, the sector has a great potential to stimulate local economies and improve the economic conditions of low-income and vulnerable populations.
- 2. Green and blue economies:** tourism can be a source of economic opportunities at the same time of protecting natural ecosystems by developing

³ De La O Campos et alia, 2018 in World Tourism Organization (UNWTO). (2020). Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development.



its operations with sustainable infrastructure through more efficient energy, water, and waste management systems.

3. **Ecological and Sustainable Capital Creation:** sustainable capital has the potential to optimize resource usage, reduce greenhouse gas emissions and also provide a competitive market advantage for businesses. At this point, green investments and sustainable financial mechanisms can boost tourism potential to achieve the SDGs.
4. **Tourism Tech for Good:** advancements in deep technology have revolutionized the sector, especially since the start of the Covid-19 pandemic, by simultaneously improving customer experience and increasing quality of life and wellness for societies, including topics such as accessibility, inclusion, poverty alleviation.
5. **Tourism Education:** despite representing 10% of the world's jobs⁴ before Covid-19, tourism has faced a challenge in terms of skills development. Indeed, almost 20%⁵ of the employed people in selected tourism industries in the European Union had less than primary and lower secondary education in 2018. Furthermore, currently there is no continuous measurement or updated data on skills development and its contribution to creating added value jobs, which are fundamental to advance in this agenda.
6. **Women Empowerment:** while employing the largest number of women⁶ in most regions of the world, they yet tend to be concentrated in the lowest paid and lowest status jobs in the sector. Startups with a gender focus can be an important contributor to equality.

Accordingly with this broad vision, UNWTO seeks to carry out this challenge, joining efforts to accelerate the Sustainable Development Goals and calls entrepreneurs from all areas to help us build a more sustainable tomorrow.

⁴ World Tourism Organization (UNWTO). (2019). *World Tourism Day 2019*. Retrieved from <https://www.unwto.org/world-tourism-day-2019>

⁵ Eurostat. (2019). *Tourism creates jobs for women and young workers*. Available at <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/EDN-20190927-1>

⁶ World Tourism Organization (UNWTO). (2019). *Global Report on Women and Tourism – Second Edition*. Retrieved from <https://www.e-unwto.org/doi/book/10.18111/9789284420384>



3. Objectives

This challenge poses the following objectives:

- Seek out the most innovative solutions to accelerate the Sustainable Development Goals achievement regarding viability, scalability and impact.
- Gather and connect all actors of the global innovation and entrepreneurship ecosystem, namely UN Agencies; Member States and public organizations; startups; academia; corporations; incubators and accelerators; and investors and venture builders.
- Provide a platform for the exchange of knowledge, business models, successful business cases and general support among startups to foster disruption in their own strategy and in the economy as a whole.
- Position tourism as an integrating factor of all economic sectors around the Sustainable Development Goals.

4. Participants

The Challenge is aimed at/is open to all entrepreneurs from UN Member States, whether individuals or legal entities, of legal age and with the legal capacity to enter into a contract. The projects can be focused on any methods, processes, governance structures, social impact initiatives, technological applications, among other ways of innovation.

Specifically, entrepreneurs and startups should meet the following criteria:

- Be innovative in nature and provide value-added solutions for the acceleration of the Sustainable Development Goals
- Be in Early or Series A growth stage
- Be scalable
- Introduction or adoption of digital and technological elements
- To have a potential for international growth
- To have a tested pilot and business plan
- To have a full-time team including at least 2 members under 35 years. Gender balance will be also considered.
- To be sustainability-driven



5. Requirements

5.1. The programme features 6 categories or concrete challenges, which cover several SDGs, as stated above. In this regard, entrepreneurs may define which challenge fits more to their solution.

1. Local community involvement
2. Green and blue economies
3. Ecological and Sustainable Capital Creation
4. Tourism Tech for Good
5. Tourism Education
6. Women Empowerment

The representative of the startup must be a natural person from a UN Member State, 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 following steps of the programme, losing any option to receive any service and without the right to claim anything from the UNWTO and other partners.

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 Challenge reserve the right of accepting or removing 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 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.



5.2. 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 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 may not participate.

Minors are excluded from participating in the challenge. UNWTO shall not 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 programme, and also lose the right to the enjoyment of the prize and shall not be entitled to make claims against UNWTO.

6. Application process

Startups which comply with all the requirements described in section 5 “requirements” can apply to this Challenge by selecting one of the categories of section 5.1. above. As there might be projects able to contribute to more than category, the one in which the positive impact is expected to be stronger should be selected.

To become a participant, applicants shall complete the online registration form available on the website <https://www.unwto.org/unwto-awake-tourism-challenge>

Applicants shall complete in English all required fields requested in the form. In the event that any field is left blank, or if the answer does not directly correspond to the question asked, the application may not be considered.

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.

7. Selection process

7.1. The period for the submission of projects will begin on 25 March 2022 and end at 00:00 CEST on 15 October 2022.



7.2. The tentative calendar¹ is as follows:

- Launch of the challenge: 21 April 2022
- Deadline for candidatures: 15 October 2022
- Announcement of winning startups: November 2022
- Presentation of winning startup's pitches: December 2022

¹All these forecasts will be subject to the current projections of the Covid-19 pandemic, global contingencies and the evolution of the call period.

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

- **Contribution to the Sustainable Development Goals:** coherence with the selected category / challenge; demonstrated contribution to the acceleration of at least 1 goal; impact forecasts; adaptability of the projects to other Nations and territories; sustainability indicators.
- **Ease of value capture via collaboration with the startup:** viability of collaboration / 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.
- **Potential business impact:** potential scalability / financial return and / or development of competitive advantages for the business in the short-medium term (e.g., access to new technologies, access to technical profiles, etc.)
- **Maturity of the product/technology:** degree of comparative disruptiveness / innovation in the sector (global level); degree of maturity of the MVP, technology or current product; scalability potential within the business (leveraging existing resources, infrastructure, geographies, etc.), potential value capture for the business.
- **Maturity of the team and the organization:** CV of the founders / team; Degree of maturity of the business (e.g., alliances / partners, initial investments, customers, initial sales, etc.); need for capital (e.g., funds to develop product, deadlines to finalize MVP etc.); entrepreneurial motivation and personal interests of the founders; Internal organization and processes (e.g., use of lean / scrum methodologies, use of outsourcing)
- **Partnership readiness:** experience in co-development of products (e.g., Collaboration with universities, companies, etc.); experience as a provider (e.g., sale of consulting services or part of development to a third company, experience in understanding third-party problems / defined by a third party); motivation / interest in collaborating with a corporation.



7.4. Based on the above-mentioned criteria, an initial screening and filtering of all applying entities will be carried out through the programme's platform. The first pre-selection will yield between 30 and 50 startups that will go through the next step.

7.5. An Expert Committee will be appointed by UNWTO. It will be composed of an international network of investors, entrepreneurs and experts from other UN agencies, UNWTO Member States, Affiliate Members and other strategic allies. This Committee will evaluate the filtered projects and will carry out the selection of each winner. The Committee members will be decided based on the final number of applications received. Decisions, made by the Committee, are final.

7.6. Both for the filtering and the Expert Committee evaluation processes, the above-mentioned criteria will be comprehensively assessed, and entities will receive an overall score from 1 to 5. All categories will be judged in the same manner. Based on the scoring at least 1 winner per category will be selected, unless the Expert Committee consider that quality does not satisfy the criteria, for which it can decide not to prize any entity.

The evaluation process is strictly based on the specific project, not on other initiatives developed by the applicants. If the evaluation specific project reveals misconduct, the application will be disqualified.

8. Industrial and Intellectual Property and Protection of Personal Data

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

- To use the data communicated solely for the purpose of the startup challenge.
- 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.
- The participant may exercise his rights of access, rectification, cancellation and opposition by sending a postal mail to the registered office of UNWTO, indicated in the heading the present Terms and Conditions, to contact UNWTO indicating the right that the participant wants to exercise and attaching a copy of the participant's 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 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 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 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, as well as for its recording in the historical archives and storage media of diverse nature of UNWTO and linked to the programme.
- The UNWTO 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 industrial or intellectual property rights derived from the projects.



- The participant expressly authorizes UNWTO 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 that so warrant. Likewise, UNWTO 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.

UNWTO is not liable for possible deficiencies of the application platform and for any problems regarding computers, networks or any other reasons that may lead to lost, damaged or late entries.

10. Acceptance of the terms and conditions

Mere participation in the Challenge 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 Challenge and, in the event of being selected and/or being declared the winner, the automatic waiver of the prize.

11. Applicable Law and Dispute Settlement

These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law. Any dispute, controversy or claim arising out or in connection with these terms & conditions or any breach thereof, shall, unless it is settled by direct negotiation, be settled by arbitration in accordance with UNCITRAL Arbitration Rules.



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 under national or international law, and/or submitting UNWTO to any national court jurisdiction.

12. Use of the Name, Emblem and Logo

Participants shall not, in any manner whatsoever, use the name, acronym, emblem or official seal of UNWTO for promotional, commercial or other purposes without the prior written permission of UNWTO, to be provided at the sole discretion of UNWTO in each instance.

13. Limitation of Liability and Indemnity

Under no circumstances, shall the UNWTO be responsible to Participants for any loss, direct, indirect, incidental, special or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the Challenge.

Participants agree to indemnify and hold harmless UNWTO from and against any and all legal liability, claims, losses, actions, damages and expenses that may occur, directly or indirectly, from or in relation to this Challenge, including, without limitation, any infringement of the intellectual property rights or other rights of any third party with respect to the projects they submit.

20 April 2022