

Terms and Conditions

UNWTO Inspiration Africa Branding Challenge

Title of the project: UNWTO Inspiration Africa Branding Challenge

Country/countries of execution: Global

Terms and conditions – UNWTO Inspiration Africa Branding Challenge

I. Introduction

The World Tourism Organization (hereinafter, "UNWTO"), in line with its mandate on sustainable, responsible and accessible development; its strategy on innovation, digital transformation and investments; and its commitment to entrepreneurship, is holding the first edition of the **UNWTO Inspiration Africa Branding Challenge**.

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 159 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.

The UNWTO Inspiration Africa - Branding Challenge invites key actors from the marketing and branding sector to present their proposals for a campaign that positions Africa as a destination in the minds of travellers.

The campaign aims to create a positive image of Africa as a tourism destination that support the efforts of individual countries and companies, tells the many positive stories about Africa and makes tourism a driver of development.

II. Background

The worldwide COVID-19 outbreak has brought the world to a standstill, and tourism has been the worst affected of all major economic sectors. The impact on Africa has been delayed, but the continent will also be severely affected, both economically and socially, by this unprecedented pandemic.

Against the current backdrop of heightened uncertainty, tourism's proven resiliency and dynamic nature needs to be harnessed and reinforced to support livelihoods. In this regard, a strong destination brand will

contribute to boosting traveller confidence and promoting new experiences in one of the world's most vibrant destinations.

III. Objectives

This Challenge poses the following objectives:

- Seek out the most innovative Branding campaign strategies.
- To design an innovative and impactful branding campaign to position Africa on the wish list of international travellers.
- To position tourism as an integrating factor of all economic sectors around the Sustainable Development Goals in Africa.

IV. Participants:

This Challenge is aimed at/ is open to all entrepreneurs, whether individuals or legal entities, of legal age and with the legal capacity to enter into a contract.

The Branding Campaign Strategies are not restricted to a specific format – innovation and creativity are key. Our target audience is all those who want to make a difference for Africa through using their imagination- examples include but are not limited to: Marketing, communication, advertising and branding firms or group of companies, start-ups and innovators, marketers, designers, brand experts and digital experts.

V. Requirements:

5.1. Proposals should meet the following criteria:

- Innovative and inspiring in nature
- With a focus on Africa but eventually adaptable regionally and to individual countries
- Relevant in the current COVID-19 recovery context and in the medium term
- Integrate innovative technologies and digital tools (mobile technologies, virtual reality, IOT, Big Data etc.)
- Open to potential public-private partnerships
- Stress sustainability and community engagement
- Support the economic growth of Africa and strategies to attract investment.
- Showcase and celebrate Africa's rich cultural and biodiversity
- Showcase and celebrate Africa's innovations and achievements

The representative of the applying entity 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 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 Programme 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, 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 Challenge, and shall not be entitled to make claims against UNWTO.

VI. Application process

Applicants who comply all the requirements described in section V "requirements" are able to apply.

A registration form in English and French is available on the website <https://www.unwto.org/unwto-inspiration-africa-branding-challenge>. Filling personal and business information is mandatory, as well to agree with the present Terms and Conditions in order to make the application valid.

Whenever applicants are contacted in connection with the challenge, UNWTO will use the contact information provided by the applicant in the application form. UNWTO is not responsible for incomplete or incorrect contact information provided.

VII. Selection process

7.1. The period for the submission of projects will begin on 8 June 2020 and end at 00:00 in October of 2020.

7.2. The tentative calendar is as follows:

- Launch of the Challenge : 8 June 2020
- Deadline for candidatures: 8 August 2020
- Announcement of shortlisted candidates: 1 September 2020
- Presentation of winner: October 2020

7.3. The selection criteria to be used are described as follows:

- **Incorporation of the Sustainable Development Goals in the branding campaign strategy:** coherence; demonstrated contribution to the acceleration of the goals
- **Creativity:** originality of the strategy presented
- **Viability** of strategy / implementation
- **Adaptability regionally and to individual countries in Africa**
- **Incorporation of new technologies:** degree of comparative disruptiveness / innovation
- **Portfolio and maturity of the team/ applying entity:** portfolio of past relevant branding campaigns

7.4. Based on the above mentioned criteria, an initial screening and filtering of all applying entities will be carried out through the UNWTO Website. The first pre-selection will yield between 10-20 projects.

7.5. An Expert Committee will be appointed by UNWTO. This Committee will evaluate the filtered projects and will carry out the selection of each winner. Decisions, made by the Committee, are final.

VIII. 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 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 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 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.

IX. Final considerations

This programme may be modified, interrupted and/or cancelled if there is justified circumstances that so warrant. Likewise, UNWTO reserve the right to declare all or any of the benefits un-awarded, in the event that no submitted project meets the expected quality, in the opinion of the decision-making team.

Participants agree to exempt UNWTO from any responsibility and hold it free of liability with respect to any legal action, claim, demand, injury or damage that may occur, directly or indirectly, from: (i) the Applicant's participation in the Challenge and/or its acceptance, use, or misuse of the Award, if applicable or; (ii) technical failures of any kind, including but not limited to the possible deficiencies of the platform and for any problems regarding computers, networks; (iii) any other reasons that may lead to lost, damaged or late entries.

X. 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.

XI. 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.