



Terms and Conditions

Sustainable Development Goals (SDGs) Global Startup Competition

Title of the project: SDGs Global Startup Competition

Country/countries of execution: Global

Terms and conditions – UNWTO Sustainable Development Goals (SDGs) Global Startup Competition

1. 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 Sustainable Development Goals (SDGs) Global Startup Competition (hereinafter, “SDGs Global Startup Competition”).

The proposed competition 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 state-of-the-art 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 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.

2. Background

The rise of Information and Communication Technologies (ICTs) has facilitated the development of effective platforms to connect people and businesses,



exchange information and execute transactions. Likewise, deep-tech applications such as Artificial Intelligence (AI), Augmented Reality (AR), Global Positioning Systems (GPS) and Internet-of-Things (IoT), among others, have shaken up the way the world is managing daily life. Furthermore, they are advancing towards problem forecasting and issue-driving tools.

The benefits generated by this technology-led revolution are meant to enhance quality of life and improve economic, social and environmental indicators. However, change is only possible if:

- A robust innovation ecosystem is developed. Public institutions, private companies, academia, facilitation entities, investors and startups are called to strengthen their connections for a global commitment.
- Innovation is developed from a comprehensive approach: not only focusing on technology, but disrupting organizational strategy, public policy, governance structures, education, cooperation and investments.

This way, disruptive ideas from entrepreneurs would be channelled attuned with key priorities for a real impact on civil society and the economy as a whole.

Sustainable Development Goals

“The Sustainable Development Goals (SDGs) are the core of the 2030 Agenda for Sustainable Development adopted by all United Nations Member States in 2015, and they are an urgent call for action by all countries - developed and developing - in a global partnership”¹. They encompass all of the most pressing challenges faced today, while setting a commitment to fulfil them within a holistic and result-oriented framework.

In this regard, innovation is an essential pillar. It enables the advancement of opportunities in all areas of knowledge towards sustainability and leads change by strengthening entrepreneurship, seeking for forward-thinking ideas and connecting projects with investments. Thereby, startups become scaleups able to deliver benefits for a set of stakeholders on a daily basis.

The United Nations Secretary-General, António Guterres, has issued a global call for a Decade of Action to deliver the SDGs and has announced the first SDG Moment to be held in upcoming September² in order to follow up on their advancement. In this regard, UN Deputy Secretary-General, Amina J.

¹ United Nations Sustainable Development Goals Knowledge Platform. (s.f.). SDGs. From <https://sustainabledevelopment.un.org/sdinaction>

² Mohammed, A. (2019). Deputy Secretary-General's Opening Remarks to Informal briefing to Member States on the Decade of Action [as prepared for delivery]. From: <https://www.un.org/sg/en/content/dsg/statement/2019-12-19/deputy-secretary-generals-opening-remarks-informal-briefing-member-states-the-decade-of-action-prepared-for-delivery>



Mohammed, has stated that “certain policy changes or specific breakthroughs around key challenges have the potential to catalyse progress on several SDGs simultaneously, at speed and at scale”³. Thus, from an innovation perspective, to continue building a strong ecosystem, scaling up disruptive solutions from top entrepreneurs and creating long-term and impact-driven partnerships for enhanced progress in sustainable development.

In this line, UNWTO Secretary-General, Zurab Pololikashvili, states that “tourism has a place at the heart of global development policies and the opportunity to gain further political recognition and make a real impact as the Decade of Action gets underway”⁴. Furthermore, one of his management priorities is fostering innovation in order to ensure that nobody is left behind⁵. It positions tourism as a global force with local impact for everyone and as a multidisciplinary means to encourage sustainability in all economic sectors.

Accordingly with this broad vision, UNWTO seeks to carry out this competition, joining efforts to accelerate the 17 Sustainable Development Goals and calls entrepreneurs from all areas to help us build a more sustainable tomorrow.

3. Objectives

This competition 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.
- To position tourism as an integrating factor of all economic sectors around the Sustainable Development Goals.

³ Ibid.

⁴ World Tourism Organization (UNWTO). (2020). International tourism growth continues to outpace the global economy. From <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>

⁵ Ibid.

4. Participants

This competition 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
- To have a potential for international growth
- To have a tested pilot and business plan
- To have a full-time team
- To be sustainability-driven

5. Requirements

5.1. This competition features 17 categories following the number of Sustainable Development Goals. In this regard, entrepreneurs may define which goal fits more to their solution.

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduces inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

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 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, 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 competition. 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 competition, 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” are able to apply to this competition by selecting one of the categories of section 5.1. above. Although projects commonly contribute to more than one SDG, 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-sustainable-development-goals-global-startup-competition>

Applicants shall complete in English all required fields requested in the form.

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 14 July 2020 and end at 00:00 CEST on 20 September 2020.

7.2. The tentative calendar¹ is as follows:

- Launch of the competition: 14 July 2020
- Deadline for candidatures: 20 September 2020
- Announcement of winning startups: November 2020
- Presentation of winning startup's pitches: November 2020

¹All these forecasts will be subject to the current projections of the COVID-19 evolution.

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

- **Contribution to the Sustainable Development Goals:** coherence with the selected category / goal; demonstrated contribution to the acceleration of the 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 Plug and Play 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. Decisions, made by the Committee, are final.

8. Industrial and Intellectual Property and Protection of Personal Data

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

- To use the data communicated solely for the purpose of the startup 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.
- 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.

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.

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.

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 Competition.

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 Competition, including, without limitation, any infringement of the intellectual property rights or other rights of any third party with respect to the projects they submit.