



Terms and Conditions

UNWTO Tourism Tech Adventures on Event Tourism: Mega Events and MICE Tourism

Title of the project: UNWTO Tourism Tech Adventures on Event Tourism: Mega Events and MICE Tourism

Country/countries of execution: Global

Title of the competition – UNWTO Global Startup Competition on Event Tourism: Mega Events and MICE Tourism

1) Introduction

The World Tourism Organization (UNWTO), is launching the global startup competition to source the most sustainable, innovative and disruptive business models to provide answers and smart solutions to the complex challenges Mega Events and MICE Tourism are facing.

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.

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. In this regard, UNWTO, through its Department of Innovation, Education and Investment, has carried out 8 entrepreneurship competitions (UNWTO Tourism Startup Competitions), 6 Innovation Challenges (UNWTO Specific Challenges) and 20 innovation and technology forums (UNWTO Tourism Tech Adventures), which have generated an Innovation Network of more than 7000 entrepreneurs, 500 companies, 400 public institutions, 260 education centres, 40 incubators/accelerators and 290 investors, whose connection has allowed the generation of more than 74 million dollars (USD) in financing for new companies (start-ups).

2) Background

The World Tourism Organization (UNWTO) has been working along with its member states, the private sector and with other key stakeholders to develop different initiatives, frameworks and strategies to enhance coordination and cooperation to promote digitalization and innovation initiatives to advance economic recovery, inclusiveness, sustainability, job creation and retention and resilience post-COVID-19.

Before the COVID-19 pandemic, the tourism sector was the 3rd largest export category representing US\$ 1.7 trillion in exports and US\$ 3.5 trillion in direct tourism GDP; this represented about 4% of the world's GDP. In 2021, direct tourism GDP is estimated to have been cut to US\$ 2.2 trillion while exports were down to US\$730 million¹. Tourism and other consumer-focused businesses especially small, and medium-sized enterprises have been hit particularly hard by the pandemic.

The competition will source entrepreneurs and stakeholders that can offer innovative and smart solutions that can help revolutionize Mega events and MICE Tourism.

3) Target audience

The purpose of this Competition is to capture the attention of a large number of start-ups, tour operators and entrepreneurs on a global level, across the tourism value chain to facilitate the selection of those that are most relevant to the challenges we are addressing.

4) Requirements

The programme features 4 categories or concrete challenges (2 for Mega Events and 2 for MICE Tourism). The entrepreneurs may define which challenge fits more to their solution.

Mega Events:

- **Digitalization and Disruptiveness for Sustainable Event Management:** Mega events can have significant environmental impacts, such as increased energy and water consumption, waste generation, and greenhouse gas emissions. Disruptive ideas that contribute to sustainable event management practices can help to minimize these impacts by reducing waste, conserving resources, and promoting renewable energy. Digital technologies can be used to enhance the attendee experience and improve mega events, as well as serves as a tool for sustainability for both the infrastructure and the services.

Key challenges: waste reduction, conserving resources, renewable energy, enhancing attendee experience, and emerging technologies.

- **Inclusiveness and Accessibility:** Mega events can often be exclusive and not accessible to everyone. Inclusive event design aims to create events that are accessible and welcoming to all attendees, regardless of their abilities or backgrounds. In addition, they have an impact on the surrounding communities, both positive and negative. Engaging with local communities can help to build trust and support for the event, as well as to identify and address any concerns or issues that arise. This can involve partnerships with local businesses, community organizations, and local government.

Key challenges: fan engagement, promotion of values, accessible infrastructure, involvement and partnership with local communities

¹ UNWTO World Tourism Barometer, September 2022, <https://www.unwto.org/unwto-world-tourism-barometer-data>

MICE Tourism:

- **Promotion and Marketing:** There is significant competition among destinations to attract MICE events. Host destinations must differentiate themselves from other destinations and provide a compelling value proposition to event organizers. These events require effective marketing and promotion to attract attendees and exhibitors. Event organizers and host destinations must develop targeted marketing campaigns that reach the right audience and communicate the event's unique value.

Key challenges: differentiation and competition of host destinations, targeted marketing, communication, exhibitions, and brand awareness.

- **Technology for attendee engagement and infrastructure:** MICE events must engage attendees and provide a compelling experience that meets their needs and expectations. This includes developing relevant content, providing networking opportunities, and incorporating technology to enhance the attendee experience. In addition, challenges related to venue availability, transportation, accommodation, communication infrastructure, security, and sustainable infrastructure, arise for these types of high-level events.

Key challenges: security, network opportunities, logistics, registration, communication with attendees, translation, and audio-visual innovation.

5) Participants

The 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:

- Are innovative/disruptive in nature and provide value-added and sustainable solutions for the tourism sector of Events.
- Harnessing the impact of new technologies especially within the context of blue and green economies,
- Offer alternative and complementary business models to harness the economic impact of tourism in Mega Events and MICE Tourism
- Be scalable: to have potential for international growth and potential to be applied in Events.
- Be an Early Stage or Series A startups
- Have a minimum viable product or an idea that is ready to be developed and funded,
- Have a tested pilot and business plan
- Have a full-time team
- Emphasize the promotion of digitalization, innovation in environmental preservation and impact on local communities,
- All ways of innovation are welcome: new methods, processes, governance models, social impact initiatives, and technologies.

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 Competition 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.

6) 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 (if any), 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 programme, and also lose the right to the enjoyment of the prize (if any) and shall not be entitled to make claims against UNWTO.

7) Application process

Startups which comply with all the requirements described in section 4 “requirements” can apply to this Competition by selecting one of the categories of above. As there might be projects able to contribute to both categories, 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/form: <https://docs.google.com/forms/d/1sl81GEIhq2LN9KN3-7ljJLI9zidMQv7xdxra0G9GIUw>

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.

UNWTO will use the contact information provided through the registration form to get in touch with the Participants. UNWTO is not responsible for incomplete or incorrect contact information.

8)Selection process

The period for the submission of projects will begin on 31 May 2023

8.1. Calendar is as follows:

- Launch of the challenge: 31 May 2023
- Deadline for candidatures: 1 September 2023
- Announcement of finalist startups (online): September 2023
- Presentation of finalist startup's pitches (digitally): September-October 2023

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

- Contribution to the sustainable recovery, resilience and accessibility of the tourism sector and tourism infrastructure for events.
- Accelerating the implementation of 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.

Based on the above-mentioned criteria, a screening and filtering of all applying entities will be carried out and will yield to **the selection of the best 8 startups** that will be selected as finalists.

An Expert Committee composed out of the UNWTO and the partners of the competition will be appointed by UNWTO to evaluate the filtered projects and will carry out the selection of each winner that will present their project digitally for the Committee. The Committee members will be decided based on the final number of applications received. Decisions, made by the Committee, are final.

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.

9) 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.

10) Final considerations

This programme may be modified, interrupted and/or cancelled if there are justified circumstances that so warrant. Likewise, UNWTO reserves 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.

11) 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 (if any).

12) 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.

13) 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.

14) 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.

09 May 2023