



Title of the project: UNWTO Hospitality Challenge

Country/countries of execution: Global

Terms and conditions: UNWTO Hospitality Challenge

1. Introduction / Background

The World Tourism Organization (hereinafter, “UNWTO”) in line with its commitment to innovation and the promotion of entrepreneurship in tourism, is launching the UNWTO Hospitality Challenge with the support of Sommet Education and its affiliates.

UNWTO has among its objectives to strengthen the entrepreneurial ecosystem and boost innovation in the tourism sector.

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 159 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.

In the middle of one of the toughest sanitary and economic situations of recent times, UNWTO and Sommet share the conviction that this crisis is the undesired sparkle that will help reconcile visions of the world that have been too long opposed.

It is a unique opportunity to create a Day After more balanced, innovative and more sustainable, and Hospitality will be one of its driving forces.

Supporting Hospitality Industry Recovery with fresh ideas to build a more sustainable approach to the industry is essential, and innovation plays a key role in this process.

2. Objective

The purpose of this challenge is to find the most innovative solutions in the hospitality industry and to capture the attention of a large number of start-ups, entrepreneurs and people passionate about hospitality and to facilitate the selection of those that are most relevant to the challenge we are addressing.

This challenge is looking for innovative and disruptive projects than can help bolster Travel and Tourism Rebound divided in four different categories:

- Luxury travels, good and services
- Hotels and hotel related operations: small to medium sized properties, family businesses



- Food and Beverage: restaurants, catering, delivery services and retail
- Smart Real Estate: small to medium sized properties and family businesses

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

3. Participants

The competition is open to all individuals from UN Member States, 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:

- Harnessing the impact of new technologies in Hospitality sector
- Optimizing and maximizing the potential of Hospitality sector
- Smart experiences for the hospitality of the future
- Embracing sustainability
- Alternative and complementary business models to harness economic impact of Hospitality sector

4. Requirements

4.1 The UNWTO Hospitality Challenge will focus on the following requirements to participate:

- Innovative/disruptive nature identified
- Scalability potential within the business

4.2 Participants:

The representative must be a natural person from UN Member States, 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.

UNWTO reserves 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 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.



4.3 Exclusion from participation:

Participants, who initially or at any point during the programme, fail to 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 from the following steps of the Challenge, 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 lose the right to the enjoyment of the prize and shall not be entitled to make claims against UNWTO.

5. Application process

To become a Participant, applicants shall complete the Online registration form available on the website <https://learn.sommet-education.com/unwto-hospitality-challenge.html>

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.

6. Selection process - First Phase

6.1 The period for the submission of projects will begin on June 30th2020 and end at Midnight on August 31st, 2020.

6.2 The tentative calendar¹ is as follows:

- Launch of the competition: (June 30th)
- Deadline for applications: (August, 31st 2020)
- Presentation of 50 pre-selected start-ups on the online platform: (October 2020)
- Announcement of the 30 winning finalists in a final event held in Switzerland: (January 2021)
- Programme intake will start in 2021

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

6.3 The selection criteria that will be used shall be the following:

- Innovation: The application of better solutions that meet new requirements, unarticulated needs, or existing market needs. Such innovation takes place through the provision of more-effective products, processes, services, technologies, or business models that are made available to markets, governments and society.



- **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. Solutions that help travel and consume to more respectful of the resources while not compromising on the experience.
- **Digitalization**: We need to keep up to date in this digital economy. A solution that is technology based or with a strong technological component.

In addition, other selection requirements will be evaluated, such as:

- **Scalability**: Ability to withstand significant increases in demand without the cost being increased proportionately.
- **Market penetration**: market potential
- **Market and sector**: Market potential; interest of the project
- **Social Responsibility**: The effect that project have on the well-being of the international community.

Each of the above criteria will be assessed by the Selection Committee with a score from 1 to 5. The scores of each criteria will be added having all of them the same weight, to get an aggregated final score that will be the final score of each project.

6.4 Based on the criteria mentioned in the previous clause, an initial screening and filtering of all participating projects will be carried out through the platform. The first pre-selection will yield 50 candidates that will go through the next selection process mentioned in the next clause.

The 30 finalists will be eligible to get a full scholarship (tuition fees plus room and board on campus during their stay) offered by Sommet and its affiliates in the following 15 programs (2 winners per program). Applicants must comply with the selection criteria of each program (level of English, diplomas required or equivalence...)

Glion Institute of Higher Education in Switzerland and UK (London):

- Master's (MSc) in International Hospitality Business
- Master's (MSc) in Luxury Management and Guest Experience
- Master's (MSc) in Hospitality, Entrepreneurship and Innovation
- Master's (MSc) in Real Estate, Finance and Hotel Development

Les Roches Crans-Montana:

- MBA in Global Hospitality Management
- Postgraduate Diploma in International Hospitality Management
- Master's in Hospitality strategy and Digital Transformation

Les Roches Marbella:

- Master's in Marketing and Management for Luxury Tourism
- Master's in International Hotel Management

Ecole Ducasse:



- Bachelor in Culinary Arts
- Bachelor in Bachelor in Pastry Arts
- Culinary Arts Diploma
- Pastry Arts Diploma
- Culinary Arts Essentials
- French Pastry Arts Essentials

6.5 The Selection Committee will be appointed by UNWTO and Sommet Education. It will be composed of an international network of investors, entrepreneurs and experts from UNWTO Member States and UNWTO Affiliates and strategic allies and Sommet Education Group Institutions. This Committee will evaluate the proposals and carry out the selection of 30 finalists at its sole discretion. The list of selected projects will be announced in October, and the 30 selected participants will be notified individually by e-mail. Decisions, made by the Selection Committee, are final.

7. Selection process - Second Phase

7.1 Sommet or a Sommet's affiliate will be supporting the Challenge with the funding of:

- Cost of room and board on campus to ensure the costs for the 30 finalists during their time on Campus are fully taking in charge
- Exceptional prize consisting in seed money for the 3 top most innovative entrepreneurial projects to support their initial development. A total of 100 000 CHF will be granted.

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:

- Except with the express consent of the participant, 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.
- The participant may exercise his rights of access, rectification, cancellation and opposition by sending a postal mail to the registered office of the UNWTO indicated in the heading of the present Terms and Conditions to contact UNWTO 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 and Sommet Education and its affiliates 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 and Sommet Education and its affiliates 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 and/or Sommet Education and its affiliates as well as for its recording in the historical archives and storage media of diverse nature of UNWTO and/or Sommet Education and its affiliates and linked to the programme.
- UNWTO and Sommet Education and its affiliates shall not claim any ownership over the information offered or any industrial or intellectual property it may contain. The participant does not assign to UNWTO nor to Sommet Education and its affiliates industrial or intellectual property rights derived from the projects.

The participant will receive additional information that may be of interest if it expressly authorizes UNWTO and Sommet Education and its affiliates to use their personal information with the objective of sharing information with them regarding events, activities courses and programs. In such a case, the participants accept their transfer of data to the UNWTO and Sommet Education and its affiliates 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. These Terms and Conditions may be modified by posting updates and changes to <https://learn.sommet-education.com/unwto-hospitality-challenge.html>. Participants can review the most current version of these Terms and Conditions at any time on the above-mentioned website. 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.

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 enjoyed by the UNWTO under national or international law, and/or as 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.