



UNWTO/NEPAD TOURISM TECH ADVENTURE: PROMOTING AFRICAN TOURISM INNOVATION

Terms & Conditions

1. Introduction / Background

The World Tourism Organization (hereinafter, “UNWTO”), in joint-collaboration with the New Partnership for Africa’s Development Planning and Coordinating Agency (hereinafter, “NEPAD”), in line with its commitment to innovation and the promotion of entrepreneurship in tourism in Africa, is holding the UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation.

Both the UNWTO and NEPAD have among their objectives to strengthen the entrepreneurial ecosystem and boost innovation.

The proposed Initiative makes it possible to promote the tourism industry through innovation, by giving opportunities to startups from Africa to present their projects, and providing access to a series of benefits within the framework of Investour to be held in Madrid, Spain on 24 January 2019.

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 158 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.

NEPAD is the implementing agency of the African Union that advocates, facilitates and coordinates the development of NEPAD continent-wide programmes and projects, mobilises resources and engages the global community, regional economic communities and member states in the implementation of these programmes and projects .

2. Target audience

The purpose of this Initiative is to highlight the innovative solutions that exist in Africa and to give the chance to some of the most disruptive tourism startups from among the UNWTO Member States in Africa. The startups will be selected based on various criteria, such as the degree of disruptiveness and maturity of the product, its viability, scalability, sustainability and its interest for potential investors. The age limits of the applicants should be between 18 – 35 years.

3. Participants

This Initiative is aimed at startups of UNWTO Member States¹ in Africa that are at an early stage of development (hereinafter, “Early Stage”) and those that are more consolidated, especially at the Series A stage, (hereinafter, “Growth”). The Initiative is open to all entrepreneurs, whether individuals or legal entities, 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 startups must be focused on one (or several) of the following areas:

- The future of tourism: solutions related to transportation, logistics and the travel experience
- Tourism experiences: solutions related to the destination experience for tourists, such as:
- Environmental impact: solutions that address the environmental impacts of tourism
- Community development: solutions aimed at the community, local culture, heritage, cultural tradition, economic impact, social development

4. Requirements

4.1. UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation will focus on two main categories (early and growth), with the following requirements to participate:

- ✓ Innovative/disruptive nature identified
- ✓ Scalability potential within the business
- ✓ Validated business model
- ✓ Market penetration
- ✓ Entrepreneur/promoter team: Suitability of the promoter team, motivation and interest

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

- ✓ Market and sector: Market potential; interest of the project
- ✓ Sustainability: an attribute that should be implemented in the services, business model, and solutions
- ✓ Corporate Social Responsibility: business contribution

¹ Complete list of UNWTO Member States: <http://www2.unwto.org/es/content/acerca-de-la-omt>

In order to respect the different startups participating, those responsible for the chosen startups undertake to attend Investour, which will take place on 24 January 2019 in Madrid, Spain. The event organisers will provide logistical support for participation.

4.2. The representative must be a natural person, of legal age and with legal capacity to enter into a contract.

Furthermore, this initiative is developed for male and female youth, between the ages of 18 and 35.

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 acceleration programme, losing any option to receive any service and without the right to claim anything from UNWTO and NEPAD.

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 Initiative reserve 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 and NEPAD 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. The candidatures must fill the information in the Startup Application Form attached.

- Applicants must complete the form electronically and fill all the required fields requested in the form in English.
- Any incomplete application will not be considered.
- Any modification to the application following the deadline will not be considered.

4.4. 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 and NEPAD 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 and NEPAD may not participate.

Minors are excluded from participating in the Initiative. Neither UNWTO nor NEPAD shall 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 Initiative, and also lose the right to the enjoyment of the prize, and shall not be entitled to make claims against UNWTO and NEPAD.

The startups that do not have valid travel document and travel insurance will not be able to participate.

5. Selection process

5.1. The period for the submission of startups will begin on 1 November 2018 and end at 00:00 on 30 November 2018.

5.2. The tentative calendar² is as follows:

- i. **Announce new opportunity to present at Investour:** 5 November 2018
- ii. **Deadline to express interest and apply:** 30 November 2018
- iii. **Announcement of startups that will present:** 4 December 2018
- iv. **Programme in Madrid:** 23-25 January 2019

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

- ✓ **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.
- ✓ **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.

²The proposed dates are tentative, because they are subject to possible changes. In case of any change, all participants will be informed in due time.

5.4. Based on the criteria mentioned in the previous clause, 20 startups, 10 from UNWTO and 10 from NEPAD, will be pre-selected. These will go through the next stage mentioned in clause 5.5.

5.5. The Selection Committee will be appointed by UNWTO and NEPAD. This Committee will evaluate the proposals and carry out the selection of 5 startups. The list of selected startups will be announced at the beginning of December 2018, and the selected participants will be notified individually by e-mail.

The 5 startups selected by the Selection Committee described above will have the opportunity to present their solution at Investour, that will take place on 24 January 2019 in Madrid, Spain, where they will receive the following benefits:

- ✓ Travel and accommodation expenses to Madrid, one representative per startup, for five nights
- ✓ Global visibility thanks to the network of UNWTO Members
- ✓ Access to FITUR, one of the biggest tourism trade fairs worldwide
- ✓ Training Day given by leading innovation Experts
- ✓ Presentation at Investour in front of tourism leaders, including international delegations, investors, media, entrepreneurs and corporations in attendance
- ✓ Technical Tour in Madrid

A three day programme will be developed as follows³:

Day 1: 23 January 2019	Day 2: 24 January 2019	Day 3: 25 January 2019
<p>Startup Masterclass at UNWTO HQ</p> <p>10:00-10:30 Welcoming Remarks by UNWTO and NEPAD 10:30-11:30 Scaling your Business Plan Session with Expert 1 11:30-11:45 Coffee break 11:45-12:45 Winning Pitch Session with Expert 2 12:45-13:30 One-to-one Mentorship Session with Expert 3 13:30-15:00 Networking Cocktail</p>	<p>FITUR and Investour at IFEMA</p> <p>09:00-10:00 Registration 10:00-11:30 Opening and Presentations 11:30-13:00 Roundtables 13:00-13:45 Startup Competition 13:45-14:00 Closing Remarks 14:00-15:30 Networking Cocktail</p>	<p>Technical Tour in Madrid</p> <p>10:00-10:30 Meet at UNWTO HQ 10:30-12:30 Visit Innovation Hub 12:30-13:30 Tapas Experience 13:30-14:30 Free time 14:30-16:00 Visit Innovation Hub</p>

6. Industrial and Intellectual Property and Protection of Personal Data

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

³The proposed programme is tentative, because it is subject to possible changes. In case of any change, all participants will be informed in due time.

- To use the data communicated solely for the purpose of the Initiative.
- 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/her 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 he/she wants to exercise and attaching a copy of his/her Passport, National Identity Document (DNI) or equivalent documentation.

The participant expressly consents, and this through the mere fact of participating in the Initiative presented herein, that UNWTO and NEPAD may use of his/her name in order to announce and promote the Initiative without any remuneration being generated in his/her favour.

In submitting their applications, the participants guarantee that:

- The startups and 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 and NEPAD to upload the startup and 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 NEPAD of the name and title of his/her startup, 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 NEPAD, as well as for its recording in the historical archives and storage media of diverse nature of UNWTO and NEPAD and linked to the programme.
- UNWTO and NEPAD 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 and NEPAD industrial or intellectual property rights derived from the startups.

- The participant expressly authorizes UNWTO and NEPAD to use his/her 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 and NEPAD once the contest has ended.

7. Final considerations

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

In addition, the selection committee will aim to ensure diversity in the geographical distribution of the selected startups.

8. Acceptance of the terms and conditions

Mere participation in the Initiative 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 Initiative.

9. Applicable Law

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 and NEPAD.