PREMIOS VERDES

2023 EDITION

TERMS & CONDITIONS

The **Premios Verdes** Terms & Conditions are part of the tacit agreement between organizers and those registered, regardless of the type of participant: an individual, legal entity, government organization or NGO, and are not subject to change.

1.

The **Premios Verdes** encourages the participation of governments, organizations, companies, microenterprises, communities and individuals, from all over the world.

2.

For **Premios Verdes** accepts projects and initiatives with proven and measured results, from around the world.`

3.

There is no fee to apply to **Premios Verdes**. All **Premios Verdes** registrations are free.

Premios Verdes will accept entries in English or Spanish.

4.

All other costs, such as sending additional materials (if required by the jury), travel and accommodations to the award ceremony, the material necessary to present your initiative, if it makes it to the top 500, will be covered by the participants.

5.

All the registrations must be an accurate reflection of reality.

All applicants assume total responsibility for the provided content, right of use and ownership of all uploads (texts, concepts, business models, graphic images, photographic images, audio files or videos.)

All registered applicants will be responsible for obtaining permission to use any material presented where the intellectual property belongs to someone else.

All participants authorize **Premios Verdes** to use any image or information provided for promotion, content and/or statistical data.

6.

Neither **Premios Verdes** nor any of its organizers will accept any claim from third parties for improper or unauthorized use of material whose intellectual property rights have been affected by a registered applicant.

7.

Premios Verdes recognizes sustainable projects and current actions in eleven (11) categories.

The areas are inspired by the planetary boundaries described by Rocktröm et al. (2009), the WBCSD 2050 agenda, and the SDGs, considering that **Premios Verdes's** primary emphasis is socio-environmental responsibility.

The 11 categories are:
1. Academic Sustainability Research
2. Circular Economy
3. Green Tech Startups
4. Habitat and Ecosystem Conservation
5. Renewable Energy
6. Resilient Design Architecture
7. Sustainable Farming and Food Production
8. Sustainable Fashion
9. Sustainable Finance
10. Sustainable Human Development
11. Sustainable Mobility

Premios Verdes will recognize actions, completed or currently in development, that stand out as examples of environmental care, awareness of social or environmental responsibility issues, and inequality reduction that can be used as a benchmark for sustainable performance.

Premios Verdes considers emissions a transversal variable in all socio-environmental issues; therefore, there is at least one question on the subject in each category's application.

8.

Premios Verdes is open to applications from government organizations, NGOs, individuals and private sector representatives regardless of size.

9.

A single project can only register for a maximum of two categories and shall fill out two different applications for each corresponding category.

Each registration will be considered as one entry.

Premios Verdes will make sure each entry is properly completed, incomplete entries will not be considered for the evaluation process.

Premios Verdes reserves the right to publish the cases in draft mode that have been completed by the deadline, except those that withdraw their application in writing.

10.

The registration process will have three sections:

a.   General forms

It includes general information such as the organization and contact details.

b. Accomplishments forms

A set of closed questions about the project's social, environmental and financial impact; and open-ended questions specific to each category.

c. Innovation form

Open-ended questions about the project's innovation proposal.

11.

The evaluation process will have two stages.

During the first stage, an International Technical Committee will rate all applicants that have completed the registration process.

The International Technical Committee will evaluate all cases based on five (5) criteria: applicability, direct impact, indirect impact, financial impact and innovation.

Applicability

Evaluates the project's replicability in another region, country or community to solve similar problems.

Environmental sustainability

Evaluates the project's compatibility with biodiversity and ecosystem preservation. The analysis considers the positive or negative impact on resource consumption, waste generation, emissions impact based on each category.

Social sustainability

Evaluates social welfare and its relationship with environmental issues, as well as the economy. It considers the mitigation of negative social impacts caused by the surroundings, the activity developed by the project, and the promotion of ideal working conditions, social inclusion, equity, gender

opportunities, and poverty reduction. It applies to employees, customers, suppliers, the community, etc.

Financial sustainability

Evaluates the project's financial viability or profitability, considering social and environmental sustainability.

Innovation proposal

Evaluates innovation in the development of products, services or projects.

The International Technical Committee will evaluate each criterion based on the following percentages:

For projects registered in the following categories: Circular Economy, Habitat and Ecosystem Conservation, Renewable Energy, Resilient Design Architecture, Academic Sustainability Research, Sustainable Farming and Food Production, Sustainable Fashion, Sustainable Mobility, Green Tech Startups.

20% Applicability

30% Environmental Impact

15% Social Impact

15% Financial Sustainability

20% Innovation Proposal

For projects registered in the Sustainable Human Development category.

20% Applicability

15% Environmental Impact

30% Social Impact

15% Financial Sustainability

20% Innovation Proposal

For projects registered in the Sustainable Finance category.

20% Applicability

15% Environmental Impact

15% Social Impact

30% Financial Sustainability

20% Innovation Proposal

After the evaluation process, the top 500 projects with a score of at least 80% will enter the top 500 ranking.

The "Criteria and qualifying elements" is a reference guide for the Technical Committee for review.

During the second stage, an International Jury will choose a winner among the top three cases with the highest score in each category.

The International Jury will only evaluate the 33 cases corresponding to the top three scores for each of the 11 categories. If there is a tie in any of the first three positions, both projects will be considered finalists.

The International Jury will use the same five (5) criteria used by the Technical Committee for its evaluations. Prior to the final evaluation, the jurors will have a panel discussion for each case.

Each finalist project will have the opportunity to present their case (virtually) before the International Jury and answer any questions they might have.

12.

Second and third place in each category (or fourth place in case of a ranking tie), will receive a physical certificate with their general ranking and the category ranking (the latter awarded by the International Jury) during or after the Awards Gala. Finalists not in attendance will receive their certificate electronically. The winner of each category will receive one (1) prize statuette and an edition's seal. If a winning project requires an official replica of the statuette, all production and shipping costs will be the winners' responsibility.

13.

Cases registered in previous editions of the Premios Verdes are open to participate.

14.

Premios Verdes's organizers and partners do not intervene, participate, or modify the decisions of the International Technical Committee nor the International Jury.

15.

Premios Verdes reserves the right to make special mentions for individuals or organizations that, without participating, have stood out for their involvement in favor of the planet.

16.

Premios Verdes are awarded once a year, in a gala ceremony held in during the month of April at its main site (Miami, Florida, USA.)

17.

Each **Premios Verdes**'s International Jury member reserves the right to choose a winner, cancel a category, or withdraw an application from the qualification process should they consider that the application does not meet the category requirements.

18.

Premios Verdes International Jury's decisions are final and not subject to appeal.

19.

The person designated as a contact on the Registration Form will receive all communication and notifications sent by **Premios Verdes**.

20.

If the person designated as the contact on the Registration Form changes, the applicant must immediately contact **Premios Verdes** and update the information.

21.

Premios Verdes's judges will be selected from academia, the business sector and the third sector.

If a panel judge believes they have a conflict of interest when evaluating a case, they will recuse themselves from evaluating it. The rest of the panel will continue with the evaluation. In case of a tie, the president of the jury makes the final decision.

22.

Premios Verdes's winners have the right to call themselves "**Premios Verdes**'s Winners' ' and may use the **Premios Verdes** winner's accreditation seal in their coomunications materials.

23.

All **Premios Verdes**'s registered participants accept and recognize that **Premios Verdes**'s right to promote the registered projects, by any means and in any country,

24.

These Terms & Conditions shall be governed by Ecuadorian laws. The organization's country of origin.

25.

Once the registered cases are evaluated, **Premios Verdes** will establish the following among those that obtained the best scores:

A 1 to 500 ranking

A category ranking

26.

The category descriptions are as follows.

1. ACADEMIC SUSTAINABILITY RESEARCH

Market-oriented and science-based solutions are decisive to accomplishing the SDGs and meeting global challenges. To achieve sustainability, transformative efforts are required at educational levels all over the world. For this reason, universities play a fundamental role in the search for a more sustainable life for everyone. Promoting it depends on an academic training that aims to go beyond the limits of what is possible and questions what we take for granted.

Type of projects that can apply are scientific research programs, projects or spin-offs that:

✓ Have implemented a pilot or prototype that mitigates the effects of climate change
✓ Facilitate the energy transition
✓ Develop circular products or services
✓ Enhance conservation as well as the restoration of fragile ecosystems
✓ Strengthen environmental services, Promote inclusion and reduction of poverty

Types of applicants: Universities, Colleges and community colleges, Other higher education institutions involving students.

2. CIRCULAR ECONOMY

Circular economy addresses global challenges such as climate change, biodiversity loss, waste and pollution, and is based on three design principles: the regeneration of nature, the circularity of materials and the elimination of waste production. Everything in nature is transformed and reused. Nothing is wasted. Waste, on the other hand, is a human invention. It is time to close the cycle and create a more dynamic economy that includes repurposing, redistributing, remanufacturing and reusing resources. It's time for new ideas.

Type of projects that can apply are production and sustainable consumption economic models that replace supply and demand linear patterns (extract, produce, consume, discard) that are harmful to the environment, with one that resembles nature's evolution by extending products' lifecycles; projects, programs, products or services that:

✓ Reshape consumption paradigms
✓ Eliminate or replace single-use plastics
✓ Incorporate recycled products to an existing industrial process

✓ Encourage the management, treatment and use of organic waste with applicable, profitable and scalable solutions
✓ Regenerate natural systems

Types of applicants: Local, regional and national governments, NGOs, Rural associations, Farmers, Civil society groups, Farmers unions, Corporations, Companies, Entrepreneurs, Academia.

3. GREEN TECH STARTUPS

According to the World Economic Forum, the value created by startups closely matches the GDP of a G7 economy and the amount of startup funding in 2021 surpassed $600 billion, shattering funding records in previous years. Furthermore, there are over one thousand unicorn companies and this number is growing exponentially. A purpose-driven startup involves seeing the world with new eyes, discovering new opportunities and building new realities to change lives. This is why it is critical to support this type of companies and entrepreneurial ecosystems to help face global challenges, such as the climate crisis and poverty.

Type of projects that can apply are programs, products or services of tech-based startups that present solutions to an environmental or social problem with clear benefits for their clients or community that:

✓ Are highly innovative, in some cases disruptive and scalable
✓ Use scientific or technological discoveries in products or services with verifiable purpose and impact

Types of applicants: Startups and technological ventures with less than 5 years since inception, with proven sales and at least one funding round.

4. HABITAT AND ECOSYSTEM CONSERVATION

Climate and landscape directly affect all species and their ecosystems, which are the basis of all civilization, sustain our economies and represent a source of biodiversity, food and life. More than half of the world's population depends directly on healthy ecosystems for survival, regardless of their type (marine, freshwater or land). We need to generate collective action to build bridges between conservation and human development, to guarantee the health of the landscape that surrounds us and the systems that provide us with life.

Types of projects that can apply are innovative governance models, projects, programs, products or services that:

Marine Ecosystems

✓ Improve the conservation and biodiversity of marine ecosystems
✓ Abolish marine wildlife trafficking
✓ Promote the blue economy through a sustainable use of resources
✓ Could serve as carbon sinks
✓ Fight against marine garbage pollution, especially single-use plastics

Marine ecosystems include: Estuaries, mangrove forests, wetlands, coral reefs, open sea and deep sea.

Freshwater Ecosystems

✓ Improve the quality and availability of water resources
✓ Contribute to the conservation and biodiversity of freshwater ecosystems
✓ Abolish wildlife trafficking
✓ Enhance environmental services and the bioeconomy

Freshwater ecosystems include glaciers, moorlands, rivers, lakes, wetlands, ponds, streams, and groundwater.

Land Ecosystems

✓ Improve conservation and biodiversity of land ecosystems
✓ Abolish wildlife trafficking
✓ Promote the sustainable use of resources
✓ Enhance environmental services
✓ Could serve as carbon sinks

The projects focus on landscape conservation and promote the bioeconomy in, for example, indigenous communities and tribes.

Land ecosystems include: forests, deserts, mountains, and grasslands, among others.

Type of applicants: Local, regional and national governments, National parks and protected areas, NGOs, Civil society groups, Academia, Companies, Entrepreneurs, Research centers, Wildlife management centers, Unions or guilds, Indigenous communities and tribes.

5. RENEWABLE ENERGY

Fossil fuel-based energy production systems are the main source of greenhouse gas generation, which traps heat in the atmosphere causing climate change. The demand for electricity is expected to increase by 70% in the next two decades. One of the most important actions we can take to reduce our impact on the environment is to accelerate the transition towards clean and renewable energy, which provides reliable energy supplies, improves energy security and reduces pollution risks, while protecting our natural resources and creating green jobs.

Projects that can apply are programs, equipment or services producing reliable, low emissions energy from renewable sources that:

✓ Advance industrial decarbonization
✓ Boost energy transition
✓ Provide or facilitate access to energy in remote places and communities

Type of applicants: Local, regional and national governments, Multilateral organizations, NGOs, Civil society groups, Corporations, Companies, Public-private associations, Entrepreneurs, Academia, Individuals.

6. RESILIENT DESIGN ARCHITECTURE

90% of the world's population is expected to live in cities by 2040. We are pressed to advance resilience-based architectural design to create healthier living conditions in urban and rural areas. Design that reduces the use of natural resources and energy consumption, and favors renewable resources and green materials to address social, natural, and environmental issues.

Projects that can apply are construction, infrastructure, public space, landscape, community or city projects, completed or in progress, with innovative design providing real solutions to:

- ✓ Palliate the effects of climate change
- ✓ Reduce risks and threats for the population

Projects designed to enhance environmental services such as water cycle, climate regulation, oxygen generation, wildlife, scenery, and pollination, among others.

Types of applicants: Local, regional and national governments, NGOs, Civil society groups, Construction companies, Real estate brokers, Architects or architecture studios, Academia, Civil engineers, Artists.

7. SUSTAINABLE FARMING AND FOOD PRODUCTION

Agriculture accounts for up to 30% of the world's greenhouse gas emissions and for 70% of all freshwater withdrawals globally. Irresponsible agricultural practices and over consumption are some of the causes for the deterioration and depletion of our natural resources. Deforestation, monocultures, and the overuse of pesticides and fertilizers, among other practices, are depleting our natural resources uninterruptedly. We must find new ways to practice sustainable agriculture. And we must do it now.

Projects that can apply are Innovative programs, projects, initiatives, products or services in the agriculture, agribusiness, distribution, marketing or retail sectors that:

- ✓ Promote deforestation and forest degradation-free production
- ✓ Apply ancestral knowledge and wisdom from local communities into their processes
- ✓ Use technology for efficient use of natural resources and agricultural supplies
- ✓ Are committed to low carbon emission production and distribution
- ✓ Reduce food waste
- ✓ Enhance bioeconomy and inclusive value chains
- ✓ Meet the principle and purpose of fair-trade
- ✓ Use a farm-to-table model
- ✓ Use reusable, recyclable or compostable packaging

✓ Encourage responsible consumption of agricultural products

Types of applicants: Local, regional and national governments, NGOs, Civil society groups, Farmers unions or guilds, Associations, Conscious consumption movements, Indigenous communities and tribes, Multilateral organizations, Agricultural companies, Transportation and logistics companies, Entrepreneurs, Restaurants.

8. SUSTAINABLE FASHION

Staying fashionable comes with a high cost for the environment. For example, it takes almost 3K liters of water to make one t-shirt. "Fast fashion" is responsible for 10% of humanity's carbon emissions, it requires water in high quantities during production, and has kept low prices thanks to minimum wages and unacceptable working conditions in underdeveloped countries. "Sustainable fashion" is a trend that the planet must adopt as soon as possible because it has the power to change it. What we will wear next season has never been more relevant.

Projects that can apply are programs, products, materials or services within the fashion industry that:

✓ Consider post-consumption reuse and recycling
✓ Reduce its carbon footprint
✓ Decrease the use of pesticides and microplastics
✓ Promote technological innovation for new, especially organic, textiles or personalized on-demand production
✓ Promote second-hand purchases and value vintage
✓ Include ancestral knowledge
✓ Meet the ethical conditions of the industry

It includes design, manufacturing, distribution, retail and responsible consumption promotion.

Types of applicants: Local, regional and national governments, NGOs, Civil society groups, Fashion houses, Designers, Industry, Distributors, Retail shops, Entrepreneurs.

9. SUSTAINABLE FINANCE

To meet the financial needs of the 2030 Agenda we must come together to manage global financial assets collectively. While governments will continue to play a key financing role, the private sector needs to quickly engage in financing many areas of the SDGs in order to close the gap. By strategically using development finance and philanthropic funds to mobilize and leverage private capital, we can foster business and create market opportunities for a more sustainable world. This is the only way to invest in our future.

Projects that can apply are innovative financing and credit programs, refundable or non-refundable funds, financial operations (debt exchange, bonds, etc.) that:

- ✓ Advance ecological transition and decarbonization
- ✓ Accelerate circular models and sustainable growth of countries, cities, and companies that mitigate and/or reduce vulnerability to climate change
- ✓ Generate green employment
- ✓ Promote the use of sustainable natural resources and nature-inspired innovative solutions
- ✓ Reduce inequality and poverty

Incubation and/or acceleration programs for technological or social innovation ventures that offer financing for scalability.

Types of applicants: Organizations that offer specific financing products or programs to reach the Sustainable Development Goals such as: Public or private development banks, Governments with financial cooperation investment for developing or under developed countries, Private banking, Public or private investment funds, Philanthropists, NGOs, Co-ops, Accelerators or incubators, Insurance companies, Brokerage firms, Mortgage companies.

10. SUSTAINABLE HUMAN DEVELOPMENT

As the global population increases by 80 million each year, so do human needs and greed, putting pressure on natural resources. The challenges that lay ahead are to ensure that the huge and growing global wealth is distributed fairly, and that the global economy supports planetary health. In the words of former UNDP Administrator, James Speth: "Sustainable human development not only generates economic growth but distributes its benefits equitably; regenerates the environment rather than destroying it; empowers people rather than marginalizing them.

Projects that can apply are existing models, projects, programs, products or services that in an innovative and applicable way eliminate or reduce the gap to achieve sustainable development and improve our relationship with nature throughout our lives. Some areas include:

- ✓ Poverty
- ✓ Hunger
- ✓ Health
- ✓ Access to clean water and hygiene
- ✓ Education
- ✓ Gender equality
- ✓ Women empowerment
- ✓ Decent work
- ✓ Inclusive economic growth
- ✓ Peace and justice
- ✓ Ancestral knowledge

Types of applicants: Local, regional and national governments, NGOs, Civil society groups, Multilateral organizations, Companies, Corporations, Entrepreneurs, Academia.

11. SUSTAINABLE MOBILITY

According to the World Bank, sustainable mobility is crucial to ending poverty, mitigating climate change, and meeting the Sustainable Development Goals. Governments must work out strategies to promote inclusive, safe, efficient transport that respects the environment. The good news is that 60% of the infrastructure needed remains to be built, which translates into opportunities to expand the sector, promote green technologies and inclusive growth.

Projects that can apply are mechanisms, structures or systems, public or private, motorized or not, individual or shared that:

- ✓ Allow the transition towards low-emission sustainable mobility models;
- ✓ Promote an infrastructure of cities or rural communities that prioritize pedestrians; or
- ✓ Make it easier for citizens and urban wild or domestic fauna to move around the city and territory.

Tech projects, applications or programs granting access to services and data optimizing travel.

Types of applicants: Local, regional and national governments, National or subnational traffic systems, Multilateral organization, NGOs, Transportation routes, Ride-sharing companies, Corporations, Urban planning firms, Transport manufacturing companies, Logistics service companies, Airlines, Shipping companies, Auto dealers, Auto manufacturers, Telecommunications companies, Smart Cities' providers, Entrepreneurs, Academia.

27.

Participants that make it to the top 500 have the following benefits:

- ✓ Premios Verdes Certificate with PwC's endorsement displaying their general and category ranking presented at the end of this year's edition.
- ✓ A project's excerpt will be exhibited during the Premios Verdes event and the virtual gallery, at no cost to the participants. If the images or material shared by the participant do not meet the standards required by Premios Verdes's communications team, stock images will be used.
- ✓ Opportunity to generate commercial, strategic meetings with other participants.
- ✓ Note: Participants who wish to participate in the business roundtable that will take place during the event must complete the strengthening program and mentoring sessions by the established date and register through the Premios Verdes website.
- ✓ Access to the event's social agenda.
- ✓ A top 500 Premios Verdes' seal that can be used for communications.

Finalists, in addition to the benefits described above, will receive the following benefits:

- ✓ Audiovisual and photographic materials to promote the project on our social media channels.
- ✓ Regional media campaign of the project as a finalist.
- ✓ Information about the project sent to regional media
- ✓ Interviews with the media
- ✓ Meetings with like-minded organizations
- ✓ A Premios Verdes' Finalist seal that can be used for communications.

The winners, in addition to the benefits detailed above, will receive the following benefits:

- ✓ Interviews with the media as winners of Premios Verdes.
- ✓ Follow-up with the organizations contacted during the event, especially the financial institutions.
- ✓ A Premios Verdes' Winner seal that can be used for communications.
- ✓ A winner certificate endorsed by PWC.
- ✓ A statuette that accredits the project as the winner of the category presented during the Awards Gala.

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