

## **PREMIOS VERDES**

2022 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 will not change.

1.

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

2.

For **Premios Verdes's** current edition, projects and initiatives from the Caribbean, Spain, Canada and the United States will be accepted as guest countries.

3.

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

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** annually recognizes sustainable projects and current actions in eight (8) categories and nineteen (19) subcategories.

The eight (8) categories represent six (6) areas: water, air, energy, finance, habitats (including built structures, for the anthropic option) and waste.

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 eight (8) categories and nineteen (19) subcategories are:

## 1. BIODIVERSITY

1.1. Water

1.2. Forests

1.3. Fauna

1.4. Oceans

## 2. SUSTAINABLE CITIES

- 2.1. Urban Community
- 2.2. Innovation and Infrastructure
- 2.3. Mobility
- 3. HUMAN DEVELOPMENT
  - 3.1. Rural Community
  - 3.2. Education
  - 3.3. Equality
  - 3.4. Health
- 4. ECONOMY
  - 4.1. Circular Economy
  - 4.2. Finance
  - 4.3. Sustainable Production
- 5. ENERGY
  - 5.1. Energy Access
  - 5.2. Clean Energy
- 6. WASTE
  - 6.1. Solid Waste Management
  - 6.2. Reusable Products
  - 6.3. Recycling
- 7. COMMUNICATION
- 8. PUBLIC POLICIES

**Premios Verdes** will recognize actions 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* of sustainable performance and are currently in development.

**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/subcategories and shall fill out two different applications for each corresponding category.

Each registration form is considered a case.

**Premios Verdes** reserves the right to publish the cases drafts on all forms completed by the deadline, except those that have withdrawn their application in writing.

10.

There are two forms for the registration process: the first, a short form, a one-pager, where a single page explains the project's performance, to be evaluated under five eligibility criteria.

The second form is a more extended version that should include all the information in the one-pager. Only the top 500 ranking projects that qualify under the first evaluation are eligible to apply. This second registration form will have three sections:

### **1. General form**

It includes the organization's information, contact coordinates and general information.

## 2. Performance form

Closed questions about the project's social, environmental and financial impact; and open-ended questions specific to each application.

## 3. Innovation

This section requires the applicant to explain the project's innovative approach.

11.

The evaluation process will have three stages.

In the first stage, an International Technical Commission will rate all applicants that have completed the one-pager.

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

**Case's Applicability:** Project replicability in another region, country or community to solve similar problems.

**Environmental sustainability:** Compatibility between the project and 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:** The analysis considers the aspects regarding social welfare and its relationship with the environment and 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:** refers to the project's financial viability or profitability.

**Innovation proposal:** refers to the changes caused by introducing novelties in the development of products, services or projects.

The International Technical Commission will evaluate each criterion in the one-pager based on the following percentages:

- 20% Applicability
- 20% Environmental Sustainability
- 20% Social Sustainability
- 20% Financial Sustainability
- 20% Innovation Proposal

After completing the first qualification process, projects with a minimum score of 80/100 will be considered for the second phase, defining the ninth edition of Premios Verdes's finalists and top 500-ranking.

For the second phase, candidates must complete a more thorough form with quantifiable information and indicators that confirm the project's results. An International Technical commission will evaluate the projects based on the following criteria:

Projects registered in the **BIODIVERSITY, SUSTAINABLE CITIES, ECONOMY, ENERGY AND WASTE** categories:

- 20% Applicability
- 30% Environmental Sustainability
- 15% Social Sustainability
- 15% Financial Sustainability
- 20% Innovation Proposal

Projects registered in the **HUMAN DEVELOPMENT** subcategories:

- 20% Applicability

15% Environmental Sustainability

30% Social Sustainability

15% Financial Sustainability

20% Innovation Proposal

Projects registered in the **SUSTAINABLE FINANCE** subcategory

20% Applicability

15% Environmental Sustainability

15% Social Sustainability

30% Financial Sustainability

20% Innovation Proposal

Projects registered in the **COMMUNICATION** category

20% Applicability

30% Communication Impact

20% Environmental and Social Sustainability

10% Financial Sustainability

20% Innovation Proposal

Projects registered in the **PUBLIC POLICY** category

20% Applicability

30% Policy Impact

20% Environmental and Social Sustainability

10% Financial Sustainability

20% Innovative Proposal

Projects scoring an average of 80/100 or above will join the top 500 ranking.

Applicants must review the "Criteria and qualifying elements", it is a reference guide for the Technical Commission.

During the third stage, an International Jury will choose a winner among the top 3 cases with the highest score in each category/subcategory.

The International Jury will only evaluate the 63 cases corresponding to the 3 best scores for each of the 21 subcategories. 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 Commission 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 before the International Jury, as well as answer questions that they deem appropriate.

Any travel and accommodation-related costs incurred by any of the finalists will be each participant's responsibility.

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 applicant's responsibility.

13.

Cases registered in previous editions of the **Premios Verdes** are open to participating again.

14.



**Premios Verdes's** organizers and partners do not intervene, participate, or modify the decisions of the International Technical Commission 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 Guayaquil, Ecuador or at any other venue the organizers consider appropriate.

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 unappealable.

**Premios Verdes** International Jury's decisions will be announced to the participants.

19.

The person designated as a contact on the Registration Form will receive all communication and notifications if the application is accepted.

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.

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 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.

25.

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

**A 1 to 500 ranking**

**A category ranking**

**A country ranking**

26.

The category descriptions are as follows.

## **1- HUMAN DEVELOPMENT**

Projects where human development and the population's well-being are central to their activities, regardless of their format.

### **Education**

Projects contributing to the creation of a universal, high-quality, inclusive education; showing an effort to guarantee or promote accessible educational content, taught in a safe and equitable environment, without race or gender distinction and considering different learning capabilities.

### **Community**

Projects putting forth community consolidation efforts with the objective to create a more participative, committed and supportive society and promote the empowerment of minorities and the environment's sustainable development.

### **Equality**

Initiatives working around the eradication of deep-rooted paradigms in our societies like any form of discrimination. They should promote gender and race equality models and acceptance of different capabilities in pursuit of the empowerment of the more disadvantaged social sectors.

### **Health**

Initiatives and projects aiming at promoting a healthy life and the well-being of all sectors of society. Some examples include projects seeking to reduce infant and maternal mortality rates; treating region-specific diseases; fighting epidemics; promoting a safe, well-planned sexual and reproductive health; or developing innovative services and revolutionary models for improving community access to health care.

## **2- BIODIVERSITY**

Projects focused on the care, protection and recovery of the most relevant vital resources.

### **Oceans**

Projects focusing on the conservation and control of the exploration and exploitation of resources in seas and oceans with a sustainable development objective. Entries may be concerned with issues such as cleanliness, temperature, acidification, currents, marine life and legislation, among others.

## **Water**

Initiatives working to improve access to drinking water throughout the social spectrum and across the region as well as its preservation and care. For example: projects focused on irrigation management, planning and implementation of sustainable drinking water systems; access to water; water purification, etc.

## **Forests**

Projects with the objective to promote, protect, restore and sustainable use of land and forests.

To name only a few examples, and without being restrictive, we can cite those that prevent desertification, soil degradation, and biodiversity protection in different ecosystems.

## **Fauna**

Projects working on programs, actions, products or any type of idea that emphasizes the preservation and well-being of different species, whether wild or domesticated; native or introduced; terrestrial, aquatic or aerial. Projects that mitigate the diminishing quality of life of animal species and their ecosystems.

### **3- SUSTAINABLE CITIES**

Projects that offer improved quality of life to the community by taking care of resources and favoring social justice for present and future humankind. Projects enrolled in this category must take these definitions into account when submitting registrations.

## **Innovation and Infrastructure**

Projects focused on equipment and systems destined to provide citizens essential services for highways, bridges, telephone towers, hydroelectric plants, etc., strictly complying with sustainability and innovation principles, and being thoroughly respectful of the environment, turning cities into more habitable, inclusive places.

## **Mobility**

Projects focused on offering, encouraging, or developing mobility solutions that are more energy and consumption efficient and energy use respectful of and responsible for the planet and society.

### **Urban community**

Urban sustainability is the search for sustainable urban development that does not degrade the environment and provides quality of life to citizens. This category seeks to reward projects that activate entire communities or in part towards development in harmony with nature and all strata of society, without making economic, gender, ethnic or disability distinctions.

## **4- ECONOMY**

Projects in this category work towards a socioeconomic system and focus on increasing social welfare by promoting responsible consumption and implementing a financial system based on environmentally respectful and socially committed companies. The main objective is poverty reduction and quality development for future generations, without compromising the planet's resources, not consuming more than nature can produce.

### **Sustainable Production**

Projects changing the production line of goods and services surrounding extraction and exploitation of resources to improve human quality of life without damaging the environment. Responsible producers, intermediaries, and consumers.

### **Circular Economy**

Projects with a clear strategy towards reducing the use of raw materials and waste production, thus closing economic and ecological "loops" or flows, protecting available resources.

### **Finance**

Financial institutions' projects from developing financial products or services adopting an ethical approach and including social and environmental factors in long-term investment decisions. This new approach to finance presents a mindset

and culture shift for the financial world that is adapting to create a balanced and sustainable world.

## **5- ENERGY**

Innovative projects working on energy production and management systems with an emphasis on reducing hazardous waste for the planet and society.

### **Energy Access**

This subcategory includes those undertakings which focus on guaranteeing or promoting reliable, modern, clean, safe and accessible energy to the entire population, without distinction of geography, race, gender or different capabilities.

### **Clean Energy**

Aimed at participants who represent the constant search for new uses or sources of energy that do not harm the environment or society. Among them, just to name a few ideas, are new ways of generating energy, innovative distribution of sustainable energies as well as, products or services promoting their use, reducing our dependency on fossil fuels.

## **6- WASTE**

Waste is closely related to greenhouse gas production and, consequently, climate change. Waste is related to production and consumption: The more waste, the more consumption, and therefore more CO<sub>2</sub> emissions into the atmosphere. Methane emissions are produced when waste is not adequately managed and is taken to landfills, causing problems to the environment. This category is for projects promoting the conscious treatment of all types of waste.

### **Solid waste management**

Projects dealing with waste management, collection, transportation, treatment, recycling and disposal of waste materials. Projects participating in this subcategory have as their core focus the treatment of waste in its different states, whether it be solid, liquid, gaseous, or derived from radioactive substances, and the use of other methods or specialized techniques to minimize or avoid their environmental impact.

## **Recycling**

Projects or initiatives working in different recycling areas, from the separation, classification, treatment and transportation of waste, as well as the reuse of waste as a raw material for new products or services.

## **Reusable Products**

Initiatives focusing on reusing products, components, or containers and avoid manufacturing new ones. This practice makes it possible to save energy and the raw materials required to produce new ones. As one participant said in previous years, "stop seeing garbage as waste and start seeing it as a raw material."

## **7- COMMUNICATION**

Communication plays a crucial role in the socio-environmental paradigm shift. Persuasive, informative and impactful messages are necessary to amplify the projects that are changing the way society grows and strengthens, in balance with nature throughout the community.

## **8- PUBLIC POLICY**

This category is intended to reward socio-environmental management processes innovative practices. Public projects such as actions, regulatory measures, laws, and spending priorities can participate as long as they are focused on human development, demonstrating a change of agenda towards a more harmonious society with the environment and their peers.

27.

Participants who make it to the top 500 will receive the following benefits:

- **Premios Verdes** Certificate with PwC's endorsement displaying their general and category ranking.
- 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 participate and exhibit the project (if the format the event permits) during the event. Projects must register before the event at the Premios Verdes website.
- 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 by the established date and register through the **Premios Verdes** website.

- Access to the social agenda of the event
- A communications kit with the top 500 Premios Verdes seal and templates that they can use of for their own communications.
- Finalists, in addition to the benefits described above, will receive the following benefits:
  - Production of a video and social media material to use to promote the project.
  - Media campaign covering Latin America and Spain as a Premios Verdes finalist
  - Sending information about the project to media in the region
  - Interviews with the media
  - Meeting with organizations related to the project

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

- Interviews with media as winners of Premios Verdes.
- Follow-up with the organizations contacted during the event, especially the financial institutions.
- Use of Premios Verdes Winner logo.



- 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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