

**CONTEST RULES**  
**"SUN&BLUE CONGRESS 2025 AWARDS".**  
**BY BEON WORLDWIDE, S.L.**

**1.- OBJECT**

BEON WORLDWIDE S.L. (hereinafter, BEON) with registered office at Calle Balance, 16, Mairena del Aljarafe (Seville), holder of Tax ID No. B-90239476 organizes an international COMPETITION, called "SUN&BLUE CONGRESS 2025 AWARDS" (hereinafter, the "COMPETITION"), in order to identify, evaluate and recognize the best projects and experiences in the application of "Blue Tourism" criteria and its implementation in companies, organizations and public and private institutions.

**2.- TERRITORIAL SCOPE OF THE CONTEST AND ELIGIBLE PERSONS**

The CERTAMEN is addressed to companies, organizations and public and private institutions that carry out or participate in projects in the field of tourism. For those who are legally constituted and present their corresponding CIF and registered office. Only the above-mentioned legal entities may participate in the CERTAMEN. The participations that do not comply with the present requirements or any of them, will be automatically discarded, even if they are winners.

**3.- TEMPORAL SCOPE OF THE CONTEST**

The CONTEST will begin on May 29th, 2025 and will end on November 20, 2025.

**4.- COMMUNICATION ELEMENTS**

The CERTAMEN will be communicated through the website and RRSS of the event itself <https://www.sunandbluecongress.com> .

**5.- CHANNEL**

The CONTEST is aimed at those legal entities that participate through <https://www.sunandbluecongress.com>.

**6.- NATURE OF THE CONTEST**

Participation in the CONTEST is free of charge.

**7.- GENERAL CONCEPT, MECHANICS AND AWARDS**

**7.1) General Concept**

BEON is carrying out a CONTEST by which the participant who complies with the mechanics of clause 7.3) will be able to participate in obtaining one of the prizes listed in clause 7.2).

**7.2) Awards**

A total of FIVE (5) awards will be presented, namely:

## 1. Sun&Blue 2025 Award for Blue Destination

**Description:** Recognizes destinations that have implemented exemplary strategies in coastal tourism management, integrating environmental regeneration, social inclusion, and a high-quality, low-impact tourism model.

**Eligible applicants:** Public or semi-public entities such as DMOs, municipalities, regions, consortia, and tourism promotion agencies.

**Selection criteria:**

- Integration of diverse stakeholders
- Environmental improvement of the territory
- Inclusion of local communities and vulnerable groups
- Positive impact on the tourist experience
- Collaborative governance and citizen participation

## 2. Sun&Blue 2025 Award for Blue Tourism Experience

**Description:** Rewards innovative tourism experiences that connect visitors with the marine or coastal environment from a sustainable, educational, and transformative perspective.

**Eligible applicants:** Private entities such as tour operators, accommodations, travel agencies, and service providers.

**Selection criteria:**

- Originality and creativity
- Contribution to environmental and social sustainability
- Interpretive quality and connection with the natural setting
- Local participation
- Visitor satisfaction and impact

## 3. Sun&Blue 2025 Award for Innovation in Blue Energy Management

**Description:** Highlights projects that innovatively implement clean energy, efficiency methods, or technological solutions to improve energy management, reduce emissions, and increase efficiency in coastal tourism and maritime infrastructure.

**Eligible applicants:** Public or private blue infrastructures, especially coastal and maritime tourism facilities (hotels, cruise terminals, marinas, ports) and the blue transport sector.

**Selection criteria:**

- Technological innovation and replicability
- Reduction of energy consumption or emissions
- Use of clean energy
- Scalability
- Positive environmental and economic impact

#### 4. Sun&Blue 2025 Award for Innovation in Blue Water Management

**Description:** Recognizes projects that promote innovative water efficiency, pollution reduction, or climate-resilient water solutions in coastal and tourism-related infrastructure.

**Eligible applicants:** Public or private blue infrastructures (hotels, cruise ports, marinas), and water-intensive tourism experiences (restaurants, golf courses, water parks, etc.).

**Selection criteria:**

- Efficiency and water consumption reduction
- Solutions to water scarcity and climate challenges
- Applied technology and replicability
- Improvement of existing water infrastructure
- User engagement or awareness efforts

#### 5. Sun&Blue 2025 Award for Cooperation in the Blue Economy

**Description:** Recognizes collaborative projects with strong social, environmental, and scientific impact that foster innovation, governance, education, accessibility, and transformation in blue territories.

**Eligible applicants:** NGOs, universities, associations, public and private entities, working groups, and international, national, or local alliances.

**Selection criteria:**

- Effective multisectoral collaboration
- Knowledge transfer or educational impact
- Social inclusion and cohesion
- Scalability and innovation
- Contribution to socio-ecological resilience

Each of the awards will consist of the presentation of an award and recognition within the framework of the II Sun&Blue Congress 2025.

In any case, the awards do not imply the delivery of any cash or in-kind prize.

#### 7.3) Mechanics

Each of the companies, public organizations and institutions wishing to participate in this CONTEST must submit their candidacy at the web address <https://www.sunandbluecongress.com>

To do so, it will be necessary to complete the **online application form** for the project you wish to submit. The form includes:

- **Identification details** (project name, name of the participating entity, city/cities, region(s) or country/ies, type of entity – Public, Private, Association, NGO, Other – project implementation date, contact person, email, mobile).
- **Project objectives** (max. 300 words).

- **Starting point and initial challenge** (max. 300 words).
- **Project description** (max. 300 words).
- **Key results and impact indicators** (max. 300 words).
- **Additional relevant information.**
- **Photos or plans.**
- There is also the possibility to include a **brief explanatory video of the project (up to 2 minutes long).**

## 8.- SELECTION OF THE WINNER

The awards will be granted by a jury composed of selected members of the **Sun&Blue Congress 2025 Advisory Board**, as well as prominent professionals from sectors related to **blue tourism, the blue economy, and sustainability**, from both the public and private spheres.

For more information about the jury members, please visit:  
<https://sunandbluecongress.com/en/advisories>

Submitted projects will be evaluated based on the **specific evaluation criteria of each award**, with all criteria carrying equal weight in the final assessment.

## 9.- MODE OF PARTICIPATION

In order to be eligible for any of the prizes foreseen in the present CONTEST, the participant shall:

- Be legally constituted companies, organizations, public or private institutions and
- fulfill the mechanics defined in section 7.3 of the present Rules.

All submissions will be accepted **until 11:59 PM (CET) on September 30, 2025**. After this deadline, the application period for the competition will be officially closed.

Each company, public body, or institution may submit **a maximum of one project**.

Projects must have been **developed or initiated within the 24 months prior to the submission deadline** (September 30, 2025). *\*In the case of ongoing projects, partial results must be provided.*

The jury, through the event organization, reserves the right to **request additional information or specific clarifications** from candidates in order to better understand the submitted projects.

The **independent jury**, composed of members of the **Sun&Blue Congress Advisory Board**, will determine the winners in each category.

Finalists and category winners will be notified on **October 17, 2025**.

The awards ceremony will take place on **November 20, 2025 at 1:30 PM (CET)** during **Sun&Blue Congress in Almería**.

To receive the award, **winners must be registered for the congress and attend the official awards ceremony**.

## **10.- CALENDAR OF THE CONTEST**

The calendar of the CONTEST is as follows:

- **Opening of applications:** May 15, 2025
- **Deadline for submissions:** September 30, 2025 (11:59 PM CET)
- **Finalists notification:** October 17, 2025
- **Awards ceremony (in person):** November 20, 2025 (13:30 PM CET)

## **11.- TERMS AND CONDITIONS OF THE PRIZES**

11.1 The prizes cannot be exchanged for cash or any other prize.

11.2 The participant expressly consents, and by the mere fact of participating in this CONTEST, that BEON may use his/her identification data in the market for the purpose of informing the winner of the prizes to the rest of the users and without generating any remuneration in his/her favor.

11.3 BEON is not responsible for the use of the prizes by the winner. BEON will not be responsible for any incident that may occur after the delivery and during the enjoyment of the prizes.

11.4 The prizes obtained are non-transferable. BEON will contact the participant who has won the prize.

Likewise, the commercialization and/or sale of the prizes is forbidden. In case of detecting actions aimed at the resale of the prizes (either directly or indirectly under the appearance of sale or donation of another product), BEON will immediately demand the return of the prizes, reserving the exercise of the appropriate extrajudicial and judicial measures, including those aimed at protecting its corporate image. Likewise, it will be able to bring such actions to the attention of the corresponding authorities.

11.5 In case of not being accepted/being able to be accepted by the winner, BEON will contact the second finalist and so on until one of the finalists accepts. In the event that the prizes are not accepted by any of the above, the prizes will be declared void.

## **12.- COMMUNICATION TO THE WINNER AND CONFIRMATION OF THE PRIZE**

BEON will send a private message or an e-mail to the winner, in order to inform him/her of his/her status as a finalist, first, and then to those selected as semi-finalists.

In the case of both the semi-finalists and the winners, all of them must confirm within 24 hours from the sending of the private message or e-mail their acceptance by the same means, including the replies and data requested.

If in the term indicated in the previous paragraph, the winner does not send the required documentation to confirm his/her interest in receiving the prizes, it will be understood that he/she does not accept them and, therefore, renounces to them. In these circumstances, BEON will act as described in stipulation 11.5).

## **13.- AWARDING OF PRIZES**

BEON will present the prizes to each winner during the Sun&Blue 2025 Congress, which will take place in Almeria on November 20, 2025 at 13:30h CET.

## **14.- CONSENT AND DATA PROTECTION**

The participant in the present CONTEST consents to the processing of his/her personal data in accordance with the provisions of Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016, as well as in the applicable national regulations on data protection, for the development of the present CONTEST.

We use this information to manage the contractual relationship established with you and collected in the Bases of the present CERTAMEN. Your data will be deleted when they are no longer necessary for the specific promotional activity, unless they are used for another additional purpose, in which case you must comply with the retention periods that have been provided for this purpose in our Privacy Policy. In case of doubt, the participant can always contact BEON at the e-mail address [awards@sunandbluecongress.com](mailto:awards@sunandbluecongress.com) to learn more about these terms.

The mechanics of the CONTEST require that the data be provided truthfully and completely and that they be kept up to date thanks to the participant's cooperation. If the personal data are false, incomplete or not up to date, BEON will be released from the responsibility for the success of the CONTEST and from any consequences related to the above, up to and including the non-declaration of the beneficiaries of the CONTEST.

If, in accordance with the mechanics of the CERTAMEN, the participant may mention third parties (relatives, friends, etc.), whoever carries out this option declares, under his/her responsibility, to have expressly informed of the transfer and processing of the personal data of the third parties mentioned in the terms set forth in this stipulation. The participant who carries out the mention will be solely and exclusively responsible for any adverse consequence and/or sanction that may arise from the

lack of consent of third parties to process their personal data and/or eventual breaches on their part of data protection regulations, obliging said participant to hold BEON harmless against any claim that may be filed as a result of such breaches.

Likewise, if in accordance with the mechanics of the CONTEST, the participant may also upload images or videos in which third parties (family, friends, etc.) appear, whoever carries out this option declares, under his/her responsibility, to have expressly informed of the transfer and processing of the personal data of the third parties that appear in the referred photographs or videos under the terms set forth in this stipulation. Likewise, the participant who uploads the photographs or videos will be solely and exclusively responsible for any adverse consequence and/or sanction that may arise from the absence of information from third parties to treat their image and/or eventual breaches on their part of the Organic Law 1/1982, of May 5, on civil protection of the right to honor, personal and family privacy and self-image and other implementing regulations, forcing the participant to hold BEON harmless against any claim that may be filed as a result of such breaches.

Once the CONTEST is over, and only in case the participant has expressly accepted it, BEON will keep the data provided by the participant in order to inform him/her about new promotions and products offered by BEON. Thus, and in compliance with the provisions of Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016, as well as with the applicable national regulations on data protection and Law 34/2002 of 11 July, on information society services and electronic commerce, the participant consents to BEON to receive commercial communications about future promotions or products offered by BEON. The recipient may revoke at any time the consent given to receive commercial communications by simply notifying the sender by contacting the Legal Department at the address given above in this stipulation of these Terms and Conditions.

The participant may exercise his/her rights of access, rectification, deletion, opposition, limitation of data processing and data portability. He/she may do so by sending a request to BEON Calle Balance, 16, Sevilla (Spain), or to the following e-mail address: [hello@sunandbluecongress.com](mailto:hello@sunandbluecongress.com) attaching a copy of his/her ID card or documentation proving his/her identity.

## **15.- RESERVATIONS AND LIMITATIONS**

- 15.1 BEON reserves the right to cancel the present CONTEST or suspend it, or change some of its conditions if for technical or any other reasons beyond its control it is unable to comply with the normal development of the same, as stipulated in these Rules.
- 15.2 Likewise, BEON may declare the present CONTEST null and void if it detects irregularities in the participant's identification data.
- 15.3 BEON is not responsible for the veracity of the data provided by the participant. Therefore, if the data provided are not correct or have errors, BEON is not responsible for not being able to contact the potential winner to communicate the result or to manage the delivery of the prizes.
- 15.4 BEON will treat all the information received from the participants as private and confidential. After having carried out the appropriate analysis, if any participant requests in writing the return of the information provided to BEON

to participate, it will be returned within 10 working days from the receipt of the written request.

- 15.5 BEON reserves the right to justifiably remove any user who defrauds, alters or disables the proper functioning and the normal and regulatory course of this CONTEST.
- 15.6 The participant expressly consents, and by the mere fact of participating in this CONTEST, that BEON may use his/her personal data, as well as exploit the photographs, videos and any other comments provided by him/her, for commercial and/or advertising purposes, without any territorial or time limitation, and without generating any remuneration in his/her favor. 15. 7 The contents of any kind not related to the mechanics of the CONTEST may be eliminated and will not be entered in the CONTEST, as well as all those comments that do not respect these Rules or good manners, are comments of an illicit, vandalistic, pejorative, racist nature, incite violent acts, have an advertising nature unrelated to BEON's products and the company, and/or infringe the rights of third parties, including minors, weak social groups, people affected by handicapped people, and people with disabilities, racist, incite to violent acts, have an advertising character unrelated to BEON's products and the company, and/or infringe the rights of third parties, including minors, weak social groups, people affected by handicaps and/or minorities, or have a religious, sexual and/or political content.
- 15.7 BEON excludes any liability for damages of any nature that may be due to the temporary lack of availability or continuity of the operation of the game or Web through which the participant participates in THE CONTEST, to the disappointment of the utility that users may have attributed to it, and in particular, but not exclusively, to failures in accessing the various pages, and sending participation responses via the Internet.
- 15.8 Where appropriate, third parties who are mentioned in the comments or whose images appear in photographs or videos uploaded, as well as the participant, must be of legal age.
- 15.9 The CONTEST is not sponsored, endorsed, administered or associated in any way with any social network.
- 15.10 The CONTEST is not sponsored, endorsed, administered or associated in any way with any social network.
- 15.11 By submitting their candidacy to the "SUN&BLUE Congress 2025 Awards", participants acknowledge that they are the owners and holders of the initiatives presented, as well as having implemented them within the stipulated deadlines, guaranteeing that they do not infringe the rights of third parties.
- 15.12 The participant authorizes BEON to reproduce, distribute, transform and publicly communicate the information provided to the CONTEST, as well as to use and disseminate their identification data as selected, finalist and/or winner, in any advertising and/or promotional activity related to this CONTEST, all in any medium (including, but not limited to, its digital exploitation) without such activities conferring any right to remuneration, consideration or economic benefit, with the exception of the delivery of the



prizes won in accordance with these Rules. This authorization shall be granted for the maximum amount permitted in accordance with the regulations in force in the temporal and territorial scope.

The photographs, videos, recordings, phrases or comments that are shared must be original, declaring the participant to be the author of the same and to have obtained, where appropriate, the authorization of the persons whose image, video or phrase could have been used, for their publication in accordance with the mechanics of the CONTEST.

Additionally, the participant declares that the photographs, videos, recordings, phrases or comments do not violate the rights of third parties. BEON may eliminate any participant whose photographs, videos, recordings, phrases or comments (or, if applicable, tweets) may be illicit, may offend the sensibilities of third parties, present illicit activities, are offensive or violate the rights of third parties.

BEON shall be exonerated from any claim that may arise in this regard.

## **16 - APPLICABLE LAW AND JURISDICTIONAL SUBMISSION**

BEON promotions are governed by the legislation in force in Spain.

For any controversy that may arise in the interpretation and application of these Rules, both BEON and the participant in this CONTEST, expressly submit to the jurisdiction of the Courts and Tribunals of Seville, waiving their own jurisdiction if any.

BEON reserves the right to take legal action against those persons who carry out any type of act that could be considered manipulation or falsification of the CONTEST.

## **17.- ACCEPTANCE OF THE RULES**

The possible participant is informed that the simple fact of taking part in the CONTEST implies the total acceptance of the present Rules. The contrary manifestation on the part of the participant will imply the exclusion of the participant from the CONTEST and BEON will be released from the fulfillment of the obligation contracted with the participant.

In Seville, on May 28th, 2025.