LEGAL AFFAIRS
ANNUAL SUSTAINABILITY INNOVATION CHALLENGE

1. Purpose of the Challenge

The School of Sustainability of the Universidad Europea, together with the Fundacion Universidad Europea, is organizing this challenge aimed at students from the Universidad Europea, the Universidad del Rosario, the Universidad Nacional Andres Bello and the Universidad Tecnica Particular de Loja.

Its objective is to develop innovative solutions to the main sustainability challenges posed by four leading companies in the sector, called "***Transformational Partners***".

This initiative aims to collaborate between students, companies, and universities, creativity and real impact on sustainability.

2. Benefits for Students and Teachers

The challenge can be developed extracurricular or as part of a university course of the participating Universities, following the provisions of section 4 of the present Legal Affairs .

For students and alumni:
- Experiential learning: Applying knowledge to a real challenge.
- Cross-disciplinary competencies development: teamwork, creativity, critical thinking, and problem-solving.
- Link with the professional world: Contact companies and specialized mentoring.
- Certification and recognition: The possibility of obtaining an award and improving the curriculum.
- Real implementation: Opportunity to put ideas into practice.

For teachers:
- Added value in teaching: Incorporation of a case study in the classroom.
- Experiential learning: Challenge-based methodologies.
- Connecting with the professional sector: Creating links with the sector.
- Participation in the innovation ecosystem: Access to events and knowledge networks.

3. Estimated Dedication

The challenge is compatible with academic activities, with an estimated dedication of 2 to 4 hours per week from February to May 2025, depending on the proposal of the Project. It can be participated in an extracurricular way or be proposed to teachers as an activity of a course.

4. Participants

Students with a bachelor's degree, postgraduate, PhD, and *alumni* of the universities mentioned above can participate. Teams must consist of a minimum of 2 and a maximum of 10 students or *alumni*.

Teams are required to include students or alumni from at least two different degrees from the same university to encourage interdisciplinarity.

One student or alumni can be part of several teams, teams can submit multiple ideas, and one person or team can submit ideas to several challenges.

5. Participation Process

5.1. Registration

All participants of each team must register through the official platform of the challenge https://universidadeuropea.com/en/about-ue/school-sustainability/sustainability-innovation-challenge/ accepting the rules of the competition. They will receive a confirmation email with instructions for the next phase.

5.2. Introduction of Proposals

Teams shall:

1. Select a challenge from those proposed by the Transformation Partners.
2. Develop a preliminary idea.
3. Complete the registration form:
   - Degree of the proposal.
   - Short description.
   - Initial Methodological.
   - Expected impact.
   - Feasibility and resource requirements.
   - Potential allies.
4. Send the proposal until 18 May 2025 at 23:59 (GMT+1)
   All proposals submitted after this deadline will be automatically rejected.

Proposals may be submitted in **English or Spanish**.

6. Assessment

6.1. Assessment Criteria

- Innovation and creativity (25%)
- Technical and economic feasibility (25%)
- Sustainability impact (30%)
- Scalability and implementation potential (20%)

7. Selection and Awards

One winning proposal will be selected for each challenge[2] . The winning teams will receive:

- In-kind funding, granted by the European University Foundation, for the acquisition of the necessary resources to develop the minimum viable product (MVP) of their idea. The specific use of this funding will be determined in the first mentoring session, where the teams will define together with the mentors what elements are essential to advance their project. The funds will not be given in cash, but will be managed directly for the purchase of necessary materials, services or tools.[3]
- Mentoring programme, provided by the Transformation Partners and the Sustainability School, with specialised coaching sessions to guide the implementation and scalability of the proposal.

8. Role of the University

Regardless of the University of origin of the winners, the School of Sustainability will provide mentoring, access to resources and networking to ensure the real impact of the solutions.

9. Composition of the defence panel and its functioning

The defence panel will be composed of a flexible number of members to accommodate the volume of proposals submitted. The Core composition will include:

- Representatives of the Transforming Partners.
- Professors of the School of Sustainability of the Universidad Europea.
- Professors from the invited Universities.

Depending on the number of proposals received, the number of members of the defence panel may be expanded with additional evaluators to ensure an adequate and fair review of all submitted ideas.

The defence panel will meet twice: once for the pre-selection of proposals (May 2025) and once for the final assessment (December 2025). All deliberations will be confidential.

10. Intellectual Property Rights

The submitted ideas remain the property of their authors. However, the transformative partners and the university may negotiate agreements for their implementation, ensuring fair recognised recognition for the creators.

The UNIVERSITY and FUE reserve the right to use and reproduce the entries winning in any medium it deems appropriate, subject to prior communication to the author .and with acknowledgement of authorship

In any case, the winning participant/s of the different Challenges assign to the UNIVERSITY the exploitation rights of the proposal presented, consenting that it may be used by said

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[2] See Annex I.
[3] The relevant tax regulations in force shall apply to the financial prizes.

entity in any type of activity that the UNIVERSITY develops in the legal traffic (whether academic, advertising, commercial, promotional, mercantile or of any other type).

Consequently, the winning participant/s expressly renounces the exploitation, dissemination, reproduction and distribution of said work by any means, and likewise refrains from claiming any rights inherent to the same from the UNIVERSITY, without prejudice to the acknowledgement of its authorship.

The winning entrant(s) also consents to the use of the submitted work in whole or in part, independently or in combination with other distinctive signs, as well as to its being transformed, changed, altered, edited, modified or used in a distorted, illusory or composite form, or in any other way, at the full discretion of the UNIVERSITY, in connection with the above-mentioned activities.

By submitting a proposal, participants declare that it is an original work of their own authorship, the Contents of which do not and cannot infringe the rights of third parties. In the event that the proposal incorporates the creations of third parties (such as artistic works, photographs, images of any kind, fragments of another work and any other work protected by intellectual property), the participant MUST state that they have the corresponding authorisations and licences to incorporate these creations into their work, directly from their legitimate owners or licensees.

11. Timeline
- Launch of the Challenge: February 2025
- Registration and Receipt of Proposals: February - May 2025
- Assessment of Proposals: May 2025
- Winners Announcement: May 2025
- Mentoring Programme Start: June 2025
- Mentoring Period: June - December 2025
- Introduction of Final Results: December 2025

12. Contact
For enquiries, please write to: escueladesostenibilidad@universidadeuropea.es

13. Next Steps After the Judging of the Competition
Once the winners of the challenge are announced, a structured work plan will be initiated for the development, mentoring, and potential implementation of the selected proposals. The steps to be followed are described below:

13.1 Notification to Winners

Winning teams will be officially notified via email from Universidad Europea, detailing the next steps, important dates and the contact details of the assigned mentor.

13.2 Kick-off Meeting

Within twenty working days of the announcement, a kick-off meeting will be organised with the winning teams, their assigned mentors (representatives of the European University and the Transformation Partner), and the challenge coordinators. This meeting will serve to define the objectives of the mentoring programme, establish the communication channels and agree on a preliminary work schedule. This meeting will take place online.

14 Mentoring and Follow-up Programme

14.1 Duration and Modality of the Mentoring Programme

The Mentoring Programme will last six months, divided into fortnightly sessions of one to two hours, adapted to the needs of each team and the availability of the mentors and students. On-campus delivery or online through platforms such as Microsoft Teams, Zoom or Google Meet, according to the convenience of all parties.

14.2 Structure of the Mentoring Programme

Month 1 (June 2025) - Proposal Refinement and Detailed Planning.

Objective: To validate the initial proposal, identify areas for improvement and establish a clear development plan.

Activities: Brainstorming sessions, validation of hypotheses with sector experts, and definition of KPIs (key performance indicators).

Dedication: 3-4 hours of mentoring and 6-8 hours of Self-study of the team.

Month 2 (July 2025) - Market Research and Definition of Impact Value

Objective: To conduct a market analysis and clarify the social and environmental impact of the project.

Activities: Workshops on market analysis, sessions to identify differential value and feedback sessions with mentors.

Dedication: 3-4 hours of mentoring and 8-10 hours of Self-study of the team.

(August is not a school month)

Month 3 (September 2025) - Technical Development and Feasibility Assessment.

Objective: To deepen the technical and financial aspects of the proposal.

Activities: Prototyping workshops, technical feasibility analysis, review sessions with sustainability and finance experts.

Dedication: 3-4 hours of mentoring (including sessions with experts) and 10-12 hours of Self-study of the team.

Month 4 (October 2025) - Implementation Strategy and Resource Management.

Objective: To define a clear implementation strategy and to assess the resources needed for the sustainability of the project.

Activities: Workshops on resource management, implementation planning, and defining strategies for long-term sustainability.

Dedication: 3-4 hours of mentoring and 8-10 hours of Self-study of the team.

Month 5 (November 2025) - Assessment of Results and Final Adjustments.

Objective: To review progress, assess compliance with KPIs and make final adjustments.

Activities: Assessment sessions with mentors, analysis of KPIs achieved and adjustments according to feedback.

Dedication: 3-4 hours of mentoring and 6-8 hours of Self-study of the team.

Month 6 (December 2025) - Final Introduction and Scalability Roadmap.

Objective: To prepare an executive introduction, present the project and draw up a roadmap for future scalability.

Activities: Introduction simulations, final feedback with the mentor team and adjustments for the final presentation.

Dedication: 3-4 hours of mentoring and 8-10 hours of Self-study of the team.

14.3 Continuous Monitoring and Assessment:

Each team will have to submit a monthly progress report to the mentors and receive constructive feedback. Reports should include the current status of the project, progress made, challenges encountered and next steps.

Mentoring sessions will be tailored according to the progress of the team, allowing flexibility in the approach and topics covered.

14.4 Final Introduction and Closing Event

14.4.1 Final Introduction to the Evaluation Committee and Stakeholders

At the end of the mentoring period, each team will present its final project to the evaluation committee, representatives of the collaborating companies and other invited stakeholders. The presentation should include a demonstration of the prototype (if applicable), the implementation plan and a sustainability impact analysis. This event will be conducted online.

14.4.2 Recognition and Certification

All teams that complete the mentoring programme will receive a certificate of participation issued by the European University and the collaborating companies, highlighting their contribution to sustainability innovation.

14.4.3 Potential for Implementation and Financing

The winning teams will have the opportunity to negotiate directly with the partner companies for the implementation of their solutions. The university and the collaborating companies will be able to support in the search for additional funding, both internal and external, including possible investment rounds.

14.5 Post-Challenge Communication

14.5.1 Impact Report

An impact report of the challenge will be published on the official channels of the European University, highlighting the winning projects and the potential impact on sustainability.

14.5.2 Sustainability Innovation Alumni Network

Participants will be integrated into an alumni network that will allow them to maintain contact with their mentors, collaborating companies, and other participants, fostering a continuous ecosystem of innovation in sustainability.

15. Additional Terms and Conditions

15.1.1 Specific details of mentoring, use of resources, working modalities (On-campus or On-campus), and any other logistical aspects will be subject to adjustment by mutual agreement between the winners, mentors, and challenge coordinators.

15.1.2. The organisation declines all responsibility for the authenticity of the information given by the participants on the registration forms.

15.1.3. By submitting a work, the participant(s) declare that it is an original work of their authorship, the Contents of which do not and cannot infringe the rights of third parties. In the event that the work incorporates the creations of third parties (such as artistic works, photographs, images of any kind, fragments of another work, and any other work protected by intellectual property), the participant MUST declare that they have the corresponding authorisations and licences to incorporate these creations into their work, directly from their legitimate owners or licensees.

15.1.4. The mere act of submitting the proposal by the participants implies the transfer to the UNIVERSITY and FUE of the right to publish it, exclusively for promotional purposes of the Challenge, at an international level, completely free of charge, without any restriction or reservation, with the authors of the work assuming full responsibility for any claim that the UNIVERSITY or FUE may receive as a result of the publication of the same.

15.1.5. The appearance of logos or other signs of (s) is not permitted the author on the proposals submitted. Failure to comply with this rule may be grounds for disqualification at the discretion of the defense panel.

16. Data protection

Participants give their full consent and accept in full the terms and conditions of participation in this call for entries. The data provided to Universidad Europea by virtue of these terms and conditions will be processed by the data controller UNIVERSIDAD EUROPEA DE MADRID, S.A.U., for the purposes of managing this call for entries and the management of various activities for which the data is provided, as well as the sending of publicity and activities of Universidad Europea that may be of interest to of the holder of the data. The basis for the processing of the personal data provided under this form is the development and execution of the relationship formalised with the data subject, as well as compliance with the legal obligations of the European University and the unequivocal consent of the data subject. The data provided by virtue of this form will be included in an automated and mixed file for which the Universidad Europea, with address at Calle Tajo, s/n, 28670, Villaviciosa de Odón, Villaviciosa de Odón, is responsible. Likewise, unless the contrary is clearly stated, the holder expressly consents to the total or partial automated processing of said data for the time necessary to fulfil the indicated purposes. The owner of the data has the right to access, rectify and delete the data, limit its processing, oppose its processing and exercise his/her right to the portability of personal data, all free of charge, as detailed in the data protection policy of Universidad Europea. Likewise, the data subject may contact dpo@universidadeuropea.es to consult any aspect related to the processing of personal data carried out by Universidad Europea. The data subject may revoke the consent given to receive commercial or promotional communications at any time by contacting the Universidad Europea at the address Calle Tajo, s/n, 28670, Villaviciosa de Odón, Madrid or by sending an e-mail to the address dpo@universidadeuropea.es indicating the reference "revocation of advertising" in the subject line.

17. Transfer of rights

Participants, by the mere fact of taking part in the competition, authorise Universidad Europea to use their name and image in any media and communication format, exclusively within the framework of the dissemination and promotion of this competition. This authorisation includes the publication of photographs and videos on the official channels of Universidad Europea and its Transformation Partners, in the event that participants take part in prize-giving events, promotional activities or interviews related to the competition.

18. Acceptance of the Rules.

Participation in this competition implies full, unconditional and irrevocable acceptance of these rules, as well as of any modification that may be made at any time by the organisers of the competition.

The Organisation declines all responsibility for the authenticity of the data expressed by the participants in the registration forms. In this sense, the applicant is solely responsible for the veracity of such data and/or of the information included in the registration form, and his/her participation in the Competition may be rejected and eliminated if he/she does not comply with these requirements.

ANNEX: THE CHALLENGES OF THE TRANSFORMING PARTNERS

This annex details the challenges posed by each transformational partner, providing the context and specific objectives that participants will need to address. In this ideation phase, we are looking for innovative ideas that can be turned into viable solutions in the future.

Creativity and impact are key to transforming sustainability!

CHALLENGE 1: TRANSPARENCY IN DECARBONISATION COMMUNICATION (HEINEKEN)

Context of the Challenge

Sustainability communication is currently facing major challenges. Differentiating between companies that implement emission reduction strategies and those that only communicate progress without concrete actions is becoming increasingly difficult. In addition, the public is often unaware of the difference between key concepts such as carbon neutrality, net zero emissions or offsetting.

Lack of clarity in Communication has led to increased skepticism towards sustainability strategies, which has put brands' credibility and their relationship with consumers at risk. New European regulations on Communication and sustainability call for stricter standards, requiring verifiable data and transparent messages.

Challenge Posed

Heineken is looking for innovative ideas to communicate in a clear, differentiating and credible way its achievement of net zero emissions in production by the end of 2025. Proposals may include:

- New ways of communicating these developments in a simple and transparent way.
- Strategies to build trust with consumers and other stakeholders.
- Methods to avoid the risk of greenwashing and clarify key terms in environmental communication.

Recommended fields of knowledge

- Communication and Marketing
- Public Relations
- Environmental Science
- Law

Related Degrees

- Bachelor's Degree in Audiovisual Communication
- Bachelor's Degree in Marketing

- Bachelor's Degree in Graphic and Multimedia Design
- Bachelor's Degree in Law
- Bachelor's Degree in Environment & Sustainability
- Bachelor's Degree in Audiovisual Communication
- Bachelor's Degree in Marketing
- Bachelor's Degree in Graphic and Multimedia Design
- Bachelor's Degree in Law
- Bachelor's Degree in Environment & Sustainability

CHALLENGE 2: CREATION OF A SUSTAINABILITY RANKING BASED ON ARTIFICIAL INTELLIGENCE (CHEP)

Context of the Challenge

Companies and organisations move at different paces in their commitment to sustainability. Sustainability rankings are now available to assess their performance, but they are often costly, inaccessible and difficult to update in real time.

CHEP is developing a preliminary idea for a platform that uses artificial intelligence (AI) to assess the sustainability commitment of companies and organisations, generating a dynamic and accessible ranking.

What we are looking for

- Ideas on how to structure an accessible and dynamic sustainability ranking.
- Identification of relevant data sources.
- Proposals on how AI can facilitate the collection and analysis of public information.

Recommended fields of knowledge

- Data Engineering and Artificial Intelligence
- Computing
- Environmental Science
- Business Administration and Management
- Sustainable Economy and Finance

Related Degrees

- Bachelor's Degree in Computer Engineering
- Bachelor's Degree in Data Science
- Bachelor's Degree in Artificial Intelligence
- Bachelor's Degree in Business Administration and Management Board
- Bachelor's Degree in Economics
- Bachelor's Degree in Environment & Sustainability

- Bachelor's Degree in Biotechnology (for the development of biological indicators of sustainability)
- Master's degree in Big Data Analytics (Big Data)
- Master's degree in Artificial Intelligence
- Master's degree in Business Administration and Management Board (MBA)
- Master's degree in Sustainability, Circular Economy and ESG

CHALLENGE 3: SOCIAL MOBILISATION FOR ECOSYSTEM REGENERATION (LG - SMART GREEN MOVEMENT)

Context of the Challenge

Ecosystem regeneration is a key strategy in sustainability. LG is driving the Smart Green Movement, which seeks to move beyond simply reducing emissions to direct action in the restoration of natural environments.

Projects such as Smart Green Trees (reforestation), Smart Green Bees (bee protection) and Smart Green Seas (seagrass regeneration) have demonstrated the positive impact of this approach.

Challenge Posed

Participants should propose ideas for new green regeneration initiatives, ensuring that they are:
- Simple, accessible and scalable.
- Based on the Smart Green model.
- Ability to involve society in its implementation.

Recommended fields of knowledge
- Environmental Science and Ecology
- Health Sciences and Public Health (impact on wellbeing and air quality)
- Sociology and Social Work (social mobilisation and citizen participation)
- Biotechnology and Bioscience

Related Degrees
- Bachelor's Degree in Environment & Sustainability
- Bachelor's Degree in Biotechnology (e.g. use of micro-organisms for bioremediation, biotechnological solutions for ecosystem regeneration)
- Bachelor's Degree in Physical Activity and Sport Science (e.g. for initiatives involving outdoor activities)
- Bachelor's Degree in Nursing (focus on community health and education)
- Bachelor's Degree in Psychology (e.g. for behavioural change strategies and social mobilisation)

- Master's degree in Environmental Management
- Bachelor's Degree and Master's Degree in Education (e.g. educational strategies for awareness raising and community participation in environmental regeneration)

CHALLENGE 4: SOCIAL INNOVATION IN INFRASTRUCTURES FOR COMMUNITIES (SACYR)

Context of the Challenge

Infrastructures (roads, hospitals, water treatment plants, etc.) must not only fulfil a technical function, but also generate a positive impact on the communities where they operate. Incorporating sustainability and social welfare criteria is a key challenge for the sector.

Challenge Posed

Sacyr is looking for ideas to integrate sustainability and social impact into infrastructure planning and operation.

Proposals may address one or more of the following aspects:
- Community development and accessibility.
- Education and citizen participation.
- Methods for measuring social and environmental impact.

Recommended fields of knowledge
- Civil Engineering and Architecture
- Social Sciences and Community Development
- Economics and Public Policy
- Environment and Urban Management

Related Degrees
- Bachelor's Degree in Civil Engineering
- Bachelor's Degree in Architecture
- Bachelor's Degree in Environment and Sustainability
- Bachelor's Degree in Business Administration and Management Board
- Bachelor's Degree in Psychology (e.g. for social impact and civic engagement)
- Master's degree in Road, Canal and Port Engineering
- Master's degree in Urban Design and Sustainable Mobility
- Master's degree in Construction Management Board and Project Management
- Master's degree in Environmental Management
- Master's degree in Sustainability, Circular Economy and ESG

- Bachelor's Degree and Master's Degree in Education (e.g. design of educational programmes and awareness-raising on sustainable use of infrastructure)