

BITLASI Take Action Challenge

TERMS & CONDITIONS

1. Organizer

The **BITLASI Take Action Challenge** is a marketing promotion organized by the Esade Foundation, Spanish tax registration number G-59716761, and with its registered office at Avenida Pedralbes, 60-62, 08034 Barcelona.

2. Geographical scope

The scope of the challenge is international.

3. Dates

The challenge begins at midnight on 1st February 2024, ends 3rd May 2024 at midnight.

4. BITLASI take action challenge

The **BITLASI Take Action Challenge** is a competition associated with the Bachelor in Transformational Leadership and Social Impact and the main purpose is to identify and reward talented students in order to facilitate their entry to the degree program.

5. Participants

The **BITLASI Take Action Challenge** is open to students who graduate from secondary school and enter higher education in 2024 or 2025. Participation in the challenge is on an individual basis.

6. Prize

- 6.1 The challenge will have one winner and one runner-up. Esade will announce the name of both on 13th May 2024.
- 6.2 The prize for the winner is a 100% tuition rebate for the first year of the Bachelor in Transformational Leadership and Social Impact – provided that the winner is admitted to the degree course. The winner can also take the Esade admission test for free.
- 6.3 The prize for the runner-up is a 50% rebate for the first-year tuition of the Bachelor in Transformational Leadership and Social Impact provided the runner-up is admitted to the degree course. The runner-up can also take the Esade admission test for free.

- 6.4 The winner and the runner-up may renounce the prize, but they cannot exchange it for another prize or for an amount in cash.
- 6.5 If none of the proposals submitted meet the eligibility criteria or submission guidelines, the Esade BITLASI Take Action Challenge Committee reserves the right to not award a prize.
- 6.6 All participants will receive a certificate of participation in The **BITLASI Take Action Challenge**.

7. Challenge objective

- 7.1 The objective of the challenge is for participants to submit a proposal that answers the question: How can we exploit the potential of the Metaverse to reduce the number of secondary school dropouts in your country, without making young people more addicted to technology? Participants must submit their proposals in the format and dates indicated on the [website](#).
- 7.2 Proposals must be in English.

8. Challenge jury

- 8.1 The jury will be composed of Esade lecturers and members of the Esade admissions team.

9. Disqualifications

- 9.1 Participation in the **BITLASI Take Action Challenge** will be on an equal opportunity basis and with strict respect for the established rules and good faith.
- 9.2 Therefore, the following grounds for disqualification are established at the discretion of the organizer:
 - Fraud or falsification in registration.
 - Abusive or fraudulent misuse of these rules.
 - Rude or offensive behavior towards any participant, or their school of origin, as well as towards the Esade Foundation or any of its members, regardless of how it is expressed.
 - Behavior that could harm the image of the Esade Foundation.

10. Applications and deadline for submission

- 10.1 Proposals may be submitted until midnight on 3rd May 2024 through the link published on the website. The same [website](#) specifies the materials that **each participant** must submit, as well as the presentation guidelines.

10.2 Registration and participation in the challenge are free of charge and imply a firm commitment to deliver the materials on the set dates and follow the detailed guidelines.

10.3 Applications received after the deadline, and those that are incomplete or do not meet the requirements for participation, will be rejected.

11. Queries

The following email address is available for any queries that may arise for aspiring and registered **participants** regarding the operation of the challenge or the rules: admissions@esade.edu

12. Acceptance of terms

The submission of an application implies the express and unconditional acceptance of these rules by all **participants**, as well as the waiver of any type of claim. Submission also implies granting the necessary authorization for the Esade Foundation to incorporate your data in the **BITLASI Take Action Challenge** participant file and to transfer your data to those persons or organizations involved in the challenge and awarding the prize.

13. Interpretation of rules

The organizer is entitled to resolve any doubts that may arise in the interpretation of these rules and/or in the development of the contest, with the vote of the majority of its components prevailing.

14. Reservations and limitations

The Esade Foundation reserves the right to change, interrupt, suspend, postpone, or cancel the challenge, and to change these rules. In such a case, it will inform the **participants** publicly through the website – if this happens before the end of the registration period. Participants are not entitled to any compensation.

15. Data protection

In accordance with the provisions of Regulation (EU) 2016/679 and Act 3/2018, and other applicable regulations, the Esade Foundation will create a personal database with the information provided by participants. The basic information will include:

- Organizer: Esade Foundation.
- Purpose: the purpose of this database is to manage the relationship of the participants in The BITLASI Take Action Challenge with the Esade Foundation, keep them informed

about its activities and events, send them its newsletter, and conduct its own marketing and advertising activities, as well as to obtain authorization for the registration and use of personal images.

- Lawfulness of processing: consent of the individual and respect for the legitimate interests of the Esade Foundation.
- No data will be communicated to third parties.
- Rights of the interested parties: the rights of access, rectification, suppression, opposition, limitation of processing, and portability can be exercised by contacting the Esade Foundation, Avenida de Pedralbes, 60-62, 0803 (Barcelona).
- More information about data protection policies is available here: <https://www.Esade.edu/en/personal-data-protection>

16. Image and intellectual property rights

Participants in this challenge authorize the Esade Foundation to reproduce, use, and disseminate their name, surname, image and/or voice and any other information provided (except ID number and address) to publicize the result of the contest and in any advertising and/or marketing activity that is related to the **BITLASI Take Action Challenge** in any medium or format, including posting photos on the web, without such actions conferring any right of remuneration with the exception of the delivery of the prize won in accordance with these rules. The participant assigns to the Esade Foundation, without limitation, all image rights that may correspond from participation in the contest. The assignment of these rights will be free of charge.

17. Jurisdiction

These rules are governed by Spanish legislation. The participants in the challenge, expressly waive any other jurisdiction, and submit to the courts of the city of Barcelona for any dispute that may arise.

Barcelona, 24th October 2023