

## Objective of The + Ecocentric Awards

The The + Ecocentric Awards aim to recognize individuals, companies, and organizations that are leading with purpose, driving real actions against climate change. Human, conscious, and committed initiatives that generate a positive impact on people and the planet.

These recognitions seek to distinguish companies that, through their actions, feel that this planet is theirs and who fight every day to leave a better Planet and a better World. Companies that work to raise awareness among employees, suppliers, customers, local communities (all stakeholder groups), and to promote responsible tourism and motivate everyone to carry out small actions in an ECOÍSTA way, which is the foundation of our movement.

## Rules of the 4th Edition of The + Ecocentric Awards 2026

### 1.- COMPANY RESPONSIBLE FOR THE PROMOTION

SERVICIOS CORPORATIVOS PIÑERO, S.L., with registered office at PZ Mediterráneo, 5, 07014, Palma de Mallorca, Balearic Islands (Spain) and with tax ID B55411474, develops this promotion (hereinafter also contest) called: **“The + Ecocentric Awards 2026”**

### 2.- CANDIDACIES:

Candidates may be individuals, companies, and national or international organizations that are leading with purpose and promoting initiatives against climate change. Employees of GRUPO PIÑERO, as well as their relatives up to the second degree, are excluded from this promotion.

Candidacies submitted must demonstrate their efforts in the **care and conservation of the environment**, integrating environmental criteria into their activities that allow them to advance on the path toward environmental sustainability: activities focusing on **energy, climate, circularity, and/or biodiversity**.

#### Projects and initiatives such as:

- Environmental education or awareness initiatives
- Incorporation of renewable energy
- Investments in sustainable projects
- Carbon footprint reduction
- Biodiversity protection (flora and fauna)
- Promotion of the circular economy
- Energy efficiency projects
- Sustainable water management, etc.

#### New categories

With the aim of continuing to expand the scope and recognition of sustainable actions, **The + Ecocentric Awards 2026** incorporate three new categories that reflect the diversity of voices driving change:

- **Key Opinion Leaders (KOL):** public figures and opinion leaders who, from their area of influence, promote sustainability and environmental responsibility, helping to inspire others with their example.
- **Prescribers:** professionals or communicators who, through their work, knowledge, or projects, promote the adoption of responsible and sustainable practices in society and in the tourism sector.
- **Influencers:** content creators who connect with new audiences, communicating in a relatable and creative way the importance of caring for the planet. This category will include an **open public vote**, which will determine the winner of the **People's Award**.

These new categories seek to give visibility to different forms of environmental commitment and recognize that **change spreads** when shared through different spaces and voices.

### 3.- REQUIREMENTS

Collaborators submitting these individuals, companies, or organizations must present a justification of a maximum of 200 words for the submission of their candidacy through an email or web form ([somosecoistas.com](https://somosecoistas.com)), in which they describe their environmentally sustainable project or initiative that makes them deserving of **The + Ecocentric Awards 2026**. They may also attach the sustainability report in PDF through the web form.

Success indicators of the candidacy will be positively valued (initiative reach, quantitative data on effectiveness, money invested, number of participants, etc.).

**The candidacy must also include the following candidate information:**

- Company
- Full name of representative
- Position
- Contact email
- Contact phone number

#### **Participation requirements - Influencer Category**

Those selected as nominees for the **People's Award** must present the sustainable projects or initiatives in which they are involved, detailing their positive impact and contribution to the protection of the environment or the promotion of responsible tourism.

These projects will be communicated through the official channels of **We are ecocentric** so that the public can learn about their actions and vote for the influencer they consider most deserving of the recognition.

The result of the vote will be announced during the **The + Ecocentric Awards 2026** ceremony.

### 4.- SUBMISSION DEADLINES

The participation period for the awards will begin on November 24, 2025 at 00:01 hours (CET) and will end on December 15, 2025 at 23:59 hours (CET) for all categories, except for the influencer category.

In the influencer category, voting will be open from December 1, 2025 at 00:01 hours (CET) until January 15, 2026 at 23:59 hours (CET).

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Applications submitted after the established deadline will not be accepted.

## 5.- EVALUATION

After the participation period ends, the established jury will meet to evaluate each submitted candidacy and select 9 winners.

The traditional categories and the new categories **Key Opinion Leaders (KOL)** and **Prescribers** will be evaluated by internal jury deliberation.

Regarding the Influencer category, it will follow the following procedure:

1. An internal pre-selection of profiles connected to sustainability and aligned with the purpose of We are ecocentric will be carried out.
2. From the resulting pre-selection list, a TOP 5 of Influencers will be chosen, who will be formally invited to participate.
3. Once their participation is confirmed, a public vote will be opened on the “We are ecocentric” Instagram account.
4. For public participation in the vote, users must follow the official account and vote through the enabled form.
5. Voting will be open from December 1, 2025 at 00:01 (CET) to January 1, 2026 at 23:59 (CET).
6. The Influencer with the highest number of votes will be the official winner.
7. This is the only category subject to public voting on Instagram.

## 6.- NOTIFICATION AND AWARD CEREMONY

On **December 15**, We are ecocentric will notify by email the jury’s decision to the candidates of all categories, except the influencer, KOL’s and prescribers category.

The winner in the KOL and prescriber category will receive a notification by email on December 1, announcing the winners of each category, who have been chosen.

The winner in the Influencer category will be determined through public voting and will be announced live on the day of the event.

The Los + Ecoístas 2026 awards ceremony will take place on January 22 at FITUR, stand 3B03 of Grupo Piñero, IFEMA Fairgrounds (Madrid).

## 7.- OUR JURY

The jury responsible for evaluating the candidacies will be composed of:

- **Xisca Gelabert**, Chief of Staff Corporate Identity & Strategic Planning Grupo Piñero
  - **Andrés Roselló**, Chief Sustainability Officer & Global Legal Director
  - **Antonia del Toro**, ESG Director Grupo Piñero
  - **Pablo del Toro**, Head of Environment Grupo Piñero
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- **Angélica Santos**, Head of Branding Grupo Piñero
- **Paqui Benítez**, Public Affairs and Protocol Manager
- **Patricia Reina**, Global Head of Corporate Communications Grupo Piñero
- **Teresa Arizti**, Marketing Services & Strategic Partnerships Director Grupo Piñero

## 8.- OUR AWARD

The awards we present in each edition are not simply trophies, but pieces with a unique and meaningful story.

All are made from recycled and sustainable materials, reflecting our philosophy of respect and protection for the natural environment, and they recognize the work of artists and artisans committed to art and the planet.

We ensure that each piece not only symbolizes recognition but also serves as a tangible example of what it means to be truly ecoísta.

In this edition, the award has been commissioned from **Fundación Assido**, a non-profit organization that since 1981 has been dedicated, in the Region of Murcia, to the treatment, support, care, training, and inclusion of people with Down syndrome and intellectual disabilities from birth and throughout all stages of their lives.

The award is “as is” as described in these Rules. Refusal of the award will not grant any right to compensation. Likewise, the award may not be exchanged for its economic value or monetary equivalent, nor may it be changed or altered at the request of the winner.

## 9.- PERSONAL DATA

Your data will be processed by SERVICIOS CORPORATIVOS PIÑERO, S.L. (SCP) for the management and control of these awards. Your data will not be communicated to third parties, except other companies within GRUPO PIÑERO.

You have the right to request access, rectification, or deletion, limitation of processing, and portability of your data, to oppose its processing, and to file a complaint with a supervisory authority, as well as request more information about the applicable privacy policy at: [dpd.privacy@grupo-pinero.com](mailto:dpd.privacy@grupo-pinero.com)

Given the mandatory nature of the processing of the participant's personal data, registration and participation in this promotion implies full express acceptance of the processing purposes indicated by them and by all those they represent, whose personal data (including full name) may be collected in videos, photographs, and all data transfers described.

Therefore, if the participant does not consent to any processing and/or data transfer or does not have sufficient legal representation to grant such consent on behalf of third parties appearing in photographs, they must refrain from participating in this promotion.

Nevertheless, at any time the participant may exercise their rights of access, rectification, cancellation, and opposition under the terms indicated in these Rules.

## 10.- AUTHORIZATION FOR THE USE OF IMAGE RIGHTS AND ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

Participation and acceptance of these Rules imply, under the terms established in Organic Law 1/1982 of May 5, on Civil Protection of the Right to Honor, Personal and Family Privacy, and One's Own Image, the express authorization of the

participant and, where applicable, their companion, for the recording and use of images and full names by the company responsible for the promotion (and any other company in its business group), stating and guaranteeing that, where applicable, they hold representation and express mandate of the companion to authorize, expressly and with power to authorize third parties, the use of their image and full name, in favor of the organizing company and any of the Grupo Piñero companies, so that they may proceed, free of charge and on an exclusive basis, with the recording and use of such images, through any available audiovisual means, without any limitation of time, geography, or remote access, as well as their exploitation linked to Grupo Piñero brands and trademarks, or for the purpose of promoting future promotions of identical and/or similar nature to this one, without limitation of any kind. In the event that the aforementioned authorizations and assignments require the completion of any formality or the signing of any additional document to give full effect to them, participants and the winner and their companion agree and commit to, upon request of the promoting company, sign and execute all documents necessary for these purposes, with any arising costs being borne by the promoting company.

## **11.- LIMITATION OF LIABILITY**

The company responsible for the promotion is not responsible for failures or incidents in telecommunication systems that prevent participation in this promotion.

## **12.- RESERVATION OF RIGHTS**

The company responsible for the promotion reserves the right to remove and exclude those who misuse the promotion, perform fraudulent acts or harm other participants, or establish systems of speculation or business.

If the promoting company or any entity professionally linked to this promotion detects any anomaly or suspects that a participant is hindering the normal development of the promotion by illegally altering its records through any technical or IT procedure, or carrying out any fraudulent acts that undermine its transparency, the promoting company reserves the right to remove and even withdraw the prize automatically and without any explanation, from all participants who have directly or indirectly benefited from such fraudulent actions, and may also pursue any civil or criminal actions available.

In this regard, the promoting company declares that it has enabled appropriate technological mechanisms and supports to detect any fraudulent, anomalous, or malicious action intended to alter normal participation in this promotion.

The promoting company reserves the right to take legal action against those who perform any act that may be considered manipulation or falsification of the promotion.

The promoting company excludes any liability for damages of any kind that may result from the temporary unavailability or interruption of the services through which participation in the promotion is enabled, or the failure to meet the expectations participants may attribute to such services.

## **13.- ACCEPTANCE OF RULES**

Participation in the promotion implies full acceptance of these Rules and the express submission to the interpretative decisions made by We are ecocentric. Regardless of the winner's acceptance in digital format, a written document accepting all terms and conditions may be requested.

Abusive or fraudulent use of these Rules will result in disqualification from the promotion. Fraud will be understood to occur, without being exhaustive, when:

- Participation violates any section published in these Rules.
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- Refusal to execute authorizations on image, name, and voice rights, as well as those related to intellectual property transfers or personal data regulations.
- Participation with erroneous or fraudulent data.

The detection of any of these circumstances during the contest will result in automatic disqualification. If such irregularities are discovered after the Prize has been accepted, the Organization reserves the right to take all legal actions available against the offenders.

## **14.- CONTACT**

Para cualquier información adicional de los premios, por favor contactar con **[premios@somosecoistas.com](mailto:premios@somosecoistas.com)**

## **15.- APPLICABLE LAW AND JURISDICTION**

This promotion is governed by current Spanish legislation. For any dispute regarding the interpretation or application of these Rules, both We are ecocentric and the participants expressly submit to the jurisdiction and competence of the Courts of Palma, expressly waiving any other jurisdiction that may correspond to them, without prejudice to the mandatory application of consumer and user regulations.