



**TERMS & CONDITIONS OF AWARDS ENTRY**  
**FUNDACIÓN JUAN RAMÓN GUILLÉN**  
**FOURTH EDITION - 2025**

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Fundación Juan Ramón Guillén is a private institution founded with the aim of promoting, fostering, and improving the olive oil sector in all its spheres through research, development and innovation, as well as by supporting all kinds of educational, formative, socio-cultural programs and activities contributing to the growth and development of all the people involved in this industry.

Therefore, as part of the activities addressed to those aims and in accordance with the Action Plan of this Foundation concerning the financial year 2025, Fundación Juan Ramón Guillén (hereafter, the **Foundation**), organizes the Fourth Edition of the **FUNDACIÓN JUAN RAMÓN GUILLÉN AWARDS**, under the terms and conditions described below.

## FIRST. - CATEGORIES

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1. The FUNDACIÓN JUAN RAMÓN GUILLÉN AWARDS (hereafter, the **Awards**) are granted in recognition of those individuals or corporations who have excelled in the olive industry due to their expertise and knowledge of this market.
2. These Awards comprise the following categories:

❖ **National categories**

○ ***Young Olive Oil Producer Award***

The ***Young Olive Oil Producer Award*** is intended to recognize, support, and publicize the work of the youth involved in the olive oil production in order to raise awareness on the importance of this youth's commitment to the continuation of agriculture careers and jobs, in particular those of the olive sector.

○ ***Career Achievement Award***

The ***Career Achievement Award*** aims to grant a special recognition to those prominent individuals within the olive sector who, through their commitment, years of devotion and promotion of the agriculture, embody the values and principles of this sphere.

○ ***Olive Sector Innovation Award***

The **Olive Sector Innovation Award** recognizes the work of those professionals who have greatly contributed to the innovation of the olive sector, proving that tradition, new technologies, and working systems can perfectly coexist.

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❖ **European category**

○ ***New Business Ideas Transforming the Olive Value Chain Award***

The *European Award for New Business Ideas* grants a recognition to those startups and SMEs working in the olive sector value chain of southern Europe, from its growing to all processing areas, from the distribution area to retail trade, who are contributing to the transformation of this value chain with their innovative activity. Thus, the award will be granted to a company transforming, via innovation, part of the olive sector value chain, and making it better for the environment and/or people's health.

## SECOND.- SUBJECTIVE SELECTION CRITERIA TO ENTRY THE AWARDS

❖ **National Categories**

1. Participation is open to all individuals aged 18 or over, with Spanish citizenship, working in the olive sector in activities within the national territory.
2. Similarly, participation is open to those legal entities legally constituted in accordance with the legal regulations of Spanish Law, and whose activities are directly connected to the Spanish olive sector.
3. The first category, *Young Olive Oil Producer Award*, is exclusively addressed to participants aged 18 to 40.
4. Entries are free and in compliance with these Terms and Conditions.

❖ **European Category**

1. Participation is open to those legal entities considered SMEs or startups with activity related to the olive sector or its value chain within Europe, particularly those developing their activity in a southern country: Spain, Portugal, Italy, Greece, Türkiye, Malta, Cyprus, or in Israel.
2. Legal entity participants should provide evidence of the launching of an innovative product or service within the olive sector value chain during the last 18 months.
3. Legal entity participants should justify the social and innovative approach of their product or service considering the context of the country and the challenges faced by the whole European agro-food system: sustainability and healthy nutrition.
4. Entry for this category must be submitted in English, with all the documents required in this language.

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5. Entries are free and in compliance with these Terms and Conditions.

### THIRD.- SUBMISSION OF ENTRY APPLICATIONS

1. Entries may be submitted by the candidates or third parties (individuals or legal entities) who, in compliance with the aim of these recognitions, may wish to do so on behalf of the candidate, and therefore the proponent may be a different individual or legal entity from that embodied by the proposed candidate.
2. In order to grant the Awards, the Jury may consider as candidates those individuals and legal entities deserving the recognition, even without having submitted an entry.
3. In order to apply for any of the categories, participants must submit a report regarding the last year (18 months for the European Category) indicating the main activities conducted during that period which may be relevant for granting the correspondent award.

Besides the documents indicated above, when the participant is an individual, the following information must be provided:

- A copy of the participant ID or Passport.
- Postal address.
- Email.
- Phone number.

In the case that the participant is a legal entity, its legal representative must provide the following documents and information:

- A simple copy of the Deed of Incorporation of said entity.
- Corporate name.
- Tax identification number.
- Postal address.
- A copy of the Deed of Appointment and powers of the current legal representative of the legal entity.
- Email.
- Phone number.

Entrants should indicate clearly in which category they want to participate from those defined in the First section of these Terms and Conditions.

Each participant could apply to one or more categories. In the latter case, all the information and documents required for each category will be submitted separately and accordingly to these Terms and Conditions.

The Jury may require additional information in order to properly evaluate any entry.

4. Deadline for entries in this Awards edition will start and end in the specific dates indicated in Annex I. No entry submitted after those dates will be considered valid.

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5. Entries will be submitted, exclusively, through Fundación the Juan Ramón Guillén website sections [www.fundacionjrguillen.com/es/premios](http://www.fundacionjrguillen.com/es/premios) (Spanish version) or [www.fundacionjrguillen.com/en/awards](http://www.fundacionjrguillen.com/en/awards) (English version).

Participants must complete and submit the form available and provide attached all the documents and materials indicated in the previous sections.

## FOURTH.- NOMINATION CRITERIA

### ❖ National Categories

#### ○ *Young Olive Oil Producer Award*

To grant this Award, the Jury will essentially evaluate the following criteria:

1. Continuation of the olive sector activity. The Jury will positively value those candidates who continue the activity in olive growing and production, as independent professionals or as employees, traditional or new, and therefore helping to the continuation of the activity in a key sector for Spanish economy.
2. Education and training in the olive sector. The Jury will pay special attention to the candidates' knowledge and expertise in the olive and agriculture spheres.

#### ○ *Career Achievement Award*

To grant this Award, the Jury will essentially evaluate the following criteria:

1. Experience and professional achievements. The Jury will evaluate the experience of the candidates within the olive sector, paying special attention to the achievements accomplished throughout their professional careers.
2. Commitment and dedication to the olive sector. Likewise, the Jury will consider both the commitment and dedication of the candidate towards the agriculture industry and in special to the olive sector, valuing the initiatives conducted by the candidate for its survival and development.
3. Spirit of service towards the agricultural sector and leadership. The Jury will ponder the role of the candidate within the olive sector, especially evaluating the criteria of personal and professional leadership in this industry.

#### ○ *Olive Sector Innovation Award*

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To grant this Award, the Jury will essentially evaluate the following criteria:

1. **Innovation.** By innovation the Jury will consider the use or implementation of organizational management, introduction of new technologies, or the adaptation and modernization of traditional technologies. Likewise, it will be positively valued innovative projects introducing new export-oriented methods for olive products or endowing production processes with new distribution channels.
2. **Socio-economic impact of the project.** In the same manner, it will be positively valued the fact that innovation is not limited to a single olive holding, but that generates impact in the production system, region or area related to the olive sector.
3. **Sustainability and environmental impact.** The award will be granted to the candidate who succeeded in integrating economic, social, and environmental criteria to make the industry much more sustainable. This sustainability refers to the practices developed in the context of an agricultural production able to maintain its productivity and profitability while optimizing the use of natural resources and contributing to the environmental welfare and action against climate change.
4. **Employment generation.** It will be greatly valued the potential for quality job creation and the commitment towards specialized training for olive sector workers.
5. **Project Viability.** The viability of projects will be evaluated from a technical, economical, and organizational perspective.
6. **Idea Feasibility.** It will be assessed by the results of pilot or initial tests. A prototype is a key element to be considered, though due to the difficulty implied in its evaluation, these cases must be presented by illustrating how they work, their scalability, and results.

❖ **European Category**

○ ***New Business Ideas Transforming the Olive Value Chain Award***

To grant this Award, the Jury will essentially evaluate the following criteria:

1. **Social and transforming approach of the product or service along the olive sector value chain.** Essentially, the social and transforming approach of the project, particularly in southern European countries will be greatly valued, as well as the innovation level applied to the olive sector. Likewise, there will be highly qualified all values and assets raising awareness about the key role of innovation in the European olive sector, the thriving force of transparency in the process of agro-food industry, the importance of traceability, and the promotion of a healthy diet.
2. **Sustainability, environmental impact, and implementation in southern Europe countries.** The aim is to award those projects incorporating economic, social, and environmental criteria and therefore providing to the whole value chain, or part of it, more sustainable, efficient, and

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profitable solutions which also optimize the use of natural resources therefore contributing to the environmental welfare and the actions against climate change.

3. **Innovation, socio-economic impact of the project and implementation in southern Europe countries.** It will be greatly valued the capacity of the project to be transferable or applicable to other sectors, so that innovation is not limited to a sole region or company and it may generate impact in the whole value chain of the national olive sector and other southern European countries.

## FIFTH: THE JURY

1. The Jury granting these Awards will be composed of at least 5 expert members. This board will be presided by the President of the Fundación Juan Ramón Guillén trust, and a Secretary who will be directly appointed by the President.

The members of the Jury for the Fourth Edition of the Awards are disclosed in [Annex II](#).

2. The Jury will have full authority to determine whether the participant entries meet the requirements specified in these Terms and Conditions. The Jury will also have full decision-making freedom when evaluating the candidates' merits and circumstances in order to grant the Awards.
3. Decisions of the Jury will be based on a simple majority of the votes of all members attending the session.
4. All Jury's decisions are final. In the event of a tied vote, the President shall have the casting vote.
5. The Jury will seek, to the extent possible, the granting of the Awards described in these Terms and Conditions. However, the Awards can be declared void, if the Jury deems it appropriate, when entries do not meet the required criteria, or in any of the grounds specified in these Terms and Conditions.

## SIXTH: AWARDS

### ❖ National Categories

1. The award to the winner in the category *Young Olive Oil Producer* will consist of a recognition and an economic endowment of FOUR THOUSAND EUROS (€4,000) granted by CAJA RURAL DE JAÉN.
2. The award to the winner in the category *Career Achievement* will consist of a recognition and a special mention as an acknowledgment of their professional path.
3. The award to the winner in the category *Olive Sector Innovation* will consist of a recognition and an economic endowment of de FOUR THOUSAND EUROS (€4,000) granted by ACEITES DEL SUR-COOSUR, S.A.

### ❖ European Category

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1. The winner of the *European Award for New Business Ideas* will receive a recognition and an economic endowment of FOUR THOUSAND EUROS (€4,000) granted by EIT Food South.
2. The beneficiary will participate in a personalized Business Clinic with an EIT FOOD mentor and attend different events related to European innovation and entrepreneurship worth €2,000. The beneficiary will also receive an extra monetary award of €2,000 to support their activity.

❖ **Common criteria**

1. The Jury may grant second and third awards or honorable mentions, if deemed appropriate and at their discretion, in the case that other candidates besides the winner are worthy of this recognition.
2. The awards consisting of economic endowments will be subject to the tax deductions in accordance with current legislation at that precise moment.
3. Fundación Juan Ramón Guillén reserves the right to substitute a given award by other of similar nature, without any obligation to compensate third parties.

## SEVENTH.- JURY'S DECISION AND AWARDS CEREMONY

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1. The Jury will announce the Awards before the dates indicated in Annex I for each call.
2. Fundación Juan Ramón Guillén will publish the Awards result on its website. Besides, the Foundation will communicate each Award to the winners via email and phone number, as indicated by the participant in the entry submission.

Each winner must expressly accept the award, otherwise it will be understood that he/she has renounced the award, and consequently it will be considered null and void.

Specifically, winners will expressly accept the award through a media which provides record of the acceptance to Fundación Juan Ramón Guillén within five (5) working days starting the following day since the winner receives a certified mail by Fundación Juan Ramón Guillén communicating the award.

3. Awards will be granted by Fundación Juan Ramón Guillén in a public event to be organized and held as deemed appropriate, and to which relevant authorities, Jury members and other guests may be invited.

## EIGHTH.- ACCEPTANCE OF THESE TERMS AND CONDITIONS AND DATA PROTECTION

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1. Participating in these Awards implies full acceptance of these Terms and Conditions.
2. In compliance with the provisions established in the REGULATION (EU) 2016/679 of the European Parliament and of the Council April 27, 2016 regarding the protection of natural persons in relation to the processing of personal data and the free flow of these data, repealing the previous Regulation 95/46/CE [RGPD], and in accordance to the Spanish Law *Ley Orgánica 3/2018, del 5 de Diciembre*, on data protection and security of

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digital rights [LOPDGDD], Fundación Juan Ramón Guillén and/or the data controller informs the interested parties that the processing of the data provided will be conducted under the security, technical, and organizational measures provided for in the current legislation.

Thus, the Data Controller will be Fundación Juan Ramón Guillén (hereafter, the Foundation), with headquarters in Hacienda Guzmán, Carretera de Mairena del Alcor, La Rinconada, 41309 (Seville, Spain).

In accordance with the Terms and Conditions established for the FOURTH EDITION of FUNDACIÓN JUAN RAMÓN GUILLÉN AWARDS - 2025 (hereafter, the Awards) the Foundation may collect and process personal data from Participants with the following purposes and legitimacy basis. In order to manage your participation in the Awards under the regulatory basis of this call, participants may be contacted by the Foundation through the media deemed appropriate in order to process and follow up your participation. These data will be processed under the legal basis of a contract or to establish pre-contractual measures.

In the case that the participant is a legal entity, the Foundation will process with a legitimate interest the data of individuals considered essential to the contractual or pre-contractual agreement between the parties, processing only the essential data for professional localization purposes and following the legal relationship with the legal entity in which the subject may work or render services.

Likewise, the Foundation may process your data with the purpose of publicize the Awards and make public your participation, and in the case of resulting a winner or nominated, to be part of the event organized to this effect. During the Awards ceremony, photos could be taken and images filmed. Those images, as personal data, will be processed by the Foundation with the purpose of publicize the Awards on different media, including Internet, owned by the Foundation or third parties. In any case, the processing of your image will follow the legal basis of express consent which will be duly required and in compliance with the provisions established in the Spanish Law *Ley Orgánica 1/1982 del 5 de mayo, de Protección Civil del Derecho al Honor, a la Intimidad Personal y Familiar y a la Propia Imagen*.

In the same manner, the Foundation will process your identity data for the publication of the awards results, including publishing these data on the Foundation website.

Your data will be processed by the Foundation for the purposes described above with full guarantee of confidentiality, integrity, and legality.

The Foundation will not communicate data to third parties except those expressly consented by the parties involved with the purpose of publicizing the awards and those which may be required by legal obligation. In the case in which your data need to be communicated, the Foundation will ask you for your express consent or any legal basis. Notwithstanding, in those cases in which your data may be processed by third parties hired by the Foundation for the proper development of the Awards, these parties will sign the correspondent agreement for this data processing, to ensure the interested party with the maximum guarantees regarding personal data protection.

International data transfers of your data are not contemplated. In the event that the Foundation may need to transfer your data to a third party country outside the European Union lacking the adequate data protection agreement in accordance to the provisions established by the European Commission, all the necessary guarantees will be adopted to conduct those international transfers ensuring compliance with the current regulations.

Personal data categories processed by the Foundation will be those indicated by the interested parties in the entry forms and documents provided to this effect, without the Foundation processing any kind of special categories of data.

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Data accuracy. As the Foundation event will be held in the professional sphere, data of minors will not be processed. However, all interested parties must declare being of legal age according to the current legislation and that the data provided are true, accurate, complete, and updated, otherwise you may be held responsible of any damage, direct or indirect, deriving from the non-compliance of your legal obligation.

Data will be preserved by the Foundation where and whenever necessary only for the intended purpose and legal basis of the processing for which those data were collected and whenever the subject does not revoke consent if this is the basis for legitimacy of the processing. Once the data are longer needed for the described purposes, they will be blocked and eliminated following our data preservation policy. In accordance with the industry standards, the Foundation informs you that is in possession of technical and organizational measures against accidental or illegal destruction of data, revelation, non-authorized access, and other illegal procedures. Likewise, the Foundation will inform to any data responsible accessing your data of all the security, confidentiality, and duty of secrecy obligations.

Lastly, Fundación Juan Ramón Guillén informs that participants may exercise their rights of access, modification, objection, limitation, portability of the data provided to the Foundation, by sending an email to [info@fundacionjr Guillen.com](mailto:info@fundacionjr Guillen.com) or writing a letter addressed to Fundación Juan Ramón Guillén, indicating the following postal data: ACESUR. Carretera Madrid-Cádiz, km 550,6, 41703 (Dos Hermanas, Seville, Spain), and accompanied by a copy of the ID or similar document. In addition, participants may file a claim before the Spanish Data Protection Agency.

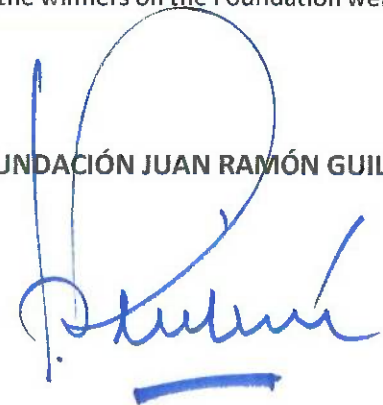
## NINTH.- REGISTERED TERMS AND CONDITIONS

1. The Awards Terms and Conditions are issued by the Seville Public Notary, member of the illustrious Colegio Notarial de Andalucía. For each entry call, Annex I will be available for consultation by any interested parties.

## TENTH.- GENERAL TERMS AND CONDITIONS

1. Any unforeseen scenarios or situations which are not set out in this Terms and Conditions document, as well as all interpretations and clarifications derived from them, will be resolved by the Jury within their field of competence and expertise, or otherwise by Fundación Juan Ramón Guillén, if further responsibilities are implied.
2. Fundación Juan Ramón Guillén reserves the right to publish the names of the winners on the Foundation website and all the media this institution deems appropriate.

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ANNEX I

Call For Participants	Fourth Edition of Fundación Juan Ramón Guillén Awards 2025
Final date for receipt of entry applications	September 8, 2025
Award amounts by categories	<p>❖ <b>National Categories.</b></p> <ol style="list-style-type: none"> <li>1. <b>Young Olive Oil Producer Award.</b> In this edition, Caja Rural de Jaén will grant a recognition and an economic endowment of €4,000.</li> <li>2. <b>Career Achievement Award.</b> Consisting of a recognition and a special mention. There is no monetary endowment for this award.</li> <li>3. <b>Olive Sector Innovation Award.</b> In this edition, Aceites del Sur-Coosur, S.A. will grant a recognition and an economic endowment of €4,000.</li> </ol> <p>❖ <b>European Category.</b></p> <p>The Award for <i>European Award for New Business Ideas</i> consists of a recognition and an economic and service fund of €4,000 granted by EIT Food South. The beneficiary will participate in a personalized Business Clinic with an EIT FOOD mentor and attend different events related to European innovation and entrepreneurship worth €2,000. The beneficiary will also receive an extra monetary award of €2,000 to support their activity.</p>
Date for the Jury to make public the Awards	September 24, 2025
Awards celebration date	October 15, 2025
Awards venue location	Hacienda Guzmán. Carretera de Mairena, s/n. 41309, La Rinconada (Sevilla)
Public Notary witness and signer of this Terms and Conditions document	José Ignacio de Rioja Pérez
Terms and Conditions available at:	<a href="http://www.fundacionjrguillen.com/es/premios">www.fundacionjrguillen.com/es/premios</a> <a href="http://www.fundacionjrguillen.com/en/awards">www.fundacionjrguillen.com/en/awards</a>

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## ANNEX II – THE JURY

**Álvaro Barrera Fernández**, is a Veterinary and Bromatology expert (Universidad de Córdoba) with a university degree in Food Technology (Universidad de Granada) and then completed his studies in Senior Management and Finances (Universidad de Osuna). Barrera Fernández has worked in both agriculture and livestock sectors, with different responsibilities since he joined Ecovalia -nationwide professional association focused on sustainable production and nutrition- in 2004. He was elected President of Ecovalia in 2015.



**Nathalie Chavier**. Agricultural engineer and food technologist, she is line manager of the CTA food sector, evaluating R&D and Innovation company project and advising on regional, national and European R&D and Innovation programs and projects. With more than 20 years of experience and expertise in the food sector, Chavier has held different positions as Innovation manager at CITAGRO, product development responsible for own-branded DIA group products, or control lab technician at DEOLEO group.

**José Juan Gaforio Martínez**. PhD in Medicine (Universidad de Granada), Chair Professor of Immunology (Universidad de Jaén), and Director of the Center for Advanced Studies in Olive Grove and Olive Oils of this university. In his experienced trajectory, Gaforio Martínez has been responsible of the Health Unit at the Center for Advanced Studies in Olive Grove and Olive Oils (UJA), coordinator of the Ibero-American Research Network Riboliva, or collaborator researcher at Predimed-Plus. He has received 18 awards and recognitions in the field of quality and promotion of the research activity, published more than 90 scientific papers, 130 studies, and 28 projects of R&D and Innovation, most of them related to the extra virgin olive oil.



**Jesús Rodríguez Huertas**. Graduate in Biological Sciences, PhD in Biology, Chair Professor of Physiology (Universidad de Granada), and Director of the Institute of Nutrition and Technology José Mataix Verdú of this university. Rodríguez Huertas researcher and Professor at the Science Faculty and Sports Science Faculty (Universidad de Granada), and official Master studies. As a researcher, he has mainly focused on the fields of nutritional pathology, antioxidants and their application in sport.

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**Begoña Pérez-Villareal** is the Director of EIT Food in southern Europe. The institute has the objective of driving innovation within the agro-food sector in Portugal, Spain, Italy, Greece, Türkiye, and Israel. EIT Food in the European initiative aiming to build a much more sustainable, healthy, and trustable agro-food system by developing programs of company start-ups, education, innovation, and communication.



**Melchor Martínez García**. Chemical Engineer (Escuela Superior de Ingenieros de Sevilla) and MBA (UNIA) who started his career as a technician and then as delegation manager in a leading consultancy focused on advisory and management services for innovation projects. Lately, Martínez García has developed most of his professional career in positions as technical director for Innovation in leading companies of this industry. In 2020, he joined Acesur group as Innovation, R&D Director, setting in motion different strategic and innovative projects both for the company and the olive oil sector.

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