

**PREMIOS FUNDACIÓN**  
**JUAN RAMÓN GUILLÉN**

**BASES OF**  
**“JUAN RAMÓN GUILLÉN FOUNDATION AWARDS”**  
**2ND EDITION - 2020**

**ORGANISED BY**  
**FUNDACIÓN**  
**JUAN RAMÓN GUILLÉN®**

**SPONSORS**



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The Juan Ramón Guillén Foundation is a private foundation, whose purpose is to promote, encourage and develop the olive sector in all its areas, by the promotion of research and innovation in the sector (R + D + i). As well as the realization of all kinds of activities and training, educational, sociocultural and / or socio-educational programs to the encouragement and educational, intellectual and labor development of the people involved in the olive sector.

For this, as an activity aimed at achieving these objectives and in execution of the Foundation's Action Plan for the financial year 2020, the Second Edition of "**JUAN RAMÓN GUILLÉN FOUNDATION AWARDS**", is called by the Juan Ramón Guillén Foundation, (hereinafter, the "Foundation") according to the following.

## FIRST – Categories

1. The "JUAN RAMÓN GUILLÉN FOUNDATION AWARDS" (hereinafter, the "**Awards**") are awarded with the aim of rewarding those individuals or legal entities that, due to their skills and experience, have been able to stand out in the olive sector.
2. The Awards will have the following categories:

### ❖ National Categories.

#### ○ "**Young Farmer Award**"

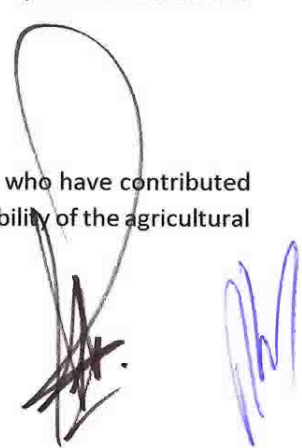
The "Young Farmer Award" aims to reward, promote and disseminate the work of young olive farmers with the essential objective of highlighting the importance of our young people continuing the agricultural professions and, especially, those in the olive sector

#### ○ "**Professional Career Award**"

The "Professional Career Award" makes a special distinction to those outstanding people in the olive sector who embody the values and characteristic principles of this profession, for their commitment, years of dedication, promotion of agriculture and, in general, for their defense of the rural world.

#### ○ "**Rural Innovation in the Olive Sector Award**"

The "Rural Innovation in the Olive Sector Award" rewards professionals who have contributed significantly to innovation in the olive sector, demonstrating the compatibility of the agricultural tradition with new technologies and work systems.



❖ **European Category:**

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

The **"European Award for New Business Ideas"** rewards startups and SMEs that work along the value chain of the olive sector in southern Europe, from cultivation to processing, and from distribution to retail, and that with their innovative activity transform the value chain of the olive sector in Europe. The award will be given to a company that through its innovation is changing a part (or several parts) of the value chain of the olive sector, making it better for the environment and / or better for people's health.

## SECOND- Subjective requirements for participation.

❖ **National Categories.**

1. All individuals, over 18 years of age and of Spanish nationality, who carry out activities related to the olive sector and carry out their activity within Spanish territory, may participate.
2. Likewise, legal entities that are established in accordance with the Spanish legal system, whose main activity is related to the Spanish olive sector, may also participate.
3. For the first of the categories, "Young Farmer Award", only individuals within the age range of 18 to 40 years may be awarded.
4. Participation will be free and in accordance with the provisions of these Bases

❖ **European Category.**

1. Legal entities, as SMEs or startups, that carry out activities related to the olive sector or that have direct application to the value chain of that sector and that carry out their activity in Europe, especially those that carry out their activity, may participate within any of the southern European countries: Spain, Portugal, Italy, Greece, Turkey, Malta, and Cyprus.
2. The participating legal entity must present justification for the launch of an innovative product or service in the value chain of the olive sector in the last 18 months.



3. The participating legal entity must justify the social and transformative approach of its product / service in the current context of the country and the challenges facing the European agri-food sector: sustainability and healthy eating.
4. The application for this category must be submitted in English with the necessary supporting documents in the same language.
5. Participation will be free and in accordance with the provisions of these Bases

### THIRD- Submission of applications.

1. Applications may be submitted by the candidates themselves, or by third parties (individuals or legal entities) who, sharing the objectives of these awards, so desire, without the need for the proposing individual or legal entity to be a candidate.

For the awarding of the Prizes, the Jury may consider among the candidates those individuals and legal entities that, even though they have not submitted an application, consider that they are worthy of such award.

2. To participate in any of the categories, the participant must submit a report on the last year (18 months in the case of the European Category) that includes the main activities carried out during that period and that it considers relevant for the award of the respective prize category.

Along with the previous documentation, if the participant is an individual, they must provide:

- Photocopy of the National Identity Document or passport.
- Postal address.
- Email address.
- Phone number.

If participant is a legal entity, they must act through their legal representative and provide:

- Copy of the articles of incorporation
- Legal denomination.
- Tax identification number.
- Postal address.
- Copy of the deed of appointment and powers of the current legal representative of the legal entity.
- Email address.
- Phone number.



The participant must expressly state in which category they apply from those defined in Clause 1st of these Bases

Each participant may aspire to more than one category. If so, the participant must submit, separately and for each category to which he aspires, all documents required in these Bases

The Jury may request additional information for an adequate evaluation of the application.

3. The term of participation in the Awards will begin and end on the days indicated in Annex I for each call. Applications that are submitted after this date will not be accepted.

4. Applications must be submitted exclusively through the website of Juan Ramón Guillén Foundation, <https://www.fundacionjrguillen.com/en/awards/>

Candidates must complete and submit the form enabled for this purpose, also attaching the documentation outlined in section 2 above.

## FOURTH- Selection Criteria.

### ❖ National Categories.

#### ○ "Young Farmer Award"

For the awarding of this Prize, the Jury will evaluate, essentially, the following criteria:

1. Continuity of the olive sector activity. The jury will evaluate the candidates who give continuity to an olive farm, their own or that of others, already underway or started by the candidate, thus maintaining the activity in an essential sector for the economy of our country.
2. Training in the olive sector. Special attention will be paid by the Jury to the training of candidates in agriculture and olive growing.

#### ○ "Professional Career Award"

For the awarding of this Prize, the Jury will evaluate, essentially, the following criteria:

1. **Professional experience and achievements.** The Jury will value the candidate's experience in the olive sector, paying special attention to the achievements made by the candidate throughout his professional career.

2. Commitment and dedication to the olive sector. Likewise, the Jury will take into account the commitment and dedication of the candidate to the agricultural sector in general and to the olive grower in particular, evaluating the initiatives developed by the candidate for its survival and development.
3. Service to the agricultural sector and leadership. The Jury will take into account how valued the candidate is in the olive sector, especially on personal and professional leadership.

○ ***"Rural Innovation in the olive sector Award"***

For the awarding of this Prize, the Jury will evaluate, essentially, the following criteria:

1. Innovation. Innovation means the inclusion or use of organizational work methods, the introduction of new technologies or the adaptation and modernization of traditional technology. In the same way, it will be positively valued that the innovation introduces new export methods for olive products or that it provides new distribution channels for production.
2. Socioeconomic impact of the project. Likewise, the fact that the innovation is not limited to a single exploitation, but has an impact or effect on the production sector, region or area related to the olive sector, will be valued.
3. Sustainability and environmental impact. The candidate, who has known how to combine economic, social and environmental criteria, making their farms more sustainable, will be especially rewarded. Sustainable is understood to mean that these practices are carried out within the framework of agricultural production that while maintaining its productive and profitable vocation, optimizes the use of natural resources and contributes to the environment and action against climate change.
4. Employment generation. The generation of employment, its quality, and the implication in the specialized training in the olive sector of its workers will be positively evaluated.
5. Project feasibility. The feasibility of the projects will be evaluated from a technical, economic and organizational perspective.
6. Maturity of the idea. It will be demonstrated in the initial test / pilot results. The prototype is an important element to take into account, despite the difficulty of its evaluation, so it must be presented analyzing its operation, scalability and results.



❖ **European Category**

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

For the awarding of this Prize, the Jury will evaluate, essentially, the following criteria:

1. Social and transformative focus of the product or service throughout the value chain of the olive sector. The initiative's social and transformative approach, its impact at European level, mainly in southern European countries, as well as the level of innovation in the olive sector will be valued mainly. Likewise, the values or attributes that promote the dissemination of the importance of innovation in the European olive sector and the promotion of transparency of processes in the general agri-food sector, traceability and the promotion of healthy eating will be taken into account.
2. Sustainability and environmental impact and implementation in southern European countries: Projects that incorporate economic, social and environmental criteria will be especially rewarded, offering part or all of the sector's value chain more sustainable, efficient and profitable solutions that optimize the use of natural resources and contribute to the environment and to action against climate change.
3. Innovation, socio-economic impact of the project and application in other southern European countries: The fact that the project is transferable or applicable in other sectors, the innovation is not limited to a region or farm, but has an impact or effect on the entire value chain related to the olive sector, and in other southern European countries will be valued.

## FIFTH: The Jury.

1. The Awards Jury will be made up of a minimum of five members. It will be made up of a President, who in any case will be the President of the Board of Trustees of the Juan Ramón Guillén Foundation, and a Secretary who will be directly appointed by the President.
2. The composition of the Jury for the second Edition of the Awards is that described in Annex II.
3. The Jury will have full power to determine whether the nominations comply with the Terms. You will also have full freedom of decision when it comes to discerning the Awards and appreciating the circumstances and merits of the applicants.
4. The decisions of the Jury will adopt by simple majority of the votes of the attending members.

5. The decisions of the Jury will be final. In the event of a tie vote in the decisions of the Jury, the President will have a casting vote
6. The Jury will endeavor, as far as possible, to grant the Prizes referred to in these Basis. However, the Awards may be declared void if the Jury deems it appropriate because the applications do not meet the required requirements or because of any of the causes established in these Basis.

## SIXTH: Awards.

### ❖ National Categories.

1. The prize for the winner of the Young Farmer category will consist of an award and an economic award of FOUR THOUSAND EUROS (€ 4,000), awarded by "CAJA RURAL DE JAÉN"
2. The award to the winner of the category related to Professional Career will consist of an award and a special mention in recognition of it.
3. The prize to the winner of the category related to Rural Innovation in the Olive sector will consist of an award and an economic endowment amounting to FOUR THOUSAND EUROS (€ 4,000), awarded by "ACEITES DEL SUR-COOSUR, SA".

### ❖ European Category.

1. The prize to the winner of the "European New Business Ideas" will consist of an award and an economic and service endowment amounting to FOUR THOUSAND EUROS (€ 4,000), awarded by "EIT Food South".
2. The beneficiary entity will participate in a personalized Business Clinic with an EIT FOOD mentor and will be able to attend different events related to the European innovation and entrepreneurship sector for a value of € 2,000, in addition to receiving an extra financial envelope € 2,000 to continue developing its activity.

### ❖ Common criteria.

1. The Jury may grant second and third prizes or honorable mentions if it considers, in its discretion, that in addition to the winner there are other participants whose nominations are worthy of recognition.
2. Prizes that consist of cash amounts will be subject to withholdings that are in accordance with current regulations at all times.



3. The Juan Ramón Guillén Foundation reserves the right to substitute the prize for another of similar characteristics, without obligation of any compensation to third parties.

## SEVENTH- Jury decision and awards ceremony.

1. The Jury will award the Prizes before the day indicated in Annex I for each call.
2. The Juan Ramón Guillén Foundation will make the Awards public through its website. Likewise, it will communicate the Prizes individually to each of the winners through email and the telephone number that the winner would have stated in the documentation sent for the presentation of the candidacy.

Each of the winners must expressly accept the prize, otherwise it will be understood that they waive it and, consequently, it will be declared void.

In particular, the winners must expressly accept the award through a means that records its receipt by the Juan Ramón Guillén Foundation before the term of five (5) business days from the day after the winner would have received certified mail from the Juan Ramón Guillén Foundation communicating his award.

3. The Juan Ramón Guillén Foundation will award the prizes in a public event that the Foundation, if it deems appropriate, will be able to organize, and to which it will be able to invite the corresponding authorities, as well as the members of the Jury.

## EIGHTH- Acceptance of the bases and data protection.

1. Participation in the Prize implies full acceptance of the rules.
2. In compliance with current data protection regulations, we inform that, participating in the call for Prizes, participants freely, expressly and explicitly consent to the Juan Ramón Guillén Foundation managing their personal data. The use of the data will be for the selection of the Prize candidates, subsequent communication with them within the framework of the selection process and publication of the names of the winners on their website and in the media.

The data of the participants will not be communicated or transferred to third parties and will only be kept for the time necessary for the indicated purpose, after which they will be deleted. Furthermore, participants may revoke their consent at any time.

The presentation of the candidacy by the candidate will be equivalent to the express consent for the above.

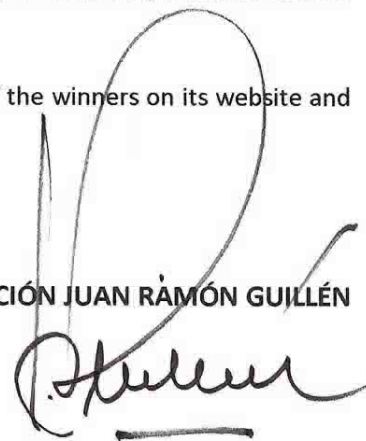
#### NINTH.-Access of bases.

1. A Notary Public of Seville belonging to the Ilustre Colegio Notarial de Andalucía guards the bases of these Awards, for each call, indicated in Annex I, being freely available to those who want to consult it.

#### TENTH: General bases.

1. The situations not foreseen in the present Bases, as well as all the clarifications and interpretations thereof, must be resolved by the Jury, in its sphere of competence, or by the Juan Ramón Guillén Foundation, when it is outside of it.
2. The Juan Ramón Guillén Foundation reserves the right to publish the names of the winners on its website and in the media, it deems appropriate.

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## ANNEX I

Call for participation	II Juan Ramón Guillén Foundation Awards- Year 2020.
Maximum date for submission of applications	September 15, 2020.
Prize Amount by categories	<p>❖ <b>National Categories</b></p> <ol style="list-style-type: none"> <li>1. <b>Young Farmer Award:</b> Prize and € 4,000 will be awarded by Caja Rural de Jaén.</li> <li>2. <b>Professional Career Award:</b> award and a special mention. Recognition without financial endowment.</li> <li>3. <b>Rural Innovation in the olive sector Award:</b> "ACEITES DEL SUR-COOSUR, S.A." will present an award and a financial prize of € 4,000.</li> </ol> <p>❖ <b>European Category.</b></p> <p>The prize for the winner of the "European Award for New Business Ideas" will consist of an award and an economic and service endowment amounting to € 4,000, awarded by "EIT Food South". The beneficiary entity will participate in a personalized Business Clinic with an EIT FOOD mentor and will be able to attend different events related to the European innovation and entrepreneurship sector for a value of € 2,000, in addition to receiving an extra financial envelope € 2,000 to continue developing its activity.</p>
Date of decision by the Jury	October 1, 2020.
Date of celebration of the award ceremony	October 15, 2020
Awards Ceremony Place	Hacienda Guzmán. Ctra. de Mairena, s/n, La Rinconada (Sevilla).
Notary who guards the bases	Mr. José Ignacio de Rioja Pérez
Consultation of published bases	<a href="https://www.fundacionjrguillen.com/en/awards/">https://www.fundacionjrguillen.com/en/awards/</a>






## ANNEX II- THE JURY

**Mr. Álvaro Barrera Fernández**, specialized in Veterinary Bromatology from the University of Córdoba. He completed his studies at the University of Granada on Food Technology and later Senior Management, and Finance at the University of Osuna. He has worked in the agricultural and livestock sector, developing different functions since his arrival at **Ecovalia** -professional national association that promotes organic production and food-in 2004. In 2015, he was elected as President of the Ecovalia Association.



**Mrs. Vanessa Moreno Rangel**, Degree in Advertising and Public Relations and Expert in Protocol and organization of events from the University of Seville. With extensive experience, she has worked as an external advisor for companies and institutions in consultancies, advertising and marketing agencies, and as internal manager in Communication offices of different organizations. For 10 years, she is Director of Communication and Institutional Relations of **Corporación Tecnológica de Andalucía**. Always in contact with the University and different training centers, she does not understand the progress of society without the commitment to knowledge and innovation.

**Mr. José Juan Gaforio Martínez**. Degree and Doctor of Medicine from the University of Granada, Professor of Immunology at the University of Jaén and Director of **Centro de Estudios Avanzados en Olivar y Aceites de Oliva in the University of Jaén**. In his long career, among others, is being responsible for the Health Unit of Centro Estudios Avanzados en Aceites de oliva of UJA, coordinator of Red Iberoamericana de Investigación Riboliva or Researcher participating in Predimed-Plus. 18 awards and distinctions related to quality and dissemination of research activity, more than 90 scientific publications, 130 works and 28 R + D + i projects, most related to extra virgin olive oil, guarantee his professional career.



**Mr. Jesús Rodríguez Huertas**. Degree in Biological Sciences from the University of Granada, Doctor in Biology and Professor of Physiology at the University of Granada and Director of the **Instituto de Nutrición y Tecnología de la University of Granada "José Mataix Verdú"**. He combines the works of Teacher and Researcher.

With an extensive professional career, he combines his teaching duties in the Facultad de Ciencias y la Facultad de Ciencias del Deporte at University of Granada, as well as in official masters; with that of researcher, being its main lines of research those of food pathology, antioxidants and their application to sport.

**Mrs. Begoña Pérez-Villareal** is the director of EIT Food for southern Europe, whose objective is to boost innovation in the agri-food sector in Portugal, Spain, Italy, Greece, Turkey and Israel. EIT Food is the European initiative that seeks



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**MODIFICATION OF THE RULES OF THE II EDITION OF THE "JUAN  
RAMÓN GUILLÉN FOUNDATION AWARDS"**

As a result of the persistence of the health crisis that affects our country, derived from the pandemic caused by Covid-19, the Juan Ramón Guillén Foundation has decided to modify again the Bases of the II edition of the Juan Ramón Guillén Foundation Awards, referring to the deadline for submitting candidatures, the date on which the Jury will decide on the awarding of the prizes and the date on which the awards ceremony will take place.

Therefore, the application of the provisions contemplated in Annex I of the bases of the call has been affected in these points, the rest of the provisions remaining unchanged. Specifically, there is an extension of the deadline for the presentation of candidatures (whose completion was scheduled for February 28, 2021) until next May 15, 2021. Likewise, the date scheduled for the jury's decision is postponed, setting the new date on June 7, 2021.

Finally, the award ceremony to be held face-to-face is also postponed, if the sanitary circumstances permitting it, during the month of October 2021 or when circumstances allow it if it is not possible to do it during the mentioned month.

The new wording is reproduced below:

**ANNEX I**

<b>Call for participation</b>	II Juan Ramón Guillén Foundation Awards - Year 2021.-
<b>Maximum date for submission of applications</b>	On May 15, 2021.
<b>Prize Amount by categories</b>	<ul style="list-style-type: none"> <li>▪ <u>National Categories.</u></li> <li>1. <u>Young Farmer Award:</u> In this call, Caja Rural de</li> </ul>

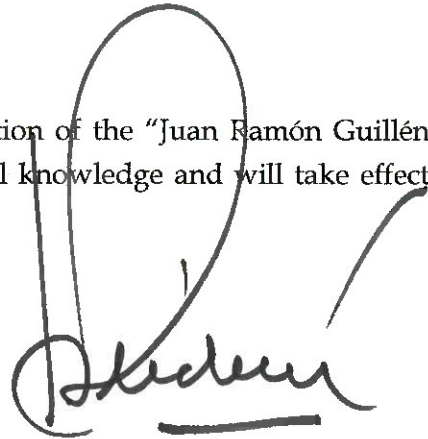
	<p>Jaén will award prize and € 4,000.</p> <p>2. <u>Professional Career Award</u>: Award and a special mention. Recognition without financial endowment.</p> <p>3. <u>Rural Innovation in the olive sector Award</u>: In this call, "ACEITES DEL SUR-COOSUR, S.A." will present an award and a financial prize of € 4,000.</p> <p>▪ <u>European Category</u>.</p> <p>The prize for the winner of the "European Award for New Business Ideas" will consist on an award and an economic and service endowment amounting to € 4,000, awarded by "EIT Food South". The beneficiary entity will participate in a personalized Business Clinic with an EIT FOOD mentor and will be able to attend different events related to the European innovation and entrepreneurship sector for a value of € 2,000, in addition to receiving an extra financial envelope € 2,000 to continue developing its activity.</p>
<b>Date of decision by the jury</b>	On June 7, 2021.
<b>Date of celebration of the award ceremony</b>	During the month of October 2021 <sup>1</sup> .
<b>Awards ceremony place</b>	Hacienda Guzmán, sita en Ctra. de Mairena, s/n, La Rinconada (Sevilla), if sanitary conditions allow.
<b>Notary who guards</b>	Don José Ignacio de Rioja Pérez.

<sup>1</sup> The exact date of the event will be published on the Foundation's website. If it is not possible to hold it due to sanitary circumstances in the month of October 2021, it will be postponed until it is possible to celebrate it with all sanitary guarantees.



the bases	
Consultation of published bases	<a href="http://www.fundacionjrguillen.com">www.fundacionjrguillen.com</a>

This modification of the bases of the II Edition of the "Juan Ramón Guillén Foundation Awards" will be made public for general knowledge and will take effect from its publication.

A handwritten signature in black ink, appearing to be 'J. Guillén', with a large loop at the top and a horizontal line at the bottom.

Seville, January 22, 2021.