

"visit.brussels Awards" – 2023 edition

Rules

Article 1: Aim

Each year, visit.brussels rewards the best tourism initiatives and projects that have contributed to the reputation of Brussels within our borders and beyond. Each action honoured must significantly improve the quality of the welcome given to visitors and thus contribute to the international reputation of our destination.

The visit.brussels Awards are divided into 6 categories:

1. **Brussels On Stage**

This prize rewards an initiative that, through its raison d'être and existence, has greatly contributed to the influence of Brussels on the international scene.

Example: an original initiative that has been talked about beyond our borders.

2. **Sustainable Initiative**

This award recognises the initiative that has best helped to reduce its environmental impact by questioning the way it operates.

Examples: zero-waste initiatives, companies that have decided to use only ethical Brussels bicycle delivery services, etc.

3. **Co-creation**

This award recognises the best initiative resulting from collaboration between different partners.

Examples: actions organised by several museums, inclusion of concepts or works from other museums, creation of joint products by several local companies to support the sector, etc.

4. **Audacious New Project**

This award recognises an innovative and audacious concept/place.

Examples: opening of a new concept, new offer, new restaurant, new exhibition with an original concept, etc.

5. **Digital Innovation**

This award recognises a digital project that is innovative, inclusive and accessible to all visitors.

Example: original app useful for people visiting the capital.

6. **Best Nightlife Experience**

This prize, supported by the Brussels Night Council, rewards an innovative and original initiative that has put the Brussels night scene in the spotlight, both in Belgium and beyond our borders.

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Public Vote

This award recognises the initiative that receives the most votes in all categories following the online public vote, regardless of the jury's choice.

Article 2: Organisation

The visit.brussels Awards are organised by **visit.brussels**, Brussels-Capital Region's tourism promotion and communications agency, with its headquarters at 1000 Brussels, 2-4 Rue Royale.

The organisation and granting of these awards may be interrupted, postponed or cancelled by the organisers if the circumstances require it and/or due to force majeure.

Article 3: Participants

The contest is open to all organisations or professional groups whose headquarters are in Brussels, whatever their legal form or size.

This includes the following: Non-profit organisations; ad-hoc associations, cooperatives, foundations, public companies, private enterprises, etc.

Individuals cannot take part in the contest.

Article 4: Conditions for participation

A project entered into the Awards must have taken place at least once in 2022 or have started between January 1st 2022 and December 31st 2022.

The same project cannot be entered for more than one category. A single institution may submit only one project on its behalf.

The project must have taken place in Brussels and be linked with the Brussels tourism, hotel, event, cultural, congress or gastronomical sectors.

A project that was entered into one of the preceding editions but not elected can be entered again if it has changed significantly since last time and otherwise meets the criteria for selection.

If nominated, the entrants accept that their project may be shown on the visit.brussels Awards website and undertake to submit photos to illustrate their project.

If nominated, the entrants undertake to be physically present at the award ceremony, which will take place during the evening of October 19th 2023, should the health and safety regulations in force allow it and whose location has yet to be determined.

The entrants undertake to answer any possible questions from the press during the award ceremony, which will take place during the evening of October 19th 2023.

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Article 5: Modalities of participation

Any Brussels tourism stakeholder may submit an entry file for a project.

To do so, the entrant must go to the site <https://www.visit.brussels/en/professionals/partners/visit-brussels-awards>, to the tab "Application" and complete the application form.

To complete their application form, the entrant must choose one of the categories and answer the following questions:

1. Presentation of the project,
2. Detailed description of the project,
3. Results in numbers (attendance, investment, press coverage, impact on social media...);
4. How was the project audacious?
5. How is the project sustainable (socially, ecologically and economically)?
6. Has the project paid particular attention to persons with reduced mobility?
7. Was the project carried out in collaboration with other Brussels partners, and if so, which one(s)?
8. In order to best illustrate your project, please send us photos/videos to awards@visit.brussels

This entry form must be duly completed and the category clearly marked. Entrants who coherently answer each question for the checked category and meet the criteria for selection will automatically go on the next stage of the process.

The call for entries is open from January 30th 2023 to February 22nd 2023.

Article 6: Process and Jury

To be chosen as the winner in a category, the project will be subject to two-stage selection process: voting by the general public and voting by the jury.

Except for the "Public Vote" category for which only public votes count.

The entire process will be supervised by Forseti Lex (info@forsetilex.be), court bailiff.

6.1: Pre-selection by public voting

The general public will vote from March 27th 2023 to April 17th 2023 for their favourite project in each category. At the end of this period, five projects will be nominated in each category.

To vote, the general public must go to the <https://www.visit.brussels/en/professionals/partners/visit-brussels-awards> website.

Rules for public votes:

One single vote per person will be accepted. The organisers reserve the right to exclude an entrant in the event of abuse or trickery. The Organiser reserves the right to modify the organisation, suspend or put an end to voting at any time and without warning in the event of force majeure or any other exceptional event beyond its control, and especially in the event of an Internet network malfunction,

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any other problem whatsoever related to telecommunications networks, computers, Internet service providers and servers, and no participants or any other person may claim for damages or interest of any kind as a result.

The Organiser reserves the right not to count votes suspected of being fraudulent. The following acts in particular are considered to be fraud (note that this is not an exhaustive list):

- resorting to the use of online contest community sites (e.g., "foudeconcours.com" or associated sites)
- using the same IP address for a suspicious number of votes for one single project.

Except in the case of a serious or unintentional error on their part, neither the Organiser nor its staff, nor any third parties to which it has had recourse in the area of voting, may be held liable for damages of any kind whatsoever that might occur while taking part in voting or that might arise from the organisation of the voting process. Nor may they be held liable for the alterations, suspensions and cancellations mentioned in the preceding section.

The Organiser may not under any circumstances be held liable for any incorrect phrasing or instruction in the information provided by the participants leading to the participants' e-mail or postal address or telephone number to be incorrect.

A message will be sent both to the nominees and to those not nominated after this pre-selection.

6.2: Selection of the winners by the jury

The jury, composed of members of the sector's various professional associations and the press, will choose the winners from the five nominees in each category.

The decisions will be taken after deliberation and taking into account the criteria for selection. These decisions cannot be appealed and no reason needs to be given for them.

The members of the jury undertake to observe the secrecy of the deliberations.

The members of the jury undertake not to be involved in any way whatsoever with a participating project.

Should one of the members of the jury be involved in one of the participating projects, that member of the jury will be excluded from voting for the category into which that project falls.

6.2.1 Composition of the jury:

- Cyprien Houdmont – Journalist, Editor and Host « Autrement, After », BX1
- Frederick Da Soghe – Administrator/Vice President, HoReCa Brussels Federation, bars and nightlife section
- Idoia Rodés – Managing Director, MCI Benelux
- Jean-François Leconte – Secretary-General, KANAL Foundation
- Marjan Justaert – journalist, De Standaard

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- Méabh Mc Mahon – TV Reporter, Euronews and BRUZZ
- Pierre-Henri Heyde – Journalist 'C'est du Belge', RTBF
- Rodolphe Van Weyenbergh – Secretary-General, Brussels Hotels Association

6.2.2 Weighting of the votes:

Each member of the jury determines their favourite project by awarding 1 point.

The project that receives the most votes from the public in each category will receive one extra point.

The points will be added together to decide the winner in each category.

In the event of a tie, the jury will be asked to vote again for the two projects that obtained identical numbers of points, apart from the project in last place.

Article 7: Criteria for selection

The jury will take into consideration the following criteria for evaluating the projects nominated (in any category):

- Originality,
- Innovation,
- The success of the project,
- Inclusivity,
- Client centricity,
- The sustainability of the project (ecologically, economically, socially);
- Efforts made to make it accessible to people with reduced mobility.

Article 8: Prize giving

The prizes will be handed out during an official ceremony to be held on October 19th 2023 - the location is not defined yet.

Article 9: Management of personal details

9.1. The organiser will handle the personal data collected during this campaign pursuant to the Act of 8 December 1992 on the protection of privacy and the processing of personal data and the Act of 13 June 2005 on electronic communication.

9.2. The personal data of participants is processed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the processing of personal data. Free circulation of these data, and repealing Directive 95/46 / EC (General Data Protection Regulation), for the purposes of the smooth running of the campaign, and in particular in order to get in touch with the participants. They may also be included in a database for reuse for commercial and advertising purposes by partners or third parties involved in the campaign or by the organiser themself.

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If a participant has expressly informed, on the registration form, that his or her details may be used by the Organiser or, if need be, by any company that is a partner of or linked to visit.brussels, for the purposes of marketing (e.g. in particular, to receive e-mails containing information on the Organiser's products and services), the Organiser shall also preserve and use that participant's details for these purposes.

9.3. Participants have a right to access and edit the personal data, and optionally, have the right to oppose the use of their personal data for purposes such as direct marketing. To do so, they simply need to send a letter to the following address: rue Royale 2-4, 1000 Brussels, or send an email to: dataprivacy@visit.brussels, along with a copy of their identity card attached.

9.4. The organisers will take all the necessary measures to protect the confidentiality of the data. By confirming the transmission of their data, participants recognise that the transmission of data online is never entirely risk-free.

9.5. If you are selected to take part in the awards ceremony on October 19th 2023, be advised that photographs will be taken of the event. If you would rather not have your photo taken, please let us know at the reception desk when you arrive.

Article 10: Acceptance of the rules

The decisions taken at all levels of selection cannot be appealed.

All disputes against this contest will be dealt with definitively by the acting court bailiff.

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The organisers deny any liability in the event of a lawsuit linked to an intellectual or industrial property right in view of the entrants' commitments.

Participation in the "visit.brussels Awards" constitutes acceptance of these rules.