

Regulations

"LAGAZUOI WINNING IDEAS MOUNTAIN AWARDS 2026"

An initiative promoted by Lagazuoi EXPO Dolomiti that selects and promotes projects, products, marketing or promotional initiatives, events or innovative ideas in the fields of equipment and clothing, services and special projects, food and wine and agricultural products in the mountain environment, with particular attention to the issues of sustainability, inclusion and social responsibility.

Contents

1. Organiser
2. Subject of the call
3. Recipients
4. How to apply
5. Jury
6. Prize Secretariat
7. Methods and deadlines for sending applications
8. Evaluation criteria
9. Publication of applications
10. Acceptance of the judgment
11. Announcement of the winners
12. Admitted works, exclusion, return of the prize
13. Acceptance of the regulations
14. Disclaimer for the use of images
15. Disclaimer for reproduction of images/videos and/or use of physical goods for purely exhibition purposes
16. Commitment to disseminate WIMA on its communication channels
17. Information on the processing of personal data
18. Info and contacts

1. Organiser

Lagazuoi s.p.a., VAT and Tax Code 00083390252 with registered office in via del Mercato 14, 32043 Cortina d'Ampezzo (BL), Italy, promotes the Lagazuoi Winning Ideas Mountain Awards 2026.

2. Subject of the call

The Lagazuoi Winning Ideas Mountain Awards 2026 (Lagazuoi WIMA2026 for short) is an international award, open to sole proprietorships, partnerships, corporations, start-ups, institutions, non-profit and third sector organisations, public and private associations.

The Lagazuoi WIMA was created with the aim of giving official recognition and communication to products, including aspects relating to innovative production processes in terms of environmental sustainability, projects, initiatives and ideas that are making an innovative contribution to the mountain world in terms of sustainability, inclusion and social responsibility.

There are three award categories:

- **Mountain equipment and clothing:** proposals for technical clothing and equipment suitable for particular altitudes and climatic conditions, for the safe use of the mountain environment in both summer and winter.
- **Projects and services for the mountains:** this refers to marketing or promotional initiatives, services, digital apps, aimed at the enhancement, promotion and enjoyment of the mountain environment, which present an autonomous, continuous or replicable project content, and which affect the quality of the experience, accessibility, safety, knowledge or management and enhancement of mountain areas,

developed by companies located in the mountains, or aimed at those who live in the mountains or visit them for tourism.

- **Mountain food and wine and agricultural products:** innovative methods of production and/or processing of mountain raw materials, but also new approaches to the marketing and commercialisation of local products from mountain municipalities (above 600 metres above sea level).

The winners of the "Lagazuoi WIMA2026" Award will be announced by May 2026. For each of the three categories there will be three finalists and among them only one winner.

The jury reserves the right to award special mentions to projects, ideas, products, initiatives and events that stand out for their innovative, sustainable and inclusive character.

The three finalists in each category and the special mentions will have the opportunity to exhibit what they have proposed and agreed with the organisation of the Award, within the Lagazuoi EXPO Dolomiti, in a special dedicated exhibition that will open on June 6, 2026 and will remain on display until March 2027.

All finalists and those with a special mention will be entitled to use the Lagazuoi WIMA2026 trademark with the wording "Finalist and/or Winner and/or Special Mention of the Lagazuoi Winning Ideas Mountain Awards 2026" (relating to the 2026 edition only) in their communication and promotional material. Improper use of the trademark is strictly prohibited.

The purpose of the WIMA is cultural and informative.

3. Recipients

Participation in the Lagazuoi WIMA2026 is completely free.

The candidate for the Lagazuoi WIMA2026 must be in compliance with the rules governing work in terms of contributions, social security and welfare.

In any case, applications from the following will not be considered eligible:

- political parties and political organisations
- trade unions or patronage organisations
- private bodies, organisations and companies related to the members of the Jury.

4. How to apply

Information on how to submit your application can be found at www.lagazuoiwima.org.

5. Jury

The jury will be made up of experts for each reference category and the Organiser Lagazuoi S.p.A.

6. Award Secretariat

The Award Secretariat is constituted by the Organiser and will have the task of verifying that the applications comply with the laws, especially in the field of copyright, privacy and advertising, as well as ensuring that they do not contain images whose disclosure offends public decency and the sense of modesty.

7. Method and deadlines for submitting applications

Applications must be submitted by **April 30, 2026**. Before being submitted for voting, the proposals will be examined by the Award Secretariat for the checks referred to in point 6. Proposals must comply with the following conditions:

- read and accept the content of these regulations;
- read and accept the disclaimer and the information for the processing of personal data attached to these Regulations;
- provide the data expressly requested by the Award Secretariat (information material, photos, videos, etc.)

All projects will be evaluated by the Jury and chosen by areas of expertise. The final decision of the Jury will be unquestionable

8. Evaluation criteria

The Jury will take into account the following evaluation elements:

- a. Innovative satisfaction of a necessary need
- b. The level of innovation of the proposal
- c. Project communication skills
- d. Attention to eco-sustainability, inclusiveness, social responsibility.

Defining a score from 1 to 10 for each, where 1 represents the lowest value in the rating scale. The Organiser and the Jury reserve the right to assess the eligibility of the projects submitted on the basis of consistency with the purposes of the Prize.

The Award will take place according to the following phases:

Phase 1: Applications must be submitted by **April 30, 2026**.

Stage 2: The Jury will choose the three best proposals within each category and award the special mentions by **May 25, 2026**. The Award Secretariat will contact the proposals received to obtain any additional information useful for the evaluation of the candidate.

Phase 3: By **May 28, 2026**, the Award Secretariat will notify the finalists for each category by email and any special mentions will be published on the website www.lagazuoiwima.org

Phase 4: The finalists will be invited to the opening of the exhibition to be held at the Lagazuoi EXPO Dolomiti on **Saturday June 6, 2026**, and the winners and special mentions will be announced on this occasion. In the event of a withdrawal, the next candidates will take over, following the order of the merit ranking.

Each participant undertakes not to use the logos, distinctive signs or any other photographic or digital material owned by the Organiser, or in any case linked to the Prize by an institutional relationship, for personal purposes, as well as to refrain from any other behaviour that could harm the image or even just the success of the same.

9. Publication of applications

The list of finalists will be published on the website www.lagazuoiwima.org.

In order to enhance participation in the Prize, by registering for the Prize, participants grant the Lagazuoi WIMA2026 organisation the use of the logo, images and videos of the candidate proposal and to allow the use of the material and information sent free of charge on all the Organiser's communication and promotion media and materials relating to the Prize (web, press, TV, social media).

10. Acceptance of the decision

The participant acknowledges that the judgement of the Lagazuoi WIMA2026 Jury is final and unquestionable and accepts the final result as of now.

Pursuant to Presidential Decree 430 of 26/10/2001, Article 6, paragraph 1, letter a), this Prize is not considered a "prize competition".

11. Announcement of the winners

Lagazuoi s.p.a. will award the first place in each category at the opening of the exhibition. The Prize consists of a certificate of recognition of the prize and the possibility of exhibiting their proposal within the Lagazuoi EXPO Dolomiti exhibition space from June 2026 to March 2027 and on the website www.lagazuoiwima.org

12. Eligible works - Exclusion - Return of the prize

By providing the information relating to the candidate proposal, each participant acknowledges that Lagazuoi s.p.a. has the full right to proceed with its possible exclusion, at its sole discretion, and waives any legal effect of any question, application, request or claim related to said exclusion.

The following will result in the exclusion of participants from the Lagazuoi WIMA2026 or the return of the Prize awarded:

- the communication of untruthful data during the data collection phase;
- failure to comply with the participation procedures established in these Regulations and the requirements for participation;
- having participated or been a finalist or winner in previous editions, without making significant changes to the original proposal.

Any exclusion from the Lagazuoi WIMA2026 during the preliminary check of the proposals by the Organising Secretariat, or subsequent verification, does not entail the emergence of any right, including compensation, faculty or legally relevant claim in favour of the excluded competitor.

13. Acceptance of the regulations

Participation in the Lagazuoi WIMA2026 implies full acceptance of these Regulations and their annexes. The company Lagazuoi s.p.a., as promoter and organiser of the Prize, reserves the right to make changes to these regulations if it becomes necessary or even only appropriate, at its sole discretion, undertaking in any case to immediately notify all competitors and interested parties through the website www.lagazuoiwima.org.

Each participant expressly acknowledges that Lagazuoi S.p.A. and the partners and collaborators of the Prize have the right to use the information material relating to the proposal sent free of charge, within the scope and in the performance of the activities related to the promotion of the Prize.

Each participant in the prize releases, guarantees and indemnifies the company Lagazuoi s.p.a., as well as all those who, on its behalf, have collaborated in the organisation and conduct of the Prize itself, from any and all liability, civil and criminal, related to the production and publication of the proposal presented, responding directly to any claim or request for compensation made by third parties, due to the production, publication or disclosure of the proposal.

14. Disclaimer for the use of images

The participant is aware of the fact that photographs will be taken and/or footage will be shot for promotional purposes during the Lagazuoi WIMA2026 award event and during the exhibition period within the Lagazuoi EXPO Dolomiti.

The participant grants the Company Lagazuoi s.p.a., SEC and Partners and the Partners of the initiative the right to use these images on the event website and/or through the media such as social networks, internet, television, catalogues, brochures, and any other way with the aim of advertising and documenting the event itself even after the end of the Prize. This authorisation does not allow the use of the image in contexts that compromise one's personal dignity and decorum and in any case for use and/or purposes other than those indicated above. Furthermore, by sending the information materials relating to the candidate product/service (photos, videos, texts), the interested party will not be able to make financial requests for any future use by the Lagazuoi EXPO Dolomiti as part of the WIMA communication and promotion activities.

By joining Lagazuoi WIMA2026, the participant confirms that they have nothing to claim in relation to the above and irrevocably waives any right, action or claim arising from the above authorisation.

More specifically, by submitting the content, each participant, by agreeing to participate in the prize, declares and guarantees that they will hold the promoting company, as well as its assignees, fully indemnified and harmless from any and all prejudicial consequences, costs or damages that may arise as a result of the violation of this declaration and guarantee. In particular, the participant will defend and hold the promoter completely harmless from damages (including costs) that the latter is called upon or agrees to pay to third parties as a result

of an action or a warning based on the fact that the mere possession or use of the work by the promoter, violates or has violated copyright, the right to a registered trademark, patent right, know-how, invention rights, image rights and any other exclusive right of third parties.

15. Disclaimer for reproduction of images/videos and/or use of physical goods for exhibition purposes only

The interested party authorises the company Lagazuoi s.p.a. and its partners and collaborators to reproduce images and/or videos of the proposal sent by them directly, or available on the web, on media such as social networks, press, television, internet, catalogues, brochures and communication materials in general, and for exhibition purposes at the Lagazuoi EXPO Dolomiti in Cortina d'Ampezzo.

The interested party also authorises the use of any physical goods for purely exhibition purposes at the Lagazuoi EXPO Dolomiti in Cortina d'Ampezzo free of charge.

16. Commitment to disseminate the WIMA on their communication channels

The interested party undertakes to disseminate their candidacy, as well as the possible winning of the Lagazuoi Winning Ideas Mountain Awards 2026 on their communication channels, both offline and on social channels and on the web, in order to disseminate the purposes of the Lagazuoi Winning Ideas Mountain Awards as much as possible.

17. Information on the processing of personal data

(EU Reg. 2016/679 – GDPR and Legislative Decree 196/2003 as amended by Legislative Decree 101/2018)

Pursuant to EU Regulation 2016/679 (GDPR), we inform you that the Data Controller is the Company Lagazuoi S.p.A. VAT and Tax Code 00083390252 with registered office in via del Mercato 14, 32043 Cortina d'Ampezzo (BL) Italy, email: info@lagazuoiwima.org.

The data collected will be processed for the management of your registration and participation in the Lagazuoi WIMA2026, on the basis of Article 6, paragraph 1, letter b) GDPR with paper and computerised methods and may be used to send information and promotional communications relating to the initiatives of the Lagazuoi EXPO Dolomiti and the WIMA2026.

Such data may only be communicated to SEC and Partners, with registered office in Rome at Via Giuseppe Gioachino Belli 39 or to other entities established and supervised by the same for the sending by e-mail of informative and promotional material on the initiatives of the Lagazuoi EXPO Dolomiti and exclusively for the purposes related to the WIMA2026 initiative.

The data will be kept for the time necessary to carry out the initiative or until consent for promotional communications is revoked.

You may exercise the rights provided for in Articles 15–22 GDPR (access, rectification, cancellation, limitation, opposition, portability and withdrawal of consent) by writing to info@lagazuoiwima.org. You also have the right to lodge a complaint with the Privacy Guarantor (www.garanteprivacy.it).

Failure to provide consent to the Processing will imply, for the Organiser, the objective impossibility of admitting the candidate to participation.

18. Info and contacts

All information relating to the Prize is available at www.lagazuoiwima.org, the Prize Secretariat can be contacted at the email address: lagazuoiwima@secnewgate.it