



CONTEST RULES THE MOST INNOVATIVE ACTIVITIES OF THE WORLD UNITED FOR LIFE 2024

ALPAR invites all companies participating in the worldwide movement 'THE WORLD UNITED FOR LIFE' to participate in the contest "THE MOST INNOVATIVE ACTIVITIES OF THE WORLD UNITED FOR LIFE 2024".

PARTICIPANTS

All companies registered and participating in THE WORLD UNITED FOR LIFE 2024, on September 22, may participate in this Contest, with in-person, virtual or hybrid activities.

THE CONTEST

1. ALPAR will reward the three most innovative activities in THE WORLD UNITED FOR LIFE 2024, considering the following features:
 - A differential factor: creativity in execution.
 - Conveys the goal: celebrate life.
 - Generates public participation.
2. Only one activity per company can be registered.
3. The company must register its activity, fully filling out the following form: <https://worldunitedforlife.com/registro-actividades-innovadoras-2024.pdf>
4. The registration must be accompanied by photos (maximum 4 high-quality images) and a video (maximum 1-minute, horizontal format, high quality), where the development of the activity and the interaction of the public can be seen.
5. The registration and the attached material must be sent to ALPAR, via email, until September 25: alpar@alpar.com.co

6. The forms that to date (September 25, 2024) are not filled out or that do not have the requested attached material, will not be able to participate in the contest.
7. The Contest will be voted through social networks, only in the profile of THE WORLD UNITED FOR LIFE on Facebook and Instagram:
@mundounidoporlvida

CLASSIFICATION OF ACTIVITIES

ALPAR will review the information sent by the company, detailing that the registered activity meets the requirements:

- ✓ Written description, where it is clear what and how the activity was carried out.
- ✓ Photos (maximum 4 high-quality images) and 1-minute video (in horizontal format, high quality) showing the development of the activity.
- ✓ Show a differentiating factor with respect to other activities in the same category.

In the event that there are similar activities registered, when they are put to the vote, they will be put in pairs so that a winner is chosen from the options.

CHOICE OF WINNERS

The public of social networks (Facebook and Instagram) will be in charge of choosing the winning activities by voting through Stories.

This only in the profile of THE WORLD UNITED FOR LIFE on Facebook and Instagram: @mundounidoporlvida

DATES AND ACTIVITIES



Wednesday, September 25:

Reception of activity registration form and attached material from each company, until the end of the day (11:59 pm).



Thursday, September 26:

Publication of video and photographs of the postulated activity (individual post by the company) on social networks (Facebook and Instagram) of *THE WORLD UNITED FOR LIFE* (@mundounidoporlvida).

Note: On both social networks, it is published with the Collabs tag with the profile of the participating company, so it must be approved by each account. The above with the aim of obtaining more interaction from the public, since the publication will also appear on the company's profile.



From September 26 to October 1th:

Each company must promote interaction among their public, through likes and comments, on the post of their activity.

Note: At the end of the contest, we will be made a special mention on social networks to the company that generates the most interactions (likes and comments) in the post of their activity. This will be regardless of whether it is among the three winners.



Monday, October 1th:

Through Stories on Facebook and Instagram of *THE WORLD UNITED FOR LIFE* (@mundounidoporlaveda) the voting poll will be published so that the public can choose the activity.

Due to the characteristics of the social networking tool, the voting options will be published in pairs.



Tuesday, October 2nd:

ALPAR will add the votes obtained on both social networks (Facebook and Instagram).



Wednesday, October 3rd:

ALPAR will publish the winners through the profiles (Facebook and Instagram) of *THE WORLD UNITED FOR LIFE* (@mundounidoporlaveda).

WINNERS

The three companies most voted by the public on social networks, will gain special recognition from ALPAR and THE WORLD UNITED FOR LIFE:

Certificate **"THE MOST INNOVATIVE ACTIVITIES OF THE WORLD UNITED FOR LIFE 2024"**.

Their names and logos will appear in social media posts, and in a Instagram Story highlight, which will be posted at the top of the profile, highlighting that they were the winners of **"THE MOST INNOVATIVE ACTIVITIES OF THE WORLD UNITED FOR LIFE 2024"**.

ALPAR will create an article (per company) about the winning activities and it will be published in the Blog exclusive for Members and Memorial magazine edition 2024.

- ☑ The winning companies will be mentioned in the “*Notas ALPAR*” bulletin of October 2024.
- ☑ Recognition award. (The delivery method will be agreed upon with the winning companies.)

PROTECTION OF PERSONAL DATA

ALPAR is responsible for the processing of personal information collected through the registration form, a responsibility that may be delegated to a third, ensuring the security of personal information.

ALPAR's protection of personal data policy can be consulted at the following link: <https://alpar.com.co/politica-uso-tratamiento-datos-personales/>

Doubts, concerns and suggestions on protection of personal data can be sent via email: alpar@alpar.com.co

FINAL CONSIDERATIONS

- The contest rules are published on the website: <https://www.worldunitedforlife.com/concurso-actividades-innovadoras/>
- Participation in this Contest implies acceptance of all these rules.
- Each company enters its information voluntarily and considering the characteristics and rules of the Contest. The information provided will be part of a file and/or database.
- ALPAR and THE WORLD UNITED FOR LIFE will not award any prize to the people who participate in the voting to choose the winning activities through social networks.
- This contest is not sponsored, endorsed or administered by Facebook and/or Instagram, nor is it associated in any way with the Meta platform.