Awards for promoting the Life Beyond Tourism® Non Profit Portal
www.lifebeyondtourism.org
an initiative by Fondazione Romualdo Del Bianco®-Life Beyond Tourism® (Florence, Italy)

Promoters
The awards are promoted by the Fondazione Romualdo Del Bianco®-Life Beyond Tourism® together with the Life Beyond Tourism® Non-Profit Portal.

Introduction to the Life Beyond Tourism® Non Profit Portal®
(read it carefully, in order to thoroughly understand the purpose of the contest)
For over 15 years the Romualdo del Bianco Foundation® (Florence, Italy) has been promoting cultural exchange programmes and projects among young students and professionals from different cultural/geographical backgrounds. The success of those projects soon led to the creation of a broader ideology called Life Beyond Tourism. This vision is designed to promote the enhancement of the cultural identity of individual territories and their local economy through tourism based on a profound knowledge of a destination, its traditions and its local realities. This orientation has been implemented in the Life Beyond Tourism® Non Profit Portal (www.lifebeyondtourism.org), a portal dedicated to the discovery, interpretation, communication and preservation of cultural diversity of individual territories.

Simply stated, the Portal would like to demonstrate its visitors the “cultural institutions” (such as museums, monuments, cultural centres/institutes, itineraries and traditions, folk customs, etc.) together with the “traditional businesses” (such as artisans, historical and/or cultural businesses) which embody the true spirit of a place and its local cultural identity. This presentation is on two levels:
1) the cultural institutions and traditional businesses register for themselves in an apposite section;
2) the community members in their profile can suggest the points of interest within their territory or places they have visited.
Through these instruments the visitor can be informed and become aware of the authentic values of cultural diversities.

Aim of the Awards
Participants in the contest are required to describe their territory or the places they have visited through the insertion in the Life Beyond Tourism® Non-Profit Portal of the so-called “points of interest”. In the contest are accepted points of interest related to cultural institutions and traditional businesses (as defined above), after having contacted them directly or realized an apposite bibliographical research.

Who can participate
Participation is free and open to everybody, with no limitations on age.

How to participate
1. Send an email of participation to secretarygeneral@fondazione-delbianco.org with your name, surname and e-mail address (to keep you informed on the updates)
2. Register to the Community on the Life Beyond Tourism® Non Profit Portal (each participant will have a personal profile).
3. Gather specific information (in English) about the local cultural institutions and traditional businesses (as defined above) within their territory or places they have visited.

The information necessary for being counted in the competition are:
- Name of the Point of Interest and general data information (official name of the institution or of the business)
- Address of the Point of Interest
- Short History of the institution/business and its connections with the territory (max 200 words)
- Explanation of the role today of the institution/business on the territory (max 200 words)
- Web address and, eventually, e-mail address
- Minimum 4 representative images

This research can be done by carrying out an apposite documentary research on cultural institution/business considered as the most representative of their territories or of places they have visited. Also the participant can directly contact the institution/business and could suggest them to also register in the portal.
4. Add each point of interest from the profile, by clicking on Add point of interest
5. To finalize the participation send by the deadline, the list of the Point of Interest that you have published on your profile (each with the link of the webpage). The date on the e-mail will be the reference for the final calculation of the awards (see Winners Selection).

**Deadlines**

Deadlines for receiving all the required material:

**November 30th 2012 (midnight Italian time)**

**Minimum requirements**

Each participant have to publish a **minimum of 30 Points of Interest** related to his/her territory or places they have visited. Only participants with at least 30 publications will be taken into consideration. Only Points of Interest written in **English** and presenting the **necessary information** (as per point 2 in How to participate section) will be counted.

**Winner selection**

After the deadline the Secretariat will confer all the received material and prepare the final ranking of all the participants that have reached the minimum criteria. The 30 participants with the highest number of **points of interest** published in the Portal will be selected to receive the awards. In case of equality in the number of points of interest presented the participant that sent first the final list will be awarded.

**Awards**

The thirty best positioned participants in the final ranking will be awarded as follows:

- First prize: 5 nights of accommodation in double room on bed and breakfast basis
- Second to Fifth prizes: 3 nights of accommodation in double room on bed and breakfast basis
- Sixth to Fifteenth prizes: 2 nights of accommodation in double room on bed and breakfast basis
- Sixteenth to Thirtieth prizes: 1 night of accommodation in double room on bed and breakfast basis

Awards will be delivered by:

- **February 15th 2013 for the materials received by June 30th 2012**

by means of written communication via e-mail with enclosed hotel vouchers. The hotel vouchers will have to be used by the end of the year 2013. The hotel reservation will have to be done according to the availability of the **Hotel Pitti Palace al Ponte Vecchio** or another 3 stars hotel in Florence (Information on how to use the awarded voucher will be communicated directly to the winners).

**Queries and further details**

The Secretariat is on the premises of the Fondazione Romualdo Del Bianco®-Life Beyond Tourism® (Via del Giglio 10 - 50123 Firenze). For information please contact:

E-Mail: info@lifebeyonddtourism.org
Website: www.lifebeyonddtourism.org

**Competent Court**

Florence

**Composition of the jury and general criteria for judging the works**

The Jury will be appointed by the promoters. The Jury's decision is final. The Jury reserves the right to announce no winners in the event that the works submitted fail to meet the requirements of the contest.

**Data Protection**

The data collected will be processed pursuant to Legislative Decree 196/2003 (Personal Data Protection Code). They will be used by the Romualdo Del Bianco Foundation®-Life Beyond Tourism® for the purpose of correct organization of the contest. The data collected within the framework of this contest may be treated for institutional and promotional purposes only by the Fondazione Romualdo Del Bianco® and the other promoting entities.

Florence, July 2012