

Green Horizons Open Innovation Program in Portugal

REGULATION

INTRODUCTION

The International Open Innovation Program in Portugal “Green Horizons” (the "Program") is organized by the “Unlimit | Associação Acredita Portugal” (the "Organization") and is supported by “Turismo de Portugal”.

The general objective of the Program is to accelerate the green and digital transition of the tourism sector by supporting tourism companies in adopting innovative green technologies and by fostering collaboration between corporates and startups through pilot projects with tangible impact. In parallel, the Program aims to strengthen Portugal's positioning as a hub for sustainable innovation and to attract international startups to test, validate, and scale their solutions within the Portuguese tourism ecosystem.

The Program is oriented to established startups with a business in the field of tourism with a technological, green, and/or innovative component, or to technological startups that want to adapt their solutions to tourism activities. The Program it is gives priority to startups that:

- a)** Develop solutions for intelligent energy efficiency that optimize energy consumption in tourism operations through monitoring, automation, and waste-reduction measures.
- b)** Support the integrated adoption of renewable energy systems by enabling efficient energy management and informed investment decisions in tourism infrastructure.
- c)** Foster circular economy and local production models that enhance resource efficiency, supply chain transparency, and the use of sustainable local products in tourism operations.
- d)** Promote sustainable mobility solutions for tourism that reduce carbon emissions and improve the management of low-impact transport services.

The Program will occur between April 2026 and October 2026. It starts with a pitch session organized around each of the program's four verticals. To introduce startups to partner companies, these sessions will be held online.

Following the presentations, companies will determine which startups they would like to connect with, and startups will do the same. These will serve as the basis for further conversations aimed at co-developing pilots or commercial partnerships. The program will end in October 2026, with a Hybrid demo day with the selected 6 finalists.

I GOALS

The goals of the program are to:

1. Accelerate the green transition of the tourism sector in Portugal through the adoption and testing of national and international sustainable solutions;
2. Address priority challenges identified by tourism companies, in alignment with the strategic guidelines of Turismo de Portugal, including Tourism 2027 and the 2030 Agenda;
3. Foster collaboration between startups, tourism companies, and ecosystem stakeholders through the co-creation of innovative solutions;
4. Facilitate startups' access to investment opportunities, mentorship, and market entry, supporting their scalability and growth;
5. Actively contribute to the decarbonization and circularity of the tourism economy;
6. Strengthen Portugal's positioning as a leading destination for sustainable tourism and environmental innovation.

II RECIPIENTS

1. The Green Horizons program is intended to support the development of innovative projects and to accelerate the go-to-market of startups in tourism, helping them access potential clients, acquire knowledge, network, and specialized support to transform and integrate their businesses into the Portuguese and European digital ecosystems.
2. Participation is open to entities established for less than 10 years, with pilot readiness and application in the tourism industry.
3. "Unlimit | Associação Acredita Portugal" or people with connection, work, or internship ties, or who in any other way collaborate with the Organization, cannot apply to the Program. First-degree relatives of any person with associative, work, or internship ties, or who otherwise collaborates with the Organization, are not eligible to apply.

III APPLICATIONS

1. Only applications submitted via the online application form [link](#) will be accepted.
2. The application period runs from 00:01 (WET) on January 13th until 23:59 (WET) on April 26th;
3. Participation is open to people of any nationality who are 18 years or older.
4. There is no limit to the number of participants per startup.
5. For contest purposes, the projects submitted are considered the creation of the person (Promoter) who completes the online registration. That person is free to add or exclude team members at any time.

6. If justified, the Organization may request additional information and establish a deadline for its submission.
7. The selected startups will be announced on May 1st, 2026, and the list will be published on the Green Horizons program website. The selected teams will be informed via the email address indicated in the application.

IV

SELECTION CRITERIA

1. Startups will be selected based on the following criteria:
 - a) Alignment with corporate needs: relevance, usefulness, and suitability of the proposed solution to address market needs and key pain points identified by tourism companies;
 - b) Startup maturity: level of readiness to implement a pilot project, considering team structure, solution maturity, and particularly performance indicators such as revenue and number of sales;
 - c) Team: level of multidisciplinary, commitment, and execution capacity demonstrated by the founding and operational team;
 - d) Business model: quality and differentiation of the solution compared to existing alternatives, addressable market size, and scalability potential;
 - e) Exclusion criterion: startups with more than 10 years of existence will not be eligible to participate in the Program.
2. The selection of the 20 Startups will be made by a jury appointed by the Organization, and all decisions are final and cannot be contested.

V

GENERAL CONDITIONS FOR PARTICIPATION

1. Participation in Green Horizons is free, no fees or taxes are charged, and no equity participation is required.
2. The Open Innovation Program will be conducted in English.
3. The program will run virtually, except for Demo Day, when the 6 finalists will be invited, depending on geography, to attend in person in Lisbon or remotely.
4. During the Proving Concepts phase of the program, startups have access to "Unlimit | Associação Acredita Portugal"'s incubation space located in Vila Nova de Gaia, Portugal.
5. The Program may be adapted due to unforeseen circumstances and conditions.

VI

PROGRAM STRUCTURE

1. The Green Horizons program runs from April 2026 to October 2026 and foresees the realization of the following:
 - a. Application Phase, through an online platform: January 13 to April 26;

- b.** Forming the Batch to select the 20 participating startups: April 27 to May 1;
- c.** Proving Concepts, from May to September:
 - i.** Kick-off and project alignment sessions to define objectives, KPIs, expected outcomes, pilot scope, and mentoring needs for each startup–corporate collaboration;
 - ii.** Ongoing project monitoring through structured information collection and progress tracking;
 - iii.** Pilot design and implementation support, including alignment meetings between startups and partner companies;
 - iv.** Expert mentoring sessions (group and individual) tailored to startups’ challenges, covering funding opportunities, go-to-market strategies in Portuguese tourism, and market entry;
 - v.** Landing support in Portugal, through guidance and connections with key ecosystem partners on company setup, visas, legal, certifications, and licensing;
 - vi.** Ecosystem integration activities, encouraging participation in relevant national events, regional tourism initiatives, and sector associations.
- d.** Demo Day:
 - i.** 1st Moment: One week before the final event, a two-day online pitching session will be held, with 10 startups per day presenting 5-minute pitches followed by up to 15 minutes of Q&A with the jury. Based on the selection criteria, pilot progress, and corporate feedback, the finalist startups will be selected (6 or more, depending on the number of pilots and the progress made to date).
 - ii.** 2nd Moment: In October, the final event will be held in person and streamed online, featuring pitch presentations by the selected group of finalist startups, concluding with the selection and announcement of the 3 winning startups.

Finalist startups will receive expense support to cover their costs for attending the Demo Day in Lisbon and meeting with potential clients.

Amounting to 1150€ for 1 person per startup, this support includes:

- Up to 600€ for a flight ticket to Portugal
- Up to 100€ per night in a hotel
- Up to 30€ per diem

This payment is dependent on sending proof of participation on the demo day and the meetings conducted with potential clients and partners. The reimbursement is applied for the day of the Demo Day and the working days with meetings with potential clients, except for the demo day, for a total period of up to 10 straight days.

Invoices must contain Acredita Portugal’s company details:

- Company Name: Acredita Portugal
- VAT: 508664144
- Address: Rua Diogo Cassels, no121 loja 12, 4430-076 Vila Nova de Gaia

AWARDS

1. It is foreseen that the 3 winners will be awarded as follows:
 - a) Up to one year of physical incubation at our offices in Vila Nova de Gaia, Portugal;
 - b) Support in the internationalization process to Portugal (for the startups from outside of Portugal);
 - c) PR support in developing a content plan for promoting the startup in Portugal;
 - d) Perks offered by our partners;
2. The selection of the 3 (three) best projects is the responsibility of a jury appointed by the Organization, and its decision cannot be contested.
3. The prizes are attributed to the startup free of charge.

VIII

COPYRIGHT AND INDUSTRIAL PROPERTY

1. Any intellectual property rights, including copyrights and industrial property rights that exist and are related to the Startup's project submitted to Green Horizons, belong and will continue to belong to the participating Startup.
2. The participating Startup declares and warrants that it owns all intellectual property rights, including copyrights and industrial property rights, or its rightful user, relating to the project, including trademarks.
3. The participating Startup further states and acknowledges that the support to be provided by the Organization will be limited to the actions listed in this Regulation and, as such, will not imply any use or exploitation of any work or the use of any inventions of the participating Startup by the Organization.
4. The Organization cannot be held responsible for improper use of the work or violation of industrial property, and the defense of copyrights or industrial property rights related to the project, including against claims, complaints, or actions filed or brought by third parties, shall be the sole and exclusive responsibility of the participating Startup.
5. The participating Startup will indemnify the Organization for all losses, damages, or costs arising from actions or proceedings for violating intellectual property rights due to or related to the participating Startup in the Program.
6. The participating Startup cannot use the brands, logos, or any other identifying element of "Unlimit | Associação Acredita Portugal", for any purpose, without its prior written consent.
7. The members of the participating team may not invoke any personal rights regarding intellectual property rights to prevent the fulfillment of their obligations under this Regulation.

IX

CONFIDENTIALITY

1. Without prejudice to compliance with legal reporting obligations, the Organization and the participating Startup expressly undertake to treat and keep confidential all information concerning their business, as well as, in general, all information concerning the Organization or the participating Startup, of which they may

become aware by virtue of this Program, henceforth referred to as "Confidential Information".

2. For the purposes of the preceding paragraph, if the participant Startup wishes that certain information not be disclosed or made public, it must, in writing and prior to sharing it with the Organization, expressly mark such information as "CONFIDENTIAL". All information transmitted by the Organization to the participating Startup shall be assumed Confidential.
3. The Organization and the participating Startup shall be respectively responsible for the compliance of their employees, consultants, advisors, or representatives with the confidentiality obligation outlined in this article.
4. The Organization and the participating Startup undertake to use the Confidential Information solely and exclusively for the purposes of the present Regulation, including, to the extent necessary, for the execution of the Green Horizon Program, as well as for its dissemination and promotion.
5. The participating Startup grants the Organization sufficient authorization to use the non-confidential information that integrates its projects, as well as its identifying elements and distinctive signs, in promotional and marketing actions or that, by any form and means, imply the dissemination of the Program, as well as of its participating teams and the respective projects presented.
6. The confidentiality obligation contained in this clause shall not apply if the information is in the public domain or when the party that disclosed it demonstrates to the other party that its knowledge did not result from the execution of the Program.
7. The confidentiality obligation provided for in this Article shall remain in full force and effect even after the Program's termination.

X

DATA PROTECTION

1. By enrolling in the Green Horizons program by filling out the application form, you accept the privacy policy of the "Unlimit | Associação Acredita Portugal", which can be consulted online: <https://unlimit.ventures/program/green-horizons/privacy-policy/>.
2. For the purpose of applying to the Program, participants must submit a set of personal data. This data is considered essential to the participation process and will be processed in the framework of the relationship established between participants and "Unlimit | Associação Acredita Portugal".
3. "Unlimit | Associação Acredita Portugal" is responsible for processing the personal data mentioned in the preceding paragraph under the terms of the applicable legislation in force, undertaking to respect the applicable rules.
4. The personal data collected are intended for various purposes inherent to the management and organization of the Program.
5. If given consent by the participants, the Organization may also process personal data for the purpose of sending news, communications, initiatives, or other matters related to "Unlimit | Associação Acredita Portugal".
6. Additionally, with the consent of the participants, "Unlimit | Associação Acredita Portugal" may also capture and share images taken during the Program, both internally and externally, to the general public, regardless of the medium, by all known means and ways. This authorization to capture and use images implies the granting to "Unlimit | Associação Acredita Portugal", under the broadest terms allowed by law, of all rights arising from the images captured in this context, which

may be freely processed in any existing media or those to be developed in the future, as well as altered, edited, and adapted, without limitation as to the content of the participation, degree of exposure and also as to the territorial and temporal scope.

7. Without loss to what is referred to in the preceding paragraph, the participants declare and accept that if they are part of the winning projects, "Unlimit | Associação Acredita Portugal" may disclose their personal data (namely their identification data and data related to their involvement in the project), as well as their image. "Unlimit | Associação Acredita Portugal" will process this data based on the legitimate interest of "Unlimit | Associação Acredita Portugal" in sharing the winning projects with the general public.
8. "Unlimit | Associação Acredita Portugal" may use other entities to provide certain services or to develop events and partnerships to provide the best possible service to the participants. This provision of services or the partnership established may involve access, by these entities, to the personal data of the data subjects.
9. The entities that act as subcontractors of the organization will process the personal data on behalf of "Unlimit | Associação Acredita Portugal", and only in accordance with its documented instructions. "Unlimit | Associação Acredita Portugal" seeks to ensure that these subcontractors offer sufficient guarantees of execution and adequate technical and organizational measures so that the processing will meet the requirements of the applicable legislation and ensure the security and protection of the rights of the data subjects.
10. "Unlimit | Associação Acredita Portugal" may also transmit personal data to third parties when it deems such data communications necessary or appropriate (i) considering applicable law, (ii) in compliance with legal obligations/judicial orders, (iii) to respond to requests from public or government authorities, (iv) as well as within the scope of partnerships it has established.
11. "Unlimit | Associação Acredita Portugal" will keep the personal data for as long as the relationship is established, plus the limitation and forfeiture periods of the rights arising from them unless it is required to keep them for a longer period by law.
12. Participants may, at any time, exercise their rights regarding personal data, including the right of access, rectification, erasure, limitation of processing, objection, and portability, by emailing hello@unlimit.ventures.
13. Without loss to any other administrative or judicial remedy, the participant has the right to file a complaint with the National Data Protection Commission if he/she believes that the treatment of his/her data by "Unlimit | Associação Acredita Portugal" violates the legal regime applicable at any given time.

XI

FINAL PROVISIONS

1. Participants must act in a cordial manner and with respect for the rules and procedures of operation and programming defined by the Organization.
2. Failure by any participant to comply with the rules set forth in this Regulation may result in expulsion from the Program and possible exclusion of the Startup from the finalists' group.
3. The Organization reserves the right to change this Regulation, informing the participants of the changes through its online page.

4. All cases not covered by this Regulation will be resolved at the sole discretion of the Organization.
5. The present Regulation is interpreted under Portuguese law.
6. To resolve all disputes arising from the participation in this Program, whether concerning the interpretation of these Regulations or its execution, the Court of the District of Porto has exclusive jurisdiction.
7. By participating in the Program described in this document, candidates declare that they have read, understood, and accepted, without reservation, the terms and conditions of participation in the contest set forth in this Regulation.