

Award for the best Master's Final  
Project in the field of Sustainable  
Development

UPF Barcelona School of Management Chair of  
International Studies in Institutional Communication for  
Development and Sustainable Growth.



BARCELONA  
SCHOOL OF  
MANAGEMENT

## **AWARD FOR THE BEST MASTER'S THESIS IN THE FIELD OF SUSTAINABLE DEVELOPMENT**

**Conditions of the 4th edition of the UPF-BSM Award for the Best Master's Final Project in the field of Sustainable Development, created within the framework of the Chair of International Studies in Institutional Communication for Development and Sustainable Growth.**

### **1. Object and Purpose**

The Chair of International Studies in Institutional Communication Institutional Communication for Development and Sustainable Growth, created by the UPF *Barcelona School of Management (hereinafter UPF-BSM)* in collaboration with AGBAR, was born from the wish to promote scientific study and the dissemination of knowledge on the 2030 Agenda and sustainability. To this end, the Chair studies the different challenges posed by the 2030 Agenda, to make useful and interdisciplinary knowledge available to the academic and private world.

The Chair announces the fourth edition of the Award for the Best Final Master's Project (hereinafter AWARD) that addresses the issue of sustainability and/or sustainable development, directly or indirectly, with the aim of promoting them and giving them visibility.

### **2. Requirements to participate in this PRIZE**

Participation is open to any master's student enrolled at UPF-BSM, whether it is an official or private degree, who presents their final Master's Project during the 2025-2026 academic year.

#### **2.2. Incompatibilities Regime**

If any candidate is a member, administrator, employee and/or collaborator of UPF-BSM and/or AGBAR, or of any company or entity directly linked to them; or the candidate is a relative, ascendant, descendant, spouse or common-law partner, up to the second degree of consanguinity or affinity of the employees of either of these two entities, the candidate will not be able to participate.

The mere participation implies full acceptance of the full content of these Conditions and the non-acceptance of any of the points that make up these Conditions implies the resignation of participation in this award and, in case of being selected and/or awarded, the automatic resignation to the prize. Failure by any participant to comply with the conditions established in these Conditions will mean the automatic cancellation of their participation.

In the same way, any indication or false information or indications of falsehood, multiple participations or fraud, will cause the immediate disqualification of the participant and, where appropriate, the obligation to return the prize if it had already been delivered.

UPF- BSM reserves the right to justifiably eliminate any participant who defrauds, alters, or hinders the proper functioning and normal course of this AWARD

### **3. Requirements and characteristics of the Work**

The projects eligible for this AWARD must be Master's Final Projects, either official or own, developed within the framework of studies completed at UPF-BSM. The theme of the Master's Final Project must be linked to Sustainable Development.

The Master's Final Project must have been developed and deposited during the 2025-2026 academic year. Master's Final Projects deposited in previous academic years will not be accepted.

The Master's Final Project may be individual or in groups and may be from a single discipline or multidisciplinary.

The writing of the Master's Final Project must be in Spanish, Catalan or English.

### **4. Prize**

The PRIZE is endowed with a total economic contribution from the UPF-BSM of 600 euros for the winning project. If the winning project is a Master's Final Project carried out in a group, the amount of the prize will be distributed equally among its components.

The winners will be summoned to a PRIZE award ceremony in which they will present their Master's Final Project in a public session.

The award ceremony will take place in person at the UPF-BSM headquarters during the month of December 2026.

Travel and lodging expenses will be borne by the winners. However, in the event that the awarded person is unable to attend in person, their digital participation will be enabled, and the event will be held in a hybrid format.

### **5. Registration process and delivery of works**

The registration period jointly submission of the final projects ends on September 15, 2026. No delivery after this day will be accepted.

For the registration to be effective and the application to be submitted, an e-mail must be sent to [catedra.comsostenibilitat@bsm.upf.edu](mailto:catedra.comsostenibilitat@bsm.upf.edu) attaching the information detailed below:

- Name of the participating student, UPF-BSM program in which the Master's Final Project has been developed, topic and name of the person who has supervised or tutored the work.
- Document of the relevance of the project (max. 1,500 characters, including links to any additional material considered relevant).

- Document of the adequacy of the project to the lines of research explored by the Chair, and in particular to the themes of sustainability and sustainable development (maximum 1,500 characters).
- Master's Final Project report in \*pdf format.
- Letter of recommendation for the AWARD from the teachers who have tutored or supervised the Master's Final Project.
- Curriculum Vitae of the author of the Master's Final Project.

All Master's Final Projects must comply with the presentation rules of these bases.

## **6. Valuation criteria**

After the deadline for the presentation of Master's Final Projects to the award, all the works will be evaluated in order to determine their quality, considering the following evaluation criteria:

### **6.1.- Actuality and relevance of the topics covered**

The Master's Final Project that addresses a problem with a wide current impact and related to sustainability will be considered actual and relevant.

### **6.2.- Quality of the memory of the TFM submitted**

The quality of the project submitted, its originality and adaptation to the parameters of sustainable development will be valued.

### **6.3.- Impact and applicability of the project**

The scope of the impact that the project may have on society will be considered, as well as its potential practical applicability.

### **6.4.- Academic quality**

The submitted project must comply with the formal requirements for Master's Final Projects of the program from which the work originates.

UPF-BSM reserves the right to declare this AWARD void, if the Selection Committee deems it appropriate. The ex aequo PRIZE may also be awarded, as well as second prizes that recognize the merit of the work.

## **7. Jury and selection procedure**

The selection jury will be made up of a Selection Committee that for this edition will be made up of the following members:

- 1 member of the Academic Council of the Chair.
- 2 members of the Chair Team.

The UPF-BSM Academic Secretariat will act as secretary.

The Allocation Committee will award the PRIZE according to the evaluation criteria established in these bases.

After the appropriate deliberation, the Committee will issue the award resolution. The Committee's decision is final.

The Committee may summon the finalists to a prior interview if it considers it so and will resolve any issue not provided for in these bases.

## **8. Resolution and publication of results**

The final resolution, which must express the relationship of the PRIZE winners, will be communicated by e-mail individually to each one of them.

## **9. Tax treatment**

The PRIZE that regulates these Bases does not meet the requirements of article 7 of Law 35/2006, of November 28, on Personal Income Tax, to be exempt from taxation, and consequently the UPF-BSM will practice the appropriate withholdings in each case.

## **10.- Image and dissemination rights**

Participants who have been awarded expressly consent to UPF-BSM to reproduce, use, publish and disseminate their image in any media, including the internet and UPF-BSM social networks, for advertising and promotional purposes exclusively in relation to their status as finalists for this AWARD, without said activities conferring the right to remuneration or any benefit, with the exception of the delivery of the prize obtained in accordance with these bases.

## **11. Intellectual and Industrial Property Rights**

Each candidate or participant guarantees to UPF-BSM that they are the author and owner of all rights, both intellectual and industrial property (brands, logos, designs, content...) that are included or used in the projects presented. The participating persons state that they are not infringing the intellectual or industrial property right or any other right that any third party in Spain or abroad may hold to the contents, exempting UPF-BSM from any responsibility. UPF-BSM will not be responsible for the non-compliance of any rule or any infringement of the rights of third parties carried out by the participants within the framework of this AWARD.

## **12. Data protection**

### **12.1.- Basic information on Data Protection.**

#### **12.1.1.- Responsible**

FUNDACIÓN INSTITUTO DE EDUCACIÓN CONTINUA (hereinafter, "UPF-BSM") is the responsible of the participants personal data in this AWARD. UPF-BSM is a private foundation that owns the private higher education teaching center, a center attached to Pompeu Fabra

University called “Barcelona School of Management”, with registered office in Barcelona, C/Balmes, 132-134, 08008 and with contact email for the purposes of personal data protection [rgpd@bsm.upf.edu](mailto:rgpd@bsm.upf.edu)

#### 12.1.2.- Purposes and legitimacy

UPF-BSM will process the personal data of the participants, by virtue of the execution of these legal bases to regulate participation in the AWARD for the following purposes:

- To analyze the adequacy of the participating people and to be able to carry out an allocation process for the possible awarding of the prize.
- To ensure that the participating people meet the requirements throughout the entire process.
- To proceed with the corresponding payments in the event that the prize or scholarship is awarded.
- To comply with the rights and obligations that the AWARD implies for UPF-BSM and for the participants.

#### 12.1.3.- Recipients

The personal data of the participants will not be communicated to third parties except legal obligation or where appropriate and provided that such access and data processing is essential for the provision of a specific service to UPF-BSM. Under this scenario, UPF-BSM will in any case sign the corresponding treatment manager contract with each of said third parties, who will process the data exclusively for the purposes determined in each case.

#### 12.1.4.- Conservation of data

The personal data of the participating persons will be kept throughout the entire duration of the process and during compliance with the rights and obligations assumed by UPF-BSM and by the participating persons described in these legal bases. And once this is finished, the period necessary to comply with the applicable legal obligations.

#### 12.1.5.-Rights

The participating persons may at any time exercise their rights of access, rectification, deletion, limitation to treatment, data portability and opposition.

To exercise these rights, the participant can send their request, attaching a copy of their ID, passport or other valid document that identifies them, to Balmes 132-134, 08008, Barcelona; or through the following email address: [rgpd@bsm.upf.edu](mailto:rgpd@bsm.upf.edu).

In any case, the participating persons have the right to file a claim with the Spanish Agency for Data Protection if they deem it appropriate.

## 12.2.- Additional Information

Additional information on the UPF-BSM privacy policy can be obtained published on the UPF-BSM website: <https://www.bsm.upf.edu/en/privacy-policy>

For any **questions** regarding these bases, you should contact the  
email address:

[catedra.comsostenibilitat@bsm.upf.edu](mailto:catedra.comsostenibilitat@bsm.upf.edu)



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