III PREMIOS ALBIA DE SOSTENIBILIDAD EN EL SECTOR FUNERARIO

RULES III EDITION OF THE ALBIA SUSTAINABILITY AWARDS

FIRST. - Objective:

ALBIA GESTIÓN DE SERVICIOS, S.L.U., hereinafter referred to as Albia Group, celebrates the third edition of the Albia Sustainability Awards, in order to recognise and support the best national and international initiatives and practices that impact or may impact the funeral and social health field and that promote sustainability, sustainable innovation, social responsibility and emotional well-being.

The awards are aimed at individuals, the self-employed, companies and entities with an impact or with the potential to impact the funeral sector due to the type of services, products or customers, non-profit organizations, public socio-health organizations and public and private institutions.

SECOND. - Award categories:

The third Albia Sustainability Awards will be presented in the following general categories, with the aim of recognizing initiatives or projects that are currently active:

1. **BEST ENVIRONMENTALLY CONSCIOUS INITIATIVE:** Best product or service with environmental awareness in the funeral/social health field or with the capacity to influence and add value to the funeral sector.
2. **BEST INNOVATION OR USE OF TECHNOLOGY:** Best innovation or use of technology that contributes or can contribute to sustainability in the funeral service.
3. **BEST EMOTIONAL CARE AND ACCOMPANIMENT INITIATIVE:** Best emotional care and accompaniment initiative for people before, during and after grief.
4. **BEST INITIATIVE OR PROJECT WITH SOCIAL IMPACT:** Best initiative or project with social impact applicable or inspiring for the funeral sector.
5. **BEST INTERNATIONAL INITIATIVE OR PROJECT IN SUSTAINABILITY:** Best international initiative or project in sustainability applicable or inspiring for the funeral sector.

They will also be awarded in a new category specifically for university students:

1. **UNIVERSITY IDEAS LAB:** best innovative university proposal that, from a sustainability perspective, can contribute to the transformation of the business world and the funeral sector.

Likewise, Grupo Albia reserves the right to grant the following unofficial honorary recognitions:

1. Honorary recognition for the leadership and exemplary track record in sustainability and good governance of an organization committed to the well-being of society.
2. Honorary recognition for the work of dissemination and contribution to the promotion of sustainable values in society.
3. Honorary recognition for excellence in sustainable public administration.

The purpose of each category is described below, and the evaluation criteria are detailed:

BEST ENVIRONMENTALLY CONSCIOUS INITIATIVE:
Best product or service with environmental awareness in the funeral/social health field or with the capacity to influence and add value to the funeral sector

Aimed at recognising proposals that integrate sustainable practices and contribute to the reduction of environmental impact, either from the funeral and/or social health sector itself or from other areas with the capacity to generate impact and inspiration applicable to the sector.

Initiatives from any industry or sector that promote sustainability through the circular economy, efficiency in the use of resources, responsible waste management, emission reduction or environmental conservation will be valued. Products, services or solutions that incorporate ecological materials, responsible processes, the use of renewable energies or the design of more sustainable spaces and infrastructures will also be taken into account.

Some examples include low-impact waste management projects, the design of energy-efficient spaces, the use of ecological fleets, biodegradable urns, recyclable coffins or services that offer ceremonies in nature and rituals with a low ecological footprint, among others.

The evaluation criteria to be considered for the selection of the finalist candidacies
In this category are the following:

- Environmental impact (emission reduction, energy efficiency, resource conservation, and certifications).
- Use of eco-friendly materials and responsible manufacturing processes.
- Creativity and innovation.
- Replicability potential.

BEST INNOVATION OR USE OF TECHNOLOGY:
Better innovation or use of technology that contributes or can contribute to sustainability in the funeral service

Aimed at recognising innovative proposals that incorporate the use of technology and digitalisation to improve sustainability, either from the sector itself or from other environments with the capacity for application and impact.

Initiatives that use technological solutions to optimise efficiency, reduce resource consumption and minimise the environmental footprint of the funeral service will be valued. Projects that improve the management, accessibility or experience of the service through digital tools will also be considered, always from a sustainable perspective.

Some examples include the implementation of digital platforms for the management and planning of services that reduce the use of paper and other physical resources, the use of virtual or augmented reality technologies to offer remote memorial services, or the development of technological funeral products that contribute to a lower carbon footprint, such as smart ballot boxes, among others.

The evaluation criteria to be considered for the selection of the finalist candidacies In this category are the following:

- Creativity and technological or digital innovation.
- Impact on sustainability.
- Efficiency and effectiveness of the service.
- Replicability potential.

BEST EMOTIONAL CARE AND SUPPORT INITIATIVE:
Better initiative for emotional care and support for people before, during and after grief

Aimed at recognising proposals dedicated to the care and emotional support of people in all phases of grief, including palliative care and the period after death.

Programmes, services or projects that offer psychological and emotional support, as well as educational resources and support tools that help cope with the loss of a loved one and contribute to improving emotional well-being during this process will be valued. Initiatives promoted by the social and health sector, both public and private, will also be taken into account.

The evaluation criteria to be considered for the selection of the finalist candidacies In this category are the following:

- Emotional impact.

- Accessibility.
- Comprehensive support during, before or after grief.
- Creativity and innovation.
- Replicability potential.

BEST INITIATIVE OR PROJECT WITH SOCIAL IMPACT:
Best initiative or project with applicable or inspiring social impact for the funeral sector

Aimed at recognising proposals that, coming from the funeral sector or other sectors, contribute significantly to the well-being of people and the development of a fairer, more egalitarian and inclusive society.

Initiatives that promote equity, social justice, cooperation and the improvement of areas such as health, education or the environment will be especially valued. Proposals that promote awareness of death and mourning, support for vulnerable groups and community participation will also be considered.

The evaluation criteria to be considered for the selection of the finalist candidacies
In this category are the following:

- Social and community impact.
- Sensitization and awareness.
- Collaboration with social entities.
- Long-term viability and sustainability of the project.
- Creativity and innovation.
- Replicability potential.

BEST INTERNATIONAL INITIATIVE OR PROJECT IN SUSTAINABILITY:
Best initiative or project with applicable or inspiring social impact for the funeral sector

Aimed at recognising proposals developed at the international level that stand out for their contribution to sustainability, either from the funeral sector itself or from other sectors with the capacity to be applied to, influence, or inspire it.

Initiatives from any industry or geographical context that promote decarbonisation, the circular economy, energy efficiency, responsible resource management or innovation in sustainable processes and business models will be valued. Proposals that are contributing to transforming their respective sectors from a responsible and committed perspective will also be considered.

The evaluation criteria to be considered for the selection of the finalist candidacies In this category are the following:

- Local context in which the initiative is developed.
- Contribution to the reduction of environmental impact.
- Creativity and innovation.
- Replicability potential.

UNIVERSITY IDEAS LAB

A new category exclusively for university students interested in sustainability. Participants may submit innovative idea proposals that can contribute to transforming the business world and the funeral sector from a sustainability perspective. Ideally, proposals should align with one or more Sustainable Development Goals (SDGs) and address current challenges such as carbon footprint reduction, circular economy, or energy optimization.

The evaluation criteria for selecting the winning project in this category are as follows:

- Potential social and community impact.
- Contribution to reducing environmental impact.
- Creativity and innovation.
- Replicability potential.

Honorary recognitions:

- **Honorary recognition of the leadership and exemplary track record in sustainability and good governance of an organization committed to the well-being of society**: recognition of organizations or companies that have demonstrated an exemplary track record in sustainability, commitment to the community and management aligned with the principles of good governance, standing out for their ethics, transparency and social responsibility.
- **Honorary recognition for the work of dissemination and contribution to the promotion of sustainable values in society**: recognition of a project/disseminator that has contributed significantly to the promotion of sustainable values in society.
- **Honorary recognition for excellence in sustainable public administration**: recognition of public entities or institutions that have stood out for their commitment to sustainability, implementing exemplary practices that benefit the social and environmental environment.

THIRD. - Requirements and submission of applications

For the GENERAL categories:

The III Albia Sustainability Awards are open to individuals, self-employed persons, companies and entities with an impact or potential impact on the funeral sector due to the type of services or clients, non-profit organizations, public socio-health organizations and public and private institutions with an impact or potential impact on the funeral sector.

Those companies, organizations or entities that are winners in the first and second editions of the Albia Sustainability Awards may not apply for the same project. This limitation aims to encourage the participation of new initiatives and guarantee the diversity and innovation of the projects evaluated. However, projects submitted in previous editions that were not selected as winners or finalists may be submitted again.

New applications must be submitted between **25 May and 31 July 2026**, following the extension of the original deadline of 17 July.

Registration will be made through the official website of the **Albia Sustainability Awards** (https://premiosalbiasostenibilidad.com/), through a form in which the following points must be detailed:

1. General data of the entity.
2. Category or categories to which it is submitted and with which project.
3. Name and brief description of the project or initiative.
4. Good Governance instruments implemented in the organization.
5. Objectives of the initiative.
6. Differentiating and innovative aspects of the project.
7. Success factors or results obtained to date.

Participants may apply for more than one category, either with the same initiative or with different ones, with a maximum of five projects per entity. Each application must be submitted through a separate form. Entries can be submitted in both English and Spanish.

Likewise, additional relevant and timely information (photographs, videos, dossiers, etc.) may be provided digitally with a weight of no more than **10 MB.**

The candidatures will be submitted to a pre-selection process by the Technical Secretariat (see section four) before being examined by the jury. The Technical Secretariat may contact the candidates presented to learn more about the initiative presented and request the necessary documentation for its validation and evaluation. In

addition, the Technical Secretariat may modify the category of the candidacy if it deems it appropriate.

The information submitted by the participating companies and institutions will be confidential and will be destroyed by Grupo Albia once the use of it has ended.

Grupo Albia may invite entities, institutions, companies and/or personal candidatures to apply for the different categories of the awards.

For the UNIVERSITY IDEAS LAB category:

The third Albia Sustainability Awards are also open to university students.

Applications can be submitted individually or collaboratively, in groups of 2 to 3 students. They should include a basic project report of no more than 5 Word pages or 15 PowerPoint slides, briefly describing the initiative (executive summary), its objectives, methodology and implementation proposal, and its potential or expected impact. Additionally, if feasible, students are encouraged to include prototypes and supporting materials such as images or videos, which will be positively valued. Therefore, it will not be necessary to complete the official application form required for other categories.

Applications should be sent directly to the email addresses premiosalbia@tinkle.es and sostenibilidad@albia.es.

Projects will be evaluated based on their innovation and originality, potential environmental and social impact, and feasibility or real-world implementability.

The submission period runs from **May 21 to October 23, 2026**, following the extension of the original deadline of October 1. Project evaluation will take place throughout October, and the announcement of the winning project will be made in November.

FOURTH. - Technical Secretariat.

To support the jury in its deliberations, it has the support of the Technical Secretariat of the awards, represented by Corresponsables, which acts as an independent evaluation entity and collaborating partner of the awards. All this, with the aim of ensuring that the process has the highest level of rigour and independence, to guarantee equal opportunities for all participants, confidentiality, transparency, objectivity and reliability in the evaluation of candidatures.

Co-responsible, as Technical Secretary of the Albia Group awards, will have the following functions:

- Validate the information presented.
- Objectively evaluate the projects presented in the different candidacies, based on the specifications given.
- Prepare the technical file of each candidate and the evaluation report of the candidacy, for subsequent evaluation.

The Technical Secretariat will send an evaluation summary of the candidatures once the evaluation process has been completed. Likewise, the Technical Secretariat may require additional information justifying the merits alleged by each of the candidatures. To this end, a visit or interview with the participant(s) may be required, respecting, in all cases, the confidentiality of the data provided. If deemed necessary, the Technical Secretariat reserves the right to relocate the candidatures to another category.

FIFTH. - Jury:

The jury for the general categories will be composed of various experts from the funeral sector and specialists in ESG (Environmental, Social, and Governance) matters.

The jury must evaluate the candidatures presented. Once assessed, it will decide the winning candidacies in each category.

The prize(s) may be declared void in whole or in part. The jury's decision will be final.

The 'University Ideas Lab,' in turn, will have an evaluation committee composed of members of Grupo Albia, responsible for assessing the submitted projects and selecting the winning initiative according to the established criteria.

SIXTH. - Awards:

The awards presented in the general and honorary categories will be honorary and carry no monetary value. The winners will be recognized at an awards gala, to be held in November 2026.

Meanwhile, the winner of the project selected in the university category will receive a €1,000 scholarship as study support, in addition to being recognized at the November gala.

Participation in the call implies acceptance of these rules, which can be consulted at any time in premiosalbiasostenibilidad.com.

Grupo Albia will make public the jury's decision at the awards ceremony and will disseminate the results of the awards and projects through various media and digital media.

The winners of the III Albia Sustainability Awards may publicise and disseminate this circumstance, by any means they deem appropriate, from the moment it is made public. Grupo Albia will give the winners the graphic image of the prizes for dissemination.

Participants authorise Grupo Albia to reproduce, distribute and publicly communicate the materials presented, guaranteeing their confidentiality and appropriate use.

For any questions or additional information, please contact premiosalbia@tinkle.es

SEVENTH. - Rights over the materials and projects submitted

The participants in this initiative authorise Grupo Albia, free of charge and without any temporal or territorial limitation, to carry out the following actions:

- Reproduce, distribute, publicly communicate and use, by any means, both by Grupo Albia and third parties, the videos, documents, photographs and material of any kind with which the participants participate in the III Albia Group Sustainability Awards.
- Use the brand, logo, image and/or voice of the participants, including both the materials submitted and the recordings that, where appropriate, Grupo Albia makes for the dissemination of the initiative or product presented to these awards.
- Disseminate this material on the Internet, social networks, the media, annual report and internal use, as well as in the interviews and recordings carried out during the events organised on the awards ceremony.

Grupo Albia may also use the materials submitted, as well as audio and video recordings and/or photographs, in its operational documentation. However, Grupo Albia does not make any commitment with respect to the dissemination of the documentation submitted, and may, consequently, disseminate it at the time it deems appropriate, do so partially or even not disseminate it.

EIGHTH. - Personal data:

Grupo Albia, organiser of the III Albia Sustainability Awards and data controller, informs that the personal data collected will be used for the following purposes:

- Assess and manage the candidacies for the III Albia Sustainability Awards.
- Process the registration and participation in the III Albia Sustainability Awards.

- Publish and disseminate the data of the winners of the III Albia Sustainability Awards through the media and digitally.
- Establish communications from the Group to the candidates, related to the awards or the company's activity.

The legal basis for the processing of your personal data is the execution of a contract, which is considered to have been entered into when you register for the III Albia Sustainability Awards. If you withhold your consent to any of the purposes described, you will not be able to participate.

Your data will be transferred to third parties that collaborate in the organization and dissemination of the awards, as well as to the public.

The data subject and/or his/her legal representative has the right to access, rectify and delete the data, limit its processing, oppose the processing and exercise his/her right to the portability of personal data, as appropriate, all free of charge, as detailed in the Privacy Policy. In addition, the data subject and/or his/her legal representative may object at any time to the processing of his/her data for advertising or promotional purposes. To exercise your rights, you can write us an email to lopdalbia@albia.es in which you must identify yourself by attaching a copy of your ID card and indicate the right you wish to exercise and the reason.

Additional and detailed information on Data Protection can be found in the Privacy Policy or requested by writing an email to lopdalbia@albia.es indicating in the subject line *PRIVACY POLICY ALBIA FUNERAL SERVICES MANAGEMENT.*

If the data owner and/or their legal representative has any complaint or claim regarding the processing of their personal data, prior to filing a complaint with the competent supervisory authority (https://www.aepd.es/es), they must contact the data protection officer who will resolve the complaint within a maximum period of two months.

NINTH. - Acceptance of the bases:

Participants declare that their identification data is true and verifiable, and that
They are the authors of the works and proposals presented.

Participation in the call implies acceptance of these rules, which can be consulted at any time in premiosalbiasostenibilidad.com. The rules have been approved by Carlos Gallego, director of sustainability at Grupo Albia.

Done in Madrid, on the 25th of May 2026.