

# RULES

## Article 1 - Definition

1.1 The present document defines the Circularity Ideathon Application and Programme contest rules (the "Rules"). The subject of these Rules is the performance of the 2020 edition of Circularity Ideathon (the "Contest"), powered by Fashion Technology Accelerator S.r.l, an Italian company, located at Via Forcella n°13, 20144, Milan, Italy, registered to the Chamber of Commerce of Milan under Number 08341880964 ("FTA" or the "Organizer") in partnership with Salvatore Ferragamo S.p.A. ("Salvatore Ferragamo") and with the coordination of Francesca Romana Rinaldi.

1.2 As part of its international activities to support digital and technology innovation in the fashion, luxury and retail industry, FTA is launching the second edition of the Contest, an initiative which take place in Milan on March 23rd at Deloitte, Via Tortona n°25 and on March 24th, 2020 at Via Bergognone n°34 (the "**Event**").

1.3 The award is a competition between students of sustainable fashion's courses, young entrepreneurs of start-ups born with sustainability in their DNA, designers and digital experts - all representing the Millennials generation - developing innovative solutions towards circularity.

## Art. 2 - Purpose

2.1 The Event will be based on an open-innovation approach, with the objective of supporting the fashion luxury companies to accelerate their responsible innovation journey. The purpose of the Contest is to define the Millennials appeal towards a more circular fashion system. The output will be the presentation of a new business concept which can generate innovative solutions to the circularity challenge.

### **Article 3 - Eligibility**

3.1 The attendance to the Contest is open to students, entrepreneurs of start-ups and any other natural person over eighteen (18) of age which aims at developing a scalable business model whose solution answers to the challenge of shaping the Circular Economy in the fashion industry (individually a "**Candidate**" and collectively the "**Candidates**").

3.2 There are no registration fees and no nationality or residency requirement for participating in the Contest.

### **Article 4 - Application form**

4.1 In order to participate in the Contest, Candidates must fill out the application accessible on the website at [www.circularityideathon.com](http://www.circularityideathon.com) (the "**Website**") sending an email to [info@circularityideathon.com](mailto:info@circularityideathon.com) providing all documents and information supporting the application.

4.2 The application form contains:

1. information on the Candidate's identity and contact information;
2. curriculum vitae and cover letter;
3. formal approval of the Rules as well as of the Privacy Policy.

4.3 The application form must be sent before February 10th, 2020 11:59 pm (Italian time) at the latest.

4.4 The Organizer reserves the right to extend or shorten the application period at its sole discretion without previously informing the Candidate.

4.5 The Candidates must complete the application form in English.

4.6 Once the application is complete, the Organizer will send the Candidate an acknowledgement of receipt to the e-mail address indicated in the application form.

4.7 The application form must be complete and sent as required. Any application that is incomplete or is received in a different timeframe or in different ways from those provided in these Rules shall not be evaluated, with the Organizer having no obligation to inform the concerned Candidate of this fact.

4.8 By submitting an application, each Candidate undertakes to make himself/herself physically available in Milan on February 14th and/or February 21st, 2020 and to attend physically the Event in Milan on March 23rd and March 24th, 2020.

4.9 Furthermore, by submitting an application, the Candidates understand that they will not receive any compensation or offer other than what is described in the Rules.

## **Article 5 - Review of the Application Form and selection of Participants**

5.1 The applications will be evaluated by a panel of highly qualified experts within the fashion industry (the "Experts Committee"). The Experts Committee shall proceed to review the applications on the basis of all the terms and conditions provided herein to study their admissibility and completeness.

5.2 The Experts Committee will select maximum thirty (30) Candidates on the basis of the following qualitative criteria: the Candidates' profile (curriculum vitae and cover letter).

5.3 The Organizer will send an email to the Candidates selected by the Experts Committee (individually the "**Participant**" and collectively the "**Participants**") by February 12th, 2020.

5.4 The Experts Committee is not required to select any Candidate if the quality of the applications is not deemed to meet the qualitative criteria and may therefore select less than thirty (30) Participants.

5.5 The decision of the Experts Committee will be final. No appeal will be admitted.

5.6 The Organizer may decide to select a new Participant from among the Candidates in case one of the selected Participant will not be able to attend the Workshops and the Event or will be excluded by the Experts Committee.

## **Article 6 - Workshops**

6.1 The Participants will be invited to attend two (2) workshops: "Responsible Innovation" and "Design Thinking" (the "**Workshops**") that will take place on February 14th and February 21st, 2020 at Via Forcella n°13, Milan, Italy in order to gain a specific background useful to contribute effectively to the activity of the Event.

6.2 Each Participant will be responsible for covering their travel, food and accommodation costs in order to attend the Workshops and the Event.

## **Article 7 - Progress of the Contest**

7.1 The Contest will progress through the following stages:

- I. Workshops - February 14th and February 21st, 2020: The Organizer will present to the Participants the brief, will share relevant contents for the Event and will carry out team building activities.

II. Circularity Ideathon - March 23rd, 2020: The Organizer and Salvatore Ferragamo will divide the Participants in five or six (5-6) groups, mixing different competences, and will choose a team leader for each group (individually the **"Team Leader"** and collectively the **"Team Leaders"**), that will be working on a common brief delivered by Salvatore Ferragamo on the theme Circular Fashion:

- perform a benchmarking analysis on circularity in fashion luxury & relevant sectors collaborating with fashion luxury;
- identify and suggest innovative solutions towards circularity of raw materials and finished product.

A jury of opinion leaders and experts from the fashion industry (the **"Jury"**) award as finalists the three (3) teams that presented the most promising solutions (the **"Team Finalists"**) that will be showed with a pitch during the Plenary event on March 24th, 2020 in front of a selected audience.

III. Plenary event - March 24th, 2020: Key opinion leaders from the fashion and textile sector will participate to the Event, sharing their best practices on the circular economy topic. Three (3) selected Team Leaders of the Team Finalists will present the key solutions generated from Circularity Ideathon. Among the three (3) Team Leaders, following a pitch during the Event, opinion leaders and experts from the fashion industry (the **"Final Jury"**) will select the winner of the Contest (the **"Winner"**).

## **Article 8 - Selection of the Contest Winner**

8.1 The Final Jury will identify, among the Team Leaders, the Winner on the basis of the following qualitative criteria:

- Responsible Innovation Quotient;
- Ability to create shared value for people & planet;
- Industry relevance;
- Feasibility;

- Originality of the business idea.

8.2 The decision of the Final Jury will be final. No appeal will be admitted.

8.3 In case the Winner is disqualified for any reason, the Organizer is entitled to grant the Award to the next best Team Leader. The Winner needs to comply with any and all local laws and regulations.

8.4 The Organizer is not required to select a Winner if the quality of the applications is not deemed to meet the relevant qualitative criteria. Similarly, the Organizer reserves the right to grant any other award or special mention to any Candidate at its sole discretion.

## **Article 9 - Announcement of the name of the Winner and presentation of the Award**

9.1 The name of the Winner will be announced on March 24th, 2020 during the Plenary Event. The Organizer and Salvatore Ferragamo, have the right, at their sole discretion, to announce also the name of the Winner on the their website, and/or by any other means determined by the Organizer.

9.2 In this context, the Organizer may decide to have an audiovisual and/or photographic news story, which will be publicly released, produced about the Winner, news story for which the Winner undertakes to make himself/herself available and to participate in.

## **Article 10 - Nature of the Award**

10.1. The Winner will receive the following award (the "**Award**"): an internship at Salvatore Ferragamo whose terms will be directly discussed with Salvatore Ferragamo.

10.2 The Award is strictly personal and may not be transferred to or used by any person other than the Winner. The Winner may not assign or transfer the rights and obligations derived from the Award to a third party.

**Article                      11                      -                      Intellectual                      Property**

11.1 By agreeing to participate in the Contest, Candidates understand and agree that FTA and Salvatore Ferragamo, anyone acting on behalf of them, and their licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, the Candidates name, portrait, picture, voice, likeness, image, statements about the Contest, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes, without any further compensation, notice, review, or consent for the purpose of organising the Contest, selecting the Participants and the Winner and/or for communication and/or promotional purposes in relation with the Event, prior to, at and during a period of two (2) years following the end of the Event, including but not exclusively in connection with announcing the results of the Contest.

11.2 For the purposes of the organisation of the Contest, all Candidates guarantee to the Organizer that the content of the application and the Concept do/or not infringe the rights of third parties, and that it is not the object of any claim or actions of infringement, invalidity or revocation.

11.3 The Candidates are fully responsible at all time for the protection of their intellectual property rights within the framework within their participation in the Contest.

11.4 The Candidates guarantee that FTA and Salvatore Ferragamo company may use the content of the application for the purposes defined above.

11.5 The Candidates authorize FTA and/or Salvatore Ferragamo to freely use the Concept without limitation of time, territory, channels and scope.

## **Article 12 - Personal data**

12.1 Participation in the Contest requires the submission of personal data relating, in particular, to the identity of the Candidates (collectively the “**Personal Data**”) as described in the Privacy Policy of FTA available on the Website.

12.2 The Personal Data provided by the Candidates in the context of the Contest may also be processed by Salvatore Ferragamo, as autonomous data controller, for the purposes described on the Privacy Policy of Salvatore Ferragamo available on the Website.

## **Article 13 - Internet**

13.1 The Organizer is not responsible for any malfunction of the Website or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed applications due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections or technical malfunction(s), which may limit a Candidate's ability to participate.

## **Article 14 - Candidate Independence and Conflict of Interest**

14.1 Under no circumstances Candidates shall be considered as agents, employees, or associates of FTA or Salvatore Ferragamo. Participation in the Contest does not grant Candidates any authority, title or right to represent themselves as representatives of FTA or Salvatore Ferragamo or to act in any way in the name of or on behalf of FTA or Salvatore Ferragamo.

14.2 The Organizer reserves the right to disqualify Candidates at any time, and, if necessary, to strip the Winner, in the event that the terms of these Rules, or the Privacy Policy are not followed; or in the event of behaviour that could harm the name and reputation of FTA and/or Salvatore Ferragamo and/or their directors, administrators, or employees.

## **Article 15 - Liability**

15.1 The Organizer shall not incur liability in the event that force majeure, or unforeseen circumstances against its will, harm the organisation and management of the Contest.

15.2 The Organizer shall not be liable in the following cases:

- for any direct or indirect economic loss, loss of profits and of business, loss of reputation or any other loss of a Candidate in connection with participating in the Contest and/or the Event;
- for not having selected a Candidate;
- for any delays in providing the Award to the Winner;
- if a Candidate is not able to receive the Award due to circumstances beyond the control of the Organizer;
- in the event of cancellation, termination, suspension or modification of the Contest or the Rules;
- for the disqualification of any application or Candidate;
- for any breach of the law by the Candidate;
- for any false or misleading information contained in an application provided by a Candidate;
- for any loss or damage due to the use of the Website.

15.3 Each of the Participants and Winner undertakes to pay any taxes, levies, social contributions, or any other possible fee of any kind whatsoever, that it may be due pursuant to applicable law; with the Organizer being held harmless from any liability in such regard.

## **Article 16 - Severability of the Clauses**

16.1 If one of the clauses in these Rules is declared null or unenforceable, in whole or in part, by virtue of any provision of applicable law, such clause shall be considered void, and such nullity or unenforceability shall not affect the other clauses herein.

## **Article 17 - Applicable Law and Dispute Resolution**

17.1 The present Rules are subject to the Italian laws.

17.2 Any disputes arising with respect to these Rules and to the different terms and conditions included, including disputes concerning its validity, interpretation, performance, termination or fulfilment, will be submitted to the competent courts.

17.3 Participation in the Contest implies acceptance of these Rules without reservation or restriction.

17.4 Any notice or correspondence in relation to a dispute should be addressed to:

Fashion Technology Accelerator S.r.l.

To the attention of Ms. Giusy Cannone

Via Forcella n°13, 20144 – Milano, Italy

Mail: [gcannone@ftaccelerator.it](mailto:gcannone@ftaccelerator.it).

## **Article 18 - General terms and conditions**

18.1 The present Rules governing the 2020 edition of the Contest are available on the Website. They shall also be sent, at no charge, to anyone requesting them from the Organizer.

18.2 The Rules may be modified or amended at any time by the Organizer without previous notice. Any possible changes made to the Rules shall enter into effect at the time they are published online on the Website. Any Participant who refuses to accept the modification(s) to the Rules must cease to take part in the Contest process.

18.3 In addition to the acceptance of the Rules, by submitting an application to the Contest, each Candidate is deemed to have read, understood and agreed to the Website's general terms and conditions of use (the "**General Terms of Use**") and the privacy policy (the "**Privacy Policy**") available on the Website. If the provisions of the General Terms of Use conflict with the provisions of the Rules, the Rules shall take precedence.

**Article** **19** **-** **Calendar**

19.1 The calendar for the 2020 edition of the Contest is as follows:

- I. Submission of the applications via email before February 10th, 2020 11:59 pm (Italian time) providing all documents and information supporting the application;
- II. Review by the Experts Committee of the admissibility of the applications and selection of the Participants by February 12th, 2020;
- III. Workshops on February 14th and February 21st, 2020;
- IV. Circularity Ideathon on March 23rd, 2020;
- V. Plenary Event on March 24th, 2020 with the announcement of the Winner.

19.2 These dates are provided solely as an indication. They may be changed at the discretion of the Organizer if circumstances so require. The Organizer may also suspend, postpone, modify, or cancel the organisation of the Contest without being held liable, and

without any damages or lack of opportunity to the Candidates arising therefrom, even at the stage when the Winner is being selected by the Final Jury.

## **Article 20 - Communication**

20.1 The official language of the Contest for the application, pitching, communication and reporting is English.

20.2 Any communication regarding the Contest must be sent to [info@circular-ityideathon.com](mailto:info@circular-ityideathon.com).