

# RULES

## Article 1 - Definition

1.1 The present document defines the Ideathon Application and Programme contest rules (the "Rules"). The subject of these Rules is the performance of the 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 VF International SAGL, located at via Laveggio 5 Stabio, Switzerland ("the "Partner").

1.2 The initiative will take place in Milan on May 6<sup>th</sup> (the "**Event**").

1.3 The award is a competition between students enrolled at a master's degree program who intend to develop innovative solutions related to the kidswear offering by Timberland.

## Art. 2 - Purpose

2.1 The Event will be based on an open-innovation approach, with the objective of supporting the "Partner" to develop innovative solutions related to the kidswear offering by Timberland. The output will be the presentation of a new business concept.

## Article 3 - Eligibility

3.1 The attendance to the Contest is open to students over eighteen (18) years old and enrolled at a master's degree program, who aims at developing a scalable business model whose solution answers to the challenge of the Contest (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**") 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;
3. formal approval of the Rules as well as of the Privacy Policy.

4.3 The application form must be sent before March 21<sup>st</sup> at 23.59 CET 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 through the dedicated online application form.

4.6 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.

4.7 By submitting an application, each Candidate undertakes to make himself/herself physically available in Milan on May 6<sup>th</sup> to attend physically the Event.

4.8 In case the participant will incur in travel expenses to physically reach the event, those expenses will be covered by the Organizer for a maximum of up to 150 € per participant.

4.9 In case of COVID related restrictions, the Organizer might decide to hold the event remotely through digital platform or to postpone the final Event to another date.

4.10 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 the Organizer. The Organizer shall proceed to review the applications based on all the terms and conditions provided herein to study their admissibility and completeness.

5.2 The Organizer will select maximum twenty-five (25) Candidates on the basis of the following qualitative criteria: the Candidates' profile fitting with the skills required for the Challenge.

5.3 The Organizer will send an email to the Candidates selected (individually the "**Participant**" and collectively the "**Participants**") by March 24<sup>th</sup> .

5.4 The Organizer 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 twenty-five (25) Participants.

5.5 The decision of the Organizer 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 Event.

## **Article 6 - Workshops**

6.1 The Participants will be invited to attend three (3) workshops: "Design Thinking", "Getting to know Timberland" and "Learning how to Pitch", (the "**Workshops**") that will take place respectively in April, on the dates that will be communicated to the selected participants, online through Zoom platform, in order to gain a specific background useful to contribute effectively to the activity of the Event.

6.2 To be admitted to the Event, the Candidate needs to attend at least two out of the three workshops.

## **Article 7 - Selection of the Contest Winner**

7.1 A team of experts from the "Partner" company will compose the Final Jury ("Final Jury"). The "**Final Jury**" will select the winner of the Contest (the "**Winner**").

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

- Company's relevance;
- Technical Feasibility;
- Economical Feasibility;
- Originality of the business idea
- Responsible Innovation Quotient;

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

7.3 In case the Winner is disqualified for any reason, the Organizer is entitled to grant the Award to another participant. The Winner needs to comply with any and all local laws and regulations.

7.4 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 8 - Nature of the Award**

8.1. The Winner will receive the following award (the "**Award**"): an internship of 12 months with Timberland team with focus on business development and digital commerce. The Award is offered by VF Corporation to the best student in the competition. Terms and conditions of the internship will be explained directly to the winner that can decide to accept or refuse the offering. In case the winner refuses the offering, the Timberland team can decide to offer the internship to another student that has attended the competition. The choice will depend exclusively on Timberland decision.

8.2 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.

8.3 In order to receive the award the Winner should hold a European Passport.

8.4 The winning team will receive a price offered by VF Company which consists in a gift card.

## **Article 9 - Intellectual Property**

9.1 By agreeing to participate in the Contest, Candidates understand and agree that FTA and VF Company, 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.

9.2 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.

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

9.4 The Candidates guarantee that FTA and VF Company may use the content of the application for the purposes defined above.

9.5 The Candidates authorize FTA and/or VF Company to freely use the Concept without limitation of time, territory, channels and scope.

## **Article 10 - Personal data**

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

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

### **Article 11 - Internet**

11.1 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 12 - Candidate Independence and Conflict of Interest**

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

12.2 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 VF Company and/or their directors, administrators, or employees.

### **Article 13 - Liability**

13.1 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.

13.2 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.

13.3 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 14 - Severability of the Clauses**

14.1 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 15 - Applicable Law and Dispute Resolution**

15.1 The present Rules are subject to the Italian laws.

15.2 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.

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

15.4 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 16- General terms and conditions**

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

16.2 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.

16.3 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 17 - Communication**

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

17.2 Any communication regarding the Contest must be sent to [milan@ftaccelerator.it](mailto:milan@ftaccelerator.it)