

Rules of the innovation acceleration programme  
« CITEO 2021 »

The CITEO limited company, with a capital of 499 444, 50 €, SIRET n ° 388380073 0162, whose registered office is located at 50 Boulevard Haussmann, 75009 PARIS creates an innovation acceleration programme on the theme of the circular economy of paper and household packaging.

This programme (here in after "Programme") is designed to select companies that will benefit from Citeo's innovation acceleration programme (hereinafter "Organizer").

The candidate companies (hereinafter the "Participant(s)") will therefore go through several selection stages in order for the winners (here in after the "Winners") to be designated.

Once selected, the Winners will join the Programme, which will last for one year, and as such will benefit from acceleration prerogatives but will also have to comply with certain requirements.

The Programme also includes a prize for Citeo's customers.

The present rules specify the conditions of application and participation in the Programme.

In view of the ecological emergency, the transition to the circular economy is more necessary than ever. To meet the socio-economic, environmental and health challenges related to waste management, the fight against food waste, building sustainable cities and ensuring sustainable consumption and production patterns, Circular Challenge Citeo aims at accelerating the most promising solutions in France and abroad.

With its experience in open innovation and support for start-up and project leaders in the circular economy, Circular Challenge Citeo has created a customized acceleration programme to anticipate, support and accelerate the most promising projects and thus enable their industrialization.

## **1. Participation requirements**

### **Programme participation**

**Participation in the Programme implies unconditional and unreserved acceptance of these rules. As such, Participants acknowledge that they have read them and agree to respect them.**

### **Companies eligible to apply for the Programme are those that meet the following cumulative criteria:**

- 1/ be a company with a legal structure;

Applications from individuals, self-employed entrepreneurs, associations whose main activity is not commercial (provision of services, sale of products, etc.), student groups, schools, de facto groups, etc., which are not incorporated and registered in the Trade and Companies Register will not be accepted;

**FOR THIS REASON, PARTICIPANTS MUST PROVIDE A K BIS, CERTIFICATE OF REGISTRATION IN THE TRADE REGISTER OR ANY DOCUMENT THAT CAN PROVE THE LEGAL EXISTENCE OF THE PARTICIPATING STRUCTURE AND / OR ITS REGISTRATION.**

- 2/ have a service/product/technology ready to be put on the market or having just been put on the market and needing an acceleration,

OR

Have a service/product/technology offering that is being finalized and has a solid potential of commercial development, which the Participant must demonstrate with concrete and convincing elements (business plan, sales forecasts, market analysis, etc.);

Applications in the form of ideas, projects, concepts, models, drafts, etc. will not be accepted.

- 3/ have a field of intervention in relation with an innovation theme on the circular economy value chain (use, industrial, digital and/or technological) and in connection with the packaging and graphic paper industries.

Applications from foreign companies will be accepted on the following condition:

- to justify a project of establishment in France within 18 months from the date of application (which the Participant will have to demonstrate by concrete and convincing elements)
- and/or to carry out an activity in a country considered as an "economy in transition or in development".

*(the term "transition economies" used above will be understood as that defined in the United Nations "World Economics Situation and Prospects 2018" report (p.141 and 142)*

### **Participation in the "Citeo Customer" Prize**

This category is reserved for Citeo customers, that is, entities that have signed a contract with Citeo to fulfill their obligation as a marketer to contribute to the end-of-life of their packaging or paper waste.

As Adelphe is a branch of Citeo, Adelphe's clients will be able to participate in the competition in this category.

### **Limitations**

Partners, subcontractors of the Organizer, members of the Juries, companies to which they belong or over which they exercise control or are in a position to exercise control may not in any way apply for the Programme or assist the Participants by any means whatsoever (for example by contributing to the preparation of the application file, providing advice, etc. - except for their participation in the Bootcamp supervised by the Organizer).

In general, the Organizer, the subcontractors and the Organizer's partners shall ensure that no Participant has privileged and discriminatory access to information relating to the implementation of the Programme.

In this respect, the Organizer reserves the right to refuse the application of a Participant in order to guarantee equal treatment between Participants.

Each Participant acknowledges, by applying to the Programme, that he/she does not have any privileged information or special facilities that would put him/her in a privileged position compared to the other Participants.

## **2. Projects admitted to the Programme**

### **Programme**

Participants must have an activity or propose innovative products or services that have an impact on the circularity of the paper and / or the household packaging industries (hereinafter the "Project(s)").

The challenges around waste collection systems being increasingly linked to the challenges around building a sustainable city and the management of flows in urban areas, companies proposing solutions (projects, technologies, concepts, etc.) that aim to improve the management of flows, in particular household packaging and /or graphic paper, and at the same time to fight against litter, food waste and/or to improve the service rendered to citizens, can also apply as long as these solutions benefit or are likely to directly benefit the household packaging or graphic paper industries.

The connection with the household packaging and / or graphic paper challenges must be real and sufficient.

Accepted topics must present an innovative solution at any stage of the waste value chain and the circular economy: improvements in eco-design, new materials and uses, innovations in waste sorting, collection and recycling, industrial sorting and waste management, improvements in recyclability, new recycling technologies, new outlets for material, etc.

### **"Citeo Customer" Prize:**

Participation in this category consists of presenting to Citeo a customer-side "household packaging" or "paper" challenge for which the client is seeking to find a technical solution.

This Prize aims to award a challenge that the client is facing but also a willingness to engage in a collaborative process.

This Prize does not award a finished project but rather a challenge and an ongoing project. The winner and Citeo (and other third parties) will jointly develop the project.

The "Customer Prize" consists of a "Do Tank" organized by Citeo. "Do Tank" means that the Customer's teams benefit from an immersive experience in a working group organized by Citeo, based on an innovative and collaborative working method. The Do Tank aims to harness all the energies present in an intensive and result-oriented way, leading to the production of a (theoretical) technical solution.

Therefore, the challenge presented by the Customer should not be of a too general nature or on a 'macro' level (for example, "How to improve the recyclability of my packaging" would be too vague and general).

The Do Tank will not consist in producing a strategic or general consultation but will aim to respond to a specific, well-identified technical difficulty, within the framework of product development, the improvement of an existing product, the launch of a commercial concept, etc.

When resolved, the technical difficulty must of course lead to a significant improvement in the environmental impact of the design, manufacture, handling, routing, distribution, consumption, collection, sorting, recycling, and reuse, etc. of the relevant household packaging or paper.

It must also be suitable for an industrial application that can be implemented and duplicated at an acceptable cost in the medium term.

The implementation of the Do Tank is likely to involve third parties (providers, experts, consultants, start-ups...).

### **3. Timeline and terms of participation**

#### **Acceleration Programme**

a. Opening of applications: April 21, 2021

b. Deadline for submitting the "preliminary form": June 11, 2021 - 11:59 pm FR time

**No preliminary forms will be accepted after this date.**

c. Deadline for submission of "Final Applications" (second form): June 21, 2021 - 11:59 pm FR time

**THE FULL COMPLETION OF THIS APPLICATION FORM IS  
IMPERATIVE.**

**No application form will be accepted after this date.**

o Selection of applications by Citeo Experts: from June 22, 2021 - to early October 2021

Some additional questions (third form) will be sent to Applicants selected to participate in the Intermediate Committee.

**THE CORRECT COMPLETION OF THIS THIRD APPLICATION FORM IS  
IMPERATIVE.**

The applications will be examined by Citeo's experts. The latter will select the applications that will be invited to present their Project to the Intermediate Committee. Citeo's Experts will select for this Committee only the number of Projects that they consider relevant.

**d. Pitch of the selected Participants in front of the Intermediate Committee:  
October 2021**

After the Intermediate Committee, the selected Participants will have to participate in the Bootcamp: November 8 and 9, 2021 and will be invited to present their project in front of the Final Selection Committee on December 9, 2021.

**e. Final Selection Committee and announcement of the Winners: December 9,  
2021**

The Participants will have to present orally their Project in front of the Final Selection Committee (possible projection)

Participants residing outside of metropolitan France will be able to make their presentation by videoconference at the time slots indicated by Citeo.

**f. Start and execution of the Programme: January to December 2022.**

*(If sanitary conditions require it, these presentations will be held by electronic means).*

**Failure to attend the Intermediate Committee, the Bootcamp or the Final Selection Committee will result in elimination.**

All eligible Participants may take part by submitting their application online on the dedicated platform to the Programme (hereinafter the "Platform").

Throughout the project submission phase, Participants can gradually complete their application. This content constitutes the "Application File" or « File ».

There is no charge for applying to the Programme, however, any postal costs or expenses for copying, printing, internet connection, graphics, etc. with respect to the Files, are to be borne by the Participant, and will not be refunded by the Organizer.

The Organizing Team will respond individually to all Participants who have submitted completed Files on the Platform by the deadline.

This tailored support, intended to allow Participants and teams to optimize their File ahead of the submission deadline, focuses on the following criteria:

- Readability of the Application File;
- Relevance of the File to the objectives of the programme;
- Omissions in the Application File;
- Feedback from the Programme Organizing Team is not intended to guarantee or assist in the pre-selection of those Files examined.

For the duration of the entire File submission phase, a dedicated Competition structure will be at the disposal of Participants to answer their questions via the Platform.

The Organizer together with its service providers will ensure the organization of the Competition.

### **Organization and description of the Pre-acceleration Bootcamp**

Selected Participants will be invited to work on the presentation of their Project within the pre-acceleration “Bootcamp” organized during two days. The Bootcamp will take place in the Ile de France area at a suitable venue. (if the sanitary conditions require it, it will be held in a dematerialized way).

The Organizer will provide accommodation and catering.

However, Participants must travel to the Bootcamp by their own means.

These two days will allow Participants to challenge their Project and, according to their needs, benefit from the support of experts on their Project.

All Participants will have equal access to this expert support.

As time at the Bootcamp is limited, Participants should seek the support of experts in a fair and rational manner, to ensure equal access for all Participants. In the event of unacceptable behavior towards one or more experts, the Organizer reserves the right to terminate the presence of the offending Participant.

Specialist assistance is provided free of charge, without any consideration whatsoever.

The assistance provided does not guarantee successful results; therefore, Participants shall not attempt to engage the responsibility of any specialist or his /her employer. Participants expressly waive any recourse against such experts.

**It is clearly stipulated that the Participants selected by the Intermediary Committee must participate in the Bootcamp to continue the selection process. Participants who do not attend and / or do not participate in the Bootcamp will be immediately eliminated.**

At the end of the Bootcamp, the Participants will present their Project in front of the final Selection Committee, which will proceed to the final selection of the Winners.



**The selected winners will join the Circular Challenge Citeo Acceleration Programme.**

### **Timeline of the Citeo Customer Prize**

- o Opening of applications: July 1, 2021

All eligible Participants can participate and submit their application online on the platform dedicated to the Programme.

- o Application deadline: September 30, 2021 at 11:59 p.m.

**No application form will be accepted after this date.**

- o Selection of applications by the Citeo Customer Award Committee: November 2021

- o Announcement of the results: December 9, 2021

- o Completion of the Do Tank: 2022

## **4. The selection criteria**

### **For the Programme**

**Each Project will be studied with regard to the criteria mentioned above.**

- ✓ **Circular impact:** to what extent the solution fits into the circular economy;
- ✓ **Market need:** to what extent the solution meets a market need;
- ✓ **Innovation:** to what extent the solution can be considered innovative;
- ✓ **Business model:** to what extent does the solution have a viable business model in the long term;
- ✓ **Feasibility:** to what extent is the solution technically and industrially feasible;

- **Team:** to what extent the team is complementary, able to carry out the project and needs to be accelerated by Citeo.

### **For the Citeo Customer Prize**

The committee of the 'Citeo Customers' prize will select the applications based on the following criteria:

- ✓ **INNOVATION:** the innovative nature of the challenge
- ✓ **VIABILITY:** a challenge on an issue that can be replicated; technical issue to be solved, prototyped and tested in order to deploy at a larger scale
- ✓ **FEASIBILITY:**
  - The appropriateness degree of technicality for the Do Tank framework (i.e. dimensioned to correspond to the Do Tank),
  - The level of maturity (state of progress of the project),
  - A pre-identified participating team (between 5 and 15 participants) who can be physically present for around 3 to 5 days + 1 hr / week remotely,
  - Varied confirmed skills (business, technical, marketing, design, etc.).
- ✓ **DESIRABILITY:** in line with Citeo's values and principles (ecological impact, eco-responsibility, etc.) --> Strong environmental and societal impact.

Each file will be studied according to the criteria mentioned above.

## **5. Benefits granted within the Programme and the Citeo Customer Prize,**

### **Programme winners**

**The winners selected in the Programme will benefit from:**

- ✓ A financial endowment of 15,000 euros to ensure the growth of the Project;

This grant will be paid as follows: 5,000 euros in January 2022, 5,000 euros at the beginning of August 2022 and 5,000 euros at the end of the Programme.

- ✓ An endowment in support (estimated at 15,000 euros), composed as follows:

- Personalized and customized support by Citeo experts and external experts throughout the duration of the Programme;
- 3 days of collective workshop with an internal Citeo coach;
- 2 peer coaching sessions on common issues;
- ✓ Regular speed meetings with customers - federations - stakeholders;
- ✓ At least one (1) meeting with one or more investment funds;
- ✓ Visibility on social networks, media... ;
- ✓ Event visibility;
- ✓ Visibility through content production.

In addition, depending on the partnership opportunities that arise, Citeo may, if necessary, propose experimental projects to the Winners (without this provision representing a guarantee in this respect).

### **Winner of the Citeo Customer Prize**

The winner will be awarded a "Do Tank" organized by Citeo in order to respond to the problem presented by the Customer.

### **6. Commitments on the part of the Programme Winners (Customer Prize winner not concerned)**

The Winners selected at the end of the Final Selection Committee, in order to benefit from the Programme, must comply with the following requirements.

Any Winner who does not fulfill his or her obligations under the Programme may be permanently excluded and will lose the benefits to which he or she would be entitled (in particular, the financial grant).

In this regard, the Winners must:

-Attend the bilateral and collective meetings scheduled in the Programme (about 12 in total)

-Make meetings (about 5) with their peers and the former winners of the Circular Challenge Citeo network

-Report the following information to Citeo on a quarterly basis:

- Main business news,
- Commercial agreements/partnership agreements... (in particular with marketers and/or with other Circular Challenge Citeo start-ups),
- Fund raising activities,
- Impact indicators: environmental, social, governance... (grid transmitted by Citeo),
- Spin-off projects,
- R&D and experimentation projects
- ...

-Add the logo "Accelerated by Circular Challenge Citeo" on its communication supports, institutional presentation, customer presentation, website...during the whole duration of the Program.

## **7. Intellectual Property**

It is understood that the Participants and their possible beneficiaries (including any potential partners with whom they may have contracted at the end of the Programme) retain full intellectual property rights over their Projects and any results that the latter may have generated before or after the Competition.

The purpose of this Programme is in no way to transfer these rights in whole or in part or to license these rights to the Organizer or its Partners.

In case of an invention that is protectable within the framework of industrial and commercial property, the Participant and his possible beneficiaries (including any partners with whom he may have contracted after the Program), will have exclusive entitlement to file a patent or any other industrial and commercial property title.

The Organizer and Committee members undertake to refrain from claiming any intellectual property rights with respect to the Projects and their results.

Each Participant shall be the sole judge of the desirability and modalities of protecting Confidential Information by claiming such rights.

## **8. Confidentiality of information**

All information provided by the Participants to the Organizer as part of the Programme remains their property.

**Participants must indicate to the Organizer which information is confidential or is a commercial or industrial secret.**

The Organizer undertakes not to divulge this information except to its partners and subcontractors for whom the said information is necessary for the organization of the Programme.

However, the Participants allow the Organizer and its subcontractors, if applicable, to use, reproduce and communicate to the public, third parties (customers, partners, general public...) and to its supervisory bodies (the Ministry of the Environment, in particular) as well as to its auditors:

- ✓ all general information concerning the Participants of the Programme (address, size of the company, sector of activity, type of activity, names of Participant's employees involved in the Program logo, name, brands, etc.);
- ✓ the identity of Participants;
- ✓ the titles of finalist Projects;
- ✓ photographs and speeches from the meetings, Bootcamp and Programme Committees;
- ✓ information that has not been identified as confidential or a commercial or industrial secret.

The use, reproduction and communication of the elements listed above can be in the form of both printed-paper documents and digital format. This includes, for example, all documents and communication materials relating to the Programme, the activity report of the Organizer, publications on the Organizer's website or on the Platform, etc.

These elements can also be used and communicated by spoken word.

In addition, the Participant authorizes the Organizer, its subcontractors, service providers and partners to use all data relating to the Project in order to set up the Programme and to proceed, in particular, to the holding of the Committees.

## **9. Responsibility**

It is expressly understood that the Organizer has undertaken to introduce the Programme in the context of its mission as an official eco-organization.

It should be recalled that the Organizer is a non-profit company.

The Organizer declines all responsibility for any consequences of any meetings, and/or partnerships that may ensue between the Participants (including the winner(s)) and potential investors, partners, co-contractors, third parties, etc. with whom the Participants may collaborate during or following the completion of the Programme).

Moreover, in the context of the grants, the Organizer's role is limited to introducing the winner (s) to potentially interested partners. The Organizer will not be part of any relationship / collaboration that may ensue and in no way guarantees to the winners a positive outcome with respect to this relationship.

In other words, the Organizer declines all responsibility in the event that the introduction fails to lead to collaboration or funding of the winners by the partners to whom the former have been introduced.

To this end, Participants waive the right to incur the liability of the Organizer (and any subcontractors, service providers and partners) and waive any recourse against the Organizer (and potential subcontractors, service providers and partners) for any damage or loss of opportunity they may suffer as a result of their participation in the present Programme.

Furthermore, the Organizer's liability cannot be incurred in the event of force majeure as defined by Article 1218 of the Civil Code and case law, or in the case of any event beyond its control that may disrupt or prevent the smooth running of the Programme in any way whatsoever.

The Organizer cannot be held responsible for any delays, losses, theft, or damage to mail, or illegible postmarks caused by postal service.

The Organizer also declines all responsibility and no recourse can be brought against it in the event that force majeure (strikes, bad weather, etc.) should partially or totally prevent Participants from taking part in the Competition and / or the winner(s) from benefitting from his/her/their prize(s).

In all circumstances, the Organizer reserves the right to modify any date and / or time announced in the present Rules.

## **10. Personal data**

As part of your participation in the Programme, Citeo collects and uses personal data for the purpose of setting up and organizing the monitoring of the programme and in order to inform the Participants of the actions organized within the framework of the Circular Challenge programme.

Citeo implements the appropriate technical and organizational measures to ensure the security and confidentiality of the data collected.

For more information on the collection and processing of personal data by Citeo, and for exercising your rights, please refer to our personal data processing policy in the "Legal notices" tab of the platform. Retaining proof of the fulfillment of these obligations so as to be able to provide this evidence without delay upon request by the data controller.

## **11. Disputes**

The Participants and the Organizer shall endeavor to come to an amicable settlement in any dispute relating to the validity, interpretation or execution of the present Competition Rules and the proceedings of the Competition.

It is understood that any Participant who behaves inappropriately (aggressiveness, rudeness, attempted cheating, sabotage, attempted corruption, interfering with another Participant, etc.) will be immediately eliminated from the Programme.

Any Participant failing to abide by the present Rules will also be eliminated.

In the event that the parties are unable to reach an amicable settlement, disputes will be submitted to the Commercial Court of Paris.

The Rules are also available in French on the Platform. It is specified that in the event of a dispute or disagreement over this version of the Rules, the French version will prevail and will serve as a reference for any dispute settlement between the Organizer and the Participants.