

TERMS AND CONDITIONS OF THE 2018 EDF PULSE AWARDS

Terms and Conditions of the 2018 EDF Pulse Awards

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ARTICLE 1 - THE ORGANISER

ELECTRICITE DE FRANCE, limited company with a capital of 1 443 677 137 Euro, having its headquarters at 22-30 avenue de Wagram, 75382 Paris cedex 08, France, entered in the Paris Trade Register under number B 552 081 317, referred to in this document as 'EDF' or 'the Organiser', and represented by its Chief Executive Officer, is holding the 'EDF Pulse Awards' (hereafter referred to as the 'Awards') from 15 January 2018 to 11 October 2018 inclusive.

ARTICLE 2 - PURPOSE OF THE EDF PULSE AWARDS

EDF, one of the world's leading energy companies, develops innovative solutions for a low-carbon energy mix and strives for frugal and efficient electricity consumption.

In furtherance of these objectives, EDF launched the 'EDF Pulse' programme to support innovation in society and incentivise progress.

In 2018, 5 EDF Pulse Awards will reward innovative projects following the theme “Inventing our electric future” in one of the four following categories: Smart Home, Smart City, Smart Business and Smart Health & Self.

These 5 Awards are defined such as:

- **The “Smart Home” Award, attributed by the Grand Jury:**

This EDF Pulse Award will be attributed by the Grand Jury and will reward an innovative technological solutions contributing to the design of a safer, more comfortable, and “facilitative” housing, but also more environmentally responsible: smart building, home automation, interactive furniture, connected objects, robots/AI, energy efficiency, self-production/self-subsistence...

- **The “Smart City” Award, attributed by the Grand Jury:**

This EDF Pulse Award will be attributed by the Grand Jury and will reward a technological solution contributing to the development of cities and territories of tomorrow, designed for the people and the environment: urban logistics, mobility, circular economy, smart grids, low carbon production/storage, urban furniture...

- **The “Smart Business” Award, attributed by the Grand Jury:**

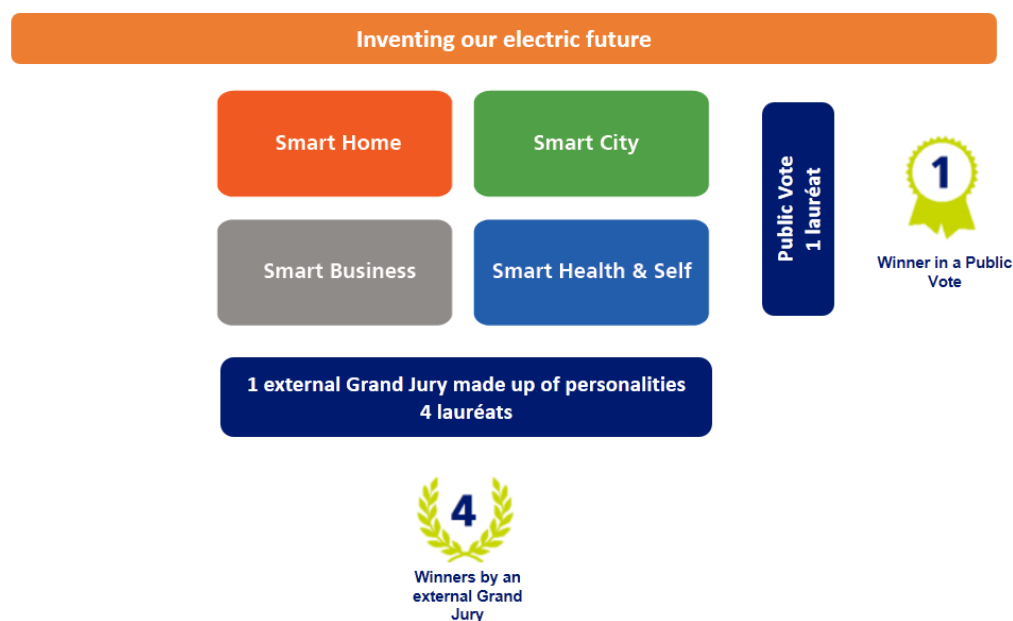
This EDF Pulse Award will be attributed by the Grand Jury and will reward a technological solution designed to optimize the operational, environmental and social performance of companies: augmented robotics/operators, smart factory, energy production, smart maintenance, dematerialization, AI, block chain, HR analytics...

- **The “Smart Health & Self” Award, attributed by the Grand Jury:**

This EDF Pulse Award will be attributed by the Grand Jury and will reward a technological solution designed to promote the well-being and fulfilment at every stage of life, and for all (health, well-being, access to education, battle against exclusion/disability...): new diagnosis forms, telemedicine, medical robotics, quantified self, Ed. Tech, social tech, connected leisure time, surveillance and autonomy, augmented self...

- **The “Audience Award”:**

This EDF Pulse Award will be attributed by a public vote and will reward one of the Finalist projects – all categories combined. After a communication campaign lasting 10 to 15 weeks, during which Finalists from the 4 categories will be subject to an online public vote. The internet-users are referred to as “The Audience”. The Audience will select its favorite project.



The rules have been legally filed with: Maître Sandrine PANHARD, Court Bailiff, 14 rue du Faubourg St Honoré, 78008 Paris – France, spanhard@huissierparis.net – (+33) 01.53.30.80.00.

They can be viewed and downloaded at <http://edf.fr/edfpulseawards>

ARTICLE 3 - CONDITIONS OF ENTRY

To be eligible for entry, a project must:

- Be presented by the founder and/or the Managing Director of a small business (see article 3.1) in the form of a full application and on time (see article 3.3)
- Be innovative and use electricity,
- Correspond to one of the 3 categories (see article 2)
- Be at an advanced stage of development :
 - Have already been prototyped, or at least mocked up before the Grand Jury (**October 2018**), therefore allowing the general public to understand the project.
 - Plan to enter the market launch phase by the end of 2018 or be marketed for less than a year (see article 3.2)

- **Smart Health & Self category**: if the project requires clinical trials, those must have started by the end of 2018 (see article 3.2)

Besides, the project must not contradict EDF's values.

Merely participating in the "EDF PULSE AWARDS" implies a full and unconditional acceptance of the rules in its entirety, which is a contract between the Organiser and the Project Manager, and an honoured commitment to guarantee the sincerity and the truthfulness of the information provided.

3.1 Corporate entities eligible to enter

Entry into the EDF Pulse Awards is open to all small businesses:

- Created before 21/02/2018,
- Based in geographic Europe,
- Made up of less than 30 people,
- That are independent of a corporate group of over 500 people.

Your EDF Pulse Awards application should be filed by a legal representative and/or the founder of the company on behalf of the latter.

3.2 State of progress of the project

This innovation must:

- Have already been prototyped, or at least mocked up before the Grand Jury (**September 2018**), therefore allowing the general public to understand the project.
- Plan to enter the market launch phase by **the 31st of December 2018**,
- Or, for the concerned applicant projects in the Smart Health & Self category, plan to enter the clinical trials stage by **the 31st of December 2018**.

3.3 The applications must be submitted on time and in the form of a full application

To be eligible for the Awards, the project promoters must complete an application by visiting the website <https://awards-pulse.edf.com/?lang=en>

Project promoters will be able to create an account which will give them access to the application form. The application form will enable them to prepare their file and submit it.

The application file should include a minimum of:

- A completed application form, submitted by February 21st 2018 including:
 - The organisation and its team
 - Developed innovation, its market and business model

- The state of development of the project: tests, prototypes, fundraising, business contact, supports and partners, prizes...
- An HD photo of the team, required format: JPEG or PNG, 800 x 600 pixels minimum
- Two HD photos of the project, required format: JPEG or PNG, 800 x 600 pixels minimum
- A 2-3 minute video pitch, in which the founders are presenting their project and their motivation to take part in EDF Pulse Awards. The projects shall be represented in the video. The video will be submitted via an URL. The video must be private, non-index or public, and can be hosted on the platform of their choice (YouTube, Vimeo, Dailymotion...).

Registration will be closed on **21/02/2018** at midnight (GMT+1).

The organiser has the right to close registration before this date if there are over 400 applications.

At the time they send in their application, project promoters will receive an electronic notice confirming receipt. They might be asked to clarify details and/or to provide evidence on the file by the Organiser or the team's representative.

The Organiser reserves the right not to examine a project if its file does not fulfil all selection criteria.

Applications submitted with missing information or after the date defined above will be ineligible. Any inaccurate or false statements, or fraud, may lead to the Candidate being disqualified.

ARTICLE 4 - SELECTION CRITERIA

The received projects will be evaluated based on the following selection criteria:

- ✓ Ease of understanding the innovation
- ✓ Originality and distinctiveness of the innovation
- ✓ Progress brought to society by the innovation
- ✓ Economic viability of the project
- ✓ Quality of the team (vision, complementarity, experiences, skills...)

These criteria will be examined at the different stages of the selection process, set out in article 5.

ARTICLE 5 - SELECTION PROCESS

The projects, that meet the selection criteria of the EDF Pulse Awards (see Article 3) and that have applied on the application website, <https://awards-pulse.edf.com/?lang=en>, are referred to as “**Candidates**”.

The teams whose projects have been selected to be presented to the Grand Jury are called “**Finalists**”.

The 5 teams whose projects have been selected by the Grand Jury or in a public vote are called “**Winners**”.

5.1 Analysis and approval of applications by a selection committee

Each application received on the application website and that meet the selection criteria and conditions of entry will be considered Candidates and will be granted visibility on EDF corporate website <http://edf.fr/edfpulseawards>. Each Candidate will have its name, possibly its organisation logo (provided it has been transmitted in the application file) and a link to its website or social media.

Each application file will be analysed by a selection committee made up of internal and external innovation experts of the EDF Group. They will verify that the applications respect the conditions of entry (see article 3) and the obligations of the candidates (see article 10), and then assess it based on the selection criteria mentioned in article 4.

EDF cannot be held responsible for the accuracy of the information used from applicant files used for this selection.

Candidates might be asked to answer additional questions addressed by the Organiser, in order to assess them more accurately.

5.2 Selection of 12-16 Finalists

Based on additional information collected, an internal jury, supervised by the EDF Head of Communication and composed of managers in the EDF Group, will identify **12-16 Finalists projects** (3 to 4 in each category) which will be presented to the Grand Jury.

5.3 Selection of the Winners by a Grand Jury

A jury, chaired by a member of the senior management for the EDF Group and made up of personalities will meet in September 2018 to hear oral presentations from the Finalists.

The Founders or Managing Director of each Finalist project is committed to making him/herself available for this event, as well as for the support phase which lasts 1-2 days and is planned before the Grand Jury session. The travel and accommodation costs for one or two representatives from each “**Finalist**” project will be covered by the Organiser.

Each member of the Grand Jury will judge the “pitch” (oral presentation) of each Finalist, keeping the pre-selection criteria in mind.

The “pitches” from the Finalists may be filmed for use in later communications.

The jury will have the final say in naming the 4 Winners, 1 in each category.

5.4 Choosing 1 Winner in a public vote

After a 10-to-15-weeks communication campaign, a 5th Winner will be selected in a public vote.

Voting will be opened to all internet users June 2018 to September 2018. All Finalists will be subjected to the public vote. Each voter will select his or her favourite project among the 12 to 16 Finalist projects – all categories combined.

At the end of the voting period, the project that received the most votes – all categories combined - will be declared the Winner. Provided two projects are tied, a random draw between these two tied-projects will pick the Winner in a public vote.

Rules for counting up of the votes will be clarified later. The vote count will be certified as accurate by a bailiff, who will issue an official report at the end of the voting.

Non-winning projects will not be able to appeal the results.

ARTICLE 6 - EDF PULSE AGENCY

EDF Pulse Agency is a communication plan created in 2016. It aims at supporting the Finalists in their public communication and before the Grand Jury.

This communication plan runs from May to October 2018 and offers - non-inclusively - communication tools and advice in order to help Finalists during their public vote campaign, as well as an intensive coaching session to improve their pitch for the Grand Jury.

ARTICLE 7 - THE AWARDS CEREMONY

The EDF Pulse Awards will be presented during an event which will take place in the Paris area, France, in October 2018.

The Finalist teams must be committed to being available for the event. Each Finalist must be represented by at least one of its members and must present a model or prototype of their innovation.

Their project might be presented in a start-up exhibition.

The Organiser will organise the travel and accommodation of one or two members of each team, as well as for the models and prototypes.

The awards ceremony will be filmed and may be broadcast or re-broadcast online, in particular on social media.

Each winning team will receive a 2018 EDF Pulse Awards trophy specific to its category: "Smart Home", "Smart City", "Smart Business", "Smart Health & Self", and "Audience Award".

The awards are non-transferrable. They may not be challenged in any way, nor exchanged or returned for any reason whatsoever. Consequently, no disputes of any sort will receive a reply. If a Winning Team does not want to claim its prize money or cannot, it will not be entitled to any compensation.

ARTICLE 8 - TIMELINE

Key stages	Schedule*
Submission of applications	Opens on January 15 th 2018 Ends no later than February 21 st 2018
Selection of Top 40 and presentation on EDF website	March to May 2018
Internal Jury: selection of the 12 to 16 “Finalist” projects	May 3 rd 2018
EDF Pulse Agency	May to October 2018
Communication campaign for Public vote	June to September 2018
Public vote: selection of 1 project among all Finalists, all categories combined, as Winner of “Audience Awards”	June to September 2018
Communication coaching session for Finalists	September 25 th & 26 th 2018
Grand Jury: selection of 4 Winners	September 26 th 2018
EDF Pulse Awards Ceremony for all 5 Winners	October 9 th – 10 th – 11 th 2018

**indicative dates, subject to change*

ARTICLE 9 - PRIZE MONEY AND VISIBILITY

- **Each Candidate project** will be briefly presented on the website <http://edf.fr/edfpulseawards> with the following elements, provided in the application form: project name, logo (if it has been transmitted in the application file), and link to its website or social media.

EDF cannot be held responsible for the accuracy of the published information used for the candidate statements. All of these projects will also benefit from visibility due to public communication campaigns around the EDF Pulse Awards (publicity, website, social networks).

- **Each of the 12-16 Finalists** will have its own presentation article on <http://edf.fr/edfpulseawards> with the following elements: organisation name and project name, logo (if it has been transmitted in the application file), domiciled country, summary of the project, and link to its website or social media...

Each of the 12-16 Finalists will be invited to a day of the external Grand Jury and to a communication coaching which will be the object of advertisements on <http://edf.fr/edfpulseawards> (articles, photos, videos). They will also be invited to the Awards ceremony and asked to present their projects.

- **The 5 Winners (Grand Jury Award per category and Audience Award)** will each receive a 70k€ grant to contribute to the further development of their projects. The grant will be paid by bank transfer or by cheque to the winning team's company.

They will also benefit from a promotional campaign led by EDF at the end of the ceremony and invited by EDF to participate in internal and external public relations events (forums, symposiums...) that allow the winners to present their projects and develop their networks.

ARTICLE 10 - CONFIDENTIALITY AND INTELLECTUAL PROPERTY

10.1 Intellectual Property

- For the projects:

All intellectual and industrial property rights related to the delivery of projects submitted by the Candidates remain the property of the project promoters in question.

The Candidate hereby certifies that they hold intellectual and industrial property rights or that they have the necessary permission relating to all intellectual and industrial property rights in connection with the project in question. They hereby safeguard the Organiser against any claim by any third party with regards to all intellectual and industrial property rights related to this project, as well as the financial consequences for which they hereby declare they shall take full responsibility.

The Candidate hereby certifies that they are not bound by any obligation relating to the project or the various related creations that could restrict their eligibility to take part.

Under no circumstances may the Organiser be held liable should a project or its constituent parts include reproductions of protected works.

Entering the Awards may not be interpreted as bestowing on the Organiser and their representatives any permission or rights in terms of industrial or commercial use of the aforementioned confidential information. However, the Organiser will be entitled to communicate about the projects as stipulated below. (10.2)

- Use of the EDF and EDF Pulse brands:

The Candidates may include a link from their website to the website <http://edf.fr/edfpulseawards> and use the names EDF and EDF Pulse in written but not graphical form.

The graphical use of the EDF and EDF Pulse brands shall be reserved to Candidates who have received a special written authorization setting the agreed terms of use.

All Candidates are more than welcome to communicate about the EDF Pulse Awards on social media by using #EDFPulse hashtag.

- Use of the Candidates' projects brands:

Each Candidate gratuitously authorize EDF to use its brand, logo and Candidates' projects presentation for in-house and external communication, on any media – including the internet (especially EDF Pulse section on the website <http://edf.fr/edfpulseawards>) and social media during the time of the Concourse and for 5 years after the end of EDF Pulse Awards.

10.2 Confidentiality

The entirety of the elements provided by the Candidates in their application file are confidential and for the sole use of the selection committee, jury and its experts. This confidentiality shall be guaranteed by the Organiser.

The Organiser, the people appointed by the Organiser, and in particular the members of the selection committee and those of the jury shall treat the information they receive through examining the projects as confidential. This information cannot be disclosed without the prior written agreement of the Candidates.

Nevertheless, the Organiser may:

- Communicate to the press and publish on <http://edf.fr/edfpulseawards> the following elements: the name of the project and the name of the organisation, domiciled country, pictures of the project and the team, a logo if the organisation has one, a link to the organisation's corporate website or its social media
- Make public the essential and non-confidential features of the projects submitted, including a brief description written by the candidate explicitly for publication, without compensation of any kind.

Each Candidate is solely responsible for judging whether confidential information should be protected and the arrangements for such protection.

10.3 Processing personal data

The project promoters' personal information collected in the course of the EDF PULSE AWARDS is necessary in order for them to participate. They are processed in accordance with the French data privacy law of 6 January 1978 as amended (the 'Loi Informatique et Libertés'). In accordance with articles 38 ff. of that law, every project promoter has a right to access and correct personal data concerning him or her, and may object to the transfer of that data to third parties by writing to the Organiser at the following address:

EDF - EDF Pulse Awards 2018 - Direction de la Communication –
67 avenue de Wagram – 75017 Paris – FRANCE

10.4 Permission to use the images of candidate teams and to present their projects

Each member of the candidate teams grants the Organiser or any other person appointed by them, permission to use photos and videos as part of the EDF Pulse Awards application, on any media to promote the project and/or the EDF Pulse Awards.

Each member of the Candidate teams grants the Organiser, or any other person appointed by them, permission to photograph, film or record them and use their image, voice, comments and the presentation of their project, in a non-confidential way, as set out in article 10.2, recorded in any format during reporting, filming and/or interviews carried out when preparing or promoting the awards, and at the EDF Pulse Awards Ceremony, at no cost.

Camera shots and interviews produced in this way shall be used solely as part of the internal and external communication of EDF or any company belonging to the EDF group, whether national or international, for the purposes of training, promotion or notifying the public about its activities.

This permission relates in particular to the right to represent or arrange for the representation of, to reproduce or arrange for the reproduction of, all or some of the photographs and films of the Candidate team, excluding confidential information (see article 10.2) whether directly by the Organiser, through any third party authorized by the Organiser, anywhere in the world, by any means and using any technical procedure known or unknown to date, particularly through print, broadcast or online news, on any media and in any format, and circulate them in both the commercial and non-commercial sectors, and the public and private sectors, for the purpose of public or domestic viewings.

This permission also bestows on the Organiser, or any other person they may appoint, the right to use, copy and circulate, in full or in part, on any media and according to the aforementioned conditions, any comments that may have been made by the representative of the Candidate team as part of EDF Group's internal and external communication about the Awards.

This permission to use images is valid for 5 years from the acceptance date of these rules.

ARTICLE 11 - OBLIGATIONS OF THE CANDIDATES

11.1 Obligations of all project promoters:

Overall, the project manager is forbidden to engage at any part of the competition in acts such as transmission, publication, posting on line or any content distribution and/or data of any kind that would be against the law or that would affect public order, EDF's rights or the rights of the third parties.

Without making this list too exhaustive, project managers must respect the following rules in particular:

- Give accurate information when applying and during the use of the website <https://awards-pulse.edf.com/?lang=en>;
- Do not use a fake identity;
- Only create one account when registering;
- Comply with the terms and conditions of the site;
- Do not create, distribute, transmit, communicate or store in any way whatsoever content, information and/or data that is defamatory, insulting, derogatory, obscene, pornographic, child pornography, violent or encourages violence, that is of a political nature, racist, xenophobic, discriminatory and, more generally, any information or data that contradicts public order or morality;
- Respect the intellectual property rights relating to content on the EDF Pulse websites, as well as the intellectual property rights of third parties;
- Do not divert or attempt to divert the features on the application site from its normal use;
- Do not release content, information or data of any kind that is not true;
- Respect the privacy of other users and, more generally, do not infringe on their rights;
- Do not use the EDF Pulse sites to send unsolicited emails (public or private).

11.2 Obligation of the candidates:

- grant the Organiser permission to communicate to the general public the title of the project and the essential characteristics of the projects as defined in 10.2;
- grant the Organiser permission to use the images attached to the project, particularly the images of the Candidates;
- if the Candidate team is selected to be among the Top 40: commit to being available, if need be, to answer additional questions so as to better evaluate the project, the team and the competition.

11.3 Obligations of the Finalists:

- commit to being available so that the Organiser, or one of its appointed partners, can create communication tools (videos, photos, interviews) regarding the projects;
These communication tools may be used for communication campaign for the public vote or generally for communication about EDF Pulse Awards.
- the commitment of being available the 24th, 25th and 26th of May 2018 to participate in an innovation event in Paris.

- the Founder, or at least the Managing Director, of the Finalist project must commit to being available for one to two days in the month before the jury meeting for coaching and communication services preceding that date;
- the founder, or at least the Managing Director of the Finalist project, must commit to being available for the day of the jury in order to promote his/her project in front of the Grand Jury.
- He must grant the Organiser permission to take a video of the presentation “pitches” before the jury for later use in communication;
- commit to being represented by at least one of the team member at the Awards ceremony and to present their model or prototype, or even the final product if it is finished, at the ceremony.

10.4 Obligations of the Winners:

- commit to being available for up to 5 days for the 12 months following the Awards ceremony to ensure the promotion of the EDF Pulse Awards internally and externally, on request of the Organiser.
- commit to providing the Organiser with information about how the project is developing within 24 months of the Awards Ceremony, on request.

ARTICLE 12 - APPLICABLE LAW AND DISPUTES

These rules are governed solely by French laws.

Any dispute that may occur regarding the interpretation of these rules shall be expressly submitted for the discretion of EDF, who will make the final decision.

No claims relating to the Awards shall be acknowledged after fifteen (15) days have passed following the close of the Awards.

EDF reserves the right to modify, postpone, extend, or simply cancel the Awards, without any of the Candidates being entitled to any sort of compensation as a result. The Organiser may in no way be held liable should the rules be amended for any reason, even if no notice is given. Project promoters shall be notified of any changes via the website and the amended regulations will automatically replace the old ones.

12.1 Access to the application site

EDF cannot be held liable if one or more project promoters are unable to visit the application website for reasons of technical failure or any problem related in particular but not limited to:

- network traffic
- human or electrical error
- malicious intrusion

- telephone connection
- hardware or software
- any hardware or software malfunctions
- an event of force majeure

12.2 Fraud

The Organiser reserves the right to request from the Candidates all forms of proof in support of the information collected regarding the application. **Any false or inaccurate statements, and any fraud, will lead to the disqualification of the project promoter**; the checking or screening processes conducted by the various Awards officials are considered decisive.

If such statements or fraud are discovered after the Award Ceremony, and concern one of the 3 winners, the Organiser shall have sole discretion to request the repayment of all or some of the prize money. **EDF also reserves the right to take legal action against anyone alleged to have committed or attempted fraud.**

EDF cannot be held liable in any way with respect to project promoters for any fraud they may have committed.

If a Candidate fails to adhere to the rules, EDF reserves the right to disqualify him without the project promoter being able to claim any restitution whatsoever.

12.3 Voting

The Organiser cannot be held liable if the vote is cancelled, extended, shortened, altered or postponed due to force majeure or circumstances beyond its will. Any changes will be indicated in advance by appropriate means, and a new set of rules will be filed with a bailiff.

The Organiser cannot be held liable for any Internet malfunctions that prevent the vote from proceeding, particularly due to outside malicious acts. Each person is solely responsible for their own visit to the website and participation in the voting.

The Organiser also cannot be held liable if one or more voters cannot connect to the website due to any technical failures or problems due to network traffic.

In all cases, if the proper administrative and/or technical operation of the voting is disrupted by a virus, computer bug, unauthorised human intervention, or any other cause beyond the Organiser's control, the Organiser reserves the right to suspend or interrupt the voting.