

TERMS AND CONDITIONS

2020 EDF PULSE START-UP AWARDS

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ARTICLE 1 - THE ORGANISER

ELECTRICITE DE FRANCE, limited company with a capital of 1 551 810 543 euro, headquartered at 22-30 avenue de Wagram, 75382 Paris cedex 08, France, listed 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 start-up Awards' (hereafter referred to as the 'Start-up Awards') from 4 March 2020 to the end of 2020.

ARTICLE 2 - PURPOSE OF THE EDF PULSE START-UP AWARDS

EDF, one the world's leading energy companies, develops innovative solutions for a low-carbon energy mix and strives for a more efficient electricity consumption. In furtherance of these objectives, EDF launched the 'EDF Pulse' programme to support innovation in society and boost progress.

As part of the EDF Pulse program, the EDF Pulse start-up Awards reward European start-ups innovating to further energy transition and new electric uses each year.

For the seventh edition, start-ups will present their innovative project in one of the three following categories:

- **CO₂ NEUTRAL TERRITORIES**

Energy production, storage, and consumption to reduce environmental impact in each and every territories for all.

- **RESILIENT INFRASTRUCTURES**

Connected tools, processes, and objects to improve operational performance and competitiveness, while reducing negative externalities.

- **SUSTAINABLE LIFESTYLE**

Products and services for a cleaner, more helpful and comfortable living at each step of life and in each spaces, to contribute to more wellness and meeting with responsible users' needs.

2.1 Four awards will be distributed to the winners of the 2020 EDF Pulse start-up Awards

- **3 jury awards**, attributed by a jury of public figures after hearing the finalists' presentations. These 3 awards are defined as such:
 - o The 1st Jury Award
 - o The 2nd Jury Award
 - o The 3rd Jury Award

- **The audience award** will be attributed by a jury of public figures after a communication campaign of several weeks. During this campaign, finalists from the 3 categories will be subject to an online voting campaign wherein the voting population known as 'The Audience'. The Audience will elect its favourite.

Up to 3 special mentions may also be attributed by the jury (cf. article 5.3). These will be awarded to finalists whose project deserves recognition for the progress initiated or its social or environmental impact. Said special mentions' wording will be chosen by the jury.

2.2 EDF Pulse Special Award for Sport & Innovation

In collaboration with Paris 2024, as an Olympic and Paralympic partner, EDF is launching in 2020 an EDF Pulse Special Award for Sport & Innovation, as part of the 2020 EDF Pulse start-up Awards.

A start-up can apply both to the EDF Pulse start-up Awards and the EDF Pulse Special Award for Sport & Innovation, which Terms and conditions can be found at www.edf.fr/pulseawards.

ARTICLE 3 - CONDITIONS OF ENTRY AND ELIGIBILITY

To be eligible for entry, a project must:

- Be presented by the founder and/or the Managing Director of a small business (its representative must have the authority to make corporate decisions) of a European early stage SME company (see article 3.1) with a complete application submitted in time (see article 3.2)
- Be innovative and use electricity,
- Answer a general interest issue, or contribute to the fight against global warming
- Correspond to one of the 3 categories of the EDF Pulse start-up Awards (see article 2)
- Have a model or prototype before 1st October 2020 to allow for the showcase of the aforementioned innovation.

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

Merely participating in the "EDF PULSE START-UP 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 start-up Awards is restricted to all small businesses (start-up, micro company, SMEs):

- Created before 15/04/2020,
- Based in geographic Europe (see country list in the FAQ)
- With a workforce of up to 30
- Of which no corporate group of over 500 persons holds more than 50% of the capital or 50% of the voting rights

- Having raised less than 2 millions euro

3.2 Complete applications must be submitted on time to be examined

To be eligible for the Awards, the project promoters must complete an application by visiting the website www.edf.fr/pulseawards

Project promoters will have 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:

- The completed application form, submitted by 15th April 2020 including:
 - The organisation/company and its team
 - The developed innovation, its market, corresponding business model, and growth perspectives
 - The state of development of the project: tests, prototypes, fundraising, business contact, supports and partners, prizes awarded, etc.

Registration will be closed on 15/04/2020 at 11:59pm (GMT+1).

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

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 its 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:

- ✓ *Quality/durability of a solution*
- ✓ *Impact on/progress brought to society*
- ✓ *Economic viability of the project*
- ✓ *Quality of the team (vision, complementarity, experiences, skills...)*
- ✓ *Reach/Ecosystem of the structure*

These criteria will be examined at the different stages of the selection process, you may consult in article 5.

ARTICLE 5 - SELECTION PROCESS

The projects meeting the selection criteria of the EDF Pulse Awards (see Article 4) and having applied on the application website, www.edf.fr/pulseawards are referred to as “Candidates”.

The 12 to 15 teams whose projects selected to be presented to the Grand Jury are called “Finalists”.

The 4 teams whose projects have been selected by the Grand Jury or by the public vote are called “Winners”.

5.1 Analysis and approval of applications by selection committees

Each application received on the application website meeting with the selection criteria and conditions of entry will be considered Candidates and will be granted visibility on EDF’s corporate website www.edf.fr/pulseawards: 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 EDF group’s and external innovation experts, who will assess said application based on the selection criteria mentioned in article 4.

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

Candidates might be requested to answer additional questions from the Organiser, in order to assess projects more accurately.

5.2 Selection of 12 to 15 Finalists by an internal jury

Based on collected information collected and the “selection committee” analysis (see 5.1), an “in-house jury”, supervised by the EDF Head of Communication and composed of managers of the EDF group, will identify **12-15 Finalists projects** (4 to 5 in each category), which will be presented to the “Grand Jury”.

Finalist projects will be revealed publicly in September 2020.

5.3 Selection of 3 winners by the grand jury

A “Grand Jury”, chaired by a member of the EDF group’s senior management and composed of personalities will meet to hear oral presentations (referred to as “Pitch”) from the Finalists.

Founders of each Finalist structure, or its Managing Director, will have to make themselves available for this event, which will take place physically or remotely in Autumn 2020.

If the Pitch was to take place physically, the Organiser would cover any transport and accommodation costs for one or two representatives for each Finalist project.

Each member of the Grand Jury will judge the oral presentation, called “pitch”, of each Finalist, keeping in mind the selection criteria mentioned in article 4.

The Finalists’ pitch may be filmed for later communication use.

The Grand Jury will be sovereign to designate 3 Winners, all categories combined, and to award, among them, the 1st, 2nd and 3rd jury award.

The Grand Jury may also award up to 3 thematic mentions for finalist projects, standing out in terms of the progress they offer, the societal or environmental impact of their solution.

5.4 Choosing 1 Winner by a public vote

Voting will be opened to all Internet users in Autumn 2020. All Finalists will be subjected to the public vote. Voters will select their favourite project among the 12 to 15 Finalist projects – all categories combined.

At the end of the voting period, the project that received the most will be declared the Winner. Provided two projects are tied, a random draw between these two projects will designate the Audience Award Winner.

Rules for counting up of the votes will be clarified in due time. The votes will be counted in the presence of Maître Sandrine PANHARD, Bailiff, 14 rue du Faubourg St Honoré, 78008 Paris.

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 programme 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 start-up Awards will be awarded during a digital or physical event organised by EDF by the end of 2020.

The Finalist teams must commit 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.

If the Pitch was to take place physically, the Organiser would cover any transport and accommodation costs for one or two representatives for each Finalist project.

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 “2020 EDF Pulse Start-up Awards” trophy specific to their Award: “1st Jury Award”, “2nd Jury Award”, “3rd Jury Award”, and the “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	FROM 4 th March 2020, 4:00pm (GMT+1) TO 15 th April 2020
Presentation of selected candidates on EDF website (edf.fr)	May 2020
In-house jury: selection of the 12 to 15 "Finalist" projects	July 2020
Finalists revealed	September 2020
EDF Pulse Agency: communication and Grand Jury coaching	Autumn 2020
Public vote: selection of 1 project among all Finalists as Winner of "Audience Award"	Autumn 2020
Pitch before the Grand Jury in Paris: selection of 3 winners "1 st Award", "2 nd Award", "3 rd Award" and eventual "Special mentions" > Finalists attendance is mandatory*	Autumn 2020
Awards Ceremony > Finalists attendance is mandatory*	by the end of 2020

* Face-to-face or distance, depending on the organising company's choice

** Dates are subject to change

ARTICLE 9 - PRIZE MONEY AND VISIBILITY

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

EDF cannot be held responsible for the inaccuracy 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 12-15 Finalists** will have its own presentation article on www.edf.fr/pulseawards: name of the company and project, logo, country, project summary, link to the company's website or social media.

Each of the 12-15 finalists will be invited to take part in various events, which will be covered on www.edf.fr/pulseawards (articles, photos, videos), or, for some of them, will be covered by EDF's media partners:

- Pitch before the Grand Jury in Autumn 2020
- Award Ceremony by the end of 2020

They will also benefit from an advertising and promotion campaign calling on the general public to vote (cf. article 5.4).

- **The 4 Winners (Jury and Audience Award)** will each receive:
 - 80k€ for the 1st Jury Award
 - 50k€ for the 2nd Jury Award
 - 30k€ for the 3rd Jury Award
 - 50k€ for the Audience Award

The amount will contribute to further the development of their projects. The amount will be paid by bank transfer or by cheque to the winning team's company.

They will also benefit from a communication campaign led by EDF after the ceremony. They also may be put in contact with partners and invited by the EDF group to participate in in-house and external public relations events (forums, symposiums...) allowing the winners to present their projects and develop their networks.

- **The eventual special mention recipients** will also benefit from a communication campaign led by EDF after the ceremony. They also may be put in contact with partners and invited by the EDF group to participate in in-house and external public relations events (forums, symposiums...) allowing 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.

- Use of the EDF and EDF Pulse brands:

The Candidates may include a link from their website to the website www.edf.fr/pulseawards 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 settling the agreed terms of use.

All Candidates are more than welcome to communicate about the EDF Pulse start-up 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 www.edf.fr/pulseawards) and social media during the time of the Concourse and for 5 years after the end of the 2020 EDF Pulse start-up Awards.

10.2 Confidentiality

The entirety of the elements provided by the Candidates in their application file other than the ones mentioned above ('Use of the Candidates' projects brands') are confidential and for the sole use of the EDF Pulse program. The Organiser shall guarantee this confidentiality.

The Organiser, the people appointed by the Organiser, and in particular the members of the selections committee and those of the jury shall treat the information they receive for examination 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 www.edf.fr/pulseawards, 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, with the Candidate's consent, the essential and non-confidential features of the submitted projects, including a brief description written by the candidate explicitly for publication, without compensation of any kind.

Each Candidate is the sole judge of whether and how confidential information should be protected.

10.3 Processing personal data

Participation in the EDF Pulse start-Up Awards will be processed by EDF ('The Organiser') as responsible for processing collected data.

In compliance with the European regulation no. 2016/679, or General Regulation for the Protection of the Data (GRPD) and the provisions of French Law no. 78-17 of January 6th 1978 on data processing, files and civil liberties. The Organiser processes Personal Data concerning the candidates so as to allow their taking part in the EDF Pulse start-up Awards.

The legal basis of the processing is: the execution of the contract that constitutes these terms and conditions.

Recipients: The Personal Data collected as part of the EDF Pulse start-up Awards will be communicated to the service provider commissioned by the Organiser to assist in the sourcing and

evaluation / selection of the projects. The Organiser and its service providers reserve the right to contact the Candidate during the evaluation period of the applications so as to contact them if need be.

Duration of data retention: Personal data are kept at least for the duration of the relationship established with the candidates, and up to 3 years from the date of acceptance of the present regulation.

Rights of persons: In compliance with the regulation “Informatique et Libertés” and the General Regulation for the Protection of the Data (GRPD), users are informed that they have a right to oppose, access, correct, limit, delete and exercise their portability right on their personal data.

These rights can be exercised:

- by email (contact-edfpulse@edf.fr)
- or by writing to:

EDF
Direction de la communication
Direction Digitale et Editoriale – Prix start-up EDF Pulse
22 - 30, avenue de Wagram
75008 Paris

Should you require any information or should you need to exercise your rights, you may contact the Data Protection Officer(DPO) chosen by the organiser at the following address:

EDF
Délégué à la protection des données
Tour EDF - 20 place de la Défense
92050 Paris La Défense Cedex
ou par courriel à informatique-et-libertes@edf.fr

or by email at: informatique-et-libertes@edf.fr

You may also bring your case before the French Commission on Informatics and Liberty (CNIL, Commission Nationale Informatique et Libertés)

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 start-up Awards application, on any media to promote the project and/or the EDF Pulse Start-up 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 start-up Awards Ceremony, for free.

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 - CANDIDATES' OBLIGATIONS

11.1 Project promoters' obligations:

The project manager is forbidden to engage at any part of the competition in acts such as transmission, publication, online posting, 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 www.edf.fr/pulseawards;
- 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 divert or attempt to divert the voting campaign, notably by using softwares/automated voting robots;
- 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 Candidates' obligations

All candidates will:

- Grant the Organiser permission to communicate the project's title and essential characteristics to the general public as defined in Article 9;
- Grant the Organiser permission to use the images attached to the project, particularly the images of the Candidates;

- Commit to being available, if need be, to answer additional questions to better assess the project, its team, or its competitors.

11.3 Finalists' obligations

All finalists will:

- 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 the EDF Pulse start-up Awards ;
- Be available for the following events, as defined by article 5:
 - Pitch before the grand jury in Autumn 2020
 - Awards ceremony event by the end of 2020

The availability for the Pitch item engages the founder, or at least the managing director of the Finalist project;

- Grant the Organiser permission to take a video of the presentation “pitches” before the jury for later use in communication;
- Have a model or prototype, or even the finished product if possible, before 1st October 2020 for a possible showcase.

11.4 Winners and mention recipients' obligations

All winners and mention recipients will:

- Have a model or prototype, or even the finished product if possible, before 1st October 2020;
- Be available to exhibit during the a digital or physical awards ceremony, which will take place by the end of 2020;
- Be available for up to 5 days for the 12 months following the awards ceremony to ensure the promotion of the EDF Pulse start-up Awards within EDF as well as externally upon the Organiser request;
- Provide the Organiser with information about the project's development within 24 months of the awards ceremony, upon first request.

ARTICLE 12 - RESPONSABILITIES AND LIMITS

12.1 Access to the application site

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

- Network traffic
- Human or electrical error
- Tampering of any kind
- Telephone connection
- Any hardware or software malfunctions
- An event of force majeure.

12.2 Fraud

The Organiser reserves the right to request any proof supporting the information collected during the application process from the Candidates. **Any false or inaccurate statements, and any fraud, will lead to the disqualification of the project promoters;** 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 terms and conditions, EDF reserves the right to disqualify them 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 terms and conditions 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 process.

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.

ARTICLE 13 - APPLICABLE LAW AND DISPUTES

French laws govern these Terms and conditions.

Any dispute that may occur regarding the interpretation of these rules shall be expressly submitted to 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 terms and conditions will automatically replace the old ones.

The terms and conditions 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 www.edf.fr/pulseawards.