

Rules of the "Circular Challenge CITEO 2020" Competition

(update 29.04.2020)

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, (hereinafter "the Organiser") is organising a competition for innovative projects on the theme of "The Circular Economy of Tomorrow's Paper and Household Packaging". The Competition (hereinafter referred to as "the Competition") is scheduled to take place in Metropolitan France from April 30, 2020.

1. Conditions of participation

The act of participating in the Competition implies the unreserved acceptance by participants of the present Rules.

The Competition is open to companies such as start-ups, micro-enterprises, small and medium-sized businesses and the self-employed, as well as non-profit organisations and students (providing the latter are collectively structured in a non-profit organisation or participate under the aegis of their school).

To answer crucial 21st century environmental and societal challenges and accelerate the transition to a more circular world with a focus on waste management, the fight against food waste, building sustainable cities and ensuring sustainable consumption and production patterns, the Competition detects, selects and supports the most promising solutions in France and abroad.

To enter the Competition, participants (hereinafter the "Participant (s)") must present a project of any kind (technical, scientific, business, process, method, etc.) with an impact on the circularity of the paper 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, entrepreneurs 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.

The Competition will award several prizes.

"Grand Prix Citeo", "Collaborative and territories" Prize and "Economies in Transition and Development" Prize:

Project(s) submitted 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, waste management, improvements in recyclability, new recycling technologies, new outlets for material, etc.

Project(s) may be accepted at any stage of development: at the idea, concept, proof of concept, pre-marketing or marketed stage; or can be a project to adapt to an existing offer.

All three prizes are part of one overall category, consequently a single candidate may simultaneously win the "Grand Prix Citeo", the "collaborative and territories" prize and the "Economies in Transition and Development" prize.

"Citeo Customer" Prize:

This category is reserved for Citeo's customers, i.e. organisations that have contracted with Citeo to take over their obligation as a marketer or distributor to manage the end of life of the waste paper or household packaging they generate.

Since Adelphe is a subsidiary company of Citeo, Adelphe customers will be able to participate in the Competition in this category.

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 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 organisation of the Do Tank will most likely involve third parties (service providers, experts, consultants, start-ups, etc.).

General Terms and Conditions:

Partners, subcontractors and members of the Juries, the companies to which they belong or over which they exercise or are able to exercise control are prohibited from participating in the Competition in any way or providing help to Participants by any means whatsoever (for example by contributing to completing the application file, giving advice , etc. - except if they are participating in the Bootcamp supervised by the Organiser).

In general, the Organiser, the Organiser's subcontractors and partners shall ensure that no Participant has privileged and discriminatory access to information relating to the Competition's proceedings.

In this regard, to guarantee the equal treatment of all Participants, the Organiser reserves the right to refuse the application of a Participant, provided that the latter is notified of this decision in a timely manner and is informed of the reasons for the refusal.

The Participant then has a period of seven (7) calendar days from the date of receipt of the decision to submit his/her comments to the Organiser and provide any additional information that may be required.

The Participant declares, by participating in the Competition, that he/she does not benefit from privileged information or special assistance giving him/her an unfair advantage over other Participants.

All Projects must :

- Be relevant to the theme of the Competition;
- Be submitted in French or English,
- Be presented by a professional organisation (company, micro enterprise, non-profit organisation, school, registered entrepreneur, etc.)

2. Terms of the Competition

Prizes

1/ "Grand Prix Citeo": the winner will receive

- ✓ the sum of 100,000 euros to develop its Project;
- ✓ an accelerated market access thanks to operational, commercial and industrial meetings: the winner will benefit from five (5) meetings organised by the Organiser with professionals to be selected from a list provided by the Organiser. It is expressly understood that the Organiser's role is limited to arranging for the winner to enter into contact with the selected professionals, and consequently the Organiser declines any role or responsibility in any relationship that may ensue from this meeting);
- ✓ the possibility of presenting the Project to an investment fund. It is expressly understood that the Organiser's role is limited to arranging for the winner to enter into contact with the investment fund, and consequently the Organiser declines any role or responsibility in any relationship that may ensue from this meeting.

2/ "collaborative and territories" Prize: the winner will receive

- ✓ the sum of 20,000 euros to develop its Project;

3/ "Economies in Transition and Development" Prize: the winner will receive:

- ✓ the sum of 20,000 euros to develop its Project;

4/ "Citeo Customer" Prize: a "Do Tank " organised by Citeo to solve a challenge presented by the Customer.

The schedule of the competition will be the following:

1/ For the « Grand Prix Citeo », « Collaborative and territories » Prize and « Economies in transition and development » Prize:

Schedule: From April 30, 2020 to July 31, 2020 at 11:59PM: Time for the submission of applications.

All eligible Participants may take part by submitting their application online on the dedicated platform "www.circular-challenge.com" (hereinafter the "Platform"). Throughout the project submission phase, Participants can gradually complete their application. This content constitutes the "Application File" or "File".

PARTICIPANTS MUST IMPERATIVELY ATTACH TO THE FILE EITHER A K BIS, A CERTIFICATE OF REGISTRATION IN THE TRADE REGISTER, OR AN ALTERNATIVE FORM OF DOCUMENTARY EVIDENCE ATTESTING TO THE LEGAL EXISTENCE OF THE STRUCTURE PARTICIPATING IN THE COMPETITION AND / OR ITS REGISTRATION.

Participation in the Competition is free of charge; 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 Organiser.

The deadline to submit definitive Application Files on the Platform is July 31 2020 at 11.59 PM at the latest. The Participants will receive an acknowledgment email.

Applications submitted after the deadline will not be considered.

The Competition Organising 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, focusses on the following criteria:

- Readability of the Application File;
- Relevance of the File to the objectives of the Competition;
- Omissions in the Application File;
- Feedback from the Competition Organising 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 Organiser together with its service providers will ensure the organisation of the Competition.

- Launch of the competition : **April, 30 2020**

- Closing of applications : **July, 31 2020 at 11:59PM**
- Citeo experts will first review the application files. These experts will select the thirty-five (35) applications that will be invited to present their project in front of the intermediate jury. If it is not relevant to select 35 applications as planned, the experts will select only the number of applications that seems relevant for the intermediate jury.
- Selection of applications by Citeo experts : from August, 1st 2020 to October, 31st 2020
- Pitching session for selected Participants in front of the intermediate jury at the end of which the ten (10) finalists will be selected for all the categories : **between November 1st and November 30 2020**
- The selected Participants for the intermediate jury will be required to come to present their Project in front of the jury (projection possible). The Participants residing outside metropolitan France will be able to present by visio conference at the time indicated by Citeo.

A no show at the intermediate jury will be eliminatory.

- Bootcamp for the finalists : **December 1st and December 2nd 2020**

Description: Finalist Participants will be invited to work on the presentation of their Project during a two-days "Bootcamp" specially organised for the Competition. The Bootcamp will take place in the *Île de France* area at a suitable venue.

The Organiser 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 behaviour towards one or more experts, the Organiser 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 Intermediate Jury must participate in the Bootcamp to continue in the Competition. Participants who do not attend and / or do not participate in the Bootcamp will be immediately eliminated.

- The final Jury will award the "Grand Prix Citeo", "Collaborative and Territories" Prize

and "Economies in transition and development" Prize: December 3rd 2020

Each Participant will give an oral presentation of his/her Project (projection possible) to the members of the intermediate and the Final Jury.

Participating in these presentations is compulsory. In case of no show, the Participants will be immediately eliminated.

2/ "Citeo Customer" Prize:

All Citeo customers may take part by submitting their application online on the dedicated Platform "www.circular-challenge.com" (hereinafter the "Platform"). Throughout the project submission phase, the customers Participants can gradually complete their application. This content constitutes the "Application File" or "File".

Participation in the Competition is free of charge, 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 Organiser.

The application files have to be submitted on the platform before September 30 2020 at 11:59PM. The Participant will receive an acknowledgment email.

- ✓ Launch of the competition : August 1st 2020
- ✓ Closing of application : September 30 2020 at 11:59PM
- ✓ Selection of the winner by the Jury of the Customer Prize (no minimum number of selected applications required): between November 1st and November 30 2020.

3. Selection criteria

A/ « Grand Prix Citeo », « Collaborative and territories » Prize and « Economies in transition and development » Prize:

Citeo Experts, the Intermediate jury and the Final jury will select the applications based on the following criteria :

“Grand Prix Citeo” - the criteria are as follows:

- ✓ CIRCULARITY – the circular nature of the solution,
- ✓ INNOVATION – its innovative nature,
- ✓ UTILITY - the societal impact of the solution,
- ✓ PROFITABILITY- the viability of the economic model,
- ✓ FEASIBILITY – the size of the market, the degree of compatibility with existing processes, the potential for replicability and overall desirability,
- ✓ COMPLEMENTARITY - a balanced and complementary team,
- ✓ MATURITY - a Project in the development phase.

"Collaborative and territories" Prize - the criteria are as follows:

- ✓ CIRCULARITY – the circular nature of the solution,
- ✓ INNOVATION – its innovative nature,
- ✓ UTILITY - the societal impact of the solution,
- ✓ PROFITABILITY- the viability of the economic model,
- ✓ FEASIBILITY – the size of the market, the degree of compatibility with existing processes, the potential for replicability and overall desirability,
- ✓ COLLABORATIVE – collaborative Project (consortium of players, multiple stakeholders)
- ✓ LOCAL – impact of Project on a local area.

“Economies in Transition and Development” Prize - the criteria are as follows:

- ✓ CIRCULARITY – the circular nature of the solution,
- ✓ INNOVATION – its innovative nature,
- ✓ UTILITY - the societal impact of the solution,
- ✓ PROFITABILITY- the viability of the economic model,
- ✓ FEASIBILITY – the size of the market, the degree of compatibility with existing processes, the potential for replicability and overall desirability,
- ✓ ECONOMIES IN TRANSITION AND DEVELOPMENT - project mainly focusing its actions in an economy in transition or development as defined in the United Nations report "*World Economics Situation and Prospects 2018*" (pp.141 and 142),
- ✓ IMPROVEMENT IN WASTE MANAGEMENT (collection, sorting recycling, reuse).

The Final Jury will select the winners for each prize.

B/ Citeo Customers Prize

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

"Citeo Customer" Prize - the criteria are as follows:

- ✓ 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.

The award ceremony for "Citeo Customers prize" will take place at the same time than the award ceremony for the « Grand Prix Citeo », « Collaborative and territories » Prize and « Economies in transition and development » Prize: **December 3rd 2020**

4. 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 Competition) 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 Competition is in no way to transfer these rights in whole or in part or to license these rights to the Organiser 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 Competition), will have exclusive entitlement to file a patent or any other industrial and commercial property title.

The Organiser and members of the Jury 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.

The organisation of the Do Tank being likely to involve third parties (service providers, experts, consultants, start-ups, etc.), it will be necessary to conclude an agreement between Citeo, the winner and potential third parties, concerning the conditions of intellectual property and confidentiality for the work to be carried out within the framework of the Do Tank. In the absence of such an agreement, the Do Tank cannot be organized and the winner will not be able to demand an indemnity or compensation from Citeo.

5. Confidentiality of information

Furthermore, the Parties agree that all information concerning a Participant, and in particular the Projects, is of a confidential nature and should not be disclosed. The Organiser undertakes not to divulge this information except to its partners and subcontractors for whom the said information is necessary for the organisation of the Competition.

However, the Participants allow the Organiser and its subcontractors, if applicable, to use, reproduce and communicate to the public, third parties 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 Competition (address, size of the company, sector of activity, type of activity, names of Participant's employees involved in the Competition, logo, name, brands, etc.);
- ✓ the identity of Participants;
- ✓ the titles of finalist Projects;
- ✓ photographs and speeches from the Competition award ceremony.

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 Competition, the activity report of the Organiser, publications on the Organiser's website or on the Platform, etc.

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

In addition, the Participant authorises the Organiser, its subcontractors, service providers and partners to use all data relating to the Project with a view to organising the Competition and, in particular, for the information of the Juries.

6. Responsibility

It is expressly understood that the Organiser has undertaken to organise the Competition in the context of its mission as an official eco-organisation.

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

The Organiser declines all responsibility for any consequences of any meetings, and/or partnerships that may ensue between the Participants (and in particular the winner(s)) and potential investors,

partners, co-contractors, third parties, etc. with whom the Participants may collaborate during or after the competition.

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

In other words, the Organiser declines all responsibility in the event that the introduction fails to lead to collaboration or funding of the winner(s) by the partners to whom the former have been introduced.

To this end, Participants waive the right to incur the liability of the Organiser (and any subcontractors, service providers and partners) and waive any recourse against the Organiser (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 Competition.

Furthermore, the Organiser'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 Competition in any way whatsoever.

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

The Organiser 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 Organiser reserves the right to modify any date and / or time announced in the present Rules.

7. Personal data

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

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 fulfilment of these obligations so as to be able to provide this evidence without delay upon request by the data controller.

8. Disputes

The Participants and the Organiser shall endeavour 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 Competition.

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 present Rules have been drawn up in the French language. In the event that they should be translated into one or several foreign languages, the French text shall prevail in all cases of dispute.