

## Competition Rules

### 1. General provisions

- 1.1. The rules of the competition “Enefit Idea Hub – The Pitch”\* taking place in autumn 2019 specify the objectives, participants and competition organisation details, incl. the rounds, and the procedure of assessment and the granting of awards to participants.
- 1.2. The organizer of the competition is Eesti Energia AS, registry code 10421629 (hereinafter referred to as the *Organizer*).
- 1.3. The time of the competition is 09.09.2019 – 23.01.2020.
- 1.4. The rules of the competition are published on the website [ideahub.enefit.com](http://ideahub.enefit.com) (hereinafter referred to as the *competition website*).
- 1.5. The Organizer may withdraw from the competition or change the terms and rules of the competition before the deadline specified in section 5.2, and terms specified in section 1.6 can be changed by the Organizer also after this deadline. In such case, the withdrawal or amendment of terms is made known on the competition website.
- 1.6. The Organizer may change the schedule of the competition rounds and performers. In case of any amendments, the Organizer presents the updated schedule on the competition website, and if possible, informs the participants of the competition rounds.
- 1.7. The procedure for the conducting of the competition is established by the Organizer in the rules within. In case of any inconsistencies between the rules in English and Estonian, the Estonian version will prevail. All decisions by the Organizer during the conducting of the competition are final and mandatory for all participants.
- 1.8. Any complaints related to the organisation and conducting of the competition must be submitted to the e-mail address [ideahub@enefit.com](mailto:ideahub@enefit.com) (hereinafter referred to as e-mail address) no later than 23.02.2020.

### 2. The objectives of the competition

- 2.1. Identification of new business opportunities and development of potential ideas.
- 2.2. To motivate entrepreneurship, encourage and raise awareness of the possibilities of the development of new and more sustainable ideas in the name of a cleaner living environment.

### 3. Competition participation terms

- 3.1. Adult persons with active legal capacity and legal persons (hereinafter referred to as the *Participant*) may take part in the competition.
- 3.2. Persons directly related to the organisation of the competition, mentors and jury members may not participate.
- 3.3. To participate, the participant must submit a duly completed application form in English found on the competition website.
- 3.4. A participant may submit several ideas, but each idea must be submitted on a separate application form.
- 3.5. Only ideas by persons having completed the form on the competition website shall participate, having submitted all data required with sections 4.1.1 to 4.1.9. The person submitting the application form is responsible for the correctness of the data.
- 3.6. The participant must agree with the terms of the competition when submitting the application form, and give their consent for the processing of data submitted in the application form, for its assessment, for the idea to be forwarded to the assessors, for

announcing the best ideas and winners on the Organizer's website and social media channels. In the processing of data, the participant gives their consent to the following:

- 3.6.1. The data collected by registration with sending the application is used by the Organizer Eesti Energia AS (chief processor of personal data) for determining the winners of the awards of the competition and for potential further cooperation. To this end, the Organizer shall keep the data of the Participants indefinitely. The Participant has the right to demand the deletion of their data at any time.
- 3.6.2. To receive a prize in the competition, the Participant's name may be disclosed on the organizer's website and social media channels (incl. Facebook, Instagram, Youtube). If a person wishes to receive additional information about the processing of their personal data, it can be obtained at the address: <https://www.energia.ee/-/doc/8457332/ettevottest/pdf/privaatsuspoliitika.pdf> and they have the opportunity of contacting the Organizer at the e-mail address of the competition.
- 3.7. All ideas are considered submitted according to the rules of the competition valid for the deadline of submission of ideas as specified in section 5.2. A participant who has submitted an idea, but does not agree with the changed terms of the competition based on section 1.5, may withdraw their submitted idea from the competition before the deadline specified in section 5.2 by sending a corresponding request to the e-mail address of the competition.
- 3.8. Participants must be prepared to communicate with media publishers, and among other things, give interviews.
- 3.9. Participation in the competition shall be considered as a Participant's consent to the Organizer to use the Participant's name in the media, advertising, PR campaigns and other events, without paying any fees to the Participant and making any additional agreements. By participating in the competition, the Participant has given their irrevocable consent to the Organizer for saving their presentation and using it in whole or in part. The Organizer shall not compensate for any costs, claims or damages related to the submission of the idea, participation, or receiving the prize, at any stage of the competition.
- 3.10. If the idea is closely related to one of the Organizer's proprietary technologies or business secrets, then the Organizer has the right to limit the extent of publishing of that idea.
- 3.11. Competition rounds are held in English and the Participant must speak English at a sufficient level to take part, or arrange translation at their own expenses. Also, another person designated by the Participant is allowed to present the Participant's idea.
- 3.12. By submitting the idea, the Participant confirms that they give their consent to the Organizer to use their idea independently of the author, i.e. anonymously without any reference to the Participant and without a separate consent.
- 3.13. By submitting the idea, the Participant confirms that he/she is the author of the idea and there are no complaints or claims by third parties concerning the idea, and the regulation of copyright is respected.
- 3.14. By the participation in the competition, the Participant allows the Organizer to use their materials, slides, citations, images, videos, the short description of the idea, and the title without a separate agreement or a charge.

#### 4. Requirements to the ideas

- 4.1. The Participant must complete the following data on the application form
  - 4.1.1. Name of the idea;
  - 4.1.2. Description of the idea;
  - 4.1.3. Description of how the idea changes the world in a positive direction;
  - 4.1.4. Benefits of the idea;
  - 4.1.5. The market and the customers;
  - 4.1.6. Maturity of the idea/solution;

- 4.1.7. Additional details;
- 4.1.8. Contact details including given name and surname, e-mail address and phone number.
- 4.2. Ideas can be submitted for the 3 following main fields:
  - 4.2.1. Electromobility, defined in the competition as technology and business models within the field of electric transportation;
  - 4.2.2. Smart Energy Management, defined in the competition as technology and business models concerning demand-side response management for electricity, ventilation, heating etc;
  - 4.2.3. Smart City, defined in the competition as technology and business models related to making public urban utilities such as street lights, traffic guidance, building systems etc more optimized, smart and dynamically adaptive.
- 4.3. The Participant must explain the connection of the presented idea to at least one of the main fields.
- 4.4. The main fields of the ideas are divided into sub-fields. More detailed descriptions of the sub-fields are specified on the competition website.
- 4.5. An idea is not taken into account, if:
  - 4.5.1. It does not comply with what has been specified in sections 3.1-3.6;
  - 4.5.2. It's not for a field specified in section 4.2;
  - 4.5.3. The idea has been submitted in the Enefit Idea Hub – The Pitch 2018 competition;
  - 4.5.4. The idea has previously been implemented or its implementation inexpediency has been verified;
  - 4.5.5. The idea has already been submitted into Enefit Idea Hub or is undergoing analysis within Enefit;
  - 4.5.6. The submitted idea or text is incomprehensible or it's not credible;
  - 4.5.7. The submitted idea does not conform to the objectives of the competition specified in section 2;
  - 4.5.8. The idea was submitted after the deadline specified in section 5.2.

## 5. Deadline for submission of ideas

- 5.1. Before the deadline for submitting ideas an innovation conference and information events will occur, participating in which is voluntary for everyone. More details will be published on the webpage of the competition on the 36<sup>th</sup> week of 2019 at the latest.
- 5.2. The idea submission deadline is 31.10.2019.
- 5.3. The Organizer has the right to postpone the submission deadline specified in section 5.2 by up to 1 week.

## 6. Competition rounds

- 6.1. The competition will be held in three rounds.
- 6.2. 1st Round - Submission of Ideas.
  - 6.2.1. In the 1st round, the field experts of the decision-making body of the Organizer will select the best 30 ideas, which will move on to the 2nd round.
  - 6.2.2. The authors of ideas proceeding to the 2nd round will receive a confirmation of progression by the 47<sup>th</sup> week of 2019 (18.11.2019).
  - 6.2.3. The authors of the progressed ideas must confirm their participation in the Pitching event (presentation of ideas) by e-mail by the deadline specified in the confirmation of progression e-mail.
  - 6.2.4. The Organizer is not responsible if the contact details of the Participant, incl. e-mail address and phone number, have been submitted incorrectly and the Organizer is unable to contact the Participant via e-mail. If the Organizer does not receive a response from

the Participant as described in section 6.2.3 to the letter sent to the e-mail address provided by the Participant, or it comes back with an error message, or the Participant has not submitted their confirmation required for participation, then the Organizer has the right to leave this participant out of the ranking and aside from participation, and select the next participant in the ranking instead.

#### 6.3. 2nd Round - Idea Pitching Day (Semi-final)

- 6.3.1. Each author has 90 seconds to pitch their idea.
- 6.3.2. The authors of ideas have the possibility to use presentation slides during the pitching.
- 6.3.3. Presentation slides (up to 3 slides) must be submitted in PDF format to the competition e-mail address by 08.00 on 25.11.2019 (GMT+2).
- 6.3.4. At the end of the pitching, the jury may ask specifying questions from the author.
- 6.3.5. At an evening of the pitching, the jury will select the TOP 10 to progress to the mentor program and finale. The TOP 10 will be informed of progression at the end of the pitching event.
- 6.3.6. The semi-final pitching event will be held in Tallinn, Estonia. A specific location and time will be published on the web page of the competition on the 40th week of 2019 at the latest. The Organizer will enable Participants to present their idea pitch in the pitching event via video link from the Organizer's offices in Latvia, Lithuania, Finland, Poland and Sweden.

#### 6.4. 3rd Round - Finale

- 6.4.1. Before the 3rd round, the mentor program will take place in cooperation with the competition organizer's mentors during December 2019 and January 2020; a detailed schedule for the finalists will be provided by the Organizer by 29<sup>th</sup> of November 2019. The Organizer shall mediate the contacts of authors and mentors.
- 6.4.2. Each author has 180 seconds to pitch their idea.
- 6.4.3. The authors of ideas have the possibility to use presentation slides during the pitching.
- 6.4.4. Presentation slides (up to 3 slides) must be submitted in PDF format to the competition e-mail address by 08.00 on 20.01.2020 (GMT+2).
- 6.5. The progression of an idea is based on the following criteria: relation to organizer's business lines, implementation speed, technological feasibility, good marketing opportunities, environmental impact reduction, and work safety.
- 6.6. The composition of the jury will be disclosed on the competition website by the 40<sup>th</sup> week of 2019. The jury will jointly decide on the winner on the basis of the criteria specified in section 6.5., also taking into account the success of the presentation of the idea and the answering of questions.
- 6.7. The authors of ideas to receive prizes will be announced at the place of the finale specified in section 6.3.6 at the Finale Event. The award winners will be disclosed on the competition website no later than within 4 calendar days following the day of the finale event.

#### 7. Prizes

- 7.1. The size of the prize pool is € 30 000, which is divided as follows : 1st Prize EUR 15 000, 2nd Prize EUR 10 000 and 3rd Prize EUR 5 000.
- 7.2. These amounts announced as prizes will be the actual amounts that the winners receive. State taxes and fees applicable to the prizes will be paid by the Organizer in accordance with the legislation.
- 7.3. The Organizer shall contact the prize winners on their e-mail addresses indicated in the application form within 5 calendar days after the finale. The Participant must confirm having

received such notification e-mail and provide their bank account number, to which the Organizer shall pay the prize money within 35 business days.

7.4. The prize shall not be replaced with another kind of award and it shall not be paid in cash upon a request by the Participant.

7.5. If the Organizer is unable to contact the winner within 14 calendar days using the contact details provided by them on the application form, and they have not contacted the Organizer within that time, they lose the right of receiving the prize money.

7.6. A prize that has not been timely redeemed, shall not be paid.

## 8. Further cooperation

8.1. Potential cooperation with the prize winners after the end of the competition will take place in accordance with an agreement between the Organizer and the prize winner.