

Design Challenge Terms and Conditions

1. Background and Introduction

This website is created to provide information about, and enable Northumberland businesses to apply to, the Design Challenge (the "**Challenge**"). The Challenge is organized and managed by Rural Design Centre Innovation Project, ("RDCIP") part of Advance Northumberland....etc

These terms, conditions and any rules for the challenge on the www.rural-innovation.co.uk website (together the "**Terms and Conditions**") operate for the benefit of RDCIP, who contribute to or are involved in the administration, operation and maintenance of the challenge. References to "we", "us" and "our" in these terms and conditions shall refer to RDCIP.

Please read these terms and conditions carefully before you apply to the challenge. By submitting an application, you accept these terms and conditions and agree to comply with them. If you disagree with any of the stated terms and conditions, you cannot submit a registration and may not participate in the challenge. Should you still decide to submit a registration you will be held as accepting all term and conditions. A copy of these terms and conditions can be provided to you if you send us an email.

2. Eligibility

Who can apply to the Design Challenge?

a) A Northumberland based organisation that meets the small and medium sized enterprise ("SME") criteria defined in the challenge registration process.

If you are unsure about your eligibility to apply for the challenge, please contact us before submitting a registration. A very small number of start-up businesses in their first year of trading may also be supported. Please contact us directly if this applies to you.

3. Registration to participate in the challenge

a) In order to participate the SME must fill in all mandatory fields and answer all questions within the registration form on the challenge website.

b) Registrations must comply with guidelines and recommendations set out on the challenge website.

c) Registrations must be submitted in English.

d) Registrations start on 27th July 2021. The registration deadline is published on the Challenge website.

e) The submitter approves that he/she has the legal authority to submit the registration on behalf of the company.

4. Timeline

After registrations have been received and the dead line published on the challenge website passed, the challenge will run in accordance with the following indicative

timeline. We reserve the right to change any of the timeframes indicated on our challenge website (changes will be posted on the challenge website):

26/07/21 - Launch (Online)

The launch event on **July 26th 2021** provides an opportunity to discover more about Ad Gefrin, the design challenge and how to register your interest to take part.

01/09/21 - Registration of interest Deadline (online)

Registrations processed and SME participants agreed and notified.

Design Workshops

06/10/21 – Facilitated Workshop 1 - Customers and Ideas Workshop (face to face)

Bring the SME participants together and work with them to research and understand potential customers to stimulate new ideas

20/10/21 – Facilitated Workshop 2 - Prototyping and testing (face to face)

SME participants work up ideas and to prototype and test with potential customers and get feedback

03/11/21 – Facilitated Workshop 3 - Pitching and submission (face to face)

Participants develop and practice their pitch and storyboard their submission video to showcase the idea they have developed in response.

01/12/21 - Deadline for Submission (online)

Submission - pitch video.

17/12/21 - Shortlist announced (Online)

10/01/22 - Pitch day, winner announced and celebration (Face to Face)
Event

5. Public Relations

a) The challenge will be promoted by Barbara Huddart / Glendale PR and RDCIP / Advance Northumberland. Contact details are available below.

b) By registering with the challenge you agree that you as an SME participant may be mentioned in the articles.

c) Participants may not independently publicise (in any way) their participation in the Challenge without prior approval from the organisers. In this instance, the contact will be Deborah Elliott - RDCIP

6. Selecting the SME's for the Challenge

a) SME participants will be selected based on meeting the SME criteria as defined in the registration process.

b) Decisions made by the Team are final. No correspondence will be possible.

c) Whenever we need to contact you in connection with the Challenge, we will use the contact information provided by you in the application form. We are not responsible for incomplete or incorrect contact information provided.

7. Intellectual Property Rights, Information and Publicity

a) You confirm by applying to the Challenge that you lawfully own all Intellectual Property Rights ("IPRs") subsisting in your application to the Challenge and that your participation does not infringe on any third party's IPRs. You are responsible for obtaining any and all necessary permissions from third parties to use their IPRs in your application. We reserve the right to disclose your identity to any third party claiming material posted or uploaded by you to the Challenge website constitutes a violation of their IPRs, or their confidentiality/privacy rights. We reserve the right to ask for additional evidence or documents to validate that all information you supply is true and complete.

b) The Challenge does not retain any equity or ownership of the idea upon application. You retain full and exclusive ownership of your information and intellectual property rights. Any idea you submit will only be used for the purpose of evaluating your application to the Challenge .

8. Changes and Challenge Cancellation

a) We may cancel the Challenge or vary these terms and conditions at any time at our sole discretion.

b) We reserve the right to suspend the challenge at any time and to change the form and substance dates for deadlines, and events, locations, and/or specification of the Challenge.

c) Any changes to the terms and conditions will be posted only on the Challenge website.

d) We reserve the right to not select SME's for the Challenge.

e) By successfully registering to the challenge you give your consent to such modification or cancellation in advance.

9. Prizes and awards

a) The challenge organisers reserve the right to change the prize and awards.

b) SME participants will benefit from the equivalent value of a minimum of £2283 in funded business support.

c) There can be no presumption that the winning entries will be commissioned by Ad Gefrin. Commissions remain at the sole discretion of Ad Gefrin. However, should a commission be made, Ad Gefrin reserves the right to negotiate exclusivity with the producer.

10. Use of Your Information and Privacy Statement

a) Privacy Statement <https://www.rural-innovation.co.uk/privacy-notice>

b) Confidentiality – Unless stated otherwise, information submitted in any application will be used by RDCIP for the purposes of the Challenge.

c) We may also use the information for other purposes, at our sole discretion, including for marketing purposes, or to send you promotional materials or communications

regarding services provided by RDCIP and Advance Northumberland that we feel may be of interest to you. We are hereby also referring you to **use of your information**.

11. Governing Law and Jurisdiction

These Terms and Conditions shall be governed by and construed in accordance with the UK law. Any dispute arising under these Terms and Conditions shall be subject to the exclusive jurisdiction of the UK courts. By applying to the Challenge you agree to submit to UK law. If any provision of these Terms and Conditions is found by a court of competent jurisdiction to be unenforceable, such provision shall not affect the other provisions.

12. Miscellaneous provisions

a) Headings of Sections herein are inserted for convenience of reference only and shall not affect the construction or interpretation of these Terms and Conditions.

b) The team picked the challenges based on its sole discretion.

c) If there is any conflict between these terms and any other conditions regarding the challenge, these terms shall prevail.

d) We may update these terms at any point in time without providing you with a personal notification. The updated Terms and Conditions will be posted on the challenge website. By utilizing this site you are consenting to be bound by the then current form of these Terms and Conditions of Use.

If you have any further questions about the Challenge, please contact Deborah.elliott@advancenorthumberland.co.uk