



RULES OF THE BL CITY'ZEN CHALLENGE 5

Clause 1: Organising company

The company **BERGER-LEVRAULT**, a **French limited company (SA)** with a **Board of Directors**, the registered office of which is located at 892 Rue Yves Kermen, 92100 Boulogne-Billancourt, France, registered in the Nanterre Trade & Companies Register under the number 755 800 646, hereinafter referred to as "the Organising Company", is organising its fifth "**BL City 'ZEN Challenge**" **competition in France, in Spain and in Quebec**. Certain students at the following schools may enter:

In France:

- ECE Paris, Immeuble Pollux, 37 Quai de Grenelle, 75015 Paris.
- Ecole Supérieure d'Ingénieurs Léonard de Vinci, Pôle Universitaire Léonard de Vinci, 92916 Paris La Défense Cedex.
- EPITECH Toulouse, 40 boulevard de la Marquette, 31000 Toulouse.

In Spain:

- EPITECH Barcelona, Carrer de Joan Miró, 21, 08005 Barcelona.

In Quebec:

- ETS Montreal, 100 rue Notre-Dame Ouest, QC H3C 1K3 Montreal

The competition shall run from 12 January 2021, its launch date, until 30 June 2021.

The competition is open to students enrolled for the 2020-2021 university year, in:

- 4th year at ECE;
- 3rd year and in 4th year at ESILV;
- 3rd year, 4th year and 5th year at EPITECH Barcelona;
- All years at ETS Montreal;
- 3rd year, 4th year and 5th year EPITECH Toulouse.

Clause 2: The principle of the competition and how to take part

2.1 Purpose of the competition

The purpose of the "**BL City 'ZEN Challenge'**" competition is to develop an innovative product that enables the relationship between citizens and government agencies to be improved (on the topic of improvement of the relationship between citizens and government agencies).

The meanings of the words "citizen" and "government agency" are defined as follows:

The word citizen means any and all persons who live, on a temporary or permanent basis, on French, Spanish or Quebec's territory who, irrespective of age, the civil and the political rights thereof, have cause to have dealings with "government agencies", defined in accordance with the organic meaning of the term "government agency". The word encompasses, indifferently, adult and minor persons who have contact with government agencies in their various capacities (governed person, pupil, student, patient, pension recipient, benefit recipient, tourist, etc.).

The word government agency means all of the legal entities (the state, regional governments, municipalities, public establishments, hospitals, retirement homes, school and university establishments, etc.) and physical persons (civil servants, contract workers, etc.) who carry out all of the activities the aim of which is to meet the general-interest requirements of the people (as regards public order, the efficient provision of public services, etc.), as they are defined at a given point in time by public opinion and by political authorities. The term "government agency" is to be understood in its broad sense, which means that private bodies that assume the roles usually carried out by government agencies are deemed to be equivalent to government agencies.

In order to take part, each team shall have to propose its own project in relation to the topic, compile an application dossier detailing the work to be carried out and have its choice approved by its academic advisor. Teams may be made up of three people minimum and five people maximum.

The organisation committee of the "**BL City 'ZEN Challenge'**" competition shall also, ultimately, approve projects that meet the criteria for participation in the competition. At the least 10 projects and at the most 20 projects shall take part in the "**BL City 'ZEN Challenge'**". Under the co-ordination of an external coach in charge of monitoring all of the projects selected and of an advisor/coach, Berger-Levrault shall sponsor and assist each team and help the teams to bring their projects to fruition. During the course of the competition, each team shall be able to contact and to regularly meet its external coach and its sponsor.

2.2 Participation criteria

- A project that is within the scope of the students' course of study;
- Authorization from the student's school and/or academic advisors;
- An on-topic project;
- Register no later than 6pm French time on 30 November 2020, using the email address: register@cityzenchallenge.com.

2.3 Criteria used to select the winning project

The criteria used to select the winning project shall be as follows and shall enable projects to be ranked:

- The level of technical complexity of a project;
- The innovative nature of a project (a new approach, improvement of an existing solution, the creation of a new use or tool);
- The progress made with a project between the launch of the competition and the project completion date;
- Ability to finalise a project with a view to bringing it to market.
- The presentation in front of the final jury (including a promotional video of 3-4 minutes).

These criteria (which do not constitute an exhaustive list of criteria) shall be appraised solely by the jury.

2.4 The competition – key dates and stages

19 October 2020: "opening" of the email address register@cityzenchallenge.com

12 January 2021: launch of the "**BL City 'ZEN Challenge'**" competition.

Each team that wants to participate in the competition shall have to register for the competition using the email address above, based on an application dossier (to download from the website www.cityzenchallenge.com), which shall at least specify the following:

- The project name;
- The first names and surnames of the members of the team;
- The course of study the students are following at the school;
- The year they are in and the name;
- A summary describing the project (one page);
- A confidentiality and intellectual property agreement signed by each of the participants;
- An attestation of transfer of rights pertaining to the image and to the voice of each team member, signed by each of the participants.

30 November 2020 (6pm, French time/CEST): the deadline for registering for the competition.

11 December 2020: communication of the results regarding the projects selected for the launch of the competition and appointment of Berger-Levrault coaches.

From 12 January 2021 to 30 June 2021: each team shall carry out its project and be monitored by their respective coaches.

24 April 2021: Qualification round for the final jury. 8 teams will be selected to advance to the final jury based on evaluations provided by the project coaches and the competition coordinator. All teams not selected to advance to the final jury shall be dismissed from the competition without recourse. The selection criteria for the qualifying round are, but not limited to, the three following elements:

- level of motivation,
- level of progress realized since the start of the competition,
- level of feasibility.

Each team shall have to deliver, at the end of its project, before 24 May 2021, a dossier made up of:

1. A final project report (no more than 50 pages long) that presents its project in a detailed manner, which shall at least include:
 - A summary of the project (background, problem addressed, aims, etc.);
 - A presentation of the team;
 - The state of the art: an overview of the existing solutions;
 - A functional and technical description of the project;
 - Business data in relation to the project (the monetisation model);
 - Roadmap: A schedule for deployment of the project;
2. A promotional video for the project (5 minutes maximum);
3. A prototype, where applicable (involving a demonstration of the prototype lasting five minutes at most).

June 2021: each team shall defend their respective projects in front of the jury.

June 2021: following the jury, the BL City 'ZEN Challenge 5 awards ceremony (venue to be confirmed). The awards shall be presented by Pierre-Marie Lehucher, the Chair and Managing Director of Berger-Levrault.

July 2021: a meeting at which the projects of the winning teams shall be presented, either in person or by means of a videoconference.

Clause 3: Designation of the winning project and prizes

All of the projects that passed the qualification round shall be ranked by way of appraisal of the criteria set out in Article 2.3, by the jury, at the sole discretion thereof. The decision shall not give rise to any disputes. There may not be any ties between projects, unless the jury decides otherwise.

The announcement of the winning projects shall take place at a ceremony in June 2021.

The prize for the three winning teams is a study grant, the amount of which, per team member, is:

- **€1,500** for first prize;
- **€1,000** for second prize;
- **€500** for third prize.

Each winning team, represented by at least two members, is obligated to take part in a winning project presentation meeting that members of Berger-Levrault's staff shall attend. Said grant shall be paid to the school of the winning team, to pay part of the university tuition fees of the members of the selected teams on the condition that the students in question are admitted to the following year of studies at their respective schools. Payment of the grant is triggered after the project presentation meeting involving the winning teams, which shall be held during the month of July 2021.

In addition, depending on the nature of the project, work placements of between three and five months may be offered, by Berger-Levrault or by one of its subsidiaries in Spain or in Canada, to each member of the three winning teams.

Clause 4: Confidentiality

Each member of the teams selected for the competition must have signed, unreservedly, before the competition is launched, a confidentiality agreement covering all the activities, communications, projects, products and technologies, and, less specifically, all the information owned by Berger-Levrault, of which each team member may become aware during the course of the participation thereof in the competition "BL City 'ZEN Challenge".

Clause 5: Use of the identities of the entrants

All participating teams authorise Berger-Levrault, solely as a result of the teams' participation in the competition, to reproduce, perform and disseminate the first names, surnames and photographs of their members, including but not limited to via the websites of Berger-Levrault, on social networks and on paper media such as newspapers, magazines, sector-specific journals, , and likewise within the framework of any and all promotional events related to the competition. Said use shall not entitle said teams to rights of any form of remuneration or benefits whatsoever.

Clause 6: Costs incurred to take part in the competition

Costs incurred with respect to participation in the competition shall be borne by each team, unless an express agreement otherwise is reached with the Berger-Levrault coach.

Clause 7: Intellectual property rights

All participating teams certify and guarantee to the Berger-Levrault Group that they are the original authors of their projects and that they are not directly and/or indirectly violating any rights of third parties. In light of which, all participating teams shall hold the Berger-Levrault Group harmless against any and all claims brought by third parties, in particular as regards the use made of said projects, as provided for within the framework of the competition.

All entrants authorise the Berger-Levrault Group, free of charge and in advance, to disclose to the public, to perform and/or to reproduce, where applicable, their projects, and in particular to feature them on the websites of the Berger-Levrault Group.

All entrants grant, for a period of 36 months from the submission of their respective projects, on an exclusive basis, to the Organising Company, all ownership rights to the projects that constitute their contribution to the competition, including reproduction rights irrespective of the medium, performance rights as regards any and all means, adaptation rights and modification rights and likewise the right to offer to sell as regards the projects. Consequently, entrants shall refrain from entering into an assignment agreement with respect to the rights to their work. Entrants grant said rights without consideration, on a worldwide basis. Six months prior to the expiry of said grant of rights, Berger-Levrault shall notify the entrant of its intention to abandon the rights granted or to acquire them. Consideration for the assignment of the intellectual property rights that may be agreed, shall be materialised through the payment of an overall lump-sum amount, it being understood that in the event of commercial exploitation on the part of Berger-Levrault, the latter may pay additional remuneration, the terms and conditions of which shall be negotiated in good faith.

Clause 8: Changes to competition dates

Berger-Levrault shall not be held liable in any way, shape or form if, due to force majeure circumstances, or to events outside of its control, it is obligated to cancel this competition, or to extend it, to postpone it or to amend the terms and conditions thereof. Berger-Levrault reserves the right, under all circumstances, to extend the participation period.

Clause 9: General rules

Participation in the competition infers agreement with these rules, as regards all the provisions thereof, and likewise with applicable laws and regulations.

The choice of the projects selected is at the discretion of the jury.

Non-compliance with the terms and conditions set out in the rules gives rise to the competition entry being deemed null and void.

Any and all disputes and any and all claims in relation to this competition must be detailed in writing and sent to the address of Berger-Levrault.

Berger-Levrault reserves the right to discontinue the competition at any time; said discontinuation would not give rise to the award of any compensation of any kind whatsoever to entrants.

Clause 10: Applicable law

These rules are subject to French law.

Clause 11: The Act on Information Technology, Data Files and Civil Liberties

In accordance with applicable legislation and in particular with the French Act of 6 January 1978, which is known as "the French Act on Information Technology, Data Files and Civil Liberties" and Regulation (EU) 2016/679 on the processing and protection of personal data, the winners shall be entitled to access, to rectify and to object to the processing of the personal data thereof. All an

entrant needs to do is to send a request by post to Berger-Levrault, 64 Rue Jean Rostand, 31760 Labège, France, specifying his or her first name, surname, email address and postal address. In accordance with applicable legislation, the request must be signed, a photocopy of his or her identity papers featuring the signature thereof must be enclosed with it and the request must specify the address to which a reply must be sent.