



Co-funded by the Eco-innovation Initiative of the European Union

"A name and a logo for thermo-vacuum treated wood" contest

ConLegno, Consorzio Servizi Legno Sughero, with registered office in Milan, Foro Buonaparte 12, Tax-Payer's code 97331520151 and VAT n. 04482880962, is organizing the first edition of a contest, "A name and a logo for thermo-vacuum treated wood", that will take place from 15th March to 15th May 2015. The selection of the winner will take place within 30th June 2015. The participation in the contest is free.

This competition is being held as part of the **Tv4newood** project, financed by the European Commission through the 2012 Eco Innovation initiative. The **Tv4newood** project was conceived with the aim of manufacturing a new type of wood which offered high performance with a low environmental impact, using the innovative procedure of the thermo-vacuum treatment of wood. Candidates are invited to visit the project site at <http://www.tv4newood.com/>.

The wood used for this process derives entirely from European forests and is considered to be of little value. However, after thermo-vacuum treatment it becomes a high-performance wood which offers strength and durability as well as pleasing aesthetics.

1. AIM OF THE CONTEST

The aim of this competition is to identify the name, brand and image for thermally-modified timber deriving from the innovative thermo-vacuum process. Each candidate is free to submit proposals based on his or her own interpretation of the values, benefits and characteristics of thermally modified wood and its innovative production process.

The promoter will use a panel of judges to assess the proposals submitted and identify the trademark which best represents the product in regard to its distribution and sale.

The creator of the winning brand will receive a reward to the amount of €5,000.00 (five thousand euros).

For Italy, this activity is to be considered excluded from the discipline on prize promotions as it falls within the hypothesis of exclusion provided for under letter a paragraph 1 art. 6 of the Presidential Decree n. 430/2001 and the "prize" to the author of the work chosen, referred to in subsequent art. 7, has the nature of a personal merit acknowledgement consideration.

2. TYPOLOGY OF PARTICIPANTS

This competition is open to European citizens of any age and gender and is aimed particularly at students, amateurs or professionals in the communication sector with a passion for graphics and design.

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It is specified that each project can only be submitted by natural persons either as individuals or as a group, provided that, in case of groups, an authorized representative is appointed (hereafter called "group leader") with a proxy from the other group members. Each project must be submitted by just one person who, in case of groups, is the group leader. The prize will be assigned to the individual person or to the representative of the group, the group leader, in case of win of a group.

Each entry may include up to 3 proposals, with variations in the colour of the graphics and/or name and/or font. The same content may not be submitted more than once.

People who enter this contest in a group are allowed to enter as a individual person, too. In any case, each author can submit a maximum of 3 projects, including the ones that he/she has submitted as a part of a group.

Employees of companies which are part of the Conlegno consortium and of partner companies in the **Tv4newood** project, as well as those who have any nature and/or type of professional relationship with Conlegno while the competition is open, are excluded from taking part in the competition. Also the close relatives of the above mentioned subjects are excluded from participation.

3. PARTICIPATION PROCEDURE AND PROJECT CHARACTERISTICS

The participation in the contest is free.

In order to participate, potential candidates should create a complete brand, including name and logo, to be applied to the thermally modified wood described above.

Candidate should base their ideas on the following values:

- Beauty
- Lightness
- Reliability
- Strength
- Naturalness
- European origin.

In order to be considered, all projects submitted must:

- Be original and unpublished
- Be in-line with the philosophy of the project (more information is available at <http://www.tv4newood.com/>)
- Be in-line with the product specifications, distinctive and easily recognisable.

Brands may be created using any method or technique, providing they satisfy the above requisites.

To enter a project into the competition, candidates should submit a proposal which includes the following documentation:

- Brand name, specifying chosen colour(s) and font(s)
- Brand image in .jpg format, to be used for logos and stickers
- Selected brand artwork and text for letterheads, in .pdf format, .ppt template, folders and brochures
- Artwork for protective film for wood or packaging paper
- Brief presentation of the idea behind the project and the decisions made in relation to the concept
- Copy of the group leader's identification document
- Copy of these terms and conditions, signed in acceptance by the group leader.

In regard to material produced, all candidates should provide the artwork indicated above in high resolution or vector format, because they shall be required if the entry is successful.

All the above mentioned documents must be sent in the period included between 15th March and 15th May 2015 to the email address tv4newood@wde-maspell.it.

Candidates must also include in their application email their personal details (name, surname, date and place of birth, full address and country of residence); for group candidates, they must list the details of all participants, with specific indication of the group leader. The email should also specify that the candidates consent to the use and processing of their data for purposes related to the competition, in accordance with Article 13 of Italian Legislative Decree 196/2003.

Note that the maximum email size with attachments is 10 MB. If the size of all files to be submitted is larger than 10 MB, multiple consecutive emails may be sent which must be indicated both in the email body and subject line.

The contest registration is subject to the acceptance of the clauses included in these terms and conditions, considered as having been read and agreed upon in all their parts at the time of registration.

4. EXCLUSIONS

The following projects will be excluded from the contest:

- projects that violate in any way whatsoever the rights of third parties, including any copyrights as well as those that are submitted in violation of the statements and guarantees included in the following article 9.
- projects considered offensive and/or contrary to public morality and to public decency and that have contents that are defamatory or in violation of privacy.
- projects that do not conform to the characteristics stated in the above paragraph 3.
- Projects which represent other competitor brands.

The notification of the exclusion in connection with the violation of one or more clauses of this contest will be sent to the participants to the e-mail address with which they registered for the contest.

5. TIME LIMITS

This contest will be communicated from 01st March 2015.

Participants may send the documentation concerning their work starting from **15th March 2015** within and not beyond **15th May 2015**.

Works submitted outside the above mentioned temporal terms will not be accepted.

The selection and notification to the winners will take place within **30th June 2015**.

6. SELECTION CRITERIA

A technical jury formed by members of the promoting company Conlegno and by members of the partner companies in the project (WDE-Maspell, CNR/IVALSA, ECOLWOOD FRANCE, SLU) will evaluate at their own incontestable discretion all the works received and they will select the ones considered most deserving and of greatest interest.

The selection of the winner will be made according to the following criteria:

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- I. Conformity with the product values
- II. Creativity
- III. Innovation
- IV. Aesthetics
- V. Originality
- VI. Solid, well-supported reasons for selecting the brand.

7. ACKNOWLEDGEMENTS

The jury will determine, at its own incontestable discretion, the best work received.

The prize that, to all effects, constitutes an acknowledgement consideration of the personal merit of the author of the winning work, will consist in assigning an all-inclusive amount of € 5,000.00 (five thousand Euro/00) to the author of the winning work (which will be divided in amounts of equal value in case of a plurality of authors), established also in consideration of the value of the transfer to WDE – Maspwell srl, of the relevant rights of the winning work, according to the provisions of the following article 8 of this contest.

The winner will be asked to accept the prize in writing by replying to the email giving notification of his or her winning entry. In case of a plurality of authors, the acceptance of the prize will have to be undersigned by all the authors of the winning work.

Failure to undersign the prize acceptance, in case of a plurality of authors also by only one of these, will be equivalent to a non-acceptance of the prize.

In case of non-acceptance of the prize, the company promoting the initiative will have the right to proceed with the assignment of the same prize to the author (or authors) of another work.

After accepting the prize, the winner must agree to transfer all rights indicated in article 8 below to the project partnership coordinator and to the WDE-Maspell srl production patent holder.

In case none of the works received is considered deserving and of interest by the technical jury as mentioned above, no prize will be assigned.

Competition candidates having submitted projects shall hold no right whatsoever to submit claims of any nature against the promoter and the partner companies in the project (WDE-Maspell, CNR/IVALSA, ECOLWOOD FRANCE, SLU) in relation to their participation in this competition and/or non-selection of their submitted proposal.

8. TRANSFER OF RIGHTS

In order to use the prize referred to in the above article 7, a specific contract must be stipulated between WDE-Maspell srl and the author/authors of the winning work, according to the contractual standards generally used by WDE-Maspell srl, having as its object the transfer to WDE-Maspell srl, against the exclusive payment of a prize in money of Euro 5,000.00 established in the above article 7, of all the rights, without distinction and excluding none, on an exclusive, final and absolute basis, of economic exploitation of the winning work, also for publishing, reproduction and commercial purposes, without temporal or territorial limits, waiving any and all financial claims against the promoting company and the partner companies in the project (WDE-Maspell, CNR/IVALSA, ECOLWOOD FRANCE, SLU) and their assignees.

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By acquiring the rights on the winning work, the WDE-Maspell srl can, inter alia, realize/replicate it and put it in production, introduce adaptations and/or transformations and carry out any form of distribution to the public.

The refusal of the author/authors of the winning work to undersign the above mentioned contract will automatically involve the cancellation of the prize, with the subsequent right of ConLegno to proceed with the assignment of the prize to the author of another work.

9. AUTHORISATIONS, DECLARATIONS AND GUARANTEES ON CONTENT

The promoter reserves the right not to consider any material which contains graphics or images deemed offensive or which go against public morals (vulgarity, violent scenes, illegal activities, etc.), or defamatory content which in any way violates third party rights, invading privacy or violating copyright.

All content must be free from copyright and shall not be returned.

By sending his project and by accepting to participate in the contest, each competitor states and guarantees that he is the only author of the work sent, and he therefore takes full and total responsibility, under any profile whatsoever, none excluded, regarding the originality and authorship of the work itself, relieving the promoting company from any and all liability, and therefore also for any direct or indirect damages caused to third parties, in case of untruthful statements on the originality or authorship of the contribution sent.

More precisely, by participating in the contest, each competitor states and guarantees:

- that the contributions sent are original and that the same do not violate copyrights and or/ rights of trademarks/ industrial secrets/rights of image or any other right of commercial and/or industrial and intellectual exploitation, none excluded, of any natural and/or legal person.
- that he will fully release and hold harmless the promoting company as well as its assignees from any prejudicial consequences, also from a compensation and/or indemnity standpoint, that may derive to it as a consequence of the violation and/or non-truthfulness of the statement and guarantee defined in article 9. In particular, the participant will defend the promoting company and fully release it and hold it harmless from any cost, damage, burden, compensation and/or indemnity, none excluded, that the latter, for any reason or right, may be called to bear as a consequence of the mere possession and/or use, also for commercial purposes, of the work submitted and, therefore, also for a violation of copyrights, rights on registered trademarks, patent rights, rights of know-how, rights of invention, of image and of any other right, including those of exclusivity, of third parties.

The promoting company reserves the right at its own discretion to suspend or cancel the contest and the assignment of compensations should any facts and or events occur that would make the continuation of the contest difficult and/or impossible.

By participating in the contest, the competitors allow the promoting company to publish the works submitted in the contest free of charge on its website or on other communication material, and to make the contents usable by the public, also after the time limit of this contest, without any temporal or territorial limitation.

Competitors other than the winner will, in any case, maintain the ownership on the rights of economic exploitation of their own projects.

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10. PRIVACY

The data of participants will be processed by the promoter exclusively for purposes related to the management of the contest. Personal data will be processed mainly by electronic methods, by ConLegno, Consorzio Servizi Legno Sughero, with registered office in Milan, Foro Buonaparte 12 - owner of the processing –, for the operations connected with the participation in the contest. The data will also be processed by members of the jury for purposes related to the contest. Participants can, at any time, exercise their right to consult, modify, cancel the data or to oppose their processing for legitimate reasons by writing to Consorzio Servizi Legno Sughero at the postal address 20121, Foro Buonaparte 12, Milan. In the same way, it is possible to ask for the list of the people in charge of the processing.

11. JURISDICTION

By participating in the contest, each participant states that he acknowledges and agrees that this contest and the entire procedure of selection and of picking out the winning work, including, therefore, the transfer by the winning competitors to WDe-Maspell srl of all the rights, none excluded, of economic exploitation, also for commercial purposes, and of image of the winning work, are and will be governed exclusively by the rules of the Italian law and that to settle any dispute the competent jurisdiction will be the Italian one, with the exclusive jurisdiction of the Court of Milan.

12. TERRITORIAL SPHERE

This contest is addressed to citizens of any country in Europe.
Selection process and identification of the winner will take place in Italy.

13. ASSISTANCE

More information about this contest is available at +39 0331/252144 or tv4newood@wde-maspell.it

Date,
Place,

Name and surname (print clearly)

Signed and accepted