

# Rules of participation

## Packaging Challenge

### Organizer

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The "Packaging Challenge" is

- (i) organized by IDG Servizi S.r.l. ("**IDG Servizi**," with registered office in Parma, viale delle Esposizione 393/A, pec.idgservizi@pecidgservizi.com, C.F. and P.IVA. 02902620349, in the person of Alberto Volpe, with ID no.YA7949856, as CEO and
- (ii) by Eatable Adventures Italy S.r.l. ("**Eatable Adventures Italy**")headquartered in Verona, via Francia 21C, eatable.adventures.italy@legalmail.it, Tax Code and V.A.T. no. 04911900233, in the person of MILAGROS VALCÁRCEL PATO, with ID no. 5.415.458Q, as Sole Director.

More information about Italia del Gusto is available at [italiadelgusto.biz](http://italiadelgusto.biz) and at [Eatable Adventures](http://EatableAdventures.com).

### Introduction

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Italia del Gusto is the first private consortium of companies operating in the Italian food and wine sector, whose members are selected for the quality of their products and the importance of their brand.

Founded in 2006, the consortium's mission is to help member companies improve their competitive position in international markets by strengthening their image as producers of high-quality food products.

The Italia del Gusto consortium companies participating in this challenge ("**the IDG Consortium members**") are as follows:

- Amica Chips
- Artebianca
- Auricchio
- Parmalat
- Ponti
- Rovagnati
- Urbani Tartufi
- Valsoia

## Who is the call for projects aimed at?

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IDG Servizi alongside Eatable Adventures Italy is launching the Packaging Challenge with the aim of identifying innovative, specific and feasible solutions for IDG Consortium members, designed by startups operating on a global scale (mainly based in Italy and Europe) with commercially validated products and technology solutions with market traction, capable of addressing the challenges posed by the current economic environment and adding scalable business models that are unmatched in the market.

The Packaging Challenge is launched internationally, and selected projects must be able to be implemented in Italy or any other geographical area indicated by IDG Consortium members.

## Main areas of interest

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The Packaging Challenge, with its firm commitment to innovation in the food segment of the industry, raises the following challenges, mainly focused on sustainability and more specifically on:

- A. **Recycle and Reuse:** Groundbreaking and forward-thinking proposals to reduce reliance on plastics, replacing them with recyclable alternative materials or offering eco-friendly reusable alternatives to tackle the packaging challenge within the agrifood industry through innovative startups.
- B. **Innovative materials:** Intelligent solutions and/or materials to extend product shelf life using innovative materials and/or intelligent solutions, enhance functional and organoleptic characteristics, improve consumption convenience and/or are capable of introducing new packaging formats through cutting-edge startups.
- C. **Efficient processes:** Disruptive solutions that redefines packaging in the food industry by cutting costs, optimizing processes, and enhancing product traceability through innovative startups.

## Project participation and selection process

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All participating startups must:

- (i) Accept these Legal Conditions:

"Eatable Adventures is committed to protecting and respecting your privacy and will only use your personal information to administer your account and provide the products and services you have requested from Eatable Adventures. From time to time, Eatable Adventures wishes to communicate with you about our services and events, as well as other content that may be of interest to you. If you agree to us contacting you for this purpose, please check the boxes below that you would like

to apply to you.”

“In order to provide you with the requested content, we need to store and process your personal data. If you agree to us storing your personal data for this purpose, please tick the box below. You can unsubscribe from these communications or withdraw your consent at any time. For more information on how to opt-out of our privacy practices and how we are committed to protecting and respecting your privacy, please see the Privacy Policy.”

(ii) Accept the Privacy Policy at: <https://italiadelgustochallenge.com/>

(iii) fill out the Application form on the specific App- AcceleratorApp- licensed and managed by Eatable Adventures Italy for the development of the program, where the participating Startups may officially present their project.

The AcceleratorApp supports Eatable Adventures Italy in managing the Packaging Challenge, including tracking applications and simplifying logistics related to startup selection, recording communications and decisions over time, updating applicants on progress, connecting applicants with mentors for coaching sessions, recording feedback on coaching sessions, and generally monitoring startups and their progress.

The evaluation criteria to be applied to startups are as follows:

1. Innovation criteria regarding technology, business model, product or service:
  - Value proposition
  - Level of innovation and differentiation of the business model of the product or service in question from the current competition
  - Application of technology, intellectual property and patents
2. Team-related criteria:
  - Clear skills and capabilities to ensure project success
  - The team's background
  - Knowledge of the industry and/or scope of the project
  - Commitment and dedication of the team to the project
3. Business criteria:
  - Market potential: scalability and profitability
  - Go-to-market strategy
  - Projects will be evaluated in order of receipt.

It is very important that the projects and Startups demonstrate, in the project presented, the market potential and the reasons why they have decided to take part in the Packaging Challenge.

Once the project has been received on the dedicated Packaging Challenge website, it will be analyzed by the special evaluation committee, composed of a team whose members are specially appointed by the managers of the IDG Consortia and Eatable Adventures Italy. The evaluation team will consist of one representative from each of the companies participating in the challenge, one representative from Italia del Gusto and two representatives from the Eatable Adventures team.

In the event that additional information is needed in the project evaluation phase, Eatable Adventures Italy will contact in consultation with IDG Servizi the participating startup to carry out further investigations.

At the end of the evaluation phase, each winning startup will be notified of the final selection of the submitted project.

## What does the Packaging Challenge entail?

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The first phase will include a call for projects for the Packaging Challenge, which will be issued starting the week of December 4, 2023. However, IDG Services and Eatable Adventures Italy may extend the period of receipt at their discretion.

Projects can be submitted until the week of December 31, 2023. However, if necessary, the period for receiving projects can be extended up to 15 days.

In the second phase, between the week of January 29, 2024 and the week of February 12, 2024, the projects received will be evaluated. The evaluation will be carried out by an evaluation committee, composed of a team appointed by the executives of the IDG Consortium members and Eatable Adventures Italy.

Up to 10 projects will be selected. Notification of selected projects will be given to each winning startup the week of February 12, 2024.

As a final phase, the Demo Day event will take place the week of March 11, 2024.

The total number of startups attending the Demo Day Event will be determined by IDG Consortium members based on the projects submitted.

IDG Services and Eatable Adventures Italy reserve the right to jointly modify these dates without notice or justification. Such changes will be guided by the internal scheduling needs of each participating IDG Consortium, ensuring alignment with the overall goal of successful execution of the challenge.

Given the broad scope of the challenge and the different types of projects that can be proposed, potential future collaboration opportunities will depend on the products or services proposed by the selected startups and also on the available resources of the IDG Consortium members .

IDG Services reserves the right to confirm the final selection if the IDG Consortium members deem it appropriate in their sole discretion, in which case participating startups may not claim any compensation.

## Conditions for participation in the Packaging Challenge

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All participating startups must be legally incorporated and be in good standing with their tax and social security obligations.

The representative of each start-up or project must be a person of legal age who has the capacity to assume legal obligations.

## Reservations and restrictions

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By filling out the registration form, you are expressly agreeing to your registration in the Packaging Challenge and consenting that the information submitted in this form will be reviewed by Eatable Adventures Italy.

According to the Packaging Challenge participation rules, the data provided must be accurate and complete. Neither IDG Servizi nor Eatable Adventures Italy accepts any responsibility for the accuracy of the data provided by participating projects or startups.

Eatable Adventures Italy assumes no responsibility if, due to an error in the data provided by the participating startups, it is not possible to contact the project leaders or participating startups to inform them of the final selection.

By registering for the Packaging Challenge, participating startups expressly agree that IDG Servizi and Eatable Adventures Italy may use their name to communicate selected projects or startups, without any obligation to provide them with any compensation in this regard.

In addition, all startups that register to participate in the Packaging Challenge expressly agree that IDG Servizi and Eatable Adventures Italy may use their image, name, logo or trade name, by any means and exclusively for corporate, advertising or promotional purposes, without time or territorial limitations and without such startups being entitled to any kind of remuneration in this regard.

The IDG Consortium members reserve the preferential right to negotiate with the winning startups, without any obligation to reach an agreement, for the purchase, commercialization, licensing, distribution and any kind of exploitation of the results, products or services of the projects submitted by the winning startups within a period of one year after the termination of the Challenge.

The winning startups and IDG Consortium members may sign separate agreements to formally regulate their collaboration in implementing the winning projects.

Projects or startups selected to participate in the Packaging Challenge must meet the established conditions of participation. Failure of projects or startups to meet these obligations will entitle IDG Servizi and Eatable Adventures Italy to cancel, at their discretion, participation in

the Packaging Challenge, in which case participating startups will have no claim against IDG Servizi and Eatable Adventures Italy.

All travel, lodging and subsistence expenses, if any, incurred in connection with activities related to the Packaging Challenge will be borne by the participating startups.

## Privacy and Data Protection Policy

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Eatable Adventures Italy - as the data controller - makes this privacy policy available to participating startups (hereafter, "Users"), in order to offer information on how we process your personal data and protect your privacy and information (hereafter, the "Privacy Policy").

Pursuant to the General Data Protection Regulation (GDPR) and relevant applicable laws, we inform you that the data you provide will be processed by the data controller exclusively for the purposes specified below. In this regard, we provide you with the following information on data processing:

### Introduction

This Privacy Policy is applicable to the Packaging Challenge web page, made available to the public at the <https://italiadelgustochallenge.com/> .

Eatable Adventures Italy has the right to change this Privacy Policy whenever it deems necessary. If changes are made, they will be communicated to the User through the Website or other channels so as to ensure that the User is informed of the new Privacy Policy. By continuing to use the features provided by Eatable Adventures Italy after being informed of such changes, you agree to the Privacy Policy, except in circumstances where your express consent is required.

### For what purpose do we process your personal data?

The purpose of processing personal data is to ensure registration and participation in the Packaging Challenge. To ensure such participation, the data controller collects identifying data and additional information required to be entered into the AcceleratorApp, an application licensed and operated by Eatable Adventures for program development.

The AcceleratorApp supports Eatable Adventures in managing startups, including tracking applications and simplifying logistics related to startup selection, recording communications and decisions over time, updating applicants on progress, connecting applicants with mentors for coaching sessions, recording feedback on coaching sessions, and generally monitoring startups and their progress.

Users' data may also be processed to send newsletters, updates and/or communications about the Packaging Challenge and similar initiatives that will be developed in the future, as well as to send information requested through the appropriate forms.

In addition, Users' personal data may be processed by Eatable Adventures Italy for the purpose of sending advertising, promotional or other information that may be of interest to them, by mail, e-mail, SMS and other means of electronic communication, exclusively in the event that the user has consented to this data processing purpose through express acceptance of the box of commercial, promotional or advertising communications. The user may object at any time to the purpose of the processing of their data for advertising or promotional purposes by Eatable Adventures using the channels enabled by Eatable Adventures, as detailed in the section *What are your rights over your personal data?*

### What data is processed by Eatable Adventures Italy and from what sources does it come?

The data that Eatable Adventures processes as a result of the User's interactions through the website comes from the following sources:

- Data provided by the User by completing the form made available by Eatable Adventures at <https://italiadelgustochallenge.com/> and the form on the specific App -AcceleratorApp- licensed and operated by Eatable Adventures Italy for the development of the program, by sending contact emails or by any other means of communication with Eatable Adventures. Data generated as a result of the user's browsing and use of this website.
- Data generated as a result of the development, processing and maintenance of the relationship established between you and Eatable Adventures Italy for your participation in the Packaging Challenge.

Eatable Adventures may process personal data of the following types, depending on the relationship established with the user:

- Identifying data (e.g., first and last name, e-mail address, mailing address, phone number, IP address, picture, etc.).



- Employment details (e.g., job position...).
- Business information.

#### What is the legitimacy of the processing of your personal data?

Eatable Adventures processes personal data provided by Users in accordance with the following legal bases:

- processing is necessary for the conduct of the Packaging Challenge. For example, evaluation of projects and applicants, response consultations through the "contact us" channel, sending newsletters, updates and/or communications about the Packaging Challenge initiative.
- processing is necessary for the purposes of the legitimate interests pursued by the data controller to send you communications about similar initiatives to be developed in the future.
- The data subject consents to the processing of his/her personal data for the purpose of "Eatable Adventures' commercial, promotional or advertising communications."

#### To whom is your personal Data disclosure?

Eatable Adventures informs Users that the personal data provided will not be disclosed to third party companies, except as part of the collaborations necessary to fulfill the purposes stated above, such as with Italia del Gusto.

Notwithstanding, Eatable Adventures may disclose to the relevant public authorities personal data and additional information that Eatable Adventures may have in its possession through its computer systems and that may be required, in accordance with any applicable laws and regulations.

In any case, and if necessary for the fulfillment of the purposes of the processing, Eatable Adventures may give access to your personal data to third party service providers, who will access it as data processors or sub-processors. In the event that such access involves the transfer of the user's personal data outside the European Economic Area, Eatable Adventures guarantees the existence of the appropriate mechanisms and safeguards provided by the applicable legislation (the adequate level of personal data protection recognized by the European Commission or the Standard Contractual Clauses) to ensure that the service providers apply a level of security equivalent to that required by the European data legislation. In particular, users are informed that the use of the Accelerator App requires international data transfers. Transfers take place according to standard contractual clauses signed with AcceleratorApp Ltd as the data controller.

Users can consult the Standard Contractual Clauses signed with this provider and the list of countries where data can be processed in:  
<https://www.acceleratorapp.co/legal/dataProcessingAddendum>.

A list of AcceleratorApp Ltd's sub processors, including the country in which they are located,

can be found at: <https://www.acceleratorapp.co/legal/subProcessors>.

#### How long do we process your data?

Eatable Adventures will process the User's personal data only as long as the Packaging Challenge continues. Thereafter, the data will be blocked and made available to courts and other authorities in connection with potential liabilities arising from the processing of the data, and only until such liabilities are barred by the statute of limitations.

Accordingly, until the User has exercised his or her right of withdrawal, his or her data will be retained within the legal terms that in each case result from the application, considering the type of data as well as the purpose of processing.

#### What do you need to ensure when you provide your personal information?

The User warrants that the information provided is true, accurate, complete, and up-to-date and is responsible for any damage or loss, direct or indirect, that may be caused by breach of this obligation.

In the event that you provide data from third parties, you warrant that you have informed such third parties of all aspects contained in this Privacy Policy and have obtained their consent to provide us with their data for processing purposes. All this, prior to the provision of data by third parties.

#### What measures do we take to protect your personal data?

In response to the importance for Eatable Adventures to ensure the security and confidentiality of your personal data, the necessary security measures for the protection of personal data have been taken and the technical means available to them have been installed to prevent the loss, misuse, alteration, unauthorized access and theft of the personal data provided. In any case, you must consider that Internet security measures are not invulnerable.

## What are your rights to your personal data?

Eatable Adventures informs you that you have the following rights to your personal data:

- Access to your data: You have the right to access your data to know what personal data we are processing about you.
- Request rectification or erasure of your data: Under certain circumstances, you have the right to rectify personal data that you believe is inaccurate about you and that is processed by Eatable Adventures, as well as the right to request deletion of your data when, among other reasons, the data is no longer necessary for the purposes for which it was collected.
- Request restriction of the processing of your data: Under certain circumstances, you will have the right to ask us to restrict the processing of your data, in which case we will inform you that we will retain the data for which you have requested restriction of processing only for the exercise or defense of rights.
- To portability of your data: Under certain circumstances, you will have the right to receive personal data about you that you have provided to us in a structured, commonly used, machine-readable format, as well as the right to have it transferred from Eatable Adventures to another data controller.
- Object to the processing of your data: Under certain circumstances and for reasons related to your particular situation, you have the right to object to the processing of your data, in which case we will stop processing it, unless we are required to continue to do so for compelling legitimate reasons or for the exercise or defense of any claim.

Likewise, we remind you that you have the right to object, at any time, to Eatable Adventures' sending of advertisements.

Similarly, the User may revoke any consent he or she may have given for the processing of his or her personal data, without affecting the lawfulness of the processing based on the consent prior to revocation.

Eatable Adventures Italy informs you that you can exercise your rights to your personal data through any of the following channels:

- By writing to Eatable Adventures Italy S.A. at Verona, via Francia 21C, Italy
- By writing to Eatable Adventures S.A. at the following address  
[e-mailinfo@eatableadventures.com](mailto:e-mailinfo@eatableadventures.com)

In both cases, it is necessary to prove the identity of the person exercising his or her rights by submitting a copy of the ID, NIE, passport or equivalent document on both sides.

Eatable Adventures will provide the requested information within a maximum period of one month after receipt of the application. This period may be extended by an additional two months, if necessary, due to the complexity and number of applications.

Eatable Adventures informs you that you may file a complaint with the appropriate data

protection supervisory authority.

## Jurisdiction

The relationships established between IDG Servizi, Eatable Adventures Italy and the participating startups will be governed by Italian law and the participating startups expressly refuse to submit to any other jurisdiction that may correspond to them, and agree to submit all conflicts and disputes to the Courts of Parma/Milan.