

# BLUEARK CHALLENGE 2024

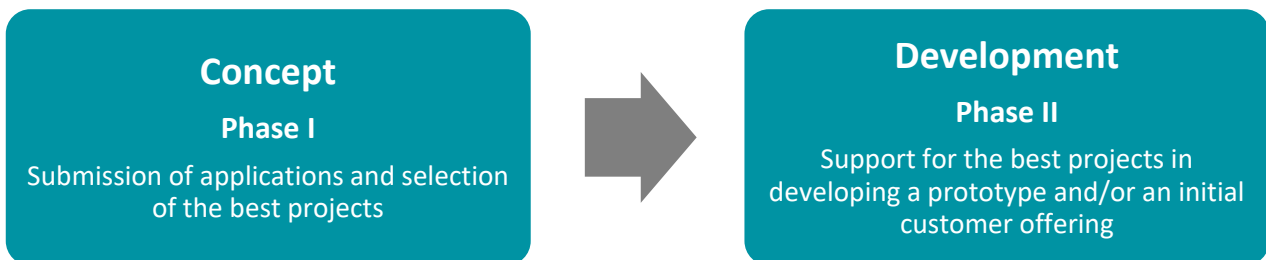
## Participation rules

These rules are deemed to be known, understood, and accepted at the time of registration for the BlueArk Challenge 2024 (hereinafter "BlueArk Challenge").

### I. Objective

The BlueArk Challenge is a call for projects with the aim of generating innovative concepts and solutions in water management, while inviting professionals and specialists in the field, institutions, and digital players to collaborate. The aim is to rapidly generate/prototype 'on the ground' solutions to concrete problems expressed by water stakeholders (e.g. distributors, WWTPs, local authorities, etc.) while benefiting from feedback from future users. This event is organized jointly by the Entremont BlueArk Innovation Cluster, ALTIS and The Ark Foundation (hereinafter referred to as the "Organizers").

### II. Concept of the BlueArk Challenge 2024



The BlueArk Challenge is organized in two phases: a design phase and a development phase.

The first part is devoted to developing a solution. The participants propose a **concept for a solution** to one or more of the proposed problems (= challenges). The concept is submitted in the form of an application file summarizing the project proposal. The best projects are then invited to take part in the second part, the solution development phase.

This gives the selected projects the opportunity to **develop their proposal** directly in the field with the end user, i.e. the challenge sponsor (mentoring). The Entremont BlueArk also supports the selected teams in defining ways of developing and marketing their project in the future (e.g. business model, etc.).

### III. Agenda

Dates to remember:

- **01 February:** Launch of the call for projects.
- **20 March:** Deadline for applications (midnight).

- **Mid-April:** Announcement of the results at the Smart Water conference (Le Châble, Verbier). The best projects are invited to move on to phase two: the development of their solution.
- **May to October:** Entremont supports the winners in developing a prototype and/or a first customer offering. Co-creation with the challenge sponsor.

#### IV. Selection process

##### Conditions of participation

Participation in this call for projects implies full acceptance of these rules.

The BlueArk Challenge 2024 is open to all companies or institutions interested in or active in the field of water and/or its digitization. Players from different backgrounds (academic, entrepreneurial, etc.) are encouraged to join forces and pool their skills to come up with innovative concepts.

##### Application form

Applications to take part in the BlueArk Challenge 2024 must be made using the **application form**, which can be downloaded from the website [www.blueark-challenge.ch](http://www.blueark-challenge.ch). Applications must be handed in by **midnight** on Wednesday **20 March at the latest** and sent to [contact@blueark-challenge.ch](mailto:contact@blueark-challenge.ch).

For the application to be valid, all the fields required in the application form must be completed.

##### The project leader

Each bid must define a "project leader", a key person who represents the bid. This person will be the main contact for the Organizers, for monitoring the application throughout the process and for administrative matters.

##### Selection of applications

A committee made up of 3 representatives from BlueArk Entremont, 2 from The Ark Foundation and 1 from Altis, will check the validity of the applications.

The sponsor of the challenge concerned is entitled to exclude a candidate's proposal if it deems the candidate to be of no interest and unsustainable in terms of its future development.

Applications approved by the committee are then forwarded directly to a panel of experts in the field, who assess and select the applications according to the following **evaluation criteria**:

- Response to the need
- Relevance and added value of the solution
- Innovative or creative character
- Technical feasibility
- Economic and development potential
- Quality of the application
- A multi-disciplinary innovation team

Decisions taken during the application selection phase are confidential and final.

## V. Participant commitments

Participants in the call for projects undertake to:

- a. Provide any additional information requested by the Organizers.
- b. To provide the information and elements needed to communicate the project as part of the communication campaign following the call for projects.

In addition, all candidates undertake on their honor to guarantee the accuracy of the information they provide. Any inaccuracy or omission likely to lead to an erroneous judgement will result in the cancellation of the application. In the event of a proven irregularity, the jury reserves the right to withdraw the prize awarded.

Participants who are selected for the second part (development phase) also undertake:

- a. To present their proposal at the BlueArk Conference
- b. To co-develop their solution in collaboration with the challenge sponsor
- c. Present the results of their work at the end of the BlueArk Challenge in front of an audience.

## VI. Prizes and prize money

The best projects receive a cheque for **CHF 10,000** towards the development of their solution. They benefit from the support of the challenge sponsors in the development of the solution, or even an offer: fieldtest, feedback from end-users, etc.

In addition, the Entremont BlueArk offers support for the business side of the project (e.g. business model, etc.). A range of events will also be available for participants (innovation workshops, webinars, experience-sharing, etc.).

It should be noted that the projects presented during the BlueArk Challenge (phase I) could potentially be supported outside this call for projects, through The Ark Foundation's incubation or acceleration programmes.

## VII. Participation fees

Expenses relating to travel, the development of the concept or the preparation of the application file are the responsibility of each candidate. No reimbursement can be claimed from the Organisers.

## VIII. Image rights

The participant agrees that his/her work in connection with the BlueArk Challenge may be featured in the Organizer's media, and that photos and video recordings of the participant may be taken for reporting purposes<sup>1</sup>.

## IX. Rights to work results and intellectual property

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<sup>1</sup> In the event that a patent is registered, the Organizers undertake not to alter the future possibility of the patent and thus to adapt the message communicated.

Each project leader and his/her team declare that they legitimately hold the intellectual property rights relating to the projects submitted under this call for projects.

For all projects submitted in phase I (concept), the project leaders and their team retain full ownership. The question of IP within heterogeneous innovation teams must be discussed internally, between team members.

For projects developed in phase II in collaboration with challenge holders (development), the PI is to be discussed on a case-by-case basis, jointly between the two entities.

#### **X. Other**

The Organizers reserve the right to modify, shorten, extend, or cancel this call for projects if circumstances so require. The Organizers may not be held liable in this respect.

Le Châble, January 2024