

Handbook

ReThink Waste Challenge

www.rethinkwaste.nl



WAGENINGEN
UNIVERSITY & RESEARCH



SPARK THE FUTURE,
JOIN THE CHALLENGE!



STARHUB
Wageningen

ReThink
Waste
Challenge



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What does it take to participate in the Challenge?

Time investment

Participating in the Challenge requires a significant time investment, spread over the entire duration of the Challenge. How much time you will need to invest depends on your role in the team, the number of members in the team and your level of ambition. While more is not always better, a certain minimum is necessary to ensure your entry is of a decent quality. We suggest an average of 8 hours a week is a good guideline to take into account in your planning.

Throughout the trajectory some periods will be significantly busier than others. The busiest periods are end February (1st Milestone deadline), March (training sessions & speed dates), mid-April (training sessions & online consultations), end May (2nd Milestone deadline) and most of June (training sessions & Grand Finale). You can find more information about the timeline in the section 'Timeline'.

Expertise

To come up with a comprehensive solution that meets all the Challenge criteria, teams should include different areas of expertise, from technical to social and economic. This means that you might need to look beyond your study programme and even beyond your university to find suitable team members.

We strongly advise you to mobilise experts from your university and beyond, whose knowledge and experience will support your team. Do not rely solely on our experts' input! And try to find a coach – someone with experience in this kind of projects- to guide you through the process. It is invaluable to have someone to lean on at a difficult moment. We also suggest you look for a person who not only focuses on the content you produce but can also offer support on the team process.

Costs

There is no fee for participating in the Challenge and you do not need to contribute to organisational costs. Nevertheless, your team will need money along the way. Here is the overview of the costs you need to consider:

- **Travel to the Grand Finale**

If you make it to the finals, we would like at least one representative of your team to participate in the event in Wageningen on 21 June 2023.

- **The costs of producing a prototype**

This might be relevant for you if you participate in the prototyping category.

- **Team building**

Good coffee and cookies make meetings more efficient. Long evening work sessions cry out for pizza. And it is great to celebrate reaching a milestone with something special. So our advice is... earmark some of your budget for small pleasures.

- **Other costs**

You might want to consult some experts on your ideas. Maybe you want to organise a trip to visit an interesting project that could serve as your inspiration? Or you might decide you want to purchase project management software to keep track of all the tasks. Make sure to reserve some budget for any of these!

We advise you to check with your university to see if they would be willing to support your team financially. They often have some money available for special student initiatives, such as this student competition. Furthermore, we encourage you to look for sponsors. Be clear about what you need and don't be shy about asking – you might be surprised how easy fundraising can be.

The timeline: what and when?

The Rethink Waste Challenge consists of three rounds.

Round one, **ideation**, starts with a Kick-off Event and ends with the submission of the first Milestone report. This round is about defining your vision, problem statement and solution and making a validation plan. It is also when you decide whether you want to compete in the ideation or prototyping category. You submit your first Milestone report, and the best teams will go through to the second round.

In round two, **validation**, you focus on developing your idea further and validating your assumptions. For the prototyping category, you also work on developing your prototype. At the end of that round you submit a second Milestone report. Based on this report, selection committee will choose the finalists.

The last round ends with the **Grand Finale**. Beforehand you have a short time to perfect your pitch and finalise the product that you will present to the jury. You also prepare yourself to answer the questions from the jury members. During the event, which will take place in Wageningen on 21 June, we will announce the winners of the Rethink Waste Challenge.

Here is the overview of the deadlines and dates you need to remember, with further explanation below:

Registration open	01/09/2022
Info meeting	23/11/2022
Registration deadline	01/01/2023
Deadline for completing team profile	08/01/2023
Kick-off Event	18/01/2023
Sprint 1*	18/01/2023
First Milestone deadline	19/02/2023
Top teams announced	07/03/2023
Sprint 2*	14/03/2023
Online consultations	16/03/2023
Workshop pitching*	27/03/2023
Sprint 3*	18/04/2023
Online consultations 2	20/04/2023
Second Milestone deadline	14/05/2023
Announcement of finalists	01/06/2023
Pitch consultations	08-09/06/2023
Deadline video pitch	12/06/2023
Grand Finale	21/06/2023

** it is not obligatory to join the trainings, but we strongly recommend you do so.*

Registration

Registration is open from 1 September 2022 until 1 January 2023 at 23.59 CET/CEST. Registration is only possible via the 'Register' button on the ReThink Waste website. If you do not have a team but would like to participate in the Challenge, you can register individually and then search for a team that needs extra team members. Teams looking for team members can indicate they are doing so upon registration. To register a team, you first need to register individually and then add other team members. You can find instructions on how to register in the chapter 'On-line platform'.

08/01 Deadline for completing team profile

Before 08 January 2021, 23.59 CET/CEST you need to complete registration by filling-in your team's profile. Please provide your team's name, photo and logo, a short description of what you want to accomplish in the long term (vision) and how you intend to do this (your solution), plus information about the problem you are trying to solve (problem statement). All the requirements are listed in the Deliverables document and on the Dashboard. We will verify all registrations based on the completeness of the team's profile. Only teams that have completed their profile will be allowed to enter the Challenge.

How do I fill in the team's profile?

- 1 Log in to the [Dashboard](#)
- 2 Click on the 'Competition' button
- 3 Select the tab 'Team info' to fill in the basic information about your team and your concept
- 4 Select the tab 'Media' to upload your team's logo and team photo

18/01 Kick-off event

The Kick-off event will take place on 18 January 2023 in Impulse on the campus of Wageningen University & Research. The event is organized in collaboration with [StartHub Wageningen](#) and [IAAS World](#). It offers an opportunity to meet the organising team, partners and other Challenge participants. Upon registration, you are welcome to attend the event in person. If you are not able to come to Wageningen, you can watch the registration of the event via a livestream.

18/01 Sprint 1

Sprints are training sessions hosted by startup incubator StartHub Wageningen. They provide with entrepreneurship theory, competences and skills relevant to the Challenge. They are specifically geared to help teams towards milestone deliverables. The first training (Sprint 1) focuses on problem-solution fit (what problem you are trying to solve and does your idea actually solve it?). Teams will work on an assignment and receive feedback on it. This sprint will take place on the WUR campus directly after the Kick-off Event. Teams/ team members abroad will get an opportunity to participate on-line.

19/02 First Milestone deadline

The Rethink Waste Challenge consists of three phases, of which the first two end with a Milestone submission. In the first phase you focus on defining your vision, problem statement and solution and making a validation plan. This is also when you indicate whether you want to compete for the ideation or prototyping category. The first Milestone is an important moment in the Challenge. Based on this entry the selection committee will choose the best teams to go through to the second phase of the competition.

The list of the first Milestone deliverables and criteria, along with the report template can be found in the Assignment, deliverables and criteria section. Make sure that your report complies with the template provided (sections, number of pages, page orientation and size). Reports that do not use the template will be disqualified.

We ask you to submit the first Milestone report in PDF format (max. 125 MB) via the Dashboard. We will inform you on or before 7 March if your team has passed this selection round.

How do I submit the first milestone report?

- 1 Log in to the [Dashboard](#)
- 2 Click on 'Competition' button
- 3 Select 'Milestones' tab
- 4 Click on 'Milestone 1' button
- 5 Upload your report in PDF format (max. 125 MB)

14/03 Sprint 2

In the second round of the Challenge you focus on developing your idea further by validating your assumptions and developing a robust business model. The second Sprint training is centered around the Triple

Layered Business Model Canvas, a visual representation of a business model, highlighting all key strategic factors. The training will be provided by StartHub Wageningen and will help you understand the Triple Layered BMC concept and how it relates to the Challenge deliverables.

16/03 Online consultations

Right at the start of the second round we offer you an opportunity to discuss your solution with Challenge's expert panel (you can find out more about them in the *Coaching section*). During online consultations, each team gets an opportunity to speak (via WhereAbout platform) to 4-6 experts selected by us. You will have a 15-minute time slot per expert to pitch your idea and get their feedback/ ask questions. We will share your first Milestone report with the experts prior to the event so that they can come prepared.

27/03 Introduction to pitching

How can you make others enthusiastic and eager to learn more about your idea? With a great pitch! That's why we offer you a pitch training halfway through the second round. In this session you will learn the art of pitching so that can get your idea across to anyone you are talking to: your future clients, investors, friends and family. Even if you are already familiar with pitching, you will definitely enjoy meeting our pitch coach who will take your skills and knowledge to the next level.

18/04 Sprint 3

In this third and last sprint, the spotlight is on validating and measuring the impact of your business idea. You will learn how to check the feasibility and identify a market space for your solution and, how to evaluate its social and environmental impact. This training will be provided by StartHub Wageningen.

20/04 Online consultations 2

By this time your business idea will probably be fully developed, and you will be busy validating your concept. The perfect moment to take on board some extra expert knowledge. During online consultations you will have the opportunity to talk more in depth about your concept to 3 different experts. You will have a 30-minute time slot per expert to pitch your idea and get their feedback.

14/05 Second Milestone deadline

By the end of the second phase of the Challenge you will have developed your concept and validated your assumptions. This phase ends with the submission of your final report. The selection committee read all reports and then select the finalists. The chosen teams will be invited to present their concepts at the Grand Finale in Wageningen.

Requirements for the final report are listed in the section *Assignment, deliverables and criteria*. Make sure that your report complies with the template provided (sections, number of pages, page orientation and size). Reports that do not use the template will be disqualified.

We ask you to submit the second Milestone report in PDF format (max. 125 MB) via the Dashboard. In addition, you also need to update your team's profile and upload an artist's impression of your concept and a social media pitch (max. 50 sec long). The deadline is **14 May 2023, 23.59 CET/CEST**. We will let you know by 1 June if you are among the finalists.

How do I submit the second milestone report?

- 1 Log in to the [Dashboard](#)
- 2 Click on 'Competition' button
- 3 Select tab 'Milestones'
- 4 Click on 'Milestone 2' button
- 5 Upload your report in PDF format (max. 125 MB)
- 6 Update your team's profile
- 7 Upload Artist's impression of your solution (jpg or png, min. 1 MB, max. 20 MB)
- 8 Upload social media pitch (MP4, max. 50 sec., with English subtitles, max. 125 MB)

The artist's impression and the social media pitch will appear directly on your team's profile.

08-09/06 Pitch consultations

The Challenge's finalists will receive individual coaching from one of the best pitching coaches in the Netherlands, so that they can perfect their video pitch for the Grand Finale.

12/06 Deadline video pitch

As part of your final submission, we ask you to provide a video pitch (max. 2 min 30 seconds). In this video you will present your concept to the jury and audience attending

the Grand Finals. Pitching coach will help you perfection your video.

Video pitch should be submitted via the Dashboard before **12 June 2021 at 23.59 CET**.

How do I submit my pitch video?

- 1 Log in to the [Dashboard](#)
- 2 Click on 'Competition' button
- 3 Select tab 'Milestones'
- 4 Click on 'Milestone 2' button
- 5 Upload your video pitch in a video format (MP4, max. 2 min 30 sec, with English subtitles, max. 125 MB)

21/06 Grand Finals Rethink Waste Challenge

The Grand Finals in Wageningen is the climax of the Rethink Waste Challenge. The exact set-up of this event will be announced later, but we can already promise you that it will be an unforgettable event (check out the [after movie](#) of the Grand Finals of the ReThink Protein Challenge), where you can shine. During the Grand Finals, we will ask your team to deliver a pitch, answer the questions from the jury and (if your submission is in the Prototyping category) present your prototype. It will be an opportunity to meet some of the experts in real life, socialise with the other teams, exchange ideas and make a long-lasting impression.

The organisers of the Challenge provide food and accommodation for a total of two days and nights for a maximum of 2 representatives of teams from outside the Netherlands. The teams need to arrange visas, travel and travel insurance themselves.

Coaching

Coaching is an important element of the Rethink Waste Challenge. We bring you in contact with various experts so that you can seek their advice and feedback. Our Expert has diverse professional backgrounds and expertise. We advise you to check out the personal profiles of the Expert to get a better idea of their background and expertise.

There are two ways to reach out to the Experts:

- 1 By contacting them directly using the chat function and contact details available via the [Dashboard](#).
- 2 By meeting them during the on-line consultations.

Dashboard

On the ReThink Waste website and in the Dashboard environment we present all the Experts who are available to help you. You can initiate contact with them via the Chat function or contact them by email or phone. Experts can also approach you first but do not wait for that to happen. Be proactive! The Chat function enables you to exchange messages and files between your team and the Expert.

Please keep in mind that the Experts might have different preferences regarding communication. Some of them might react to your message immediately, others might answer the messages only once per week or set up a contact hour when they are available to chat. It's a good idea to ask about their preferences in your introductory message.

On-line consultations

In the second round of the Challenge we have scheduled two moments when you can meet the Experts online.

Right at the beginning of the second round (16/03) you can discuss your initial ideas with them. During on-line consultations, each team can speak to 4-6 experts selected by us. You will have a 15-minute time slot per Expert to pitch your idea and get their feedback. Prior to the event we will share your first Milestone report with the Experts as a reference.

We have scheduled the second online consultations for halfway during the second round (20/04). During these you will get an opportunity to talk more in depth about

your concept to 3 different experts in 30-minute time slots.

What can I expect from the Experts?

Our Experts can answer your questions (please be specific), give feedback on your ideas and share relevant resources and contacts with you. All Experts that participate in the Challenge on top of their daily workload and believe us, they are very, very busy. Therefore, we advise you to ask them relevant and specific questions, that fit their expertise profile. Do not send them lengthy texts to read. And do not expect them to proofread your entries, unless they have indicated that they are willing to do so.

What should I do if an Expert does not respond to my messages?

If an Expert does not respond to your message, please let us know by sending an email to studentchallenges@wur.nl. We will check if this person is still an active Expert. Occasionally an Expert steps out due to heavy workload or other circumstances.

Can I contact other experts within my own network?

Of course. You are not limited to the network of Experts that we offer you via the Dashboard. We encourage you to look for coaches and mentors in your own environment as well, e.g. professors at your university or experts in companies.

Experts and confidentiality

All Challenge deliverables are treated as public information. If you share any information about your innovation with a coach, please be aware that if the information should be treated confidentially, it is your own responsibility to explicitly notify this. It is recommended to do this in writing.

Who should I contact for questions?

For IT-related questions (e.g. problems with login, chat function, etc.) contact Nina at nina.van.den.driesschen@soapbox.nl

For other questions contact Anna at studentchallenges@wur.nl

Selection process

The winners of the Rethink Waste Challenge are selected in a four-step process:

Selection step	Deadline	Result
First entry » Completed team profile (mandatory)	08 January 2023	Only teams with completed team profile are admitted to the Challenge
Second entry » First Milestone report (max. 40 points)	19 February 2023	Best teams through to the second round
Third entry » Second Milestone report (max. 50 points) » Updated team profile » Social media pitch	14 May 2023	Best teams through to the finals
Finale entry » Video pitch presentation (max. 10 points) » Q&A (max. 10 points) » Poster presentation	12 June 2023 21 June 2023	Announcement of the Winner, the second and the third place

First entry: completed team profile

Teams who want to join the Rethink Waste Challenge are required to fill in their team profile before 08 January 2023. Only teams that have completed their team profile can participate in the Challenge.

Please check the Deliverables section for the team profile requirements.

Second entry: First Milestone report

The second entry (due on 19 February 2023) consists of a report. Based on this report, the Selection Committee will choose best teams to join the second round of the Challenge.

The teams are required to deliver the first Milestone report in A4 PDF format by uploading them to the On-line platform.

Please check the Deliverables section for the requirements and criteria. You can score up to 40 points for your report.

Third entry: Second Milestone report and updated team profile

The third entry (due on 14 May 2023) consists of a report, a social media pitch and updated team profile. The best teams who get through the second selection will be invited to the Grand Finals in Wageningen. The decision is made by the Selection Committee.

The teams are required to deliver their Milestone report in A4 PDF format by uploading it to the On-line platform.

Please check the Deliverables section for the requirements and criteria. You can get up to 50 points for your report.

Finale entry

Grand Finals event consists of three parts: (1) Dragons' Den where you present your Video Pitch and answer questions from the Jury; (2) Market where you present your concept in the form of poster and (if relevant) prototype and (3) Award Ceremony.

A team can score up to 20 points for their performance in the Dragons' Den (pitch and Q&A). The winners of the Challenge will be selected on the basis of their second Milestone report (70%), their performance at the Grand Finale (30%) as indicated in the table below. It is not possible to modify the second Milestone report after the

deadline. The selection will be made by the Jury who will read your report, listen to your pitch and ask you questions. The Jury will also receive the report with feedback from the selection committee – while they take into account the recommendations of the selection committee, the Jury’s decision is final.

Scoring matrix Finale entry	Points
Second Milestone report	Max. 50 points
Video Pitch	Max. 10 points
Q&A jury	Max. 10 points
Total	Max. 70 points

Selection Committee

The Selection Committee decides which of the teams participating in the ReThink Waste Challenge go through from one round to the next. Each selection is made on the basis of the relevant Milestone report.

The Jury

The Jury decides which of the finalists win the Challenge (first, second and third place in ideation and prototyping category). They base their decision on the second Milestone report and the team’s presentation at the Grand Finals (Video Pitch and Q&A).

Assignment, deliverables, criteria

Assignment

We challenge you to come up with a business idea or prototype that contributes to circular biobased economy.

Your solution should offer an innovative and sustainable approach to prevent, reduce, reuse, recycle or recover biomass side-streams. It could anything from a new material made out of biomass, a new technology to extract valuable products from biomass residue, to a more efficient production process or services that bring zero-waste future one step closer. You need to identify a concrete market beforehand. You will have to prove to the jury that your innovation is viable and fills an existing gap, that it differs substantially from what is already available and that it has a positive impact on the environment and the people involved.

Entries will be assessed on innovativeness, sustainability, social impact, technical feasibility, scalability and economic viability.

Deliverables

The Rethink Waste Challenge consists of four entries.

	Deadline	Content	Points	Public or confidential?
First entry	08 January 2023	Completed team profile	mandatory	Public
Second entry	19 February 2023	First Milestone report	max. 40 points	Public
Third entry	14 May 2023	Second Milestone report	max. 50 points	Public
		Updated team profile incl. social media pitch	mandatory	Public
Finale entry	12 June 2023	Video pitch	max. 10 points	Public
	21 June 2023	Q&A	max. 10 points	Public
		Poster presentation	mandatory	

On the next pages you can find templates including a detailed list of deliverables & criteria for entry 1, 2 and 3. Specifications for the Finale entry will be shared after the announcement of the Finalists. We advise you to carefully check the criteria for each deliverable so that you fully understand what you need to provide and how your entry will be judged.

Entry 1: Completed team's profile

Deadline: 08 January 2023 at 23.59 CET

Team photo

min 1 MB*

Vision & problem statement

Team logo*

EPS or AI vector file.
If not available:
20 x 20 cm in 300 dpi

Description of your long-term goal (max. 100 words)

- What do you hope to achieve in long term?
- What problem do you want to address?

Our solution

Description of your idea (max. 100 words)

- What is your solution?
- Why is it an opportunity?
- What is unique about it?

About the team*

Team description (max. 70 words)

- What expertise do you bring in?
- What is your drive?

* These fields are obligatory and directly visible on your public team profile.
Please make sure not to share confidential information here.

Entry 2: Milestone 1 - Deliverables & Criteria

Deadline: 19 February 2023 at 23.59 CET
A4 pages x 8 (including cover & blank pages)

Deliverables	Criteria	Points
VISION & PROBLEM STATEMENT (max. 1 page): <ul style="list-style-type: none"> • Short description of your vision • Clear problem statement: who, what, where, when, why and how analysis 	VISION & PROBLEM STATEMENT: <ul style="list-style-type: none"> • Clear vision • Clear problem-statement 	10 points
SOLUTION (max. 3 pages) Description of the solution including: <ul style="list-style-type: none"> • Alignment with problem statement (problem – solution fit) • Articulation of the value offered on social, environmental and value level • Indication of technical feasibility • Highlighting core assumptions 	SOLUTION <ul style="list-style-type: none"> • Clear description of the most important elements including: • Convincing alignment with problem statement • Clear articulation of value added on social, environmental and value level • Convincing explanation of technical feasibility 	20 points
VALIDATION PLAN (max. 2 pages) Step-by-step plan towards validating the solution including: <ul style="list-style-type: none"> • Clear timeline • Top priorities 	VALIDATION PLAN <ul style="list-style-type: none"> • Comprehensible • Priorities & timeline clearly defined • Coherent with other parts of the report 	10 points

Cover page front
 Make sure to include:
Team name (+logo)
Name of your project

Cover

Vision & problem statement	Solution
P1	P2

Solution	Solution
P3	P4

Validation plan	Validation plan
P5	P6

Back cover

Entry 3: Updated team's profile

Deadline: 14 May 2023 at 23.59 CET

Team photo

min 1 MB*

Vision & problem statement

Team logo*

EPS or AI vector file.
If not available:
20 x 20 cm in 300 dpi

Description of your long-term goal (max. 100 words)

- What do you hope to achieve in long term?
- What problem do you want to address?
 - What is your market?

Our solution*

Social media pitch*

video, max. 1 min

Description of your idea (max. 100 words)

- What is your solution?
- Why is it an opportunity?
- How does it address the market need?
 - What is unique about it?

About the team*

Artist impression(s) of the solution*

jpg or png, min 1 MB,
max. 20 MB

Team description (max. 70 words)

- What expertise do you bring in?
- What is your drive?

* These fields are obligatory and directly visible on your public team profile.
Please make sure not to share confidential information here.

Entry 3: Milestone 2 - Deliverables & Criteria

Deadline: 14 May 2023 at 23.59 CET

A4 pages x 12 (including cover & blank pages)

Deliverables	Criteria	Points
<p>VISION & MARKET (max. 2 page): Short description of your vision including validated problem-statement solution fit. Description of the market including:</p> <ul style="list-style-type: none"> • Market analysis (including competition assessment) • Description of the market need based on VPC supported by evidence from various sources validating the initial assumptions 	<p>VISION & PROBLEM STATEMENT: Clear vision & validated problem-statement solution fit Market description:</p> <ul style="list-style-type: none"> • Well defined market • Relevance and depth of the market analysis • Well-defined market need clearly following market analysis • Strength & diversity of provided evidence 	10 points
<p>SOLUTION (max. 6 pages) Description of the solution clearly articulating innovative aspects and including :</p> <ul style="list-style-type: none"> • Articulation of value proposition and USPs • Complete triple layered business model incl. evidence of validating building blocks in environmental and societal layer • Provide a fitting revenue model • Evidence that solution is technically feasible 	<p>SOLUTION Clear description of the most important elements and innovative aspects including:</p> <ul style="list-style-type: none"> • Clear articulation of USPs in relation to alternative solutions already on the market • Convincing business model • Strong, diverse & convincing evidence of validating building blocks in environmental and societal layer • Convincing revenue model • Strong, diverse & convincing evidence that solution is technically feasible 	40 points

Cover page front
Make sure to include:
Team name (+logo)
Name of your project

Cover

Vision & market	Vision & market
P1	P2

Solution	Solution
P7	P8

Solution	Solution
P3	P4

Annexes	Annexes
P9	P10

Solution	Solution
P5	P6

Back cover

Online platform

The Online platform gives you access to everything related to the ReThink Waste Challenge.

Dashboard

Once you have logged in, you see the Dashboard on your screen. From here you can navigate to all the functions in the system, such as profile or chats.

Search bar

The Search bar enables you to search for a specific term in titles of different documents available on the online platform.

My profile

Here you can add details such as your study and a picture to your profile.

Important: to enable chat function, you need to fill in all required data (marked*): name, email address, profile picture, etc.

Chat

When you have completed your user profile, you can navigate to the Chat function. This function allows you to contact coaches.

Coaches

The Coaches tile allows you learn about the coaches who are participating in the challenge and their areas of expertise.

Support

If you have difficulties with the online platform you can contact us for help. Contact information is listed under Support.

Calendar & Registration

Here you can find the upcoming deadlines and events (including the Registration link).

Documents

Here you can find briefings, presentations and background documents related to the Challenge. All email updates are also uploaded here for your reference.

Competition

Here you can find information about the teams, and make a team yourself, or join an existing one. This is also where you create your team profile for the ReThink Waste Challenge website and update the team's milestone reports, video pitches and artist impressions.

Terms & conditions

These Terms and Conditions apply to the Student Challenge ReThink Waste (the "Challenge"), which is organized by Wageningen University ("WU"), collaboration with StartHub Wageningen and Soapbox. By registering for this Challenge, participants agree to these terms and conditions.

Definitions

Admission Requirements

The requirements for admission to the Challenge mentioned under 2. of these Terms and Conditions

Award

The prize money or in-kind contribution as specified on the Challenge's webpage and awarded to an award-winning Team

Challenge

The Student Challenge ReThink Waste organized by WU, in close collaboration with StartHub and Soapbox.

Deliverable

The product to be provided by a Team as required by WU under the Challenge, such as the milestone report and video pitch.

Handbook

The description of the Challenge including amongst others the various stages, required deliverables and support offered by WU.

Participant

A natural person meeting the Admission Requirements and who has duly signed up for the Challenge.

Platform

The online platform www.rethinkwaste.nl.

Team A group of at least 2 Participants that participate in the Challenge under the same team name.

Registration & Participation

Each natural person who wishes to participate in the Challenge is required to sign up individually for the Challenge on the Platform by completing the subscription form. By registering on the Platform, Participant agrees to

these Terms and Conditions and declares to meet the Admission Requirements:

- Participant is registered as a bachelor, master or PhD student at a Dutch University, a University of Applied Sciences or a foreign equivalent of the above, at the time of registration for the Challenge;
- Fresh graduates (BSc or MSc) may participate if they graduated in July 2021 or later;
- Participant is a member of a Team and can only join one Team;
- PhD-students and recent graduates constitute a maximum of 50% of the total number of Participants of the Team.

Additional members may join the Team during the Challenge in accordance with the previous paragraph and provided that the number of PhD-students and fresh graduates does not exceed 50% of the total number of Participants of the Team. A percentage of over 50% of PhD-students in a Team is only permitted if such is due to a Participant graduating and becoming a PhD-student during the Challenge.

WU has the right to use the contact details provided by the participant, to communicate with the participant after the Challenge, about similar activities and individual opportunities that may be of interest to the development and career of the participant.

WU will organize the Challenge with due care and will set up the Challenge as a learning experience for the Participants.

Participant agrees to participate in the Challenge in a cooperative way. Participant shall comply with the instructions laid down in the Handbook and otherwise given by WU.

Liability and Insurance

Participation in the Challenge is at the Participant's own risk and expense. Each Participant that is joining a live event of the Challenge (such as, without limitation, the Kick-off Event, Grand Finals, and any related programme component) is recommended to have a travel (accident and medical) insurance for the programme components taking place outside his or her home country. Participants may be asked to provide proof of such insurance.

WU's liability in connection with an attributable breach of contract or unlawful act is limited to direct damages (excluding indirect damages such as lost turnover, lost profits, reputational damage, loss of data and/or materials), with a maximum of the amount paid out by WU's professional liability insurer (plus deductible).

Participant acknowledges that participation in the Challenge may preclude Participant and the Team from obtaining intellectual property protection for the Team's entry. WU excludes any liability in respect thereto.

Non-confidentiality, intellectual property and media

Non-confidentiality

The Challenge is public in nature. Disclosure of any information required under the Challenge in whatever form is on a non-confidential basis

Participants agree to exclusively use the templates furnished by WU for submitting Deliverables. WU has the right to share such information with the organizing team, the selection committee and jury members on a non-confidential basis.

Each Participant grants WU the non-exclusive right to publish and reproduce the Deliverables submitted in whole or in part, for all purposes and any form (written, digital or otherwise).

In the interest of a Team's Participant that is a PhD-student, each Participant agrees to cooperate to allow the timely submission, examination, dissemination and defense of any dissertation of its Team's Participant.

Intellectual property

Each Participant ensures that the Challenge submission and any part thereof:

- is the Participant's own and original work;
- has not won previous awards; and
- does not infringe copyrights, trademarks or other intellectual property or other rights of any person or entity (such as rights of privacy, publicity) and indemnifies WU from any third-party-claims relating thereto.

All participants are free to mutually agree on the ownership of deliverables and other outputs of the Challenge, in deviation from the legal main rule that the creators are the copyright owners.

WU will not claim ownership or intellectual property of the information, documents, videos and other items that Participants submit in connection with the Challenge. This

does not apply to the contributions of Participant-PhD's that have entered into intellectual property arrangements with WU (such as the Collective Labour Agreement, under which employees have an obligation to report and transfer intellectual property rights to WU). WU's approval of a PhD's participation in the Challenge does not imply any waiver of WU's rights under such arrangements.

Media

WU has the right to publish and reproduce photos, videos and other content produced during and related to the Challenge without prior approval of the Participant displayed. WU also has the right to publish and reproduce content and images that are uploaded by Participants to the Platform. WU is entitled to allow partners of the Challenge to publish and reproduce such material on their social media channels or otherwise.

Platform operator

The Platform is operated by Soapbox. Participant agrees that Soapbox provides WU, as well as the organizing team, partners, selection committee and jury members access to all information on the Platform, on a non-confidential basis.

WU assumes no responsibility for the use and operation of the Platform. The Platform will be operated by Soapbox B.V. and Soapbox Terms of Use will apply.

Award

The jury's decision will be final and not subject to debate. Any monetary part of the Award will be in Euro. Any fiscal and/or financial consequences of the Award will be fully borne by the winning Team and its Participants.

Participants of an award-winning Team will decide among themselves who will receive the Award and provide WU with this information. Payment to a Participant discharges WU of its payment obligation concerning the Award.

Miscellaneous

WU reserves the right to modify, suspend or cancel the Challenge or any aspect thereof at its own discretion and without being liable towards Participant. All Participants will be informed about modifications as soon as possible.

WU reserves the right to disqualify a Participant or its Team, if a Participant does not comply with the Terms and

Conditions, Handbook or other reasonable instructions of WU, or exhibits any kind of unlawful or undesirable conduct. This will include a Participant found to have committed plagiarism, infringing intellectual property rights and/or unlawful use of information.

WU assumes no responsibility for incorrect or inaccurate information regarding the Challenge, or any late, lost or misdirected entries, whether caused by any of the equipment or programming associated with or utilized in this Challenge or by any human error which may occur in the processing of the registration in this Challenge.

Participants are not allowed to use the WUR logo without WU's prior written permission.

In the event of conflicting provisions in various documents applying to the Challenge the order of priority shall be as follows: 1. Terms and Conditions, 2. Handbook, 3. other documents.

Applicable law and jurisdiction

The agreement and legal relationship between WU and Participant is governed by Dutch law. Any dispute arising in connection with the agreement will be settled by the Gelderland District Court, Arnhem location.