

## Official Rules

### 2015 Cradle to Cradle Product Design Challenge

These are the official rules (the "**Official Rules**") of the 2015 Cradle to Cradle Product Innovation Challenge (the "**Contest**") sponsored by Cradle to Cradle Products Innovation Institute (the "Sponsor") and supported by its partner, Autodesk. (together, the "**Partners**").

#### 1. ELIGIBILITY

This contest is open to design students and design professionals who have completed the on-line Cradle to Cradle Product Design program. The Contest is only offered and open to persons who are at least the age of majority of the jurisdiction of their residence at the time of entry. Entrants may be individuals or a team of collaborators.

The following persons are not eligible to enter the Contest: officers, directors, and employees of the Sponsor, its Partners, and the Sponsor's or Partners' parents, affiliates, subsidiaries, advertising or promotional agencies together with their immediate families (spouses, parents, siblings, and children) and persons living in the same households as any of those officers, directors, and employees.

Further, entrants who reside in the countries to which exports or payments from the United States are banned are not eligible to participate in the Contest.

By entering, you agree to these Official Rules and warrant that you are eligible to enter the Contest and your Submission (defined in **Section 3** below) complies with these Official Rules.

#### THE CONTEST IS VOID WHERE PROHIBITED.

#### 2. TIMING

You may submit your "**Submission**" between **September 1, 2015** at 12:00 a.m. Pacific Time and **December 1, 2015** at 11:59 p.m. Pacific Time (the "**Submission Period**"). The submission period is subject to extension at the discretion of the Partners.

#### 3. ENTRY

To enter the Contest, you must submit a Submission that complies with the requirements set forth in **Sections 5 and 6** below during the Submission Period. To submit your Submission, visit [www.c2ccertified.org/challenge](http://www.c2ccertified.org/challenge) during the Submission Period and (a) download the contest materials, details, worksheets, and these Official Rules; (b) complete the registration form fully and accurately with all of the required information (which may include your full name, street address (no post office boxes allowed, only street or rural route addresses), city, state, zip code, phone number with area code, email address, and date of birth); (c) accept the Official Rules; (d) submit the registration form; and (e) upload your Submission(s) according to the instructions on the portal.

The Contest is limited to one (1) registration per email address, per entrant. Sponsor is not responsible for any change of email address. In the event of a dispute, any Internet entries will be deemed to have been submitted by the Authorized Account Holder of the email address submitted at the time of registration, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning

e-mail addresses for the domain associated with the submitted e-mail address. Any entrant who attempts to participate with multiple e-mail addresses or under multiple identities will be disqualified from participation in the Contest.

**THERE IS NO FEE TO ENTER. NO PURCHASE IS NECESSARY.**

The Sponsor and its Partners reserve the right to publicly exhibit any Submission at any time, including on any website owned by the Sponsor, its Partners, or the Sponsor's or Partners' parents, affiliates, subsidiaries, advertising or promotional agencies (the "**Contest Websites**").

Submissions may be disqualified at any time for non-compliance with these Official Rules. The Sponsor WILL NOT NOTIFY YOU OF ANY DISQUALIFICATION OR THE REASONS FOR SUCH DISQUALIFICATION. ANY ATTEMPT TO ENTER THE CONTEST EXCEPT AS PROVIDED BELOW IS VOID.

You may submit up to three (3) Submissions, however each Submission can only be submitted once.

**4. PRIVACY**

The Sponsor will both collect information that you submit in connection with the Contest including the contact information you provide in the Contest form. In addition, you may provide additional information to the Sponsor (such as an affidavit or tax form) if you are a potential Winner. All information collected by the Sponsor is subject to its Privacy Policy.

**5. SUBMISSION**

The goal of this design challenge is to eliminate the concept of "waste" by designing products with materials that may be perpetually cycled to retain their value as nutrients to fuel growing global economies.

Your Submission must be an original work created by you. This means that you were a principal creator of the Submission. In addition, you must have the right and authority to publicly display the Submission, submit it to the Sponsor for the Contest, and grant the licenses in **Section 7** below.

Your Submission must comply with the following requirements:

Submissions should be formatted following the outline below using the identical numbers and headings.

**1. Submission Information**

1.1. Contact Information

First Name and Last Name

Email address

School (if currently enrolled) or organization (if currently employed)

Mailing Address

City, State, Zip

Country

Phone #

1.2. Submitting Category (choose one):

\_\_\_\_\_ Student (currently enrolled in a higher education program)

\_\_\_\_\_ Professional (working in the design profession)

Yes/No Did you use the Autodesk Fusion 360 tool to design your product?

## 2. Product Description and Image

2.1. **Product title and description.** A brief but clear description of your product and its system.

2.2. **Image.** Create a top-notch image of your product idea, using whatever means you wish—hand-illustration, CAD rendering, photo of physical model, your choice.

2.3. **Illustration of the product's system.** Include the stages of its life cycle from raw materials to the user's hand, what's in its next life, and how it gets from this life to the next.

## 3. Reutilization Cycle and Business Model

What happens at the end of the products useful life? How does it get cycled? What infrastructure takes your product from cradle to cradle? Perhaps it's reused in a Product-Service-System, or remanufactured through a company take back program by mail, or biodegrades in municipal composting, etc. What's the business model for your product and its system? Perhaps customers pay for use of the product by the hour, perhaps manufacturing costs are slashed by growing new products from the compost of old ones, etc. Keep your writing short and to the point—more text won't help, succinctness will!

## 4. Material Selection

4.1. **Overview.** Briefly describe the homogeneous materials selected for use in the product highlighting performance, durability, and sustainability attributes.

4.2. **Material Reutilization.** Calculate your product's reutilization score. How does your product score in the Cradle to Cradle Material Reutilization Equation? This simple formula combines the percent of recycled or rapidly-renewable material in the product during this life with the percent of material that will be recycled or composted into its next life.

4.3. **Material Health.** Is your product made entirely of healthy materials? You can prove this by listing all the homogeneous materials in your product and making a note for the safety of each. For example, "biologically inert" or "food product", or \*\*\*\*LINK [http://en.wikipedia.org/wiki/NFPA\\_704](http://en.wikipedia.org/wiki/NFPA_704)\*\*\*\*"NFPA health score 0." Safety notes are more credible when they link to online documentation, such as a Materials Safety Data Sheet (MSDS) that lists the NFPA health score or describes the material as biologically inert. You don't need to list every chemical in your product, just list the "homogeneous

materials"—a wine bottle might list the bottle, the cap, the label, and the glue, but not each chemical ingredient of the glue.

5. **(Optional) Design with Autodesk's Fusion 360™.** As part of your design, expand your opportunity by incorporating the use of Fusion 360. Fusion 360 is a 3D CAD/CAM tool for product development. It's the only cloud-based tool that combines industrial and mechanical design, collaboration, and machining in a single, affordable package.

Include a paragraph that describes the following:

- Demonstrate how the use of Fusion 360 supports sustainable design and the implementation of Cradle to Cradle design principles.
- Outline how you used Fusion 360 in your design, and if/how it aided in the contest goals and objectives
- Describe what Fusion 360 allowed you to do that you could not have done otherwise
- Explain why and in which parts of the design you chose to use direct modeling, parametric modeling, or both
- Describe how you would leverage the collaborative tools in Fusion 360 to produce this design and/or how they might aid in the Cradle to Cradle cycle [if this were a group/team project].

You can download Fusion 360 for free, [here \(http://www.autodesk.com/education/free-software/fusion-360\)](http://www.autodesk.com/education/free-software/fusion-360), receive a tutorial, and get started with your design.

**In English:** All Submissions must be in the English language and/or have English subtitles.

**Written Material:** All written material should be packaged as a single PDF document not to exceed 5 pages.

**Restrictions:** All Submissions must comply with **Section 6** below.

Your Submission does not have to have been specifically created for the Contest.

## **6. CONTENT RESTRICTIONS.**

Your Submission must not contain obscene or pornographic material; contain threats to any person, place, business, group or world peace; invade the privacy or other rights of any person; or violate any applicable laws.

In making your Submission, you must have (1) obtained appropriate releases for every person who appears recognizably in your video; (2) obtained appropriate releases for those locations that appear recognizably in your video and require releases. You will retain any such releases and provide them to the Sponsor upon request.

The Submission must not contain any copyrighted works belonging to third parties unless (1) you have a license to use such works in the Submission; or (2) the use your Submission makes of such works is a fair one under United States copyright law. You will retain any licenses and provide them to the Sponsor upon request.

No live animals may be used in the creation of a Submission unless you have obtained the consent of the animal's owner and an affidavit from the animal owner or wrangler stating that the animal was not harmed in the making of the film. You are encouraged to contact the local Humane Society prior to filming the Submission to verify appropriate animal safeguards on set.

The Sponsor may require you to provide evidence of compliance with the above terms at any time. Failure to comply with any of the foregoing requirements (in the Sponsor's sole determination) may result in the disqualification of your Submission.

## **7. GRANT OF LICENSE.**

As between you and the Sponsors, you will own **all intellectual property related to Your Submission** and shall retain ownership of such intellectual property.

**LICENSE GRANTED BY ALL ENTRANTS** - By submitting your Submission, you irrevocably grant the Sponsors, its Partners, and the successors, subsidiaries, parent and related companies, licensees, assignees, and third parties acting on the Sponsors or the Partners' behalf, a **perpetual, non-exclusive** worldwide, royalty-free right and license to use, exhibit, license, sub-license, distribute, perform, post, display, copy, publish, promote, re-format, and exploit **the Submission**, for free or for a fee, in whole or in part, alone or in combination with other content or material, for any purpose whatsoever, in any and all media now known or in the future devised (including by way of example but in no way a limitation, the Internet, television, IPTV, home video/DVD, theatrical, mobile devices, and through any future means or methods of downloading and/or streaming now known or hereinafter devised).

**The Submission** refers to the submission document. It does not refer to the idea or product represented in the submission. The purpose of the license is to allow the Partners to promote the submission.

**LICENSE GRANTED BY WINNERS** - In the event your Submission is selected as a Winning Submission (defined in **Section 9** below), You irrevocably grant the Sponsor and Partners, their successors, subsidiaries, parent and related companies, licensees, assignees, and third parties acting on the Sponsor's behalf, an **exclusive** worldwide, royalty-free right and license to use, exhibit, license, sub-license, distribute, perform, post, display, copy, publish, promote, re-format, and exploit the Submission, for free or for a fee, in whole or in part, alone or in combination with other content or material, for any purpose whatsoever, in any and all media now known or in the future devised (including by way of example but in no way a limitation, the Internet, television, IPTV, home video/DVD, theatrical, mobile devices, and through any future means or methods of downloading and/or streaming now known or hereinafter devised) **for a period of five (5) years** from the date you receive your entered the Contest . After the term of the foregoing license expires, the license shall automatically convert into a non-exclusive license to the Sponsor and Partners in **perpetuity**.

## **8. REPRESENTATIONS AND WARRANTIES; INDEMNIFICATION.**

You represent and warrant that: (a) you are eligible to enter the Contest; (b) you have complied and will comply with these Official Rules in connection with your participation in the Contest; (c) your Submission complies with all of the requirements of **Sections 5 and 6** above; and (d) you have the right to grant the permissions and licenses set forth in **Section 7** above. You shall indemnify, defend, and hold the Contest Parties harmless from any losses (including reasonable attorneys' fees) arising from any action asserting a breach by you of any representation, warranty, or obligation in these Official Rules.

The “Contest Parties” are: (a) the Sponsor; (b) the Partners; (c) all parties and vendors associated with the development, administration, promotion, execution of, or supply to this Contest; and (e) each of their respective subsidiaries, affiliates, assigns, representatives, distributors, and retailers.

## 9. JUDGING.

Each Submission will be judged on the following criteria (collectively, the “Judging Criteria”):

- Design considerations that promote circularity
- Anticipated next life of the materials
- Identified path to reuse
- Choice of materials (non-toxic and cyclable)
- Usefulness
- Beauty

A group of qualified individuals selected by the Sponsor will screen Submissions and create a shortlist of up to twenty (20) Submissions based upon the Judging Criteria. The person who submitted a shortlisted Submission is referred to as a “**Finalist**” and each shortlisted Submission is referred to as a “**Finalist Submission.**”

A panel of qualified professionals selected by the Sponsor (the “**Panel**”) will determine the top Finalist Submissions in each category based on the Judging Criteria. The person who submitted the top Submission in each category is referred to as a “**Winner**” and each top Submission is referred to as a “**Winning Submission.**”

In the event a Finalist Submission is ultimately disqualified, no alternate will be selected to be a Finalist. In the event a Winning Submission is ultimately disqualified, the Panel will re-rank the Winning Submissions and select an additional Finalist Submission to be a Winning Submission so that there are three (3) Winning Submissions.

## 10. PRIZES.

The Winning Submissions will receive the following prizes (each a “**Prize**”):

- Best student project \$2,000
- Best professional project \$2,000
- Best use of Autodesk Fusion 360 tool \$2,000 plus a full pass to Autodesk University ‘16\*
- Best use of Aluminum \$2,000

\*Autodesk is offering an additional prize for the Winner of the ‘Best u=Use of Fusion 360’ for The Cradle to Cradle Design Challenge. In addition to \$2,000 cash prize, the Winner will also receive:

- A full conference 3-day pass to Autodesk University (AU) 2016, Las Vegas (November 15-17, 2016)
- The winner will be responsible for all costs and expenses associated with attending AU, including without limitation, all airfare, hotel, meals, visa fees and other expenses associated with attending AU. The winner will receive a \$1,000 USD stipend to help cover these expenses. If the winner’s actual expenses exceed the amount of the stipend, the winner is solely responsible for such expenses. If the winner is unable to attend AU for any reason, no alternate prize will be provided. The winner may not transfer this prize to any third party.

- Participants must be 18 years or older to be eligible to win this prize; must show proof of age. Some Las Vegas hotels may require individuals to be age 21 or older to book hotel rooms. If you are under the age of 21 and need a chaperone over the age of 21, this is your sole responsibility.

No prize transfer, assignment or substitution by any Winner is permitted.

THE SOLE RESPONSIBILITY OF THE SPONSOR WITH REGARD TO THE CONTEST PRIZES IS THE ISSUANCE OF THE CASH PRIZES. NO OTHER EXPENSES, COSTS, OR TAXES OF ANY KIND WILL BE PAID TO ANY ENTITY ON ANY WINNER'S BEHALF BY THE SPONSOR. NO MORE THAN THE ADVERTISED NUMBER OF PRIZES WILL BE AWARDED. THERE IS NO LIMIT AS TO HOW MANY PRIZES AN ENTRANT MAY WIN.

ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER. The Sponsor may require a winner to provide a completed U.S. Internal Revenue Service ("IRS") Form W-9, W-8, or other tax documentation that it deems necessary before making any payment. WITH RESPECT TO NON-U.S. WINNERS, THE SPONSOR MAY WITHHOLD AND PAY TO THE IRS 30% OF A WINNER'S PRIZE TO COMPLY WITH U.S. TAX LAWS.

#### **11. RELEASES.**

Each Winner is required to complete, execute, and return an Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release, as well as certain other documentation reasonably requested by the Contest Parties, within three (3) days of first attempted notification. The Sponsor may also require prospective Finalists to execute and return an Affidavit of Eligibility. Failure to respond in a timely manner or failure to return documents in a timely manner may result in disqualification with an alternate winner selected.

Where permitted by law, each Winner agrees to grant to the Sponsor, the Partners, and those acting pursuant to their direction or control, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, at any time or times, the Winner's Submission, name, portrait, picture, voice, likeness and biographical information as news or information and for advertising, trade and promotional purposes without additional consideration, and without notification, review, or approval.

The Sponsor and Partners may require any Winner to make publicity appearances. Failure to make such appearances or grant such rights may result in disqualification with an alternate winner or potential winner selected; and while not obligated to do so, the Sponsor may in its sole discretion, bear such reasonable costs and expenses which the Sponsor, in its sole discretion, deems appropriate for Winners or potential winners to appear for a presentation or other activity.

By accepting any Prize, the Winner agrees that any Affidavit and/or Releases, and any grant of permission to use the Winner's name, portrait, picture, voice, likeness and biographical information, as stated above, may be secured by the Contest Parties electronically, for example but not limited to, by email or by facsimile, and such secured Affidavit and/or Releases and permission will have the same force and effect as if any of them had been secured in a written document which was executed by the Winner.

Further, by accepting any Prize, the Winner releases and agrees to hold harmless the Contest Parties from any and all liability for any injuries, loss or damage of any kind to person, including death, and

property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a Prize, participation in any Contest related activity, or participation in this Contest.

## **12. PROHIBITED CONDUCT.**

The Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole determination, to be tampering with the entry process or the operation of the Contest or any Contest Websites; to be acting in violation of these Official Rules; to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Any use of robotic, automatic, macro, programmed or like entry methods will void all Submissions submitted by such methods and persons using any such methods, as determined by the Sponsor in its sole discretion, will be disqualified.

ANY ATTEMPT BY YOU TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

If for any reason this Contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right to cancel, terminate, modify or suspend the Contest, and to award prizes from among entries received prior to such action to the extent feasible. If the Contest is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at the Contest Websites.

## **13. LIMITATIONS OF LIABILITY.**

The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems, human error or traffic congestion on the Internet or the Contest Websites, or any combination thereof.

The Sponsor is not responsible for any incorrect or inaccurate capture of information or the failure to capture such information, whether caused by the Contest Websites' users, tampering or hacking, or by any of the equipment or programming associated with or utilized in the Contest and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the web site. The Sponsor is not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Contest Websites.

IN NO EVENT WILL THE SPONSOR, THE PARTNERS, OR THEIR PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES OR THEIR RESPECTIVE OFFICERS,



DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THIS CONTEST, ACCESS TO AND USE OF THE CONTEST WEBSITES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE CONTEST WEBSITES, INCLUDING THE CONTEST IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

#### **14. DISPUTES.**

The Sponsor's decisions on all matters relating to this Contest are final and binding in all respects. In the event an entrant wins a Prize for a Submission that was created or submitted by more than one person, The Sponsor may take any action regarding the prize, in its sole discretion, including but not limited to, granting the prize to one creator and not any other, making a joint award of the prize, or depositing the Prize proceeds into an escrow account for the creators to decide how to resolve their dispute.

Except where prohibited, as a condition of participating in this Contest, you agree that any and all disputes which cannot be resolved between the parties (you and the Sponsor), claims and causes of action arising out of or connected with this Contest, or any prizes awarded, or the determination of any Winner shall be resolved individually, without resort to any form of class action exclusively by arbitration pursuant to the commercial arbitration rules of the American Arbitration Association, then effective. Further, in any such dispute, under no circumstances will you be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses and you further waive all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and the Sponsor in connection with this Contest, shall be governed by, and construed in accordance with, the laws of the State of California, U.S.A., without giving effect to the conflict of laws rules thereof, and all proceedings shall take place exclusively in the State of California, County of San Francisco.

#### **15. WINNERS LIST/RULES REQUESTS.**

For names of each Winner or to request a hard copy of the Official Rules, mail a self-addressed envelope indicating either "2015 Cradle to Cradle Product Design Challenge Winners List" or "2015 Cradle to Cradle Product Design Challenge Rules Request" for receipt by March 15, 2015 to Cradle to Cradle Products Innovation Institute, 221 Main Street, Suite 650, San Francisco, California, 94015.

#### **16. SPONSOR.**

The Contest is sponsored by: Cradle to Cradle Products Innovation Institute, 221 Main Street, Suite 650, San Francisco, California, 94105.