

Rules of the "Imagining the superstore of 2030" video contest

ESCP Europe no. 2018 – JC002

Article 1. Organizer

The E. Leclerc / ESCP Europe Chair "Future of Retail in Society 4.0." (Hereinafter referred to as the "Chair" or the "Organizer,"

is organizing a free video contest entitled "Imagining the superstore of 2030" from **January 9 to May 7, 2019** on the Chair's website [<http://competitionsuperstoreofthefuture.strikingly.com/>] (hereinafter referred to as the "Contest").

The schedule for this Contest is specified in Article 6 of these rules.

In any event, the Organizer will never be under any obligation to respond to requests (written or oral) concerning the interpretation or application of the present rules, the awarding of the prize, or the Winner.

Article 2. Purpose of the Contest

The purpose of the Contest is to imagine the superstore of the future by making a 30 to 120 second video.

It is part of the more general context of the Chair, which aims to develop in-depth forward reflections on tomorrow's commerce and distribution systems.

The purpose of these rules is to define the rights and obligations of the Organizer of this Contest and of its Participants.

Article 3. Terms of participation

The Contest is open, at no charge, to any student enrolled in ESCP Europe as of the opening date of the Contest, whatever their academic level (Bachelor, pre-master's, Master, MBA, PhD, etc.) or their campus (Berlin, Paris, London, Turin, Madrid).

Minors under the age of 18 must obtain prior consent from their parents or legal representatives approving their participation in this Contest. This parental agreement implies acceptance of the minor's participation in the Contest and that the minor Participant will receive the prize offered for this Contest if he or she is declared the Winner.

The Organizer reserves the right to verify the validity of the student's participation, in particular by checking the validity of his or her student card.

Applications shall be submitted by groups of one (1) or two (2) students, hereinafter referred to as the Team.

Videos may be produced in English or French, using any type of media device (smartphone, tablet, photographic device, video camera, etc.).

Contestants may only register as part of one Team. If the same person joins several Teams, all of these Teams will be disqualified. Teams may only submit one video. No additional videos will be taken into consideration.

Article 4. Participation procedure

1. Registration

Registration for the Contest shall be open between January 9, 2019 at [10:00 am] and March 30, 2019 at [11:59 pm], by Teams of one (1) or two (2) persons.

To participate, students must register online at the Contest website, [<http://competitionsuperstoreofthefuture.strikingly.com/>]. An online registration form must be completed by each student constituting the Candidate Team, filling in the following information: surname, first name, email address, student number, degree program, campus, and an identity for the partnership.

Once the student has filled in all the information required by the form and marked the box reading "I accept the Contest rules" - the rules published on the website - the student will receive a confirmation email sent to his or her ESCP Europe e-mail address.

It is specified that if the student does not accept the Contest rules, he or she will not be permitted to participate.

The student will thus become a Contest Participant (hereinafter referred to as the "**Participant(s)**") upon receipt of a participant number in the confirmation email.

Registering under a false identity or using another person's identity, or reporting false, inaccurate or incomplete information, or registering under several identities will result in the Team's automatic disqualification.

It is the Participants' responsibility to ensure that the information requested is provided correctly and that their email addresses are valid.

The Organizer cannot be held liable and no claims may be made against it if the Participant has provided incorrect information, or if the Participant is for any reason unable to read his or her email.

2. Participant video uploads

Participants will be able to submit their videos and post them on the Contest website, [<http://competitionsuperstoreofthefuture.strikingly.com/>], at any time between 9 January 2019 at [10:00 am] and 3:00 pm April 2019 at [11:59 pm].

The duration of the video should be between 30 and 120 seconds.

The subject of any video submitted as part of the Contest must be to imagine the superstore of 2030.

Each Team will upload its own video.

Each team will have to fill in the title of their video, write a short description, upload their video to YouTube, and send the link to the email address for the Chair: chaire.leclerc@escpeurope.eu.

The Team's definitive entry will be considered to have been made if the registration form has been duly completed and if those forms and the video have been submitted by the established deadline. Otherwise the team's entry will be automatically disqualified.

An email confirming receipt of the video will be sent to each Participant on the Team at their ESCP Europe email address.

Each Team agrees to not remove the contest film from the Contest site after it has been confirmed by the Organizer.

Article 5. Prize-winner selection procedures

The winner will be selected in three stages: a pre-selection, a jury evaluation and a vote by Internet users. An award ceremony will take place at the end of this selection.

1. Pre-selection

Any video submitted by Participants that does not meet the conditions for participation will be rejected.

Failure to follow the following instructions will automatically disqualify the videos presented:

- Open submission period: from January 9 to April 3, 2019 at midnight
- Duration: 30 to 120 seconds
- Format: MP4 video
- The sound of your video must be audible
- Theme: the superstore of 2030
- Do not promote brands (visual and / or audio)
- Do not include remarks of a discriminatory, violent, pornographic, racist, sexist, homophobic, defamatory or vulgar nature
- The video must not infringe intellectual or industrial property rights, such as an original work, a trademark, a logo, a registered model, etc., or copy the content of pre-existing works in whole or in part without the permission of the owners of the copyrights to such works.
- The video must not infringe on the privacy or image rights of identifiable persons shown in the videos.

If any video is or may come to fall into one of the aforementioned categories, it will be automatically disqualified from the Contest.

Participants shall have no recourse in such case against ESCP Europe, the ESCP Europe / E.Leclerc Chair, or against the members of the jury.

2. Jury evaluation

At the end of this 1st pre-selection phase, the videos will be brought before a jury.



The jury will be composed of members of the E. Leclerc Chair, as well as external individuals, to the extent possible. In any event, the constitution of the jury shall be at the discretion of the Organizer.

The video produced must thus combine **scientific and professional relevance** with the **creativity and originality** of the treatment of the subject and digital scriptwriting.

From April 5 to 9, 2019, each member of the jury will individually examine, each of the pre-selected videos according to a scoring grid containing the following 6 criteria:

- **Creativity and originality:** 10 points.
- **Technical quality of the video:** 10 points.
- **Editorial quality:** 10 points.
- **Artistic quality:** 10 points.
- **Realism** (consistent with economic and market realities): 10 points.
- **Scientific relevance** (consistent with sociological developments): 10 points.

Total points = 60 points

Each member of the jury will issue a score between 0 and 10 for each criterion.

In view of the scores awarded, each member of the jury will establish an average score for each video; this will be the overall score that he or she will give the video, referred to as the "overall score."

For each of the videos, the average of the various overall scores awarded by the various different members of the jury will constitute the final score for this video, referred to as the "final score."

Depending on the scores awarded, the members of the jury will then release a statement indicating the four (4) videos that obtained the best final scores, referred to as the Contest "finalists."

The decisions of the ESCP Europe Chair contest jury are not subject to dispute and do not require justification.

3. The vote of Internet users

The finalists' videos will be posted on the Chair's web page and on the Chair's social networks.

They will be submitted to voting by Internet users from April 10 to May 6, 2019, exclusively on the poll integrated on the Chair's Facebook page.

The videos will be ranked according to the cumulative number of votes. The team whose video has earned the greatest number of votes will then be declared the Contest Winner.

In the event that an equal number of votes is received, the Organizer shall designate as Winner the Finalist Team with both the highest number of votes and the highest final score awarded by the jury. This decision is not subject to dispute.

4. Publication of results

The results will be published on May 7, 2019 at 11 am on the website [<http://competitionsuperstoreofthefuture.strikingly.com/>]

5. Award ceremony

The award ceremony will take place on 7 May 2019 in Paris at the ESCP Europe République Campus, at a brunch event held by the Chair.

On this occasion, the winning team will be invited to present its project and receive its prize: a trip to Seoul with a value of €3,000 per person, as described in Article 7 hereof. To receive the prize, the winning team must be present at the awards ceremony, to be held in Paris on May 7, 2019.

Article 6. Recap of the Video Contest timeline

- **9 JANUARY 2019. Official Contest Launch** (at the Commerce 4.0 Brunch Event.)
- **9 JANUARY TO 30 MARCH 2019. Online registration** (via registration form)
- **3 APRIL 2019. Deadline for submission of videos** (uploaded to the Contest website)
- **5 TO 10 APRIL 2019. Selection of finalists by a jury.** The jury examines the entries and selects the four (4) finalist videos.
- **APRIL 10 to MAY 6, 2019 at midnight. Online vote.** The winners of the Contest are selected based on online voting by the public (videos available on the website of the Chair). Objective: to collect as many "votes" as possible.
- **7 MAY 2019 Award ceremony** (at the Commerce 4.0 Brunch Event.)

Article 7. Prizes

The Team that wins the Video Contest will win a trip to Seoul with a value of €3,000 per person. If the team is made up of one person, they will be able to bring one other person of legal age of their choice.

*The following is included in the prize:

- Round trip flight, Paris-Seoul;
- On site accommodation for 7 days (including 6 nights).

If the two winners wish to extend the duration of the trip, any additional costs will be their responsibility.

*The following costs are not included in the prize and are the responsibility of the two winners:

- in-country transportation costs;
- meal costs;
- tour expenses.

The members of the Winning Team will have to leave together from Paris on the same date, between June 15, 2019 and September 30, 2019. During their trip, the members of the Laureate Team undertake to keep a diary of their trip, and in particular to visit a selection of stores, the list of which will be provided to them in writing before their departure, and produce a visual report with photos and/or videos, including their commentary.



This material will be sent by the members of the Winning Team to the Teams of the E. Leclerc Chair, and will be used on the social networks of the E. Leclerc Chair (Facebook, LinkedIn) and for the preparation of news items.

The members of the Winning Team will be liable for this material and must obtain the adequate and necessary insurance coverage.

The prize may not in any case be returned or exchanged for its value in cash or for any other prize, or transferred to a third party upon request of the members of the Winning Team.

If any member of the Winning Team is under 18 years of age, he or she must have permission from his or her parents or legal guardians to accept the prize;

If these conditions are not fulfilled, the prize will be awarded instead to the next Finalist Team that received the second-highest number of votes after the original winning Team.

Article 8. Confidentiality

Participants undertake to not divulge any confidential information addressed to them by the Organizer, and in particular the information concerning the results of the Contest, which will be communicated to them by the Organizer in advance of the public announcement of the members of the Winning Team.

Article 9. Publicity and promotion of the members of the Winning Team

By their acceptance of the prize, the members of the Winning Team authorize the Organizer to use and distribute their surnames, first names, and images (photography and video) as such in all advertising or promotional events related to this Contest, or for any advertising or promotional activities of ESCP Europe or the Chair (in particular on the following networks: website, LinkedIn, Facebook, Twitter, etc.), without territorial limitation, and without entitlement to any remuneration, rights, or benefits other than the awarding of their prize, for a period of two (2) years dated from their award notice.

In case of refusal, the member of the Winning Team must provide notice by mail to the following address: ESCP Europe – Direction Communication – 79 avenue de la République, 75011 Paris within 10 days counted from their award notice.

Article 10. Intellectual property

1. Prior authorizations required by Participants for the creation of their videos

Each Contest Participant warrants that he or she is the sole author and designer of the video material transmitted and has obtained all the authorizations required by applicable law from their collaborators and/or extras, as well as from the authorities concerned.

If photos, drawings, music, etc. are to be used, Participants guarantee that they have obtained all appropriate authorizations from the holders of usage rights or copyrights, where required. They must be able to provide proof of this to ESCP Europe upon first request. Failing this they will be disqualified from the Contest.





In the event of a dispute, the Participants will acknowledge and hold ESCP Europe and the Chair harmless in any ruling that may be pronounced against them; the Participants shall assume full responsibility for their creation.

Participants are solely and entirely responsible for the content of their videos.

2. Chair and ESCP Europe usage rights for Participant videos

The Participant grants the Chair and ESCP Europe a non-exclusive, royalty-free, worldwide assignment of copyright for the reproduction, presentation and broadcasting of their video, with or without minor alterations, for promotional or institutional purposes, via any communications media (electronic, written press, exhibition, projection, etc.),

The Participant grants this usage right for a period of two (2) years counted from their registration in the Contest.

The Contest's four (4) Finalist Teams grant this right of exploitation for a period of five (5) years counted from the date of their registration for the Contest.

At the end of these periods, the videos will be completely destroyed.

The reproduction, presentation and distribution of the videos, as well as the captions and comments accompanying them, shall not in any way impact the dignity, privacy and reputation of said Participants and finalists.

Article 11. Liability

The Organizer reserves the right to shorten, extend, suspend, modify or cancel this Contest if required by circumstances beyond its control, and shall not be held liable as a result.

The Organizer shall not be held liable for delays or issues inherent in electronic communications. The Organizer may cancel the Contest in whole or in part if it appears that fraud has occurred in any form whatsoever in regard to participation in the Contest and/or the choice of the Winning Team.

It reserves the right, in such case, to refuse awards to persons committing fraud and/or to bring legal action against the perpetrators of such fraud in the competent courts of law.

The Organizer cannot be held liable for the following, inter alia:

- misuse of the distributed data, due to the impossibility of controlling the use of the latter on the Internet network;
- temporary unavailability or malfunction of the website for any cause, routing problems or lost e-mail. The same applies to technical failures or hardware or software anomalies of any kind (virus, bug, etc.) occurring in the Participant's system, computer equipment, or data, whatever the consequences may be;
- occasional data loss;
- a case of force majeure as defined in Article 1218 of the Civil Code;
- as regards the prize, the Organizer may not in any way be held liable for the trip.



Article 12. Computing and Civil Liberties

ESCP Europe Student Participants have already accepted that ESCP Europe may process their data in the context of their studies.

This data is collected for the following purposes:

- participation in this Contest;
- information concerning ESCP Europe's service and training offerings.

This data will not be disclosed to anyone outside ESCP Europe, except to the members of the Chair and the members of the jury, and unless specifically authorized by the Participant or in special circumstances (judicial request).

ESCP Europe reserves the right to collect, store and use the Participant's personal data without consent for statistical purposes, after having anonymised the data.

In accordance with the Computing and Civil Liberties law of 6 January 1978, Participants have the right to access, rectify and delete any data concerning them that may be collected by the Organizer.

These rights may be exercised upon request by contacting the following address: dataprotection@escpeurope.eu.

Participants who exercise their right to delete data concerning them before the end of the Contest will be deemed to have renounced their participation therein, as the Organizer will no longer be able to contact them.

Article 13. Acceptance of the rules

Participation in the Contest implies full and complete acceptance by the Participant of these rules and the conditions of the Contest.

If an entrant refuses to accept these rules, he or she will not be able to participate in the Contest.

Failure to comply with the rules shall result in disqualification of the entry.

Any fraud or attempted fraud by a Participant in this Contest will result in disqualification.

These rules may be consulted at the website [<http://competitionsuperstoreofthefuture.strikingly.com/>] and by contacting ESCP Europe – Direction Communication – 79 avenue de la République, 75011 Paris and submitting a request for the same.

The Contest Organizer may modify these rules at any time.

The Chair reserves the right to modify, suspend, interrupt, postpone, cancel or extend the Contest if circumstances so require, and shall not be held liable for doing so. The Chair furthermore reserves the right to change the prize if force majeure circumstances so require, and no claims may be brought against it in such regard.

Article 14.Contact

ESCP Europe
Frank Bournois
Dean & Executive President
79, avenue de la République
75011 Paris
01-49-23-20-00

Chaire.leclerc@escpeurope.eu

Article 15. Claims

Any case not provided for by these rules will be settled by decision of the Organizer, which decision will be final.

In case of any dispute or claim, on any grounds, a request must be sent to the Organizer by contacting: ESCP Europe, Chaire Leclerc, 79 avenue de la République, 75011 Paris, within 2 months following the completion of the Contest (date as per postmark).

Article 16. Disputes

Participants are subject to the regulations applicable in French law for games and Contests. Any dispute arising from the Contest that cannot be settled amicably will be brought before the competent courts according to the rules of the Code of Civil Procedure.

For ESCP Europe :

Frank Bournois
Dean & Executive President

