



Circular models Leveraging Investments
in Cultural heritage adaptive reuse

CLIC START UP COMPETITION

Living Lab & INNODAYS

November 25 - 26 - 27 2020



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2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

CLIC Startup Competition Terms and Conditions Version 2.1 updated 05/11/2020

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Important updates (05/11/2020) V.2.1

The following section presents important modifications and updates for participants. It is recommended to read this section and take it into account before reading the Call text.

DEADLINE: The deadline for the submission of the applications is extended to **6th November 2020**. Applications can be submitted on the project website (<https://www.clicproject.eu/startup-competition/>) by 23:59 CET time of 6th November.

FINAL EVENT: Due to the uncertain scenario connected with the Covid-19 emergency and related containment measures, the CLIC Startup Competition final event will be held as an online event from 25th to 27th of November 2020. The event will be streamed from the headquarters of the Project Coordinator, the Institute for Research on Innovation and Services for Development, Italian National Research Council (CNR – IRISS), based in Naples.

FINALISTS SELECTION: 20 finalists will be announced on 16th November 2020 on the project website (<https://www.clicproject.eu/startup-competition/>) and an online poll will be started to select 15 finalists who will be invited to take part in the three-days online event and capacity building programme on 25-26-27 November.

SELECTION AND EVALUATION: After the call closure, an online poll will be launched to vote the startups that will take part in the final event. Polling system, method and criteria will be communicated after the call launch.

ADDITIONAL SPECIAL PRIZES: The following benefits for finalists are added to the ones already described in Art. N. 7 of the Call:

CNR IRISS Special Prize. The Institute for Research on Innovation and Services for Development of the Italian National Research Council (CNR IRISS) will offer strategic communication and marketing services to two startups / teams. The two special prizes, valued 3.000,00 € each, will include the design of:

- Logo and logotype;
- Brand image;
- Website.

EEN / ELSE Special Prize. The Enhancing Innovation Management Capacity service (EIMC), a customised support to SMEs for the assessment of innovation management capacity, will be offered free of charge by the Enterprise Europe Network (EEN) – Enterprise Lazio and Sardegna for Europe (ELSE) to selected finalist startups.

Through a set of digital assessment tools compliant with the UNI CEN/TS 16555-1 (Innovation Management System technical specification) and an assisted evaluation process, the innovative businesses will be able to:

- identify its competitive positioning in terms of innovation and performance measurement;
- analyse the information gathered in the digital report and the critical issues affecting the innovation process;
- develop, with the support of the EEN consultants and the project team, a personalised action plan aimed at overcoming the obstacles identified;
- have constant support in the implementation of the shared roadmap, which helps to improve performance and increase the competitiveness of the company,
- monitor the results obtained and benefit from the other EEN network support services.

012Factory Special Prize. Incubator services will be offered free of charge by 012 Factory as a Strategic Partner of the CLIC Startup Competition to 5 finalist startups/teams, valued 3.000,00 € each, to be provided remotely and/or on site at the 012Factory location in Caserta in Campania Region.

Incubator services offered to the selected startups/teams will include:

- Logistics (use of office spaces and services);
- Innovation services (research and innovation, problem solving, certification and tests, networking, seminars and events, preparation for calls and tenders, IPR and patent consultancy);
- Fiscal and accountability support;
- Enterprise regulatory, taxation and commercial consultancy
- Labour consultancy;
- Development services (marketing and communication plan, fundraising, industrial plan);
- Support to internationalization and commercialization;
- Support in the search of strategic and financial partners.

ICHEC C-SHIP Special Prize. As a Strategic Partner of the CLIC Startup Competition, ICHEC Brussels Management School, will award one startup/idea with 20h coaching program under the framework of ICHEC's upcoming professional training program in cultural entrepreneurship titled C-SHIP.



C-SHIP aims to enable cultural professionals to fulfil financial sustainability and bridge the upskilling gap in sustainable business management and resilience, in order to succeed in mitigating the impact of crisis such as COVID19.

ICHEC's 20h coaching program will accompany one startup/idea starting from December 2020. The awardee will benefit from 12h of virtual meetings (2h every two weeks) and is expected to conduct 8h of fieldwork.

EVPA Special Prize. The European Venture Philanthropy Association (EVPA) will award one selected startup with a free ticket to attend the 17th Annual EVPA Conference which will be held from 21st to 23rd June 2021 in Porto (Portugal). The winner will have the opportunity to follow a variety of sessions developed and implemented by experts in the field of venture philanthropy and social investment, but also to get directly in touch with different actors in the social economy.



Introduction

The CLIC Startup Competition (hereinafter referred to as “Startup Competition”) is established as a possibility to foster innovations of informal teams and early stage startups. It is organized by the **Institute for Research on Innovation and Services for Development, Italian National Research Council (CNR - IRIS)** and its partners in the framework of the CLIC Project “Circular economy Leveraging Investments in Cultural heritage adaptive reuse”, funded by European Union’s Horizon 2020 research and innovation programme under grant agreement No 776758.

The main aim of the Startup Competition is to support the development of sustainable business ideas coherent with economic and social models to place cultural heritage and historic urban landscapes adaptive reuse at the forefront for the implementation of a European model of circular economy and circular city-region centred on the regeneration of cultural and natural capital.

The Startup Competition is open to early stage and pre-seed startups, wannabe startupper and already active entrepreneurs, encouraging interaction between them and experts, fostering business ideas to public and private investors, supporting business creation and acceleration.

The Startup Competition final event will be held in Naples, Italy, from the 25th to 27th of November 2020, within the framework of CLIC START UP COMPETITION - Living Lab and Innodays which involves experts, researchers, entrepreneurs, policy makers and financial intermediaries.

Startup Competition days are 26th and 27th November 2020.

The Startup Competition is being organized with the terms and conditions provided in this document.

Article 1 – Introduction

The introduction is an integral part of the **Call for proposal**.

Article 2 – Subject

The purpose of the Startup Competition is to award the **5 best innovative and promising projects** working on the following areas **but not limited to**:

- **Cultural, safe and sustainable tourism**

E.G. Startups / ideas addressed to innovative solutions to develop new products and services in the cultural and sustainable tourism sector, taking into account the new and future scenarios for cultural tourism in Europe and beyond. Their focus can include adaptive reuse of abandoned heritage sites for cultural tourism functions; cultural tourism development in less-known cultural heritage and landscape areas and post-tourism experiences; “inclusive” and human-centred solutions designed for people with special needs (including also senior tourists, pregnant women, parents with small children, people with dietary problems, etc.); reduction of pressure on

overcrowded heritage tourism destinations. All these solutions, by broadening the range of choices for the final users increasing the attractiveness of areas marginal compared to the common tourist hotspots and fulfilling the needs of specific groups, guarantee tourists a safer and more enjoyable experience. Startups / ideas should take into careful account also the negative impacts of tourism on the environment and local communities and may include ways to reduce and mitigate them.

- **Creative, cultural, education and entertainment industries**

E.G. Startups / ideas in the creative and cultural industry including education and entertainment able to conceive innovative products and services to stimulate cultural heritage adaptive reuse projects. Their focus can include designing creative circular economy solutions for a virtual / immersive cultural heritage experience (for example, Augmented Reality, virtual guides, etc.); raising awareness, knowledge and engagement of local communities in cultural heritage adaptive reuse projects; engaging young audiences through educational and entertainment services (for example, through gamification).

- **Heritage community, social innovation and ethical finance**

E.G. Startups / ideas oriented to social innovation for cultural heritage adaptive reuse, able to build up and strengthen the “heritage community”, bridging it with relevant stakeholders and possible funders. Their focus can include innovative fundraising activities / products (for example, crowdfunding, blockchain, tokenization); cooperative and co-created solutions / projects; bottom-up, participatory, collaborative and cooperative approaches for the conservation, valorization, maintenance and adaptive reuse of cultural heritage.

- **Technologies and materials for the circular city and building**

E.G. Startups / ideas developing technological solutions that contribute to the realization of a circular city and circular building. Their focus can include green energy solutions and technologies and responsible use of resources in a lifecycle perspective; management & treatment solutions for wastes reduction, reuse and recycle; low-tech and nature-based solutions for the conservation and adaptation of different types of cultural heritage; virtualization and Industry 4.0 technologies for restoration such as 3D scanning and 3D printing; data management tools (open digital platforms) for cultural heritage towards circular city and circular building implementation. Technological solutions should demonstrate how they ensure compatibility and respect of cultural heritage values.

- **Abandoned cultural landscapes regeneration**

E.G. Startups / ideas dealing with innovative products and services for the development, reuse and regeneration of abandoned cultural landscape areas, paying special attention to rural, internal and mountain areas, villages and less accessible natural and cultural heritage.

Article 3 – Eligibility criteria

This Call for proposal is open to Business Projects / Startups / ideas developed by formal and informal teams, of legal age, whether they be natural or legal persons. Individual and group applications are both welcome.

The call is open to projects that are at an early stage of development responding **to one or more of the following criteria:**

- Business is in “before sales” or “sales just started” phase;
- Applicants have a Minimum Viable Product;
- Applicants have developed a prototype (Minimum TRL admitted is 4);
- Applicants are provided with all necessary skills, both hard and soft;
- The Business idea fits with CLIC project’s main purpose.

All applicants implicitly accept the rules of this Call for proposal.

Article 4 – Application and deadline

Applications can be submitted from **1st of September to noon of 15 October 2020.**

The 20 finalists invited to take part in the three-day event in Naples will be announced on **22nd October 2020** on the project website (<https://www.clicproject.eu/startup-competition/>)

Opening of the submission: 1 September 2020

Closing date for submission: 15 October 2020

Finalist announcement: 22 October 2020

Applications can be filled in using the e-form provided, which can be reached from the website <https://www.clicproject.eu/startup-competition/>

The applicants will receive a free profile page on the SEMED – Startup Europe Mediterranean platform (<https://semed.eu/>) for three months; SEMED is the digital platform that connects innovation ecosystems of the Mediterranean; it creates opportunities for the entire ecosystem: Startups, investors, corporates, SMEs, innovators, incubators, accelerators, research centres, universities, policymakers, communities and more, via a single point of access.

SEMED is an initiative powered by FacilityLive® OpCo S.r.l., an Italian company, in collaboration with the European Commission.

After the end of the Startup Competition participants can decide if they want to maintain their startup’s profile on the SEMED platform.

Article 5 – How to apply

Applicants must provide the following information fulfilling the application form:

- Surname and Name;
- Date and place of birth;

- City of residence;
- Country;
- Telephone number;
- E-mail address;
- CV or LinkedIn Profile.

For group applications, all members of the team must attach their own CVs or LinkedIn profile.

The contact person for the group must be nominated in the e-form.

The application form requires the following information:

- Brief summary of the project;
- Description of problem & business solution;
- Market & Competitors;
- Technology readiness level (TRL);
- Team, if applicable;
- Investment needs.

The application form is available at <https://www.clicproject.eu/startup-competition/>

Article 6 – Selection and evaluation

The selection procedure foresees 2 rounds:

1. On line Application
2. Pitch Competition.

1_ON LINE APPLICATION

- a) The documentation submitted will be checked for compliance to the formal criteria.
- b) Project proposals will be examined and approved by an Evaluation Committee (“the Committee”, for short) comprising leading experts in the fields relevant to the CLIC project. The Committee will assign a maximum score of 60 points to each proposal, made up of the following evaluation criteria:
 - Problem and needs identification;
 - Solution proposed and its feasibility;
 - Technological readiness or MVP readiness;
 - Scalability of the final product / service;
 - Environmental and social impact;
 - Team complementarity.

Every criteria scores 10 points. Maximum score is 60 points.

- c) Applicants will have an interview, lasting around 30 minutes, with an independent referee. The interview evaluates:
 - Applicants commitment;

- Soft skills and experiences;
- Overall readiness and time to market.

The interview scores 20 points.

- d) The day after the call closure, an online poll will be launched, and everyone interested in the project could give a vote to project proposals. Polling system, method and criteria will be communicated after the call launch.

Online polling score 20 points.

The submitted proposals will be ranked by their final score with a maximum of 100 points. **The best 20 proposals** will be admitted to the Pitch Competition in Naples.

2_ PITCH COMPETITION

A Pitch competition will be held in Naples, Italy, from the 26th to 27th of November 2020, within the framework of a Living Lab and CLIC Innodays. Every team will have the support of experts and mentors to elaborate or adapt its own Pitch during the 1st day of the Pitch competition event. During the second day, every team must present its business Pitch to a qualified jury.

The Jury will be composed by 20 experts, entrepreneurs, public and private investors and will evaluate each proposal with the following criteria:

- Uniqueness of the technology;
- Team capabilities;
- Project scalability;
- Circular business model and impacts;
- Marketing approach;
- Competitive advantage;
- Financial Provisions.

Every criteria scores 10 points.

In case of *ex aequo* for selected teams, priority will be given to those teams who demonstrate to take into consideration gender balance, cultural minorities, and members under 35 years of age in their composition. **The 5 most voted projects** will be selected for the mentorship programme lasting four months.

Article 7 – Award

The 5 most voted projects will access a mentoring and acceleration programme provided by Iniziativa Cube, a CLIC partner, to enhance the readiness level of their business ideas. The mentoring and acceleration services, worth 15,000 Euro, will take place from December 2020 to March 2021 and can be followed both physically and remotely. Winners will be supported in fine-tuning their business model, drawing up their business plan, investors' scouting for fundraising.

Within the CLIC Startup Competition, SEMED will showcase the innovative ideas / services and products submitted by all the applicants, offering a great opportunity of visibility to both informal teams / individual innovators and startups.

The 5 winners will be rewarded by SEMED with:

- A free membership SEMED premium profile for 12 months, in case of established startups;
- Visibility in the promo widget (Ecosystem focus) visible in the CLIC showcase for 12 months.

The 20 best business ideas selected will be published on the CLIC “Opportunities” showcase at the end of the Startup Competition.

Article 8 – Acceptance of terms and conditions

In order to respect the different initiatives and business projects participating in the Startup Competition, the selected applicants agree to attend the Living Lab and CLIC Innodays in Naples on the days assigned to them.

Organizers reserve the right, unilaterally and without prior notice, to exclude any applicant to the Startup Competition, if it has suspicions or detects attempts to defraud, alter and / or disable, directly or indirectly, the smooth running and ordinary, proper course of the Startup Competition.

Both the initial Selection Committee and the Jury appointed for the different phases of the Startup Competition will have the ability to interpret and complete the Terms and Conditions of this competition and their decisions will be final.

Non-acceptance by the applicant of any of the terms and conditions of this Startup Competition will also involve his/her loss of the right to participate in the Startup Competition and/or obtain any prize that could be awarded.

Participation in the Startup Competition involves acceptance of the whole contents of these Terms and Conditions.

The applicant states and warrants that he/she is the owner, or obtained the appropriate consent to use, all of the data and information submitted to Organizers and that such data and information do not violate the rights of third parties, as well as it is true, correct and accurate to the best of his / her knowledge.

Article 9 – Intellectual property

All applicants taking part in the Startup Competition declare that i) they have appropriate ownership or obtained the appropriate consent to use, of the applicable intellectual property rights (trademarks, copyrights, patents etc.) on the programs, ideas, software and / or content included in their proposals; ii) they do not infringe third parties' intellectual property rights or any other applicable national or international right with reference to the contents, ideas, software etc. The participant will defend and hold harmless the Organizers from any liability regarding the use of the above-mentioned programs, ideas and / or content, etc.

Specifically, and in relation to the content and images that the applicants may show or disclose during the Startup Competition, they guarantee and are liable to Organizers and third parties for the following aspects:

- They are legitimate owners or holders of rights, granting Organizers the license for their publication and, where appropriate, have obtained the necessary consent from third parties to do so.
- They do not violate applicable laws such as those relating to data privacy rights, intellectual, industrial or similar property rights, honorability rights or any other right of a third party, notwithstanding if the third party is a natural person or an entity.
- In the unlikely event that they publish personal details about another person during the course of the competition, they should have previously obtained their consent for the publication.

The applicants will therefore be liable to Organizers for the accuracy of the details reported, ensuring that they do actually pertain to them and not to a third party, holding Organizers harmless from any demand or claim that, if applicable, could be made by third parties in relation to the above statements, and any legitimate right to the content that is published and / or provided to Organizers as part of the Startup Competition.

The applicants are in any event solely liable for the consequences of damages or actions arising from use of the content and / or programs included in their proposals, as well as their reproduction and diffusion.

Intellectual and / or industrial property rights for initiatives and projects submitted in the Startup Competition will - where appropriate in each case - belong exclusively to applicants who submitted them.

Article 10 – Confidentiality

Throughout the Startup Competition, confidentiality will be ensured with respect to the ideas and / or projects submitted by the applicants; Organizers only being able to diffuse, at any time and through any means, the general characteristics of these, as well as the names of these ideas and / or projects and those of applicants and, especially, the winners.

Article 11 – Advertising by finalists and winners

When promoting the participation to CLIC Startup Competition and its results, finalists and winners in any communication activity related to the action (including in electronic form, via social media, etc.) must:

- a) display the EU emblem and CLIC logo, and
- b) include the following text:



“This project / startup was finalist for / winner of the CLIC Startup Competition funded from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 776758”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Article 12 – Privacy and data protection policy

Organizers inform applicants to the Startup Competition that it respects current legislation regarding the protection of personal data, pursuant to the provisions of General Data Protection Regulation (GDPR – EU Reg. 679/16), approving the regulations implementing it. Data collected through any data collection forms on the website <https://www.clicproject.eu/startup-competition/> will be included in a file of personal data for which Commercialization Reactor is responsible, and users can at any time exercise their rights of access, rectification, cancellation and opposition regarding their personal data, communicating via email to startupcompetition@clicproject.eu. In these communications, please specify the name of the applicant - your email address and, if applicable, the name of the company on behalf of which you completed the forms on the website.

The legal basis of the processing of applicants’ personal data is the participation in the Startup Competition. Without that personal data processing the application cannot be fulfilled. The applicants authorize the responsible parties and potential assignees, to send to them any information content (newsletter) expressing their consent through the applicable forms. The possible refusal will not impact the participation in the Startup Competition.

The Commercialization Reactor undertakes to respect the confidentiality of the data included in the application and to use it in accordance with the collection purposes i.e.: to manage data regarding contact details and participants in the Startup Competition, in the Living Lab Naples; to perform content delivery management (newsletters); and other purpose that might be indicated at the time of data collection. The Commercialization Reactor will comply with its obligation to store data and to adopt all the reasonable measures to prevent alteration, loss, treatment or unauthorized access in accordance with the provisions of General Data Protection Regulation.

The applicant agrees and expressly authorizes Organizers to transfer data to bodies promoting, organizing, sponsoring and participating in the Startup Competition final event in Naples. The website provides applicants who expressly agreed in advance, the possibility to receive notifications by Organizers about content (newsletters) and marketing communications from them and possibly third parties that may be of interest.

Personal data provided by applicants must always be truthful and complete. If they are false, Organizers reserve the possibility of refusing the right to compete for the prize at any time.

Applicants in the Startup Competition know and expressly accept that in order to manage and enable their participation and to manage the competition and the award, Organizers may use



both their image and personal contact data and, in particular, their email address in order to communicate with the semi-finalists and the winners and to inform them of the steps to take to ensure their presentations during the Deep Tech Atelier and to be awarded the prizes.

Finalists and winners agree that their name will be published on the **CLIC project website** (www.clicproject.eu) as part of the management for their participation.

Article 13 – Publicity

The CLIC Consortium may use, for its communication and publicising activities, information relating to the action, documents and any other material (such as pictures or audio-visual material) that it receives from the applicants (including in electronic form).

The CLIC Consortium will publish on the project website and social media the name of the finalist(s) and the winner(s), their origin, the prize and its nature and purpose, unless they have requested and justified the waiver of this publication because disclosure risks threatening their security and safety or harming their commercial interest.

Photos and videos taken by the CLIC team either in preparation of the award ceremony or during the award ceremony or during any other related event organised by the CLIC Consortium are the sole property of the CLIC Consortium.

Startup Competition applicants, and especially the winners, expressly authorize Organizers through the acceptance of these Terms and Conditions, without any territorial or time limit, to establish, reproduce, disseminate and use by any printed, spoken and signed media, in any form, by any means and through any medium, their name, image and voice, as well as the general characteristics and names of the ideas or projects submitted, always respecting the provisions of the Intellectual Property and Confidentiality sections of this document, provided they are for advertising, information and / or promotional purposes relating to Startup Competition without any right to compensation.

The CLIC Consortium will publish on the project website and social media the name of the finalists and the winners.

Photos and videos taken by the CLIC team either in preparation of the award ceremony or during the award ceremony or during any other related event organised by the CLIC Consortium are the sole property of the CLIC Consortium.

Article 14 – Modifications and cancellations

The Organizer cannot be held liable in any way for the conduct of the initiative and/or the awarding of prizes. In any case, the applicant undertakes to hold the Organizers harmless and indemnified from any and all prejudicial consequences, costs, damages - including sanctions by the competent authorities - that may arise or may arise against them as a result of its actions or violation of the Regulation. If, for whatever reason, the initiative could not be carried out in accordance with the regulations, the Organizer reserves the right, at its complete discretion, to modify or cancel the initiative, without any liability for the Organizer, undertaking to publish these modifications through

the website www.clicproject.eu. Participation in the initiative is free of charge.

Furthermore, if participants wish to make any modifications or cancellations related to the information provided, they must do so to the email address startupcompetition@clicproject.eu.

Article 15 – Law and jurisdiction

These Terms and Conditions are governed by Italian law and the applicants and the Organizers, expressly waiving any other jurisdiction, are subject to the Court of Naples, Italy, for any dispute arising between the parties.

UNDER THE PATRONAGE OF



INVESTORS



STRATEGIC PARTNERS



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COMMUNITY

