



# **Better**withPets

**Prize 2020**

## **OFFICIAL RULES**

**Updated 11.05.20 following the Covid19 Crisis.**

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## 1. SCOPE OF THE PRIZE

The Purina BetterwithPets Prize (“BetterwithPets Prize”) is a search across Europe, the Middle East and North Africa for leading innovations focused on enriching the lives of pets and the people who love them by Nestlé Purina PetCare EMENA, a Division of Nestlé Enterprises S.A. (“Purina”), a Swiss based entity. Purina is partnering with Ashoka, the world’s leading network of systems-changing social entrepreneurs, to search for and support piloted/implemented innovations and idea-stage innovations that harness the mutual positive power of the pet-human bond. For this Prize, we are looking at initiatives leveraging the power of cats and/or dogs (“Pets”). It is designed to recognize innovations that demonstrate strength in the Evaluation Criteria as defined by Purina in these official rules (“Official Rules”).

Such innovations are clustered in two streams (“Innovation Stream”):

1. Piloted/implemented innovations (“Piloted/Implemented Innovation”):

The BetterwithPets Prize is looking for social and commercial enterprises, non-profit entities and organisations who seek to harness the mutual positive power of the pet-human bond through existing projects.

2. Idea-stage innovations (“Idea-Stage Innovation”):

The BetterWithPets Prize is looking for young changemaker(s) from 18 years to 25 years old who have a well-thought through idea and/or have conducted research in order to create a project or venture which looks to harness the mutual positive power of the pet-human bond.

Fields of achievement of the innovation include, but are not limited to:

- Leveraging the pet-human bond to help develop key emotional and behavioural competences in children and adults (such as empathy, compassion, emotional intelligence and collaboration) as well as enabling both people and Pets to learn from each other and cultivate emotional self-care to overcome societal issues such as violence, abuse, or abandonment.
- Bringing the power of the pet-human bond to the community level to promote inclusivity by connecting and convening people and Pets, helping them overcome disconnection and isolation.
- Enhancing physical health and wellness through pet therapies, or by enabling people and Pets to live a healthier life.
- Re-imagining the role of Pets in society.
- Revolutionizing veterinary care for Pets.

The BetterwithPets Prize will be awarded to those innovation(s) who submit the best application at the BetterWithPets platform (“Entry”) in each of the two streams: (1) Piloted/Implemented Innovation and (2) Idea-Stage Innovation as determined by the BetterwithPets Forum Panel in accordance with these Official Rules.

## 2. ELIGIBILITY AND TERMS

### 2.1. Applicants

Applicants (“Applicants”) eligible for the BetterwithPets Prize are:

- **Piloted/Implemented Innovation:** social and private enterprises as well as non-governmental organisations (NGOs)
- **Idea-Stage Innovation:** individuals in the age range of 18 years to 25 years.

Minimum age of Applicant is 18 years. In case the legal age in a given country is more than 18 years, permission of the legal guardian is required.

Employees of Nestlé S.A. and their parent companies, affiliates and subsidiaries, joint ventures, advertising agencies, promotion agencies and other service providers for the BetterwithPets Prize, their immediate family members (spouse, parent, child, sibling, regardless of where they reside) and those living in the same household are not eligible.

Applicants which have been founded by the aforementioned employees (and members of their immediate family as defined in the paragraph before) will not be eligible. The same shall apply if such employees hold a major participation or management position in an Applicant.

### 2.2. Countries

The BetterwithPets Prize has a European, Middle East and North Africa scope. Applicants residing in the listed countries (by alphabetical order) are eligible:

Austria	Egypt	Israel	Netherlands	Sweden
Armenia	Estonia	Italy	Norway	Switzerland
Azerbaijan	Finland	Kazakhstan	Poland	Turkey
Belarus	France	Kuwait	Portugal	UAE
Belgium	Georgia	Latvia	Romania	Ukraine
Bulgaria	Germany	Lebanon	Russia	United Kingdom
Croatia	Greece	Lithuania	Saudi Arabia	
Cyprus	Hungary	Luxembourg	Slovakia	
Czechia	Iran	Malta	Slovenia	
Denmark	Ireland	Morocco	Spain	

### 2.3. Language

All Entries must be in the English language. Entries that are in any other language will not be considered.

## 2.4. Eligibility

If your answer is 'yes' to each of these questions, and you agree with the Official Rules, you can apply.

For all Innovation Streams:

- Do you reside in a country mentioned in section 2.2 above?
- Do you have an idea or existing project that addresses a problem you care about? In order to solve this problem, do you harness the power of the pet-human in your idea or implemented project?
- Are you able to submit your application in English, as well as discuss and present your idea in English at different stages of the process?
- Does your innovation have a plan for long term impact?
- Do you self-identify as a person who gives themselves permission to lead and act for positive change ("Changemaker")?
- Are you looking for an opportunity to engage with other Changemakers in the field (and beyond), and with other relevant actors championing the mutual positive power of the pet-human bond?

Additional for Piloted/Implemented Innovation:

- Are you 18 years or older?
- In case the legal age in the country you are residing is more than 18 years: Do you have permission of your legal guardian?
- Are you the founder, co-founder, or hold an equivalent leadership position within the initiative your application represents?

Additional for Idea-Stage Innovation:

- Are you between 18 years and 25 years?
- In case the legal age in the country you are residing is more than 18 years: Do you have permission of your legal guardian?
- Are you the initiator of the idea or project that your application represents?
- Have you found at least one other person to join your team?

## 2.5. Terms

- Only one Entry per innovation will be accepted.
- If selected for the interviews phase, the Applicant, Applicant's founder, co-founder, CEO or an equivalent management member must be available during March 16-20, 2020 for the interview.

- If selected for the final phase, the Applicant, Applicant's founder, co-founder, CEO or an equivalent management member must be present on-line for the final live pitch presentation on 30 June 2020.
- Applicants that are financed or supported by Nestlé S.A., its affiliates, subsidiaries or joint ventures during the calendar years 2019 and 2020 are not eligible. **In the context of the COVID19 crisis, applicants that have received product donations will remain eligible.**
- Winner and finalists from the BetterwithPets Prize 2018 are not eligible to apply for this edition

### 3. HOW TO ENTER

To make an Entry you must first create an account on the Purina BetterWithPets Prize 2020 platform: <https://network.changemakers.com/challenge/PurinaBetterwithPetsPrize>. Entries are accepted in the English language only. Once Applicants have created an account, they can login to save edits, publish the Entry, and edit and change the Entry until the 13 February 2020 (23:59 CET). The estimated time to complete the entry form is 30-40 minutes and only published entries will be considered as valid.

All published Entries will be visible to any third party visiting the Purina BetterWithPets Prize 2020 platform until 30 June 2020 (23:59 CET).

Applications submission period opens on 25 November 2019 and close on 13 February (23:59 CET)

### 4. EVALUATION CRITERIA

Winning applications will show strength in the following areas:

- **Innovation** - *The Piloted/Implemented Innovation and Idea-Stage Innovation Entries* must represent an innovative approach to the problem it seeks to address. Innovation may result from the use of new methods, new models, new technologies, or application of old methods, models or technologies in a new, innovative way. We are particularly interested in *Piloted/Implemented Innovation* that use creative and fresh approaches to unlock systemic change or to spark mindset shifts that lead to widespread change, and *Idea-Stage Innovation* that inspire, empower and multiply changemakers in the world.
- **Impact** – *The Piloted/Implemented Innovation* entries must demonstrate a social impact that mutually benefits Pets and humans. *Piloted/Implemented Innovation* entries must have proven their worth at least on a pilot or small-scale basis. The social impact of *Piloted/Implemented Innovation* must be measurable, quantifiable, or otherwise demonstrated. *Idea-Stage Innovation* entries must demonstrate what impact they are planning to achieve and how they will measure it.
- **Growth & leadership potential** - *The Piloted/Implemented Innovation and Idea-Stage Innovation* entries should be feasible on a broad-scale basis and/or

replicable to other social, cultural or geographical settings. The Applicants will also be judged on their ability to incorporate and leverage a grant by Purina to assist in the development of the initiative and its promotion to assist in its adoption by other communities and its continued growth and viability. They must show leadership and team-player skills to influence the field in which they work, and at the same time, empower citizens as changemakers and involve stakeholders as key actors who can contribute to achieving their initiative and positive change.

- **Viability** - *The Piloted/Implemented Innovation and Idea-Stage Innovation* entries must be built on a viable business model, and/or show realistic and long-term plans for financial viability and must have the potential to continue beyond the Purina BetterwithPets Prize benefits. The entry should also have a realistic time frame for implementation and highlight the expertise and commitment of the organization's leadership team.
- **Potential to Create Shared Value** - *The Piloted/Implemented Innovation and Idea-Stage Innovation* entries should create value for all stakeholders, thereby exemplifying the concept of Creating Shared Value: it is our fundamental belief that our business will be successful in the long term by creating value for society at large, for Pets and people in the community where we live, work and play.

## 5. PRIZES AND BENEFITS

### All Applicants will:

- Have the opportunity to receive peer feedback via the prize online platform, including the opportunity to view, review and connect with other Applicants to the Purina BetterwithPets Prize.
- Receive feedback from Purina and Ashoka representatives.

**Up to 30 semi-finalists from each Innovation Stream** will be able to edit and refine their entries, as well as answer complementary questions on the entry form. This is a key opportunity to incorporate the feedback received at the screening phase and make the applications even stronger.

**Up to 10 short-listed entries from each Innovation Stream** will receive additional feedback from key sector influencers and will participate in online selection interviews with them.

### Up to 5 finalists from each Innovation Stream will:

- Receive support from Purina/Agencies to prepare their pitch
- Receive an invitation to attend the Purina BetterwithPets Prize Live on 3 June 2020. At the event they will have the opportunity to pitch their innovations to the BetterwithPets Prize Jury, composed of Purina management, Ashoka and external experts.
- Have networking opportunities with key stakeholders for the development of their innovations composed of Purina management and stakeholders
- Be featured in and on Purina's media activities at Purina's discretion.

- Be eligible to access a Mentoring Programme to go from project to design and implementation upon relevance and needs
- Be eligible to access a Scaling Social Impact programme that will be offered upon relevance and needs

**Winning innovation(s) will be selected to receive:**

**Idea-Stage Innovation winner(s)**

- Up to CHF 20,000 funding to develop the idea. The Prize money may only be used for the further development of the awarded innovation.
- Funding may be paid in different phases based on the action plan defined after the mentoring programme to kick-off implementation
- Prize money may be shared between more than one winner

**Piloted/Implemented Innovation winner(s)**

- Up to CHF 100,000 funding to develop the initiative. The Prize money may only be used for the further development of the awarded initiative.
- Funding may be paid in different phases
- Prize money may be shared between more than one winner

**6. TIMELINE**

**6.1. Phase 1 - Prize Entry Phase: (25 November 2019 – 28 January 2020)**

Applicants will register on the platform and fill out an entry form in order to submit their initiative to the competition.

Once Applicants have created an account, they can login to save edits, publish the Entry and edit the Entry until 28 January 2020 (23:59 CET). Applicants can comment on the Entries of other Applicants who have published an Entry. Comments might be moderated.

All published Entries including comments will be visible to any third party visiting the Purina BetterwithPets Prize 2020 platform until the challenge page close.

Deadline for Entries is 28 January 2020 (23:59 CET)

**6.2. Phase 2 - Entry Screening and Community Review (30 January – 13 February 2020)**

Following the entry deadline, all prize Applicants will be encouraged to give feedback to their peers, as a way to learn from each other and connect with fellow innovators.

In parallel, a team of Purina and Ashoka reviewers will score and provide feedback: They will consider any additional points based on the Evaluation Criteria, and any critique/comments from the Purina BetterwithPets prize Applicants community.



### **6.3. Phase 3 - Refinement Phase (18-27 February 2020)**

Up to 30 semi-finalists for each Innovation Stream will be invited to edit their entries based on the feedback received from Applicants community and Purina/Ashoka reviewers and by answering any additional questions.

Deadline to refine Entries is 27 February 2020 (23:59 CET).

### **6.4. Phase 4 - Short-listed online Interviews (22-24 April 2020)**

Semi-finalists will be shortlisted up to the top 12 Entries for each Innovation Stream who will be invited to a telephone/skype interview where they will be asked about their entries in more detail. Interviews will take place between 22-24 April 2020.

An expert reviewing Jury composed of Purina management, Ashoka representative and external experts will conduct the interviews and then select up to 5 finalists for each stream. These finalists will be invited to participate at the Purina BetterwithPets Forum, 3-4 June 2020, France.

### **6.5. Phase 5 - Purina BetterwithPets Prize Live (3June 2020)**

The up to 5 finalists from each stream will be invited to attend and pitch to the Prize Jury at the Purina BetterwithPets Prize Live 3 June 2020. At this online event, they will have the chance to be seen by watching stakeholders. Upon relevance and needs, finalists might be invited to join a mentoring programme.

Winner(s) for each stream will be announced live on 3 June at the Purina BetterwithPets Prize Live ("Winner(s)").

## **7. VALUE OF THE BETTERWITHPETS PRIZE**

Purina will grant the Prize Winner(s) an investment of up to CHF 100,000 for the Piloted/Implemented Innovations and up to CHF 20,000 for the Idea-stage Innovations.

The BetterwithPets Prize Jury may decide to award the Prize to more than one Winner for each stream, but a maximum of three (3) for Piloted/Implemented Innovations and two (2) for Idea-stage Innovations. The value of each BetterwithPets Prize for each Winner would then depend on its various merits and needs and defined at the sole discretion of the BetterwithPets Prize Forum Jury, but will provide a minimum of CHF 10,000 per Winner. The total value for all Winners will not exceed CHF 120,000.

The receipt of the BetterwithPets Prize may be subject to different taxes, such as income tax, social security, and indirect taxes, depending on the Winner's country of tax residence and the country where the programme takes place. It is the Winner's responsibility to comply with all applicable laws, including tax laws. In this respect, the BetterwithPets Prize is granted as

gross amount, and any tax is due by the Winner, except if the applicable law explicitly provides for the liability of the donor. The BetterwithPets Prize will be awarded in Swiss Francs. All costs associated with currency exchange are the sole responsibility of the Winner.

## **8. USE OF PRIZE AWARDS**

The Prize Winner(s) agree(s) upon receipt of the BetterWithPets Prize to use the funds exclusively to perpetually support the furtherance of the winning Entry and the purpose of the initiative as outlined in the Entry only.

Following the awarding of the Prize, Purina reserves the right to review documentation of the disbursements of the money paid to the winning Entry(ies).

Winners agree to regular and appropriate monitoring and evaluations by Purina, as well as to provide progress reports as may be required by Purina.

## **9. PARTICIPATION**

Prizes are awarded without warranty of any kind from Purina, express or implied, without limitation, except where this would be contrary to federal, state, provincial, or local laws or regulations. Submission of Entry for this BetterwithPets Prize requires that Applicants agree to be bound by the terms of these Official Rules and by the decisions of Purina, which are final and binding on all matters pertaining to this BetterwithPets Prize. Any short-listed Applicant for each Innovation Stream who is not available for the interviews in phase 4 or any final Applicant who is not available to attend the BetterWithPets Forum on 3-4 June 2020 in person, will be disqualified and alternative Applicant(s) will be invited from the top 10 shortlist.

Ownership of and all intellectual and industrial property rights in and to the application shall remain with the Applicant.

To the extent permitted by law, entrants agree to hold Purina., its subsidiaries, agents, directors, officers, employees, representatives and assigns harmless from any injury or damage caused or claimed to be caused by participation in the BetterwithPets Prize and/or use or acceptance of any BetterwithPets Prize awarded, except to the extent that any death or personal injury is caused by the negligence of Purina. Purina is not responsible for any typographical or other error in the printing of the offer, administration of the BetterwithPets Prize or in the announcement of the BetterwithPets Prize. An Applicant may be prohibited from participating in this BetterwithPets Prize if, in Purina's sole discretion, it reasonably believes that the Applicant has attempted to undermine the legitimate operation of this BetterwithPets Prize by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other Applicants, Purina or associated agencies.

Applicants certify that their Entry is original and that they are the sole and exclusive owner and right holder of the submitted Entry and/or that they have the right to submit the Entry for the BetterwithPets Prize. Each Applicant agrees not to submit any Entry that (1) infringes any 3rd party proprietary, intellectual property, industrial property, personal rights or other rights, including without limitation, copyright, trademark, patent, trade secret or confidentiality obligation; or (2) otherwise violates applicable law in any countries in the world. To the

maximum extent permitted by law, each Applicant indemnifies and agrees to keep indemnified Purina, its subsidiaries, agents, directors, officers, employees, representatives and assigns harmless at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the Applicant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each Applicant indemnifies and agrees to keep indemnified Purina., its subsidiaries, agents, directors, officers, employees, representatives and assigns harmless at all times from and against any liability, actions, claims, demands, losses, damages, costs and expenses for or in respect of which Purina will or may become liable by reason of or related or incidental to any act, default or omission by an Applicant under these Official Rules including without limitation resulting from or in relation to any breach, non-observance, act or omission whether negligent or otherwise, pursuant to these official rules by an Applicant.

## **10. COMMUNICATION RIGHTS**

The finalists grant Purina the right and free-of-charge license to use their name, the name of the innovation and related intellectual property rights for communication in connection with the BetterwithPets Prize. Purina shall seek written prior approval of all communication using the finalists' intellectual property rights. Such approval shall not be unreasonably withheld or delayed. Nothing in these Official Rules shall be considered or is intended to confer from one Party to another any ownership right or interest in any intellectual property right (such as trademark, design, symbol, etc.).

## **11. CONFIDENTIALITY AND RETENTION OF SUBMITTED MATERIAL**

Once the Entry is published by an Applicant, the Entry will be publicly visible on the Purina BetterwithPets Prize 2020 platform until 27 February 2020 (23:59 CET). After this, the Entry will be shared with third parties that need to be necessarily involved for the purpose of all activities around the BetterwithPets Prize.

Upon prior request, individuals or organizations' submitting Entries can claim for their file to be deleted.

## **12. JURISDICTION**

The Official Rules are subject to change; any change will be published on <https://network.changemakers.com/challenge/PurinaBetterwithPetsPrize>. The Official Rules and administration of the Purina BetterwithPets Prize will be governed by the laws of Switzerland and the relevant court of Canton de Vaud, Switzerland shall have jurisdiction.

**NO RECOURSE TO JUDICIAL OR OTHER PROCEDURES:** To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in regard to the judgment of the Forum Panel for the BetterwithPets Prize are hereby excluded, and any Applicant expressly waives any and all such rights.