Pane Quotidiano
Innovation Contest
Rules and Regulations

Marzo 2022

Bocconi

Università Bocconi
MILANO

Rules and Regulations

Pane Quotidiano Innovation Contest 2022

1. **Objective and Overview**
   Pane Quotidiano (PQ) and Bocconi have a long story of collaboration.
   PQ is an NGO active in the food distribution that delivers daily packaged food to those in need. PQ has been active since 1898 in Milan and its main activity is to find, collect, organize and distribute products that the food industry would throw away. This activity reduces food waste and significantly helps the community. The organization is managed almost completely by volunteers and financed by the generosity of the milanese community.

   ICE SDA Bocconi, that is the Innovation and Corporate Entrepreneurship Center of SDA Bocconi, in order to support PQ's activities is launching an innovation contest with the goal of finding new ways to help those in need and ideas to reinforce PQ's existing model.

   All candidates will be assessed by a joint committee formed by Pane Quotidiano and ICE Bocconi leaders, and the short-listed teams will be invited to a final presentation in September 2022. Each team will pitch their idea to the committee who will then choose the winners of the competition. The winners could then be supported in developing the idea or implementing the solution at PQ.

2. **Target Participants**
   The "Pane Quotidiano innovation contest 2022" (hereinafter the "Competition") is a 4-month innovation Competition open to Bocconi students of Bachelor, Master of science, Master and MBAs courses, who are not in disciplinary procedures, and who maintain the status of students until the end of the Competition. Participants are encouraged to propose an innovation idea (hereafter "Proposal" or "Proposed Solution") based on their understanding of innovative technologies and PQ needs.

3. **Proposal Requirements**
   Proposals can be related to new technical solutions, new solutions, and any other new idea that may improve PQ efficiency and capability of delivering value to the community and could target one or more of the following categories:

   3.1. **Operation & Logistics**
   PQ distributes food to whoever crosses its door. PQ receives dairy, frozen and dry packaged foods, sweets and beverages from large Italian companies, and a few European and national non-governmental bodies.
   The increasing demand makes current warehouses management inefficient and sometimes even unsafe for the volunteers.
   #operations #controlling #warehousemanagement #logistics

   3.2. **Human Resources**

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People are the core of PQ' activities: without the efforts of the volunteers it would be impossible to deliver the service and ensure the food security of the community. However the increasing demand for food supply has raised a few issues linked with the acquisition, retention, education and management of the volunteers and the possibility of understanding and exploiting all skills and competences of the volunteers in new ways.

#acquisition #development #retention #shiftmanagement #corevalues

3.3. Communication and Fundraising

The huge amount of work and the passion driving PQ activities often remains behind the curtains. PQ focuses on helping others, and external communication about its values, mission and results is limited. Sadly only the long lines in front of the PQ gates have been effective in driving attention to the activities that are held inside. Therefore it is important to find new ways to engage with the citizens of Milan and also donor companies by innovating the way these long lasting relationships are enhanced.

#marketing #communication #donorsmanagment #publicAffairs
#fundraisingstrategy #donorsrelations

4. Proposal Selection Criteria

The evaluation and selection of the ideas at every stage of the contest will be based on the following criteria ("Evaluation Criteria"):

Impact (30%)	Feasibility (30%)	Scalability (25%)	Return over investment (15%)
Does the idea help increase the volumes distributed by PQ? or the number of affiliated donors?	Is the idea easy to execute/affordable or does it require a paradigm shift of the activities of PQ and additional funding?	Is the proposed idea replicable in other food distribution activities, cities or NGOs?	Is the proposed idea capable of generating efficiencies that cover the costs for execution?
What is the value generated by the idea? (for PQ and the community)	What competences are needed to implement the idea?		Is the proposed idea capable of generating new sources of revenues?
Does the proposed solution improve confidentiality and respect of guests' experiences? Does it improve donors' activities (warehouse mgmt / tax mgmt)?			Is the proposed idea easy to be financed?

5. Eligibility

Eligibility criteria for participants (hereafter "Participants") are as follows:
- Participants should participate in teams;
- All team members must be currently enrolled in Bocconi;
- The competition is open to Bocconi's students enrolled in all courses and years.

6. Proposals

Proposals will be submitted through an online form exclusively available to the Bocconi students as above described. All proposals shall be in English. Participants will receive the link of the submission form via email; or will have to access it on the dedicated web page. Each Proposal shall include:

- Description of the proposed solution;
- Description of how the idea improves PQ activities;
- Name of participant/s (the person submitting the proposal shall be automatically treated as the team representative);
- Brief abstract of the proposal.

The information related to the competition will be available online through the Bocconi dedicated web page.

Students can contact innovation.contest.panequotidiano@unibocconi.it for any information or issues related to the competition.

7. Submission and Deadlines

It will be possible to submit Proposals through the online form from 10th of March until 30th June 2022. With the submission of the Proposal, the Participants acknowledge and accept these Rules and Regulations.

7.1. Responsibilities for Coordination and Selection of the Ideas
- ICE SDA Bocconi will be responsible for coordinating the organization of the competition.
- An Evaluation Committee composed by representatives of Bocconi faculty will prepare a list of shortlisted ideas.
- A Selection Committee composed by representatives of PQ and ICE Bocconi will select among the shared ideas the ones which can access to the presentation phase.
- Among the ideas presented, a Jury composed by representatives of PQ and ICE Bocconi will select the winners of the innovation contest per each category.

7.2. Selection Process

The selection process of the ideas will be carried out in the following stages:
Bocconi evaluation stage:
- Stage 1: "Idea in Brief". The Proposals received will be screened according to the evaluation criteria. Shortlisted ideas will be invited to proceed to stage 2.

- Stage 2: "Detailed Idea". The Participants who submitted the ideas selected in Stage 1 may be requested to provide additional information about the ideas.

PQ evaluation stage:

- Stage 3: "Finalist Selection". A Selection Committee composed by members of Pane Quotidiano, selected corporate partners and Bocconi will select the projects that will access the final presentation.
- Stage 4: "Project Presentation". The teams will present their projects to the committee which will select the winner(s) of the contest.

7.3. Evaluation

All Proposals received by the deadline will be evaluated based on the Evaluation Criteria above according to the unquestionable judgment of the Evaluation Committee up to stage 2. In stage 3 and 4 the ideas will be shared with the Selection Committee formed by representatives of Bocconi (Laura Taveggia, Markus Venzin, Leonardo Caporello, Alberto Grando and Paola Roberta Boscolo); representatives of Pane Quotidiano and experts or representatives of Corporate partners.

The review process will be blind – i.e. the committees will evaluate ideas without having visibility of the identity of the Participants who submitted them. At each stage, the members of the committees will assign to the ideas a score based on the Evaluation Criteria. The final score of each idea is given by the sum of the scores given by all the members of the Jury.

7.4. Project Presentation, Winners' Selection and announcement

7.4.1. Completeness and clarity of the explanation will be evaluated. The Proposals lacking major elements for their proper evaluation or manifestly unsubstantiated will be discarded.

7.4.2. After completion of the final evaluation and the presentation held in Mid-September 2022, specific communications will be sent to Participants that have submitted the selected Proposals.

8. The Winner Path

8.1. At the beginning of October 2022, if COVID-19 related restrictions will allow it, a workshop will be organized with the contest' winners. During the workshop, the team/s will be matched with a mentor or a team of b4i experts to enrich the proposals eventually revising their business model and business plan. If it will not be possible to organize the workshop in person, ICE will evaluate whether to postpone it or hold it virtually.

8.1.1. Mentorship

Each selected idea will be assigned a mentor or a team of experts to support the development of the business model and business plan. ICE Bocconi will coordinate the selection of the mentors and experts. Teams will be required to elect a team representative who will act as a contact point with ICE Bocconi, the mentors and PQ.

8.2. After the communication to the winners, ICE Bocconi will publish the names and the details of the winners with a description of their Proposal and award criteria through its communication channels.

8.3. By the end of October the award and implementation phase will start.

9. Award

The Proposals winning the contest, selected at the unquestionable judgment of the Jury, will be awarded according to the following scheme:

- Teams that will win the selection with an early stage idea might be awarded with the B4i pre-acceleration program or a one-to-one session with Company CEO or Academic figures relevant for the deployment of the project (e.g. Massimo Della Ragione, Markus Venzin, Stefano Pogutz)
- Teams that will win the selection with a mature and ready to be implemented idea might be guided to pilot their proposal at PQ and its partners.
- In case the winning team has developed a mature startup project, it could receive a tailored 4 months acceleration program held by B4i, with technical support to test the solution and access to the infrastructure, know-how and network of B4i and ICE SDA Bocconi.

10. Intellectual property rights

10.1. At the time Participant send any Proposed Solution, in whole or in part, to the competition, and whether or not their Proposed Solution is selected, Participants are aware that the Proposed Solution and associated materials (if any) will not be returned, and shall be used only for the evaluation of the Proposed Solutions within the Competition. ICE SDA Bocconi, its affiliates, licensees, successors and assigns are in no way obligated to use or continue to use Participant's Proposed Solution (and have no obligation to Participant or any other person or entity after their Proposed Solution is received). All intellectual property rights, if any, in the idea or concept demonstrated by the Proposed Solution will remain with the Participant. By submitting a Proposed Solution to this Competition, Participants are aware that ICE SDA Bocconi may share their Proposal with its affiliates and their suppliers for the evaluation of the Proposed Solutions within the Competition.

10.2. By submitting a proposed solution, Participants undertake to mark any confidential information as strictly confidential.

10.3. ICE SDA Bocconi, undertakes to treat as confidential any information marked as strictly confidential by the Participant and to not disclose the Confidential Information to any third party. For the purposes of this Rules and Regulations ICE SDA Bocconi and their suppliers are not considered as third parties. Participants recognize that other persons, including other than the Participants, may have provided ICE SDA Bocconi. or others, or made public, or may in the future submit, or make public, materials that are the same or similar to your Proposed Solution. Participants acknowledge and agree that ICE SDA Bocconi shall have the right to use such same or similar materials, and that Participants will not be entitled to any compensation arising from ICE SDA Bocconi use of such materials. By submitting a Proposed Solution, Participants understand, recognize and accept that ICE SDA Bocconi has access to, may create or has created materials and ideas which may be similar or identical to the Proposed

Solution in concept, theme, idea, format or other respects. Participants undertake to treat as confidential any information that ICE SDA Bocconi and any of its affiliates will exchange with Participants within Competition. Each confidentiality obligations set in this Rules and Regulations shall survive after the termination of this Competition.

11. Confidentiality

Participants agree to treat confidentially, not to disclose to any third party and to use the Confidential Material solely for the Competition, where Confidential Material means any information about the content of Proposal and the relevant business plan, if any.

12. Privacy Notice

12.1. For the purposes of the Competition, Bocconi undertakes to process personal data of the Participants in compliance with the European General Data Protection Regulation no. 679/2016 (hereinafter "GDPR") as well as any applicable privacy law the role of Autonomous Data Controller. Participants can find complete Bocconi Privacy Policy at the following link: https://www.unibocconi.eu/wps/wcm/connect/bocconi/sitopubblico_en/navigation+tree/home/about+us/statute+regulations+and+documents/data+protection+regulation+gdpr/students+participants+alumni+and+donor+privacy+policy, details of which are outlined below, for Participants information:

12.1.1. **Data Controller:** the Data Controller for the processing your data is Università Boccon, with registered office in Via Roberto Sarfatti 25, 20136, Milan (MI), Italy,

12.1.2. **Personal data processed and purpose of the processing:** Bocconi will process your personal data, such as name, last name, email and other information, for the sole purpose of allowing your participation to the Competition and managing your proposal, as better described in the present document. For this purpose, the provision of your data is necessary, and your consent is not required;

12.1.3. **Methods of processing and data retention period:** The processing of your personal data will be carried out according to the principles of fairness, lawfulness and transparency, ensuring the security and confidentiality of the, in compliance with privacy laws. The processing of your personal data will be carried out for no longer than strictly necessary to achieve the purpose indicated above, namely allowing your participation to the Competition, thus receiving, evaluating and selecting the proposals. Once the Competition is closed, your personal data will be cancelled, unless any legal provision allows the Controller to further retain them for other permitted purposes;

12.1.4. **Access to personal data:** Only duly authorized persons within Bocconi's organization will be allowed to access your personal data, to the extent necessary to attain the abovementioned purpose. Any person acting under the authority of the Controller will receive adequate instructions regarding the security of your personal data. Your data may be shared with third party service provider which

supports the Controller in connection with the Competition and which will process your personal data as processors, still for the sole purpose set out above, in accordance with the instructions given by Bocconi. Your data may be also shared with third parties: a) where this is necessary or required to protect the security or integrity of our databases; b) in the context of legal proceedings and to take precautions against legal liability; c) in case the Controller is required to do so by the applicable legislation or upon request of competent authorities;

12.1.5. **Participants' rights:** Participants may exercise your rights pursuant to the law at any time, including:

a) accessing your personal data, obtaining evidence of the purposes pursued by the data controller, the categories of data involved, the recipients to whom they may be disclosed, the applicable storage period, the existence of automated decision-making processes;

b) having incorrect personal data referred to you rectified without delay;

c) having your data erased in the cases provided for by the law;

d) obtaining restrictions to processing, where possible;

e) requesting portability of the data provided to Bocconi, i.e. receiving them in a structured, commonly used and machine-readable format, also for transmitting such data to another controller, without any hindrance by Bocconi, in all situations where it is required by the law in force;

f) lodge a complaint to the competent Data Protection Authority of your EU member State. For any request regarding this Privacy Notice and to exercise your rights above, please write to ***dpo@unibocconi.it.***