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Rules of Participation



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Rules of Participation

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Before participating in the **Henkel Innovation Challenge 8** (hereinafter "HIC 8") students should read and accept these rules of participation in their entirety. By registering, students unconditionally agree to all terms and conditions of these rules of participation. Furthermore, students accept any and all of Henkel's decisions with regards to HIC 8 as final and binding in all respects.

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About the Henkel Innovation Challenge 8

The HIC 8, organized by **Henkel AG & Co. KGaA** (hereinafter “Henkel”), Henkelstraße 67, 40589 Düsseldorf, Germany, is an international student business game starting September 1, 2014.

The aim of HIC 8 is to offer students the possibility to translate theoretical knowledge into practice and make a business experience, working in close contact with Henkel managers. In the course of the challenge, a team of 2 students develops a business plan for an innovative **Henkel product or technology for a Henkel brand in 2050, which also contributes to sustainable development.**

The submission deadline for all innovation projects is **December 10, 2014 at 6 p.m. CET time.**

No participation fee is required.

The complete list of participating countries in HIC8 is online at **www.henkelchallenge.com**.

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Who can participate?

- Students of all fields of studies, who are at least 18 years old, enrolled in a university, college or equivalent academia in one of the participating countries.
- Students attending a post-graduate Master.
- Students participating in an exchange program, if they and their team-mates study in the country they applied for during the time of the semi final, between February-March 2015. Exceptions to this rule must be approved by the local HR manager in participating countries (the local HR manager can be contacted through the online contact form at www.henkelchallenge.com).
- Current and former Henkel interns (max. 1 intern in a team), including students writing a thesis at Henkel.
- Students who already participated in the past, provided that they didn't participate in the semi final (i.e. national or regional final in one of the participating countries).
- Young professionals who have not graduated for a period longer than six months at the point of registration.

Excluded from participation:

- Students attending a Doctoral Program / PhD.
- Employees of Henkel AG & Co. KGaA and its affiliates (at the time of the challenge or in the past) – and their relatives – are excluded from participation. The participants in the process of recruitment for a job within Henkel or its affiliated companies are eligible for the challenge. However, they will be automatically disqualified, should they be recruited by Henkel for a job.
- To participate in the HIC 8 it is absolutely essential that all personal information be truthful and accurate. Every student can participate only with his or her own name.
- Henkel reserves the right to check the validity of the registration information submitted by students at any stage during the challenge.
- Henkel also reserves the right to refuse participation, or to disqualify, at any time during the HIC 8, students (and their teams) who have submitted incorrect or misleading information. The students will have no recourse against disqualification decisions.
- Participation in the HIC 8 cannot in any way be deemed to give rise to any contractual relations with Henkel or any of its affiliates and in particular any employment rights.

3 Teams' composition

Students have to register in teams of 2 participants and are only allowed to register under one team. Once a team has applied a project, no modification in its composition will be allowed. However, Henkel reserves the right to allow the change if one teammate had a legitimate reason to leave the game (i.e. illness).

4 Time schedule and phases

The start date of HIC 8 is **September 1, 2014**.

The HIC 8 is divided into the following phases:

- 1. Registration and submission**
- 2. Local mentorship and project development**
- 3. Semi final (national or regional)**
- 4. International final**

1. Registration and submission – from September 1, 2014 to December 10, 2014 at 6 p.m. CET time

All student teams register at the HIC 8 website www.henkelchallenge.com, by sending their CVs (preferably including a photo) and a motivation letter. They will submit their project by answering a few online questions.

Only after having answered the questions, students can attach additional documents (e.g. power point presentations, videos, images). The additional documents must be uploaded in a zip file. In the zip file, only the following file formats are allowed: PDF, AVI, MOV, MP3, JPG. The uploaded zip file must not exceed the size of 4MB.

The picture quality is not an evaluation criterion.

The uploaded documents don't replace the answers to the questions: they will be taken into account only if the questions and the matrix are completed.

Task:

Describe your idea for an innovative and sustainable product or technology for an existing Henkel brand, according with your vision and market needs in 2050.

Questions:

1. Trends and business opportunities

Where do you see the market needs for 2050? [Describe: max 1.500 characters]

2. Innovation concept development

What is your innovative product or technology for Adhesive Technologies, Beauty Care or Laundry & Home Care? [Describe: max 1.500 characters]






3. Sustainability impact

- How does your idea contribute to sustainable development in the Henkel focal areas?

- What's the impact of your innovation along the value chain?
Analyze the impact of your product or technology in the Henkel focal areas and along the value chain, by completing the sustainability matrix. Select only the „hotspots“ in the matrix below where the sustainable impact of your innovation will be.

Sustainability matrix

- Select a minimum of 3 hotspots with at least one hotspot in each area of:
 - Performance
 - Safety and Health
 - Material and Waste **or** Energy and Climate **or** Water and Wastewater
- There is no limitation to the number of areas and hotspots that can be selected.

		Raw Material Sourcing	Production	Logistics	Retail	Usage	Disposal	
VALUE	Performance							
	Safety and Health							
FOOTPRINT	Materials and Waste							
	Energy and Climate							
	Water and Wastewater							

As a support to complete the matrix, you could think about the following questions:

- What are the biggest contributions of your product or technology along the value chain both in term of value and footprint?
- How does your product or technology contribute to the six focal areas? (think along the value chain!)
- Where do you create value for customers through sustainability-related products or technologies?
- How does your product or technology contribute to reducing costs and resource consumption (footprint)?
- How can the value which your product or technology deliver be decoupled from i.e. resource consumption and emissions?
- How can you contribute to enabling a growing population to live within the resource limits of the planet – while generating value for Henkel?
- How can you help customers / consumers / other business partners to become better and more resource-efficient in the future?
- Where do you need to adapt processes to better integrate value and footprint dimensions?

2. Local mentorship and project development – January - February 2015

The timings can vary from country to country. The local HR managers will communicate the exact timing and deadlines to the teams. Every country selects the top teams and invites them to the local semi finals

(national or regional). The selected teams will receive the guidelines to prepare the presentation for the semi final. A dedicated mentor from the Henkel management will help each team to understand the reality of the local markets and distribution and prepare a 15-minute presentation for the semi final. The guidelines regarding the mentorship phase will be distributed by the local HR managers.

The presentation should include the followings:

- Description of your vision in 2050
- Description of the expected trends, market needs and business opportunities in 2050
- Description of an innovative product and technology for a Henkel brand in 2050
- Description of the sustainable advantage, by considering the Henkel sustainability strategy and focus on the following questions:
 - How to increase the value in the area of *Performance*?
 - How to increase the value in the area of *Safety and Health*?
 - How to reduce the resources we use and hence the ecological footprint of operations and products? [Think along the value chain!]
- Creation of the marketing plan (qualitative plan, no figures or financial information)
 - How to launch and communicate / promote the new product or technology?
 - How to use sustainability-related aspects as selling arguments for customers / consumers?

There will be a minimum of **5 weeks** between the selection and confirmation of the teams and the semi final. The local HR manager is responsible to inform the teams about the results of the selection and to organize the semi final.

3. Semi finals (national or regional) – February - March 2015.

(the local HR manager will communicate the exact date to the teams)

The semi finals will be national (=only students from one single country) or regional (= students from different countries of the same region). The local HR manager will organize the semi final and inform the teams about the details. All travel expenses for the semi final are covered by Henkel.

The semi final will take place minimum **5 weeks** before the date of the international final.

- The local finalists present their projects to a Henkel top-level management jury
- Each team's presentation is limited to 15 minutes, plus 5 minutes of questions
- All presentations will be held in English
- All presentations must be prepared on PowerPoint. Any additional elements like music, videos, animations, etc. must be put into the PowerPoint presentation

The Henkel management jury chooses one team in each semi final for the next step.

4. International final at the Henkel Regional Headquarters in Austria – April, 2015 (Exact date will be announced later)

The winning teams at the semi finals are invited to participate in a three-day international final.

In order to allow the students to optimize their presentation for the international finals and/or adapt it to the new task, Henkel executives will support each student team to prepare their final work. The guidelines

for the preparation will be sent to the finalists minimum 3 weeks before the event.

Anyhow, no change is allowed on the selected strategy, the product(s) concept and the creativity between the semi finals and the international finals.

The corporate HR manager is responsible for the international final. All travel and accommodation expenses are covered by Henkel.

Henkel and/or its affiliates cannot in any way be held responsible should the national winning team and/or any of its team members be unable to participate in the international final.

Henkel reserves the right to change the number of phases at any time without prior notice.

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Evaluation criteria

The evaluation criteria in the 1st phase (to be selected for the semi final) are:

- a. Creativity:** the product or technology is innovative and unique; the innovation is well explained.
- b. Analytical skills:** the concept is clear, consistent and logic; the concept is coherent with the market needs in 2050; the sustainability development is considered and well explained.

The evaluation criteria at the semi final and international final of HIC 8 are:

- c. Creativity:** the product or technology is innovative and unique; the innovation is well explained; the marketing and communication plan is original and consistent.
- d. Analytical skills:** the concept is clear, consistent and logic; the concept is coherent with the market needs in 2050; the sustainability development is considered and well explained.
- e. Communication and presentation skills:** the presentation is well structured and well designed; students demonstrate convincing skills and energy.
- f. Teamwork and team spirit:** positive and effective collaboration with team-mates and other students; sharing thoughts within the team.

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Prizes

Semi final:

- 1st prize: **iPad** to each student of the winning team at the semi final + invitation to participate at the international final
- 2nd prize: **photo camera** to each student
- 3rd prize: will be decided by the local HR Manager.

International final:

- 1st prize: a **ticket around the world worth 10.000€** (tax included) per team.
- 2nd prize: a travel voucher worth 4.000€ (tax included) per team.
- 3rd prize: a travel voucher worth 2.000€ (tax included) per team.

Henkel will apply the exchange rate at the date of the payment. The winning teams have to organize their travel by themselves. Participants can only win a prize once. The winners of the ticket around the world must start their trip within one year – the year will start from the date of the international final (announcement of winning team). Henkel shall be entitled to send the winner's data to a third party to enable delivery of the prize.

Rights to prizes cannot be transferred to third parties. Any complaints must be submitted to Henkel in writing within 14 days of awareness of the grounds for the complaint and must identify the particular competition. Henkel is not liable for defects of title and/or quality. Any claims relating to the prizes received must be directed solely to the party that provided and sent the prize. Once Henkel hands out the prize, it is released from all further obligations.

The 3 winning teams at the international final will be also invited to meet the Henkel CEO, Kasper Rorsted, in Düsseldorf.

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Confidentiality obligations

By taking part in the HIC 8, the participants will take all necessary action so as to keep information from mentors and managers strictly confidential, exclusive of information that would already have fallen into the public domain.

The participants acknowledge that the disclosure of information could cause a significant prejudice to Henkel allowing Henkel to hold a participant responsible for any breach. The confidentiality obligation will be maintained beyond the end of the HIC 8.

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Rights of reproductions

The HIC 8 is organized by Henkel and is exclusively intended for exchange with the participants. Any likeness or similarity between the projects presented by the participants and the products developed by Henkel would be fortuitous.

Since the projects are built up from ideas and the Henkel starting case, and considering that a similar development may be in progress, no concept presented by the teams and/or its participants during the HIC 8 shall in any case be considered as having given rise to a concrete development.

Should the products submitted to Henkel by the teams and/or participants – in the scope of their participation in the challenge – give rise to an intellectual property right, the respective teams and/or participant will give to Henkel, which accepts all copyrights, performance, adaptation or translation rights pertaining to the products (videos, movies, designs, slogans, models, etc.), on all media, including those that are not known yet at the date of the HIC 8 for any purpose (including commercial, promotional and advertising) for the legal term of the intellectual property right, at world level and without any limitation in numbers.

Assignment of rights is granted and accepted without any payment due in return. Participation in the game, contacts made through the game and the chance to win is considered to be adequate remuneration. Concepts communicated by the participants during the HIC 8 may be used by Henkel, free of charge and without restriction.

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Registration

During the registration process, the teams will be asked to accept these rules of participation. Failure to accept the rules of participation will prohibit the completion of the registration process. Acceptance by the team members having personally completed the official registration form on behalf of the team will be deemed to constitute acceptance by the other members of the team.

By registering, the participants agree to grant to Henkel the right to use and publish his or her name, portrait, picture free of charge for advertising and promotional purposes without additional consideration and permission, on the world-wide media, print or online, without limitation of time. At any time, Henkel may also publish in any media any results of HIC 8 for a reasonable duration.

By registering, participants agree to Henkel's storage of all personal data necessary to complete the registration, for the duration of the competition. Participants are free to cancel their agreement with Henkel regarding data storage by right to revoke – and thus terminate – their participation for the future. In case of revocation of the agreement regarding data storage, the participants may send an e-mail or a letter to our data protection officer, Mr. Frank Liebich, Henkelstrasse 67, D 40191 Düsseldorf, Germany (E-Mail: Datenschutz@henkel.com). Upon receipt of this revocation, Henkel will delete all stored personal data immediately. Participants are also allowed to contact Ms. Andreas von Bernstorff in order to find out which personal participant data Henkel has stored.

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Disqualification

- Henkel reserves the right to exclude from the competition students who violate these conditions of participation or act in any unsporting or disruptive manner. Students who use unauthorized aids or otherwise gain advantages for themselves through manipulation will also be excluded. In such case, winning teams can later be disallowed by Henkel and demanded back.
- Henkel may exclude and has the right to prosecute any team and/or any of the team-members who intends to damage any HIC material or information or try to destroy, disrupt or damage or alter the proceedings of the challenge.
- The participants are not authorized to contact the media directly or indirectly and/or meet journalists, unless they have been expressly authorized to do so by Henkel. If any participant gets in touch with the media or journalists without express authorization from Henkel, the team of that participant will be disqualified.

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Cancellation

- Henkel reserves the right to cancel or terminate the competition at any time without prior notice. Henkel will utilize this option if the competition cannot be properly carried out for technical reasons (e.g. viruses in the computer system, manipulation, or defects in hardware and/or software or for legal reasons).
- If the competition is ended due to the behavior of a participant, Henkel can demand compensation for the resulting losses from this person.

- Henkel shall not be liable for losses that arise from errors, delays or interruptions in transmission, malfunctions of technical equipment and services, wrong content, loss or deletion of data, viruses, or other problems during the competition, unless such losses are caused by Henkel (its governing bodies, employees, or agents) intentionally or through gross negligence. Legal action is excluded.

These rules of participation and the entire legal relationship between the participants and Henkel are subject exclusively to the laws of the Federal Republic of Germany. If individual provisions of the rules of participation are or become invalid, this shall not affect the validity of the remaining rules of participation.

These Rules of Participation can be changed by Henkel at any time without special notice.

