



# 2017 WFTG

## Agrotech Design Contest

## Notice of the competition

### SUMMARY

Preamble .....	2
<b>Chapter 1 - Defining the competition</b> .....	2
1. Objective of the competition .....	2
2. Type of procedure .....	3
<b>Chapter 2 - Participation in the competition</b> .....	3
3. Admission to the competition: requirements .....	3
4. Causes of incompatibility .....	3
5. Acceptance of the regulations .....	4
6. Competition documents .....	4
7. Queries and requests for clarification – site inspection .....	4
8. Documents requested .....	4
9. Method for taking part in the competition and deadline – presentation of the projects .....	4
10. Competition calendar .....	5
<b>Chapter 3 - Work of the jury – competition results</b> .....	5
11. The jury .....	5
12. Jury procedure .....	6
13. Declaration of the winner .....	6
<b>Chapter 4 - Final measures</b> .....	6
14. Prizes and property of the projects .....	6
15. Publication of the competition results .....	7
<b>Chapter 5 - Final provisions</b> .....	7
16. Privacy .....	7
17. Commission for developing further project stages .....	7
18. Publicity and publication of this notice – project manager.....	8
19. Language .....	8
20. Final measures .....	8
References to legislation .....	8

## ■ Preamble

**2017 WFTG Agrotech Design Contest** is the first creative space dedicated to the third agricultural revolution: automated home farming, a new generation of smart electrical appliances. Home farming is now possible thanks to our innovative companies.

Tower Garden and Wallfarm rely on the community of designers to conceive an innovative aeroponic system dedicated to those people who want to grow vegetables by themselves, developing a new product around LIA, the controller unit which aim is to facilitate the generation of innovative growers, automating the entire process.

Wallfarm Srl is an agricultural automation start-up and an outstanding player in the vertical farming market, with a particular focus on hydroponic techniques. Wallfarm provides to other companies the possibility to automate their vertical farming systems introducing LIA, a standard controller unit which makes the owner's life easier: an effortless way to grow your plants.

**What we are looking for:** In line with our missions, for Wallfarm and Tower Garden enjoying the green spaces is a goal to achieve through innovation processes. For this reason, we rely on young designers to research new concepts to employ for the design of an aeroponic system dedicated to people, in order to realize a highly stimulating and user-centered product, where the users may grow their vegetables, enabling aspects for innovation and sustainability and, thus, for change.

**Materials:** in the various components you propose, you are invited to employ eco-friendly materials, preferring disposable ones to minimise the environmental impact associated with manufacturing and transport. The materials you choose shall also guarantee a long lifecycle, and the process repeatability in serial production.

**Technologies:** in order to ensure that all the processes can be properly carried out, you are required to design all the components according to industrial processes, especially focusing on injection molding.

**Timeline:** Upload phase: 19th December 2016 – 5th April 2017.

**Winner announcement:** approximately by mid-May 2017

**Awards:**

- 1st prize – (3,000€);
- 2nd prize - (1,500€);
- 3rd prize - (750€).

In addition, winners will receive:

- 1 Tower Garden Unit;
- an internship at Wallfarm;
- the possibility to visit Wallfarm's headquarters.

## ■ Chapter 1 - Defining the competition

### 1. OBJECTIVE OF THE COMPETITION

Wallfarm and Tower Garden announce an ideas competition aimed at the acquisition of ideas for to propose a product design concept to setup a space devoted to agricultural purposes, where one may grow several types of vegetables, aimed at stimulating the spread of the new agricultural techniques.

The application procedure is to be conducted wholly online, by means of the application available at the site [www.wallfarm.bio/2017WFTG-agrotech-design-contest.php](http://www.wallfarm.bio/2017WFTG-agrotech-design-contest.php).

Thanks to Wallfarm's technology is possible to abandon the old agricultural techniques and imagine new modular systems of any shape and dimension. The aim is to develop a product that fits in every house in a clever way, both indoor and/or outdoor.

While designing, you are asked to explore the concept of domestic space, considering that a vertical farming system represents a new element in the house. We look for projects enhancing the domestic life in close contact with the green, adding value to the interaction between humans and nature. If you are designing a modular systems, please take into account the feasibility of the project. Due to logistics, the maximum volume allowed per each module is 600 x 600 x 600 mm when disassembled.

*\*For technical constraints, please read the LIA specifications from the contest page.*

## **2. TYPE OF PROCEDURE**

The competition, with an open procedure, is divided into a single phase aimed at identifying the best project idea among those submitted by the deadline.

To ensure anonymity and uniform conditions for participation, the competition procedures and the relations between the Competition Organizer and competitors will take place exclusively electronically through access by following the procedure.

# Chapter 2 - Participation in the competition

## **3. ADMISSION TO THE COMPETITION: REQUIREMENTS**

Participation is free of charge and open to European designers and creative talents aged 18 years or older.

In the case of submissions from participants united in a team, all the team members will be recognized as being equally the authors of the project submitted. The document containing the identity of the competitors must, however, indicate a referent (the team leader).

*\*For the entry form, please download the Registration Form from the contest page*

Each participant may submit one or more projects; therefore, under penalty of exclusion, it is mandatory to upload all the required documentation relating to the single project in the assigned Google Drive folder.

## **4. CAUSES OF INCOMPATIBILITY**

On penalty of exclusion, the following persons may not take part in the competition:

- those who have had a part in the drafting of this Notice and the attached documents, their spouses and relatives to the third degree of kinship, and anyone in a relationship of work or other known relationship with them. "Known relationship" even includes the sharing of the same work environment, when it results in a reciprocal technical and organizational mingling of their professional activities;
- employees of the contracting companies and individuals who have, at the date of this Notice, a collaborative relationship, of any kind with the contracting companies concerning the subject of the competition. This incompatibility extends to spouses and relations to the third degree of kinship;
- persons whose participation would involve a conflict of interest.

## **5. ACCEPTANCE OF THE REGULATIONS**

By the act of participating in the contest, the entrants accept, without any reservation, all the regulations contained in this Notice. Failure to comply with these terms will result in exclusion from the competition, unless a waiver is applied by the organizers.

## **6. COMPETITION DOCUMENTS**

The documents provided in support of this Notice (hereafter: "Attachments") are available - like the announcement, at the website [www.wallfarm.bio/2017WFTG-agrotech-design-contest.php](http://www.wallfarm.bio/2017WFTG-agrotech-design-contest.php).

They are as follows:

- a) 2017 WFTG Agrotech Design Contest;
- b) 2017 WFTG Agrotech Design Contest - LIA Specifications;
- c) 2017 WFTG Agrotech Design Contest - Registration Form.

## **7. QUERIES AND REQUESTS FOR CLARIFICATION – SITE INSPECTION**

Candidates who meet the requirements for admission to the competition procedure may seek clarification and submit queries by following the instructions found on the website no later than the deadline indicated at point 10.

Questions and answers will be published anonymously on the site for participation in the competition, within the period mentioned in point 10.

## **8. DOCUMENTS REQUESTED**

Project ideas must be illustrated by the following documents:

- Entry form;
- One sketch board;
- Minimum of 3 high-resolution renders at 300dpi or higher;
- One "design statement".

May the competitor want to attach further materials (DWG, PDF, presentations, technical sheets, etc.), he/she might include them inside a .zip archive to be attached into the Google Drive folder that will be specifically created.

Sketchboard shall consist of a set of sketches of the product, main views and perspective sketches; focus on details and mode of use; 1 (one) page, max 5MB.

Renders shall must be high resolution at 300 dpi (dots per inch) or higher. A minimum of three full color renders (two main orthogonal views and one perspective view) of the completed design must be submitted per entry. Additional renders are welcome. One "product in context" render required per entry. Recommended dimensions: 1920 x 1080 px; allowed format: .jpg , .gif , .png.

Design statement shall consist of 150-300 words that provide a brief overview of the idea and outline the client's needs.

## **9. METHOD FOR TAKING PART IN THE COMPETITION AND DEADLINE – PRESENTATION OF THE PROJECTS**

The competition offers uniform conditions for participation. It takes place electronically through access to the information system by following the procedure indicated hereinafter:

- a) Download the Registration Form, fill it and send it signed to [info@wallfarm.bio](mailto:info@wallfarm.bio);

b) a Google Drive folder will be opened for each registration form received with the email address(es) specified in the registration form itself.

For the purposes of participation in the competition, the individual competitor or the team leader or its legal representative must register in the above information system.

No registration or submission of entries is permitted in any form other than those described and specified on the procedure.

Participants will receive all the instructions needed to upload the material representing their design ideas. The projects must be submitted as described above under penalty of exclusion from the competition no later than 12 a.m. on 30/04/2016.

To facilitate the uploading of the files of submissions, applicants are recommended to register early, without overloading the systems in the last hours before the deadline for entries.

In particular, it is necessary to complete and provide the following documents:

1. Registration form;
2. Participants IDs.

The completed documents must be printed, undersigned and sent to [info@wallfarm.bio](mailto:info@wallfarm.bio) along with the files containing the unauthenticated photocopy of an identity document.

## 10. COMPETITION CALENDAR

The main competition deadlines are as follows:

- Deadline for reception of project ideas: at 12 a.m. on 05/05/2017.
- Conclusion of the Jury's work: mid-May 2017.

Under penalty of exclusion, it is the sole responsibility of competitors to submit the above documents by the deadline.

## ■ Chapter 3 - Work of the jury – competition results

### 11. THE JURY

The Jury will be appointed and act in compliance with the relevant legislation. It will consist exclusively of experts in the field, to whom the rules of incompatibility and abstention will apply.

The Jury will consist of 7 standing members as described below:

- Giulio Caselli - Wallfarm, Industrial Designer
- Gaia Tosti - Wallfarm, Design Engineer
- Ares Ferrigni - Wallfarm, CEO
- Steve Williams - The Juice PLUS+ Company, Director Tower Garden Division
- James Coffmann - The Juice PLUS+ Company, Director Commercial Tower Garden Division
- Heiko Walzinger - The Juice PLUS+ Company, Brand Portfolio Manager Europe
- Chris Kauffmann- The Juice PLUS+ Company, Vice President Marketing Europe

If one or more members of the Jury are prevented from attending, a replacement member possessing a similar professional profile will be appointed.

The regulations for the prevention of corruption in the formation of committees as well as those regulating conflicts of interest will be applied to the members of the Jury. Also excluded from the Jury are those who, as members of Juries, have connived, deliberately or with gross negligence, at

the approval of procedures declared unlawful, as ascertained in court, unless they received a suspended sentence.

The following persons are disqualified from being members of the Jury:

- the competitors, their spouses or partners and their family members and relatives to the fourth degree of kinship;
- employers and employees of competitors and all those who have relations with them at work or any other known relationship. The term “known relationship” indicates any shared situation, even in the same working environment, which results in a reciprocal technical or organizational connection between their professional activities.

This classification will be communicated with the assignment of the prize to the project idea that has received the highest score.

## **12. JURY PROCEDURE**

The Jury will proceed to examine the material in digital format, ensuring a correct understanding of them. The sessions of the Jury will be valid only in the presence of all its members.

Before the start of proceedings, and while respecting the schedule set out in Point 10, the Jury will define its working method. The Jury’s work will be conducted in one or more confidential sessions.

The competition will conclude by ranking the project proposals by merit. Each competitor will formulate an ideational project extending to the whole competition area. The Jury, after excluding proposals that fail to conform to the rules in this Notice, will evaluate the proposals admitted.

In their evaluation, the Jury will assess each criterion, based on the average of the coefficients attributed at the discretion of the individual Jury members.

In the evaluation of the projects, the following criteria will be taken into consideration:

- Creativity and Innovation: design and technical features
- Modularity: adjust growing capacity of the unit to your needs
- Material selection
- Presentation

It will also take into account originality, feasibility and consistency with the brief.

The Jury will draw up a classification of the projects by adding the points assigned to the competitors in the individual evaluation criteria.

## **13. DECLARATION OF THE WINNER**

The competition will end with the announcement of the winner and communication of the classification of the projects.

The communication will be made among the competitors only and shall not be published on any media or disclosed to the public in any other way.

# Chapter 4 - Final measures

## **14. PRIZES AND PROPERTY OF THE PROJECTS**

The proposal assigned with the 1st place will be awarded a prize of Euro 3.000,00.

The proposals classified at the 2nd and 3th places will be assigned prizes of Euro 1500,00 and 750,00.

The above sums are inclusive of all tax charges (including VAT) and contributions.

In addition, all winners will be eligible to:

- a) receive 1 (one) Tower Garden Unit;
- b) an internship at Wallfarm;
- c) the possibility to visit Wallfarm's headquarters.

The prize money will be paid within 90 days from the date of prize assignment.

All the prize-winning ideas (not only the one classified first) will be the property of Wallfarm and Tower Garden, which reserve the right to use them in the manner and for the purposes indicated in the preamble, including transferring the rights to third parties for their implementation.

## **15. PUBLICATION OF THE COMPETITION RESULTS**

As permitted by the existing legislation, the competition results will be published on the website of the contracting companies.

## **Chapter 5 - Final provisions**

### **16. PRIVACY**

The competitors' personal data will be acquired and used by Tower Garden - the data controller - in compliance with the above law and for purposes strictly related and instrumental to the competition.

The data controller is the legal representative of Tower Garden, Mr. Heiko Walzinger.

Personal data will be processed using manual, computerized and online instruments in ways strictly related to the above purposes by persons appointed specially to process the data.

There is no obligation to provide the data, but refusal to provide the data required by the procedure will make it impossible to take part in the competition.

The competitors' personal information may be disclosed to other subjects, public or private, exclusively for purposes strictly related to the ideas competition, and may be subject to publication on the contracting companies' website on the basis of the provisions of the competition Notice.

At any time, the persons concerned may exercise all their rights under Art. 7 of D. Lgs. of 30 June 2003 n. 196, in particular the right to access their data, to request their rectification and updating, or to oppose the processing of personal data in violation of the relevant law by applying to the following address: [customer-care.de@juiceplus.com](mailto:customer-care.de@juiceplus.com).

By taking part in the competition, the competitors authorize the use of their documents for exhibitions and publications, including on the websites and portals without detriment to their copyright in their projects.

### **17. COMMISSION FOR DEVELOPING FURTHER PROJECT STAGES**

The contracting companies reserve the right to appoint the winner of the ideas competition to carry out the technical and economic feasibility project, by a negotiated procedure, on condition

that the subject is in possession of the general and special requisites as specified in the relevant legislation.

No obligation will be imposed on the contracting companies to make use of the individual or group winner to design the works, which the building contractor deems necessary.

The contracting companies can freely make use of other professionals, including other participants in the competition, and those who were not awarded prizes.

## **18. PUBLICITY AND PUBLICATION OF THIS NOTICE – PROJECT MANAGER**

This Notice is published in compliance with the relevant existing legislation.

The Notice will also be publicized or distributed by press releases sent to the major specialized reviews in the sector. In addition to the ways provided by law, the Notice is published on the contracting companies' website.

Project Manager: Mr. Heiko Walzinger.

## **19. LANGUAGE**

The official language of the competition is English. Therefore, projects shall be presented in that language.

## **20. FINAL MEASURES**

The access to the records of the whole procedure will be allowed following approval of the work of the Jury.

All matters not regulated by the competition Notice will be governed by the existing legislation. For all disputes, the Court of Rome will have jurisdiction.

## **References to legislation**

(1) Art. 156 D. Lgs. n. 50/2016

(2) Arts. 46 and 156 clause 2 D. Lgs. n. 50/2016

(3) Art. 80 D.Lgs. n. 50/2016

(4) Art. 2359 Civil Code

(5) Arts. 254 and 255 of D.P.R. n. 207/2010

(6) Art. 51 Code of Civil Procedure and Art. 42 D.Lgs. n. 50/2016

(7) Art. 83 clause 9 D.Lgs. n. 50/2016

(8) Art. 53 of D.Lgs. n. 165/2001.

(9) Art. 155 of D. Lgs. n. 50/2016

(10) Art. 77 clause 6 of D. Lgs. n. 50/2016

(11) Art. 35-bis of Legs. Decree 30 March 2001, n. 165

(12) Art. 51 Code of Civil Procedure and Art. 42 n. 50/2016

(13) Arts. 71 and 72 of D. Lgs. n. 50/2016.