

I LIKE TO MOVE IT 2021

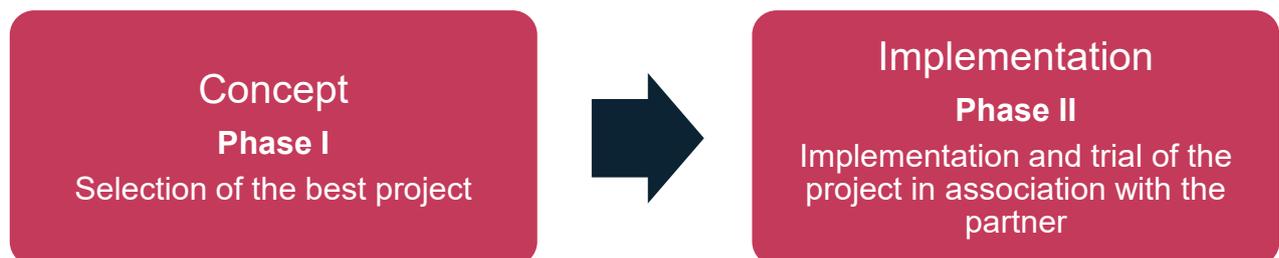
Rules of entry

These rules are deemed to have been read, understood and accepted by the person registering for I LIKE TO MOVE IT 2021 (hereafter referred to as “I like to move it”).

I. Objective

I like to move it is a call for projects designed to encourage the emergence of innovative mobility solutions, in particular in sustainable mobility. The objective is to quickly generate solutions/produce a prototype “on the ground” in response to practical problems described by mobility players (municipal authority, canton, commune, etc.) while benefiting from feedback from future users. Professionals and specialists in the field, institutions and digital technology stakeholders are encouraged to become involved. This competition is being organised jointly by The Ark Foundation, Mobility Lab Sion-Valais and CleantechAlps (hereafter referred to as “the Organisers”).

II. Concept of I like to move it 2021



I like to move it is being organised in two phases. The first phase focuses on conceiving a project that provides an effective solution to the stated issue. The purpose of the second phase is to implement and trial this solution in direct association with the partner setting the challenge.

During Phase I, participants will propose a solution to the issues raised (the challenges). Making a proposal involves submitting a document outlining the project. The best project will then go through to Phase II, the solution implementation phase.

The project selected for Phase II will have the opportunity to implement its solution directly on the ground to benefit end users. In addition, the Organisers will back the winning team in exploring options for developing and commercially exploiting their solution at a later stage (help with creating a business model, etc.).

The Organisers also reserve the right to contact entrants that have submitted unsuccessful solutions if the project submitted is of interest.

III. Schedule

Milestone dates for the 2021 competition:

- **Mid-September:** Launch of the call for projects
- **15 October:** Closing date for submission of applications
- **End of October:** Selection of the winning project by the jury
- **Early November:** Publication of the results
The winner will be given the opportunity to implement and trial their project in association with the partner setting the challenge.
- **Mid-November to end of February:** The winner will receive support from Mobility Lab and The Ark Foundation in developing a prototype and/or customer-ready offer.

IV. Selection process

Entry conditions

By participating in this call for projects, entrants are deemed to have agreed to these rules in their entirety.

I like to move it is open to any business or institution interested or active in the field of mobility and/or mobility digitalisation.

Application form

To take part in I like to move it, interested parties must complete the application form, which can be downloaded from the website iliketomoveit.ch. Applications must be sent to hello@iliketomoveit.ch and received no later than **midnight on 15 October**.

For the application to be valid, all required fields on the application form must be completed.

Project originator

Each application must specify a “project originator”, a key person who represents the application. This person will be the main point of contact for the Organisers throughout the application process and for administrative purposes.

Selection of entries

The challenge originators will have the option of preselecting the solutions which address their issue most effectively. The challenge originator concerned has the right to exclude an applicant’s concept if it regards this concept as not of interest and is not able to support it in its future development.

A jury of experts will select the winning project based on the following evaluation criteria:

- Meets the stated need
- Relevance and added value of the solution
- Sustainability of the proposed solution
- Innovative or creative nature
- Technical feasibility
- Economic and development potential
- Quality of the application

The deliberations of the project originators and jury in selecting applications and appointing the winner are confidential and the decisions are final.

V. Undertakings by the participants

The participants in the call for projects undertake:

- a. To respect the commitments arising from the submission of their application for I like to move it.
- b. To provide the Organisers with any additional information they request.
- c. To provide the information and documentation required to publicise the project during the publicity campaign that will follow the call for projects.

In addition, all applicants pledge to guarantee the veracity of the information they provide. Any inaccuracy or omission of information that may lead to an erroneous judgement will result in the application being cancelled. If any irregularity is detected and shown to have taken place, the jury reserves the right to withdraw the prize money awarded.

The winning applicant also undertakes:

- a. To develop their solution jointly with the challenge originator (or partner).
- b. To present the results of their work in front of an audience.

VI. Prize money and benefits

The best project will receive a cheque for CHF 10,000 to develop its solution. In particular, it shall benefit from the backing of the challenge originator in developing its solution, and potentially a customer-ready offer: field test, end-user feedback, etc.

In addition, Mobility Lab and The Ark Foundation will provide support with the business aspects of the project (such as the business model, etc.).

Note that projects presented as part of I like to move it may potentially be supported outside the scope of this call for projects, through incubation or accelerator programmes run by The Ark Foundation.

VII. Entry costs

All costs arising from travel, drawing up the concept and compiling the application are payable by the applicant concerned. No request for reimbursement may be made to the Organisers.

VIII. Image rights

The participant consents to the work they complete for I like to move it being presented in the Organisers' media output and to photographs and video recordings of the participant being made to report the results¹.

IX. Rights arising from the results of the work and intellectual property rights

Each project originator and all of their team members declare that they legitimately hold the intellectual property rights relating to the projects presented in this call for projects.

¹ In the case where a patent is registered, the Organisers undertake not to prejudice the future possibility of the patent and to adapt the message communicated accordingly.

The project originators and their team members retain full ownership of all projects submitted. The issue of IP must be discussed internally between the different project members.

In the case of projects developed jointly with the challenge originators during the implementation phase, the issue of IP shall be discussed between the two parties on a case-by-case basis.

X. Other information

The Organisers reserve the right to modify, shorten, defer or cancel this call for projects if this is warranted by the circumstances. The Organisers shall not be held liable in this respect.