



The Project Acores-03-0752-FEDER-000028 - PICA - Platform of Creative Industry of the Azores, designated from this point on as PICA, intends to develop an initiative to promote the development of innovative ideas based on the use of endogenous resources. The project foresees an initiative called "USE & ABUSE" in which four creativity contests will be launched to develop products/ solutions based on four types of endogenous resources, namely:

-Group of Rocks: basalt, lapilli;

-Group of Soils: pozzolana, pumice stone;

-Group of Natural Fibers:Hedychium, pineapple, hydrangea;

-Group of Woods: Cryptomeria, acacia.

The project aims to support technological intensification in the production of technologies, final goods as well as knowledge and services in the areas of engineering, contributing with innovative knowledge and technologies in processes, such as in digital manufacturing, additive manufacturing, freeform manufacturing, filament manufacturing, as well as in product design and development, among others.

The project focuses on areas aligned with the specialization of the region, namely Tourism and Agriculture, in the area of composites and advanced materials, materials and habitats.

"USE & ABUSE" Call 02 is one of the activities included in the PICA Project, more specifically, an ideas contest called "USE & ABUSE".

The regulations herein define the "USE & ABUSE" Call 02 ideas scheme, namely its purpose, the conditions for admissibility of candidates, deadlines for submission of applications, evaluation criteria, as well as selection and award disclosure.

Article 1

Quest Call 02 - object

The "USE & ABUSE" Call 02 is holding a competition to transform innovative ideas into business products by creating a pool of ideas that, after selection, will be

considered within the scope of the project;

- I. The contest aims to choose the best proposal, according to specific criteria regarding merit, innovation, creativity, sustainability and technical feasibility.
- II. The objective of this initiative is to support ideas that are lacking resources and means, which are considered fundamental for concept testing, taking into account the stage of the idea

Article 2 Candidates

- I. Anyone over the **age of 18**, individually or collectively (group of individuals or companies) with original ideas, never submitted to USE&ABUSE project.
- II. Candidates are responsible, in all legal terms, for the originality and authorship of the proposed ideas.

Article 3 Submission of applications, requirements and exclusions

- I. Applications that correspond to proposals that encompass endogenous resources, individually or combined, can be submitted to the "USE & ABUSE" 02 contest, namely: **Group of Natural Fibers:Hedychium, pineapple, hydrangea;**
- II. Each application must contain the respective idea (a single idea), duly detailed, in accordance with the provisions set in number iii, and must be formalized by presenting the idea and by completing the application form available at <http://picriativa-azores.com/>
- III. The application must be accompanied by the Application Dossier composed of:
 - a. An application form duly completed, dated and signed, with the following information:
 - b. Information about the



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construction process of the concept: b1. Definition and description of the target audience; b2. Definition and description of the market segment; b3. Explanation of the relevance of the proposal (e.g. sustainability, innovation, creativity); b4. Visual elements of the proposal (drawings, 3D representations and/or photographs); b5. technical drawings with general dimensions; b6. other relevant information pertaining to the explanation of the proposal; b7. the curriculum vitae of the employees of the company involved in the application, duly initialed, dated and signed.

- IV. All the documents presented in the Application Dossier must be attached when submitting the application <http://picriativa-azores.com>
- V. Applications that do not meet the eligibility requirements and those submitted after the deadline will be excluded.
- VI. Clarifications may be requested from the applications submitted
- VII. The contents of the applications are not returned.

Article 4

Deadlines and reporting of results

- I. The submission of applications begins on January 15th, 2019 and ends on February 28th, 2019.
- II. The list of the winning candidates with the final ranking will be announced on March 2019 at <http://picriativa-azores.com>. The winners will also be notified by email.

Article 5

The Jury

- I. The Jury of the "USE & ABUSE" Call 01 competition is made up of 4 elements of recognized competence and suitability, namely:
 - a representative of the LREC;
 - a representative of CIMPA;
 - a business representative;
 - a representative of SDEA;
- II. The Jury shall have the following duties:

a. To ensure rigor and transparency throughout the analysis process and evaluation of applications;

b. To elect, in accordance with the herein provisions, the best proposal to win the competition;

c. To decide on honor awards to the best non-winning proposals, if appropriate;

d. To decide not to award prizes or honor awards, in case proposals lack sufficient quality;

III. The deliberations of the Jury shall be made through simple majority voting by the attendee members, and the LREC will have the casting vote.

IV. The decisions taken by the Jury are final and shall not be appealed.

Article 6

Evaluation of applications

I. The evaluation of applications by the Jury is made using the following criteria:

Criteria:	Score:
Idea	(0 a 10 points)
Materialization potential within a maximum period of 6 months	(0 a 10 points)
Potential impact on the market	(0 a 10 points)
Degree of innovation	(0 a 10 points)
Sustainability	(0 a 10 points)
Protection Potential	(0 a 10 points)
Study on the technical conditions and scientific and technical validation	(0 a 10 points)
Qualifications, previous experience and motivation of the candidate(s)	(0 a 10 points)
Project impact for the Region	(0 a 10 points)



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- II. Each member of the Jury assigns a score between zero and ten points to each application, and to each of the above-mentioned criteria, according to the required evaluation.
- III. In the event of a tie, the decision on the ranking of proposals lies with the LREC, which shall particularly take into account the lowest estimated production cost.

Article 7 Awards

Under the terms of the previous article, each selected project receives the following support from the PICA Consortium for its implementation:

- up to 6 months of project development support, including:

- I. Specialized human resources, materials, prototype development and concept testing;
- II. Access and use of laboratories and equipment located at the premises of the members of the consortium, particularly for the preparation of prototypes;
- III. the monetary value of 400€;

The available support awarded by the consortium to the winning proposals shall be limited to the budget limit of the PICA project.

Article 8 Withdrawals

In the event of a withdrawal by one of the beneficiaries, the beneficiary must provide such information in writing to the following e-mail address candidaturas@picriativa-azores.com, thus allowing the next highest ranked proposal to be selected.

Article 9 Confidentiality

The PICA project ensures that its collaborators and members of the Jury will not disclose any information regarding the projects to be held, before the results of the competition are announced.

Article 10 Intellectual Property Rights

- I. The authors of the candidate projects are the sole owners of their intellectual property.
- II. If the final product (or an intermediate product resulting from concept testing carried out after the selection of the projects under "USE & ABUSE" Call 0), is eligible for protection through a certain type of intellectual or industrial property (IP), the consortium, if necessary, shall provide individualized support and advice for the registration of the IP with the National Institute of Industrial Property (INPI).
- III. If the results referred to in the preceding paragraph result from R & D activity developed or supported by the members of the PICA project, the consortium reserves the right to do so on its behalf, respecting the inventor's copyrights.
- IV. Without prejudice to the provisions of the above paragraphs, a legal regulation contract shall be drawn up before the beginning of the project.

Article 11 Acceptance

Participation in this contest implies the acknowledgement and acceptance of the regulations herein, which can also be found at <http://picriativa-azores.com>

Article 12 Final Observations

- I. The PICA project consortium reserves the right to refuse applications that are considered illegal for violating provisions of current legislation, without prejudice to any responsibility for any civil or criminal liability that may arise.
- II. The PICA Project consortium reserves the right to suppress any



- applications that do not respect the purposes and values of the contest.
- III. The PICA Project consortium reserves the right to exclude, at any time, any candidate who violates the rules and/or engages in detrimental conduct to the purpose of the contest and the consortium.
- IV. The consortium of the PICA project is responsible for the computerized and confidential treatment of the personal data of all candidates and guarantees its protection and use, solely for the purposes of this contest, in accordance with the law, No. 2016/679.

Article 13 Validity

This Regulation shall enter into force January 15th 2019.