



TENDER PARTICIPATION

International competition of ideas and design

MICRO GARDENING

Tools | kitchen gardens | equipment

Organised by

B4B Spa - Brains for Business

And

ASPIN – Special Agency of Frosinone Chamber of Commerce for International Activities

REGULATIONS

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Art. 1.1 The project “IDEAS TO BUSINESS”

B4B SpA (Brains for Business) and ASPIN (Special Agency of Frosinone Chamber of Commerce for International Activities) promote the first edition of the project **IDEAS TO BUSINESS**, a range of competitions of ideas open to Italian and foreign architects, designers, university students, engineers and creative individuals, aimed at the development and creation of simple or complex products that may express the modern and international character of its promoters.

Developing new scenarios is a vital and necessary requirement for the whole industrial and national territorial system, that cannot be limited simply to dealing with the present but it must recreate the reasons for its growth by updating personal heritage of ideas on a daily basis in order to find its position on the market where not only products are sold but also solutions that belong to the sphere of communication of ideas, feelings and passions.

The opportunity offered to designers is to allow them to become a part of the entrepreneurial reality of the local production system and collaborate within the B4B LAB laboratory in order to develop the most interesting design projects.

Participants have to elaborate real “creative strategies” that not only take into consideration the “aesthetic” project but most of all, and most importantly, the aspects of communication related to the product, interaction with the end user, optimisation of production and distribution technologies and processes.

The competition is promoted by B4B SpA and ASPIN (Special Agency of Frosinone Chamber of Commerce for International Activities), in partnership with MISE; CTM; ADD; BIC LAZIO; ISIA; NABA; JEME BOCCONI¹.

B4B Spa – Brain for Business

Established in 2010 to combine the experience of its partners, Brains For Business SpA is presented as a “NewCo”, with referenced customers, projects and products engineered and made for the market. B4B SpA aims to develop modern products, with original shapes and high quality materials. In this regard the company pursues constant research in terms of talent and invention, elements that are necessary to highlight and reinforce the value of Made in Italy and its international solutions and demands. A summary of all of this is the company vision: “Seizing the expression of things never seen before in order to supply markets and accompany people with shapes that improve people in everyday life”. The approach to production and to the market was born from a “genetic model”, as articulated in 10 D's, ten areas from which all of the creative-productive processes originate: Design, Demand, Development, Desire, District, Dedicated, Dream, Destruction, Draft, Decoration.

ASPIN - Special Agency of Frosinone Chamber of Commerce for International Activities

Aspin promotes the development of small and medium enterprises system of Frosinone Province, contributing to the success of “Made In Italy” on international markets.

Using a wide range of promotional activities such as training, technical assistance and information, ASPIN provides services based on the analysis of specific territorial needs and on direct knowledge of the enterprises.

¹ MISE: Ministero dello Sviluppo Economico (Ministry of Economic Development); CTM: Consorzio Tecnologie Meccaniche (Consortium of Mechanical Technologies); ADD Associazione Distretto Design (Design District Association); BIC LAZIO: Business Innovation Center Lazio; ISIA: Istituto Superiore per le Industrie Artistiche - Roma Design (Higher Institute for Artistic Industries, Rome Design); NABA: Nuova Accademia Belle Arti – Milano (New Academy of Arts - Milan); JEME BOCCONI: Junior Enterprise Milano Economia.



The Agency provides advanced tools to allow the local economic system to tackle the internationalization challenges. Enterprises are supported in developing a comprehensive understanding of the market.

They are accompanied during the first approach to foreign markets and during the entire process on internationalization up to consolidating the position gained.

Aspin's strategy and action are focused on five main guidelines for companies services that correspond to the operative sections of the Special Agency:

- » Promotion Area
- » Information Area
- » Training Area
- » Technical Assistance Area
- » Special Projects Area

Art. 1.2 The competition: MICRO GARDENING

MICRO GARDENING is the first competition of the project IDEAS TO BUSINESS.

It is an international competition based on creativeness and development.

The competition is dedicated to architects, designers, students, engineers and creative individuals in general and it aims at the development and execution of simple or complex products in the field of Gardening.

Participants can only present one proposal in one of the following three categories: **tools, kitchen gardens, equipment**, according to requirements related to wellness, relaxation or everyday life in private environments (kitchen, balconies, living areas) and/or public environments (hotels, restaurants, clubs, offices etc).

Special attention will be focused on the use of modern products that, based on simple production materials and techniques, can face the challenges of the current global market by following criteria and strategies of sustainability that are not only environmental but also economic and social, in an attempt to satisfy the needs of the widest possible international and multicultural target.

At the end of the competition 3 winners will be named and 5 mentions of honour will be indicated.

The first 3 winners will be awarded, respectively:

1st place: € 3.000,00 - 2nd place: € 2.000,00 - 3rd place: € 1.000,00

Winners will be given the chance to work towards the development of the concepts of the projects coordinated by technical/scientific experts of the B4B LAB in order to execute the prototypes.

Furthermore, the winning modern solutions will be involved in a detailed commercial feasibility analysis and identification of the areas of immediate absorption.

The last objective is to achieve a possible production launch of the projects by B4B SpA, therefore making them an integral part of production planning for the year 2012-2013.

Art. 1.3 Method of participation

The following may participate individually or as a group: Italian or foreign architects, designers, university students, engineers and creative individuals with a professional diploma or a degree (1st or 2nd level) or a specialisation (master, specialisation courses) in design (product, communication, service).

In the case of a group, all members should satisfy the requirements as indicated above, the group should have a name and the name of the contact person of the group for the competition should be indicated.



There is no limit in terms of the number of members of the group.

Individual participants or group participants can only present one single design proposal.

The design proposals should be sent by e-mail no later than **28th February 2012** according to the procedures indicated below.

All of the information and documentation for participation in the tender is available on the website of the competition: www.i2business.it

Art. 1.4 Language

The official languages of the competition are ITALIAN and ENGLISH.

The competition and all of the documentation will be bilingual (Italian and English). Due to the international nature of the competition, all of the design proposals and relative materials attached should be presented in one of the two official languages, at the discretion of the participant(s).

Art. 1.5 Method of presentation of documents

MICRO GARDENING is a digital competition.

Participants should send their design proposals by e-mail no later than 28th February 2012 (no later than 14.00 p.m. Greenwich + 1) to the following address: info@i2business.it

Advice of receipt will confirm correct delivery of the request.

The attachment, in a .ZIP format, must be named using the title of the project and must contain: :

1. Annex 01 – PARTICIPATION FORM (copy on pages 9 and 10)
2. Annex 02 – PROJECT REPORT (specifications on page 11)
3. Annex 03 – TABLES AND IMAGES (specifications on page 12)
4. Annex 04 - VIDEO (specifications on page 13)
5. Annex 05 – SWORN STATEMENT BY THE PARTICIPANT OR, IN THE CASE OF A GROUP, OF THE REPRESENTATIVE OF ALL MEMBERS (copy on page 14)

All of the files should be put in a .ZIP folder, named with the name of the project. For example: project name.zip

The choice of the graphic methods of representation of the tables and of the technical report is completely free.

Additional materials or materials that are different from the ones described in this tender are not permitted, otherwise they will result in exclusion from the competition.

Art. 1.6 Technical Specifications of the documents

The projects that will take part in the competition should not be currently in production.

Projects that have already been published or diffused will be disqualified.

It is important to keep the project confidential until the competition results have been published.

Concepts or vague projects should not be sent, but participants are asked to reach the most advanced technical level possible.

Constructive details, quoted drawings, indications and material specifications etc will be highly appreciated.

In the study and development of project, the use and/or integration of the following should be favoured:

- photovoltaic systems;



- alternative compost;
- photo catalytic materials;
- biodegradable and self-cleaning materials;
- self watering strategies;
- home automation.

Products and accessories for the following will be taken into consideration:

- home, balconies, small gardens;
- biological gardening;
- creation of vertical gardens;
- recovery of rainwater;
- composting, pest control against parasites and mosquitoes;
- illumination, irrigation and air purification plants.

Art. 1.7 Prizes

For the development of the project that will cover between 4 and 6 weeks in the B4B LAB according to the complexity of the intervention, winners will be awarded a prize according to the following:

1st place. €3.000,00

2nd place. €2.000,00

3rd place. €1.000,00

A further 5 mentions of honour will be given.

Winners will have the chance to work towards the development of the concepts of their projects coordinated by technical/scientific employees of B4B LAB for execution of the prototypes.

Furthermore, the winning modern solutions will be involved in a detailed commercial feasibility analysis and identification of the areas of immediate absorption.

The last objective is to achieve a possible production launch of the projects by B4B SpA, therefore making them an integral part of production planning for the year 2012-2013.

Art. 1.8 Technical Scientific Committee

The Technical Scientific Committee, chaired by the President of B4B SpA and consisting of a representative for each partner of the project, will examine all of the work presented, will select the finalists and will choose the three winning proposals together with 5 special mentions, within 30 days from the expiry date of transmission of the documents: **28th March 2012.**

The choices will be duly motivated and transcribed in a specific report.

All participants will be informed of the results of assessment of their work.

Art. 1.9 Assessment criteria

Assessment of the projects presented by the candidates and selection of the winning projects will be carried out by a Technical Scientific Committee, art. 1.8.



ASSESSMENT CRITERIA	TOTAL POINTS	PARTIAL POINTS
1. Quality of the tables, images and videos, completeness of the documentation, clarity of the contents	10	
2. Projects presented by a Group	5	
3. The presence of at least 1 foreign member of the Group	10	
4. Originality and design innovation, performance and sustainability	75	
4.1 Innovation in the field of reference; research and experimentation, new materials and production techniques; user requirement satisfaction.		15
4.2 Design definition of segments of potential users, consideration of the products in the competition and the possible options of development .		15
4.3 Aesthetic quality, communication potential, accessibility and usability, innovation in the context of use.		20
4.4 Economic, productive and environmental sustainability, technical feasibility and economic sustainability, the serial nature of the product, use of natural materials, re-use of production waste in particular plastic, rubber and metal, integrating re-cycling within the production cycle .		25
TOTAL	100	

Art. 1.10 Results of the competition and publication

The Technical Scientific Committee will select, at its own unquestionable opinion, 3 winning projects and 5 special mentions.

All official results of the competition will be transmitted to the participants and published on 28th March on the website www.i2business.it .

Art. 1.11 Calendar

19 th December 2011	Announcement of the competition
28 th February 2012	Deadline for transmission of documents no later than 14.00 p.m. Greenwich + 1
28 th March 2012	Communication to all participants of competition results and announcement of the winners on the website www.i2business.it
17-22 nd April 2012	Awarding and presentation of the winners and finalists projects at the Fuorisalone of Milan.
15-17 th May 2012	Presentation of the winners and finalists projects at the Hotel Show Dubai



Art. 1.12 Rules of the competition and approval of the competition programme

By taking part in the competition, participants accept all of the rules of this tender.

Each infringement will be notified and subject to the assessment of the Technical Scientific Committee.

Participants, without any limits, accept free publication of the projects and in particular of their respective names.

1. The official languages of the competition are Italian and English.
2. Each competitor who attempts to contact one or more members of the Technical Scientific Committee will be disqualified.
3. Participation presumes acceptance of all of the rules indicated above.

The projects presented in the competition must be original.

The projects must be free of copyrights or any form of legal obligation.

The projects should not, in any way, violate the rights of third parties included, but not limited to, author rights, trademarks, trade names or other property, publicity or privacy rights.

Through presentation of design proposals, participants declare that they are aware and accept the contents of the regulations of the International Competition of MICRO GARDENING ideas and design.

Art. 1.13 Author rights and property rights

All of the material of the competition will be kept available to the partenariat of the project in the Technical Secretariat (art.1.14) and may be published and/or exposed without the need to offer the designer any form of payment.

Any moral and paternity right related to the projects sent to the competition will remain the property of each single designer.

At the end of the competition and only once the results have been official published on the website www.i2business.it, the designers will be allowed to illustrate their creations, on any kind of platform (personal portfolio, blog, magazine etc) in order to promote themselves.

All competition participants authorise the project partenariat to publish and exhibit all of the projects at exhibitions and events, without requesting any form of payment and/or to use them in all publications, articles and press releases. The participants undertake to provide B4B Spa with the pre-emption right for exclusive use of the project no later than 6 months after online publication of results of the competition.

If B4B Spa exercises its right to use the rights for production on an exclusive basis, B4B SpA undertakes to stipulate a royalty contract with the designer.

Art. 1.14 Technical Secretariat and Information

Any possible requests for information related to the competition should be sent by e-mail to the technical secretariat of the competition at info@i2business.it. Information related to the competition and to the project IDEAS TO BUSINESS is available on the website www.i2business.it.

Individuals in charge of the technical secretariat of the project:

Dr. Antonella Bianchi a.bianchi@i2business.it tel. +39.0775.823023

fax +39.0775.822485

Dr. Dayana Rossi d.rossi@i2business.it tel. +39.0775.270230

fax +39.0775.874225



Further answers to questions are available in the FAQ section on the website www.i2business.it

Art. 1.15 Controversies

The parties undertake to present all controversies arising from these regulations, in an attempt for settlement as indicated by the Conciliation Service of the Chamber of Commerce of Frosinone.

In the case of failure in an attempt for conciliation, the controversy will be transferred to the Court of Law of Frosinone.



Annex 01 Participation form

I2B IDEAS TO BUSINESS
INTERNATIONAL COMPETITION OF *MICRO GARDENING*
PARTICIPATION FORM

To be compiled in the case of **SINGLE** participation:

TITLE OF THE PROJECT:
The undersigned
Date of birthNationality.....
Address
Post Code.....Country.....
Tel. + Fax +
Mobile +E-mail.....@.....
Tax code.....VAT n.

To be compiled in the case of **GROUP** participation:

TITLE OF THE PROJECT:
Name of the Group.....
The undersigned.....
Date of birthNationality.....
Address
Post Code.....Country.....
Tel. + Fax +
Mobile +E-mail.....@.....
Tax code.....VAT n.

as Referent of the Group of Designers that includes the following members (*indicate Name and Surname*):

.....
.....
.....
.....
.....
.....



Annex 01 Participation form

ASKS

to participate in the International Competition of Ideas and Design MICRO GARDENING

ATTACHES

1. PROJECT REPORT
2. TABLES AND IMAGES
3. VIDEO
4. SWORN STATEMENT OF THE PARTICIPANT OR, IN THE CASE OF A GROUP, OF THE REFERENT AND OF ALL MEMBERS
5. PHOTOCOPY OF VALID IDENTIFICATION OR, IN THE CASE OF A GROUP, OF THE REFERENT AND OF ALL MEMBERS

PRIVACY

The candidate expresses his consent to the use and communication of all details contained in the participation form (in accordance with the D.Lgs. 196/2003) save the rights as indicated in article 7. In accordance with article 13 the details will be used, in a printed and computer form, by B4B Spa, for administrative and accounting purposes as well as for transmission of informative material (by fax, e-mail or ordinary mail). For any request for information, updating or cancellation, contact B4B Spa, at the following address: Via T. Landolfi, 167 – 03100 Frosinone ITALIA tel +39.0775.823023 - fax +39.0775.822485 web www.brainsforbusiness.it

I DO give my consent

I DO NOT give my consent

Place _____

Name and Surname _____
(of the participant or group referent)

Date _____

Signature _____



Annex 02 Project Report

PROJECT REPORT

Specifications: 1 file .doc in a vertical A4 format, maximum 2 pages of text only (Times New Roman 12pt) to explain the design proposal. The file will be saved as follows (project name_description.doc).



Annex 03 Tables and Images

TABLES AND IMAGES

Specifications: 800 pixel width x 600 pixel height (72 dpi); format jpeg, max 150 kb per file; colour RGB. Up to 6 tables or images can be used to illustrate the project. The file will be saved as follows (project name_01.jpg). N.B.: if the project is among one of the finalists, the images should be sent in 300 dpi.



Annex 04 Video

VIDEO

Specifications: only videos in an FLV or SWF format can be sent. Dimension: 800 pixels in width.



Annex 05 Sworn Statement

SWORN STATEMENT

Art. 47 D.P.R. 445/2000

TITLE OF THE PROJECT.....

The undersigned

Date of birth.....Nationality.....

Address.....

Post Code.....Country.....

Tel. + Fax +

Mobile +E-mail.....@.....

Tax Code.....VAT n.

in accordance and by virtue of the effects of articles 46 and 47 of the D.P.R. 445 dated 28/12/2000 and subsequent modifications and, aware of the penal responsibilities faced in the case of false statements and relative penal sanctions as per article 76 of the same D.P.R. and decadence of the benefits following the measure issued on the basis of false statements.

DECLARES

according to the participation form for the international competition MICRO GARDENING:

- possession of the requirements as indicated in art. 1.3 of the tender MICRO GARDENING;
- that the documents have been presented according to the methods stated in art.1.5;
- that the project presented complies with the technical specifications as indicated in art.1.6;
- awareness and total acceptance of the indications provided in the tender MICRO GARDENING.
- Awareness that non presentation of the application, of the documentation and of the statements, within the terms indicated, results in non admission to the competition;
- the supply of all informative and assessment elements as well as documentation that must be acquired during the preliminary phase, otherwise application will not be accepted.

PRIVACY

The candidate expresses his consent to the use and communication of all details contained in the participation form (in accordance with the D.Lgs. 196/2003) save the rights as indicated in article 7. In accordance with article 13 the details will be used, in a printed and computer form, by B4B Spa, for administrative and accounting purposes as well as for transmission of informative material (by fax, e-mail or ordinary mail). For any request for information, updating or cancellation, contact B4B Spa, at the following address: Via T. Landolfi, 167 – 03100 Frosinone ITALIA tel +39.0775.823023 - fax +39.0775.822485 web www.brainsforbusiness.it

I DO give my consent

I DO NOT give my consent

Place_____

Name and Surname_____
(of the participant or group referent)

Date_____

Signature_____