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## FUTURE PACK CHALLENGE - REGULATIONS

### **1. INTRODUCTION**

The Marchesini Group, in partnership with BOOM, CRIF's innovative Knowledge and Innovation Hub, is launching the very first edition of the Future Pack Challenge. This challenge is open to university students worldwide, specifically targeting graduates from engineering faculties. The challenge revolves around the development of innovative business solutions within the realm of pharmaceutical packaging. Participants will explore areas such as usage methods, new materials, dimensions, and enhancing the customer experience in retail settings. Additionally, the challenge will encourage fresh perspectives and approaches related to fostering sustainability in the packaging process.

Participating in the Challenge not only guarantees engaging tasks but also unlocks pathways to professional career prospects within an environment that recognises and celebrates talent and innovation.

Guided by a mentor throughout the challenge, participants will have the chance to showcase their innovative ideas and chosen tools, establishing themselves as catalysts of change. Their outstanding contributions could lead to both an opportunity to join the Marchesini Group team and a financial reward.

The Challenge will span six months, beginning from the application phase and culminating in the presentation of the final proposal to announce the winning group. This announcement will coincide with a special event commemorating the fiftieth anniversary of the Marchesini Group.

### **2. SCOPE OF THE CHALLENGE**

Emerging talents from around the globe will be tasked with coming up with a new concept for pharmaceutical packaging.

The challenge is to create ground-breaking packaging solutions, encompassing the incorporation of new machinery, the introduction of innovative packaging methodologies, the creation of fresh product formats, and the optimisation of the user experience within pharmacies.

Throughout this endeavour, it will be essential to uphold the values that epitomise the Marchesini Group: a worldwide community united by talent, expertise, and a steadfast commitment to innovation.

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### **3. WHO CAN PARTICIPATE?**

The Challenge is open to graduate-level university students pursuing specific degree programmes, including mechanical, electronic, management, chemical, and pharmaceutical engineering. Applicants can submit individual applications, and following the initial selection phase, working groups comprising 5-6 individuals will be established. Each team will consist of participants from various degree programmes to ensure diversity and promote success in the Challenge.

Each team will have at least one person from:

- Engineering Automation, 1st Year of Master's Study
- Computer Engineering, 1st Year of Master's Study
- Mechanical Engineering, 1st Year of Master's Study
- Management Engineering, 1st Year of Master's Study
- Pharmaceutical Chemistry, 5th Year of Master's Study
- Biomedical Engineering, 1st Year of Master's Study

### **4. THE CHALLENGE: BUSINESS CASES TO BE DEVELOPED**

“It is the year 2024, and you hold the role of R&D Specialist at the prestigious Marchesini Group, a leading firm situated in the heart of Packaging Valley. This company specialises in the design, production, and distribution of both standalone machinery and comprehensive production lines, primarily catering to the pharmaceutical and cosmetic sectors. The Owner and Chief Executive Officer are pleased with the company's overall performance, including order volume, product testing, and revenue generation, all thanks to the unwavering dedication of the Marchesini team. The sector is on an upward trajectory, mirroring the company's own consistent growth. Key markets in Europe and Central America play a significant role in the business, with emerging opportunities in the Far East and the United States. At the core of the company's success is its Research and Development division, which spearheads innovative projects fusing mechanics, automation, and information technology. The Technical Director, recognising the ceaseless evolution of robotics, is keen to stay ahead of the curve and maintain the company's avant-garde position in the market. To achieve this goal, the director has assembled a diverse team of top researchers, including you, to analyse developments in the company's primary sector, namely, pharmaceuticals. The objective is to gain insights into the sector and generate innovative concepts related to the growing trend of personalised care. You are a valued member of this team.”

## **5. OUTPUT REQUIRED OF YOUNG TALENT**

A PowerPoint presentation outlining the 2D prototype solution, providing comprehensive details on the following aspects:

- Time saved: how much time can be saved by solving this problem?
- Value added: how much value would a solution offer to end users?
- Competitive advantage: will the solution help strengthen the company's competitive position?
- Degree of radicalism: is this a significant departure from the current customer experience compared to what they use now? What's the step forward?

Teams will deliver this output within a timeframe spanning approximately five months: from 9 February 2024 to 5 July 2024.

### **5.1. EVALUATION OF PAPERS**

The Scientific Technical Committee is a distinguished body consisting of key figures within the pharmaceutical industry, university professors, and representatives from various companies. This committee will be responsible for assessing the submissions and ultimately selecting the winning team. The evaluation process will encompass not only the mechanical engineering side of the proposals but also an examination of their marketing potential within the market. This comprehensive evaluation will occur at various stages throughout the project, with each criterion receiving a weighted score, ensuring a thorough assessment.

#### **Innovation: 25%**

**1-3: Low innovation, based on existing technologies.**

**4-6: Good innovation, integrates new existing technologies.**

**7-10: Excellent innovation, uses cutting-edge and conceptually new technologies.**

#### **ESG Sustainability Parameters: 25%**

**1-3: The solution has no positive or regenerative externalities or has negative externalities.**

**4-6: The solution has a low impact, lower impact than in the past, or is sustainable.**

**7-10: The solution has a virtuous impact in terms of sustainability, circularity, or regenerativity.**

#### **Market Relevance and Scalability: 20%**

**1-3: Poor alignment with the needs of the future market.**

**4-6: Good relevance but requires further adjustments.**

**7-10: Very relevant, meets current and foreseeable market needs.**

**Ease of Market Implementation: 20%**

**1-3: High difficulties in commercial implementation.**

**4-6: Reasonably manageable implementation, but with some challenges.**

**7-10: Easy commercial implementation with a clear strategy.**

**Quality of Idea Presentation: 10%**

**1-3: Difficult to interpret presentation.**

**4-6: Sufficient and clear presentation.**

**7-10: Convincing and effective presentation.**

## **6. CHALLENGE STEPS**

### **6.1. How to participate**

To participate in the Challenge, each participant must fill out the form on the following web page:

<https://www.bo-om.it/futurepackchallenge/>

The deadline is 31 December.

Application evaluations will be conducted throughout January 2024. Following this, successful applicants will receive individual notifications confirming their acceptance.

For the chosen participants, a confirmation of their participation will be provided, along with a formal invitation to attend the presentation and team formation event on 9 February. This event will take place in person at the Marchesini Group Headquarters, located at Via Nazionale, 100, 40065 Pianoro BO, Italy.

### **6.2. Teamwork structure for the challenge**

In the Challenge, each team will operate autonomously, setting up weekly meetings and delivering weekly progress updates to be shared with mentors.

Regular interactions between teams and mentors are scheduled. The mentors, selected from the ranks of Marchesini Group employees and Innovation and Coaching Experts, will offer valuable guidance and support throughout the Challenge's development phases. Their assistance aims to guarantee a well-organised approach and the project's successful execution.

### **6.3. Awards**

The winning team will be selected following a project pitch presentation during the 50th anniversary celebration event of the Marchesini Group. This event will take place in person in September 2024 at the Marchesini Group Headquarters in Italy, located at Via Nazionale, 100, 40065 Pianoro BO.

Each participating group is eligible for a prize.

## **7. LIMITATIONS OF LIABILITY**

Participants recognise and guarantee that the ownership and intellectual property rights for everything created, used, and/or delivered to the Marchesini Group in the course of the activities outlined in these Regulations, including any developments, implementations, and modifications, are the exclusive property of the Marchesini Group.

Participants recognise and guarantee that all economic rights associated with any intellectual property created during the activities conducted under these Regulations and participation in the Hackathon are vested in the Marchesini Group, while still recognising the participants' moral rights, where applicable.

The participants recognise and guarantee that all industrial and intellectual property rights pertaining to any intellectual property work, invention, utility model, model, and ornamental design conceived, prepared, or otherwise developed by the participants themselves under these regulations will be the exclusive property of the Marchesini Group. This includes associated manuals, explanatory, and/or accompanying documentation.

The participants also explicitly guarantee the Marchesini Group that anything used or delivered in the execution of the activities covered by these Regulations, including software (both source code and object code), documentation, manuals, and technological information, does not infringe on patents for inventions, industrial designs, copyrights, trademarks, and/or other industrial or intellectual property rights in general, or third-party trade secrets. In particular, the participants commit to indemnifying the Marchesini Group against any claims, costs, and/or expenses arising from actions initiated by third parties based on alleged violations of the provisions mentioned above.

In conclusion, participants are required to provide the Marchesini Group with both the source code and the object code of the software created as part of their participation in the Challenge, as outlined in these Regulations.

## **8. PERMISSION TO USE IMAGES**

As stated in the release that participants will be required to sign and attach during the application confirmation phase, we noted that the Marchesini Group and BOOM reserve the right to use participants' images for communication and promotional materials related to the Marchesini Group, BOOM powered by CRIF, or CRIF group companies.

## **9. PRIVACY**

BOOM powered by CRIF, in its role as an organisational partner of the Challenge initiated by Marchesini Group, will act as the Data Controller for the processing of participants' personal data collected during registration, as mandated by European Regulation 679/2016 (“GDPR”).

BOOM powered by CRIF guarantees that it has implemented all necessary measures in compliance with GDPR for the handling of personal data outlined in this Regulation. Additionally, it has provided the requisite information in accordance with Article 13 of the GDPR (refer to Annex A).

## **10. JURISDICTION AND GOVERNING LAW**

This provisions of these Regulations are subject to Italian law.

In the event of any disputes arising from these Regulations, the Court of Bologna shall have jurisdiction.