

**OFFICIAL
REGULATIONS**

**I WILL
AWARD 2020**

THE I WILL AWARD

GENERAL

THE I WILL AWARD recognises an entrant, whose proposed plan is, in the opinion of the Selection Commission (SC), a proof of willpower with the potential to become an inspiration for the rest of the world. The entrant must make tangible positive change with the proposed plan in a society or a community – be it in academia, business, media, sports or public services.

Choosing the winning entrant is the sole responsibility and decision of the SC, no correspondence will be entered into. The SC will make its final decision in a three-step process:

1. Members of the I WILL Award Taskforce will rank the entrants to determine which max. fifteen will be on the shortlist. This Taskforce consists of ambassadors from RSM's departments and programmes, and other relevant stakeholders.

2. The I WILL Embassy, the governing body of the I WILL community, will individually rank the top 6 entrants from the shortlist of 15. Afterwards they collectively determine the final shortlist of six entrants to go through to make their pitch in the highly energetic competition final on Thursday 19 March 2020: the I WILL Get in the Ring final.

3. The SC will appoint between five to ten judges from the RSM community. These judges will rank the final six entrants during their performance at the I WILL Get in the Ring final to decide the winner.

The SC works with criteria derived from the priorities of the I WILL Award Taskforce, and agreed by all I WILL Embassy members. These selection criteria are listed in the appendix.

The SC will treat your plan with upmost care; only those who have a need to know will have access to your plan. If your plan is shortlisted, we will contact you before disclosing any details of your plan. Any intellectual or industry property rights vested in your plan shall not transfer to RSM.

Entrants shall indemnify RSM against any and all intellectual property claims by third parties with regard to the submitted plan.

ENTRANTS AND SELECTION

ENTRANTS The following people are allowed to compete in the I WILL Award, on the condition that an entrant accepts and adheres to the rules and regulations:

- RSM students
- RSM staff
- RSM faculty
- RSM alumni
- Anyone else contributing to RSM's activities.

Entrants can compete in the I WILL Award individually or as a team consisting of fewer than ten individuals. When entering as a team, at least one member must be affiliated with RSM as specified above.

One team member will be appointed as the main contact for the I WILL Award competition, and will become the authorised representative of the team regarding organisation, finance and other matters. Members of the SC are excluded from this competition.

Your personal details such as names and email addresses will be stored by RSM for internal usage: we may contact you to follow up on the progress of your plans and coordinating further steps.

The personal data of the six finalists will be shared with the Erasmus Centre for Entrepreneurship (ECE). Your personal data will not be shared by any other party except for ECE and will not be used for the improvement of RSM's educational and business activities. On your request, we can and will delete your details.

APPLICATION PROCESS

ONLINE APPLICATION FORM Entrants should complete the online application form published on the Rotterdam School of Management, Erasmus University (RSM) website. Entrants can save and repeatedly access their online application form as of Friday 4 October 2019 until the submission deadline on Sunday 19 January 2020. No attachments, videos or other creative materials may support the application.

All entries must be submitted through the official online application form. Entries submitted before and including 19 January 2020 will be judged by the SC. The SC's decision is final and no correspondence can be entered into.

The winner will be announced on Thursday 19 March 2020 during the I WILL Get in the Ring final. The six finalists will take part in this final event to defend their plan in front of the judges. With participation in the I WILL Award 2020, participants accept that the recordings of the I WILL Get in the Ring final will be used for RSM's current and future marketing activities.

SELECTION Selection is based on the quality of the online application form submitted by the entrant.

- Entrants should use the selection criteria in the appendix to act as a guide when completing the online application form.
- All members of the SC share an equal vote at each step of the selection process.
- All members of the SC will use their vote according to their opinions, while following the selection criteria.
- The six finalists will be announced about three weeks prior to the I WILL Get in the Ring final.
- The six finalists will present their I WILL plan to the judges at the I WILL Get in the Ring final on 19 March 2020. This includes an elevator pitch in a boxing ring, and answering questions by the judges and audience members.

STIPULATIONS

- The award will not be granted if the SC believes that entries do not meet the requirements as set out in the appendix.
- The award cannot be shared. One entrant will win the award if the judges agree and if the conditions in the appendix are met.
- The judges will announce the winner during the I WILL Get in the Ring final.
- The final six entrants must be present during the I WILL Get in the Ring final, the rehearsal and the recording of their pitch video. If the entrant is a group, then there must be at least two representatives at the final award ceremony.

THE AWARD AND THE CEREMONY

THE I WILL AWARD is worth €15,000. This prize money is intended as a contribution towards the execution of the winning I WILL plan and cannot be used for anything other than expenses related to carrying out the award-winning plan.

The prize will be transferred to the winner in stages, in order to control and monitor the implementation of the winning plan. Amounts and stages will depend on the plan, and in accordance with a suitable plan of action and execution.

RSM retains the right not to grant all or some of the prize money, even after a winner has been chosen. This might be because the money appears not to be used, or not used correctly, in the opinion of the SC.

Details of the winning I WILL plan, and references to it, can be used indefinitely by RSM for marketing and communication purposes. The timing and planning of activities will be agreed upon in advance, after the winner has been chosen, and before execution of the plan has begun.

The winner must consult RSM's Corporate Marketing and Communications Department in order to define internal and external publicity goals, and for assistance in reaching them.

ADDITIONAL PRIZES

AUDIENCE PRIZE An audience prize of €2,000 will be awarded to the entrant who, according to the audience, presents the most convincing plan. The audience's vote is independent of the judges' opinion and is based solely on the presentations during the I WILL Get in the Ring final.

APPENDIX

SELECTION CRITERIA

SELECTION CRITERIA RSM's mission statement is to be a force for positive change in the world by being critical, creative, caring and collaborative. When seeking to present the I WILL Award, the SC will base their decision on the following criteria:

- The plan must have the potential to create a tangible and significant impact on society or a community, and inspires others.
- The idea should be based on a clear insight (which is clearly explained) and must fulfil a (customer) need.
- The plan or idea must be clearly distinctive from existing operating ideas, companies or platforms.
- There must be an action plan to make change happen, and a clear communication plan for stages after potentially winning the award.
- The plan must relate to one of the 17 United Nation's Sustainable Development Goals (SDGs) – please explain how it contributes.