

## Conditions of Participation

### 1. Organizer of the eco://award

The organizer of the eco://award is eco – Association of the Internet Industry, Lichtstr. 43h, 50825 Cologne (hereafter referred to as “organizer”).

### 2. The Application Phase

The application phase for the eco://award 2020 begins on 25 May 2020, and ends on 27 July 2020. Applications can be submitted via email at [awardbewerbung@eco.de](mailto:awardbewerbung@eco.de). Applying is free of charge for eco member companies. The required participation fee for non-members is €299 per category and is payable immediately upon submission. In the event that the participation fee has not been paid, the expert jury cannot consider the application for evaluation.

### 3. Conditions of Application

The competition is open to companies, initiatives and projects that have developed innovative and market-ready products, services and processes which are based on the Internet or which use the Internet as an intelligent extension. Applications can be submitted for several categories, provided that the solution has a tangible relation to the respective category, which is discussed individually by the jury.

The jury will only evaluate fully completed applications. The decision of the jury is final. The organizer is not liable for flawed or undisplayable applications.

Decisive criteria for the expert jury are:

- **Uniqueness:** What makes your solution unique on the market? Can the unique selling points be used as sales arguments?
- **Innovation:** To what extent is your solution truly innovative or even revolutionary?
- **Competitive environment:** Who does something comparable – why is your solution better?
- **Specific benefits:** For whom is your solution important, and what needs does it address?
- **Features:** Is your solution convincing in terms of quality, security, flexibility and usability?
- **Reach:** Who are the (potential) customers and users?
- **Significance:** What are the wider implications of your solution for the economy, society or the environment?

Further information on each criteria can be found in the respective category.

## Category: Cloud/Hosting

Are you using innovative IT concepts to ensure that your customers achieve real added-value with the cloud? Is your IT service offering for the cloud characterized by especially high quality, security, interoperability or high performance in opening up new markets? Or do you convince your customers with a fast, reliable, stable and secure hosting offer and innovative solutions which meet individual requirements?

Then get your solution into the running for the eco://award and apply in the category Cloud/Hosting by 27 July 2020!

Companies with a service offering in the field of cloud computing or cloud hosting are welcome to apply.

In addition to the cross-category criteria, the following aspects are especially important for the jury's evaluation:

- Can the service function be categorized and does it offer precisely defined added value?
- Is your offer characterized by unique and non-standard market services?
- Is there any proof of quality for the service (e.g. seal of quality, certification, attestation.)?
- Is the service distinguished through special security features (e.g. DDoS prevention etc.)?
- Are there any certificates (e.g. Star Audit, Code of Conduct, C5, etc.) which prove that your service is GDPR compliant?
- Can it be connected to other systems/services via interfaces?
- How open is the architecture? Is the service interoperable and portable?
- How process-relevant is the service?
- Are there significant customer references?
- How high is the user-friendliness / customer-friendliness of the service?
- How high is the innovation factor?

## Category: Data Center Infrastructure

Are you a solution provider or an operator of Internet infrastructures? Do your innovative concepts and tools make data centre operation particularly energy and resource-efficient, redundant and fail-proof, highly scalable, physically secure or particularly high-performance? Do your solutions or services offer your customers a unique market advantage, and stand out due to their innovative power? Are you breaking ground in marketing your services or products, or are you conquering new business areas in all areas of digitalisation?

Then get your solution into the running for the eco://award and apply in the category Data Centre Infrastructure by 27 July 2020!

Participation is open to companies whose business models range from micro and edge data centres to HPC, hosting & housing, colocation, and shell & core. The application can focus on areas that include power supply, climate control/cooling, automation (DCIM)/ process optimisation, access security and network cabling. Operators of data centres can also apply in cooperation with a planning office, technology partner, or customer.

In addition to the cross-category criteria, the following aspects are especially important for the jury's evaluation:

- Usability
  - How well is the service or product explained to the customer?
  - How quickly can the solution be implemented?
  - How fast and how well are customers helped when they have problems?
- Quality
  - How stable and reliable is your product/service?
  - Are there seals of quality/certificate/audits for your product or service?

## **Category: Security**

Do you offer an exceptional IT service or product that decisively contributes to the security of company networks, endpoints, internal processes and structures, or the end user? Do your IT security solutions contribute significantly to the long-term economic success of your customers?

Then get your solution into the running for the eco://award and apply in the category Security by 27 July 2020!

Companies/ initiatives can apply if

- the service/product is clearly outlined and the scope of service is publicly verifiable,
- the service/product is available on the market and can be booked/ordered,
- the target group is well-defined,
- there is at least one documented customer reference.

## **Category: Start-ups**

Does your start-up offer innovative digital services, IT products, or a business model that delivers significant added value for the economy, environment and society? Would you like to present your start-up to a large professional audience?

Then apply with your company for the eco://award in the category "Start-ups" until 27 July 2020!

Alongside the **cross-category criteria**, in their evaluation of the “Start-ups” category, the expert jury will pay particular attention to:

- The innovative character of the business concept
- The growth potential of the company
- The relevance for society, environment and the economy
- Benefits for users/operators

The companies founded by the nominees must be start-ups and must fulfil the following criteria, which are based on the guidelines of the German Start-Up Association (Bundesverband Deutsche Startups e.V):

- Start-ups are younger than 5 years
- have a (planned) growth in employees/turnover and/or
- are (highly) innovative in terms of their products/services, business models and/or technologies

## **Category: Internet with Responsibility**

We are looking for companies who, with their digital and/or Internet-based products and services, demonstrate a high level of societal responsibility.

- Self-nominations and nominations by third parties are both possible
- Applications are possible by form or as a two-page PDF

You can apply yourself or nominate a company for the eco://award in the category “Internet with Responsibility” by 27 July 2020!

In addition to the cross-category criteria, the following aspects are especially important for the jury’s evaluation:

- Visible or tangible benefits/added value of the product/service/project for society or for a particular target group in either societal or monetary terms
- Aspects aimed at the common good outweigh those aimed at entrepreneurial added value
- Sustainability of the offer (in the sense of an enduring creation of added value as opposed to short-term and once-off “incentive offers” to entice users to avail of the product/service/project)

#### Minimum content of the application:

- Company, name and position of the contact person for inquiries; contact details (telephone / email / postal address); name of the product / service / project
- Short descriptions in line with the application form
- Description of the origins and motivation lying behind the product / service / project; description of the target group and the benefits they acquire
- Description of the level of acceptance / usage; description of the identified added value for society, the target group or the intended scope of the product / service / project

## **4. The Jury**

A jury of experts decides on the nominations and the awarding of the eco://award. For each category, eco nominates specialists from areas of business, academia, research or politics that possess corresponding professional competence and experiences. Individuals who have direct ties to the applicants are excluded from the respective categories. The members of the jury will be announced publicly after the application deadline, by 10 September 2020 at the latest.

To ensure the objective work of the expert groups, the following basic rule applies: a jury member who was involved in one of the applications or projects that is to be evaluated, is not entitled to participate in the discussion and voting regarding the respective application, and may neither nominate nor vote on such an application for the award. The member of the jury may answer technical and content-related questions from other members of the expert jury.

## **5. Prize and Procedure**

The jury will evaluate the submitted documents and nominate the winners. The award recipients in each category will be announced and honored at the award ceremony on 4 November 2020 in Cologne.

## **6. Rights of Third Parties**

The participant must comply with the applicable laws and all rights of third parties when providing the content. In this respect, the participant confirms that they hold all necessary rights of use to the provided content. The participants are prohibited from using content from other persons, regardless of whom this content concerns.

## 7. Indemnification

Should the participant violate the rights of third parties through the application and documents submitted, this participant releases the organizer from all claims resulting from this violation of rights, including compensation claims, that are made against the organizer. In this case, the participant must reimburse the organizer for all costs that arise from this violation of the rights of a third party, including the costs incurred for legal defense. This shall not affect any further compensation claims.

## 8. Exclusion from Participation

Applications that contain inappropriate content or violate the rights of third parties can be excluded from the award at the organizer's discretion.

In the event of a nomination (three per category), the participant agrees to send a representative to the award ceremony in Cologne on 4 November 2020. In case of non-appearance, the organizer has the right to withdraw the nomination from the participant.

The organizer is entitled to exclude applications that infringe the property rights of others (e.g. plagiarism, pirated copies, forgeries, etc.) at any time from the award, when presented with a legally effective judgement or a court order. If a participant is subsequently disqualified from the award after the fact, the usage rights for said award also lapses.

In the event that a participant is excluded from the award, the participation fee or any other costs incurred will not be refunded.

## 9. Granting of Usage Rights

By participating in the eco://award, the participant agrees that the submitted application can be used by the organizer for documentation in the context of the application and reporting purposes and therefore grants the organiser the necessary usage rights.

The participant grants the organizer all non-exclusive, temporally and spatially unlimited usage rights for all known usage rights for the submitted applications.

This includes in particular:

- a. the right to reproduction (§ 16 Copyright Act),
- b. the right of distribution (§17 Copyright Act),
- c. the right of exhibition (§18 Copyright Act),
- d. the right of recitation, performance and presentation (§19 Copyright Act),
- e. the right of broadcasting (§20 Copyright Act), the right of communication by video or audio recordings (§21 Copyright Act),
- f. the right of adaptations and transformations (§§23 f. Copyright Act), and to reproduce, distribute, present and transmit via wireless or wired connection the results in original or adapted form,

- g. the right to transfer the said rights of use to third parties,
- h. the right to transfer these rights of use to third parties (§34 Para. 1 Copyright Act).

## 10. Data Protection Regulations

In order to participate in the award, the participant provides company and application-related information, as well as first name, last name, title, position, phone and email as personal data of the contact person for the application. The organizer will use this data exclusively to organize the award, and the data will not be forwarded to third parties. The legal basis for this is Art. 6 Para. 1 lit. a GDPR.

The participant data will only be stored beyond the period of the award if this is legally required.

The organizer reserves the right to report or enable reporting by others on the award and the submitted application in the media. The name of the participant may be published on the organizer's website together with the published contribution.

The participant can withdraw consent for the use of his or her data at any time and free of charge with effect for the future in written form or via email at [datenschutz@eco.de](mailto:datenschutz@eco.de).

As a consequence of the withdrawal of consent, the application documents submitted by the applicant will be deleted and the application will no longer be considered for the eco://award.

If you have any further questions about this data privacy policy, please contact us at [datenschutz@eco.de](mailto:datenschutz@eco.de). You can, at any time, ask if and what of your data is stored by us. Furthermore you have the right of access, the right to rectification, the right to erasure, the right to restriction of processing, the right to object and the right to data portability at any time, regarding your personal data stored by us. Please send your request to our data protection officer, Mr. Ivo Ivanov, at the email address [datenschutz@eco.de](mailto:datenschutz@eco.de), or by post to our address: eco – Association of the Internet Industry, Lichtstrasse 43h, 50825 Cologne, Germany, keyword "Data protection", or via fax to the number +49 (0)221 7000 48 111.

## 11. Miscellaneous

11.1. The law of Federal Republic of Germany shall apply.

11.2. Should individual provisions become invalid, this shall not affect the validity of the remaining provisions.

11.3 There is no right of appeal.



11.4 Place of jurisdiction is Cologne.