

TERMS AND CONDITIONS FOR THE PARTICIPATION OF STARTUPS IN THE INNOVA.CAT SPACE OF ALIMENTARIA'24

1. INTRODUCTION

For the Regional Ministry of Climate Action, Food and Rural Agenda of the Government of Catalonia, innovation is a fundamental cross-cutting priority to promote an efficient, productive, sustainable, diversified and competitive agri-food sector. In line with this priority, one of the challenges of the DACC is to stimulate innovation and knowledge transfer and entrepreneurship in the agri-food sector.

One of the functions of the Department's Food Secretariat is to define, execute, coordinate, supervise and monitor research, transfer and innovation actions, including entrepreneurship actions, to achieve a planet-friendly agri-food system.

Within the framework of the collaboration that the Department maintains with the Institute of Agri-Food Research and Technology (IRTA), the General Directorate for Agri-Food Enterprises, Quality and Gastronomy is working together with IRTA to organise different activities within the framework of the Food Fair in March 2024, with the aim of recognising innovative initiatives and contributing to promoting and consolidating emerging companies in the agri-food sector. To this end, the DACC, in collaboration with IRTA, will have a stand in Alimentària dedicated to promoting and boosting innovation and entrepreneurship in the Catalan agri-food sector.

2. GOALS OF THE CALL FOR START-UPS

The General Directorate of Agri-Food Enterprises, Quality and Gastronomy, in collaboration with IRTA, publishes a call for emerging companies or startups interested in actively participating in the DACC-IRTA Innova.cat Space at the Alimentària'24 Fair, with the aim of contributing to strengthen and publicise its value proposition.

This call has a strong focus on the applicability to the market of technological innovations in food products or services, and the purpose for companies in the agri-food sector to connect with start-ups that offer solutions to the challenges of the sector and for start-ups to have the opportunity to benefit from participating in the events that will take place in the Innova.cat Space.

This document contains the description of the benefits that the selected startups will enjoy by actively participating in the Innova.cat Space.

3. DATE AND LOCATION OF THE EVENT

Alimentària will take place between Monday 18 and Thursday 21 March 2024 at Fira Barcelona Gran Vía, located in L'Hospitalet del Llobregat.

Pitching Day: will take place on Tuesday, March 19, 2024 between 10 a.m. and 6 p.m. (in two shifts: morning and afternoon) in the Innova.cat Space of Alimentària'24 (stand Pab.5-D374).

4. BENEFITS OF START-UPS PARTICIPATING IN PITCHING DAY

From among the eligible startups, 20 will be selected, who will have the opportunity to defend their projects at the Pitching Day scheduled for March 19 in the Innova.cat space.

These 20 startups will defend their project in 7 minutes before a panel of investors and experts from the fields of business and research and innovation.

The 20 selected startups can enjoy the following benefits:

- 3 free Alimentaria'24 Visitor badges, valid for the 4 days of the show
- Access to the investors and experts who make up the Panel that evaluates your pitch
- Access to visitors and exhibitors of the show, via the matchmaking platform
- Professional pictures of his speech at Pitching Day
- Notoriety through the impact of e-communications before, during and after the show
- Participation in the networking event organised during the Pitching Day at the DACC stand
- Access to the knowledge transfer activities on innovation programmed in the DACC-IRTA Space

Additionally, among the 20 selected start-ups, the committee will designate 8 start-ups that will receive a special recognition. The eight who obtain this special recognition will enjoy the following benefits:

- Free exhibition space in the Innova.cat space (Pab.5-D374) of Alimentaria'24 on 18, 19, 20 and 21 March 2024
- 5 free Alimentaria'24 Exhibitor credentials, valid for the 4 days of the fair

The 8 startups that have obtained the special recognition commit to attend the exhibition space during the four specified days, during the official exhibition hours corresponding to exhibitors, from 10 a.m. to 7 p.m. (until 6 p.m. on March 21).

5. ELIGIBILITY OF BENEFICIARY START-UPS

To be eligible to participate in the Alimentaria'24 Innova.cat space with the benefits described above, representatives of the applicant startups guarantee that their respective companies meet the following eligibility criteria:

- Differentiated value proposition by the technological innovation of a product or service related to the agri-food sector.
- Integrate technologies in the commercialization phase, in near-market stages or in the experimental phase, with proof of concept realized and optimal results of transferability to the market
- Formal constitution of the company project after 2015
- Registered office, facilities, investors or customers located in Catalonia
- The company must be made up of a minimum team of 3 people
- Have a proven and up-to-date business model

Candidate companies must express their interest in the event, commitment to the organising institutions in terms of regular communication (in Catalan, Spanish or English) and, finally, attendance and active involvement in the organised activities of the fair. A candidature assessment interview may be requested.

6. APPLICATION PROCESS FOR PARTICIPATION IN THE 'PITCHING DAY' BY START-UPS

The deadline for submitting applications to participate as a start-up in the Innova.cat space at Alimentaria'24 will open on 18 January 2024 and will end on 12 February 2024.

Interested companies will have to fill out the form available on the website <https://ruralcat.gencat.cat>, where they will be asked for contact information (Name/Surname/Position/Address/E-mail/Mobile), about the project (Company/Date of creation/Project description/Social capital/Number of employees/Link or PDF with simplified business plan) and participation (Value of the start-up for the agri-food sector).

If you have any questions about the application process or need more information, please contact us via the following email: david.pozo@irta.cat

7. EVALUATION AND SELECTION PROCESS FOR PARTICIPATING START-UPS

The selection committee will be formed 2 members from the DACC, 2 members from the IRTA and two independent experts.

The technical evaluation of the application for the Innova.cat space at Alimentaria'24 considers and weighs the following aspects:

- Degree of innovation of the application submitted
- Degree of contribution of the innovation process to the sustainability of the company (environmental, economic, and social)
- Degree of collaboration with research centres, companies and organisations
- Degree of impact at the sectoral and territorial level, as a result of the innovation implemented
- Degree of digitalisation of processes or implementation of new technologies in the industry
- Interest that may be aroused in potential investors and/or other companies participating in Alimentaria'24

8. COMMUNICATION CHANNELS

From 19 February 2024, the selected candidates will be notified by telephone or email of their inclusion in the 'Pitching Day' and/or their selection among the 8 start-ups that have obtained special recognition.

Subsequently, the DACC and IRTA will publish the list of selected start-ups on their websites and social networks and will work to promote their participation in Alimentaria 2024.

If you have any questions about the selection process or participation in the event itself, please contact us by email: david.pozo@irta.cat

9. CONFIDENTIALITY

Participating companies will have to explicitly indicate which information they want to be kept confidential, and for this purpose they will adopt the measures they consider appropriate. Should these measures hinder normal participation in the call, companies will be automatically excluded.

The intellectual property of the contributions of the participating companies will belong to them, without any transfer of rights to any of the entities involved in the call.

10. PERSONAL DATA PROTECTION

IRTA will process the personal data of the persons who intervene on behalf of the companies participating in the call in order to manage this participation and, where appropriate, the benefits they obtain in accordance with these conditions, as well as to inform them of other initiatives and related opportunities that may be of interest to them. The data may be transferred to the Generalitat de Catalunya (DACC) as promoter of the initiative for the same purposes to manage the call. The holders of the personal data may exercise their rights of access, rectification, deletion, opposition and (including images or voice recordings), modification and portability or limitation of the processing of their personal data by writing to dpo.irta.cat, Torre Marimon, 08140 Caldes de Montbui, as well as the right to file a complaint with a supervisory authority (www.aepd.es).

Likewise, if you wish to exercise the aforementioned rights before the DACC you can contact the Department of Climate Action, Food and Rural Agenda, Gran Vía de las Corts Catalanes, 612-614. 08007 Barcelona. They can be addressed to the department or organism of the Generalitat de Catalunya: conselleria.accioclimatica@gencat.cat

11. DISPUTE RESOLUTION

The DACC and IRTA reserve the right to interpret these rules. Participation in the call implies agreement of these rules.

Any irregularity or violation of these rules will result in the immediate disqualification of the participant, and the waiver of any recognition that may have been proposed.