

1. General conditions of participation

1.1 Maritime Cluster Norddeutschland e. V. (MCN) is the organiser of the **MCN Cup – Maritime Innovations from the North** competition and is responsible for its implementation.

1.2 An independent jury is responsible for selecting the nominees and prize winners and justifies its selection decision to the MCN executive board. The executive board decides on the award winners and speakers for the awards ceremony. Only entries that are submitted on time and meet the entry criteria will be considered. The decision of the jury and executive board is binding; all those entering the MCN Cup agree to accept this decision. Legal recourse is excluded.

1.3 Until the awards ceremony, all technical and commercial details relating to the entries will be treated confidentially by MCN and the jury. During and after the awards ceremony, technical and commercial details relating to the entries may be published if they have been submitted. By submitting an entry, the entrant agrees that MCN and the awards ceremony's media partner have the right to use the following information prior to the MCN Cup awards ceremony for publication and promotional measures such as print materials, publications, displays and filming: entrant's name, logo(s), trade name(s), trade mark(s), title of the entry, brief description, submitted photographs or graphics.

1.4 Those entering the MCN Cup undertake not to take any legal action against MCN as the organiser, or against the jury or media partner, internally or externally, at any time before, during or after the competition, in relation to the selection of entries, jury or other decisions concerning the MCN Cup. Each MCN Cup entrant is responsible for ensuring that the materials he/she provides do not infringe any patent/protection rights or intellectual property rights of any other person, company or institution. The MCN Cup organisers and jury shall not be held liable for any damages of any kind in the event that this obligation is breached by the entrant. If an entrant or winner is found to be in breach of the law and this is discovered after the prize has been awarded, the prize will be forfeited and they will be required to return the prize.

1.5 All companies, persons and institutions participating in the MCN Cup as entrants must be domiciled in Germany. If the company, person or institution is a member of MCN, it is also possible to apply if they are domiciled outside Germany.

1.6 Award winners have the right to state that they are MCN Cup winners in PR and promotional measures, on stationery and other documents intended for publication. For this purpose, they must use the MCN Cup logo and the year in which they were a prize-winner.

1.7 Only one (1) first prize will be awarded in each of the four (4) prize categories, provided that there are at least three (3) entrants per category. The award includes a certificate and a trophy. In addition, the winners will receive free membership in MCN e. V. for a period of one

year in 2024 and free admission to all MCN e. V. events in 2024. If several companies apply together and win, the prize of free membership can only be claimed by one company. The companies must agree on this before the prize is announced. However, all entrants named in the application will receive free entry to events for a period of one year.

1.8 If there are at least three (3) entries in one or more prize categories, but none of the entries receives more than half of the possible points, the award for that category need not be made.

1.9 All nominees will be invited by MCN to attend the MCN Cup awards ceremony (for details see “Timetable and deadline for entries”) and will be asked to submit three slides outlining the key features of their entry to MCN using a presentation template provided by MCN. This submission will form the basis of the presentations during the MCN Cup awards ceremony. In addition, the nominees will be given the opportunity to present the submitted project with a roll-up during the MCN Cup awards ceremony. The final winners will be publicly announced at the awards ceremony.

1.10 All entrants must expressly agree to the terms and conditions for participating in the competition and the awards ceremony for the MCN Cup. This consent is given when submitting the entry on the maritimes-cluster.de/mcncup event website. A signed written Declaration of Consent (as a scanned original or sent by post) must be submitted by the nominees if requested by MCN.

2. Timetable and deadline for entries

3 March 2023

Announcement and start of the period for submitting entries as well as activation of the web interface for submitting online entries: maritimes-cluster.de/mcncup

31 July 2023

Closing date for submitting entries in all categories. Entries submitted too late will not be considered.

21 November 2023

Announcement and publication of the prize winners at the MCN Cup awards ceremony.

3. Categories

The MCN Cup 2023 will focus on the various opportunities and potential for achieving sustainability along the entire maritime value chain. We are looking for all kinds of ecologically, economically and socially sustainable innovative solutions in the maritime industry. The MCN Cup will be awarded in the following prize categories:

A. Operation of existing ships

Which innovations can be used to operate existing ships more sustainably?

B. Port processes and maritime logistics

Which project approaches can be used to make processes in ports and maritime logistics more sustainable?

C. Digitalisation of the maritime economy

How can digitalisation contribute to a more sustainable maritime economy?

D. MCN Junior Cup: Maritime jobs of tomorrow

What will make working in your industry special?

Describe the appeal of occupations in ports, shipping or the maritime industry in general. Which specific approaches here will actively help to transform the maritime industry?

Which modern approaches are needed so that you find your dream job in the maritime world?

4. Terms and conditions for categories A to C

4.1 Any company, scientist, university, institute or individual with a connection to the maritime industry can submit an entry for prize categories A to C.

4.2 In categories A to C, MCN seeks to reward innovations aimed at achieving sustainable products or services, that outline approaches for new business models or start-ups, or which describe new forms of collaboration. Entries must be clearly assigned to one of the prize categories A to C.

4.3 The same entry may not be submitted more than once, i.e. it may not be submitted for more than one prize category and it may not be submitted in subsequent years without evidence of change.

4.4 Categories A to C will be judged according to the following criteria and weightings:

Level of maturity – 10% weighting

State of development: What is the market maturity of the product/service described?

Degree of innovation – 40% weighting

Small changes to existing products/services or something completely new?

Sustainability – 40% weighting

Consideration and reconciliation of ecological, economic and social aspects?

Market potential – 10% weighting

Assessment of the market potential: Is there a recognisable business model?

5. Terms and conditions for Category D (Junior Cup)

5.1 All young professionals (with a maximum of five years of professional experience), students and trainees can submit an entry for category D.

5.2 Category D will be evaluated according to the following criteria and weightings:

Creativity – 40% weighting

Originality of the approach and presentation: Does it make the vision clear?

Innovative capacity – 40% weighting

To what extent can jobs drive transformation in future?

Feasibility – 20% weighting

Assessment of the goal orientation: How feasible would it be to implement the approach in companies?

6. Terms and conditions regarding the structure and content of the entry

6.1 The entry must be completed in full in English or German and uploaded to the web interface on the following website: maritimes-cluster.de/mcncup

6.2 The entry must be clearly classified at the beginning as an entry to prize category A, B, C or D.

6.3 Only one entry may be submitted for one (1) prize category. Entries should be clearly attributed to one (1) company, university or individual. In the case of groups of individuals, the entrant's cooperation partners must be identified separately as partners in the web interface.

6.4. Each entry must include the following information:

- Prize category
- Name of the company/university/institute/establishment
- Name of the entrant
- Email
- Title of the entry
- Brief description (max. 1,000 characters)
- Description of the benefits (max. 10 pages)
- Photo of the author (including image rights)
- Two printable photos/graphics of the product/project (including image rights)
- Declaration of Consent, Privacy Policy and Consent

6.5 In the entry, particular importance is attached to describing the sustainability benefits for the maritime industry. Entrants should clearly explain why the creative, innovative solution is unique compared with others, i.e. which distinctive features make it stand out from the rest. In addition, entrants should explain the current state of the art and market environment for their solution.

6.6 Important supporting information relating to the entry, such as drawings, graphics, photos or PDFs, must also be submitted digitally. For PR/marketing purposes, a photo of the author and two printable photos/graphics of the product/project (PNG/JPG format / 300 dpi / 1 x portrait format / 1 x landscape format) must be uploaded with each entry, stating the image rights and (only if available) providing a company/institute logo. By submitting the photos/graphics, you agree to make them available to MCN for publication as part of the MCN Cup and confirm that no third-party rights are infringed through their use by MCN.

6.7 The signed Declaration of Consent must be provided as a scanned original on request by MCN.