



European  
Commission



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# RULES OF CONTEST



The mere fact of participating in this contest means that the contestant knows and fully accepts the present rules. Any issue not covered by these rules of contest document shall be resolved by the European Commission (EC), and contestants will abide by such decisions as final.

## 1. OBJECTIVES PURSUED

The goal of this contest is to improve the quality of citizens' health and well-being by helping them to better monitor their food intake with the use of a food scanner.

The submitted technological solution should benefit a wide range of the EU population from healthy citizens to citizens suffering from food intolerance, obesity or allergies. The solution should provide citizens with meaningful information regarding their food consumption.

This prize is expected to stimulate creative thinking across established industrial and academic research organisations, resulting in breakthrough solutions that can seed and drive the European industry forward by breaking down the limits in food intake measurements and detection.

Approaches to be taken by the contestants are not prescribed and may include novel sensing and data processing technologies, amongst others.

## 2. EXPECTED RESULTS

The solution should enable citizens to assess precisely, efficiently and in a timely manner their food intake and provides optimal recommendations to improve their health and well-being. The solution should benefit a wide range of the EU population, from healthy citizens to citizens suffering from food disorders, obesity or allergies. As such, this Horizon 2020 Inducement Prize will be awarded to the most significant development towards a portable prototype that, alone or in combination with other devices (e.g. smartphones), will enable the European citizens to detect nutrition facts and allergens in several types of food using a non-invasive and non-destructive approach, allowing them to make more informed choices.

In this context, the following definitions apply:

Terms	Definition
<b>Most significant development</b>	Submitted solutions must have reached an advanced development stage, with the minimum Technology Readiness Level 7 <sup>1</sup> .
<b>Portable prototype</b>	The solution has to be easy to carry and operate by end users. It should be small, light and not physically intrusive. In addition, it should have low power requirements to operate over a significant period of time.
<b>Nutrition facts and allergens</b>	Submitted solutions will have to measure and to detect elements such as those defined in Article 30 of Regulation (EU) No 1169/2011 <sup>2</sup> and its annexes.

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<sup>1</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/annexes/h2020-wp1415-annex-g-tr1\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-tr1_en.pdf)

<sup>2</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32011R1169&from=EN>

<p><b>Types of food</b></p>	<p>For the purposes of this contest, a food sample is considered homogeneous when it has a uniform composition and properties throughout (e.g. apple, cheese, meat, milk, wine or juice). Heterogeneous food has unevenly combined components, so if one takes a sample of a heterogeneous food and a sample of a different part of that food, the two will not be identical to one another (e.g. a plate with mixed food).</p> <p>Pan-European food consumption patterns have to be addressed.</p>
<p><b>Non-invasive and non-destructive</b></p>	<p>The detecting approach has to be non-invasive and non-destructive so it does not alter, damage, or destruct the food that is being tested.</p>
<p><b>Informed choices</b></p>	<p>Solutions should provide added value information and personalised recommendations or alternatives to help end users improve their health and well-being based on their food intake.</p>

### 3. SPECIFIC AWARD CRITERIA

This section deals with specific award criteria which elaborate on the essential award criteria outlined in the work programme<sup>3</sup> text.

#### 3.1 MANDATORY AND CUMULATIVE REQUIREMENTS

The solution is developed by the contestant. The teams submitting an entry<sup>4</sup> must demonstrate that they have an adequate knowledge of the safety regulations in force and that they have applied this knowledge to the design and testing of the solution so that human safety is guaranteed.

##### **Measurement of nutrition facts:**

The solution has to measure at minimum:

- Energy value (calories)

Also, the solution has to measure the following nutrition facts:

- Fat (saturates, mono-unsaturates or polyunsaturates)
- Carbohydrates (sugar, polyols, starch)
- Protein

The minimum level of accuracy for these measurements is:

- 5% for homogeneous food
- 15% for heterogeneous food

##### **Detection of allergens and ingredients causing intolerance:**

The solution has to detect at minimum:

- Egg
- Gluten
- Hazelnuts
- Milk
- Peanuts

The minimum mandatory level of detection is 2%.

##### **Detection of chemicals:**

The solution should be able to detect chemicals in food. (e.g. persistent organic pollutants<sup>5</sup>).

The solution has to detect at minimum:

- Dichlorodiphenyltrichloroethane (DDT)

The minimum mandatory level of detection is 1%.

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<sup>3</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/main/h2020-wp1415-health\\_en.pdf#page=98](http://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/main/h2020-wp1415-health_en.pdf#page=98)

<sup>4</sup> Entries (entry) refers to the application submission form package

<sup>5</sup> <http://ec.europa.eu/environment/pops/>

## 3.2 EVALUATION PROCEDURE

The assessment of entries will follow a two-phase approach. The assessment of entries for both phases will be carried out by an expert panel:

- Phase 1: The first phase of the assessment will be paper based and carried out against the specific award criteria (technical assessment, user experience and commercial impact). Contestants must present their solutions in a manner as concise as possible<sup>6</sup> using the prize entry template. Entries will be submitted via the Commission's electronic submission system.
- Phase 2: The first 6 highest ranked entries to have passed the thresholds in phase 1 evaluation will be invited for a demonstration which may include a hearing. Contestants will have to demonstrate their solutions in front of an expert panel against samples provided by the Commission. At the demonstration phase, an expert panel will refine their assessment against the same specific award criteria as in phase 1 and will add a mark for the solution demonstration.

The specific award criteria thresholds and maximum scores for both phases are indicated in the table below:

Criterion	Sub-criterion	Max points	Thresholds
<b>Technical Assessment</b>		<b>50</b>	<b>30</b>
	<i>Performance characteristics</i>	30	
	<i>Completeness</i>	15	
	<i>Openness and integration</i>	5	
<b>User Experience</b>		<b>30</b>	<b>20</b>
	<i>Design, portability, GUI and response time</i>	15	
	<i>Intelligence</i>	15	
<b>Commercial Impact</b>		<b>20</b>	<b>10</b>
	<i>European commercial readiness</i>	10	
	<i>European market strategy</i>	10	
<b>Total Phase 1</b>		<b>100</b>	<b>60</b>
<b>Demonstration of the solution (Phase 2 only)</b>		<b>20</b>	<b>10</b>
<b>Total Phase 2</b>		<b>120</b>	<b>80</b>

Table indicating the award criteria and sub-criteria, their respective maximum scores and thresholds

If a solution gets a score lower than the thresholds for any of the criteria or overall, it will not be considered for further evaluation.

<sup>6</sup> Covering in a consistent manner the assessment criteria, as presented in Table of Section 3.2

### 3.3 ASSESSMENT GUIDANCE

Terms	Definition
<b>Performance characteristics</b>	This refers to the correctness, sensitivity and accuracy of the solution. Assessment of novel developments in the sensing technology or the processing and analysis of information will also be considered.
<b>Completeness</b>	Scope of measurements and detection performed by the solution.
<b>Openness and integration</b>	The solution demonstrates openness to third party integration of all or part of its components.
<b>Design, portability, GUI and response time</b>	The user experience will be assessed based on its convenient and frequent use by end users, in particular the convenience of its Graphical User Interface (GUI). This also covers the design of the solution, as well as the energy consumption and portability (weight and size). The response time of presenting the information after scanning the food will be also taken into account.
<b>Intelligence</b>	Refer to the added value information and personalised recommendations presented to the end users to improve their health and well-being based on their food intake. All reasonable efforts should be made in order to ensure the privacy of the end users.
<b>European commercial readiness</b>	The contestant must explain the European commercial relationships envisaged to produce or distribute the solution.
<b>European market strategy</b>	The contestant must explain its European Market Strategy in terms of European organic growth, European strategic partnerships and foreseen European value chain, ensuring accessibility to a wide range of users.
<b>Demonstration</b>	The solutions will be presented and tested in order to demonstrate their quality, credibility and impact.

### 3.4 EXPERT PANEL RULES

Entries will be evaluated by an expert panel appointed by and independent from the European Commission, whose profiles and backgrounds cover different areas of expertise and who originate from various countries/regions. The experts of the panel will be selected so as to encompass a full complement of skills and knowledge and ensure a robust and fair assessment of the submissions. The expert panel will make recommendations to the Commission, which will take the final decision on the winner of the contest.

The members of the panel will have no conflicts of interest in regard to any of the contestants or with the contest itself, and will be required to sign a contract, including a declaration that they will abide by the Code of Conduct (Annex 1 to the contract). In addition, they must declare that no conflict of interest exists and that they will inform the Commission if any such conflict should arise in the course of their duties.

The European Commission reserves the right not to disclose the identity of the experts; however these may be disclosed post award.

Contestants should not contact the members of the expert panel for any reason related with the contest. Any such attempts will result in their disqualification from the contest.

The decisions of the expert panel are final, binding and not subject to challenge.

Contestants will have to submit the documentation required to support the fulfilment of the award criteria. The responsibility of completing the necessary documentation related to the solution lies with the contestants.

The European Commission will directly launch and manage the contest and will award the prize(s) based on the judgement of the expert panel. The prize(s) will be awarded to the legal entity (representing either an individual or a group) that demonstrates a solution which best addresses all the assessment criteria, as explained in sections 3.1, 3.2 and 3.3.

If no entry is of sufficient quality in the opinion of the expert panel, no prize will be awarded.

#### 4. ARRANGEMENTS AND FINAL DATES FOR THE REGISTRATION OF CONTESTANTS, IF REQUIRED, AND ARRANGEMENTS AND FINAL DATES FOR THE SUBMISSION OF ENTRIES

The timeline<sup>7</sup> of the contest is presented in the following table:

Stage	Deadline
<b>Opening for submission</b>	09-09-2015
<b>Deadline for submission of entries</b>	09-03-2016
<b>Solutions demonstration</b>	29-06-2016
<b>Award Decision</b>	ICT event 2016

The winner of the contest will be publicly announced in a public award ceremony.

#### 5. AMOUNT OF PRIZE(S) INCLUDING SPECIFIC AMOUNT FOR EACH PRIZE, IF APPLICABLE

A total purse of € 1 000 000 is available for the Food Scanner Prize, offering up to 3 (three) awards:

- € 800 000 for the winner
- € 100 000 for the 1<sup>st</sup> runner-up
- € 100 000 for the 2<sup>nd</sup> runner-up

If no entry is in the opinion of the expert panel of sufficient quality and fulfilling the minimum criteria, no prize will be awarded.

The winners are responsible for the payment of taxes and charges applicable when using the prize money.

Contestants enter the contest at their own risk and cover their own costs. The European Commission will not be held liable for any costs or risks arising from taking part in this contest. The contestants should obtain all necessary insurance as necessary to take part in this project.

#### 6. ARRANGEMENT FOR THE PAYMENT OF THE PRIZE TO THE WINNER AFTER ITS AWARD

The prize will be paid in one instalment after the award ceremony by bank transfer, provided the winners have submitted the required evidence as regards eligibility.

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<sup>7</sup> This is an indicative timeline. The EC may decide to amend this schedule.



## 7. CONDITIONS FOR CANCELLATION OF THE CONTEST

The Commission has the right to terminate the contest before its closing date without any obligation to indemnify contestants in case the objective of the contest has been achieved by a non-registered or non-eligible contestant.

The Commission has the right to decide not to award any prize if no entries are received or if no entries are to be awarded by the contest expert panel.

In the event that the expert panel concludes that none of the proposed entries satisfies a credible path towards a food scanner, the contest may be cancelled.

## 8. CONDITIONS FOR PARTICIPATION

### 8.1. Eligibility criteria

The contest is open to any legal entity (including natural persons) or group of legal entities established in an EU Member State or in a country associated to Horizon 2020.

### 8.2. Exclusion criteria

Contestant will be excluded from participating in the contest if they fall under any of the following situations<sup>8</sup>:

The contestant:

- a) is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;
- c) has been guilty of grave professional misconduct proven by any means which the European Union bodies can justify including by decisions of the European Investment Bank and international organisations;
- d) is not in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the authorising officer responsible and those of the country where the activity is to be implemented;
- e) has been the subject of a judgement which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such activity is detrimental to the Union's financial interests;
- f) is subject to an administrative penalty for being guilty of misrepresenting the information required as a condition of participation in a procurement procedure or another grant award procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or agreements covered by the Union's budget. Natural persons with power of representation, decision-making or

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<sup>8</sup> Contestants which are in one of the situations referred to in Article 106(1) and Articles 107, 108 and 109 of the Financial Regulation are excluded from participating in the contest.

control over one of the contestants that are legal entities, must not be in the situations referred to in b) and e) above:

Contestants must:

g) have no conflict of interests in connection with the prize; a conflict of interests could arise in particular as a result of economic interests, political or national affinity, family, emotional life or any other shared interest;

h) inform the European Commission, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests;

i) have not been granted, and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the prize;

In case of award of a prize, the following evidence shall be provided upon request and within the time limit set by the European Commission:

For situations described in (a), (b) and (e), production of a recent extract from the judicial record is required or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied. Where the contestant is a legal person and the national legislation of the country in which the contestant is established does not allow the provision of such documents for legal persons, the documents should be provided for natural persons, such as the company directors or any person with powers of representation, decision making or control in relation to the contestant.

For the situation described in point (d) above, recent certificates or letters issued by the competent authorities of the State concerned are required. These documents must provide evidence covering all taxes and social security contributions for which the contestant is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions.

For any of the situations (a), (b), (d) or (e), where any document described in the two paragraphs above is not issued in the country concerned, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

If the contestant is a legal person, information on the natural persons with power of representation, decision making or control over the legal person shall be provided only upon request by the European Commission.

### **8.3. Sole liability of contestants**

The Commission may not be held responsible for any claim relating to the activities carried out in the framework of the contest by the contestant. The Commission shall not be held liable for any damage caused or sustained by any of the contestants, including any damage caused to third parties as a consequence of or during the implementation of the activities related to the contest.

### **8.4. Checks and audits**

The contestants accept that, if they are awarded a prize, the Commission, OLAF and the Court of Auditors may carry out checks and audits in relation to the contest and the received prize.

### **8.5. Publicity**

### 8.5.1. Publicity by the winner of the prize

The contestants accept, if they are awarded a prize, to promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Unless the Commission requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

(a) display the EU emblem and

(b) include the following text: *“This action has been awarded the Horizon Prize for the best Food Scanner from the European Union’s Horizon 2020 research and innovation programme”*.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of its obligations, the winner of the prize may use the EU emblem without first obtaining approval from the Commission. This does not, however, give it the right to exclusive use. Moreover, the winner of the prize may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

### 8.5.2. Publicity by the Commission

The Commission may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication and public deliverables as well as any other material, such as pictures or audio-visual material that it receives from the winner of the prize (including in electronic form).

The Commission will publish the name of the winner, its locality, the amount of the prize and its nature and purpose and that the contestant may request the Commission to waive such publication if disclosure risks threatening its security and safety or harm its commercial interest.

Photos and videos taken by the Commission either in preparation of the award ceremony or during the award ceremony are the sole property of the Commission.

## 8.6. Processing of personal data

Registration and submission of entry shall be made in writing, which implies by letter or by electronic means (as specified in the rules of the contest), provided that they are non-discriminatory in nature and ensure integrity, confidentiality and protection of personal data. All personal data contained in the entry shall be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council (OJ L8 of 12.01.2001, p1) on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Such data shall be processed by the Controller solely in connection with the implementation and follow-up of the entry of the winner, without prejudice to a possible transmission to the bodies in charge of a monitoring or inspection task in accordance with European Community and European Union legislation.

Contestants may, on written request, gain access to their personal data and correct any information that is inaccurate or incomplete. They should address any questions regarding the processing of their personal data to the Controller, via the contact person announced in the rules of the contest. Please send in addition a scanned copy of your letter to the email address announced in the rules of the contest.

Contestants may, at any time, lodge a complaint against the processing of their personal data with the European Data Protection Supervisor.

The Commission shall be authorised to publish, in whatever form and on or by whatever medium, the following information:

- The name of winner(s);
- The locality of winner(s);
- The general purpose of the activities of the winner(s) in relation to the award of the prize, in the form of the

summary provided by the winner(s);

- The amount of the prize awarded.

## **8.7. Applicable law and competent jurisdiction**

The contest is governed by the applicable Union law complemented, where necessary, by the law of Belgium. The General Court or, on appeal, the Court of Justice of the European Union, shall have sole jurisdiction to hear any dispute between the Union and any contestant concerning the interpretation, entry or validity of the rules of this contest, if such dispute cannot be settled amicably.

If international organisations are eligible, this general rule may be complemented by the special conditions proposed in the model grant agreement on dispute settlement - arbitration and applicable law.

## **8.8. Applicability of penalties**

By virtue of Article 212 of Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and with due regard to the principle of proportionality, a contestant which has committed irregularities or fraud, has made false declarations shall be liable to:

(a) administrative penalties consisting of exclusion from all contracts, grants and contests financed by the Union budget for a maximum of five years from the date on which the infringement is established and confirmed following a contradictory procedure with the contestant; and/or

(b) financial penalties of 2% to 10% of the value of the prize.

In the event of another infringement within five years following the establishment of the first infringement, the period of exclusion under point (a) may be extended to 10 years and the range of the rate referred to in point (b) may be increased to 4% to 20%.

## **8.9. Dissemination and exploitation obligations**

Obligations regarding dissemination of results laid down in Title III of the rules for participation and dissemination in Horizon 2020 (Regulation 1290/2013) apply, as well as any additional rules provided in the Work Programme.

