

# RULES

## Why the Lafarge Invention Awards?

Lafarge, a public limited company duly established and validly existing under the laws of France, with registered capital €690,258,300, listed on the Paris Commercial Register as number B 542 105 572, and registered office at 61, rue des Belles Feuilles, 75116 Paris, is organizing for the first time a competition to be known as the Lafarge Invention Awards 2010 (hereinafter referred to as the «Competition») from June 15, 2010.

The aim of the Competition is to highlight projects from entrepreneurs-researchers and:

- reward inventive European Research and Development projects related to building materials,
- promote a new product, industrial process, construction method or service, based on an invention less than 5 years old with a major contribution to sustainable construction.

10 finalists will be chosen from the submissions received, and 3 will receive prizes in January 2011. Winners will be chosen by a panel made up of Lafarge executives and renowned economic and scientific experts.

Each winner will receive a prize of €20,000 and Lafarge support to encourage his/her development plus the possibility of creating a partnership with Lafarge.

Participation is free of charge.

## 1. Who can take part? What projects are eligible? In what areas?

Submissions for the Competition will be accepted from European researchers-entrepreneurs (academics and research teams) who have developed an invention-based project:

- «Embryonic» projects resulting from research with the potential for commercial and industrial application but still needs technical and economic validation,
- «Infant» projects being developed by new companies (i.e. companies existing for less than 2 years or in the process of being created).

Participants must be tax domiciled in Europe and may be:

- Natural persons or,
- Legal entities constituted as commercial companies for a maximum of two years as of June 15, 2010, with fewer than 50 employees and a total turnover and/or end-of-year figures of less than 10 million euros.

Submissions will not be accepted from staff of companies affiliated to the Lafarge Group, members of the panel of judges or experts consulted as part of the present Competition, or their families.

Participants must present a project based on an invention that is less than 5 years old.

Projects may relate to a product, a process, a construction method or a service using inventive technology and must be applicable to building materials (aggregates, cement, concrete, gypsum and related systems, including hybrid solutions).

No submissions will be accepted that breach European laws or morality.

## 2. Entry Conditions

To enter the Competition, participants must go to the [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com) website, fill in and validate their entry form.

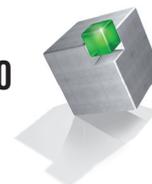
To ensure confidentiality, participants must create their own password on the [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com) website before completing the entry form.

Completed entry forms must be received by **midnight on October 15, 2010**.

Competition entries may not be submitted via any other method than the submission tool available at [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com).

Participants will receive acknowledgement of their registration by return.

The elements to fill in the entry form may be written in English and/or French.



By filling in a complete entry form, participants automatically take part and accept, if they are selected as one of the 10 finalists, to give an oral presentation of their project, unless prevented from doing so by circumstances beyond their control.

Participants agree to provide all the information needed to assess their entry, including:

- a detailed description of the project stipulating the progress made and the resources required to develop it,
- an intellectual property statement including reports of preliminary studies already undertaken and a statement of any previous commitments with third parties that may affect the project. Failure to comply with this provision may result in the participant being considered ineligible to compete,
- information on its commercial prospects and suitable markets,
- documents relative to the civil status for natural persons or legal existence for legal entities.

Participants must declare they hold all the intellectual rights over the project.

Lafarge cannot be held liable for any disputes related to protecting the intellectual property rights over any information given in the submissions. Participants will hold Lafarge harmless against any person claiming intellectual property rights over the project.

Each participant may only present one project. An inventive project may be created by several natural persons of legal age, only one of whom may officially participate. The other natural persons forming the project team must be described in the application form. Companies making a submission must be represented by their legal representative.

### 3. Timeline of the various phases of the Competition

Launch of Competition	June 15, 2010
Assistance in completing entry forms	From June 15 to October 15, 2010
Closing date for entries	Midnight October 15, 2010
Pre selection and 10 finalists selected by a panel of Lafarge experts	From October 18, 2010
Finalists will be notified by e-mail that they have been selected	November 2010
The finalists prepare their oral presentation for the Presentation Day	November – December 2010
Presentation Day and Awards Ceremony: <ul style="list-style-type: none"> <li>• Each finalist will give a 15-minute presentation of his/her project</li> <li>• 3 prize winners will be announced</li> <li>• Prizes will be awarded</li> </ul>	January 2011

### 4. Selection process

A committee of Lafarge experts will examine the submissions and short-list 10 finalists.

The submissions of the 10 finalists will be presented to a panel of judges who will meet in January 2011 in Lyon. The panel of judges will be made up of 14 members who are renowned for their skills and code of ethics, including 8 Lafarge managers and 6 scientists and economists.

The panel of experts and people with access to the submissions will undertake in writing to:

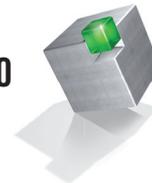
- keep all information relative to each project and the participants confidential,
- comply with a code of ethics.

Each of the 10 finalists will give a 15-minute oral presentation of his/her project to the panel of judges.

The panel of experts will evaluate the human, technological, legal, financial and commercial aspects of each project according to the following criteria:

1. Relevance to the sector covered by the Competition,
2. Novelty of the invention,
3. Viability and economic impact, project maturity,
4. Technical feasibility,
5. Contribution to sustainable construction,
6. Quality of the information and, the oral presentation.

The panel of experts will choose a maximum of 3 prize winners.



## **5. Awarding the prizes**

The winners will each be given a prize of €20,000.

In the year during which the prizes are awarded, the prize winners will be given 10 days of Lafarge support. A senior member of staff in the Lafarge Group will be chosen to accompany each prize winner, to help him/her identify the skills and resources needed to implement an action plan.

The 7 runners-up will each receive a consolation prize of €1,000.

The prizes will be awarded to the winners at the Awards Ceremony in January 2011.

Lafarge will organize a press campaign to promote the prize winners' projects. For this purpose the finalists and prize winners, whether natural persons or legal entities, hereby agree for Lafarge to use and distribute, over a period of 5 years, as part of the communications campaign related to the Competition, in any media whatsoever including Lafarge websites, without being entitled to claim any rights or indemnity whatsoever anywhere in the world, the identification of the prize winners and companies in question (surname, first name, e-mail address, image and full contact details, trade marks and logos) together with a non-confidential description of their project as described and presented in the submission form and throughout the Competition process.

The finalists agree not to announce their nomination by any means of communication whatsoever before the Awards Ceremony.

If the prizes are not awarded or claimed within 30 days of the Awards Ceremony, Lafarge will be free to dispose of them as it sees fit.

The prize winners agree to stipulate that they are Lafarge prize winners in all public communications or statements.

## **6. Interruption, cancellation or extension of the Competition**

Lafarge reserves the right, without having to explain the reasons, to interrupt, cancel or extend the Competition at any time, if required by circumstances, without the applicants being entitled to any compensation whatsoever.

In particular, Lafarge reserves the right to cancel the Competition if the number of applicants is lower than 10.

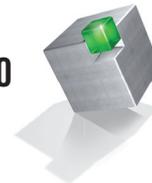
## **7. Complaints - Disputes - Liability**

Lafarge reserves the right to take action by any means in the event of breach of the present regulations, particularly if erroneous information is provided.

Participation in the Competition implies knowledge and acceptance of the characteristics and limits of the internet, particularly regarding the technical performances, response times for consulting, interrogating or transferring information to [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com) risks of breaks in service and more generally the risks inherent in all internet connections and transmissions, the absence of protection of certain data against possible improper use and risks of contamination by internet viruses.

Lafarge cannot therefore be held in any way liable, without the following list being limitative, for any internet malfunction that prevents the smooth running or performance of the Competition, any failure of any receiving equipment or communication lines, the loss of any e-mail and, more generally, the loss of any data, the operation of any software, the consequences of any viruses, bugs, IT errors, technical failures or any damage to an applicant's computer.

It is hereby stipulated that Lafarge may not be held liable for any direct or indirect damage resulting from a break in service, for any malfunction whatsoever, for suspending or ending the Competition, for any reason whatsoever, or any direct or indirect damage that may result in any way from the Lafarge website at [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com). All applicants are responsible for taking all appropriate precautions to protect their own data and/or software stored on their IT equipment against any risks. Connection to [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com) and participation in the Competition are at users' own risk.



## **8. Processing of applicants' personal data**

Personal data provided for the Competition will be processed in compliance with French law No. 78-17 dated January 6, 1978, modified by the law dated August 6, 2004, known as the Law on Information Technology and Civil Liberties, according to which applicants are entitled to access and modify data concerning them and may oppose such data being processed by writing to:

Lafarge  
Att. Legal Department  
Organization Lafarge Invention Awards 2010  
61, rue des Belles Feuilles  
75782 Paris CEDEX 16  
France

The finalists and prize winners agree that Lafarge may use their data for communication purposes related to the Competition.

## **9. Telephone enquiries**

No telephone enquiries will be answered regarding the terms and conditions of the Competition, the interpretation and application of the present regulations and/or list of applicants.

## **10. Jurisdiction – applicable law**

The Competition and present regulations are governed by French law. If certain provisions of the present regulations are declared null and void or inapplicable, the remaining provisions will still apply.

The parties will make every effort to settle amicably any disputes that may arise over the validity, interpretation or performance of the present regulations and Competition. In the event of any definitive disagreement, the dispute will be decided by the Paris Courts which, it is expressly stipulated, have sole jurisdiction.

## **11. Acceptance of the rules – filing with a court official**

Participation in the Competition implies that the applicants fully accept all the rules.

These rules and successive modifications will be filed at the practice of Maître Annie Flachet-Fieux, rue du Midi, Le Lesdiguière, 38291 La Verpillière CEDEX, France and available at [www.lafarge-inventionawards.com](http://www.lafarge-inventionawards.com). In the event of any dispute, only the version filed at Maître Annie Flachet-Fieux's practice will apply. Any modifications will come into force from when they are uploaded to [www.lafarge-inventionawards.com/rules](http://www.lafarge-inventionawards.com/rules). These rules will be posted to any person who requests them from:

Lafarge  
Att. Legal Department  
Organization Lafarge Invention Awards 2010  
61, rue des Belles Feuilles  
75782 Paris CEDEX 16  
France

Contact for any question: [inventionawards@lafarge.com](mailto:inventionawards@lafarge.com)