

REGULATIONS OF THE “STUDENT ZONE” CONTEST

Article 1 GENERAL PROVISIONS

1. The Competition is organised by Targi w Krakowie Sp. z o.o. with its registered office in Kraków 31-586, 9 Galicyjska Street, entered to the National Court Register in the District Court for Kraków-Śródmieście in Kraków, 11th Commercial Division of the National Court Register under KRS number 0000192313, VAT ID (NIP): 676-10-50-090, Statistical No. (Regon): 350952838, share capital: PLN 921,000.00, hereinafter referred to as the Organiser.
2. The aim of the Competition is to promote innovative solutions by young designers. The contest accompanies Packaging Innovations Forum to be held in Krakow on 08-09.10.2025.

Article 2 PARTICIPANTS

1. The Competition is open to adults up to the age of 30 who have the full legal capacity and are not professionally connected with packaging design companies or packaging production (hereinafter referred to as “Participant” or “Participants”). Participants may not be winners of previous editions of the Contest.
2. The Competition is open only to students with a valid student ID card.
3. By entering the competition, you agree that both your image and your entry can be used by Targi w Krakowie Sp. z o.o. in its advertising and promotional activities on any promotional media. The processing of images will be carried out based on the GDPR: according to Article 6 (1)(f) the processing is necessary for the legitimate interests pursued by the controller.
4. Participation in the Competition is conditional on acceptance of these Regulations, which is understood to mean the moment the application is sent to the Organiser.

Article 3 APPLICATION FOR PARTICIPATION

1. To apply for participation, it is necessary to send in a completed Application Form with attachments in the form of design visualizations and/or design documentation in the mother language and English. In reasonable cases, it is possible to send the documentation prepared in English only. Registration of participation also involves the need to send a scan of a valid student ID by the 31st of May 2025, 11:59 p.m.
2. The Application Form is available on the Organiser’s website www.packaginginnovations.pl in the “Student Zone” tab.
3. After the closing date for receipt of applications as stated above, participants are not allowed to change the submitted design name. Only in the event that the Organiser notices an inconsistency in this respect during the verification of the applications may the Organiser

make changes after prior consultation with the Participant.

4. In the event of minor mistakes or errors in the content of the Application Form, once it has been submitted to the Competition, it is possible to make corrections via the Organiser. The corrections may concern, for example: typos, misspelled numbers, terms and names.

Article 4 COMPETITION CATEGORIES

1. The competition is divided into 3 competition categories:
Category: Impression,
Category: Functionality and Form,
Category: Graphic design.
2. A detailed description of the categories is available at www.packaginginnovations.pl in the “Student Zone” tab.
3. Participants may only submit a design in one Category. Group projects attributed to more than one person will not be accepted.
4. Projects made by programs using Artificial Intelligence will not be accepted.
5. The Organiser is responsible for verifying the entries to the Competition and checking that the entries comply with the Regulations. In the case of major doubts concerning the submission of a design to a Category, the Organiser may suggest to the Participant to change the Category. The decision to change the Category and the responsibility for doing so shall be taken by the Participant.

Article 5 JURY

1. The Jury of the Competition is appointed by the Organiser (hereinafter “Jury” or “Jurors”). The Jury may include representatives of business organizations and NGOs, experts from the packaging industry, as well as practitioners and experts from the packaging and graphic design industry. The Jury will be chaired by a Member of the Management Board of Targi w Krakowie Sp. z o.o.
2. The selection of the winning Designs by the Jury shall take place in three stages:
 - 2.1. Preliminary stage - the Chairperson of the Jury will verify and confirm whether the entries have been submitted to the relevant categories in accordance with the Regulations,
 - 2.2. Stage 1 - voting by the Jury to select the nominated designs (hereinafter “Stage 1”),
 - 2.3. Stage 2 - meetings with the authors of the nominated designs and the discussions of the Jury, during which the winning designs will be selected (hereinafter “Stage 2”).
3. Each of the Jurors shall be obliged to:
 - 3.1. accept of the provisions of these Regulations, adhere to the rules of the Jury incorporated in these Regulations, which takes place along with participation in the work of the Jury,
 - 3.2. participate fully, actively, and in accordance with the requirements of the Regulations in the work of the Jury (both in Stage 1 and Stage 2 of the Competition).



Article 6 PRELIMINARY STAGE AND STAGE 1 OF THE COMPETITION

1. The aim of the Preliminary Stage is to identify designs that meet the requirements of the Competition.
2. The verification will be carried out by the Chairperson of the Jury.
3. The verification will not be a stage in the assessment of the works. During this stage, the entries will be reviewed for correct category selection.
4. Entries rejected at this stage will not take part in subsequent stages of the Competition.
5. The aim of Stage 1 is to select the best designs to be qualified for Stage 2.
6. Stage 1 will run from 31 May 2025 until 30 June 2025. In special cases, the Organiser may extend the duration of Stage 1 at the request of the Jurors or on its own initiative.
7. At Stage 1, the Jurors will receive the designs from the Organiser and an assessment sheet to complete.
8. The vote of each of the Jurors at Stage 1 will be secret. At Stage 1, the Jury will award points from 1 to 10 to each design according to the following criteria:
 - 8.1. functionality and ergonomics
 - 8.2. innovation of the solution
 - 8.3. quality of workmanship and materials used
 - 8.4. taking account of users' needs
 - 8.5. design process
 - 8.6. aesthetics
9. The assessment of the designs will take place in a points-based system.
10. Each design can receive a maximum of 60 points.
11. The 4 projects from each category with the highest number of points will pass to Stage 2.
12. There may be more nominees in each Category if several Designs receive the same number of points.
13. The Jurors will assess the Designs by complete Categories, i.e. for a Juror's assessment sheet to be accepted, all designs in all allocated Categories must be assessed.
14. The list of Designs shortlisted for Stage 2 will be published on the Competition website <http://www.packaginginnovations.pl/en> in the "Student Zone" tab on 03 July 2025. On the same day, the authors of the nominated designs will also receive an e-mail confirmation with the results of Stage 1.

Article 7 STAGE 2 OF THE COMPETITION

1. Within 3 working days of receiving information about qualifying to the group of authors of nominated designs of the Competition, the Participants are obliged to send an e-mail to strefastudenta@targi.krakow.pl confirming their presence during the final of Stage 2 of the Competition and announcement of the results of the Competition, i.e. on 08-09.10.2025 at EXPO Kraków. In the event of unconfirmed attendance, the nomination will pass to the

next person whose design received the highest number of points in the Category.

2. The Organiser reserves the right to verify the identity of the authors of the nominated designs on the basis of a valid identity card or passport with a photo.
3. The authors of the nominated designs of the Competition of each of the 3 Categories are obliged to present their designs to the Jury during the Packaging Innovations Forum on 08-09.10.2025 in a specially prepared zone in the EXPO Kraków hall at 9 Galicyjska Street in Kraków. The authors of the nominated designs are required to confirm their attendance by 06.07.2025.
4. The Organiser will provide each author of a nominated design with a showcase, a bar chair, and a name badge entitling them to enter the fair.
5. The Organiser will not cover costs related to travel, accommodation and meals for participants in the “Student Zone” Contest.
6. Participants are required to prepare a 2-minutes oral presentation of their design and answer questions from the Jury in Polish or English in Stage 2 of the Competition, based on the designs submitted in Stage 1. The absence of a Participant during the presentation will result in automatic elimination at this stage of the Competition.
7. Following the presentations by the Nominees, the Jury will make a final assessment of the designs and select the Competition Winners in 3 categories (hereinafter “Competition Winner” or “Competition Winners”).
8. Stage 2 of the Competition will be resolved on 08 October 2025 during a meeting between the Jury and the authors of the nominated designs, while the announcement of the results and presentation of the awards will take place on 09 October 2025.
9. The verdict of the Jury is indisputable. The Jury is not obliged to justify its choices and assessments.

Article 8

AWARDS

1. The winners of each of the 3 categories of the Competition will receive cash awards of PLN 1,500 (in words: PLN one thousand five hundred) less income tax, in accordance with the applicable regulations.
2. The award will be transferred to the bank account indicated by the Winner no later than within 14 working days after the end of the Competition.
3. The Organiser of the Competition declares that it shall not be liable for not issuing the Award in the event that the Winner provides incorrect or incomplete data in such a way that the Award cannot be transferred to the Winner. In this case, the Award will be forfeited to the Organiser. The Organiser is not obliged to select another Winner in this place.
4. The designs of the 3 Winners, together with a description, will be published on the website, social media of the Packaging Innovations Forum, and in other promotional materials of the

Organiser.

5. The Organiser or the Sponsor indicated by the Organiser is the founder of the awards.

Article 9

PERSONAL DATA PROTECTION

1. The personal data controller is Targi w Krakowie Sp. z o.o. with its registered office in Kraków 31-586, 9 Galicyjska Street, entered to the National Court Register in the District Court for Kraków-Śródmieście in Kraków, 11th Commercial Division of the National Court Register under KRS number 0000192313, VAT ID (NIP): 676-10-50-090, Statistical No. (Regon): 350952838, share capital: PLN 921,000.00
2. Participants' personal data is processed exclusively for the purposes of holding the Competition. The persons providing their personal data have the right to access, rectify, amend, request erasure, restrict processing and data portability of such data. Consent to data processing can be withdrawn at any time, which does not affect the lawfulness of previous data processing. Any person whose data is processed has the right to lodge a complaint with the supervisory authority set up to protect their rights in relation to the processing of personal data.
3. Personal data will only be retained by the Organiser for the period required by applicable law and will be deleted afterwards.
4. The personal data of the Participants in this regard is processed on the basis of the Personal Data Protection Act of 29 August 1997 (consolidated text: Journal of Laws 2018, item 1000, as amended) and on the basis of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46/EC (General Data Protection Regulation) - OJ. EU. L. 2016, No. 119.1 as well as generally applicable legislation. The full wording of the information clause can be found at: <https://targi.krakow.pl/en/gdpr>.

Article 10

FINAL PROVISIONS

1. The Organiser of the "Student Zone" Contest reserves the right to amend the Competition Regulations. Any change shall be in writing and will be published on <http://www.packaginginnovations.pl/en> under the "Student Zone" tab in the form of relevant addenda.
2. In justified cases, the Organiser reserves the right to postpone the closing date of the various stages of the Competition. Participants in the Competition will be notified of any changes to the Competition schedule in writing (by e-mail).
3. A breach by a Participant of any of the provisions of the Regulations shall entitle the Organiser to decide to exclude the Design from the Competition or cause the Participant to lose their right to the Award.



4. For any additional information, please contact the Organiser: Targi w Krakowie Sp. z o.o., 9 Galicyjska Street, 31-586 Kraków, e-mail: packaging@targi.krakow.pl, tel. +48 12 651 95 30. Contact person: Aleksandra Nowowiejska, e-mail: nowowiejska@targi.krakow.pl, tel.: +48 509 202 887