



will bee

First edition

2024

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## **WILL BEE regulations**

Innovation award for wood and  
bio- and geosourced materials



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## **SECTION 1: Background and objectives**

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### **1.1 Duration of WILL BEE**

The WILL BEE Innovation award runs from 1 March 2024 until the final on 24 September 2024.

### **1.2 Organisation**

The entity known as "WOOD BEE", an association regulated by the legal provisions of Articles 60 to 79 of the Swiss Civil Code (SCC) dated 10 December 1907, and having its registered office at : c/o ELITE SA, En Roveray 198, 1170 Aubonne, hereinafter referred to as "WOOD BEE", together with the Bern University of Applied Sciences (BFH), located at 102 Solothurnstrasse, 2504 Biel, part of the BFH based in Berne, hereinafter referred to as "BFH", have jointly initiated WILL BEE - Innovation Award for Wood and Bio- and Geosourced Materials. The aim of this initiative is to highlight and reward innovative projects, products and approaches that make use of wood and bio- and geosourced materials while promoting the principles of circularity. For the purposes of these rules, "the organisers" will refer collectively to "WOOD BEE" and the "BFH".

### **1.3 Areas: Eco-construction, short circuits and local economy**

WILL BEE's main objective is to stimulate the development of eco-construction and bio- and geo-sourced building materials, with particular emphasis on wood and its derivatives, as well as materials such as hemp, straw, cork, flax and raw earth (non-exhaustive list). In line with this vision, WILL BEE also promotes local and minimally processed materials, as well as those derived from the re-use or re-purposing of waste and co-products, such as cellulose wadding, recycled textiles, pallet wood, cardboard, etc.

Beyond the construction sector, WILL BEE is committed to promoting 'low-carbon' materials in all areas of everyday life and to highlighting their two main benefits: the sequestration effect (the ability to sequester carbon, which is very high in the case of wood) and the substitution effect (the ability to replace more polluting alternatives).

Through the awards and visibility it offers to candidates, WILL BEE aims to encourage short circuits and the local economy, and to catalyse the creation of more responsible business models.

### **1.4 Steps**

To achieve its objectives, WILL BEE is structured around 5 distinct stages:

1. Submission of applications
2. Pre-selection
3. Submission of pitches (not compulsory, but strongly recommended)
4. Invitation to finalists
5. Public final and closing ceremony.

### **1.5 Conditions of eligibility**

Innovative projects may relate to

- Upstream forestry: any project that provides quality wood to the sector, combats climate change and adapts the forest to this change while preserving its rich biodiversity.
- Harvesting and processing industries (primary, secondary and tertiary processing)
- The use of bio- and geosourced wood and materials in construction, renovation, furniture, decoration, design, interior fittings, the textile industry, fashion, packaging, paper and cardboard.
- Recycling, reuse and re-employment to extend carbon sequestration
- Energy
- Chemistry (cosmetics, adhesives, etc.).

The innovative quality of the project and its added value are the main evaluation criteria. With this in mind, applicants are strongly encouraged to identify the challenges that their solution aims to resolve and to provide an overview of the context, including a brief state of the art at European level. They are also encouraged to highlight existing obstacles and the resources and strategies deployed to overcome them, in order to enhance the relevance and credibility of their project.

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## SECTION 2 : Awards

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Entry to the competition is free and open to different categories.



### **"launch" category opened to:**

- academics (students, teachers, researchers, etc.)
- companies less than 2 years old
- any individual
- associations

proposing an innovative idea in one of the above areas.





### **Development" category opened to :**

- Companies that have been in business for more than 2 years.



### **Public's Favourite Award opened to :**

- All projects that have passed the pre-selection phase. They will be put to the public vote.



### **Special "Health" Award**

- Projects that have passed the pre-selection phase
- Have a salutogenic dimension (promote human health in general or the health of users in particular)
- Contribute to reducing the impact on health of the production, processing and/or use of wood or bio- or geosourced materials.

In agreement with the applicants, the organisers reserve the right to reclassify projects between the "launch" and "development" categories.

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## SECTION 3 : How to apply

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Applications, written in French or English, must be submitted using the online form available on the WOOD BEE website . The deadline for submission is midnight CET on 26 June 2024.

Candidates are responsible for the accuracy and completeness of the personal information provided. By submitting an application, applicants certify that they have the authorisation of the parties involved in their project. No applications will be returned to applicants. For any administrative questions, applicants may contact: [info@woodbee.ch](mailto:info@woodbee.ch).

Each applicant may submit only one application and must choose between the "launch" or "development" categories depending on the stage of development and size of the project. All entries that pass the pre-selection phase will automatically be nominated for the "Public's Favourite" award and, where applicable, will be assessed for the special "Health" award. Applications incomplete by the closing date will be rejected.

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## SECTION 4 : Selection criteria

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Applications will be assessed according to the following criteria:

- The degree of innovation of the proposed technology, process or service.

Specifically: what makes your innovation unique? What justifies the above-average potential of your innovation in relation to the current state of science and solutions available on the market?

- Contribution to the sustainable development of society, the economy and the environment

Does the innovation contribute to the sustainable development of society, the economy and/or the environment (e.g. the United Nations Sustainable Development Goals)?

- The environmental impact of the innovation

For example, what is the decarbonisation potential (tonnes of CO<sub>2</sub> sequestered, substituted or stored in the long term) of your project?

- The social impact of the innovation

If the innovation is successfully implemented, is there a proven reduction in social costs and the creation of added value for society, such as a reduction in poverty, an improvement in the quality of life, an improvement in the quality of education, a reduction in inequalities and the preservation of biodiversity?

- The economic implications of innovation

Does your innovation create value for the economy (Vaud/Canada/Switzerland/Europe) or society? Does the project make it possible to convince potential development partners of the value of exploiting the research results economically?

- Capacity to industrialise

In other words, the ability to implement and generalise the innovation, and to access the market.

- Potential for success

- The quality of the presentation (both written and oral),

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## **SECTION 5: How the competition works**

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1. Submission and Application until midnight on 26 June 2024.
2. Pre-selection until 28 June 2024.
3. Presentation of video pitches until 19 July 2024.
4. Invitation to the final on 19 August 2024.
5. Closing ceremony and prize-giving ceremony on 24 September 2024.

### **5.1 Pre-selection**

Les candidats sélectionnés pour passer à l'étape des pitches seront informés au plus tard le 28 juin 2024 par courrier électronique.

### **5.2 Elevator pitches**

Shortlisted applicants must submit their project in the form of a video pitch of no more than 180 seconds before 19 July 2024. This stage is highly recommended and advantageous for project sponsors, but is not compulsory.

## 5.3 The final selection


On 19 August 2024, the finalists will be chosen by a panel of experts.


## 5.4 The final and the prizes

The final will be held in Lausanne (Switzerland) on 24 September 2024 at the Casino de Montbenon in Lausanne. The finalists will present their projects to the jury and the public, and the winners will be announced and awarded on the same evening. The organisers reserve the right to change the venue and dates of the competition if necessary.

## 5.4 The rewards

The prizes include financial endowments and coaching opportunities offered by BFH.

	<p><b>Prize for the "launch" category</b></p> <p>1st Prize: a cash prize of CHF 3,000</p> <p>For all finalists: free participation in the BFH Changemaker coaching programme (worth CHF 3,500).</p>
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	<p><b>Prize money for the "development" category</b></p> <p>1st Prize: a cash prize of CHF 5,000.</p>
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### **Prize for the Public's Favourite Award**

1st Prize: a cash prize of CHF 3,000



### **Prize for the special "Health" prize**

1st Prize: a cash prize of CHF 3,000

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## **SECTION 6: Composition and role of the jury**

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The pre-selection will be carried out by the organisers, who may call on external experts if necessary. The composition of the final jury will be decided by the organisers and indicated on the website. The jury's decisions are final and not subject to appeal.

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## **SECTION 7 : General provisions**

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The rules are available on the WOOD BEE website for the duration of the competition. Participation implies full and unreserved acceptance of the rules. The organisers may not under any circumstances be held responsible in the event of postponement, interruption, postponement, extension, cancellation or modification of the competition for reasons beyond their control or in the event of force majeure and replacement of a prize by another prize of equivalent nature and value.

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## **SECTION 8 : Data protection**

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The organisers are responsible for processing participants' personal data, which is used to manage the competition and award the prizes. The data may be consulted by the organisers and members of the jury. In accordance with Swiss data protection legislation, participants have the right to access, rectify, update, transfer and delete their data. They may also restrict or object to the processing of their data by contacting [info@woodbee.ch](mailto:info@woodbee.ch). In the event of a complaint, participants may contact the competent supervisory authority.

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## **SECTION 9 : Image rights**

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By accepting the rules, participants authorise the organisers to record their image and words in connection with the competition. These recordings may be broadcast on the organisers' website, partner media, the press, etc., without restriction of access or remuneration for an unlimited period.

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## **SECTION 10 : Confidentiality**

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Until the final (the final being public), the organisers and experts undertake to maintain the confidentiality of the projects submitted by the participants. All information identified as confidential by the participants will be treated as such. Participants authorise the organisers to publish the non-confidential description of their project for communication purposes, without claiming any rights.

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## **SECTION 11 : Intellectual property**

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Participants are responsible for protecting their intellectual property rights relating to their project. The organisers accept no responsibility for any infringement of intellectual property rights.

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## **SECTION 12 : Settlement of disputes**

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Submission of an entry form implies unreserved acceptance of the rules. The decisions of the juries are final and cannot be appealed. Any dispute relating to the competition will be governed by Swiss law.

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## **SECTION 13 : Contact**

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If you have any questions about the rules or the operation of the WILL BEE Innovation Awards 2024, please contact the organisers at the following address: [info@woodbee.ch](mailto:info@woodbee.ch).

Un événement

woodbee

IMAGINATIVE BY NATURE

The WOOD BEE association brings together individuals, public or private organisations and companies who share an interest in the role of bio- or geosourced materials in the pursuit of sustainable development objectives in three areas: economic (construction, energy, finance, industry, distribution, agriculture, etc.), ecological (climate, biodiversity, etc.) and societal (health, social cohesion, culture, etc.).

It functions as a collaborative platform, a social network, a place for debate, training and exchange, and a dynamic and interactive information hub.

[woodbee.ch](http://woodbee.ch)

[info@woodbee.ch](mailto:info@woodbee.ch)