



Conditions of Participation for “pop-up stores” competition

1. How the competition works

Retail is in the midst of a major upheaval accompanied by a change in leases and terms, as well as other uses of ground floor locations. The coronavirus pandemic is accelerating and amplifying this shift. Bremen city centre is also in a state of upheaval. Various construction projects bear testimony to the level of interest in it, but they have also resulted in restrictions and, at times, changes to highly frequented locations.

As the organiser, WFB Wirtschaftsförderung Bremen GmbH, Langenstrasse 2-4, 28195 Bremen, Germany (hereinafter “WFB”) is holding the “pop-up stores” competition, with the aim of giving winners the chance to try out promising and innovative retail ideas in three retail spaces (*for more information, see point 4. Prizes*) and helping to revive the city centre and improve its variety of offers.

WFB reserves the right to cancel the competition at any time without providing reasons.

The ideas competition will run from 12 p.m. on 28 October 2021 until 12 p.m. on 6 December 2021 (hereinafter “participation period”). Each applicant can only take part in the competition once. Participation in the competition is free and independent of the acquisition of goods or the use of services.

Applications can only be submitted within the participation period as described below (hereinafter “application”):

1. The applicant applies for his/her idea using the application form which is available at www.wfb-bremen.de/popupstores-competition.
2. These Conditions of Participation are part of the application form, and can be accessed throughout the participation period as well as for up to eight weeks after announcing the winners on the aforementioned website. By participating in the competition, the applicant declares that he/she has taken note of these Conditions of Participation and agrees to them.
3. The applicant shall answer the questions set out in the application form and attach a meaningful brief description of the project on no more than three pages and a maximum of one photo (the image file should not exceed 10 MB). If more pages are submitted, only pages one to three will be judged.
4. The applicant shall send the application form + one photo (the image file should not exceed 10 MB) via Email to popupstore@wfb-bremen.de or by post

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Competition “Pop-up-Stores”
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5. A jury will judge the applications received and select the winner (*see also 4. Prizes*). The jury will consist of representatives from business and public administration. The applicants' concepts will be judged according to defined criteria including concept coherence, level of innovation, suitability for the city centre, number of customers (customer frequency), economic and environmental sustainability of the concept, as well as on the basis of the evaluation form. A mark of one to six will be assigned to each individual question. The average of the individual marks will be calculated to determine the overall mark. The questions for these categories can be found in the application form. The three applicants with the top overall marks (first to third place) are the winners. Applicants with an overall grade of 5 or worse, drop out of the evaluation and cannot get retail space.
6. The winners will be contacted by WFB (for more information, see 4. Prizes)

2. Who can take part?

Only applicants of legal age are entitled to take part. Legal representatives and employees of WFB or of cooperation partners as well as all other persons involved in conducting the competition are excluded from taking part. The same applies to family members of the aforementioned group of persons. Furthermore, the competition winners of the competitions already carried out by the WFB from the "Concept-Store" and "Pop-up-Store" as part of the "Aktionsprogramm Innenstadt" from the years 2020-2021 are excluded.

3. Exclusion of applicants

WFB reserves the right to exclude applicants from the competition who breach these Conditions of Participation or attempt to sway the competition by means of technical manipulation. In the event of a participant being excluded, the prize may be revoked retroactively and claimed back. In such a case, a substitute winner (the next runner-up) may be determined.

4. Prizes

Upon expiry of the participation period, the jury will select winners from the applications submitted during the participation period. The contact details provided in the application form will be used to promptly notify the winners by email or letter. The applicant is responsible for the accuracy of the contact details provided. If an applicant cannot be reached within seven days due to incorrect contact details, his/her application will be cancelled. Persons involved in conducting the competition will not be required to check contact details.

The winners will be afforded the opportunity to use one of the retail spaces listed below in Bremen city centre rent-free (including ancillary costs, but excluding electricity costs, business and product liability insurance) for eleven months (from 1 February 2022 to 31 December 2022). The winner will also receive a grant for shop fitting / interior fittings in the amount of €20,000.00 and a grant for personnel costs amounting to €40,000.00 (in compliance with the statutory minimum wage). These grants must be used exclusively for a specific purpose and evidence of this must be provided to WFB. The winners will also get free membership of CityInitiative Bremen Werbung e.V. for eleven months (from 1 February 2022 to 31 December

2022).

Should an applicant show interest to stay at the location after the eleven month period, WFB can assist with continuation of the project at the same location or at an alternative one.

The following retail spaces will be awarded as prizes in this competition:

Retail space no. 1:

Katharinenklosterhof 5 (space no.9), total area of 77 m², of which sales area of 45 m² plus additional area of 32 m²

Retail space no. 2:

Knochenhauer Straße 41/42, total area of 250 m², of which sales area of 211 m² plus additional area of 39 m² an

Retail space no. 3:

Lloydpassage 4, total area 89m², of which sales area of 72m² plus additional area 17 m²

Retail spaces will be allocated according to the order of winners and the preferred spaces specified by applicants in the participation form during the application process. The winner in first place will get the retail space of his/her choice; the winner in second place will get the retail space of his/her choice provided it is still available, otherwise he/she will get his/her second-choice retail space; the winner in third place will get the retail space of his/her choice, provided it is still available, otherwise he/she will get his/her second- or third-choice retail space.

The prize cannot be transferred or exchanged. Legal recourse is excluded. The winners are responsible for any taxation of their winnings. If the prize cannot be provided for reasons for which WFB is not responsible, WFB reserves the right to issue a substitute of equivalent value. If the winner is unable to claim the prize within 14 days after being notified of it for legal or practical reasons, the prize will be forfeited and the next substitute winner selected.

The value of rental payments or other benefits cannot be paid out in cash. Costs arising from concept development will not be refunded. The winners awarded prizes by the jury will operate their retail spaces (prize) at their own risk.

The development of the winning idea will subsequently be followed up by WFB and its effect documented in terms of reach and effectiveness, for example. The winners declare that they are willing to cooperate with WFB in an appropriate and reasonable manner. The prize can only be used to put the winning idea into practice in accordance with the application form and not for extraneous purposes. The winners must provide evidence of the prize being used at a time that is to be agreed between WFB and the winners. If the prize is used for irrelevant purposes, WFB reserves the right to receive adequate compensation.

WFB reserves the right to subsequently place other runners-up in the competition in vacant commercial spaces.

5. Rights

Applications containing unlawful content (insults, far-right or racist comments, sexist or pornographic, illegal comments) or infringing content (e.g. content that infringes trademark rights, copyrights or personal rights) will not be published and cannot be considered in the competition. By uploading the application form, the applicant confirms that he/she has the full rights to all uploaded media and/or that he/she is permitted to submit these to the competition. The applicant guarantees that the uploaded media are free of third-party rights and no personal rights, particularly those set out in Section 22 of the German Law on the Protection of Copyright in Works of Art and Photographs (KUG), have been infringed due to the representation or depiction of persons. He/she confirms that he/she has the unlimited right to use all image and text segments. If one or more persons are identifiable in photos, videos or other image recordings, the persons in question must agree to publication of the images. The applicant affirms that he/she has the relevant consent forms, including for the above use, and/or that he/she can produce these in writing at the request of WFB. WFB and its member companies are not liable for any infringements including, but not limited to, personal right and copyright infringements in the applications of participants. In the event of a claim being asserted, the applicant shall indemnify WFB and its member companies. Questions, comments or complaints relating to the competition must be sent to WFB only.

6. Confidentiality

Applications will be treated as strictly confidential. WFB shall take appropriate steps to prevent third parties from gaining access to applications and uploaded media. Without prejudice to the above, the applicant selected as the winner consents to WFB and/or its member companies using the application for the purpose of reporting on the competition and/or in the context of accompanying PR activities and for the purpose of coordinating details with the winner. WFB and/or the respective member company shall name the applicant as the copyright holder for copyrighted work in an appropriate manner; either his/her first name and surname or abbreviated surname will be given depending on his/her preference. The winners will be published along with the company specified in the application form, unless otherwise agreed between the winner and WFB.

7. Applicable law

The law of the Federal Republic of Germany shall exclusively apply.

DATA PROTECTION REGULATIONS

You are required to transmit personal data in order to take part in the competition. The personal data submitted by applicants will be saved and used exclusively for the purposes of conducting the competition and then deleted upon expiry of all legal relationships between the respective applicant and WFB in the context of or based on the competition, unless the applicant has given his/her express consent to continued use. Data will not be forwarded to third parties or used for advertising purposes without the applicant's consent. The applicant is free to revoke consent to storage and thus withdraw from the competition at any time by sending a written revocation to the email address provided at www.wfb-bremen.de/popupstores-competition Once the data have been deleted, participants will no longer be able to take part in the competition or, where applicable, be considered in the subsequent selection of winners.

The winners will be published along with the company specified in the application form, unless otherwise agreed between the winner and WFB. By participating in the competition, each applicant consents to his/her company, as stated in the application form, being cited when the prize is published and/or during accompanying PR campaigns.

WFB's Privacy Policy is available at www.wfb-bremen.de.