



REGULATIONS

BRAND OF THE FUTURE 2024

§ 1

Organization, Objectives and Award Winners

1. The main organizer of the consumer image program that selects the Laureates of the "Brand of the Future" Award and Emblem is the Center for Intelligent Development S.C. and the Intelligent Development Forum Foundation. The Substantive Partner is the Silesian Center for Business Ethics and Sustainable Development at the Silesian University of Technology. The media partner and co-organizer is the editors of the portal and thematic section "Rzecz o Innowacjach".
2. The purpose of the program is to actively build sustainable awareness in society about brands that meet the needs of the future, i.e. increase the standard of society's quality of life based on smart growth. The Organizer takes into account brands operating in the market - products and services.
3. The "Brand of the Future" award and emblem is a confirmation of the strong position of award-winning brands in a demanding market, and thus a form of collective recommendation of consumer trends. The Brand of the Future means that a product or service is and will in the future play a leading role in its segment on the market. The "Brand of the Future" award and emblem for a given year of the program is given to brands whose owners and persons responsible for public relations (PR) activities communicate with the customer, business partner or resident of the region of activity on a partnership basis, using for this purpose, among other things, the most popular means of communication, i.e. nationwide and prestigious media devoted to social and economic issues. The purpose of the communication carried out by the managers of a brand is to emphasize the importance of the benefits that the brand offers to its audience, as well as to encourage the audience to make suggestions with regard to the development of the brand.

§ 2

Course of the Award

1. The program is open to entities that meet the requirements for meeting the Reward Objectives referred to in §1.2 and §1.3.
2. The program in terms of selecting the Laureates is open, assumes the widest possible Popularization of brands that meet the objectives guiding the Organizer of the "Brand of the Future" Award and Emblem. There are two opportunities to participate in the program:



- a. based on its own candidacy presented by the brand. In this case, in order to become a Participant in the program, one must download a verification questionnaire available at www.markaprzyszlosci.pl. The document should then be sent with the signature of the person representing the Participant to ankiety@ircentrum.pl.
 - b. on the basis of nominations granted by the Organizer for selected brands that meet the criteria related to the objectives of the award. Fulfillment of these criteria is confirmed each time in a telephone conversation related to the granting of a possible nomination. A participant in the program obtaining a nomination, is obliged to complete and send electronically the verification questionnaire provided by the Organizer within 7 days of receiving electronic confirmation of obtaining a nomination for the award. This is a prerequisite to participate in the further process of selecting Laureates.
3. The Participant's submission of a nomination, the Organizer's granting of the nomination, and the process of selecting the Laureates is free of charge to the Participant.
4. The Participant declares that the personal data, data of the represented entity, opinions and image of the Participant contained in the submitted verification questionnaire may be processed for marketing, information, documentation purposes, etc. by the Organizer of the prize, especially by posting personal data on the Internet, e.g. on the Organizer's website, on the Organizer's social networks/profiles, in the printed marketing materials of the Organizer, during the entire period of publication of such materials and during the entire period of information and marketing communication and documentation activities on the Internet.
5. Nominations and awards are decided by the Organizer and the Media Partner of the award.
6. The Organizer, from among the submitted candidates and nominated entities, will select the Laureates of the "Brand of the Future" Award and Emblem for a given year on the basis of data from the verification questionnaire and information from Media Partner audits. The Organizer has the right to award honorary prizes.
7. In view of the objectives of the "Brand of the Future" Award and Emblem, the verification procedure. It is primarily aimed at analyzing the promotional activities carried out by the Program participant in national print media, electronic media, during the events economic dedicated to smart development economic development, with particular attention to media and conference proposals prepared by the Program Organizer and dedicated strictly to strengthening the brand image in society. The program participant agrees to send



promotional proposals of the Organizer for review, i.e. proposals for media publications in "Rzecz o Innowacjach" and participation in the Intelligent Development Forum as part of the conference packages. Promotional proposals of the Organizer are payable according to the price list included in the presentations.

8. The Organizer reserves the right to exclude from the process of selecting the Laureates and awarding the "Brand of the Future" Emblem those entities that declare in the information provided to the Organizer that they do not conduct and/or will not conduct within the next 12 months any promotional activities within the framework of communication with the public. This is because in such a case the criteria related to the objectives of the award are not met.
9. By joining the program, participants agree to the processing of their contact information for the purposes of the program, while having the right to inspect their data, correct it and the right to object, which must be reported to the Organizers. Participants agree to the use of the Laureates' logos for information and promotional purposes of the Prize.
10. The list of Laureates will be made public on the website www.markaprzyszlosci.pl.
11. The winner of the prize shall acquire the rights to use the logotype of the Prize and the "Brand of the Future" emblem indefinitely (retaining the designation of the year in which the prize was awarded) for its promotional and marketing purposes, i.e. in its own publications, on promotional materials, banners, headquarters, etc. The winner is not obliged to inform the organizer about the use of the logotype.
12. Interference with the logo of the Award and the "Brand of the Future" emblem is not permitted.



§ 3

Chapter of the Award

1. The Chapter evaluates the course of the program, approves the results, participates in the presentation of awards, and its comments and conclusions will be used in the implementation of future editions of the program.
2. The Chapter is composed of: representatives of the Center for Intelligent Development, the Intelligent Development Forum Foundation, the Silesian Center for Business Ethics and Sustainable Development, operating at the Silesian University of Technology, and the editors of "Rzecz o Innowacjach."

§ 4

Benefits of participating in the program

1. Obtaining the "Brand of the Future" Award and Emblem is a directed image confirmation to brand customers and business partners that the Laureate listens to the needs, motivations and desires of its recipients. It also involves the recipients of its products or services in the process of building and development, as well as arousing strong positive emotions. In this way, it wants to achieve further success, increase recognition, trust, strengthen its market position, eventually stay on top, and be associated with innovation, development, future.
2. The opportunity to legitimize the title and use the "Brand of the Future" logo for all promotional and marketing purposes. Through promotion and dissemination of the importance of the activities carried out, a brand can gain a competitive advantage and build consumer awareness of the proposals directed to them. It is extremely important in today's public space, full of information flow, that the values, goals and benefits behind a particular brand are presented to the public in a professional manner. The idea of the award refers to actively building awareness in society that the Laureate is responding to the needs of the future, increasing the standard of quality of life of its recipient.
3. Joining the community of innovators and investors of the Smart Growth Forum congress and participating in the Smart Growth Forum Awards Gala.



Final provisions

1. The organizer reserves the right to revoke or suspend the right to use the "Brand of the Future" logotype in case of violation of applicable laws in Poland.
2. If the Participant's right to the Prize and the "Brand of the Future" Emblem is revoked or suspended, the Participant loses the right to use the prize logo of the given edition and loses the right to use other graphic elements that may be associated with the prize. At the same time, as soon as the participant's right to the prize is revoked or suspended, he/she is obliged to remove the prize logo from all promotional and marketing materials, websites and other materials on which the prize logo was placed and promoted.
3. Any issues related to the interpretation of the rules or the conduct of the prize will be clarified and resolved by the Organizer.

Tychy, 30-10-2023 r.

