

KI-LIFE SUSTAINABLE AWARD 2025 REGULATION

4TH EDITION

1. Requirements

The Award is addressed to Italian and International companies of the following sectors: Furniture, Lighting, Table and Kitchen Accessories, Domestic Appliances and high tech, Home Fabrics, Fragrance/Candles/Soaps, Bathroom and Home Cleaning Products, Kids, Giftware, Ceremony-Anniversaries, Outdoor, Pet Furniture and Accessories, Technology for Retailer, Packaging, Ribbons and Paper, Promotional Items, Festivity.

The Award is reserved to those companies that have created and launched products or projects in the field of Sustainable Development, Respect for the Environment and Social Responsibility. In particular:

- Products related to environmental sustainability
- Products related to traditions and territory
- Projects with the intention of enhance community, association and collaborator's potentiality which concretize in the products making
- Projects which return part of their profits to the territory, to social and environmental causes which concretize in the products making
- Processes which reduce environmental impact also in the production of traditional products

Companies applying for a process or project are in any case required to identify a product or a representative line of their processes that will be exhibited at Milano Home Fair in the event of being a finalist.

Companies subject to insolvency procedures (composition with creditors, bankruptcy, etc.) or that have been declared bankrupt in the last 5 years or that are in a state of voluntary liquidation cannot apply to the Award. Likewise, companies subjected to precautionary measures or sanctions by the Judicial Authority for serious violations of the law (including Legislative Decree 159/2011) cannot apply to the Award.

2. How to participate

Applications must be received **by 12 PM on 14th October 2024**. Data and the requested material must be sent by filling in the appropriate form on the website dedicated to the event (<https://www.kilifeaward.it/home-eng/>).

- Application and participation are free
- Incomplete applications will not be taken into consideration
- The participation to the Award implies the unconditional acceptance of these regulations
- The submitted products will be exhibited in the Ki-Life exhibition area in the halls of Milano Home Fair January 2025 edition. The selected companies are asked to send the product to Ki-Life within the end of November and the first days of December 2024 (data and place will be confirmed at a later time) to be exhibited in the stand dedicated to the Award at Milano home Fair. Products not received by this date will be excluded from the candidature. More details will be provided after the application.

3. The Jury

The Jury is composed of entrepreneurs, managers, professionals and experts in retail and innovation in the field of sustainability. The complete list is available in the section 'Jury' of the Award website (<https://www.kilifeaward.it/en/giuria/>).

The Jury will evaluate the eligibility of the product to the application.

The Jury will analyze the submitted products exhibited in the pavilion and then will meet to decide the winners.

4. Rewards and benefits

The awards will take place during a dedicated event organized at Milano Home Fair 2025.

The winners will be given a personalized plate, there are no cash prizes or valuables.

The winners will enjoy the following benefits:

- wide visibility on the different communication channels: media partner, organizers' websites, mailing, social channels and during the several events by Kiki Lab

- the submitted products will be exhibited in the Ki-Life stand at Milano Home in the January 2024 edition.
- publication of an article dedicated to the Award in the Casa Stile magazine, giving relevance and visibility to the winners of the KI-LIFE Sustainable Award

5. Exhibition of Finalist Products

The products from the projects selected as finalists will be exhibited throughout the duration of the Milano Home fair in the area dedicated to the award.

Kiki Lab assumes no responsibility for any theft, damage, or loss of the products submitted and exhibited during the fair at the Ki-Life Sustainable Award stand.

6. Trademark

KI-LIFE Sustainable Award is a registered trademark managed by Kiki Lab and can be used only with the written provision of Kiki Lab. All the collected data will be treated in compliance with the current legislation and the law on privacy.

7. Information and assistance

Phone number +39.030.22.16.81

candidature@kilifeaward.it

8. Online application form

The following data and information on the product and on the company will be required in the online form:

a. Company Data

- Company name
- Address
- City
- ZIP code
- Province
- Company website

b. Product/Project data

- Name of the product/project

- Name and surname of the contact person
- Phone number of the contact person
- Email of the contact person
- Project description highlighting its sustainable features (maximum 600 characters)
- A pdf document with the presentation of the product/project that explains its sustainability features and the intended use (maximum 8 Mb)

The collected materials received by the candidates may be used in part (logo, project summary, photo) for the communication and promotion of the event and the winners.

9. Deadline for Submission and Registration

The application forms and the required documents on the project must be received **NO LATER THAN 12 PM ON 14TH OCTOBER 2024** (after the deadline, the registration forms and the material received will no longer be accepted).

10. Announcement of the winners

The announcement of the winners will take place during an event that will be organized in Milan at Milano Home Fair 2025 from 23rd to 26th January.