

# EPDA - Design School Collaboration Agreement The White Box Challenge

This Cooperation Agreement ("Agreement") is entered into force on 1 March 2026

BETWEEN

\_\_\_\_\_

\_\_\_\_\_

having its registered office at

\_\_\_\_\_

represented by \_\_\_\_\_  
("School")

AND

**europaean brand & packaging design association**

organized under the laws of Switzerland

having its registered office at Rue due Simplon 40, 1800 Vevey

represented by

Sylvia Vitale Rotta, epda President

Angelo Ferrara, Design School Collaboration Manager

Claudia Josephs, General Manager

("Association")

School and Association are hereinafter referred to individually as a "Party" and collectively as the "Parties".

## 1. Purpose of the Agreement

1.1 The purpose of this Agreement is to establish a cooperation between the Parties for the organization, promotion, and execution of a design challenge entitled "THE WHITE BOX CHALLENGE" ("Challenge").

1.2 The Challenge is intended to promote creativity, education, innovation, and professional exchange in the field of design.

## 2. Scope of Cooperation

2.1 The Parties shall cooperate in good faith to plan, organize, and conduct the Challenge in accordance with this Agreement.

2.2 The Challenge shall include, inter alia:

- a semi-public call for submissions for each annual run
- an evaluation process by an internal jury of each School
- submissions of one selected concept per school
- a Festival at epda's annual fall event for the student teams of each School to show their projects to an audience of brand & packaging professionals

2.3 The detailed rules of the Challenge shall be set out in Annex 1 (Brief), which forms an integral part of this Agreement.

## 3. Roles and Responsibilities

### 3.1 Responsibilities of the Association

- coordinating the overall project with all parties involved;
- contracting a limited number of Schools per year;
- communicating and promoting the project via social media channels;
- offering a 1-hour intro call per School to teachers and students (and optionally a second 1-hour call for Q&A with or without students)
- organizing the epda Festival as part of the epda annual event in autumn;
- inviting two (2) students per School to participate in the Festival on Thursday, including dinner;
- granting two (2) one-person accreditations per School for the one-day epda Conference on the following Friday;
- offering participation in all other social activities at the epda fall event at the participants' own expense;
- providing visibility of the selected concept per school at the Festival
- providing visibility of the 3 best concepts per school on social media and on the epda website in a permanent online library

### 3.2 Responsibilities of the School

- organizing internal project management in line with its curriculum;
- guiding the students' teams throughout the project;
- evaluating and selecting the most compelling concept;
- offering one (1) to two (2) students of the same team the opportunity to show the selected project at the epda Festival (presence is not mandatory);
- organizing and bearing the costs of travel and accommodation for all students who join the event
- creating all visual materials required for presentation and communication purposes, in accordance with the guidelines set out in Annex 1 (Brief).

## 4. Intellectual Property Rights

### 4.1 Ownership

4.1.1 Participants shall retain full ownership of all intellectual property rights in their submitted designs (“Submissions”).

4.1.2 No transfer of ownership shall occur under this Agreement.

### 4.2 License Grant

4.2.1 By submitting a Submission, participants grant the School, the Association and its Partners Dalim/Grafical a non-exclusive, royalty-free, worldwide license to use the Submission for the following purposes:

- documentation of the Challenge
- exhibitions (physical and digital)
- educational and academic use
- public relations and marketing related to the Challenge
- publication in print and digital media

4.2.2 The license shall be granted for an unlimited period from the end of the Challenge.

### 4.3 Commercial Use

4.3.1 Any commercial exploitation of a Submission beyond the scope of Clause 4.2 shall require a separate written agreement with the respective participant.

4.3.2 No implied consent for commercial use is granted under this Agreement.

## 5. Financial Provisions

### 5.1 TWBC Participation Fee

Participation in the Challenge requires the School to pay to epda, upon receipt of an invoice issued on the basis of the signed Agreement **a sign-up fee in the amount of € 250, as special offer for the year 2026.**

The following benefits are included:

- visibility as EPDA TWBC Partner in all communication related to the Challenge
- free participation of two (2) students per School in the Festival on Thursday, including dinner, further School representatives will be charged the respective dinner fee
- two (2) 1-person accreditations per School for the one-day epda Conference on the following Friday, further School representatives will be charged the Conference fee applicable for epda members
- participation in all other social activities at the School's own expense
- visibility of the selected concept per school at the Festival
- visibility of the 3 best concepts per school on social media
- visibility of the 3 best concepts (optionally more) on the epda website in a permanent online library

### 5.2 EPDA School Partnership

The School may apply to become an EPDA Design School Partner for the respective calendar year.

Such Partnership status requires the School to pay to epda, upon receipt of an invoice issues on the basis of the signed Agreement **€ 1,000 for the respective year.**

Next to all benefits granted to Challenge Participants (5.1) the partnership includes:

- visibility as an official EPDA Design School Partner in all internal and external communication channels of the Association
- subscription to EPDA's quarterly newsletter
- subscription to EPDA's members' & partners' e-mailing list
- conference attendance at preferential rates (comparable to agency member rates)
- access to preferential hotel rates negotiated for EPDA conferences
- access to the EPDA online Resource area
- facilitated access to EPDA's members and partners via the General Manager

5.3 Participation in the Challenge does not entitle the School to any prize money.

5.4 The School shall bear all costs arising from the participation of its students.

## 6. Data Protection (GDPR)

6.1 The Parties shall process personal data in compliance with Regulation (EU) 2016/679 (GDPR).

6.2 Personal data shall be processed solely for the purposes of the Challenge.

6.3 Participants shall be informed about data processing in a privacy notice included in Annex 1.

## 7. Representations and Warranties

7.1 Each Party represents that it has the authority to enter into this Agreement.

7.2 Participants shall warrant that their Submissions are original and that no third-party rights are infringed.

## 8. Liability and Indemnification

8.1 The Parties' liability shall be limited to intent and gross negligence, unless mandatory law provides otherwise.

8.2 Participants shall indemnify the Parties against claims arising from infringement of third-party rights.

## 9. Public Relations and Branding

9.1 Each Party may use the other Party's name and logo solely in connection with the Challenge.

9.2 Any other use requires prior written approval.

## 10. Term and Termination

10.1 This Agreement shall commence on 1 March 2026 and remain in force until completion of the Challenge and all related activities, latest on 31 December 2026.

10.2 Either Party may terminate for material breach if such breach is not remedied within 30 days of written notice.

10.3 Termination shall not affect licenses already granted under Clause 5.

## 11. Force Majeure

Neither Party shall be liable for failure to perform due to events beyond reasonable control.

## 12. Governing Law and Jurisdiction

12.1 This Agreement shall be governed by the laws of Switzerland, excluding its conflict-of-law rules.

12.2 The courts of Vevey shall have exclusive jurisdiction.

## 13. Contract confirmation

The School hereby confirms its participation as either an

- EPDA THE WHITE BOX CHALLENGE PARTICIPANT (Clause 5.1)
- EPDA DESIGN SCHOOL PARTNER (Clause 5.2)

This Agreement constitutes the entire agreement between the Parties:

#### 14. Signatures

For the School

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

For the Association

Name: Claudia Josephs

Title: General Manager

Date: 13 February 2026

Signature:



#### Annex

Annex 1 – Brief

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