

FAQ FOR 'MAKE IT BRIGHT' CHALLENGE 2020

JOIN IN

1. Who can participate?

If you are over 18 and less than 24, with a good level of English, studying in the University or have already graduated, with less than two years of full-time employment*, Make It Bright is the opportunity you've been waiting for.

A full list of eligibility criteria for Russian participants is available in the Official Rules at <https://makeitbright.ru/globalchallenge/>.

** Internships, apprenticeships, summer job experiences and self-employment do not account into full time employment.*

2. Can I participate if I am under 18 years old?

Unfortunately, if you're under the age of 18, we're unable to accept your application at this time. The Make It Bright Challenge will be running for years to come, and we sincerely hope you sign up again once you're old enough.

3. I am currently a student but will not be by the time the Challenge closes, can I participate?

Yes, you can participate if you meet the eligibility criteria at the moment of registration.

4. How do I get started?

For Russian participants click PARTICIPATE at <https://makeitbright.ru/globalchallenge/>, register at the platform and you are welcome to the Challenge!

For participants from other countries go to www.makeitbright.com, choose your country and register there.

5. Which country should I sign up under?

You should only apply for the country of your residence and in which you have a valid work permit. To access the full list of participating countries, please visit www.makeitbright.com.

7. What if my country is not on the list?

If your country is not on the list, please go to jobs.jti.com and explore others career opportunities at JTI. Don't forget to follow JTI on social media and join the Challenge next year.

8. Can I participate in the Challenge in two or more countries at the same time?

No, there is only one entry per person in the Make It Bright Challenge.

9. What if I need to change my profile information?

There is no opportunity to make any changes to your profile at <https://makeitbright.ru/globalchallenge/>.

In case of any questions, please write to us: makeitbright@jti.com

TEAM UP

10. Can I work individually?

We've always found collaboration & teamwork bring out the best ideas. That's why we highly recommend you register in a team.

You can also register individually, however, to submit your idea in the platform you have to be in team consisted of two persons.

11. How do I form a team?

Each team member registers individually and goes through selection process. After passing the selection you have to register your team and then submit the idea in the platform.

If you don't have a teammate you may look for him/her at our vkontakte page: https://vk.com/jti_russia.

12. Can I create a new team if my teammate didn't pass the selection?

Yes, you can create new team. We will let you know about it send a new link for team registration by e-mail or you may write to us: makeitbright@jti.com

13. How can I change a team member?

You cannot change or remove a team member once you have accepted the application. However, you can delete this team and register a new one with another teammate, who has to pass the selection process. For this, please, write to us: makeitbright@jti.com

14. Can I participate in two or more team at the same time?

No, you can only register and participate in one team.

15. Can the team consist of three students or more?

No, the team should be composed of two students.

16. What do I do if I can't find a teammate?

Don't worry if you haven't found a teammate. Look for him/her at our vkontakte page: https://vk.com/jti_russia.

17. Can I team up with students from different universities?

Yes, here at JTI, we are firm believers in collaboration. It's what makes good ideas, great ideas. However, you must both be participating in the same country to form a team and pass individual registration.

18. Can I team up with students from different countries?

No, you must both be participating in the same country to form a team.

19. When is the deadline to team up?

Please, check the deadlines at <https://makeitbright.ru/globalchallenge/>. Team up will have to be completed prior to idea uploading to the platform.

GAME ON

20. Where can I find the Challenge pack?

The Challenge pack contains everything you'll need to get started. From the details of the challenge itself, to background about JTI, plus ideas and advice to help you get going.

You will get the Challenge pack after passing the selection.

21. How do I submit my idea?

After you've registered the team you'll get the link for idea submission by the e-mail.

22. Can I change my idea after submission?

No, you won't be able to change the idea after submission. Please, be attentive.

23. What format should I supply my pitch in?

Your pitch should consist of two files based on submission templates/briefs provided in the Challenge pack:

1. A three-page PDF in 16:9 format
2. A video with introduction of your team in MP4 format at a maximum length of 30 seconds

All deliverables should be in English.

All deliverables shall comply with other conditions set forth in the Governing Rules, including but not limited to Expected Behavior and Intellectual Property Rights.

For more details please refer to Official Rules and Terms & Conditions at <https://makeitbright.ru/globalchallenge/>.

24. What's deadline to submit a pitch for my country?

Please, check the deadlines on your country page <https://makeitbright.ru/globalchallenge/>.

25. What are the evaluating criteria?

Your team's submissions will be evaluated based on the following criteria: innovative, insightful and impactful, all having equal weight.

For more details please refer to Official Rules and the Challenge pack at <https://makeitbright.ru/globalchallenge/>.

26. What should I do if my team's idea is shortlisted?

If your team's idea has been shortlisted, this means that we have been impressed by your idea and you will continue your participation in the Challenge. The next step is to develop and perfect a business case with coaching from JTI. We will let you know about the details individually.

27. Where can I find the Business case pack?

Your business pack will be sent to you by e-mail.

28. What format should I supply my business case in?

Your business case should consist of two files based on submission templates/briefs provided:

1. 20 slide PDF in 16:9 format
2. a maximum three (3) minute long video in MP4 format.

All deliverables should be in English.

All deliverables shall comply with other conditions set forth in the Governing Rules, including but not limited to Expected Behavior and Intellectual Property Rights.

For more details please refer to Official Rules and Terms & Conditions.

29. When do I get assigned a mentor?

A mentor will be assigned to the team at the start of the business case development phase. They will support you on your journey and help you refine your business case.

30. If I want to participate in the Hackathon in the city other from my location will travel expenses be covered?

No, traveling to the Hackathons are covered by participants themselves. If you cannot participate in the Hackathon you can submit your idea in the platform online.

31. If I get to the local Final will you cover travelling expenses to Moscow?

Yes, we will cover travelling expenses (flight tickets and/or train tickets, transfer costs between airport/train station and the hotel or JTI offices) and hotel accommodation for the local finalists. However, if you incur any other expenses related to trips or accommodation, these will be at your expense.

32. If my team becomes a country finalist and goes to Geneva for an international competition, will you cover my travelling expenses?

Yes, we will cover travelling expenses (flight tickets and/or train tickets, transfer costs between airport/train station and the hotel or JTI offices, visa application) and hotel

accommodation for the global finals. We will be in charge of the booking and payment related to the respective travelling expenses. However, if you incur any other expenses related to trips or accommodation, these will be at your expense.

For more information, please refer to the Terms & Conditions. Further details will be communicated by your Make It Bright country manager directly to the country finalists.

PRIZES:

33. Where 6 months paid internship will be held?

The winning Team will be invited for a 6-month paid global internship program and will get the opportunity to work:

- in a JTI country office or factory,
- in a JTI country office which runs a community project, and/or
- at JTI Headquarters in Geneva

The exact location/department for each part of the global internship, as well as details of the conditions of the global internship will be disclosed at a later stage.

34. If I win a global internship or soft skills training, will you cover my travelling expense?

Yes, we will assist with the submission of the visa and work permit application for the training and the global internship, and we will cover the travelling expenses (flight tickets and/or train tickets, transfer costs between airport/train station and the hotel or offices, visa application fees) and the accommodation for the training and the global internship. We will be in charge of the booking and payment related to the travelling expenses for these prizes.

For more information, please refer to the Terms & Conditions. Further details will be communicated by your Make It Bright country manager directly to the winning teams.

35. Can I transfer my prizes to other people or request a cash payment instead?

No, the prizes are non-transferable, and no cash payment will be made in exchange of any Prize.

GENERAL QUESTIONS:

36. How to delete my profile?

A Participant may close their account by sending an email to makeitbright@jti.com. Closing an account for any reason and at any time will lead to disqualification from the Challenge.

37. Need help with general questions?

Our Make It Bright team is happy to answer your questions via email to makeitbright@jti.com.