

ISRAEL EARTH PRIZE
BY UNION & TOYOTA

Call for Submissions for Environmental Initiatives in Israel

Third year of the competition Israel Earth Prize by Union & Toyota

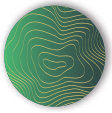
1 (one) Million NIS for positive local environmental impact in Israel

As part of Beyond Zero vision of Toyota, Union Motors Ltd. ("Union") invites Eligible Organizations with breakthrough ideas and solutions to meet one or more of the Environmental Challenges in Israel, as described below, to participate in the Israel Earth Prize by Union and Toyota ("Competition" or "Israel Earth Prize") and compete to win a prize of One Million shekels (NIS 1,000,000) ("the Environment Prize"), subject to this call ("Call") and the terms and conditions ("Terms and Conditions"), which are published on the ISRAEL EARTH PRIZE website, in the address: israelearthprize.toyota.co.il ("Competition Website").

The Call conditions published outlined below constitute an integral part of the Terms and Conditions.

1. Objectives of the Competition

The purpose of the Israel Earth Prize is to encourage initiatives that through innovation will create an impact and improve one or more of the Environmental Challenges in Israel, according with and subject to the conditions stated in these Call for Submissions and the Terms.



2. The Initiative

To qualify for entering the Competition, the submitted solution must adhere to the following guidelines (“the Initiative”):

For purposes of this Call of Submission and the Terms, “Environmental Challenges” is one or more of the following environmental areas:

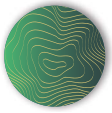
- 2.1. To address one or more of the Environmental Challenges in the following fields
 - 2.1.1. Waste management and circular economy
 - 2.1.2. Energy and climate
 - 2.1.3. Education, advocacy and behavioral change
 - 2.1.4. Pollution and monitoring
 - 2.1.5. Natural resources management (including agriculture, water, raw materials, etc.);
 - 2.1.6. Other (relevance will be decided by the judging committee);
- 2.2. Be a groundbreaking and innovative solution that, through innovation (such as technology, creative business model, etc.), will positively impact or provide a solution to the environmental challenge(s) mentioned in section 2.1 above, for the Israeli market or in general.
- 2.3. Be at least in the beta stage of development, or the concept of the solution has been proven and approved as viable.

3. Eligibility - Applicants

3.1. To be eligible for consideration to participate the Competition, the Applicant must be a non-governmental organization who registered and operates in Israel that is one of the following:

- 3.1.1. Association or other non-profit organization.
- 3.1.2. Institution of higher education.
- 3.1.3. Startup which does not have exceeded 24 million NIS in total revenue since business inception and have no more than 30 employees, of which at least 50% of them are employed in Israel in the activity that the initiative in the entry applies to.

3.2. Preference will be given to Eligible Organization at the beginning of its establishment that needs help in financing the Initiative and not to a large and established organization.



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3.3. The Eligible Organization must nominate an Applicant Leader as its representative in the Competition or Submission, as specified in the Terms.

4. Submissions

4.1. To be eligible for consideration, an Eligible Organization should propose its Initiative by an online registration form via the Israel Earth Prize website: <https://www.israearthprize.toyota.co.il>. ("Submission") starting September 8th, 2024, and up to November 24th, 2024.

4.2. Each Submission may include only one Submission with one Initiative.

4.3. The applications will be submitted in English or in Hebrew according to this Call for Submissions, the Terms and as required in the registration form.

4.4. The applications must include all the required fields in the registration form including, among others:

4.4.1. General description of the Initiative including a short introduction video (video "clip") presenting in a clear yet focused way the Initiative and/or the Applicant and/or the relevant team leading the Initiative in the Applicant.

4.4.2. Contact details of the Initiative Leader representing the Applicant team.

4.4.3. Current situation of the Initiative.

4.4.4. Working plan and schedules - research, development, tools and technologies and implementation of the initiative.

4.4.5. Budget details - detailed budget for next 18 months of how the prize reward will be invested.

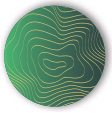
4.4.6. Declaration if this initiative has financial support from other source / partners.

4.5. For further details regarding the Submission, please review the Terms.

5. Competition Procedure, Evaluation Criteria for Choosing the Environment Prize Winner

5.1. The Competition website will be open for Submissions starting September 8th, 2024 and up to November 24th, 2024.

5.2. All Submissions will be reviewed by a professional Committee which its members will be appointed by Union ("Committee").



5.3. By the end of January 2025, the Committee will choose the top 5 Submissions/Applicants according, but not limited, to the evaluation criteria specified in the Terms and subject to the Committee members' sole discretion.

5.4. Top Applicants will be invited for an in-person meeting with the selection Committee. Alternatively, they may receive questions from the Committee and will be asked to produce an English-language "pitch" video featuring their responses.

5.5. The Environment Prize will be awarded to the Applicant who met all Submission conditions, and whose Submission chosen by the Committee as winning ("the Environment Prize Winner"), at the winning announcing event during April 2025 ("Prize Event"), to which all five top elected Applicants will be invited.

5.6. The Committee decisions are final and are not subject to appeal.

5.7. For further information regarding the Competition's process, how the winner of the Environment Prize is chosen, and the criteria for evaluation, please review the Terms and Conditions..

6. The Environment Prize

6.1. A One (1) Million NIS will be granted the Applicant that its Submission is chosen as the Environment Prize Winner to be used for the investment and development of the Initiative submitted by them.

6.2. The prize will be awarded to the winner in two payments: NIS 500,000 in close proximity to the Prize Event announcing the winner as stated in section 5.5 and another amount of NIS 500,000 on October 2025 subject to established evidence and performance that the winner used first payment of the Environment Prize for the development of the Initiative.

6.3. The awarding of the Environment Prize hinges on the Applicant's full adherence to the Submission requirements.



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7. People's Choice Award

7.1. Qualified Initiatives and Applicants will be showcased on a designated mini-site ("Mini-Site"), which will be featured across various platforms at the Union's discretion. This platform allows the general public to vote for their favorite Initiatives from February 10th, 2024, to February 24th, 2024, or other dates as specified and announced by the Union. Each Initiative and corresponding Applicant will be presented on an identification card, featuring either the name of the candidate or the initiative they submitted, along with a concise Initiative description (limited to 500 characters) and an accompanying photo.

7.2. While Applicants will initially draft their Initiative's description, Union reserves the right to refine it with the help of a professional content writer. The Applicant will be informed of modifications that will be submitted prior to being published.

7.3. The Applicant whose Initiative garners the most votes will receive a cash prize of 10,000 NIS ("the People's Choice Award)."

7.4. In the event of a tie in the number of votes received, the Committee will exercise its discretion to determine the winner of the "People's Choice Award."

7.5. The Union will publicly disclose the recipient of the People's Choice Award during December 2023, at a time and format it deems appropriate.

7.6. The People's Choice Award will be formally presented to the winner during the Prize Event.

7.7. Winning the People's Choice Award does not disqualify the recipient from potentially winning the Environment Prize as well.

7.8. The receipt of the People's Choice Award is contingent upon full compliance with the Submission guidelines by both the Applicant and their Submission.

FOR MORE INFORMATION, PLEASE READ THE TERMS AVAILABLE AT

<https://www.israearthprize.toyota.co.il>

Contact details: israearthprize@toyota.co.il

Union Motors LTD thanks in advance for the trust in the Israel Earth Prize and for the time and efforts required for submitting the initiatives