

# Marubeni Forest Innovation Business Contest 2021

—Help solve humanity’s four main survival challenges through forest-related business innovation—  
(Four survival challenges: food security, water provisioning, resource supply and ecosystems protection, and energy supply & climate change)

Marubeni and WAPRES, a wholly owned subsidiary of Marubeni Corporation, are looking for new innovative business ideas to solve world survival challenges and to achieve SDGs by utilizing the forestry asset.  
(Marubeni Corporation and WAPRES are collectively referred to as “Marubeni”).

## Call for Proposals (business ideas)

### About the Contests

<u>What?</u>	A forest innovation BUSINESS contest – we are making a call for new, creative and sustainable proposals for forestry and related businesses to achieve humanity’s survival challenges. Business idea would be using any asset of WAPRES such as forest, plantation, water, land and space. Join this journey of innovation and see your idea come alive!
<u>Where?</u>	The main field of implementation is envisioned to be Western Australia, where Marubeni/WAPRES have extensive plantations. But, in some cases, we may also consider ideas for other regions.
<u>Who?</u>	Open to any stakeholders (above 16years old) : Individuals, ventures, larger businesses, NPO, universities and students, etc.
<u>When?</u>	The application period is between <u>7<sup>th</sup> June and 31<sup>st</sup> August.</u>
<u>How?</u>	Use the application form on the web. If you have ANY questions, please do not hesitate to contact Marubeni Forestry Division through: <a href="mailto:Forest-innovation@marubeni.com">Forest-innovation@marubeni.com</a>

### Application and Selection Process

August 31st, 2021	<b>Deadline for applications</b> (applications must use the standard application form provided)
September 30th, 2021	<b>First round results announced</b> to eight semi-finalists First round judging will be document-based (application form and related materials only). Quarter-finalists will be invited to further brush-up their business idea
October 31st, 2021	<b>Deadline for second round business ideas</b> (eight semi-finalists) In the second round, participants will be asked to add video or other visual materials to back up their ideas.

<p>Mid-November 2021</p>	<p><b>Second round results announced</b> (four finalists) Finalists will be invited to visit the plantation sites in Western Australia (courtesy of Marubeni/WAPRES) before their business ideas are finalized. (Visiting period: 1 week sometime between mid-November and mid-December.)</p>
<p>End-January 2022</p>	<p><b>Announcement of winner(s)</b> For winner(s) of Category 1, the reward will be provided, and a contract exchanged through which all intellectual and business rights will be transferred to Marubeni Corporation. For winner(s) of Category 2, the reward will be provided and a joint business relationship agreement will be developed between the winner(s) and Marubeni Corporation.</p>

### Eligibility – who can apply?

MFIBC is open to a large variety of global and local (Western Australia/Australia) stakeholders:

Individuals, ventures, larger businesses and other commercial entities, non-profit organizations, universities and students, and individuals with a passion for forests, forestry, and sustainable businesses. Only proposals that contain both a sustainability perspective (social and environmental angle) and a business and/or clear economic value proposition will be taken into consideration.

The applicant must indicate whether the application is intended for Category 1 or Category 2 (see below).

### Participation Categories and Awards

#### Category 1

**Award for best business idea(s): USD 30,000**

You submit your business idea, which, if selected, may be commercialized by Marubeni at its sole discretion.

Any Intellectual Property Rights (defined in “Other Terms and Conditions”) and business development rights relating to the winning business idea shall be transferred entirely to Marubeni upon Marubeni’s notification of winning the award to the winner. The award (USD 30,000) shall include consideration for the transfer of such rights.

#### Category 2

**Award for best business project (s): USD 15,000 + ongoing engagement/joint incubation support**

You submit your business project, which, if selected, may be developed in a joint business relationship with Marubeni and the winner(s). Marubeni may support the winner(s) in the joint business relationship via ongoing incubation and onsite support to develop the business idea.

The details of the business relationship will be determined in discussions between Marubeni and the winner(s).

A feasibility study may, at Marubeni’s sole discretion, be conducted jointly by Marubeni(/WAPRES) and winner(s) and such a feasibility study would be conducted for a maximum period of three (3) years with annual clear goals and timelines.

If the results of the feasibility studies are favorable, Marubeni may proceed with commercialization. Marubeni and

the winner(s) may establish a joint venture in the commercialization process at Marubeni's discretion. Marubeni will hold a majority interest in any joint venture with the winner(s).

The winning proposal(s) in Category 1 and 2 of the Marubeni Forest Innovation Business Contest 2021 ("MFIBC") may be subject to a feasibility study in or through selected sites located at the WAPRES plantation sites, Western Australia. It is envisioned that actual plots of land (size of plot to be determined based on the nature of the winning proposal) will be allocated for the winning proposal(s) for an agreed period of time to test and implement the proposal.

Marubeni will select the proposals it considers suitable for commercialization in Category 1 and 2 (further described below), depending on the category selected by the winner upon application. Thereafter, Marubeni may conduct further feasibility studies for potential commercialization. If the results of the feasibility studies are favorable and Marubeni believes that the proposal is suitable for commercialization, Marubeni may proceed with commercialization in the manner of the category selected by the winner at the time of application. In consultation with the winner(s), the details of the feasibility studies and potential commercialization shall be later determined by Marubeni.

The applicants for MFIBC must state in their applications which one of the two categories their proposal is intended for.

### **Evaluation Criteria**

All business proposals for MFIBC will be evaluated by an evaluation committee based on the below four criteria. We welcome ideas in the early to mid-stage of development.

#### **【Sustainability impact】**

Does the proposal have a social or environmental impact?

Are there any new possibilities to solve the following four issues or the like?

The four major challenges the Earth will face in the future are:

- (1) Global shortages of food, agriculture, and protein
- (2) Restoration of natural resources, cycles, and ecosystems; forced migration due to soil degradation; and reduction of vertebrates, etc.;
- (3) Global water shortages and water supply problems;
- (4) Possibility of refugees due to energy problems, climate change, and greenhouse gases and increasing global average temperature, etc.

#### **【Scalability/replicability/potential applicability】**

The proposals may have the opportunity of feasibility studies in Western Australia, but the evaluators will also rate the potential larger impact of the proposal looking at its potential for scaling and replication in other locations in Australia and elsewhere.

### **【Feasibility/innovativeness/business development potential】**

Does the proposal have a clear, innovative, commercial value proposition?

As MFIBC is a business contest, economic feasibility and/or business growth and development potential are important evaluation criteria.

The time frame of implementation (how many years required to go live) is also feasibility evaluation criteria.

### **【Supporting criteria: Scientific or other evidence】**

The proposal stands to obtain higher evaluation scores if backed up by solid scientific and/or empirical evidence.

## **Evaluation Committee**

The evaluation committee of MFIBC will consist of the following experts from various countries, such as Japan, Mexico, Australia, and France:

1. Forests experts from Marubeni and WAPRES
2. A panel of young social innovators from the Next Leaders' Initiative for Sustainability (NELIS) global network, who are experts in forests, sustainability, start-ups, and sustainable business generation.
3. Other external experts as required, depending on the project ideas received.

## **About Marubeni Corporation and WAPRES**

**Marubeni Corporation** and its consolidated subsidiaries use their broad business networks, both within Japan and overseas, to perform import and export services (including third-country trading), as well as a diverse range of domestic business activities across a broad number of fields including lifestyle, ICT & real estate, forest products, food, agribusiness, chemicals, energy, metals & mineral resources, power, infrastructure projects, aerospace & ship, finance & leasing, construction, industrial machinery & mobility, and next-generation business development.

**WAPRES**, a wholly owned subsidiary of Marubeni Corporation, is based in Bunbury, Western Australia and has a large and secure share of the wood fiber industry in Western Australia (WA). WAPRES exports around one million tons of wood fiber (which includes, but is not limited to, Bluegum, Pine, Karri, and mixed species) to Japan and South East Asia every year and manages thousands of hectares of sustainable plantations across the southwest of Western Australia (Marubeni Corporation and WAPRES are collectively referred to as “Marubeni”).

WAPRES is at the forefront of the industry in all phases of the woodfiber production chain –its seed orchard, nursery, managed plantations, harvesting operations, woodchipping facilities, and port operations are managed by an experienced, professional team. Our strategy is to expand sustainable, renewable, and recyclable businesses that contribute to a de-carbonized society. WAPRES can grow further and contribute to local communities and the global environment by increasing the value of our forest assets

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