

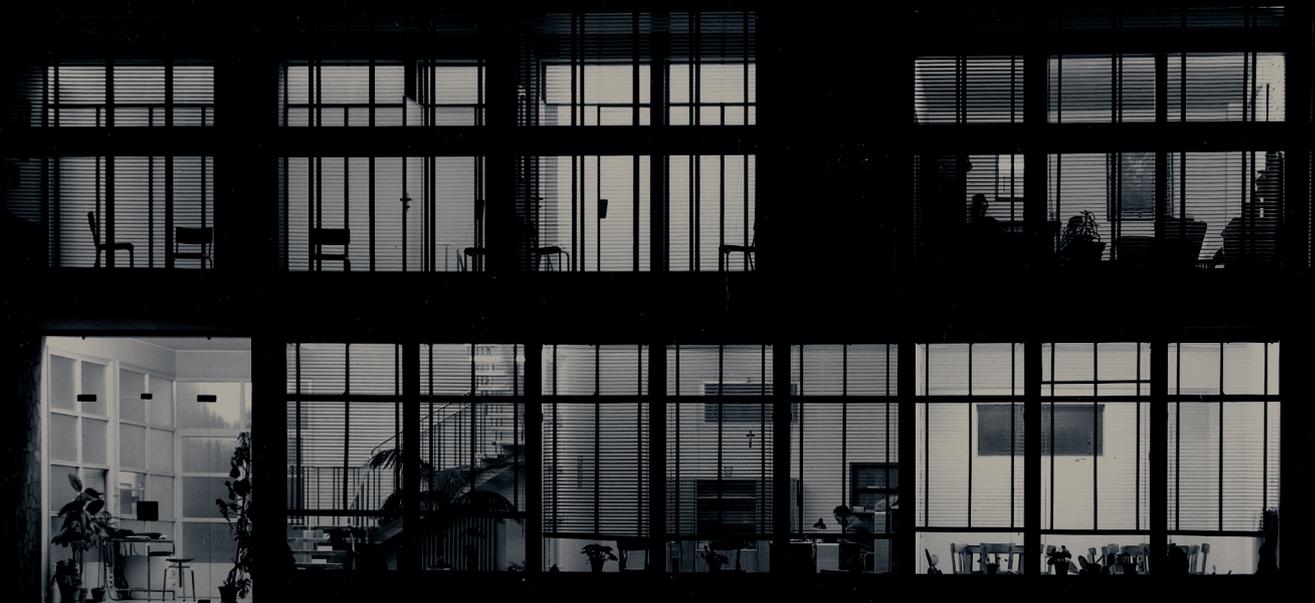
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CALL
FOR
IDEAS

The next healthcare landmark for innovation
and future-oriented competencies.

International Call for Ideas
for the regeneration of the Chiesi
pharmaceutical group site
in via Palermo, Parma

1 March — 30 April 2023



CALL

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**INTERNATIONAL CALL FOR IDEAS
FOR THE REGENERATION OF THE CHIESI PHARMACEUTICAL GROUP SITE
IN VIA PALERMO, PARMA**

1 MARCH — 30 APRIL 2023

CALL

THE CHIESI GROUP, ITS SITES AND A SUSTAINABLE APPROACH TO CONSTRUCTION

Three years after the official inauguration of Chiesi Group's Headquarters in Parma, and one year after the publication of "SPACE WORK ARCHITECTURE", the book published by Electaarchitettura documenting the entire design and construction process of the office building constructed near the Research Centre, the Chiesi Group now intends to launch a second urban/architectural redevelopment project with the regeneration of the historic industrial site in Via Palermo in Parma.

This move testifies to the very strong link between the Company and the territory in which it was founded and in which it has developed, and is in keeping with the Group's approach to construction. From the production site in Via San Leonardo (1984) to the Biotech Centre of Excellence, which is scheduled for completion in 2024, Chiesi has confirmed that it plans a sustainable project path whose strategic horizon and growth trajectory include the communities, the environment and the territory of Parma, in full affirmation of the shared values on which the Group bases its work, research and relations with people.

Concepts and intentions that anticipate virtuous models that have always been part of the Group's DNA, are now spurred on by a broader aspiration: to open up to the ideas, people and skills that flourish in multiple contexts in order to develop an increasingly widespread and incisive critique of sustainability issues, using the specific case of the historical site in Via Palermo as a concrete example of its implementation.

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HISTORICAL TIMELINE. MAIN MILESTONES OF INVESTMENTS AND ACTIVITIES RELATED TO THE CREATION AND MANAGEMENT OF THE CORPORATE BUILDINGS.

1955 — HISTORICAL SITE AT VIA PALERMO

First site owned by the Company, where the founder, Giacomo Chiesi, built the Group headquarters and oversaw all management, R&D and production activities.

1984 — MANUFACTURING SITE AT VIA SAN LEONARDO

The first factory dedicated exclusively to the manufacturing of products. Over time, in line with the Company's requirements, it has undergone continuous expansion and evolution, as well as an area in which state-of-the-art technological and plant engineering production buildings have been added.

2011 — RESEARCH CENTRE AT LARGO BELLOLI

The first site created "to host the resources and technologies necessary for the development of scientific research in the pharmaceutical field, in order to provide a meeting point where researchers from different geographical locations, cultures and disciplines can pool together ideas and generate innovation". An example of forward-looking and anticipatory design, it achieved LEED (Leadership in Energy and Environmental Design) GOLD certification in 2021.

2020 — HEADQUARTERS AT VIA PARADIGNA

The Company's management centre, designed in accordance with the Group's founding principles: People, Innovation and Sustainability. Promoter of a cultural change in how we live everyday life at work and in our interactions with people in the Group. Established during the time of the COVID 19 pandemic, it has been a facilitating asset in rebuilding personal and working relationships. It has achieved LEED PLATINUM (Leadership in Energy and Environmental Design) certification in Italy. It is among the top 35 buildings in the world, the highest ranking in the international rating system promoted by the Green Building Council issued by the American GBCI (Green Business Certification Inc.).

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2021 – BETTER BUILDING GUIDELINE

Internal programme focused on improving the sustainability performance of all Chiesi Group sites, both in Italy and internationally, where sustainability is understood in its broadest sense, i.e. the health of the planet as well as the well-being of people and communities. This programme aspires to address the entire lifecycle of a building, from conception to its operation, and aims to create a widespread culture of responsible use of resources and well-being in the workplace, promoting this awareness at all levels of the Company.

2024 (READY IN) – BIOTECH CENTRE OF EXCELLENCE AT VIA SAN LEONARDO

The new production hub being built at the Via San Leonardo site is dedicated to the development and production of biological drugs. A centre that is not only at the forefront in terms of biotechnology, but also a further sign of continuity of investment in the Parma area.

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ART. 1

INVITING ENTITY

CHIESI GROUP

Chiesi is a research-oriented international biopharmaceutical group that develops and markets innovative therapeutic solutions in the field of respiratory health, rare diseases and specialty care.

To fulfil its mission to improve people's quality of life, the Group acts responsibly not only towards patients, but also towards the communities in which it operates and the environment.

Having adopted the legal status of a Benefit Corporation in Italy, the United States and France, Chiesi's commitment to creating shared value for society as a whole is legally binding, and central to every corporate decision it makes.

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Chiesi has been B Corp-certified since 2019. Its progress in terms of sustainability is measured and evaluated according to the most ambitious standards available today. The Company aims at becoming net-zero by 2035.

Chiesi, which has over 85 years of experience, is headquartered in Parma (Italy), operates in 30 countries, and employs more than 6,000 people. The Parma Research Centre collaborates with six other major R&D hubs in France, the United States, Canada, China, the United Kingdom, and Sweden.

ART. 2

THEME AND PURPOSE

PREMISE

For over 80 years, **Chiesi** has been developing innovative medicines and services for the most vulnerable. Since its inception in a small laboratory in Parma/Italy in 1935, the focus has been on chronic respiratory diseases and ultra-rare genetic diseases. The unmet needs of the individual, beyond that of care, are at the centre of its story, offering real support and the possibility of living a more active and fulfilling life. The **biopharmaceutical Company** operates globally by establishing relationships of trust and communication with its vast network of local communities around the world, for the direct involvement of patients, and the family unit to which they belong, in defining both the design and the therapeutic outcome. Keen to pursue the path of **sustainable healthcare**, the transformation into a **B Corp** Company in 2019 was a natural transition, reflecting a responsibility to science and standards of sustainable and ethical behaviour, as well as to generate “shared value” among communities. An indispensable part of this journey is the adoption of an **ecosystem perspective** as an integral prerequisite for an organisational process, which involves both internal and external structures and enables the Company to anticipate and adapt to the challenges of sustainability posed by the complexity of our times. Innovation at Chiesi therefore translates mainly into products and services, but also into creating value through its production processes and by investing in the **development and training of future skills**.

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THEME

Regeneration means bringing added and unprecedented value to a specific building or site, but also to the approach involved in regeneration and what it will trigger in terms of its environmental and social impact. This is a situation that calls for urgent change requiring an **integrated process** at various levels and with long-term objectives. In other words, it means finding the reasons for the change itself from within the balance between innovation and transformation.

For a Company like Chiesi, which is founded on research and the constant improvement of its industrial activity goals, the **redevelopment of the Via Palermo site in Parma** is intended to be an opportunity to expand the physical and operational limits of its corporate boundaries to a future that will be increasingly inclined towards participation and collaboration. Operating with a vision of an ecosystem where dialogue can foster the discovery of transversal educational communities with the vibrant surrounding socio-economic context and external contributions.

With this in mind, Chiesi has established a twofold objective: to create an **innovative business playground (Centre for Open Innovation & Competence)**, open to its own people, external communities that are both close to and transversal to the worlds of research and continuous innovation, and to provide its commercial unit with a **workspace** aligned to current notions of inclusion and corporate guidelines. To become a **driver for urban regeneration and a landmark of innovation** that can reveal the interconnection between, on the one hand, people's health and that of the Planet and, on the other hand, the need to develop new skills in the art of healing. Concepts that have allowed the biopharmaceutical Group to expand its roots from Parma to the world.

The "regenerative" idea thus implies an osmotic and dynamic transformation. The innovation is reflected in the design of the spaces and the surrounding urban environment, echoing the location's history. To the point of becoming a language that can express the possible scenarios of continuous evolution.

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PURPOSE: 5 “REGENERATIVE ACTIONS AS A FORCE FOR GOOD”

INNOVATE TO STAY COHERENT

Encouraging the mutual exchange of knowledge and the dissemination of scientific culture in a setting where skills can be developed to interpret, test and anticipate solutions, skills and professions of tomorrow. From internal to external, and vice versa, according to a model of openness and relationships, with the engagement of an international connective network.

These are the values on which the Chiesi Group intends to reshape the industrial site and its facilities in Via Palermo in Parma

RESTORE TO PRESERVE: THE HERITAGE

Restoring to preserve and update the story of a trajectory that, starting in the 1950s, has developed and expanded over time, and today intends to renew itself in order to continue supporting the Company’s development into the future. Imagining the possible scenarios that can come from continuous innovation, taking the Company’s legacy into a new era, while respecting its social and environmental impact, and not neglecting the identity factor linked to its evolution.

TAKE CARE TO TREAT

Being a biopharmaceutical Company in a modern society means acting as a positive force in the community, a catalyst for wide-ranging change in the ecosystem. Investing in resources, technologies and state-of-the-art spaces means providing people with the necessary tools for a virtuous evolution that is capable of acting as a regenerative driver for communities and the local area, in the immediate and medium-to-long term.

DARE FOR OPPORTUNITIES

Supporting the functional recombination between different disciplines and skills in compliance with Chiesi values, with a considered approach to design. Devising solutions to cast the space in a vision of a sustainable future with buildings and environments not based on real volumes but on design definitions that are in the process of development; services, common areas, green areas and flexible parking spaces that can be re-modulated in view of unprecedented needs and an openness of the site to the community.

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DESIGN TO IMPACT

Building conversion or complete reconstruction? Which approach best represents the value of sustainability, including construction, from a life-cycle and product chain perspective?

How will technology change the use of space and how will patterns of social interaction change?

Flexibility, modularity, development capacity, i.e. how much do buildings need to be freed from partitioning constraints and fixed structures in order to promote cooperation and the exchange of skills? How can the use of eco-materials affect and improve the performance of the building's enclosure and how can these affect the experience of those involved in the life of the site? According to which paradigm should we hybridise, re-configure the internal-external relationship?

ART. 3

OBJECTIVE AND DOCUMENTS

The aim of the International Call for Ideas is to solicit innovative, evolutionary and transversal ideas that will be the basis for the guidelines of the future regeneration project of the Chiesi site in via Palermo in Parma.

For the development of these ideas, the Chiesi Group has developed 5 “Regenerative Actions as a Force for Good” (see Art. 2) which emphasise the commitment and key steps of the corporate narrative and aim to generate an intervention concept based on the principles of “kindness” and “connectivity”.

This model asks for indications of possibilities, solutions and ways of reflecting on the architectural future of the via Palermo site in relation to buildings, outdoor spaces and indoor spaces - understood as an ecosystem of natural, functional, technological and sustainable elements - capable of creating an environment that is suitable for fostering interaction between people, planning and training linked to shared skills.

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In particular, it is required to think about:

- hypothetical general layout of the site with a view to foreseeable future accessibility to the community;
- low environmental impact solutions for the conversion of existing buildings, reconstruction, reuse, demolition;
- new materials and solutions aimed at designing the spatial layout of the interiors in an evolutionary perspective;
- solutions for permeability between indoor and outdoor areas;
- energy efficiency and prevention of critical issues arising from future climate emergencies;
- economic sustainability of the project.

In order to facilitate the work of the Participants, the Inviting Entity makes the following documents available, which are supplementary to what is detailed in the Call for Ideas (Art. 2).

- Planning Document (including a description of the context of the site's status and the specific objectives of the project);
- Photographs of the area;
- Technical attachments in editable format;

The documents will be provided via online download following successful registration for the Call for Ideas (Art. 4).

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ART. 4 PARTICIPATION

Participation in the International Call for Ideas is anonymous, free of charge and has two categories:

- PROFESSIONALS (architects, landscape architects, designers, engineers, researchers and experts with expertise in the disciplines listed below);
- UNDER 30 (graduates or engaged in education in architecture, engineering, design and/or the disciplines listed below).

The Call for Ideas is open to individuals and/or interdisciplinary Design Teams (consisting of up to nine members) with expertise in the following disciplines: healthcare, sustainability, spatial design, workplace, new technologies, Big Data, service design, landscape, humanities.

The procedure is conducted entirely electronically through the use of the application available on the website: www.restoretoimpact.com under the section “participate” according to the following procedure:

STEP A: registration for downloading the attached documents of the call (Art. 3). At this stage, both individuals and design teams must register a single contact person with their name, surname, country, e-mail, telephone and participation category to which the Secretariat can address communications relating to the Call for Ideas. During registration, you will also be asked for a password to be used for subsequent access to your user area. Upon successful registration, an e-mail will be sent containing the unique number to be placed on the documents.

STEP B: Uploading documents

At this stage, the registered single contact person logs in to the user area using their password, and fills in the form for either individual participation or Design Team participation (see the specimen attached to the tender documents) and uploads the required documents (Art. 7).

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ART. 5 CONDITIONS OF EXCLUSION

Participants in a Design Team cannot participate in other groupings.

The following cannot participate in the Call for Ideas:

- a) the directors and employees of the Inviting Entity;
- b) participants in preparing the Call for Ideas;
- c) the actual or replacement members of the Selection Committee;

Documents received after the deadline will not be accepted.

Documents bearing names and identification marks will not be admitted.

ART. 6 OFFICIAL LANGUAGE

The official language of the Call for Ideas is English, this Call for Ideas and the Guidelines are also published in Italian.

ART. 7 REQUIRED DOCUMENTS

In each user area, the single contact person for the individual subjects and/or Design Teams must upload the following documents, in one single zip file, which must be named with the unique number and be of a size no more than 40 MB:

- A written report on A4 (pdf) of no more than 6,000 characters describing the concept;
- A maximum of 3 horizontally oriented A1 sized illustrations (pdf, max 10 MB each) explaining the concept by means of drawings, renderings, sketches, diagrams, 3D displays, or whatever is necessary to illustrate the idea.

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- An MP4 video file in 1920x1080 format with a maximum size of 20 MB can also be sent as an additional document.

Up to a maximum of 3 images can be uploaded for previewing the entries: they can be either a JPG version of the A1 drawings and/or “iconic” images representative of the idea (JPG, with RGB profile, 1920x1080 resolution, 150DPI, unzipped) and the textual report is inserted in the space provided.

Entries should be named as follows:

- Unique number_text
- Unique number_design_paper_1
- Unique number_design_paper_2
- Unique number_design_paper_3
- Unique number_video
- Unique number_image_1
- Unique number_image_2
- Unique number_image_3

ART. 8

SELECTION COMMITTEE AND EVALUATION PARAMETERS

The Participants’ Submissions will be assessed by a multidisciplinary Selection Committee of high-profile professionals, who will select the most original ideas in line with the Company’s vision and according to their adherence to one or all of the 5 “Regenerative Actions as a Force for Good” (Art. 2).

The Selection Committee will evaluate the ideas received in compliance with this Call for Ideas, and the decision will be made by majority vote. Its decision shall be final. The minutes of the Selection Committee’s proceedings will be drawn up by the Secretariat for the Call for Ideas.

The names of the members of the Selection Committee are published in the specific area of the website www.restoretoimpact.com

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ART. 9 AWARDS

The purpose of the Call for Ideas is to select, on the basis of the submissions, 6 (six) concepts (known as “Accepted Designs”) which may be considered in full and/or in part as guidelines for the future regeneration project of the Chiesi site in Via Palermo in Parma.

The single contact person for the individual subjects and/or Design Teams that are successful may be invited by the Inviting Entity to participate in the approach phases to the future regeneration projects, which may consist of thematic Workshops (organised online and/or in-person) and a cycle of Conferences, the schedule for which will be communicated following the publication of the outcome of the Call for Ideas.

The names of the concept winners that will be adopted for the development of the guidelines of the future regeneration project of the Chiesi site will be included in the final project proposal.

The total prize money is €66,000.00, of which €51,000 will be distributed and divided equally, according to Category, among the six concepts deemed eligible by the Selection Committee are the following:

- PROFESSIONALS: 3 eligible concepts, awarded € 12,000.00 each

- UNDER 30: 3 eligible concepts, awarded € 5,000.00 each

In order to be eligible for the Under 30s category, the team must only consist of participants who have not turned 31 by 31.12.2023.

The Selection Committee also reserves the right to select up to 5 Honourable Mentions per Category.

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- PROFESSIONALS: € 2,000.00 per single mention
- UNDER 30s: € 1,000.00 per single mention

Should only one or a few of the 10 Honourable Mentions be selected, the amount not awarded will be donated to a local organisation.

ART. 10 SECRETARIAT AND INFORMATION

The secretariat of the Call for Ideas is based in Via Palermo 26/A, 43122, Parma (IT), e-mail: info@restoretoimpact.com

All information about the Call for Ideas and how to participate can be found on the following website, www.restoretoimpact.com, site owned by Chiesi Farmaceutici S.p.A.

Participants can request clarifications and ask any questions no later than 31/03/2023. After that date, questions and answers will be published anonymously on the Call for Ideas website.

ART. 11 DEADLINE

Participants must submit the requested material no later than 15.59 CEST on 30/04/2023.

ART. 12 RESULT

The winners of the Call for Ideas will be informed of the outcome by e-mail and/or telephone. The outcome of the Call for Ideas will be published on the official website www.restoretoimpact.com by 31/05/2023.

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ART. 13

OWNERSHIP OF THE WORK

Without prejudice to the Participants' ownership of the moral right of authorship of their projects, participation in the Call for Ideas entails, as its fundamental element, the full, exclusive and definitive transfer - against the amount established as reimbursement for participation in the Call for Ideas - in favour of the Inviting Entity, of all intellectual and industrial property rights, for the entire duration of the project, concerning the Accepted Designs and any and all other results deriving from the design concept conferred through the submission of the material. In particular, and purely by way of example, the Inviting Entity acquires the exclusive right to economically use the Accepted Designs and any and all other results conferred through participation in this Call for Ideas, and may, in any manner and form, original or derived, and for any purpose, reproduce them, directly or indirectly, on a temporary or permanent basis, in whole or in part, and can implement them, represent them, communicate them to the public, distribute and market them, lend them, translate them, process them, modify them, rework them to any other form. By uploading their Entries, Participants guarantee the authorship, originality and full availability of the invited work, ensuring that it does not infringe on the intellectual and industrial property rights of others, indemnifying and holding harmless the Inviting Entity from any claim by third parties in this regard. The Call for Ideas does not entail the assumption of any commitment on the part of the Inviting Entity other than the payment of reimbursements as set out in Art. 9 above. In particular, the winning entity does not acquire any right or preference with respect to future assignments related to implementation planning, and participation in the Call for Ideas does not result in any preclusion with respect to future assignments related to implementation planning.

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ART. 14 RIGHT OF EXHIBITION AND PUBLICATION

The Inviting Entity reserves the right to present the initiative to the press and to use the results of the Call for Ideas through the actions it deems most appropriate. By participating in the Call for Ideas, the Participants - if selected as “Accepted Designs” pursuant to Art. 9 on the basis of the documents and material submitted among the 6 which may be considered, in whole and/or in part, as guidelines for the future regeneration project of the Chiesi site in Via Palermo, Parma - accept the transfer of ownership of all intellectual and industrial property rights of the Documents. For the purposes of Art. 3 of this Call for Ideas, the Inviting Entity reserves the right to draw free inspiration from design concepts not included among the Accepted Designs under Art. 9. Participants shall also read the conditions relating to the processing of personal data (Art. 16).

ART. 15 ACCEPTANCE OF THE REGULATIONS GOVERNING THE CALL FOR IDEAS

Registration implies acceptance of this Call for Ideas. The Inviting Entity reserves the right to make changes to this Call for Ideas, should they be deemed necessary. These changes will be communicated in a timely and appropriate manner to all interested parties. For that which is not provided for, the nationally recognised laws and customs shall apply. For any disputes that cannot be settled amicably, the Court of Parma shall have exclusive jurisdiction.

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ART. 16

PROCESSING OF PERSONAL DATA

Pursuant to EU Regulation No. 679/2016 on the protection of individuals with regard to the processing of personal data, the data controller of the personal data of the participants in the call is Chiesi Farmaceutici S.p.A. with registered offices in Parma. The aforementioned personal data will be processed for the following purposes only:

- a) participation in the call and in the Award;
- b) administrative management of the Award, formation of rankings;
- c) disbursement of the assigned awards;
- d) promotional activities relating to the Award itself, such as, for example, dissemination of the names of the winners, press reviews, etc.; and relating to events (conferences, seminars, exhibitions, etc.) including subsequent to the Award.

The provision of data for the purposes set out in points a), b) and c) above is compulsory; therefore, failure to provide such data will prevent participation in the Award and the distribution of the prizes awarded.

The provision of data for the purposes referred to in point d) above is optional; therefore, failure to provide such data shall not entail any consequences with regard to participation in the Award and the disbursement of the prizes awarded, but it will prevent the Owner from using the data for the aforementioned purposes.

The data provided will be processed by Chiesi Farmaceutici S.p.A., as well as by officials of bodies controlling the regularity of the Award.

For the purposes of points a), b) and c) above, participants' data may also be transferred to third parties, such as newspapers, radio and television stations, and websites, which will use the data as independent data controllers.

The processing of data for the purposes described above will take place using paper, computer and electronic tools, in such a way as to guarantee security and confidentiality in accordance with the provisions of Article 32 GDPR.

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Regulation (EU) No. 679/2016 grants the data subject the exercise of specific rights, including the right to request from the Data Controller: the deletion, transformation into anonymous form, and blocking of processed data that is in breach of the law, to request the updating or rectification or integration of data, to object to their use, to obtain an updated list of any Data Processors, to obtain data portability, and have access to the supervisory authority in order to lodge a complaint.

These rights may be exercised by sending a request to dpoit@chiesi.com.

The information in its entirety is available at www.restoretoimpact.com.

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