

## Application Form GRASSE EXPERTISE

### The Territorial and Collective Brand of the Pays de Grasse's 4 Sectors of Excellence

You wish to join Grasse Expertise, you are a company, an association, a legal entity or an organization, you meet the three following criteria :

1. You are significantly located in the Grasse region. (see rules of use)
2. You will contribute to the continuous improvement and influence of the know-how of the Pays de Grasse in a significant and qualitative way.
3. You are committed to supporting the production and producers of perfume, aromatic and medicinal plants in the territory of Grasse Expertise.

You are welcome to join us.

Name of your structure : .....

Your membership is evaluated by a granting commission, on the basis of this file, completed, dated and signed then validated by the President of the Club des Entrepreneurs du Pays de Grasse following the recommendation of the granting commission.

## Introduction: Your expertise

Please select, among the following streams of excellence, the one(s) specific to your Structure:


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Please select, among the following skills, the one(s) that is/are specific to your Structure:

- ☐ Agricultural production of perfume, aromatic and medicinal plants
- ☐ Expertise, control and manufacture of natural aromatic products
- ☐ Knowledge and control of synthetic products
- ☐ The creation of perfumes, aromas, cosmetics or medicines
- ☐ Supply, Logistics and equipment
- ☐ The finished product
- ☐ Cosmetic laboratory
- ☐ Pharmaceutical laboratory (phytotherapy, aromatherapy, food supplements...)
- ☐ Biotechnology laboratory
- ☐ Teaching and research
- ☐ Other, please specify : .....

## PART - 1 Location of the Structure in a significant way on the Country of Grasse

1.1. Legal status: .....

1.2. Name of the Structure : .....

1.3. Activities of the Structure : .....

1.4. Creation date: .....

1.5. Name of the leader: .....

1.6. Phone number: .....

1.7. E-mail address: .....

1.8. Mailing address: .....

1.9. Zip code: .....

1.10. Municipality: .....

1.11. On the Country of Grasse, is located :

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Headoffice

☐

A branch office

☐

A facility

1.11.1. Year of opening in the Grasse region : .....

1.12. Jobs : .....

-Total number of employees of the Structure (Global group) : .....

-Number of employees France : .....

-Number of employees on the Pays de Grasse site : .....

For the skills you have selected and only these, can you indicate an order of magnitude of the number of FTEs, directly related to them, that you have for each of them by indicating A, B, C, D, E or F according to the following scale:

A = between 1 and 5 FTE; B = between 6 and 20; C = between 21 and 50; D = between 51 and 100; E = between 101 and 200; F = more than 200.

	Order of magnitude of the total number of jobs in your company by expertise checked	Order of magnitude of the number of jobs <u>on the site</u> of the Pays de Grasse by know-how checked
The production of perfume plants		
Expertise, mastery and manufacture of aromatic products natural		
Knowledge and control of synthetic products		
The creation of perfumes and aromas		
Supply, logistics and equipment		
The finished product		
Teaching and research		
Other		

1.13. Sales N-1 : .....

- Total turnover of the structure (group in euros):

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- Sales of the France Structure : .....

- Total turnover on the site of the Country of Grasse : .....

1.14. Why are you located in the Pays de Grasse? What are the reasons and/or motivations?

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1.15. Is your organization a member :

- Of a competitive cluster; If yes, which one(s) :

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- Of a business collectives; If yes, which one(s):

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PART 2 - The Structure contributes to the continuous improvement and the influence of the know-how of the Pays de Grasse in a significant and qualitative way

2.1. Specify and illustrate your know-how. Please attach supporting documents (photos, examples...).

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2.2. For your productions and/or services (technical, material and/or immaterial), which traditional processes do you use?

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2.3. Through technological or technical improvements, how have you evolved traditional techniques? Please provide at least one example.

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2.4. Can you indicate the most complex manufacturing steps/operations whose implementation requires a high level of technicality (material and/or immaterial)?

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2.5. What approach(es) and/or procedure(s) have been implemented in your structure to ensure that the know-how of the Pays de Grasse is promoted?

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2.6. Have you (The Structure or any team member(s)) received any awards for your expertise? Please specify.

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2.7. How do you contribute to the improvement and transmission of know-how in your structure (R&D, apprenticeship, continuing education, etc.)?

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What means do you use to preserve your know-how?

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2.8. Does your structure have partnerships with schools/universities/training centers in order to contribute to the improvement and the diffusion of know-how? Specify the names and places.

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2.9. How do you stimulate the local ecosystem of the Pays de Grasse? Please specify.

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2.9.1. Do you stimulate the local ecosystem by purchasing certified extracts from perfume, aromatic and medicinal plants from the Grasse region? Please specify the place; And if possible the name of the supplier:

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2.10. Which standards does your Structure meet (for example: ISO 9001, ISO 14001, ISO 26000, ISO 18000) ?

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## PART 3 - The Structure is committed to local agricultural production of perfume, aromatic and medicinal plants in the Pays de Grasse

### 3.1. My Structure is committed to its relationship with agriculture in the following way:

- ☐ By purchasing perfume, aromatic and medicinal plants from the Pays de Grasse, under a long-term contract with one or more farmers within the scope of the collective brand. Please specify the place and attach a certificate of your commitment to one or more farmers; And if possible the duration of the contract, the number of producers and their names :

- ☐ By providing financial support to the endowment fund (<http://preservation-plant-es-parfum-grasse.com>) for the preservation of the agricultural heritage of the Grasse region within the framework of the Aromatic FAB-LAB project: FAB-LAB presentation

(<http://www.fleurs-exception-grasse.com/wp-content/uploads/Presentation-Aromatic-Fab-Lab-09-03-18.pdf>)

Please indicate the amount and its periodicity: .....

- ☐ Through the sponsorship of skills to support local agricultural production initiatives. (Specify your support in hours, days/year). Please attach the calendar.

- ☐ Through a Research and Development contract between companies, farmers and research organizations.  
Please indicate the duration:

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- ☐ By making land available to young producers of perfume plants.  
If possible, please indicate the areas and the names of the producers:

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<sup>1</sup> To be recognized as a farmer, the person must have an operating permit (prefecture) and be affiliated with the MSA.

3.2. The Structure is not committed to date in supporting the production and producers of perfume plants in the Grasse region. It commits itself in the coming year as well as for the two following years (thus covering the three years of membership) to :

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Additional question (not investigated)

Have you undertaken a Corporate Social Responsibility (CSR) policy in a formalized or non-formalized way in your structure? If yes, what have you put in place concretely (illustrate) ?

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Additional Information (indicate here any other information useful for the instruction)

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Date: .....

Name of the Structure : .....

Last name: ..... First name: .....

Company stamp and signature, preceded by the words "Read and approved" :



Insert your electronic signature here

The application form to join the  
GRASSE EXPERTISE collective mark should be  
sent to the Club des Entrepreneurs du Pays  
of Grasse, at the following address

Club des Entrepreneurs du Pays de  
Grasse 57 Avenue Pierre Sémard  
06130 GRASSE

[contact@club-entrepreneurs-grasse.com](mailto:contact@club-entrepreneurs-grasse.com)

# Rules of use

## Preamble

Thanks to its history, the Grasse region has acquired an international reputation in the perfume and aroma industry. Its unique ecosystem is a heritage, a fundamental factor in maintaining the diversity of the economic fabric and a source of dynamism for the region.

The traditional, the living and the contemporary blend together, offering a transmission from generation to generation that contributes to a sense of identity, continuity and belonging to a territory. We find in Pays de Grasse all the expertise of the Flavors, Fragrances and Cosmetics sector: from the production of perfume plants to the finished product, including expertise, mastery and manufacture of natural aromatic products, knowledge and mastery of synthetic products, creation of perfume and aroma, supply, logistics, equipment, laboratories, teaching and research. Thanks to this membership, the collective brand GRASSE EXPERTISE was created in by 2017, the Perfumes and Aromas workshop of the Entrepreneurs Club of the Grasse region, in order to : Promote the unique ecosystem of expertise of the Grasse basin in the aromatic industry; Contribute to the dynamism of the territory; Identify and promote the actors involved in the creation and maintenance of jobs in the territory; Participate in the maintenance and deployment of fragrance plants in the Pays de Grasse. This is a simple collective brand reserved for professionals in the aromatic, perfume and cosmetic industry. **1) Members Legal status:** Companies, structures, associations or organizations and legal entities hereafter collectively referred to as the Company are eligible. To be eligible, the Company must be registered in the Trade Register or in the Trade and Companies Register. Associations must be registered in the Official Gazette. Only the company and/or the establishment(s) located in the Pays de Grasse - as defined in paragraph 3) below - are eligible. Sector of activity: All companies carrying out an activity related to perfumes, aromas and/or cosmetics are eligible, provided that they meet the three eligibility criteria. Eligibility criteria: To be eligible for the GRASSE EXPERTISE collective mark, candidates must meet the following three criteria The company must be significantly located in the Grasse region. The Company contributes to the continuous improvement and the influence of the know-how of the Grasse region in a significant and qualitative way. The Company is committed to supporting the production and producers of perfume plants in the Grasse region. These criteria are detailed in paragraphs 4), 5) and 6) below. They are evaluated by the awarding committee on the basis of the application file.

### 2) Membership Process:

Companies wishing to join the GRASSE EXPERTISE collective mark can apply at any time of the year. The application form and its vade mecum are available on [www.grasse-expertise.com](http://www.grasse-expertise.com).

Membership in the simple collective mark is analyzed with regard to the application file by the granting commission dedicated to the collective mark. The granting committee gives an advisory and express opinion to the President of the Club des Entrepreneurs du Pays de Grasse on the acceptance or refusal of the application.

This membership is validated by the President of the Club des Entrepreneurs du Pays de Grasse, on the advice of the granting committee, for a period of three years. The instruction period is four months from the date of receipt of the complete file.

Following this request, three decisions are possible:

- The Company correctly meets all the required criteria. Its membership is therefore validated through the elements provided.
- The Company does not meet all the required criteria. The applicant may submit a request for a derogation, with arguments. The investigation period is then four months from the date of receipt of the request for exemption.
- The Company does not meet all the required criteria and therefore cannot use the trademark.

### 3) Conditions of membership to the collective mark GRASSE EXPERTISE

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The Company must meet the three criteria as defined in paragraph 1) above.



### 4) First criterion: The location in the Grasse region:

Membership in the collective mark requires that the company be located in the Grasse region, and in a significant way. The awarding committee bases its decision on various elements to be specified in the application file in order to determine whether the company is significantly located in the Pays de Grasse.

### 5) Second criterion: Contribution to the continuous improvement and influence of the know-how of the Pays de Grasse:

The objective of this part is to guarantee the Company's contribution to the continuous improvement and influence of the know-how of the Pays de Grasse in a significant and qualitative way. The expertise must be revealed in one or more of the following skills:

- The production of perfume, aromatic and medicinal plants
- The expertise, the mastery and the manufacturing of natural aromatic products
- Knowledge and control of synthetic products
- The creation of perfumes and aromas
- Supply, logistics and equipment
- The finished product
- Teaching and research
- Other (please specify)

### 6) Third criterion: Support for the production and producers of aromatic perfume plants in the Grasse region:

This last part constitutes the singularity and the foundation of the collective brand. The production of aromatic and medicinal plants has, since the 17th century, sculpted the landscapes of the Grasse region, founded its economy and built its social fabric. The economic constraints of the twentieth century have led the industry to choose to sacrifice its agricultural corpus, even though it represented the activity of the industry with the most identity and therefore the most legitimate. Convinced that the quality of the flowers produced in the Pays de Grasse is exceptional and that the history, the particular know-how, the maintenance of a heritage are a determining factor of attractiveness for a territory and an exceptional differentiation for the industry, the choice was made to base the collective brand on the valorization and the redeployment of the agricultural heritage by supporting the productions of aromatic and medicinal plants. The reconstruction of the industry in its entirety is an opportunity for everyone to be the author of the economic renewal it will generate and a real actor in the development of the territory.

### 7) Duration of Membership:

The duration of membership in the GRASSE EXPERTISE collective mark is three years, from the date of sending the letter of grant.

At the end of the 3-year authorization period, the applicant will be required to complete a new application that can be reviewed by the Grant Commission. Preferably, the new application should be submitted 4 months before the expiration date to ensure continuity.

### 8) The nature of the membership:

Membership in the simple collective mark is a non-exclusive, non-transferable license to use the mark.

### 9) The commitments and obligations of the member companies:

By joining the GRASSE EXPERTISE collective trademark, the Company agrees to the collection and storage of personal data concerning it for professional purposes for the management of memberships and in compliance with the legal provisions in force. All information collected will remain confidential. The rights of access and rectification may be exercised with the Club des Entrepreneurs du Pays de Grasse in application of the provisions of the French law on information technology and freedom number 78-17 of January 6, 1978 in its latest consolidated version.

In addition, the member agrees to:

- Pay the application fee and the annual membership fee within a few days30 of the call for membership dues. If the fee is not paid within this period, membership in the brand may be suspended and will be definitively terminated after a few days.60
- Respect the charter of use of the collective mark GRASSE EXPERTISE (see paragraph
- Not to damage the brand and the image of the collective brand GRASSE EXPERTISE.
- To transmit to the Club des Entrepreneurs du Pays de Grasse, at its request, the documents proving the respect of the rules of use of the collective mark GRASSE EXPERTISE.
- Inform the Entrepreneurs' Club immediately of any infringement of the collective mark or misuse by third parties.
- In the case of a cessation of activity, the Company's manager agrees to inform the Club des Entrepreneurs du Pays de Grasse as soon as possible. In case of resumption of the activity, the Company will have to submit a new membership application.

#### 10) Composition of the award committee:

The awarding committee is composed of expert representatives of the know-how and expertise listed, a representative of the competitiveness clusters concerned, a representative of the Communauté d'Agglomération du Pays de Grasse (Technician from the economic development department), a representative of the Fleurs d'Exception du Pays de Grasse (member of the Board of Directors) and a representative of the Club des Entrepreneurs du Pays de Grasse (member of the Board of Directors). The quorum is 6 persons among the above mentioned representatives, present or represented. The granting committee meets on the basis of the files received, and minutes are drawn up. The committee recommends to the candidates to come and defend their file in front of the granting committee, on the basis of an invitation. The committee reserves the right to delegate a person to meet the managers of the applicant company and/or to request additional information to support the statements.

#### 11) Grant Committee Missions:

The awarding committee:

- Gives its express opinion to the President of the Club des Entrepreneurs du Pays de Grasse on the applications for membership in GRASSE EXPERTISE after analysis of the elements transmitted by the applicant in the application file;
- gives its opinion to the President of the Club des Entrepreneurs du Pays de Grasse on the infringements noted by the Company in the use of the collective mark;
- delegates a person to carry out a control on the beneficiary to verify the respect of the rules of use of the collective mark GRASSE EXPERTISE and the three criteria of eligibility;
- Requests the revision of the regulations for the use of this mark;
- Requests a review of the eligibility criteria and its monitoring plan.

#### 12) Amendments to the rules of use, eligibility criteria, control plan and usage charter:

Any changes to the rules of use, eligibility criteria and control plan will apply on the date of renewal of the membership to the mark.

The changes made to the charter for the use of the brand become effective as soon as the Club des Entrepreneurs du Pays de Grasse sends the new charter to the Company.

#### 13) The charter of use:

##### 13.1. Graphic charter:

The GRASSE EXPERTISE brand logo must be used as it is transmitted by electronic file by the Club des Entrepreneurs du Pays de Grasse upon acceptance of membership.



The minimum size of reproduction is mm25. Exceptionally on very small supports, the logo can be reduced, the minimum size in this case being mm.14

The logo is composed of three colors: black, gray and gold whose references are:

	Cu2 : Mx20 ; JuR2 ; Mx0 Pantone 123EC R18 : 234,171,0
	Cu0 : Mx0 ; Ju0 ; Mx100 Noir
	Cu64 : Mx60 ; Ju49 ; Mx28

Black and white logo:



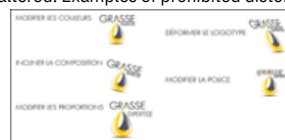
The logo must be used in color, except in the case of a black and white publication.

To optimize the reading of the logo and ensure the quality of its rendering, it is important to take into account the nature of the support and the printing method. A protection space around the logo corresponding to the width of the word EXPERTISE must be respected on all sides.

The font of the logo - for both GRASSE and EXPERTISE - is FUTURA LIGHT.



The logo may not be altered. Examples of prohibited distortions:



#### 13.2. Presentation and communication:

The membership implies the provision to the member :

- an electronic file in .jpeg and .png format
- a communication kit to communicate on the membership of GRASSE EXPERTISE

#### 13.3. Supports for use:

The GRASSE EXPERTISE logo can be used on the following communication supports:

- Company presentation through brochures, catalogs, films, Powerpoint presentations and other presentation media;
- Electronic or paper catalogs;
- The website, mobile applications or social networks of the Company;
- The letterhead;
- Invoices;
- E-mail signatures;
- Company vehicles;
- The window and/or signage of the Company;
- Products and their packaging: the logo may be affixed close to the Company's name/logo, without being confused with it so that the logo retains its distinctiveness, and must be closer to the Company's name/logo than to the name/logo of the product or service that the Company sells or provides.

For use of the logo on electronic media, the hyperlink to [www.grasse-expertise.com](http://www.grasse-expertise.com) must be added, either from the logo or from the site indicated under the logo.

In case of use on another medium, a prior request must be made to the Club des Entrepreneurs du Pays de Grasse.

On the media, the mark may be associated with the following terms:

- Member of
- Member of
- Member

It cannot be associated with terms such as: certification, quality label.

#### 14) Control:

The audit will focus on the use of the mark and the compliance of the Enterprises with the three eligibility criteria.

Ad hoc checks may be carried out throughout the membership period and at the end of the membership, both on site and in the Company. Checks are carried out by appointment. The person delegated by the awarding committee will contact the Company to arrange a date.

On the day of the inspection, the Company must have prepared the various necessary documents, i.e.: supporting documents, attestations, certificates proving compliance with the eligibility criteria and the use of the mark.

#### 15) Sanctions:

Following an inspection, if the GRASSE EXPERTISE collective mark is not used in accordance with the charter, the Company will be recommended to bring its communication media into line with the charter, within a specified period of time ranging from days15 to months1. If at the end of this period, the recommendation has not been followed, membership may be temporarily suspended or permanently cancelled by the President of the Club des Entrepreneurs du Pays de Grasse, following the advice of the granting committee.

In all cases, in the event of non-compliance with the rules of use, membership may be temporarily suspended or permanently cancelled and the Company may be prosecuted.

In the event of commercial convictions, repeated violations or large-scale violations, the granting committee will be led to withdraw the collective mark from the Company.

Suspension or cancellation of membership will not result in a refund of dues paid.

#### 16) Waiver of the use of the collective mark :

The Company that renounces the use of the collective mark must inform the granting committee, giving the reasons for its decision. The renunciation will not give rise to a refund of the fee paid.

#### 17) The commitments of the Club des Entrepreneurs du Pays de Grasse :

The Club des Entrepreneurs du Pays de Grasse is committed to :

- To promote the collective brand GRASSE EXPERTISE;
- To defend the GRASSE EXPERTISE collective trademark and its values. To do so, it will initiate any action for infringement or according to other legal grounds, and it will defend the brand against any attack from third parties, insofar as the said actions are deemed necessary and reasonable by the Club des Entrepreneurs du Pays de Grasse.

## FEE SCHEDULE\*

Turnover

Amount

< 300k	550
300k < > 1m	800
1m<>3m	1100
3 m < >10 m	1700
10 m < >50 m	2300
50 m < >100 m	2800
100 m < >500 m	3500
500 m < > 1billion	7500
>1 billion	10000
Professional Associations	400
Farmers	50

Please note: €150 application fees are payable the first year

These rates include membership in the Entrepreneurs Club of the Pays de Grasse

\*The amount of the contribution is calculated according to the group turnover of your structure