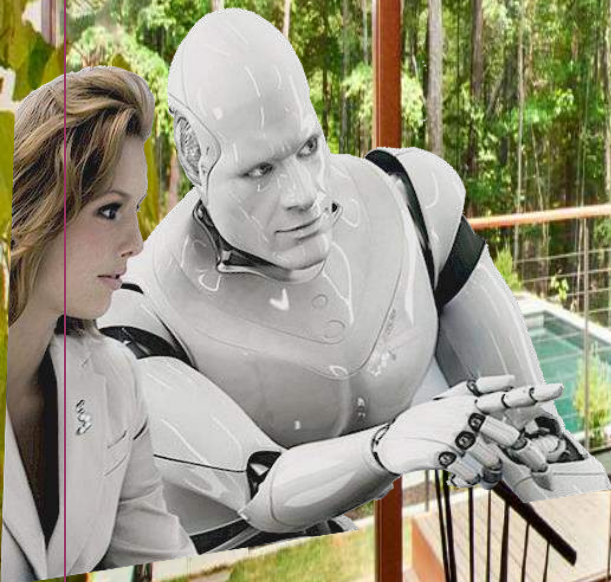


A new future “Head-on”

Your initiative to:-

- **Stop wildfire & mudslide devastation**

Freedom from wildfires



**Empowered
firefighters**

**Protected
communities**

**Thriving
habitats**

**Living
forests**

*A new vision & reflection of success
The Firefly Innovations*

1 Who can participate?

1) Any USA citizen (Including members of Fire-stations and First Responders in their individual capacity), that is older than 18 years at the date of entry and

- Who adopts and acts as a sponsor of a Fire-station or Community Wildfire Prevention Organization; and
- Is referred to as a “Sponsor”
- There are four levels of sponsorship:- Open, Bronze, Silver or Gold. (See PDF 3 Benefits 3 A for the difference between the different levels.)

2) Any Fire-station or Community Wildfire Prevention Organization in the USA, that is adopted and nominated by a person (Member of the public) as set out above. (Please note all aspects & requirements that apply to Fire-stations apply to Community Wildfire Prevention Organizations)

Subject thereto that a Fire-station needs a minimum of twenty members (Sponsors) to adopt and sponsor the Fire-station before it enters the competition; and

- In addition, the Fire-station must operate a First Responder Innovation Hub.
- Each adopted Fire-station can enter one competition entry for every block of twenty sponsors, or part block of twenty sponsors above the first twenty sponsors.

3) Any business (Both suppliers to the fire industry and non suppliers.)

- Business sponsors do not have to nominate a particular Fire-station.
- But can do so if they wish to act as an adopter business and sponsor.
- A business sponsorship counts for six public/community individual sponsors for the nominated Fire-station.

2 Competition sectors

To ensure that the best possible solutions can be developed to combat and reduce the impact of wildfires & mudslides.

- It is a specific objective of “Head-on” to establish a broad innovation culture across all sectors that have an impact on wildfires.

The initiative is therefore structured to provide broad public, business, business organizations and government participation across a number of sectors that directly impact the challenges of wildfire management.

A competition first prize and complimentary prizes are provided for each of these sectors.

The ten sectors are:-

1. Community members (General public)
2. First responders in their individual capacity
3. Fire-stations
4. Community Wildfire & Community Prevention Organizations
(Please note all aspects & requirements that apply to Fire-stations apply to Community Wildfire Prevention Organizations)
5. Business (Both suppliers to the fire industry and non suppliers.)
6. Government and industry organizations employees
7. Students/universities & colleges and technical bodies including research facilities employees and members
8. Forestry / timber industry employees
9. Agriculture and
10. Retirees (Immaterial of career background)

Special note; --Once a person has entered as a member of a “Sector”, the person cannot enter under a different sector.



3 Categories

1) Each entry should focus on one of the following categories:-

1) Land-use, 2) town-planning, 3) property protection, 4) property value, 5) community development, 6) fire detection & re-action, 7) containment & suppression, 8) victims support and rehabilitation, 9) mudslides prevention, 10) habitat rehabilitation, 11) wildfire regional management 12) first responder support.

4 How the competition works.

A) First Responder Innovation Hubs:- focus groups

1) A Fire-station that is adopted and nominated with its sponsors in a community forms a:-

- First Responder Innovation Hubs / focus group/platforms.

B) To direct and ensure innovations and collaboration:-

5) The initiative has introduced a **voluntary Community Fire Captain** role:-

A voluntary community fire captain can either be appointed by the Fire-station and sponsors or

Become a Community-fire captain, as a result of an individual who volunteer to act as a Community Fire-captain.

The community fire Captain; -- Undertakes to:-

- a) Act as liaison between the initiative, the Fire-station and the community and
- b) Also undertakes to promote their nominated Fire-station in the community to ensure a minimum sponsorship of at least twenty sponsors for each nominated Fire-station.

In return every Community Captains will receive **15** points added to their competition entry

C) Competition Entries in the African Family Safari competition.

1. All entries have to consist of a proposal, idea or suggestion with regards to any of the competition categories. (See rule 3 "Categories")
2. All entries have to be "endorsed" by an adopted Fire-station.

The intention of "endorsed" is that all entries must have been discussed with experienced fire services. The level and depth of the discussions will vary for each proposal.

5 Competition adjudication & award

1) Winners will be determined through an evaluation management group. Established through invitation by "Head-on" from industry recognized experts.

The primary criteria will be:-

1. Immediate impact
2. Long-term impact
3. Contribution to the overall "Head-on" goals and objectives
4. Net overall cost and productivity improvement.
5. Including trade value.



2) **To encourage ongoing collaboration** between public sponsors who adopt a Fire-station and the adopted Fire-station.

2.1) **The awarding of the safari** of the public participation, will receive an additional 25% markup on their own performance if their nominated Fire-station is also a prize winning Fire-station.

- This ensures ongoing collaboration between the sponsors and the Fire-station.

2.2) The Fire-station will also be able to award their own winning safari to a number of

- Individuals in the Fire-station as opposed to a single member and he's or her family. To specifically maximize the Fire-stations owned objective.

Consultation in this regard will be entered into between the initiative and the winning Fire-station.

6 Prizes for 2018

1) There are ten sectors (see rule 2). For each of the ten sectors winners can win a prize in 2018, the first prize being:-

- A once in a lifetime **African Family Safari** for five people.

Estimated value \$11.000 USA dollars.

2) Therefore one Safari for each of the ten sectors.

Five runner-up prizes will also be awarded and will be announced in due course for each segment.

3. Guidelines covering this will be provided to participants on registration.

Contact details

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The Website:-

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7 Closing date

Due to the development nature it was decided that a closing date will be settle on by mid March 2018 and all participants will receive two months advance notice.

