

## **Recognition as a startup of Wageningen University & Research (WUR) and use of the WUR startup label**

A startup of Wageningen University & Research (WUR startup) is a newly registered company (Chamber of Commerce registration date not older than five years) established by staff, alumni and/or students for the purpose of developing and exploiting public and non-protected knowledge developed by WUR. WUR startups can make use of the general knowledge and experience that the founders have acquired during their time at WUR.

### **Formal recognition as a WUR startup**

Recognition as a WUR startup can be applied for at the department Corporate Value Creation (CVC) of WUR. Formal recognition as a WUR startup is confirmed by CVC in writing, after which the company is entitled to use the WUR startup label. The recognition has a maximum term, up to five years after the Chamber of Commerce registration date. After this, it will expire, but can be renewed on request as long as the WUR startup criteria are met.

### **Use of the WUR startup label**

When using the WUR startup label the WUR startup must always be recognisable as an independent entity. The conditions and guidelines for the use of the WUR startup label must be observed by the WUR startup at all times.

Permitted:

- Use of the WUR startup label as long as formal recognition as a WUR startup is maintained. This term ends five years after the date of registration with the Chamber of Commerce.
- Use of the WUR startup label in generic communication of the startup company (e.g. on websites or in the company brochures), both digital and in print.

Prohibited:

- Use of the WUR startup label if the accreditation has been retracted or has expired whenever the business is not in line with the mission of WUR including non-sustainable, not compliant with integrity norms and/or non-robust business strategies.
- Use of the WUR startup label in marketing individual products or services of the WUR startup business (for example product advertisements, product labels, product descriptions).
- Direct and active use of the WUR startup label by third parties, other than the WUR startup business.
- Use of the WUR name and/or logo by the WUR startup business without prior written consent from WUR Corporate Communications & Marketing. If permission is granted, the WUR logo may not be used for the purpose of promoting products or services.

### **Applying for recognition and the WUR startup label**

You can apply for recognition as a WUR startup and for use of the WUR startup label by contacting Maurits Burgering: [maurits.burgering@wur.nl](mailto:maurits.burgering@wur.nl) or Gitte Schober: [info.eship@wur.nl](mailto:info.eship@wur.nl).

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