

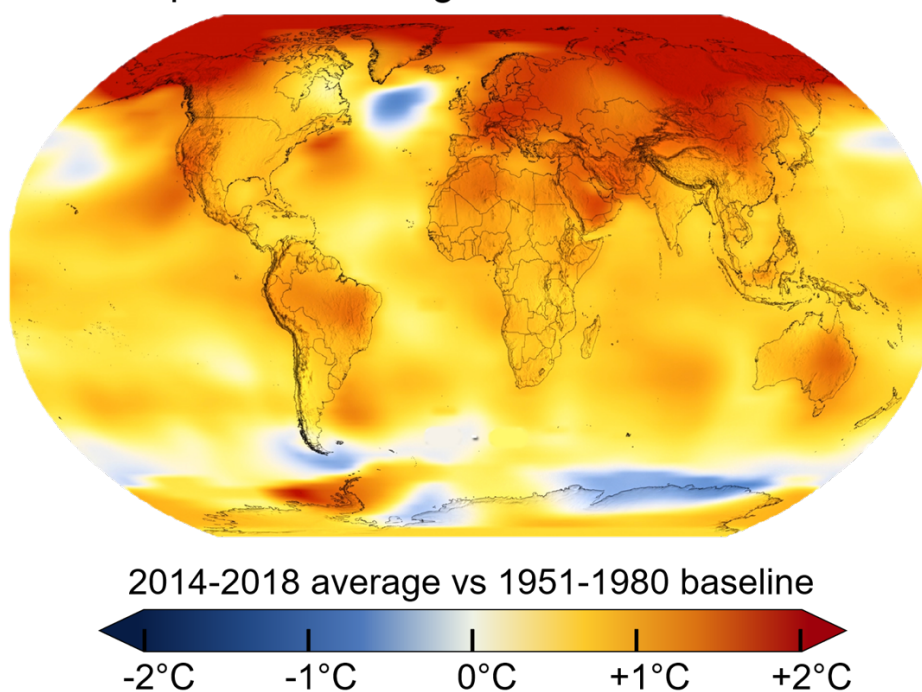
2020 CNNC: ROUND 2 PROBLEM—III & EGI

General Information for Both Parties

This negotiation is between the non-profit **International Ideation Institute/Institut international d'idéation** ("III" or "the Institute") and the for-profit **Exhibition Group Inc.** ("EGI" or "Exhibition Group"). The purpose is to enter into an agreement under which III would host a travelling educational and interactive exhibition on climate change that EGI is developing and that it plans to roll out to museums and institutes internationally.

The Institute is a combined think tank, museum, gallery and innovation lab that houses an ever-changing and eclectic mix of scientists, artists, writers, film makers, social engineers and others—"ideationists" as they call themselves. The shared vision of this disparate group and of III's board is to "turn ideas into futures." Challenges taken up by the group include climate change, human rights violations, the Ebola virus, and space exploration; in each case, the goal is to develop innovative, cross-disciplinary solutions to these challenges. The Institute will be housed in a new building, expected to open in two years.

Temperature Change in the Last 50 Years



EGI exhibit on global warming, an aspect of climate change. NASA Scientific Visualization Studio, Key and Title by Eric Fisk - <https://svs.gsfc.nasa.gov/cgi-bin/details.cgi?aid=4626>, <https://commons.wikimedia.org/w/index.php?curid=76248349>.

Exhibition Group is a privately owned corporation that promotes exhibitions and performing arts events around the world. It has two divisions relevant to this negotiation. One has experience in exhibition development and touring. The other has experience in live entertainment and in creative marketing of products and services. It is working with other partners

on an exhibition on climate change, with individual exhibits that include “Diet for a Hot Planet” (on the climate benefits of following a plant-based diet, including a cooking lesson and meal)¹ and “Beautiful Destruction” (a photo collection on oil sands development).²

III has already agreed to host the EGI exhibition when its new building opens, and has agreed to the standard exhibition duration of three months. These agreements are contingent on working out the specifics of their financial relationship and to discuss other important terms. Time permitting, they have agreed to discuss the following topics:

- revenue and expense allocation
- ticket prices and number of visitors
- advertising and marketing
- merchandise sales
- exhibition design and presentation
- dispute resolution

The parties have authorized their representatives to work out the details as best they can.

¹ See Small Planet Institute, <https://www.smallplanet.org/diet-for-a-hot-planet>.

² See Louis Helbig, <https://beautifuldestruction.ca/>.