



## @diversity: innovative ideas for cultural and creative sectors in Europe

### Applicant's Terms of Reference

#### Background

The “@diversity - Innovative Ideas for cultural and creative sectors in Europe” Idea Competition is seeking fifteen of the most original and innovative ideas for the European cultural industry making use of Information and Communication Technologies (ICT) to create, make accessible, spread and/or finance cultural products. The Idea Competition is part of a two-year Pilot Project funded by the European Parliament and entrusted for its implementation to the [Directorate General for Education and Culture of the European Commission](#) which, following an open Call for tender, awarded the contract to a Consortium composed of Peacefulfish, Kennisland and MFG.

The overall objective to which @diversity will contribute is to test innovative approaches to deal with cultural content for innovation and – in doing so – to contribute to the exploration of new business models respecting cultural diversity. *Cultural diversity* should be understood as follows:

"Cultural diversity refers to the manifold ways in which the cultures of groups and societies find expression. These expressions are passed on within and among groups and societies. Cultural diversity is made manifest not only through the varied ways in which the cultural heritage of humanity is expressed, augmented and transmitted through the variety of cultural expressions, but also through diverse modes of artistic creation, production, dissemination, distribution and enjoyment, whatever the means and technologies used" (Article 4 of the [Council Decision on the conclusion of the Convention on the Protection and Promotion of the Diversity of Cultural Expression](#))

# The Procedure

## Submission of the Ideas

Taking part in the @diversity Idea Competition is very easy. Ideas are submitted in two steps:

### STEP 1: SETUP ACCOUNT

Participants need to setup an account on our website at [www.at-diversity.eu/registration](http://www.at-diversity.eu/registration), in order to take part in the Competition. Once the registration form is filled in, participants can get access to their personal account. Contact details can be changed the application can be edited before its final submission.

### STEP 2: SUBMIT APPLICATION

After applicants register and log in to the website, they can click on [apply with your idea](#). First, the category the applicant's idea fits into has to be chosen:

[MAKE CULTURE](#) | [ACCESS CULTURE](#) | [SPREAD CULTURE](#) | [FINANCE CULTURE](#)

The detailed description of the idea should be structured into the following:

- Short summary of the idea
- Innovation
- Technology
- Target Group
- Implementation
- Sustainability

If the team behind the idea submitted consists of more than one individual and/or bodies, the email addresses of the partners can be stated in the application form. They will automatically receive an email request to register on the website. If they setup their account via the email link, they will be automatically connected to the relevant idea submitted. Only team members that are registered and accepted the participation conditions will be officially promoted by the @diversity Competition.

The idea should be submitted between the 21<sup>st</sup> of May and the 19<sup>th</sup> of August 2013. The proposal is preferred to be written English, but can also be submitted in any of the official languages of the EU.

Applicants between 18 and 25 years old are given the extra opportunity to compete for the special **Young Award** in the @diversity Idea Competition.

## Assessment of the Ideas

Submitted ideas will be judged in three stages:

- The ideas are judged on the exclusion criteria in accordance with [the General Terms of participation](#)
- An Online Jury members will assess ideas that meet the exclusion criteria on eligibility and - if they are eligible - selection criteria. At the end of this first assessment phase, the online jury will nominate the ideas that will pass to the final assessment phase.
- A Final Jury consisted of high-level cultural professionals, artists and ICT experts will meet in Brussels to assess the shortlist of nominated ideas, among which up to 15 winners will be selected.

## Criteria

Ideas will be judged on three sets of criteria:

### Exclusion criteria

Ideas need to fulfill the exclusion criteria, otherwise they will not be accepted for further assessment:

- The organisation or person submitting the idea is a legal or natural person.
- The applicant is established in one of the 27 countries of the member states of the European Union or Croatia
- In case that there is a partnership, partners (legal or natural persons) should be established in Europe: Member States of the European Union, Croatia, the countries of the EEA (Iceland, Liechtenstein and Norway), Albania, Bosnia Herzegovina, Former Yugoslav Republic of Macedonia, Montenegro, Serbia and Turkey.
- The person(s) submitting the idea (primary contact person and partners) is/ are not staff and family of the consortium partners of the call, or staff and family of the European Commission
- The proposal is written in one of the official languages of the Member States of the EU
- The idea has been submitted via the online form before the deadline the competition.

### Eligibility criteria

Ideas that meet the exclusion criteria will have to get at least one yes on each eligibility criterion:

- The idea fits in one or more of the following categories:
  - Make Culture – Ideas making innovative use of ICT technologies to produce or re-produce cultural content or deliver a cultural service. The ideas may concern the creation and design of cultural products, platforms or applications or the implementation of cultural projects that interconnect cultural and creative actors and other sectors.
  - Spread Culture – Ideas making innovative use of ICT technologies to make circulate, distribute and promote cultural products and cultural resources.
  - Access Culture – Ideas making innovative use of ICT technologies to facilitate access to cultural resources and/or lower access barriers. Ideas submitted under this category may address specific social groups, such as school students (cultural literacy & learning), people with reduced mobility (access to Cultural material) and others.
  - Finance Culture - Ideas making innovative use of ICT technologies and present alternative financing mechanisms for financing the creation, spread and access to cultural content.
  
- The idea fits with one or more of the following cultural sectors:
  - Cultural Heritage, including, galleries, libraries, archives, museums;
  - Audiovisual works, including recorded music, film, television, video games, multimedia;
  - Performing arts, including live music, theatre, opera, dance, sound and light spectacles;
  - Creation and exhibition of art objects/ tangible art products, including painting, sculpture, graphic art, conceptual art and installations;
  - Publishing, including books and press.

## Selection criteria

Ideas that meet the eligibility criteria will be assessed on the selection criteria. The ideas will be ranked based on their overall score.

- **IMPACT ON CULTURAL DIVERSITY:** The idea combines a cultural and an ICT based technology part and will make an impact on cultural diversity in Europe;
- **NOVELTY:** The idea is something that doesn't exist yet, but is ready to be implemented;
- **INNOVATION** The idea is innovative and fresh compared to the current working method in the sector and unique compared to other existing (international) projects;
- **IMPLEMENTABILITY:** There is a convincing implementation strategy for the idea; the idea shows that it is feasible and possible to implement;

- **TARGET GROUP:** The idea is directed at a well-defined target group in the European Union and the submitter(s) show(s) he/she knows his/ her target group well;
- **SUSTAINABILITY:** The idea is well-founded and has the potential to result in a sustainable business model;
- **MULTIPLIER EFFECT:** The idea has potential to scale to other sectors and/or other countries in the European Union;
- **TRANSFERABILITY:** The idea has potential to be reproduced in other sectors and/or other European Union countries.

## Benefits

All ideas that are nominated by the online jury to reach the second round of the **@diversity** Competition will be published on the website. The final Winners will benefit from additional profile and promotion at the Award Ceremony in Brussels that will take place at the [European Culture Forum](#) in Brussels. Winners will be promoted in the international press, and to relevant investors and business networks.

Winners of the **@diversity** Idea Award will receive tailor-made coaching by selected coaching experts. Winners will have two intensive online coaching sessions, and will be invited for an additional on-site two-day coaching workshop in London and a Final Seminar in Brussels, with the presence of top-level stakeholders and decision-makers.

Winners of the **@diversity** Idea Competition will also enjoy networking opportunities to promote their idea. They will be invited to pitch their winning ideas idea at two international pitching sessions where investors and stakeholders will be present.

Travel and subsistence costs for the participation in all the above-mentioned events will be covered for one idea promoter per idea.

The language of all events will be English.

## Time-Schedule

- Idea submission via the online application form | from May 21<sup>st</sup> to August 19<sup>th</sup> 2013 [23h59 CET]
- Announcement of Nominees | 17 September 2013
- Announcement of Winners | 1 October 2013
- Award Ceremony | 5 November 2013

- Coaching program | November 2013 - September 2014
  - *Online coaching between 13 November 2013 - 19 March 2014;*
  - *On-site Coaching workshop in London on 19-20 March 2014;*
  - *Final Seminar in Brussels on in Brussels in September 2014.*
  
- Pitching events | two events throughout 2014 [to be decided in common by Winners and Consortium]

If you have any questions regarding the @ Diversity Idea Competition, please contact:

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