

Social&Creative Contest

INTRODUCTION

TALIA – Territorial Appropriation of Leading-edge InnovAtion is the Interreg MED horizontal project led by Puglia Region, whose objective is to experiment with a "Mediterranean model of innovation": a model able to enhance regional smart specialization policies and practices and to transfer them to the concerned territories, thus creating the Social&Creative Community, a European community on social innovation and creativity.

To this aim, TALIA collects the results of 11 “modular” projects, facilitating the connections and interactions with the local and transnational networks. The community building activities also consist in the creation of virtual spaces for the interaction and dissemination of results among researchers, professionals and policy makers, and in the organization of local and national events aimed at sharing the Community experiences. Finally, TALIA identifies the opportunities to spread the most important results of the modular projects in the Mediterranean area and bring them to the attention of the EU political agenda, through the elaboration of policy suggestions and roadmaps, with a clear focus on sustainability, to be discussed in international forums.

The Social&Creative Community is composed of 11 vertical projects dealing with different aspects of the social innovation and creativity. In particular:

- Sharing economy, as a driver for economic, territorial and social growth (open DOORS project);
- Contamination and cross-fertilization between creative industries and traditional clusters (Co-Create project);
- Coworking, as new business and social innovation model (CoworkMED project);
- Public procurement of innovation procedures (Prominent MED project);
- Capacity for innovation and internationalization of cultural and creative industries (ChIMERA and Chebec projects);
- Creativity in the textile and clothing sector (CreativeWear project);
- Open and big data (Odeon and Smath projects);
- Mediterranean Diet (MD.Net project);
- Companies social responsiveness (+Resilient project).

Puglia Region has entrusted ARTI - Strategic Agency for Technology and Innovation of the Region with the execution of communication activities and organization of project events.

ORGANIZERS

This contest is organized by Puglia Region and ARTI, with the support of Apulia Film Commission, in the framework of the Interreg MED project TALIA – Territorial Appropriation of Leading-edge InnovAtion.

OBJECTIVE OF THE CONTEST

To give evidence of the dynamism related to creativity and social innovation that characterizes the countries of the Northern shore of the Mediterranean, ARTI organizes the Social&Creative Contest, addressed to young video makers and their ability to describe the nuances and declinations of creativity and social innovation in their territories, thus giving voice to the protagonists’ stories and emotions.

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The contest aims at bringing out, through an **emotional video**, the experiences and peculiarities of the individual territories, seen through the eye of video makers.

Participants will have to tell stories of social innovation and creativity in their area, choosing one of the themes addressed by the Social&Creative Community or even other variations of the concepts of social innovation and creativity.

BENEFICIARIES

This is a European contest addressed to young video makers aged 18-35, living in the cooperation area covered by the Interreg MED Programme (please find the list of the eligible Countries [here](#)).

HOW TO PARTICIPATE AND FEATURES OF THE VIDEOS

Submission of the works is free and exclusively online on the Social&Creative Community website, by uploading the video and filling in [the online registration form](#).

Videos must have a maximum duration of 5 minutes, they must be unpublished and produced in one of the following formats: .avi, .mpeg, .mp4, .wmv. Videos must be uploaded on YouTube or Vimeo: each participant has to indicate in the registration form the link from which the organizers can view and download the video.

The official language of the program is English, therefore any dialogues or voice-over must be in English.

The submission of the completed online form is intended as full acceptance of the competition rules. Failure to comply with the conditions and terms set by this regulation will result in the exclusion from the competition.

Each participant can submit only one video through the online form, enclosing a copy of a valid identity document. All proposals must be submitted **by 12:00 a.m., CET (UTC +1), on July 31, 2019**.

By subscribing to the contest, each participant is responsible for the content of his/her video, declares to have fulfilled all copyrights to third parties and grants explicit authorization to the organizers to project the video during other public events organized within the project.

Furthermore, each participant authorizes in advance the publication of his/her data on the Social&Creative Community website, on ARTI's website and on the respective official pages on social networks, as well as on the promotional material produced to disseminate the initiative. Each participant also authorizes the possible dissemination of his/her data to the press, exclusively for promotional purposes and, in any case, in compliance with the provisions of EU Regulation 2016/679 and Italian Legislative Decree 101/2018.

A copy of this regulation is available on the Social&Creative Community website.

SELECTION AND JURY

All the participating videos will be examined by a Jury, which will define the final ranking. The organizers also reserve the right to verify the truthfulness of the requirements for the participation in the competition.

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The Jury will be composed of representatives of the organizers, the Apulia Film Commission Foundation and cultural experts. The Jury, after excluding the videos that do not comply with this regulation, will examine and select the best works at its sole discretion.

The evaluation will be formulated in hundredths, taking into account three criteria, as set out in the following table:

CRITERION	MAXIMUM SCORE
Relevance to the themes of the contest	35
Innovative character of the audiovisual language	30
Creativity in the treatment of the theme and in the realization technique	35

The Jury will assign the scores by September 15, 2019. The three videos that will receive the highest scores will be the winners of the competition.

The possible exclusion from the competition, as a consequence of the preventive check of the material by the Jury, will not entail the creation of any right, even of a compensatory nature, faculty or legally relevant claim in favor of the excluded participant.

By filling in the online form each participant acknowledges to the organizers the full right to proceed, in its sole discretion, to its exclusion and he/she renounces, for all legal purposes, to any question, request or claim related to this exclusion.

PRIZE

The winners will be invited to present their videos during the Mediterranean Forum on Creativity&Social Innovation, that will be held in Puglia (Italy) on October 15-16, 2019.

The Jury will assign a 360° professional camera to the first classified and a plaque to the second and third classified.

DIFFUSION AND ARCHIVING

The videos participating in the contest, compliant with this regulation, may be published (in full length or in part) on the Social&Creative Community, the European Commission, ARTI and Puglia Region's websites and on their social accounts. They may be also part of the communication materials prepared once the event will be concluded. To this aim, each participant recognizes ARTI and Apulia Film Commission the right to use his/her video for institutional purposes, free of charge, without time limits.

INFORMATION AND PUBLICITY

All the information and the updates about the contest are available on the Social&Creative Community and ARTI's websites. Any further information or clarification can be requested to the Organizing Secretariat by phone (+39 080 9674217-9) and e-mail (comunicazione@arti.puglia.it).

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The sole responsible for the procedure is Mr. Francesco Addante.

PERSONAL DATA PROCESSING

Pursuant to Regulation (EU) 2016/679 and Italian Legislative Decree 101/2018, the personal data provided by participants are collected and processed in the automated database to which the applications have been addressed and are used and stored only for the time required for the purposes of the management of this procedure.

The data controller is ARTI - Regional Agency for Technology and Innovation based in Bari at via Giulio Petroni n. 15/f.1 - email: info@arti.puglia.it - PEC: arti@pec.rupar.puglia.it. The Data Protection Manager (RDP) can be reached at the following address: ARTI - Regional Agency for Technology and Innovation - Via Giulio Petroni n. 15/f.1 - email: dpo@arti.puglia.it.

FINAL PROVISIONS

For any disputes concerning the interpretation and/or execution of this regulation and in any case for any other cause that may arise in connection with this contest, the Court of Bari (Italy) will be competent.