



“WORLD CREATIVITY & INNOVATION DAY” CONTEST

REGULATION

This contest organized by Creasys Youth Foundation (hereinafter CYF) aims to collect ideas and project proposals of young people residing in Italy and in all parts of the world, inspiring them to express their potential and their creativity, with the aim of concretely realizing the creative and innovative idea, in collaboration with dedicated experts and coaches, ensuring the personal and professional growth of young people and their entry into the world of work.

The purpose of the contest is to carry out projects that have a multiplier effect on the territory, supporting the creativity and natural attitude to innovation, including the social one, of young people, who become in turn enthusiastic testimonials and coaches for other young people.

The CYF has established **four thematic areas**:

1. Innovative solutions in arts and crafts
2. Culture and heritage enhancement
3. Eco-sustainable projects for a circular economy
4. New technologies for everyday life

At least **four project ideas**, among the applications received, **will be selected** and will be accompanied in the various stages of project implementation: their presentation will take place during an event-day of the CYF contest.



1. PROMOTERS

Creasys Youth Foundation is a foundation created to improve and promote the development of young people in every part of the world, enhancing the moral qualities and abilities of each person, through a new growth model that, in a context of the digital era, influences positively their life and their relationships. The CYF wants to encourage the growth of young people guided by creativity, to create a new entrepreneurship that takes advantage of the opportunities offered by the digital world, with an innovative cultural approach that wishes every project implemented locally to become shareable at international level. CYF commits to give out any sums received from the sponsors for the realization of all phases of the selected projects, with the perspective of creating and increasing a value chain.

2. PARTNER and SPONSOR

The CYF contest is organized in collaboration with:

- Creasys
- Third Millennium European Institute
- Strategy and People
- Cristiana Video

The partners and sponsors of the initiative are companies, professionals and institutions committed to providing the services and supporting the design and implementation of the chosen ideas and will be connected to the young proponents.

3. BENEFICIARIES

Young people up to 30 years of age (born after the 1st January 1992), individuals or groups, both Italian and non-Italian citizen, residing in Italy or anywhere else in the world, can participate in the CYF "World Creativity & Innovation Day" contest by presenting their project.

In the case of groups of youth, at least the majority of the members must comply with the personal and residence requirements.

4. DEVELOPMENT

Candidates will be able to join the CYF contest, according to the procedures described in point 5, till the **21th June 2022 at 12:00**.

CYF will communicate by 4 July which projects have been selected for start-up and implementation phase.



The players of the selected projects will be invited to participate in a training course, as specified in point 10 of the regulation, aimed at completing the necessary aspects to support the implementation and success of the project.

The workshops will be held either online or face-to-face by experienced professionals and partners of the initiative, with individual follow-ups.

On 1st December 2022, at 6.00 pm at the CYF headquarters in Bari, there will be a presentation day of the selected projects with their progress, which will be attended by the panel members and the partners involved.

5. APPLICATION

Participation in the tender is totally free. The full presentation of the ideas must take place from 21st April 2022 to 21st June 2022, closing time 12.00 pm.

To participate in the CYF contest it is necessary to:

1. Access the website www.creasisyouthfoundation.org;
2. Submit your project by filling in the application form and the privacy policy form, compliant to art. 13 GDPR 2016/679, following the indications provided by the guidelines and the tutorial;
3. Send a copy of the project to the e-mail address: info@creasisyouthfoundation.org.

Applications sent after the above deadline will not be admitted to the selection and evaluation phase. The time of receipt of the email by the recipient will be taken into consideration for the deadline.

6. REQUIREMENTS FOR ACCESS TO SELECTION AND EVALUATION

The projects presented by the participants will be initially evaluated to verify that they possess the following requirements, in order to undergo the selection (art.7) and evaluation (art.8) phases:

The criteria used for the evaluation and selection of projects

CATEGORY	CRITERION	DESCRIPTION	MAX SCORE
INNOVATION	Technological innovation	It defines the degree of technological innovation of the project, also intended as a new way of using existing technologies.	5
	Process innovation	It defines the degree of process innovation of the project. The impact of innovation will be assessed as regards production costs, time to market, degree of collaboration between the various players involved in the implementation of the project (i.e. the ability of the proposed innovation to contribute to the development of new ways of working).	5
MARKET	Potential market	The criterion indicates the potential that the project presents once it is introduced on the market, also intended for the involvement of the human factor.	10
	Competitive Advantages	The criterion indicates the advantages that the project has compared to other similar proposals or already active projects.	10
RESOURCES	Skills	The competence of the person who submitted the project is assessed. Having often young people little work experience, the criterion assumes a non-decisive importance.	5
	Motivation	The motivation criterion is very important to evaluate how much the proponent wants to commit to the success of the project.	15

CATEGORY	CRITERION	DESCRIPTION	MAX SCORE
	Contact network	The criterion evaluates whether the project is already located within a network of contacts, i.e. it is related to and / or promoted by universities, research bodies, companies, etc.	10
SHARING	Impact on the circular economy	The impact on the circular economy is the criterion that evaluates how much the project creates repercussions on the territory or in any case in the area where it is carried out with a view to starting a sustainable supply chain.	10
	Reproducibility of the project	Another important parameter is the reproducibility of the project, i.e. how much the project can be replicated in other contexts but allowing other young people to potentially obtain the same results.	15
BUDGET	Cost forecast	The criterion measures the proponent's ability to define the costs of the project analytically.	5
	Co-partnership	The criterion rewards the direct investment that the proponent intends to make for the start of the project.	10
			100

7. PROJECTS EVALUATION AND SELECTION

At least 4 projects will be selected among the ideas submitted by candidates who meet the requirements of point 3 and according to the procedures of point 5, basing on the criteria of point 6, including the ability of the projects to involve a potential public and to motivate young people, their degree of innovation, the potential multiplying factor of each project.

The Panel members are experts from the world of culture, business, technology, communication, etc., who will express their preference to identify the project or projects with the highest ability to promote a generative spirit towards young people.



8. COMMUNICATION OF SELECTED PROJECTS

The players of the selected projects will be contacted by the 4th July 2022.
The winners will be advertised on the CYF communication channels.

9. PRESENTATION EVENT

The project presentation event will be held on 1 December 2022.
The selected participants undertake to present their project and its progress as a testimonial to other young people.

10. ACKNOWLEDGMENTS

The main objective of the CYF contest is to allow young people to realize their ideas and their projects, activating concrete work, supporting them to be confident and players of their own future and the future of their communities.

The promoters of CYF believe that every human being possesses unique abilities that deserve to be discovered and developed, to be transformed into something meaningful that can contribute to the growth of the whole society!

The finalists whose projects will be selected, as described in art. 7 will participate for free in:

- a workshop on leadership techniques in collaboration with an expert in the sector;
- a workshop for the preparation of the Business Plan of one's own project, concretely defining together with qualified tutors and sponsors the resources necessary to concretely implement the work project;
- a workshop on digital storytelling techniques in collaboration with an expert in the sector for the presentation and dissemination of your project.

The winners of the contest will be awarded an additional financial reward of € 1500,00 by the Creasys Youth Foundation.

The winners will make themselves available to participate as testimonials and coaches in the promotion of future CYF initiatives towards other young people in following contests.

The winners will also make themselves available to periodically monitor the implementation phases of their project, in agreement with partners and tutors.

The award will be paid to the winners by 31 December 2022 following the signing of a specific agreement.

The beneficiaries of the awards will have the duty to insert the logos, mentions and hashtags provided by CYF on all the material relating to the communication of the initiative, as well as provide a final report and a copy of the promotional material created.



11. INTELLECTUAL PROPERTY, INDEMNITIES AND WARRANTIES

By participating in this CYF contest each participant expressly declares that each proposed project is original and does not violate in any way, in whole or in part, the intellectual or industrial property rights of third parties, indemnifying from now on CYF, the Panel Members and its possible partners from any and all liability, related request for compensation for damages and / or sanctions advanced by third parties. By participating in this CYF contest, moreover, the participants undertake, until the presentation of the chosen projects on 1st December 2022, not to license to third parties - unless previously authorized by CYF - neither totally nor partially, any right attributable to the project presented and any other material that has been written, conceived, prepared, developed or created, either entirely or partially, for the purpose of participating in this CYF contest.

In case of violation of the provisions of this Article, the participant, or the participating team, will be excluded from this CYF contest.

12. TREATMENT OF PERSONAL DATA

Pursuant to EU Regulation 679/2016, the data provided by the participants in the CYF contest through the application form will be processed in compliance with the aforementioned legislation and the confidentiality obligations, to provide for the obligations connected to the activity related to the performance of the tender, as illustrated in the information note attached.

13. DISCLAIMER OF USE

By participating in the CYF contest and presenting their project, the participants authorize, in full compliance with the European GDPR n. 679/2016 and Law 644/41 (Copyright Law), the CYF and any other person involved in the realization of the CYF contest to publish a brief description of the story together with the documents presented for the purpose of participation (as defined in Art. 5), to promote projects to the public in other forms and in other ways, to use photos / videos portraying the participants in the events, the name and image of the participant or group of participants, in any form and way, on its own sites and YouTube channels, on its social pages and on the CYF website.

CYF is committed to informing participants of how their stories will be disseminated.

14. EXCLUSION

Any attempt of fraud and any inaccurate, partial or false declaration will imply the immediate exclusion of the participant and / or the participating team.



Projects will not be considered if:

- presented after the deadline set out in point 5;
- contrary to the rules of these Regulations.

15. ADDITIONAL INFORMATION

All operations will take place in compliance with current legislation.

CYF promoters reserve the right to modify these Regulations in accordance with the nature and objectives, in order to improve participation.

Communications (through on purpose events, press and social channels) relating to the CFY contest will be consistent with these Regulations.

For information and clarifications on the contents of the CYF contest, please write to: info@creasysyouthfoundation.org.

The changes made to these Regulations will be communicated to the participants by e-mail and in any case they will be acknowledged once they have been published on the website www.creasysyouthfoundation.org, in the section dedicated to the contest.