



“CulturVideo”

International Video contest dedicated to intangible cultural heritage

REFERENCE CONTEXT

The contest we are going to present is organised as part of CULTURECOVERY project – Preservation and RECOVERY of intangible CULTURAL heritage of Central Europe through Ecomuseums, as driver of local growth – financed in the context of Central Europe Program. It involves partners from 6 different countries of Central Europe (Austria, Croatia, Italy, Poland, Slovenia, Hungary) and it is focused on the role of Ecomuseums in the conservation and promotion of places and people’s identity.

The project’s partners are:

1. LP – Municipality of Cervia - IT
2. DELTA 2000 Soc. Cons. a r.l. - IT
3. Central Transdanubian Regional Innovation Agency Nonprofit Ltd (*partner replaced by n. 10*)
4. Lake Balaton Development Coordination Agency - HU
5. Foundation of Active People and Places - PL
6. Municipality of Pivka - SLO
7. Association-Ecomuseum House of batana (Rovinj) - CRO
8. Municipality of Mošćenička Draga - CRO
9. Rural Development Styria - AT
10. Velencei-tavi Fejlesztési Nonprofit Kft Velencei - HU

The associated partners are:

1. ICOM Italy - Italian national Committee of ICOM - International Council of Museums - IT
2. Austrian Open-Air Museum Stübing - AT
3. Municipality of Trofaiach – AT
4. Municipality of Krieglach – AT
5. Municipality of Puch bei Weiz – AT
6. Association of Civil Organizations of Lake Balaton - HU
7. Croatian National Committee of ICOM - CRO

Further information at <http://interreg-central.eu/Content.Node/CULTURECOVERY.html>



RULEBOOK

Art.1 – CONTEST’S GOAL

CulturVideo is a video contest dedicated to the enhancement of value of the intangible cultural heritage. It is promoted by Delta 2000 soc. cons. a r.l., the partner of the international project CULTURECOVERY, addressed to students of primary and lower secondary schools in the territories involved in the project.

The video contest **CulturVideo**, promoted as part of CULTURECOVERY, wants to support the intangible cultural heritage, such as those traditions and memories which are “living expressions” of a community’s identity, in order to transform a concrete, visible and clearly perceptible element’s perception.

The term “ecomuseum” is very often misinterpreted. The “eco” part of the word gives the wrong impression that ecomuseums are ecological institutions. Although they do take ecology into account, it is not the main point of action for ecomuseums. Instead, they aim at establishing an active collaboration with the local population. Professionals help in a very small segment: in the research, catalogue production or specific event and project organisation. However, the driving force in most ecomuseums are volunteers that can be part of the local population or professionals from nearby areas. **Ecomuseums are active in the field of preservation of cultural and natural heritage and represent an important link in the process of safeguarding intangible cultural heritage.**

Why are there things that should be preserved for future generations? First of all because of the emotions they evoke within us, which make us feel part of a tradition belonging to a certain country and to a certain way of living. They are things we own or the buildings we live in, music we listen or stories we tell; whatever it is their form, they are part of one’s heritage and its safeguarding needs an active effort. Cultural identity is also made up of traditional practices, representations, expressions, knowledge, rituals and production skills. This tradition is intangible (we cannot touch it, turn it or move it, as we can with a painting or a sculpture) and it is thus called INTANGIBLE CULTURAL HERITAGE and it is an important part of our identity.

Art. 2 PROMOTER SUBJECTS

As laid down in the project approved by the managing authority on CENTRAL EUROPE program, Delta 2000, on behalf of all the project partners, organises and promotes the international Contest **CulturVideo** for short films produced by schools, in cooperation with all the CULTURECOVERY project partners.



ART. 3 CONTEST CATEGORIES

Participants can compete in three sections, corresponding to the following themes:

- 1) territory / landscape / buildings / monuments
- 2) traditions / history / culture
- 3) natural environment (flora, fauna, etc.)

The contest wants to collect cultural heritage elements, which become protagonist of short videos shot by students and classes. It could be, for example, a monument (sculpture or painting) or a landscape, a history, a dance or a music, or even a typical dish or an environmental element of particular value, as long as they are representative elements of the country and territory of origin.

Art. 4 WHO CAN PARTICIPATE

The contest is open to national and international primary and low secondary schools classes from all the territories of involved ecomuseums:

- Ecomuseo del Mare e del Sale di Cervia - IT
- Ecomuseo del Bosco e del Cervo di Mesola - IT
- Ecomuseo di Argenta - IT
- Ecomuseo delle Erbe Palustri, Villanova di Bagnacavallo - IT
- Lake Balaton Development Coordination Agency, HU
- Foundation of Active People and Places - PL
- Municipality of Pivka - SLO
- Association-Ecomuseum House of batana (Rovinj) - CRO
- Municipality of Mošćenička Draga - CRO
- Rural Development Styria - AT
- Velencei-tavi Fejlesztési Nonprofit Kft Velencei - HU

Art. 5 HOW TO PARTICIPATE: video features

Each participant school or class can send short videos, expressions of their cultural heritage, from one of these contest categories:

- 1) territory / landscape / buildings / monuments
- 2) traditions / history / culture
- 3) natural environment (flora, fauna, etc.)

The shorts sent to the contest may be: documentaries, interviews, life stories, animations, video clips, spots, fictions, etc. Each participant (class, group within a class, single student) can compete with a maximum of 3 shorts (one for each category), lasting up to 3 minutes, in avi, mp4 or divx format. The maximum dimension of each video is 2 GB. Participation to the contest is free.

Shorts should be sent to the following e-mail address: culturecoveryvideocontest@gmail.com



In case of high dimension of file, please send you video using system to send large files up to 2GB for free es. Wettransfer or similar.

For each video received, the participant will receive by max 2 working days an e-mail to confirm the reception of video.

Art. 6 PARTICIPATION TERMS

The shorts produced should be sent on 30 April 2019 at the latest to the following email address: culturecoveryvideocontest@gmail.com specifying the title of the video, full name of the group leader and school denomination and address.

All the videos received will be uploaded on the YouTube channel of the CULTURECOVERY project – VIDEO CONTEST from 8 May 2019. From this date on users will be able to express their preference clicking on like.

Art. 7 JURY

All the shorts will be judged by a technical jury, made up of a spokesperson for each CULTURECOVERY project partner. The judgement of the jury is unquestionable.

Jury will judge the shorts according to the following assessment criteria:

Indicators	Maximum score
Originality	30
Adherence to the project's themes	30
Communicative skill of the composition	40

A special mention will be given, for each contest category, to the video with the highest success on the YouTube channel.

Art. 8 PRIZES AND WINNING COMMUNICATION

Winners of the contest will be 3, one for each category. The three winner shorts will receive a "honourable mention" and will be rewarded with a free activity proposed by their reference Ecomuseum for all the class of the student/group author of the short.

All the shorts sent can be partially or totally used by the Ecomuseums involved in the project, in order to promote their intangible cultural heritage.

Winners will be notified by telephone and by mail at the address indicated on the participation file. The rankings with the titles of the WINNER videos will e published on the website of the project no later than 20 May 2019.

All the videos will be available and promoted also with the project website.



Art. 9 CONTEST TIMETABLE

Opening of the contest	18 February 2019
Time limit to send the video	30 April 2019 at 18.00 PM (UTC + 1.00 h) Rome-Italy
Opening of public vote	8 May 2019 at 10.00 AM (UTC + 1.00 h) Rome-Italy
Time limit to public vote	15 May 2019 at 5.00 PM (UTC + 1.00 h) Rome-Italy
Jury vote and conclusion contest operations	No later than 17 May 2019
Communication of winners through e-mail and publication on website and facebook of CULTURECOVERY project	No later than 20 May 2019

Art. 10 COPYRIGHT

Participants state that:

- the short films produces are exclusively owned by the participants themselves;
- the contents, event they represent minor subjects, are in the full willingness of the participant (submit any releases on the attached model) and do not violate laws and regulations on force concerning the rights of third parties in particular in the matter of copyright and right image;
- the short films produced do not contain images with defamatory content.

Participants also authorize Delta 2000 soc. cons. a r.l. and the CULTURECOVERY project's partners to use material sent for educational/cultural purposes such as:

- telecast on television, satellite TV, web-TV bot of the whole short and its extracts;
- publication on the official website, on YouTube channels and on the most common social networks;
- paper publications;
- demonstrations and events for cultural, educational and informative purposes;
- for any other use permitted by law non-profit and without anything being due to the author, while ensuring the reference.

The material sent will not be returned and will remain property of Delta 2000 Soc. cons. a r.l.

Art. 11 PROTECTION OF PERSONAL DATA

By participating in the competition the organization is released from any responsibility, damage or prejudice arising from the violation of the requirements of the competition announcement. The subjects participating in the competition (or who for them in the case of minors) will have to issue a special release for the treatment of data, both for themselves and for those concerning third parties portrayed in images and movies, according to and for the effects of the rules on privacy dictated by Legislative Decree no. 196/2003 and subsequent amendments and additions.

DELTA 2000 Soc. cons. a r.l.



Art. 12 . CONTACTS

For any doubt or need for clarification you can contact us at the following address:

Atlantide - Contact person Elisa Pasi

On behalf PP2 DELTA 2000

culturecoveryvideocontest@gmail.com



CULTURECOVERY– Preservation and recovery of intangible cultural heritage of Central Europe through Ecomuseums, as driver of local growth.

APPLICATION FORM

I hereby express the interest to participate in the **“CulturVideo” contest – international Video contest dedicated to the intangible cultural heritage.**

The undersigned _____

born in _____ on _____

resident in _____ address _____

fiscal code _____ identity card n. _____

telephone number _____

e-mail address _____

as TEACHER/REPRESENTATIVE, registers for “CulturVideo” – international video contest dedicated to the intangible cultural heritage

CLASS _____ SECTION _____

SCHOOL _____

MUNICIPALITY _____

CONTEST CATEGORY SELECTED _____

DECLARES

DELTA 2000 Soc. cons. a r.l.

Strada Mezzano, 10 - 44020 Ostellato (FE) Tel. 0533 57693-4 Fax 0533-57674 www.deltaduemila.net e-mail: info@deltaduemila.net
Capitale Sociale Euro 150.000,00 – Numero Registro Imprese di Ferrara, codice fiscale e partita IVA 01358060380 – R.E.A. di Ferrara 150.300



- to authorise, with this document “Application form”, the participation of the class in the “**CulturVideo**” contest – **international video contest dedicated to the intangible cultural heritage**
- to accept unreservedly, on behalf of the class that I represent, the conditions expressed in the Rulebook of “**CulturVideo**” contest – **international video contest dedicated to the intangible cultural heritage**

DATE

SIGNATURE



**DECLARATION OF WAIVER
(Granting of rights of images employment)**

Information of the processing of personal data under Article 13 of EU regulation 2016/679

The undersigned living in
Prov. Street/square..... n
Born in on
Under Article 13 of EU regulation 2016/679 about protection of personal data, hereby

AUTHORIZES

the students of educational institute,
situated in,
Street/square n, for
audio-visual images depicting **itself or its son/daughter** in the context of the contest “*CulturVideo*”
international video contest dedicated to the intangible cultural heritage, organised as part of the *project*
CULTURECOVERY – Preservation and RECOVERY of intangible CULTUral heritage of Central Europe
through Ecomuseums, as driver of local growth financed in the context of Central Europe Program.
Moreover, it

DECLARES

to cede any right of employment of the images from audio-visual shootings for the realization and distribution of the video promoted as part of the abovementioned and for any other usage (press, TV, web, public representations) for promotional purposes. It moreover forbids the employment in contexts that compromise its personal dignity and decency. In closing it guarantees it will have, at any time, nothing to expect in the face of ceded rights about audio-visual images, for any reason or title, because laying and employment of images are to be considered completely free.

The current waiver shall be valid up to request for cancellation and is in full issued and signed in double copy, ensuring to have read the present and understood its content. A copy is held by the depicted subject and the other given to the educational institute, which performed the shootings.

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Signature