

# *Culture & Creativity Club*

## **I Edition**

contest for cultural and creative ideas promoted by

**University of Macerata**

in cooperation with

**META GroupS.r.l.**

and

**Fondazione Symbola**

The project “Culture and Creativity Club” selected and rewarded by the **Ministry of Education, University and Research of Italian Republic (M.I.U.R.)** in accordance with art. 11 Ministerial Decree of 6<sup>th</sup> July 2016, n. 552.

# **Culture and Creativity Club**

## **Call for Grants**

### **Introduction**

The University of Macerata (UniMC), a Humanistic Faculty founded in 1290, is promoting creativity, culture, innovation, and digitalization, as the key factors for the enhancement of companies and talents of the cultural and creative sector. So, UniMC announces the first edition of national contest "Culture and Creativity Club". The contest evaluates ideas/innovative solutions to develop and transfer to market products/processes/services in cultural and creative sector.

Citizens, students, associations, foundations, companies, start-ups, and economic operators are invited to take part as quality innovators of economic development, environmental, social and cultural of territory. The aim of this call for grants is the selection, reward, and promotion of the following criteria, innovative ideas/solutions for solving the challenges highlighted by active companies in cultural and creative sector at a national and international level. The selected ideas/solutions will be launched on the market after an entrepreneurial mentorship. Moreover, the selected ones will get in touch with the companies that have launched challenges, with the opportunity to start a collaboration with them.

### **Article 1**

#### **Description, the objective, and the awards**

"Culture and Creativity Club" (hereinafter referred to as "C&CC") is a challenge created and promoted by the University of Macerata and CreaHUB, UniMC's ideas lab, in cooperation with META Group S.r.l. and Fondazione Symbola. C&CC project was chosen, awarded and funded by the Ministry of Education, University and Research of Italian Republic (M.I.U.R.) in accordance with art. 11 ministerial decree of 6<sup>th</sup> of July 2016, n. 552.

The aim of the challenge is the selection, award and promotion of 11 ideas/innovative solutions in cultural and creative sectors applying to one of the challenges pointed at C&CC platform [www.cultureandcreativityclub.it](http://www.cultureandcreativityclub.it). The challenges are promoted by active companies in the cultural and creative sector at national and international level. The ideas/solutions must be aimed at the realization of a new product/process/service for marketing.

After the evaluation of received ideas/solutions, a Technical Scientific Committee of Evaluation chooses the eligible ideas/solutions presented by entrepreneurs, academics, professionals and experts of cultural and creative sector. The authors of eligible ideas will be rewarded by an entrepreneurial mentorship for the development and the launch of the product/process/service on market. The ideas will be presented in a public event promoted by the University. The winners will be promoted also on social networks and on press, they will have the opportunity to present and discuss their idea with companies' representatives promoting the challenges.

## **Article 2 Beneficiaries**

Citizens, students, associations, foundations, companies and start-ups (also not still established) and economic operators (hereinafter referred to as “innovators”) fulfil eligibility requirements in accordance with art.6 of this call for grants. In case of application by a partnership, all of the members must have eligibility requirements as mentioned in the call for grants. In case of selection of an idea/solution presented by a partnership, all of the members are rewarded by an entrepreneurial mentorship.

## **Article 3 Culture and Creativity Club Platform**

C&CC is based on the following digital platform <http://www.cultureandcreativityclub.it/>. The platform promotes the interaction between companies and innovators, for the development and to launch marketable ideas/solutions in cultural and creative sector. The companies highlight challenges of cultural and creative sector they want to solve, by following the link <https://www.cultureandcreativityclub.it/en-US/community/64/challenges>. The innovators are invited to present innovative ideas/solutions to face the indicated challenges, by creating a personal profile and then upload their proposal only on the C&CC platform within the deadline as described in this call for grants.

## **Article 4 Terms and condition of participation**

The call for grants, the challenges and the application form for the contest are available on the C&CC platform by following the link <http://www.cultureandcreativityclub.it/>. In order to be valid, the required documentation must be completed in Italian and uploaded on the platform by **30<sup>th</sup> June 2019, at 20:00**. The applicants have to create a personal profile on C&CC platform. Then, they are invited to present an idea/solution to the challenges pointed out in the C&CC platform. The applicants have to submit original ideas/solutions that are aimed for the creation of new products/processes/services to launch on the market. The applicant can submit more than one innovative idea/solution as long as they are submitted to different challenges. If are proposed more than one idea/solution to the same challenge, it would be considered only the last uploaded idea/solution.

If the same applicant is eligible for more than one submitted idea/solution, the reward will be the entrepreneurial mentorship.

In order to be valid, the applicants should be the authors and the owners of the proposed idea/solution, and there must be any limitations to other rightsholders' application.

In order to be valid, the applicants after having created the personal profile should upload on the C&CC platform the contents below:

1. General Information of the applicant/partnership
2. Solution's Description
3. Innovative Solution Ability
4. Solution's Impact
5. Solution's scalability
6. Solution's realization and sustainability
7. Elevator pitch.

#### **Article 5 Scientific and Technical Committee of Evaluation**

The applications sent before the deadline, according to article 4 are checked by the eligibility requirements as referred in article 6. The appropriate proposals are analysed and evaluated by the technical scientific evaluation committee in accordance with the criteria in article 7. The Scientific and Technical Evaluation Committee is appointed by the University of Macerata. The committee is composed of experts of culture and creative sector, lecturers and entrepreneurs.

#### **Article 6 Eligibility criteria of Applicants**

C&CC applicants must meet some requirements at the moment of registration:

- Citizens of the European Union can submit the application. General companies are allowed and also start-ups, associations, foundations, companies, start-ups (also not established yet) and economic operators in general.
- Not have reported financial or legal irregularities according to national and regional authorities.
- The Innovators can apply as the sole applicant or as a partnership. The partnership allows up to three people. For applications with at least two people is required a coordinator as the leader and an interlocutor with the secretariat organizational of C&CC.



## **Article 7**

### **Criteria for evaluating ideas/solutions**

The 11 innovative ideas/solutions are admitted to an entrepreneurial mentorship , and are selected on the basis of the following criteria and scores:

1. Clarity and entirety of solution's description (max 10 points).
2. Demonstrated Innovative ability of solution (max 20 points).
3. Solution's Impact (max 15 points).
4. Scalability of Solution (max 10 points).
5. Realization and Sustainability of Solution (max 30 points).
6. Elevator pitch (max 15 points).

The declaration of the criteria is included in the online registration form.

The maximum score is 100/100. The minimum threshold for admission to an entrepreneurial mentorship is 60/100.

## **Article 8**

### **Entrepreneurial mentorship and allowed actions**

The reward of C&CC is an entrepreneurial mentorship that lasts 30 hours and is split into 10 modules, but the schedule is still to be set up. The cost of mentorship is totally supported by the partners of the initiative. The mentorship includes the actions support to structure the presented idea, aimed to launch the product/process/service to market.

In addition, during and after the mentorship program, are foreseen public events for the promotion of the project and the dissemination of its results. According to the implementation needs, it is possible to foresee the collaboration of the companies that have indicated the challenges covered by the contest, with the opportunity to start a collaboration. It is possible to involve other actors interested in the above actions. During the entrepreneurial mentorship, the winner is obliged to submit online updates with a frequency defined by the organization of the C&CC. The organizational feedback should be used as a tool to monitor and improve the progress of the idea/solution along with the experts.

## **Article 9**

### **Intellectual Property Rights**

The following intellectual property rights (IPR) must be observed within the C&CC:

1. The applied ideas/solutions must be based solely on the original proposal of the applicants and the expected developments are free from any rights of third parties unless they are clearly stated and agreed in the use of their rights.
2. The applicant is responsible for IPR created for C&CC. The applicant is the only owner of the created technologies.
3. There are any obligations regarding IPR for who have conceived and promoted the C&CC contest. However, any communication and/or digital and/or paper publication made by the applicant, admitted to the entrepreneurial mentorship must clearly specify that the winner has received support from the University of Macerata, META Group and



Fondazione Symbola within the project "Culture and Creativity Club" that was selected, awarded and financed by the Ministry of Education, University and Research of the Italian Republic (M.I.U.R.) in accordance with art. 11 D.M. of 6<sup>th</sup> July 2016, n. 552. The applicants are obliged to display the logos of UniMC, META Group and Fondazione Symbola on all paper and digital material, including websites, digital pages, social networks, and press releases.

4. Parts of the ideas/solutions presented, including the summary sheet of the proposed idea/solution, must be sent by the applicant to the ILM Office of UniMC who will use them, together with the project partners, in compliance with current legislation, for institutional purposes.

### **Article 10** **Assistance and technical support**

UniMC, META Group, and Fondazione Symbola support the applicants admitted to the entrepreneurial mentorship and the companies that have submitted the challenges. The activities listed below are indicative and may be subject of changes depending on the resources available and the characteristics of the selected ideas/solutions.

#### **During the call application stage:**

UniMC, META Group, and Fondazione Symbola provide to potential applicants as follows:

- a. Information sessions: presentation of the challenges on the C&CC platform, following the link <http://www.cultureandcreativityclub.it/>, social media and partners network.
- b. Helpdesk: support on technical issues concerning online registration.

#### **Support at entrepreneurial mentorship:**

The selected applicants will have the following support :

- a. Mentorship activities and online support.
- b. C&CC foresee initiatives and events aimed at providing selected candidates with opportunities for orientation, training and networking.
- c. Partnerships and networking: thanks to C&CC partners and experts, selected candidates are introduced to various stakeholders to facilitate connections and collaborations.
- d. Webinars: if the C&CC partners find common needs and opportunities for the selected candidates, webinars are organized on specific topics.
- e. Final event and promotional events following the entrepreneurial mentorship according to art. 8. The awarded applicants are required to attend the final C&CC event. On this occasion are presented the ideas/solutions that have been developed.

### **Article 11** **Processing of personal data**

All data provided, in any form, by applicants in this announcement are treated in accordance with Legislative Decree 30/06/2013 n. 196 (personal data protection code) and of the G.D.P.R. EU 2016/679 and are used for the institution's institutional activities. Each applicant may request at any time the refusal to use the data for the aforementioned purposes.



## Article 12

### Process manager and information

Ms. Paola Bucceroni, process manager of Research Enhancement Office ILO and UniMC Placement, is appointed as the Director of the Procedure, for the management of all the administrative activities necessary for the realization of the C&CC contest.

This announcement and all the documentation are available by following the link <http://www.cultureandcreativityclub.it/>

For further information, please contact the C&CC contest organizing secretariat which is located at the ILO Research Enhancement Office and UniMC Placement:

-Telephone: 0733 258 2480 - 2657

- e-mail: [ricerca.ilo@unimc.it](mailto:ricerca.ilo@unimc.it)

Communications between contest applicants and the organizational secretariat are sent by e-mail. Applicants are pleased to promptly communicate any changes related to the personal contacts indicated at the moment of application.