

REGULATION FOR PARTICIPATION

IADE CREATIVE WEEK by BOLD CREATIVE FESTIVAL

This Protocol is concluded, being ruled by the following clauses:

ARTICLE 1

PROJECT DESCRIPTION

1. BOLD CREATIVE FESTIVAL is a creativity festival designed by IADE and Departamento®, in partnership with EDP, and that will take place between November 2020 and March 2021, at IADE (Campus de Santos) and at EDP headquarters (Av. 24 de Julho).

BOLD CREATIVE FESTIVAL translates into an annual creative festival produced by Departamento® in partnership with IADE and EDP, aiming to enhance creativity and at the same time consecrate IADE alumni who stand out professionally in the creative field at national and international levels. (<http://www.boldcf.com/>).

It is also a place for conversation and exchange of experiences with professionals in the field, with a creative guest with worldwide prominence every year. In 2016, it was Jessica Walsh from Sagmeister & Walsh and former IADE alumnus André Beato was awarded the ULTRA BOLD AWARD. In 2018, we had David Carson as guest and former IADE student Vasco Vicente received the ULTRA BOLD AWARD. In 2019, the guest was Stefan Sagmeister, an iconic figure in world design, and the award for the ULTRA BOLD AWARD fell to AKA Corleone.

2. BOLD CREATIVE FESTIVAL is focused on sharing experiences and conversations with different guests, and on the exhibition of projects developed for the festival.

BOLD TALK will take place on a date to be announced: a talk with an international guest to be announced; the ULTRA BOLD Talk, where we reward an IADE alumnus (under 35) for his outstanding career.

BOLD CREATIVE FESTIVAL will also showcase the different training areas of IADE: Design, Marketing, Advertising, Communication, Photography and Technologies, through the realization of the REGULAR TALKS, which for the first time will be a place for debate, showcase and sharing of experiences of outstanding professionals in the field, former and current IADE students. It is intended to demonstrate all the creative potential of current and former participating students as a mirror of the skills acquired in the academy, based on a solidly built past, consolidated in the present and projected for the future.

ARTICLE 2

THE CHALLENGE'S GOAL

1. The main objective of **DESAFIO LIGHT BY EDP** is to involve the entire academic community around BOLD CREATIVE FESTIVAL in order to be able to develop projects, promoting a by learning-by-doing approach in a multidisciplinary context, in addition to enhancing the different prevailing scientific areas at the Santos Campus.
2. The general lines of IADE's creative challenge, **DESAFIO LIGHT BY EDP**, consist in a creative experience from 8 to 18 January 2021 that involves students and teachers and that will precede the BOLD CREATIVE FESTIVAL (creativity festival designed by IADE and Departamento® in partnership with EDP and which will take place on a date to be announced later).

ARTICLE 3

THE CHALLENGE

1. Registration for the **DESAFIO LIGHT BY EDP** runs from November 9, 2020 until January 6, 2021 and will be made through the email: fabrica.iade@universidadeuropeia.pt
2. The **DESAFIO LIGHT BY EDP** will run from 8 to 18 January 2021.
3. IADE students can compete individually or in teams (composed of a maximum of 3 students).
4. In the creative challenge, the teams have 10 (ten) days to prepare the communication proposals, with the support of 2 online mentoring sessions, on January 12 and January 18, 2021. The final works must be sent until 11:59 pm January 20, 2021. The works will be evaluated by a Jury composed by the heads of IADE, BOLD CREATIVE FESTIVAL and EDP.
5. The participation in **DESAFIO LIGHT BY EDP** comprises the following phases:
 - On Monday, January 8, 2021, the challenge briefing for students is launched;
 - On Wednesday, January 20, 2021, the final works must be sent by email, until 11:59 pm;
 - Participation in the BOLD TALKS (on a date to be announced soon and subject to prior registration).

Questions and clarifications may also be sent by email: Departamento@departamento.com.

ARTICLE 4

JURY

1. IADE CREATIVE WEEK by BOLD CREATIVE FESTIVAL is governed by this regulation and the Monitoring Committee and the Jury are sovereign in their interpretation and application, as well as in the integration of gaps.

2. The selection criteria and decision bases, including the awarding of prizes to the distinguished ones, are the exclusive competence of the Jury and will always take into account all the legal and self-regulation rules, and the decisions of the Monitoring Committee and the Jury cannot be object of complaint or appeal, being always and in any circumstances definitive.
3. The jury reserves the right to suspend, interrupt or terminate this Challenge if there is just cause.
4. There will be no appeal against the Jury's decisions.

ARTICLE 5 EVALUATION CRITERIA

The evaluation criteria are as follows:

- Methodology applied in the development of the project developed and research;
- Innovation and Creativity;
- Suitability to the briefing; Understanding of the communication's purposes;
- Communication Strategy: positioning (clear, differentiated and understandable) and original message);
- Alignment with EDP brand's values.

ARTICLE 6 PRIZES

1. Each of the six winners of the IADE CREATIVE WEEK by BOLD CREATIVE FESTIVAL (as a team or individual) will receive a prize of € 200.00 (two hundred euros). The payment of the prize is made upon receipt of receipt and includes taxes.
2. Winners will receive tickets to one of the Summer Festivals where EDP will carry out brand activation actions (1 per person).
3. All participants will receive a Certificate of Participation.

4. The prizes to be awarded in this challenge cannot be converted into other prizes. The inability to receive the prizes, for whatever reason, does not give away to any compensation.
5. The right to the prize is automatically and definitively extinguished, and without the need for any specific formalism, should any of the following situations occur:
 - a) It is concluded that there is some irregularity in the application of the winning team;
 - b) There are indications that the work was carried out by elements other than the members of the winning team;
 - c) If the prize is not claimed within a maximum period of one year from the date of its award;
 - d) If, while the prize is pending, the winners are the object of any criminal procedure or disciplinary procedure instituted by the Institution of course frequency, or assume behaviour before the entities related to the **DESAFIO LIGHT BY EDP**, sponsors or third parties which, due to their severity, determine damage to the image and honourability of the participants or discredit and damage to the entities involved or to themselves.

ARTICLE 7

CREDIT ATTRIBUTION

1. This Regulation also allows the Participant, in relation to IADE, to choose whether or not to be enrolled in a specific optional unit in this semester of the academic year 2020/21 to the detriment of their participation in this challenge (only applicable to Bachelor's Degrees in Design; Marketing and Advertising; Photography and Visual Culture).

2. Upon committing to participate and conclude this event, you will be awarded 3 ECTS, which can be credited, according to the regulation of the European University at the time of the request for credit (See the Credit Table in Annex I).
3. If you choose not to be enrolled in a particular optional unit, this fact does not exempt you from paying the fees inherent to the said credits.

ARTICLE 8

INTELLECTUAL PROPERTY RIGHTS AND CONFIDENTIALITY

1. The participants commit not to disseminate, in any form, technical and scientific information, or of any other scope, pertaining to the creative challenge, as long as this is not authorized or as long as such information is not in the public domain.
2. The content of this challenge is strictly confidential and participants must ensure that it is respected until the product/service launch event.
3. The disclosure of this challenge is scheduled to take place only on dates, places and means designated by the briefings. Therefore, participants are obliged to guarantee its confidentiality, as well as of the contents and works presented, developed and winners until the indicated date.
4. All works presented in the scope of this challenge are considered to be made upon demand under and for the purposes of the Code of Copyright and Related Rights.
5. The participants guarantee that copyright or any other rights do not offend the rights of third parties.
6. The participants commit to resolve amicably any dispute that may arise from the implementation of this Protocol.
7. The doubts raised by the application of the rules of the protocol will be clarified and interpreted by mutual agreement, within the general principle of interpretation more favourable to the pursuit of the expressed purposes.

8. The present authorizations cover the use of the images of the participants and of the aforementioned works, throughout the national territory and internationally through the aforementioned media, since the present date and while the respective promotional use is in force, as well as their eventual permanence or reuse, in the referred media.
9. Each member of the group must validate their participation by signing this document, as a Participant, confirming personal and student data.

I declare that I have read and accepted all the terms and conditions regarding the participation in IADE CREATIVE WEEK by BOLD CREATIVE FESTIVAL contained in the Regulation.

Student:

Student:

Student:

ANNEX 1



Course units, by Degree, previously defined to credit the DESAFIO LIGHT BY EDP:
CREATIVE WEEK:

| Nome | Curso |
|--|-------|
| Creativity, Design and Innovation (optional) | LDES |
| Digital Editing and Post-production (optional) | LDES |
| Illustration (optional) | LDES |
| Promotional Communication and Merchandising (optional) | LMP |
| Advertising Text (optional) | LMP |
| Image Analysis and Reading (optional) | LFCV |
| Art Direction (optional) | LFCV |
| Sound and Image (optional) | LFCV |
| Storyboard (optional) | LFCV |

Course units, by Degree, previously defined to credit the DESAFIO LIGHT BY EDP:

| Nome | Curso |
|--|-------|
| Leadership and negotiation (optional) | LMP |
| Discursive Techniques (optional) | LMP |
| Promotional Communication and Merchandising (optional) | LMP |
| Advertising Text (optional) | LMP |