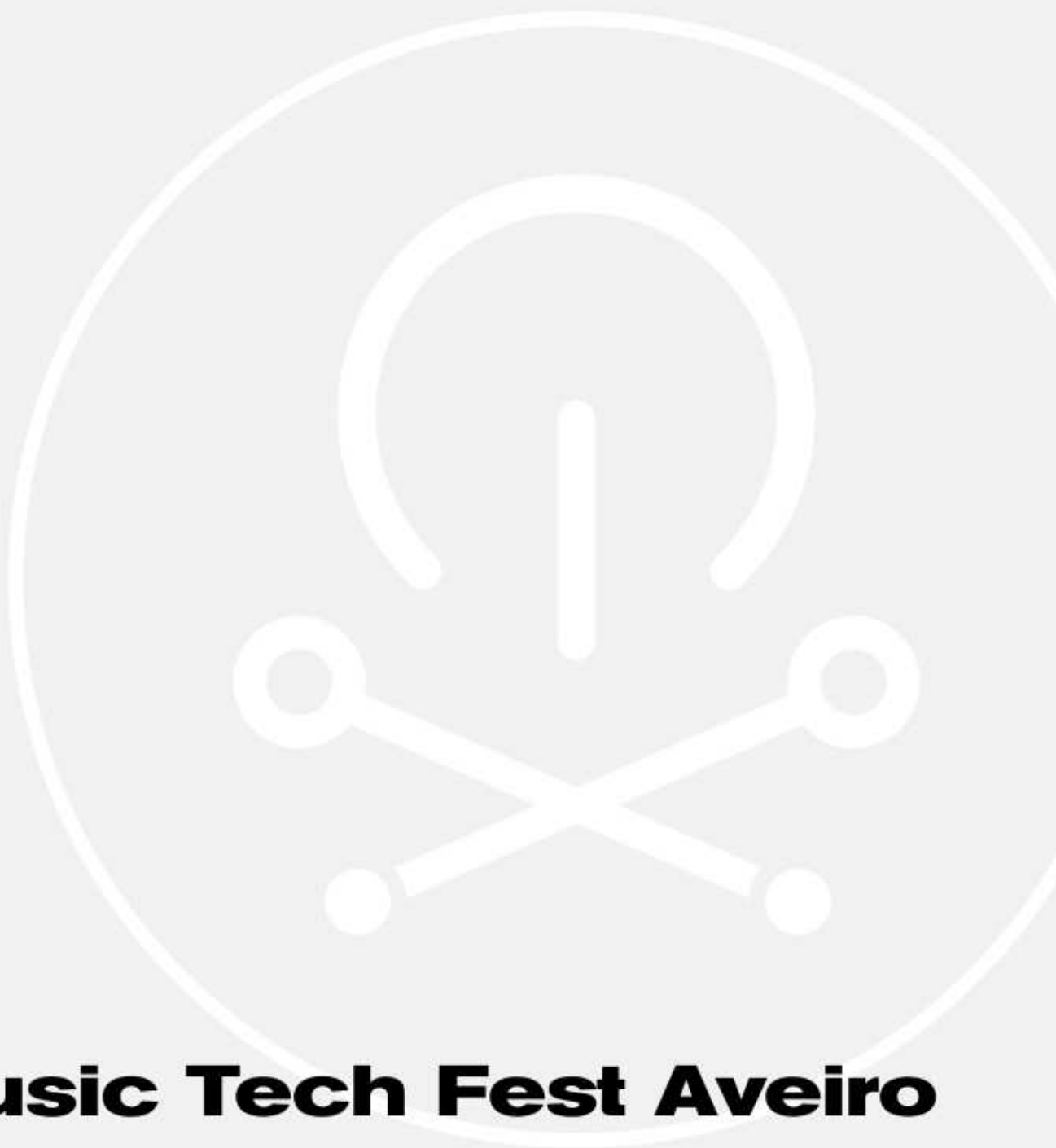




TECH
CiTY



Music Tech Fest Aveiro

MTF VIDEO OPEN CALL

Participation Rules



Index

Foreword

CHAPTER I – GENERAL RULES

Article 1.º - Object

Article 2.º - Objectives

Article 3.º - Definitions

Article 4.º - Beneficiaries

Article 5.º - Open Call timeline

CHAPTER II – APPLICATION

Article 6.º - Application submission and deadlines

Article 7.º - Candidates' requirements

Article 8.º - Invalid applications

Article 9.º - Selection Process and Evaluation

Article 10.º - Jury

CHAPTER III – WINNER

Article 11.º - Winners engagement

CHAPTER IV – PRIZES

Article 12.º - Prizes

CHAPTER V – CLAUSES

Article 13.º - Obligations and responsibilities

Article 14.º - Intellectual propriety

Article 15.º - Final Clauses

Article 16.º - Omissions



Foreword

The City of Aveiro is strongly committed to encourage the digital transformation of its territory sustained by the local strategy Aveiro Tech City and underpinned by the European Union project Aveiro STEAM City, funded by the programme Urban Innovative Actions. To this end, the Municipality of Aveiro, in partnership with the Music Tech Fest team will organize two events in October 2020 - The MTF Labs Aveiro Edition and the MTF Sparks Aveiro Edition. The initiative MTF Labs invite some of the most brilliant and original minds to reinvent the way we interact, collaborate, create and communicate with each other. Creative thinking, technology and invention are at the heart of collaborations which typically focus on challenges such as transhumanism, synaesthesia, cymatics, or blockchain, in order to investigate what makes us better humans. The programme aims to promote the collaboration between different experts in a variety of areas and expand its limits beyond traditional conventions. The MTF Sparks, is an engaging extracurricular programme that introduces creative methodologies for educating children and teenagers, focusing on invention and lateral thinking, the use of new technologies, principles of innovation and values of collaboration and fairness. The ambition is to create a generation of talented and entrepreneurial adults with strong human values at ease with global challenges.

To commission the production of the official videos of the MTF Labs Aveiro Edition and the MTF Sparks Aveiro Edition, the City of Aveiro is launching an open call with prizes for those interested in capture, record and produce the videos of each of those events.

CHAPTER I

GENERAL RULES

Article 1.º

Object



This document defines the rules of the Open Call for the video production of the events MTF Labs Aveiro Edition and MTF Sparks Aveiro Edition, promoted by the Municipality of Aveiro, within the project of Aveiro STEAM CITY (UIA03-084), cofounded by the European Union programme Urban Innovative Actions.

Article 2.º

Objectives

1. This Open Call aims to:
 - a) Select one winner to produce the official video of MTF Labs Aveiro Edition;
 - b) Select one winner to produce the official video of MTF Sparks Aveiro Edition;
2. Both videos will be used as institutional videos of the MTF events conducted in Aveiro and must portray the activities, dynamics, participants and atmosphere experienced in both events.
3. The MTF Labs video is expected to have a length of 5 minutes.
4. The MTF Sparks video is expected to have a length of 3 minutes.

Article 3.º

Definitions

1. For the purpose of the current rules, should be considered the following definitions:
 - a) «*Open Call*» - Public invitation for those interested in producing the official videos of the MTF events;
 - b) «*Organisation*» - Management of the programme conducted by the Music Tech Fest, responsible for its operationalisation, methodological approach, conceptualisation and aesthetic conception, and by the City of Aveiro, which provides local support for its implementation.
 - a) «*Applicant / Candidates*» - Companies, collectives and individuals, represented by people aged 18 or more.



Article 4.º

Beneficiaries

1. The Open Call is addressed to:
 - a) Companies, Collectives, Students and Individuals;
 - b) Applicants based and registered in Portuguese Territory;
 - c) Applications represented by people aged 18 or older.
2. Applicants must be able to understand and speak English.

Article 5.º

Open Call timeline

The Open Call will be implemented according to the following timeline:

- 16th July 2020: Official presentation of the initiative at Aveiro Tech City Website (www.aveirotechcity.pt)
- 16th July 2020 to 15th August: Applications' period
- 11th September 2020: Winners' Announcement
- 12th to 17th October: MTF Labs Aveiro Edition video recording
- 17th October: MTF Sparks Aveiro Edition video recording
- 18th October to 19th November 2020: MTF Labs video editing and preparation
- 18th October to 19th November 2020: MTF Sparks video editing and preparation
- 20th November: Presentation of the MTF Labs Video to the organization
- 20th November: Presentation of the MTF Sparks Video to the organization

CHAPTER II

APPLICATION

Article 6.º

Application submission and deadlines



1. Applications for both videos must be submitted until 11:59pm (PT time), by the 15th of August 2020, to Aveiro Tech City email address – aveirotechcity@cm-aveiro.pt.
2. Candidates can submit applications for both videos or just one in particular – MTF Sparks or MTF Labs. Applications for both videos must be submitted separately in different emails.
3. Application must contain in the subject of the email the following information: "MTF_OC + Candidate/Organisation Name + Labs/Sparks Video".
4. Application must include the following:
 - a. 90 seconds video pitch with candidate's story, motivation and technical/visual approach having in mind MTF aesthetic and visual concepts and the scope of the event;
 - b. 3 minutes' video representative of your portfolio or line of work;
 - c. Company/Organisation legal documents or Citizen Card/Passport copy in case of individual candidates;
 - d. Facebook, Instagram, Vimeo or YouTube accounts URL.
5. During the application period, the City of Aveiro will clarify any queries from potential applicants on the email address aveirotechcity@cm-aveiro.pt.

Article 7.º

Candidates' requirements

1. If selected, the winner must attend all the different stages of the MTF Labs and MTF Sparks to record and capture images.
2. Participants must understand the scope of the MTF Labs Aveiro and MTF Sparks Aveiro events, its objectives, target groups, timelines and operationalization.
3. Participants must grasp MTF visual and aesthetic principles (for reference see <https://musictechfest.net/>) and build on this with their own creative approach. MTF Labs media production guidelines are available at <https://musictechfest.net/media-assets>.
4. Candidates must possess the technical equipment required for video production, from initiation to its completion.

Article 8.º

Invalid applications

1. Applications in any of the following situations are considered invalid:
 - a) Submitted after the deadline referred in Article 6;
 - b) Fail to submit all the requested items described in Article 6;
 - c) The information provided is false;
 - d) If there is any other irregularity with the application.
2. Applications that fall in these previous situations will be automatically eliminated from jury's assessment.

Article 9.º

Selection Process and Evaluation

1. Applications will be evaluated by a Jury, in accordance with Article 10, taking into account the following criteria, score and weighting:

Criteria	Score	Weight
Motivation	(1 a 5)	20%
Technical/Visual Approach	(1 a 5)	30%
Portfolio	(1 a 5)	50%
		100%

2. From this selection, the Jury will select one winner to produce the official video of MTF Labs Aveiro Edition and one winner to produce the official video of MTF Sparks Aveiro Edition.

Article 10.º

Jury

1. The selection will be conducted by a Jury composed by 3 elements:
 - a) 1 element from the City of Aveiro;
 - b) 1 elements appointed by Music Tech Fest;
 - c) 1 invited element with relevant background on visual arts and video production;



2. The Jury evaluates the projects based on the information provided in the application and in accordance with the evaluation criteria described in Article 9.
3. Jury's decisions cannot be disputed.
4. In case of proposals with the same score, the Municipality of Aveiro will have the tiebreaker power.

CHAPTER III

Winners

Article 11.º

Winners engagement

1. Winners will be integrated and assisted by MTF team during filming, pre and post-production of the videos;
2. Winners must consent and follow guidelines provided by MTF team for the videos production;
3. Winners must follow MTF aesthetic principles and visual concepts, and City of Aveiro communication strategy.

CHAPTER IV

PRIZES

Article 12.º

Prizes

1. The winner of the call for video production of the MTF Labs Aveiro edition will receive a cash prize of €3.500,00.
2. The winner of the call for video production of MTF Sparks Aveiro edition will receive a cash prize of €1.500,00.
3. The prizes will be paid by bank transfer to an account indicated by the winners.
4. Any fees or taxes applied to the award are supported by the winners



CHAPTER V

CLAUSES

Article 13.º

Obligations and responsibilities

1. The winners of the Open Call must:
 - a) Comply with the directives set in these participation rules;
 - b) Provide working versions of the final video with the MTF team and the City of Aveiro team thought the video editing stage.

Article 14.º

Intellectual propriety

1. Winners authorize the City of Aveiro to use the raw images recorded in the MTF events in promotion materials related to Aveiro Tech City project. Moreover, raw recordings can be used in the scope of any initiative or publicity actions promoted by the Municipality of Aveiro.
2. The intellectual property of the innovations and materials, as well as the knowledge acquired and documentation inherent to them in the MTF events will be the sole and exclusive property of the participants.
3. None of the participants may develop commercial products and other components without the prior written consent of the party to whom their respective industrial/intellectual property rights belong.

Article 15.º

Final Clauses

1. The organization guarantees the confidentiality of the submitted applications, as well as the anonymity of the beneficiaries that will not be selected.
2. The organization reserves the right to modify these rules, as well as the Jury composition.



Article 16.º

Omissions

Any situation not foreseen in these rules, as well as any questions can be communicated to the organization by email (aveirotechcity@cm-aveiro.pt).