

PUBLIC NOTICE

**OBJECT: “DIARIO DIGITALE DELLA LIGURIA” -
EVENT INTENDED FOR THE CREATION, PRODUCTION AND
PUBLICATION OF NO.5 STORY TELLING VIDEOS ON LIGURIA**

1. OBJECTIVE AND THEME

The “In Liguria” Tourist promotion regional agency, hereinafter referred to as “In Liguria”, based on the successful results of communication project “Diario Digitale” (*Digital diary*), a format used by other Italian regional tourist destinations, intends to design and publish **no. 5 (five) story telling videos** on web.2.0. platforms, aimed at narrating some typical characteristics of Liguria (Italy) in a new and original fashion, concerning the following themes:

- 1. Sea sports**
- 2. Villages, people and history**
- 3. “So cool” Genoa**
- 4. Liguria Style Street Food**
- 5. Liguria in time lapse**

This notice aims at obtaining the interest of **video makers, experts in new media and animation, bloggers, etc.**, in order to explore key territories in Liguria, in relation to the five themes proposed and according to a storyboard provided by “In Liguria”, in order to convey the region’s most significant peculiarities by using the modern forms of online communication. The author shall of course be absolutely free to provide her/his interpretation with regards to the production, with the purpose of identifying the most interesting aspects, beauties and varieties of Liguria.

The audiovisual productions shall interpret the storyboards provided by “In Liguria” by means of short stories, the so called “storytravelling”, set in Liguria. They must be **approx. 120 seconds** long and will be published on a **video blog dedicated to this experience**, as well as on the main social networks, blogs, Facebook pages, portals and platforms, in order to boost visibility. The productions will be exclusively in English.

2. REGISTRATION

Registration is open to **all individuals over 18 from any country**, equipped with their own devices for producing films and with an excellent command of English, both written and oral. In addition to the ability to produce story telling videos for the web, experience in using the social networks is also required, as well as skills to ensure widespread distribution of the video.

3. SELECTION

Selection will be made based on the information that the candidates will provide to “In Liguria” by filling in Form A, and by comparing the various experiences. The candidates will be evaluated according to their experiences, ability to ensure widespread distribution of the video through social networks, technical quality and creativity of their previous works.

In order to select the candidates, “In Liguria” will rely on an external entity of proven expertise in the social communication and web 2.0 sector. The evaluation of the applications cannot be objected.

4. SUBMITTING APPLICATIONS

Please submit your application by filling out and sending Form A) to protocollo@agenziainliguria.it by **30/09/2013**.

Applications cannot be submitted in any other way. “In Liguria” will not be deemed liable, under any circumstances, for failures to receive the applications due to improper operation or disruptions of the internet connection. When filling out registration Form A, the candidate will be required to provide the requested information and fully accept the conditions of this notice.

If the conditions of this notice are not accepted in full, the candidate will be automatically excluded from selection. Any application received after the aforementioned term will be disregarded.

5. RULES TO PARTICIPATE IN THE CONTEST

Participation implies the unconditional acceptance of all the rules concerning this notice by each candidate. The selected candidates will be contacted by “In Liguria” or a by contact person of the same. The list of the selected candidates will be published on the website of Tourist promotion regional agency In Liguria: www.agenziainliguria.it.

“In Liguria” reserves the right to use the produced and published works, for non commercial purposes.

Each participant is the only liable party for the content of her/his production, and therefore agrees to relieve “In Liguria” from any liability towards third parties. More specifically, the selected candidates must be the exclusive authors of the works and these must be original, unpublished and not under publication. They must not breach third party's rights and, should they contain subjects whose consent or authorisation is required, the latter must be obtained.

The participation to this selection implies transferring all rights concerning the publication of the produced work to “In Liguria”. The produced works will not be covered by any copyright and cannot be the object of any claim or economic demand, other than what is foreseen in this notice.

Before being published, the story telling videos must be approved by In Liguria. All the material submitted to “In Liguria” must be optimised for i-phone and tablet (i-phone, i-pad, Android, Windows Mobile, RIM).

6. PRODUCTION AND PUBLICATION TIMES OF THE VIDEOS

The selected candidates will be invited to Liguria during the **third week of October 2013 (indicative dates October 14th to 20th)** for a guided tour of the places, except in case of bad weather conditions or other inconveniences that could cause the postponement of the project to the following weeks. In this case, the selected candidates will be contacted and invited to Liguria at a later date.

The videos produced **by each single video maker** must be completed and presented to “In Liguria” by **14/12/2013**.

In Liguria will evaluate and, in case of positive outcome, approve the work for publishing by **19/12/2013**.

The videos approved by "In Liguria" will be published on **20/12/2013**.

For the purposes of ranking the participants' works, the period considered for the calculation of the most viewed ones will be from **20/12/2013 to 20/03/2014**. According to the results achieved by **20/03/2014**, the classification of the most clicked videos will be drawn up.

1. REFUNDS FOR SELECTED CANDIDATES

"In Liguria" will refund the following fees to the selected candidates:

- travelling fees from their home country to Liguria, two-way ticket;
- food and lodging expenses for the days of stay in Liguria;
- transfer in Liguria.

A prize of 2,500.00 Euros will be awarded to all selected candidates upon publishing of the video on Liguria, gross of all taxes and duties, in compliance with the international laws.

Moreover, based on the classification of the number of viewers, the videos that will register **at least 2,500 clicks by 20/03/2014**, will receive the following additional awards:

- **1st place € 4,000.00;**
- **2nd place € 3,000.00;**
- **3rd place € 2,000.00;**

2,500 clicks are required to be included in the aforementioned classification and to be awarded the additional prize. The viewers of the videos will be counted by using the "counter" feature for each video on YouTube.

8. PRIVACY AND ENTITY IN CHARGE OF MANAGING THE CONTEST

Pursuant to art. 7 of Legislative Decree no. 196 of 30/06/2003, the acquired data will be used exclusively for the purposes of this contest and for the related tasks.

With regards to the processing of personal data, as defined and regulated by the “code on personal data protection” approved with Legislative Decree no. 196 of 30/06/2003, by participating in the contest the participant:

- gives her/his consent to the processing of her/his personal data for official and promotional purposes of the tourist promotion agency, according to the terms and conditions set out in the aforementioned Legislative Decree 196/2003;
- she/he is aware that the conferred data can be viewed by any subjects having interests related to them, in order to protect legally relevant situations pursuant to Law no. 241 of 07/08/1990 and subsequent amendments and integrations;
- she/he is aware that the conferred data can be deleted, edited or updated according to applicable laws;
- she/he is informed that the Data Controller is Agenzia regionale di promozione turistica In Liguria– via d’Annunzio 2 – 16121 Genoa, Italy.

The person in charge of the contest and of this notice is Mr. Luigi Barlocco, In Liguria Agency.

For additional information on the contest, please contact: In Liguria

- Mrs. Francesca Montaldo, Agenzia “In Liguria” Ph. +39 010 5308 229, Mob. +39 335 6142613
e-mail f.montaldo@agenziainliguria.it

9. PUBLICATION OF THE NOTICE

This notice is published on the court notice board, and on In Liguria’s website at www.agenziainliguria.it. Moreover, the notice will also be published on social medias such as Facebook, Twitter, Instagram, “La Liguria racconta” Blog: post publication linked to the theme, article marketing on portals, email.

Genoa, 3rd September 2013