



europaana
food and drink

Second Open Innovation Challenge

Video Storytelling

**'Enhancing Sustainable Food and Drink
Heritage and Production'**

Table of Contents

1. General Challenge Guidelines.....	3
2. Second Challenge Guidelines	3
3. Application Requirements.....	5
4. Awards.....	6
4.1 Awards and Final Event	6
4.2 Award Regulations	6
4.3 Personal Data Processing.....	6
4.4 Rights' Statements	7
5. Evaluation.....	7
5.1 Self-Assessment	7
5.2 Evaluation Criteria	8
5.3 Jury Composition	9
ANNEX 1 – Challenge Policies	10
1. Europeana Food and Drink Project.....	10
2. Second Challenge Policy Design	10
2.1 First line: storytelling	10
2.2 Second line: heritage and production. The cultural and political frame.....	11
2.3 Third line: creative industry and Europeana	14
ANNEX 2 – Application process	16
1. Metadata.....	16
2. Conditions for videos availability through Europeana	17
3. Creative Commons CC BY 4.0 and CC BY-NC-ND 4.0.....	18
4. Application steps and other required data.....	18

1. General Challenge Guidelines

In 2015/2016 the Europeana Food and Drink Project will make available a wide range of contents and applications specifically related to food and drink, as books, documents, audio videos, images etc.; and serious games, apps for mobile devices, virtual exhibitions, marketing and promotion systems, educational tools, e-books, e-learning objects, etc. Digital contents and services available through Europeana are presented in the portal: <http://www.europeana.eu>. More information about Europeana Food and Drink Project can be found at <http://foodanddrinkeurope.eu>.

The Open Innovation Challenge regulations define specifications of the Challenge themes for potential applicants and point out criteria that would lead an application to be excluded from the competition. Complaints regarding entry and exclusion criteria must be addressed per e-mail to: europeana-fdchallenge@uniroma1.it.

General regulations are:

- Europeana Food and Drink Open Innovation Challenges are open to any private, public or non-profit organisation within Europe / any legal person registered in one of the 28 EU Member states
- Each applicant can submit only one proposal per Challenge
- Enterprises having offices or subsidiaries in different countries may only apply through one country
- Applications must be written and submitted in English
- Projects are to be submitted in the Challenge platform <http://contest.upeurope.com>
- Challenge event takes place. The deadline will be announced in the promotional campaign on Europeana Food and Drink website (<http://foodanddrinkeurope.eu/challengetwo>) and on the competition platform (<http://contest.upeurope.com>)
- Europeana Food and Drink partners cannot participate in the Challenges.

2. Second Challenge Guidelines

The Second Challenge will open on 15th April 2015. Deadline for the submission of applications is 20th June 2015.

The Second Open Innovation Challenge theme is “Video Storytelling: Enhancing Sustainable Food and Drink Heritage and Productions”. General challenge policy (explained in Annex 1) is based on a combination of three factors:

- enhancing innovative **strategies** and **quality** standards in **video storytelling** on food and drink digital heritage;

- increasing digital content available in **Europeana** in the field of food and drink, as a means to promote the **linkage** of cultural **heritage** related to sustainable food and small food **production**;
- experiencing a simple methodology to increase relationships between **Europeana** and **creative companies or freelancers** in the creation and reusing of digital content on **specific topics**.

The Second Challenge is planned and launched in collaboration between Sapienza University of Rome (WP4 leader, responsible for Europeana Food and Drink Project) and Slow Food, renowned non-profit organization operating in all EU countries - and worldwide - on sustainable food and the related cultural heritage.

Challenge consists of a competition between video storytellers: competitors are requested to submit a video storytelling product, aimed at enhancing sustainably in the production of traditional food, including cultural heritage aspects related to it. The applicants can be any representatives of creative industries and start-ups, creative teams, freelancers, non-profit organizations; they may also act as a launching pad to contact enterprises, GLAMs (galleries, libraries, archives, museums) or other organization networks and to offer collaboration.

Videos will be uploaded by competitors on the platform UP <http://contest.upeurope.com> and must meet the following requirements:

- Lasting max. 21 minutes; videos up to 11 minutes are allowed too, considered as a concept-film according to European standards
- Being produced in English or subtitled in English if produced in another language
- Respecting licensing conditions (see below and more specifically in Annex 2)

The videos will be made available in Europeana platform under Creative Commons license CC BY 4.0, which allows both vision and reuse, or under Creative Commons CC BY-NC-ND 4.0, which does not allow reuse (see Annex 2 and check on <http://creativecommons.org>).

Applicant must declare under their sole responsibility that the video is original in all its parts.

Re-using of not original contents (clips, pictures, music, voices, etc.) is admitted only if the contents re-used are available in public domain or under the same Creative Commons License CC BY 4.0, or CC BY-SA 3.0. Applicants must compulsory declare the source and specify licensing conditions. In case of false statement on the source and licensing, all legal responsibilities will be borne by the applicant himself (see Annex 2).

The re-use of Europeana Digital Library contents is welcome, as indicated below in the evaluation frame “Triability/Reuse”, and will be scored with 10 points. In this case applicants also have to verify and declare that the reused Europeana contents are available in public domain or under Creative Commons License CC BY 4.0 or CC BY–SA 3.0 (please check and control licensing conditions on Europeana: <http://www.europeana.eu/portal/rights/terms-and-policies.html>; or on <http://creativecommons.org>).

As introduction to Europeana data set, applicants may consult Europeana portal: <http://europeana.eu/portal/api-introduction.html>.

For methods of Europeana digital content re-use, applicants may consult: <http://europeana.eu/portal/api-introduction.html> as well as <http://labs.europeana.eu>.

See **Annex 2** for further detailed requirements!

The video uploading procedure on Europeana will be undertaken by Sapienza University of Rome and ICCU (the Central Institute for the Union Catalogue of Italian Libraries), both partners of Europeana Food and Drink Project.

In order to allow this, required information about the uploaded video will be compulsory provided by competitors in the application.

Annex 2 also introduces the application process on the Challenge platform.

3. Application Requirements

Application requirements define the mandatory information required and a to-dos for the interested parties and applicants.

Applicants have to insert in the platform some information about the product (see Annex 2). They must also submit a short text describing **each** of the following points:

Table 1: Application Description

Project Specifications	Description
Vision	Explaining in maximum 1000 characters (including spaces) the storytelling strategy developed for video
Product	A video content description (max 1500 characters incl. spaces)
Production	Way(s) of production, costs and time spent (max 500 characters incl. spaces)
Social impact	Expected video impact for local or customer communities (max 700 char. incl. spaces)
Target	Applicants must indicate the potential target audience. They also may specify if the video will be re-used for the promotion

	of a territory, of an industry, of a GLAM (gallery, library, archive, museum); commercial purpose may also be the aim of the video (max 500 char. incl. spaces)
Applicants short profile	Applicants' competence in relation to the production of the submitted video. (max 300 char. incl. spaces)

4. Awards

4.1 Awards and Final Event

Best videos will be presented at the Challenge Award Event taking place on July 22 at the Expo 2015 in Milan.

The winning project will receive € 3.000,00 in cash, funded by Europeana Food and Drink, extra-sponsored by CNA (National Confederation of the Craft Sector and Small and Middle sized Enterprises – Italy). Other sponsors may additionally contribute.

The CNA also offers an additional prize (€ 2.000,00) for the best video submitted by an Italian applicant.

Furthermore the best videos will be promoted by the Europeana Food and Drink Project partners, by Slow Food and through further media and communication networks.

4.2 Award Regulations

The jury will select the winning project and best projects at its sole and absolute discretion. Applicants who submitted the winning video and all best videos will be informed and invited for the Challenge Award Event.

The project evaluation procedure will be completed within 20 days from the submission deadline.

Cash awards are to be considered on a pretax basis.

Both, in project assessment and evaluation phases, the jury members will act in good faith, respect privacy information and apply good professional practices. The jury members shall not be held responsible or liable for any dispute on originality and authorship of the work, parts of it or limitations to third parties. In addition, they will not sign any confidentiality agreement.

All documentation sent by the applicants taking part in the competition remain the property of the authors, who will be able to protect it by means of law.

Submission for the challenge implies the full and unconditional acceptance of all general terms and conditions of this competition by the applicants.

4.3 Personal Data Processing

The Italian Decree Law no. 196 of June 30, 2003 governs the protection of individuals and other entities with regard to the processing of personal data.

Under article 13 of the aforementioned decree law, we hereby state the following:

- The provision of details is required by Sapienza University of Rome to perform its official duties and to take part in Europeana Food and Drink project Open Innovation Challenge
- The processing of personal details might be carried out with or without electronic means
- The provision of personal details is strictly required and your refusal to supply them will lead to your exclusion from the competition
- The holder of the processing rights is Sapienza University of Rome in the person of the Rector, *pro tempore* legal representative, having legal domicile for the purpose at the University.

Applicants must also declare that the content and realization of their video is an original work made by him/herself and does not affect in any way the rights of others, including those relating to security of personal data; therefore Europeana Food and Drink and its successors are in any case exempt from liability of any kind, civil, administrative or criminal, and they will be held harmless from any claim or demand by a third party.

4.4 Rights' Statements

All information about Europeana rights' statements is available on <http://pro.europeana.eu/share-your-data/rights-statement-guidelines>.

Other information about Europeana licensing Framework is available on http://pro.europeana.eu/files/Europeana_Professional/Publications/Europeana%20Licensing%20Framework.pdf

The licensor must also declare that content and organization of the video are his/theirs original work and do not compromise in any way the rights of third parties, including those relating to security of personal data; therefore Europeana Food and Drink is in any case exempt from liability of any kind, civil, administrative or criminal, and will be held harmless from any claim or demand by a third party.

5. Evaluation

5.1 Self-Assessment

The project application will be allowed on the basis of the specific requirements:

- Each applicant can only submit one project per Challenge
- Enterprises having offices or subsidiaries in different countries may only apply through one country
- Applications must be written and submitted in English
- Applicants must submit videos and all required texts and information through the online platform selected for the Challenge (see <http://contest.upeurope.com>)
- The deadline must be met

- Partners of Europeana Food and Drink Project cannot submit any video product

The jury will verify that all requirements are met. Should this not be the case projects will be excluded from the competition.

5.2 Evaluation Criteria

The evaluation will be executed on the basis of selected criteria specified below. Before starting the evaluation process the jury may further define the specific weighting of criteria.

The jury will assign an overall score of max. 60 points for:

- **Consistency** with the objectives of the challenge: the video must be consistent with the objectives and policies declared in the Challenge Guidelines (see in particular Annex 1)
- **Compatibility**: the video fits the values and needs of the target group described in the author's text
- **Creativity in storytelling**: the video is made by a well-conceived and creative storytelling concept and design
- **Aesthetic Quality**: the video is original and non-trivial in form and content, it shows a good aesthetic quality and it's technically well made.

The Jury will assign an overall score of max. 40 points for:

- **Scalability**: the video could foster multiplier effects and new productions and innovations
- **Communication effectiveness**: the video should be recognizable and have appeal
- **Usability**: the video should be easily enjoyable and understandable
- **Trialability/Reuse**: the video's contents are easy to be re-used.

A fixed score of 10 points will be assigned if the video re-uses Europeana digital contents.

The Jury will assign an overall score of max.60 points for:

- **Community engagement**: the video will generate forms of engagement for a community
- **Cultural impact**: the video will play an educational role and motivate people to get in touch with digital cultural heritage content
- **Market benefits**: the video, uploaded in Europeana Digital Library, is expected to be re-used for commercial purposes and business.

The Jury will assign an overall score of max.40 points for:

- **Competency:** balance between applicants skills and product quality (example: professional competence in video production but video bad quality = low score; professional competence and good quality = medium score; non- professional competency but good quality = high score)
- **Feasibility:** the video is made through technologies and materials available at reasonable cost
- **Costs:** a balance between costs and product quality (example: high cost in video production but video bad quality = low score; high cost and good quality = medium score; low cost but good quality = high score)
- **Solvability:** the relation between investment in time/money and the quality and usefulness of the product is reasonable.

5.3 Jury Composition

The jury selecting and evaluating the submitted proposals will be composed of 1 internal and 4 external experts. The Europeana Food and Drink Project partners could act as internal experts. External experts should be:

- Slow Food representatives with a specific competence, consistent with the aims of the Challenge
- Video storytelling professional experts on food and drink and associated cultural heritage
- Creative enterprises or enterprise networks experts
- GLAMs experts

The scientific coordinator of the Europeana Food and Drink Project Work Package 4 (Sapienza University of Roma), according with Slow Food, will appoint the jury members immediately after the submission deadline.

ANNEX 1 – Challenge Policies

1. Europeana Food and Drink Project

Europeana Digital Library (<http://www.europeana.eu>) has been working since 2008 to aggregate, preserve and enhance the digital cultural content of the 28 EU countries (books, manuscripts, newspapers and magazines, photos, audiovisuals and web contents, digital reproductions of museum objects, etc.). Contents of Europeana are easily available to users (<http://vimeo.com/36752317>), also as Open Data and under Creative Common Licenses (<http://pro.europeana.eu/get-involved/europeana-ipr/europeana-licensing-framework>). Digital contents are meta-dated to make them identifiable, searchable and available both as individual items and in the context of virtual exhibitions or thematic portals (for example the Europeana Fashion portal dedicated to fashion and haute couture world by <http://www.europeanafashion.eu/portal/home.html>).

Europeana Food and Drink Project (launched in 2014 under the ICT Policy Support Programme) aims at creating synergy and collaboration between cultural institutions (museums, archives, libraries, universities, etc.) and creative enterprises with particular regard to agro-food chain, promotion of territories, and food and drink theme. 29 partners of 16 European countries are working together to make contents concerning food and drink, as documents, texts, cookbooks, prints, artwork, images and audiovisuals, available on line; they highlight products and their application to gastronomy, daily eating customs, traditional and innovative farming, transformation and distribution systems, and rituality and festival related to meals or special productions. In addition, the project aims to experiment initiatives connecting enterprises with Europeana assets to produce knowledge and value.

Project partners are fuelling Europeana with new digitized material concerning food and drink, enhancing the on line available contents. They are creating a web portal dedicated to food and drink companies business and to creative actors engaged in the development of food and drink sector.

In order to facilitate collaboration between cultural institutions and businesses, two OpenLabs will be created, in Rome at the DigiLab Center of the Sapienza University and in Sevilla at the Instituto Andaluz del Patrimonio Historico. Europeana Food and Drink OpenLabs will launch three “challenges”, addressing creative industry and operators to develop products and applications (for instance audiovisual storytelling, serious games, apps for mobile devices, virtual exhibitions, marketing and promotion systems, educational tools, etc.) re-using Europeana contents (already available and/or implemented by partners).

2. Second Challenge Policy Design

2.1 First line: storytelling

The second challenge is based on three lines.

The first line is:

- Enhancing innovative **strategies** and **quality** standards in **video storytelling** on food and drink digital heritage

The Challenge intends to use storytelling and narrative mechanisms able to connect food and drink contents with sustainable production, regional respect and enhancement of tangible, intangible and natural heritage. Storytelling strategies can help to a Mise-en-Scène of food and food production in its historic, anthropologic, artistic, economic and social elements. At the same time, telling a story about food contributes to reconstruction of a cultural identity based on historic memory, to recall local traditions and rituals, to understand social interchange and conflicts. In addition, food and drink story of a territory should be combined with general global problems as preserving biodiversity, supporting a sustainable model of development, stopping a wild environment exploitation and pollution.

Narrative language and technology are able to match the above mentioned three approaches by making food and drink contents an engaging and absorbing plot. Ways and forms of telling stories constitute an out-and-out technology based on presenting cultural heritage contents in an organized and creative form through a screen-play, characters, sketches etc. for immersing audience in food and drink production activities and problems. In addition, a food and drink story structure may get inspired by literature and mass media genres, for example epics, adventure, detective story, science fiction, travel novel etc. by composing the script. Furthermore, food storytelling may use fiction format like serials, mockumentary, documentary, etc., and also exploit advertising languages as trailer, spot, videoclip etc. by making the creative product more popular, without forgetting the informative and educational aim of the creative product.

One of the main Challenge purposes is showing how important storytelling is in order to involve audience in a collective experience related to food and drink topics and to immerse itself in crucial productive steps of food production. Without a proper storytelling, the most refined technological devices, apps and templates we manage risk being just a support for special effects or for listing contents, without capturing spectators' attention and failing to push them to deepen their roots.

2.2 Second line: heritage and production. The cultural and political frame.

Introduction to biodiversity, production, tradition and heritage

The Challenge Award Event takes place during a world event: Expo 2015 in Milan. Expo 2015 general theme is: How can we feed the planet, guaranteeing good, clean and fair food for everyone?

With Slow Food, the main Challenge partner, we decided to share both, the theme and a guidance in response. Policy guidelines on sustainability are exposed in the following points:

Biodiversity is the diversity of life: of microorganisms, animal and plant species, ecosystems and knowledge. It is our insurance for the future, as it allows plants and animals to adapt to climate change, unexpected events and attacks by diseases and parasites. Biodiversity is wild, but also domesticated. Alongside flora and fauna present in nature, the knowledge of farmers has produced thousands of plant varieties and animal breeds, whose shapes, colours, fragrances and flavours reflect the story of the place where they live. Thanks to selection, local varieties and breeds have adapted to their surroundings, becoming stronger and harder, and requiring fewer external interventions (fertilizers, water, pesticides, veterinary care).

No monoculture exists in nature. Protecting biodiversity means respecting all diversities: of places, knowledge, cultures. It means growing many different things, but on a small scale. It means producing less, but giving more value to what is produced and minimizing waste. It means eating mostly local food. It means promoting a system that is balanced, durable and sustainable. It means protecting the small-scale farmers, fishers and herders who understand the fragile equilibriums of nature and work in harmony with ecosystems.

Without biodiversity, we cannot talk about sustainable agriculture or food sovereignty and, therefore, access to good, clean and fair food for everyone.

A model for agriculture is to be promoted, based on a rediscovery of the value of local agriculture, the short distribution chain, and locally closed cycles of production and consumption. It is a model that prioritizes soil fertility, the presence of people in the countryside and biodiversity protection, and a food system aimed at reaching a new equilibrium between available natural resources, the demands of society and agricultural production.

For this reason, video storytelling should promote **agricultural production and other activities based on traditional foods with strong links to their local area. Their promotion means valuing local biotic components, the preservation of natural and boundary habitats and the landscape, the local genetic heritage, the safeguard of the groundwater system, the protection and defense of the local area by its inhabitants and historical and cultural heritage. Food is a unique asset, and its spiritual, cultural and immaterial value is to be restored.**

The cultural model, in which the only benchmark criterion is price, has triggered the boom of the agrifood business, capable of supplying large quantities of cheap food, to the detriment of small farmers. We must reverse the logic of a system in which food value has been supplanted by food price by

- Rebuilding the relationship between producer and consumer;
- Restoring to food the value it deserves; -
- Making price reflect that value once more

Consumers can use their buying power to influence supply and production methods. They should show an active interest in food and the people who produce it, the methods they use and the problems they face. They should actively support producers, and thus play a leading role in the productive process. Slow Food has coined the term “co-producer” to describe this new consumer model. By making informed, responsible choices and forging a direct link with what’s on their plate and the people who put it there, co-producers will be in a position to recognise food’s intrinsic value and pay the right price for it. Equipped with appropriate knowledge, co-producers possess the power to redirect food production and the market. Hence the importance of education-lots of it!

2.2.1 Second line: Grassroots Europeana Contents, Heritage and Production

The second line is:

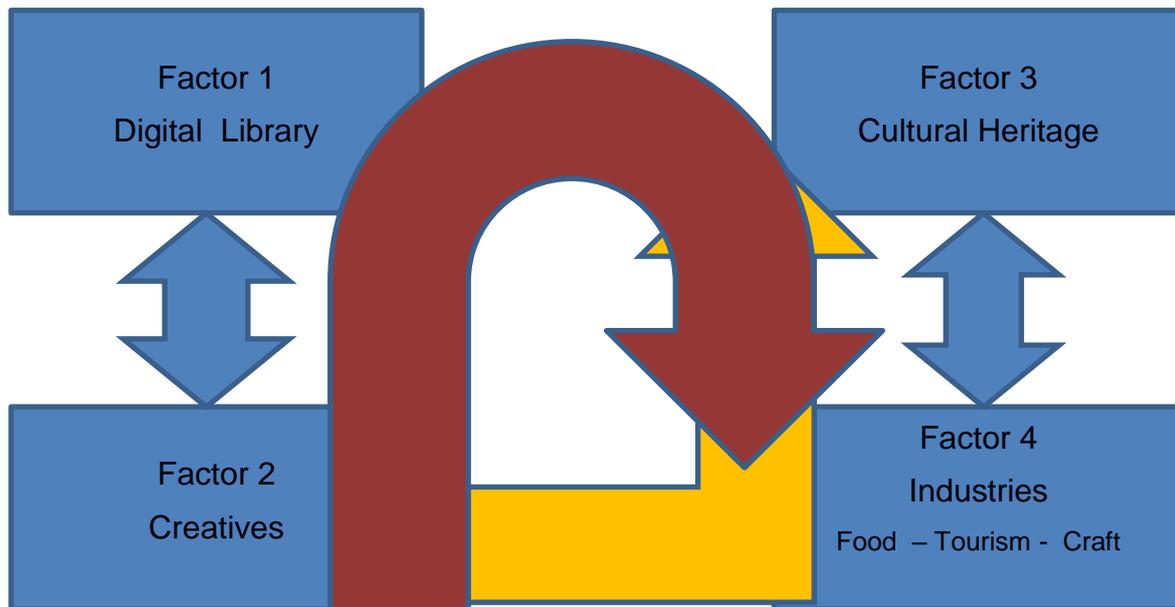
- Increasing grassroots **Europeana** digital content, as means to promote the **linkage** of the cultural **heritage** related to sustainable food and small food/agricultural **production**;

Scientific literature and actual trends in digital heritage sector show how big digital libraries making available multimedia contents and developing services for users may constitute a relevant growth factor with regard to:

- Knowledge, competences and activities, even commercial, related to tangible and intangible heritage (traditions, craft etc.)
- Specific productive areas
- Creative Industry

Provided of course the real re-usability of Digital Library contents, at least as extended as possible, and the Digital Libraries’ openness to grassroots content ingestion from a broad prosumer base.

This synergy can be represented as follows:



On the left side of the figure, collaboration between Digital Library (Factor 1) and Creative Industry (Factor 2) is represented by increasing on the figure right side opportunities of enhancing and spreading contents and creative content reuses; in addition, Factor 1 and Factor 2 collaboration contributes to develop services for all activities related to Cultural Heritage (Factor 3) and for those connected to specific productive sectors (Factor 4) by incentivizing their reciprocal interaction. The diagram seems to be particularly suitable to food sustainable production and farming traditions.

2.3 Third line: creative industry and Europeana

The third line is:

- Experiencing a simple methodology to increase relationships between **Europeana** and **creative companies or freelancers** in creating and reusing digital content on **specific topics**.

The Second Open Innovation Challenge intends to devise a streamlined and experimental method able to create synergy among the above-mentioned four players: Digital Libraries, Creative Industry, Cultural Heritage and Productive Sectors. Moreover, the Challenge plans the competitors to arrange videos to be directly uploaded on Europeana (Factor 1) through a procedure easy to use. In that way competitors, co-operate in increasing Digital Library contents by promoting both themselves (Factor 2) and Europeana (Factor 1). For this purpose competitors are

invited to license videos in Creative Commons CC BY 4.0, a license including a maximum of re-use. As a result, application procedure has been designed for metadata direct entry from competitors by a user-friendly interface (see Annex 2).

From this point of view, the relationship between Creatives and Digital Library becomes closer and more profitable: the formers have been adopting the logic of Open Access, that means quitclaiming copyrights and indeed aiming at the highest product visibility in web, in order to achieve notoriety and getting more chances of securing potential contracts for similar products; the latter, as Europeana, may further increase exposure and at the same time expand Cultural Heritage contents in a specific sector.

The traditional 1.0 model (firstly digital contents are collected in the libraries and then they are made available for Creative Industry re-using) is to be transformed into a 2.0 one: data collection, aggregation in libraries, creation and re-use are simultaneously produced. In Europeana context a network of direct relations among subjects and a mutual collaboration are created by involving GLAMs (galleries libraries archives museums having both traditional and user - generated contents), Creative Industries, and industries of particular sectors as tourism, craft, and in this specific case food and drink industries. They are immediately allowed to re-use videos available in Europeana for communication, promotion and other commercial and business purposes.

In conclusion, and according to these lines, the Challenge should help to:

- Improve the quality of intangible and tangible heritage storytelling;
- Highlight the utility of digital libraries with reusable and open access contents;
- Encourage collaboration between small producers / communities and creative teams by promoting sustainable quality food;
- Test whether the same challenge - as general methodology and adoption of a user-friendly platform - is a good way for increasing Europeana's digital heritage on a specific sector and for fostering relationships among different actors.

ANNEX 2 – Application process

Instructions for fulfilling every required application forms are to be found on the Competition Platform UP (<http://contest.upeurope.com>).

All required data and information will be considered by the jury for the evaluation.

1. Metadata

Some information and data submitted by applicants on the platform will be automatically converted into metadata according to Europeana Data Model established format (see <http://pro.europeana.eu/share-yout-data/data-guidelines/edm-documentation>).

Metadata will be made available under Public Domain and will ensure access to videos in Europeana.

The metadata are:

Title	
Description	a short abstract – max 300 characters spaces included
Preview	an image or the video cover
Video Subject	<p>Applicant has to answer 4 questions:</p> <p>Who? Who is the main person / character in the video? (Examples: 'a winemaker'; or: 'John Smith, a winemaker'; or: 'John Smith, a winemaker and James Brown, a vintner')</p> <p>When? When is story set? (Examples: 'XIX Century', '2012'; 'the 90's')</p> <p>What? What is the video theme? (Examples: 'herding'; 'herding, cheese'; 'herding, tradition, rituals')</p> <p>Where? Where is the story set (Examples: 'France?'; 'France, Provence'; 'France, Aix en Provence')</p>
Video length	(in minutes and seconds)
Video date	(video completion date)
Video format	as AVI, MPEG, etc.
Video Language	
Video Author (s)	generally the applicant; co-authors or organizations are admitted
Rights holder	generally the applicant; co-authors or organizations are

	<p>additionally admitted</p>
Rights	<p>The rights holder must read all conditions and then he/she is required to declare that:</p> <ul style="list-style-type: none"> - Submitted video is original in all its parts (if any contents or elements were not original, applicant must always indicate the source and guarantee contents are in free domain or licensed under Creative Commons CC BY-SA 3.0 or CC BY 4.0) - He/she authorizes Europeana video licensing under Creative Commons CC BY 4.0 or under Creative Commons CC BY-NC-ND 4.0,

2. Conditions for videos availability through Europeana

The videos will be made available on Europeana by the Food and Drink Project. The providing project partner transferring metadata to Europeana will automatically use CC BY 4.0 for edm:rights field. This operation is permitted by a clear authorization applicant must subscribe, by reading and accepting terms and conditions and by ticking the related box on the platform.

Applicants declare that submitted video is original in all its parts (if any contents or elements have been reused, applicants must always clearly indicate the source and guarantee that contents are under public domain or licensed under CC BY-SA 3.0 or CC BY 4.0):

“I declare that content and realization of the video are my original works and do not affect in any way the rights of others, including those relating to security of personal data; therefore Europeana Food and Drink and its successors are in any case exempt from liability of any kind, civil, administrative or criminal, and will be held harmless from any claim or demand by a third party”.

Finally, applicants authorize Europeana to license his/her video under Creative Commons CC BY 4.0, which allows re-use or under Creative Commons CC BY-NC-ND 4.0, which does not allow reuse. Regarding those issues, **Europeana Licensing Framework**, downloaded at <http://pro.europeana.eu/get-involved/europeana-ipr/europeana-licensing-framework>, p. 15 and p. 17, states:

“When the data provider is also the right holder and wants to make the digital object available for re-use (or has been authorized by the right holder to do so) the data provider can apply a Creative Commons license” ... “The full definition and legal code of these licenses can be found on the Creative Commons page on <http://creativecommons.org/about/licenses>. Europeana accepts all versions and jurisdiction specific versions of these licenses”.

3. Creative Commons CC BY 4.0 and CC BY-NC-ND 4.0

For the Creative Commons License Attribution 4.0 International (CC BY 4.0) see <http://creativecommons.org/licenses/by/4.0/>.

Summarizing, the license allows to:

- Share - copy and redistribute the material in any medium or format.
- Adapt - remix, transform, and build upon the material for any purpose, even commercially.

Conditions:

The licensor cannot revoke these freedoms as long as you follow the license terms.

You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation.

No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material.

The CC BY-NC-ND 4.0 allows only to share the material.

Conditions:

NoDerivatives — If you remix, transform or build upon the material, you may not distribute the modified material.

NonCommercial — You may not use the material for commercial purposes.

4. Application steps and other required data

Applicants are required to submit data and texts in 4 steps. The uploading of the preview image and the video is possible only if all 4 steps are completely closed.

In the **first section (general)** applicants must specify title, description and category of their video (video-concept or documentary).

In the **second section (object)** applicants must complete all metadata. Additionally, they have to submit:

- a short description of production proceedings, including costs and time spent (max 500 characters)

- a complete description of video contents (max 1500)
- possible references to re-using of Europeana contents, as long as admitted by copyright terms – see above; and always indicating sources and links to the content(s)
- possible references to re-using of other digital contents not included in Europeana as long as admitted by copyright terms – see above; and always indicating sources and links to content (s).

In the **third section (project)** applicants have briefly to explain some “strategic” aspects characterizing video design and production (see above in the Guidelines):

- Storytelling strategies (max 1000)
- Target the video intends to meet (max 500)
- Expected video social impact (max 700)

In the **fourth section (team/identity)** applicants have to submit personal data and a short profile about their competences and experiences (max 300 characters).