



Third Open Innovation Challenge

Exploring Social Returns of
Europeana:

‘Reworking Digital Heritage of Food
and Drink to Create Material
Productions’

Guidelines

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1. General Open Innovation 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. Many contents related to food and drink are however already available through Europeana (digital contents and services are presented in the portal: <http://www.europeana.eu>). Informations about Europeana Food and Drink Project can be found at <http://foodanddrinkeurope.eu>.

The General 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.iaph@juntadeandalucia.es

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 Project website (<http://foodanddrinkeurope.eu/challengethree>) and on the competition platform (<http://contest.upeurope.com>)
- Europeana Food and Drink partners cannot participate in the Challenges.

2. Third Challenge Guidelines

The Third Challenge will open on 1st October 2015. Deadline for the submission of applications is 20th December 2015.

Third Open Innovation Challenge issue is 'Reworking Digital Heritage of Food and Drink to Create Material Productions'.

General challenge policy (explained in Annex 1) is based on a combination of four factors:

- Exploring possible ways of **reusing Europeana, Europe's platform for digital cultural heritage, by creative companies or freelancers on specific topics.**
- Enhancing the **knowledge and value of the Food&Drink heritage** (tangible and intangible), that can be spread encouraging production processes reworking images to create new objects in many fields as **design, advertising and marketing, digital 3D reproduction tools or other traditional printing techniques.**
- Promoting **artisan food productions** with emphasis on local knowledge background of stakeholders, and their relation to **cultural identity.**
- Promoting opportunities and new business models for the **European creative and cultural industry**, also encouraging their **connection with the traditional agri-food production** sector.

The Third Challenge is planned and launched in collaboration between IAPH – Instituto Andaluz del Patrimonio Historico (Sevilla) and Sapienza University of Rome (WP4 leader of Europeana Food and Drink Project). IAPH and DigiLab Sapienza are Europeana Food and Drink OpenLabs.

Challenge consists of a competition between creative teams in broad sense: professionals from the creative and cultural industries, analog and digital artisans, cultural managers and heritage professionals, as well as small food producers. Teams which combine different profiles and compete in synergy with food artisans will be assessed positively.

The applicants can be any representatives of creative industries, including start-ups, creative teams, freelancers (students are also allowed), non-profit organizations, and also small food and drink industries representatives; they may also act as a launching pad to contact enterprises, GLAMs (galleries, libraries, archives, museums) or other organization networks and to offer collaboration.

Competitors are requested to submit a product, by re-using Europeana content. Products should contribute to highlight the heritage values inspiring the challenge (see Annex 1). Admitted products are:

a) 2D Category

Graphics products reworking images of Europeana related to Food and Drink (food, objects, environments, tools,...) for educational or commercial use; e.g. labels, wrappers, stickers, logos, product packaging, printed on paper, or on tissues (eg, t-shirts, towels, aprons, curtains ...), or on plastic and other materials (eg. trays, boxes, tiles ...). Images can help tell a story: eg. packaging telling the story of a product or the production area, or its traditions; educational games on various materials, and so on.

b) 3D Category

Material products reproducing or reworking in 3d details drawn from images related to food and drink (e.g. images of art or archaeology, applied art, objects of rural life, environments, food...), for educational or commercial usage. For example: a reworked detail of a painting can be reworked for a handicraft production, also on demand, destined to trade, to the bookshops of museums, or to online bookshop of GLAMs), or for food-design, or even be used as reproduction for exhibitions.

Applicants have to re-use and rework Europeana contents creatively, and in relation with the tangible aspects and with intangible cultural context. For example: glasses, utensils, food, bottles of wine, extracted as detail from digital images reproducing art masterpieces, can be re-edited and be used for packaging, for educational games, or even for real new production lines.

Creatively reworking of images is admitted, of course respecting copyright rules. If materials are in the public domain, or otherwise are licensed with a free culture license (so that are the Creative Commons licenses CC BY and CC BY-SA, and CC0 marked material), reworking images is free. Please check and control licensing conditions on:

<http://creativecommons.org>

<http://www.europeana.eu/portal/rights/terms-and-policies.html>

In addition, Europeana search offers a quick method to checking contents under above mentioned Creative Commons and Free Domain Licenses:

http://www.europeana.eu/portal/usingeuropeana_search.html

For example:

a) Search an item (i.e. “Michelangelo”)

b) Refine your search

c) You can also filter your search results:

- **By media type** - will display only objects of a selected media type (images, text, video, sound or 3D).
- **By language** - will display only objects with descriptions in selected languages, i.e. the language of the institution that provided the object to Europeana.
- **By date** - will display only objects with selected dates.
- **By country** - will display only objects from selected countries, i.e. the country of the institution that provided the object to Europeana.
- **By copyright** – will display objects labelled with the selected copyright label(s). This copyright label indicates how you may reuse the digital object, including the preview.
- **By provider** - will display only objects from selected institutions

d) Select “By copyright”

e) Select images under permitted copyrights: Free Domain; CCBY, CC BY-SA and CC0

f) Choose the image you like to rework

If the production process is applied or applicable to rework materials under copyright, it is the duty of the applicant properly regulate reuse.

In any case, the applicant must declare the source image and specify the license.

Annex 2 introduces the application process on the Challenge platform.

The submitted production must be documented by a video to be uploaded by competitors on the platform <http://contest.upeurope.com>. The video must describe the product and explain the stages of production.

Videos must meet the following requirements:

- lasting max. 11 minutes
- being produced in English or subtitled in English if produced in another language
- respecting licensing conditions (see Annex 2)

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 uploading on Europeana of the videos will be undertaken by the OpenLab “Heritage” of IAPH, partner 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. The videos will be made available in Europeana platform under Creative Commons license CC BY 4.0, or under Creative Commons CC BY-NC-ND 4.0 (see Annex 2 and check on <http://creativecommons.org>).

3. Application Requirements

Application requirements define the mandatory information required and a to-dos for the interested parties and applicants (see **Annex 2**).

Applicants have to specify the category of the submitted product:

a) 2D Category

Graphics products reworking images of Europeana related to Food and Drink (food, objects, environments, tools,...) for educational or commercial use; e.g. labels, wrappers, stickers, logos, product packaging, printed on paper, or on tissues, plastic and other materials

b) 3D Category

Material products reproducing or reworking in 3d details drawn from images related to food and drink (e.g. images of art or archaeology, applied art, objects of rural life, environments, food...), for educational or commercial usage.

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 production and marketing strategy that justifies the creation of the submitted product.
Product	A product description (max 1500 characters).
Production	Way(s) of production, costs and time spent (max 500 characters).
Social impact	Expected social impact (max 700 char.)
Target	Applicants must indicate the potential target audience (max 500 char.). Commercial purpose may be the aim of the video. Applicants also may specify if the product will be re-used for the promotion of a territory, of an industry, of a GLAM (gallery, library, archive, museum).
Applicants short profile	Applicants' competence in relation to the production of the submitted product (max 300 char.)

4. Awards

4.1 Awards and Final Event

Best products will be presented at the Challenge Award Event taking place on January 29, 2016, in Sevilla.

Each of the two winning project - one for category a) and one for category b) - will receive € 2.000,00 in cash, funded by Europeana Food and Drink Project. Extra-sponsoring may additionally contribute.

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

OpenLabs "Cultura" (Rome) and "Heritage" (Sevilla) can possibly decide projects worthy of being "incubated" (with regard to Europeana content re-use, and to counseling, testing, and crowdfunding).

4.2 Award Regulations

The jury will select the winning products and best products at its sole and absolute discretion. Applicants who submitted the winning and the best products 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

Personal data are processed through a contest platform (upeurope.com), property of the company UP s.r.l., legally based in Italy. The Italian Law governs the protection of individuals and other entities with regard to the processing of personal data.

Subsequently the IAPH will incorporate such data to IAPH's archive of personal data, under the Spanish legislation. According to the provisions of Law 15/1999, of December 13, Protection of Personal Data, which regulates the right of information of data collection, participation in the contest by applicants constitutes the consent to include their personal data in the archive, which owns the IAPH, whose purpose is to manage requests for services offered by the Center for Documentation and Research. The IAPH informs about the right of access, cancellation, rectification and opposition through the Head of the Studies and Documentation Centre of the Andalusian Institute of Historical Heritage.

The responsables of the challenge (IAPH and Sapienza) hereby state the following:

- The provision of details is required by the responsables 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.

Applicants must also declare that the content and realization of their product 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 products and all required contextual documentation 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 product must be consistent with the objectives and policies declared in the Challenge Guidelines (see in particular Annex 1)
- **Compatibility**: the product fits the values and needs of the target group described in the author's text
- **Creativity**: the product is made by a well-conceived and creative concept and design
- **Aesthetic Quality**: the product is original 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. 60 points for:

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

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

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

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

- **Competency:** balance between applicants skills and product quality (example: professional competence but video bad quality = low score; professional competence and good quality = medium score; non-professional competency but good quality = high score)
- **Feasibility:** the product is made through technologies and materials available at reasonable cost
- **Costs:** a balance between costs and product quality (example: high cost but 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 products 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:

- Industry representatives with a specific competence, consistent with the aims of the Challenge
- Professional experts on food and drink and associated cultural heritage
- Creative enterprises or enterprise networks experts
- GLAMs experts

The responsible of IAPH Unity of the Europeana Food and Drink Project, consulting with the Work Package 4 responsible (Sapienza University of Roma), will appoint jury members immediately after the submission deadline.

ANNEX 1 – Challenge Policies

1. Europeana Food and Drink Project

Europeana, Europe's platform for digital cultural heritage (<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. 28 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. In order to facilitate collaboration between cultural institutions and businesses, two Open Labs will be created, in Rome at the DigiLab Center of the Sapienza University and in Sevilla at the Instituto Andaluz del Patrimonio Histórico. Europeana Food and Drink Open Labs 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. Third Challenge Policy Design

The Challenge Policy aims to:

- a. Exploring possible ways of **reusing Europeana by creative companies or freelancers on specific topics:**
 - Enhancing the **knowledge and value of the Food&Drink heritage** (tangible and intangible), that can be spread encouraging production processes reworking images to create new objects in many fields as **design, advertising**

and marketing, digital 3D reproduction tools or other traditional printing techniques

- Promoting **artisan food productions** with emphasis on local knowledge background of stakeholders, and their relation to **cultural identity**
- Promoting opportunities and new business models for the **European creative and cultural industry**, also encouraging their **connection with the traditional agri-food production** sector.

The previous two Challenges of Europeana Food and Drink Project promoted storytelling and narrative mechanisms able to connect food and drink contents with sustainable production, regional respect and enhancement of tangible, intangible and natural heritage. 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. Keeping the same cultural inspiration, the Third Open Innovation Challenge aims to connect the food and drink heritage, the agri-food productions, and the creative industry, by promoting the creation of physical objects from digital objects available in Europeana. This can happen in many ways, and in particular through the creation of products by "creative" and craftsmen, both traditional and digital.

The Challenge inspiration is based on the synergy between four types of actors:

- the big digital libraries making available multimedia contents and developing services for users (Factor 1). Potentially, they could constitute a relevant growth factor with regard to three other direct or indirect partners:
- the Creative Industry (Factor 2), and creative professionals in many fields, as design, 3D printing, crafts, gamification, food design and other...;
- the Cultural Heritage world (Factor 3): including knowledge, competences and activities, even commercial, related to tangible and intangible culture, traditions, craft etc.;
- specific productive areas (Factor 4), as Food and Drink, or Tourism.

Synergy between Europeana and/or big Digital Libraries (Factor 1) and Creative Industry (Factor 2) is able to increase opportunities of enhancing and spreading contents and creative content reuses for creative commercial or not commercial productions. In addition, Factor 1 and Factor 2 co-operation contributes to develop services both for all activities related to Cultural Heritage (Factor 3) and for those connected to specific productive sectors (Factor 4), in reciprocal interaction. This seems to be particularly suitable in the broad area of productions related to food and drink, as sustainable agriculture and food industry, craft production, packaging, design objects related to food and drink, and also food design.

As the previous, but in a different way, the Third Open Innovation Challenge intends to devise a streamlined and experimental method able to create synergy among the

above-mentioned four players. The creation of new products re-using Europeana contents (Factor 1) aims to stimulate the interest of Creative Industry and the same

industries in the food chain (Factor 2 and 4) for the great Europe's platform for digital cultural heritage and for GLAM's. This with regard to educational products, bookshop products (Factor 3), or other, in particular in the field of design, packaging of food products, food design (Factor 4).

So, the competitors of the Third Challenge are invited to rework Europeana contents by new production processes. In addition, videos that present and explain a new product and the production method will be uploaded and made available through Europeana (for this purpose, an application procedure has been designed for metadata direct entry from competitors by a user-friendly interface - see Annex 2). Also in that way, a network of direct relations among subjects and a mutual collaboration involving GLAMs (galleries libraries archives museums having both traditional and user-generated contents) are created in Europeana context. Creative Industries, industries of particular sectors as tourism, GLAMs, craft, or directly food and drink industries: they all can exploit this potential value.

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. Application steps and other required data

Applicants are required to submit data and texts in 4 steps (explained below in the sections). The uploading of the preview image and of the video that must present and explain the product and the stages of production is possible only if all 4 steps are completely closed.

In the **first section (general)** applicants must specify title, description and category of their product (category a or b):

c) 2D Category

Graphics products reworking images of Europeana related to Food and Drink (food, objects, environments, tools,...) for educational or commercial use; e.g. labels, wrappers, stickers, logos, product packaging, printed on paper, or on tissues, plastic and other materials

d) 3D Category

Material products reproducing or reworking in 3d details drawn from images related to food and drink (e.g. images of art or archaeology, applied art, objects of rural life, environments, food...), for educational or commercial usage.

In the **second section (object)** applicants have to submit:

- a short description of production proceedings, including costs and time spent (max 500 characters)
- a complete description of the product (max 1500)
- references to re-using of Europeana contents, see above; always indicating sources and links to the content(s)
- references to possible re-using of other digital contents not included in Europeana, see above; always indicating sources and links to content (s)
- the metadata related to the video (see below).

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

- Production strategies (vision) (max 1000)
- Target the product intends to meet (max 500)

- Expected social impact (max 700)

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

2. Metadata of the video and other conditions for availability

With respect to the video presented to show and explain the product and the production process, 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	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: 'the inventor of the product'; or: 'John Smith, the inventor of the product'; or: 'John Smith, a digital artisan and James Brown, a designer')</p> <p>When? When is story set? (Examples: '2015')</p> <p>What? What is the video theme? (Examples: 'reworking Rembrandt's details')</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	Only MP4 admitted
Video Language	
Video Author (s)	generally the applicant; co-authors or organizations are admitted
Video Rights holder	generally the applicant; co-authors or organizations are additionally admitted

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,
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Applicants must compulsory declare the source of their work from Europeana and specify licensing conditions. In case of false statement on the source and licensing, all legal responsibilities will be borne by the applicant himself.

The videos will be made available on Europeana. 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 (“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” ... “Europeana accepts all versions and jurisdiction specific versions of these licenses”. For the Creative Commons License Attribution 4.0 International (CC BY 4.0) see <http://creativecommons.org/licenses/by/4.0/>.

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

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Third Challenge Guidelines

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