

E-Learning Gamified and Networked Training for Startuppens

CALL REGULATIONS

Call for Ideas 2024

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PREMISES

Among all the sectors affected by the advent of digitalization, that of art and culture is certainly one of the most representative by virtue of the process of evolution and adaptation to the new digital reality.

Technology and innovation have in fact become primary factors for those who deal with cultural heritage, even more so for those who operate in the Cultural and Creative Industries sector. The digital revolution has transported art and culture outside the usual spaces, at the same time converting the habits of users who are increasingly oriented towards multisensory experiences.

The cultural institutions themselves have implemented a rethinking of their communication strategies so much so that multimedia and interactivity have now become indispensable elements for cultural promotion.

The **Call for Ideas** is part of a broader project called **E-le.gants . (*E-Learning Gamified and Networked Training for StartuppERS*)** funded by the **Erasmus+ Program** whose objective is to promote new skills, in the field of technological knowledge, training tools, knowledge sharing, networking, performing art in the higher education institutions of three institutions in the Western Balkans, thus developing a new digital readiness and attempting to change the relationship between curricula, skills and performance events in a digital perspective.

The Call for Ideas aims to support HEI students - in the University the Arteve (UART), University of Shkodra “ Luigj Gurakuqi ” (UNISHK), Universiteti " Haxhi Zeka " (UGHZ); Universiteti per Biznes dhe Teknologji (UBT) , University "Mediterranean" (UNIMED); University of Montenegro (UOM) - in order to enhance in a more effective way their (self) employability and the capacity to access the Creative Economy.

1. AREAS AND TECHNOLOGIES OF INTEREST

The Call for Ideas aims to select, reward and support ideas, projects and entrepreneurial solutions (hereinafter, the "**Projects** ") which, by exploiting emerging technologies, are able to achieve objectives of application and use in the domains of cultural and industrial industries. creative (ICC). The main purpose of this call is to promote the culture of entrepreneurship among students, i.e. to increase the innovative energy in the ideational, organizational and entrepreneurial phase.

The **areas of main interest** for the contest are the following:

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- **Immersive Technologies:** Augmented reality (AR) and virtual reality (VR) increasingly used to create engaging experiences in the artistic and cultural fields.
- **Gaming and Digital Entertainment:** the video game industry is an integral part of C&C and offers fertile ground for creative expression and technological innovation.
- **Artificial Intelligence (AI) in Art:** AI is used to generate artistic works, music and more, pushing the boundaries of creativity.
- **Digital Transformation:** Emerging technologies (such as smart tech, natural interfaces, Metaverse, blockchain and so on) that are influencing cultural and creative industries.
- **Digital Education:** Digital technologies are transforming education in arts and culture, enabling new interactive learning approaches.
- **Digital Cultural Heritage:** Digitization and digital preservation are helping to preserve and share cultural heritage in innovative ways.

The Projects registered in the Call for Ideas will be evaluated by a jury made up of n. 5 members of the Telematic University of IUL and Universiteti i Arteve (UART), experts in startups and/or in the technological and business domains covered by the contest (hereinafter, the "**Evaluation Committee**"). Based on the information collected through the Call for Ideas, the Evaluation Committee will select the winning projects.

2. RECIPIENTS OF THE CALL AND REQUIREMENTS

Each project must be presented by a minimum of 2 and a maximum of 4 people, of which at least the proposing person must be a student regularly enrolled in a degree/doctoral course at the universities involved in the Ele.gants project:

- Universiteti i Arteve (UART).
- University of Shkodra "Luigj Gurakuqi" (UNISHK);
- Universiteti " Haxhi Zeka " (UGHZ).
- Universiteti per Biznes dhe Teknologji (UBT);
- University "Mediterranean" (UNIMED).
- University of Montenegro (UOM).

and who has participated in the training courses made available by the project (course attendance is tracked by the tracking system of the Moodle platform).

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Without prejudice to the provisions of the previous point, they can participate in the Call for Ideas by submitting the candidacy of their Projects:

- individual natural persons even just with an innovative idea in the sectors of interest highlighted above.
- teams that are already working on the project/product/service (even just at a test/prototype level);
- start-ups that present innovations in the sectors and technological fields highlighted above.

3. PROCEDURE FOR SUBMITTING THE PROPOSAL

To participate, each participant/team must complete and send the application form by email to projects@iuline.it **by September 15, 2024**.

The Application Form is available on the Elegants project website (<https://elegants.iuline.it>) on the dedicated “CALL FOR IDEAS” page and on the Moodle platform.

The email containing the application form, must include the following wording

“CALL4ELEGANTS” in the subject.

Each competing team must attach to the email:

1. The Application Form completed and signed by all team members.
2. A multimedia presentation choosing from the following formats: protected Power Point; PDF; Video; Web page.

Applications received through different methods will not be accepted. The teams will be notified of the selection outcome via email (to the email address indicated when applying).

Participants may be asked to provide further in-depth material on the Project and to meet the Organizing Team and the Evaluation Committee in one-to-one meetings (carried out with teleconference technologies), in order to delve deeper into the potential of the Project.

During the application submission phase, a mentorship service will be available - through the Moodle platform - to support the development of the Business Idea.

4. PRIZES

A jury made up of professionals and researchers from the promoting entities will select the 3 best ideas, which will be awarded the following prizes:

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- 1st prize: voucher worth €2,000 for the project team to use to participate in the Maker Faire Rome - the European Edition 2024 from 25 to 27 October.
- 2nd prize: voucher worth €1,600 for the project team to use to participate in the Maker Faire Rome - the European Edition 2024 from 25 to 27 October.
- 3rd prize: voucher worth €1,200 for the project team to use to participate in the Maker Faire Rome - the European Edition 2024 from 25 to 27 October.

The teams of the selected projects will have to participate (in presence and/or in streaming) in the final event of the Ele.gan ts project to show their project idea. The event is scheduled for the first quarter of 2025.

5. EVALUATION CRITERIA

The Evaluation Committee will evaluate the projects according to the following evaluation criteria:

AREA	SELECTION CRITERIA	SCORE (0 – 50)	
Business Idea	<u>Innovativeness</u> (originality of the proposal)	10	Max 35
	<u>Feasibility</u> (degree of actual feasibility of the project, especially at organisational, technical and economic level)	10	
	<u>Coherence and priority</u> with respect to the needs of the Call for Ideas	5	
	<u>Exposition of the idea</u> (ability, when filling out the application, to provide a clear description of the idea)	10	
Team	<u>Composition and skills</u> (academic and/or professional background of candidates)	10	Max 15
	<u>Diversification of roles</u> (team consisting of members with different educational profiles/well-distributed operational functions)	5	

The judgment of the commission is unquestionable. The results will be published on the Moodle platform.

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6. INTELLECTUAL PROPERTY LAW

The intellectual property of the projects belongs to the participants who developed and presented them. Each participant assumes the burden and full responsibility for protecting the inventive and/or original aspects through the means they deem most suitable.

Without prejudice to the above, by submitting the application, the participant authorizes the organizers to:

- a. use his name, company name and image as well as the name, image and identifying signs of the project, for promotional and advertising purposes strictly connected with the Call for Ideas.
- b. publish the project and related materials on any website attributable to the Organizers, or on third-party sites authorized by the Organizers, or in other ways deemed valid for the dissemination of the project itself for the purposes of promoting the Call for Ideas.
- c. exhibit and represent the project and related materials at conferences, conventions, seminars or similar for the dissemination of the results of the Call for Ideas.
- d. disclose to third parties who may be interested in investing or contributing in any way to the development, marketing and economic use of the Project, to allow co-investment and, in any case, support of the Project.

7. PRIVACY, AUTHORIZATION AND USE OF IMAGE

Pursuant to the Privacy legislation art. 13 of EU Regulation 2016/679, registration and participation in the Contest entails the authorization of the Participants for the collection and processing, by IT and non-IT means, of personal data and for their use by the Promoters and Contest partner for carrying out the obligations relating to participation in the initiative. The data collected may be viewed, modified, updated or deleted at any time by contacting projects@iuline.it, the Data Controller in its capacity as organizational secretariat of the contest.

Participants acknowledge that any communication, dissemination and/or publication of the Projects presented within the Contest and/or through means and communication supports possibly used for the promotion of the Contest itself (even after its completion), will entail visibility to all Participants in the event and/or to the community receiving the communication actions. The Promoters and



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Partners do not assume any responsibility in the event of use and/or abuse of the idea or work and/or any development and implementation of the same and/or of the Project relating to it by anyone who may have become aware of it, thereby renouncing to make any request for compensation for damages and/or compensation against the Triulza Foundation and the other Promoters and Partners for any reason, reason and/or cause.

Each Participant agrees and authorizes the Elegants Project consortium, without any compensation being due in this regard, to use their name, surname and any description of their project for purposes relating to promotional campaigns, internal and external advertising relating to the Contest with any medium, including but not limited to the event website or any project website and other Promoters and Partners, through press releases and any other means of communication to the public, for an unlimited number of reproductions and distribution throughout the world.

8. ACCEPTANCE OF THE CONTEST RULES

Registration, membership and participation in the Contest entail the complete acceptance, without reservations, of the Regulations by the Participants.