

## **The Forum d'Avignon's "Cultural Start-up Award" presented at the Forum d'Avignon@Bordeaux 2016**

### ***Terms and conditions***

#### **Preamble**

**The future is fueled by talent.** Since its creation in 2007, the Forum d'Avignon has fostered through its works and commitments the emergence of a new generation of cultural and creative entrepreneurs.

The Forum d'Avignon is convinced that **the encounter between both artistic and entrepreneurial cultures** has always been fruitful—from the mill to the workshop, from the studio to the *factory*. The Forum d'Avignon has chosen this year to highlight the best achievements and the most innovative projects in the field of cultural entrepreneurship by bestowing the Cultural Start-up Award to **projects that combine a solid business model while promoting cultural diversity**.

#### **Article 1: The organizing entity**

**The Forum d'Avignon, a non-profit association** registered in Paris, is located at the Grand Palais des Champs Elysées – Cours la reine – Porte C – 75008. The Forum d'Avignon is organizing the **Cultural Start-up Award** from December 15 through March 28, 2016.

#### **Article 2: Purpose**

**The Cultural Start-up Award** is organized by the Forum d'Avignon and will be presented at the Forum d'Avignon @Bordeaux. It aims at rewarding the best achievements and the most innovative projects in the field of cultural entrepreneurship, **projects that combine a solid business model while promoting cultural diversity**.

The Cultural Start-up Award is divided into two categories:

1. "Jury Prize"
2. "Public Prize"

#### **Article 3: Agenda**

- **December 15, 2015:** Launch of the call for applications
- **February 15, 2016, midnight:** Deadline for application submissions
- **March 8, 2016:** Votes open for the winner of the "Public Prize" among the five shortlisted candidates
- **March 28, 2016:** End of votes for the "Public Prize"
- **March 31, 2016:** the award ceremony of the *The Cultural Start-up Award* is to take place during the opening sessions of the Forum d'Avignon @Bordeaux.

## Article 4: Participation terms

The eligibility for the call of the Cultural Start-up Award applications must be:

- A legal entity either registered with the Paris Trade and Companies Register or with the equivalent registry abroad
- Less than four years old (since the date of registration)

## Article 5: Application process

The Cultural Start-up Award must have their complete application forms sent to [forum-avignon@forum-avignon.org](mailto:forum-avignon@forum-avignon.org) by midnight, February 15, 2016.

The application form must include the following six elements:

1. **A short presentation** (50 up to 100 words/question) with answers to the following four questions :

- What is your company's objective?
- What challenge(s) do you face in your development?
- What does it mean to be a cultural entrepreneur?
- What goal would winning the Cultural Start-up Award allow you to achieve?

2. **Two links to any online presentation**, useful for the assessment by the jury and the public:

- **A video trailer: 1'30" max. presentation teaser**
- A web page, an audio file... open format left to the applicant's decision and discretion

3. **Two (or three) illustrations** (*with credits to the photo and a signed authorization for reproduction. The start-up candidates commit to not present any recourse against the Forum d'Avignon in this regard*):

- Photo of the founders or leaders (required)
- Logo in HD (required)
- Photo presenting the project (optional)

4. **A short business plan** over two years (50 up to 100 words/element) comprising the following elements:

- Viability of the project (ex: number of users or beta testers, financial results achieved and expected, etc)
- Goals set (ex: expansion plans abroad, new functionality, etc)
- Means implemented (ex: incubation, recruitment, fundraising, etc)

5. **CVs of the leader(s) or founder(s)** of the legal entity or project.

6. **The Cultural Start-up Award terms and conditions** dated and signed by all directors or founders of the legal entity with the following statement "I have read and agree to the terms and conditions of the Cultural Start-up Award".

It is the applicant's own responsibility to ensure that the application form has been correctly sent. Incomplete application forms will not be accepted. They will neither be examined nor returned to the applicant. The Forum

d'Avignon cannot be held liable for any inconvenience or damages due to the problems associated with the Internet network, or for the total or partial destruction of one's application form due to any other mishap or accident.

## **Article 6: Nomination criteria**

The four criteria for the nomination of the candidates are the following:

1. **Innovation:** a product, service or concept that promotes cultural diversity.
2. **Pertinence:** ability to trigger the interest of professionals in the sectors of culture, economic and investors and/or the general public.
3. **Economic reliability:** a business model that has achieved or has the potential to reach the break-even point, or earning profit.
4. **Development:** willingness and the capacity to meet international and/or European-standard.

## **Article 7: Shortlist, nomination & award ceremony**

### **7.1 Shortlist**

- A committee comprising the Forum d'Avignon team and experts will nominate the shortlist of candidates, and will examine all the received applications with no missing elements after the deadline by midnight February 15, 2016.
- The pre-selection committee reserves the right to eliminate candidates who do not respect the conditions of participation to the Cultural Start-up Award.
- The decision committee reserves the right to eliminate promotional, commercial or politically affiliated candidates.

### **7.2 Nomination**

- The candidates will be the subject of examination by the Jury, which will then choose five eligible candidates to compete for both the "Jury Prize" and the "Public Prize".

At the end of the examination:

#### **a) Jury Prize**

- The members of the jury will proceed to a vote and then choose the winner of the "**Jury Prize**".

#### **b) Public Prize**

- The five candidates will be subject to a free vote by internet users on a special page on the website of the Forum d'Avignon (<http://www.forum-avignon.org>). The "**Public Prize**" will be given to one of the five candidates that receives the largest number of votes.

- The decisions of the jury are final. The jury has no obligation to justify their decisions, which are incontestable and without recourse. Also, the jury reserves the right to designate only one winner, several, or none if the candidates are considered insufficient or inappropriate for the “Jury Prize”.
- It is understood that the “Public Prize” and the “Jury Prize” may nominate the same single winner.
- The choice of winners by the jury and by the public will remain a secret until the official announcement during the award ceremony organized by the Forum d’Avignon@Bordeaux.
- The winners commit to be present during the award ceremony in Bordeaux during the opening ceremony of the Forum d’Avignon that will take place on March 31, 2016.

### **Article 8: Jury**

For its first edition in 2016, the Jury will be guided under the chairmanship of **Véronique Morali**, Chairman of Webedia and Fimalac Développement, Founder of Terrafemina website. Other members of the Jury comprising experts of the cultural and innovation sectors amongst are as follow:

- **Léonard Anthony**, Associate Director at Susanna Lea Associates and Co-Founder at Versilio
- **Cynthia Fleury**, Philosopher
- **Nicolas Gaume**, Director of Developer eXperience at Microsoft France and Vice-President of the SNJV
- **Tony Jazz**, Innovation & Marketing Consultant at TJCM and former President of the "Innovation Forum" in Bordeaux
- **Thanh Nghiem**, Founder at Angenius Institute
- **Armelle Pasco**, Director of the Cultural Partnerships at Orange
- **Paul Rondin**, Executive Manager of the Festival d'Avignon
- **Constance Rubini**, Director of the Museum of Decorative Arts and Design in Bordeaux
- **Mehdi Tayoubi**, Strategy & Innovation Vice-president at Dassault Systèmes and Co-Founder at HIP Institute

### **Article 9: Award amount**

- Each winner (Jury Prize, Public Prize) will receive an endowment of €3,500.
- The award amounts are rigorously personal for the winners and inaccessible for free or paid interests.
- The nature of the prizes may not in any case be contested, nor be the subject of compensation (notably financial), nor exchange against species money or any other lot, or part-exchange, for any reason that may be.

### **Article 10: Communication**

- The candidates authorize, in advance and without expectation of payment for use, the Forum d'Avignon and its partners to use the elements 1, 2, and 3 of the application form (the short presentation, the two or three illustrations, the two links to any online presentation) in a purpose of communication.
- The applicants equally authorize the Forum d'Avignon, in advance and without expectation of payment for use, to circulate the name, the logo as well as all the pictures produced during the award ceremony for promotional purposes.

### **Article 11: Confidentiality**

- The members of the jury and the Forum d'Avignon team having access to the elements 4 and 5 of the application forms (the short business plan and the CVs of the leaders or founders) guarantee to keep all this information confidential and not to supply these data to third parties.
- The financial information provided by the applicants will be destroyed at the outcome of the award ceremony.

### **Article 12: Reimbursement of expenses**

- The winners will be invited to the Forum d'Avignon @ Bordeaux.

### **Article 13: Dispute resolution and applicable law**

- The participation in this award implies full acceptance of these terms and conditions as well as the decisions made by the jury.

### **Article 14: Cancellation**

- The Forum d'Avignon reserves, notably in case of force majeure, the right to shorten, prolong, suspend, modify or cancel the Cultural Start-up Award.

**Date:**

**Signature:**

## **Annexe: Presentation of the Forum d'Avignon**

Founded in 2007, the Forum d'Avignon is a think-tank and also a place for international meetings about culture, igniting cultural and creative sectors and cementing a dialogue with the economic and digital worlds. Since 2011, the International meetings ('Rencontres internationales') of the Forum d'Avignon have moved beyond initial frontiers, now in Germany (Forum d'Avignon@Ruhr) and in Spain (Forum d'Avignon@Bilbao). The Forum d'Avignon notably popularized the fact that cultural and creative sectors in France represent 6% of GDP and that it directly creates 8 million jobs in Europe, or has the multiplier effect of cultural investment for growth and measured its role for cultural attractiveness.

In seven years:

- **12 international meetings** have been organized (6 in Avignon, 4 in Germany, 1 in Bilbao, and 1 in Paris)

- **35 international surveys** published in 3 categories:

- Innovation and digital
- Financing, economic models and tax system
- Territorial attractiveness

- **[A bilingual website \(in French and English\)](#)** that offers daily analysis, studies and contributions on the robust links between culture, economy and innovation.

The reports by the Forum d'Avignon:

- "CULTURE & THE CITY", THE CREATIVE CITY [READ](#)
- FOR A EUROPE OF CULTURE [READ](#)
- PERSONAL DATA, A CULTURAL ISSUE [READ](#)
- THE CULTURE OF DATA AND PREDICTIVE ALGORITHMS [READ](#)
- INTELLECTUAL PROPERTY [READ](#)
- TAX POLICIES FOR CREATION [READ](#)
- ECONOMIC MODELS [READ](#)

### **Contacts**

Laure KALTENBACH, Managing Director

[laure.kaltenbach@forum-avignon.org](mailto:laure.kaltenbach@forum-avignon.org)

Olivier LE GUAY, Editorial Manager

[olivier.leguay@forum-avignon.org](mailto:olivier.leguay@forum-avignon.org)

Valérie ESCAUDEMAISON, Head of Communications, Media Relations and Media Partnerships

[valerie.escaudemaison@forum-avignon.org](mailto:valerie.escaudemaison@forum-avignon.org)

Antoine KAUFFER, Project Manager

[forum-avignon@forum-avignon.org](mailto:forum-avignon@forum-avignon.org)