



## REGULATIONS FOR OPEN CALL

### Open call for mini-grants to create professional multimedia products within the framework of the project “The Earth Is Flat – How to Read Media?”

October 23, 2018

*An open call within the framework of the project “The Earth Is Flat - How to Read Media?” is aimed at attracting experts from the “creative industry” to produce attractive educational content formats, as well as to increase interest in the topic of media literacy and the development of relevant skills among a wide online audience. The contest involves the creation of professional multimedia informational and educational materials covering various aspects of media literacy and having the potential for wide distribution in the media space.*

**Contest region:** Russian Federation

**Contest organizer:** Goethe-Institut together with COLTA.RU portal

**Total funds:** 700,000 rubles

The amount of an allocated mini-grant: up to 150,000 rubles for each finalist

**Who is invited to participate:**

- professional artists
- videographers
- designers
- video production and animation studios
- bloggers
- experts from independent media

**Suggested topics for multimedia materials:**

- structure of the modern media space
- verification of information (fakes and truth, facts, ability to work with sources)
- digital etiquette (principles of online communication and behavior)
- account protection and personal security principles online
- opposition to cyberbullying, trolling and hate speech



### **Suggested formats for multimedia materials:**

- short videos
- animation
- infographics
- mobile applications
- applications for social media (masks, frames, etc.)
- chat bots
- online sticker packs (emoji, animoji, etc.)
- online games
- online tests
- explanatory cards
- web series
- online quizzes

### **Suggested formats for presentation of projects:**

- sketches with comments (max. 5 pages with sketches)
- scenario synopsis (max. 6 000 characters incl. spaces)
- schematic concept

*\*all applications must be accompanied by an estimated cost of production*

### **Requirements for applications and applicants:**

Projects of creative works by professional authors over 18 years old that meet the following requirements are accepted for participation in the mini grants contest:

1. Original materials – projects for works which include compilations from already existing videos, animation, graphics and suchlike will not be permitted to enter the contest.
2. Compliance with the topics and formats stated above.
3. Aiming at the distribution of ready-to-use multimedia products in one or several social networks: Instagram, Facebook, VKontakte.
4. Correctly submitted full package of documents for participation in the open call.
5. Clear, meaningful and transparent financial planning with an indication of costs.
6. Projects of works in Russian are accepted. Application for participation should also be submitted in Russian.
7. Projects of works with inappropriate language will not be permitted to enter the contest.



8. Projects of works which do not comply with the laws of the Russian Federation (for example, those that contain calls to violence, are offensive, include titles of forbidden organizations etc.), will not be permitted to enter the contest.
9. The applicant may be a natural or a legal person.
10. Availability of valid contact information of the applicant.
11. Responsibility for observance of the copyright of works, which participate in the contest, shall bear the author who has sent them.
12. Participants give their consent to the processing of their personal data (organization, last name, first name, email address and other personal data, reported by the participants).

### **Criteria for the selection of applications:**

- fulfillment of the above-stated competitive requirements
- correctly completed application for participation in the contest
- availability of transparent financial planning
- originality of the idea
- potential of the future content for wide distribution in the media space

### **Deadlines, procedures and implementation of the contest:**

**Stage 1. Accepting applications (October 23 – November 20, 2018):** Applicants submit a full package of documents to [info@howtoreadmedia.ru](mailto:info@howtoreadmedia.ru) with the “CONTEST MEDIA” in the subject line. Separate files larger than 25 Mb must be sent with a link to the cloud storage. The full package of documents includes:

- application for participation in a free form indicating the name of the organization (for legal entities), last name, first name, patronym, email address and contact phone number
- presentation of ideas in one of the proposed formats. Note: project presentations for one or several multimedia units are accepted.
- estimate costs for its implementation. Notes: mini-grant funds may be spent on honorary payments and other similar resources necessary for the implementation of the project (with the exception of office equipment); the applicant has the right to attract co-financing and subcontractors at his/her discretion
- information/biography about yourself
- portfolio with examples of works

**Stage 2. Selection of finalists (November 21 - December 1, 2018):** Consideration of received applications by members of the jury. Identification of applications that meet the criteria outlined above. The jury consists of representatives from the Goethe-Institut, COLTA.RU portal, “The Earth Is Flat – How to Read Media?” project team, as well as of invited industry



experts. Following the results, a list of winners is formed, who will be provided with mini-grants for the implementation of proposed projects. The number of media content units in the list of contest winners: up to 10 pieces. The decision of the jury to award mini-grants is not subject to appeal.

**Stage 3. Documentation registration (December 2 – December 15, 2018):** Announcement of the results of the contest on the website of the project “The Earth Is Flat - How to Read Media?” <https://howtoreadmedia.ru/ru/> no later than December 10, 2018. Compilation and approval of budgets and a plan for the implementation of projects, as well as execution of the necessary documentation (contracts, etc.), transfer of mini-grants. The conditions for the transfer of mini-grants, the granting of rights and the regulation of the relationship between the Winners and the Organizer are discussed with each winner individually at the conclusion of the contract after the announcement of the results of the contest.

**Stage 4. Projects implementation (December 16, 2018 – February 16, 2019):** Projects implementation and reporting in accordance with approved applications. All rights to use multimedia units produced by the winners belong to the organizer of the contest. It is intended to distribute media ready-made materials on the Internet through the website and social networks of the project “The Earth Is Flat - How to Read Media?” and its partners.

Note: the organizer of the contest reserves the right to postpone the dates of the stages of the contest, if necessary, and because of unforeseen circumstances. After determining the winners, the jury of the contest reserves the right to finance additional successful applications on the basis of the residual.

### **Additional provisions:**

1. The fact of taking actions established by these Regulations is the Participant’s consent to the use of his personal data specified in the application, by the Organizer of the Contest or the persons involved by it to fulfill its obligations to implement the Contest.
2. Participants understand that the data indicated by them for participation in the Contest will be processed by the Organizer and the persons attracted by it with and without the use of automation tools, including collection, storage, transfer (including cross-border) in accordance with the current legislation on personal data , and agree to such processing in accordance with these Regulations.
3. Consent to the processing of personal data specified in this section is valid for the entire duration of the Contest and 5 (five) years after its termination.

For any additional questions regarding this Contest, please contact us at [info@howtoreadmedia.ru](mailto:info@howtoreadmedia.ru)



*The competition is held within the framework of the informational and educational project [“The Earth Is Flat - How to Read Media?”](#), and its main goal is to increase media literacy. As part of the project, a series of workshops for schoolchildren, a course of online lectures and seminars for students of humanitarian specialties, and a series of open events for anyone interested in media are held in 15 regions of Russia. The theorists and media practitioners, journalists, educators, artists, bloggers, directors take part in the project and tell how modern media are organized and show how to create media content in online and offline formats. The project, launched in 2018, is being implemented before the beginning of 2020 and is carried out by Goethe-Institut together with the portal Colta.ru with the support of the European Union.*