

# Call for proposals

Interreg Project Slam, European Week of Regions and Cities 2019

**DEADLINE EXTENDED to 17 MAY 2019**

## A. Background

**Interreg** is an initiative specifically dedicated to helping European regions work together to find solutions to common economic, environmental, social and cultural challenges. The initiative is implemented through cooperation programmes under the European Territorial Cooperation (ETC) objective of Cohesion Policy 2014-2020. These programmes jointly tackle common challenges and find shared solutions through implementation of projects.

**Interact** programme aims to ensure the exchange of experience, information and innovation in order to promote best practice and make cooperation easier. We achieve this through targeted publications, tools and events. The Interreg Project Slam is one such event, organised by Interact programme within the framework of the [European Week of Regions and Cities](#).

The **Interreg Projects Slam 2019** contest draws on two previous experiences:

1. The Project Slam was part of the conference '25 years of Interreg' which took place on 15-16 September 2015. A call for proposals was open to Interreg Programmes in order to identify good Interreg projects and results to be showcased by the voice of their protagonists. Five representative and innovative proposals were invited to perform at the Project Slam session after a preparation phase and the audience at the conference selected the winning project. Find all information and video of performances [here](#):
2. The 'Interreg Talks: 6 projects, 1 slam' event was held during EU Regions Week in 2018. The event took place in the Silver Hall in Brussels on 10 October 2018. Six projects performed before a big audience. Find all video of performances here: <https://www.youtube.com/watch?v=2TeIA4dBJEM>



*'The Project Slam' in 2015 (left), and the 'Interreg Talks: 6 projects 1 slam' in 2018 (right)*

## B. Aim and context of the project slam

The 'Interreg Projects Slam 2019' is part of the work implemented by Interact Programme, within a series of events aimed at promoting innovative communication approaches related to capitalisation of Interreg results. Specific thematic events have been organised in the fields identified for Interact Capitalisation Networks over the past years (Migration, Climate Change, Transport, Inclusive Growth, etc.). The aim of these events is to demonstrate how Interreg works and how its cooperation model could be enlarged/transferred. The project slams target wider audiences, outside of the general group of Interreg stakeholders and beneficiaries.

# Interreg Project Slam

## 2019

For this year's edition, an application process is open to all Interreg programmes (including Interreg IPA-CBC and Interreg ENI-CBC programmes) and its main goal is to identify good projects and results to be showcased by their protagonists. Applicants will have to submit a 180-second video pitch, demonstrating high communication value and attractiveness, for the relevant stakeholders and the audience of the event. The videos should be voiced in English language. You don't have to hire professional/native English speakers. If the audio is clear and coherent, the regional/national accents – the DNA of our diversity – are encouraged.

This call for proposals is directed to identify high impact Interreg project examples from programmes. During the Interreg Project Slam session in Brussels, speakers (up to 3 per project) shall perform their experience in an attractive and original way that captivates the audience and ensures optimal recall of the project's added value.

In order to be complementary to the EURegionsWeek programme, projects examples must tackle one of the top themes for the 2019 edition, which are:

- A Europe closer to citizens;
- A greener Europe;
- A smarter Europe;
- A more connected Europe: mobility;
- A more socially integrated Europe.

## C. Application and Selection Procedure

To apply to this contest, a Managing Authority or Joint Secretariat should identify their most appropriate Interreg project<sup>1</sup> and submit their application containing:

- **Concept of the project and contact details**, of maximum 1 page in English, describing the main features of the project which makes it attractive to the audience of the EURegionsWeek; including a link to the project in the keep.eu database, and contact details.
- **One short video pitch**<sup>2</sup>, of maximum **180 seconds**, by a good communicator, in English language<sup>3</sup>, presenting the project in the most communicative / significant/ relevant manner, mentioning examples of the results and achievements.

### Important!

- Programmes can apply with a **maximum of 3 projects**
- **Only MAs or JSs** of Interreg, IPA-CBC and Interreg ENI-CBC programmes can submit an application;
- The application phase is open **from 1 March 2019 to 17 May 2019**.

There will be a two-stage selection process:

#### Stage 1:

A jury composed of relevant experts from the European Commission, Interact and Interreg programmes will select the finalists, based on the quality of the content of the 180-second pitch videos. The selected projects will be invited to present their projects during the Interreg Projects Slam 2019 session.

#### Stage 2:

The selected projects will be invited to present their projects during the Interreg Project Slam 2019 session at the EU Regions Week in Brussels in October 2019 (exact date tbc). The final performances will have an option to select one of the following formats:

- Free stand-up performance of one speaker, with no decoration (TED talk style) – **3 minutes maximum**;
- Performance using a role play storytelling pattern, up to 3 speakers, with basic or no decoration – **6 minutes maximum**

<sup>1</sup> Programmes must submit only proposals where they are sure that related project staff is willing and available to come and participate at the event: this must be verified, in due time, with the identified project and accordingly to deadlines.

<sup>2</sup> The short videos (application stage) are mandatory for the assessment. The videos could be later merged into one to create a teaser to build momentum for the event and/or reused for other communication purposes.

<sup>3</sup> The communicators do not need to have a native accent. Different accents are welcome. The message shall be clearly understandable.

In order to promote the session, Interact will organise online voting through social media, involving the 3-minute pitch videos of the finalist projects. The people will be able to vote for the video pitch they like the most. The video which gets the most online votes will be awarded "**Social Media award**" during the Project Slam.

**The ultimate winner of the Slam will be selected by the live audience** through a live electronic voting system. The second and third place projects will also be recognized and awarded.

#### Important!

- If the quality of proposals submitted within the deadline (Stage 1) is deemed unsuitable, the contest could be open to other proposals.

#### D. Technical specificities of the application

The application must contain the following elements:

##### 1. *Concept of the project and project information*

- an outline of maximum 3000 characters, in English, describing the main features of the project which makes it attractive to the audience of the EURegionsWeek. The concept should use the creative ideas to communicate the results and achievements of the project.
- Link to project information available on [www.keep.eu](http://www.keep.eu);
- Project and Programme contact person (email and telephone)

##### 2. *One short video*

- presenting the project in the most communicative, significant and relevant manner, mentioning examples of the project's results and achievements;
- Format: AVI, MOV, MP4, WEBM – 16:9;
- Length: maximum 3 minutes;
- Resolution: minimum resolution 720dpi.

All the videos must be uploaded to platforms such as YouTube or Vimeo. For the preparation of the video, programmes and projects are strongly invited to use a story telling 'pattern'.

Here's an instructional video on storytelling and communication:

<https://www.youtube.com/watch?v=vcngV1Jlvc&feature=youtu.be>

Here are the examples from the 2018 edition of the Interreg Project Slam:

<https://www.facebook.com/InteractEU/videos/10156760750276165/>

In addition, please check the 4 cases developed by the European Commission in the framework of the initiative 'Cohesion 30', as inspiration and pattern to follow:

- Case 1 - 6Aika - <https://youtu.be/ZBpkxUU-kQA>;
- Case 2 - Ireland - <https://youtu.be/nEtE2TF51fk>;
- Case 3 - Austria Danube - <https://youtu.be/zfZziewwGFw>;
- Case 4 - Romania - <https://youtu.be/tYTrZz1cWKc>.

Interact has also released a guidance video, with a specific example from one of the Capitalisation Networks: <https://www.youtube.com/watch?v=f7Tm00luJJM> .

### Important!

- The 180-second video pitch in the application stage should be in a free stand-up style with images, sounds and oral presentation by the communicator (no slide presentation). Please keep in mind that the objective of this session is to showcase new, interesting and innovative ways of communicating programme/project results.

### E. Application process and submission deadline

Applications must be **submitted only by MAs or JSs** of Interreg, IPA-CBC and Interreg ENI-CBC programmes in the following address:

<https://ec.europa.eu/eusurvey/runner/InterregProjectSlam2019>

Application **must contain**:

- Concept of the project: using the application form online;
- Project information: using the link to KEEP.eu database;
- Project video (link in the online application form);
- Contact person details of the programme and project.

**Deadline for application: 17 May 2019 at 12:00 PM CET.**

### F. Awards

The European Commission and Interact Programme will offer:

- Three awards for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place<sup>4</sup>;
- One award for the social media vote<sup>5</sup> .

Travel and accommodation costs for the performers and representatives of the projects, taking part to the slam, will be covered by Interact Programme.

### G. Selection criteria

Criteria	Guiding principles	Points* max. 100
<b>Representativeness of the project with respect to the challenges of the</b>	<ul style="list-style-type: none"> <li>• main positive impact of the identified project</li> <li>• what the Programme achieved with the project at the benefit of the cooperation area, in line with Programme objectives and challenges of the cooperation area and context</li> </ul>	<b>50/100</b>

<sup>4</sup> The European Commission reserves the faculty to award additional prizes according to budget availability, to be eventually communicated at a later stage.

<sup>5</sup> The on-line voting will be open after the selection of the selected projects until the performance at EURegionsWeek. The award-winning project will be announced during the project slam event as well.

Programme area and objectives	<ul style="list-style-type: none"> <li>main features of the identified project</li> <li>relevance according to the thematic field enounced in section B.</li> </ul>	
Concept description	<ul style="list-style-type: none"> <li>description of the main features of the presentation</li> <li>proposed features to impress the audience of the event and communication impact</li> <li>proposed interaction with the audience, style to be used by the communicator, use of supports</li> </ul>	50/100

\* Average points attributed by the jury.

### Important!

- The Selection will consider a specific balanced representativeness between Interreg strands and thematic fields;
- In case of ex aequo, proposals with higher score on the concept will be selected.

### H. Timeline (indicative)

- Publication of the Call for proposals: **1 March 2019**
- Deadline for applications: **17 May 2019 12:00 pm CET**
- Selection and announcement of selected projects: **27- 31 May 2019**
- Preparatory support work by external experts: **03 June – 6 October 2019**
- On-line voting for social media campaign: **1 August – 30 September 2019**
- Rehearsal @ EURegionsWeek **October 2019 (date tbc)**
- Performance @ EURegionsWeek: **October 2019 (date tbc)**

### I. Terms and conditions

- The contest is open to representatives of Interreg programmes (cross-border, transnational, Interregional, Interreg IPA-CBC, Interreg ENI-CBC).
- The employees of the European institutions, Interact Programme, their hosting institutions and their relatives are not eligible to take part.
- The participants must be over the age of 18.
- Programmes must submit only proposals where they are sure that related project staff is willing and available to come and participate to the event: this must be verified, in due time, with the identified project and accordingly to deadlines.
- All the videos need to be uploaded to YouTube or Vimeo platforms and the application must include the links to the relevant videos.
- All participants are responsible for any costs or expenses incurred as a result of participation in the contest.
- Participants and winners agree that they may be required to take part in publicity or other promotional activities without further consent or payment as later determined by Interact. Such publicity may include their names, videos, as well as any contributions in the online contest. The participant hereby grants Interact and the EU institutions the rights necessary for distribution and public display of any submitted text, image, or other intellectual property rights that may arise

- from participation in this contest, the prizes or related publicity, and hereby grants Interact and the EU institutions the perpetual right to exclusively, royalty-free and unlimited use, to edit, reproduce, distribute, translate, and publicly display or publish any such intellectual property, for whatever purpose, in any form or medium, either on this website or elsewhere, for promotional activities or events arranged by Interact or the EU institutions, whether locally or world-wide.
8. Any personal information, including the participant's name, age, address (including postcode) and e-mail address will be used solely in connection with this contest and will not be disclosed to any third party except for the purpose of this contest (including subsequent promotions as stated in these terms and conditions).
  9. By submitting your video, you confirm that EACH identifiable person who appears in your video has granted the rights to be recorded on video in image, likeness and sound of voice.
  10. Interact does not take any responsibility for late or lost entries.
  11. You must supply full details as required by this call and comply with all rules to be eligible for the contest and prize(s). No responsibility is accepted for ineligible applications.
  12. Once applications are received, Interact will check all details for suitability of content matter before posting.
  13. The videos should not contain any offensive or inappropriate language or content.
  14. The video entries must be submitted in English as well as all the other relevant documents required for the application. Also, they should not exceed the 180-second duration. If the video does not meet these requirements, it will be disqualified.
  15. Only one video per application is allowed.
  16. The prizes are as stated and are non-transferable and cannot be exchanged. No cash or credit alternatives will be offered. If, due to circumstances beyond Interact's control, Interact is unable to provide the stated prize(s), Interact reserves the right to award as substitute a prize of equal or higher value.
  17. Music: please use royalty free music or original music that you have obtained the right for.
  18. If a pre-selected applicant is unable to be contacted after reasonable attempts have been made to do so, Interact reserves the right to offer proceed to the next one.
  19. Your participation in the contest, including being selected to present, in no manner constitutes an endorsement or support by Interact or the EU institutions of your views, aims, or of any products or services.
  20. By submitting one application, the participants accept the official rules of the contest.
  21. Promotion of any award will be the sole responsibility of the respective project and programme and Interact will not be responsible for producing any material or visuals in this respect. Interact will reserve its right to validate and authorise the use of any material or visual elaborated by projects mentioning the Project Slam contest.

## **J. Contact and information**

For any contact and/or further information about this call, you can contact the Interact team at [euregionsweek.slam@interact-eu.net](mailto:euregionsweek.slam@interact-eu.net).