



COMPETITION NOTICE

"CREATION OF INSTITUTIONAL LOGOS AND GRAPHIC DESIGN FOR THE INTERNATIONAL COOPERATION PROJECT 5STAR NATURE BETWEEN LOCAL ACTION GROUPS"



PREMISE

What are the Local Action Groups?

The Local Action Groups (LAGs) are companies formed by public and private entities that seek to enhance local potential and promote the consolidation or the establishment of networks of operators active in the territory. LAGs are established and financed via Measure 19, developed to support the "local development participatory-Leader" of the Rural Development Program (RDP) 2014-2020 of Piedmont. This is the tool, drafted by the Piedmont Region as part of policy for rural development in the European Union, that identifies the needs of Piedmontese agriculture and rural world and the initiatives to address them.

The LAGs act as "local development agencies" for economic recovery in rural mountain and hilly areas, aggregating and enhancing economic and social realities which are very fragmented and dispersed, as typical of rural and mountain areas. Each LAG, as part of the CLLD Leader, realises its own Local Development Program (LDP), a participative strategy developed around the needs and specific characteristics of the affected area, with the aim of integrating three fundamental elements:

- the territory: each LAG has effect on a well-defined geographical area;
- the strategy: it is the development vision for that territory;
- the public-private partnership: working together to define and implement the strategy.

LEADER stands for "Liaison Entre Action de Developement de l'Economie Rurale" - connection between the development actions for the rural economy.

CLLD stands for "Community Led Local Development" - local development of participatory type.

The CLLD LEADER is the EU tool for social-economic growth of specific territories managed by Local Action Groups (LAGs) through an elaborate strategy that involves local communities (PSL).

The Strategy of participatory local development is a coherent set of operations to meet local needs and objectives that contributes to meet the EU strategy for a smart, sustainable and inclusive growth, conceived and executed by a LAG (art.2 p .to 19 of Reg. 1303/2013).

Since 1991, when the first Community Initiative Leader I started, Leader has contributed to the economic revival of the more fragile and marginal lands. The most successful operations in the recent past have been:

- enterprise creation and development of entrepreneurial activities for production or tourism revival
- enhancement of the architectural and local natural resources
- services to the general population-

One of the important general objectives that the EU raises and develops through the GAL is to increase the cohesion process between states of the Union. To this end, it finances the so-called "Cooperation Projects" with the aim to put in contact the European LAGs, creating stable collaborative relationships.

1) Promoters and competition goals

The international competition is organised by the Local Action Groups partners of the 5Star Nature project:

- GAL Aktiivinen Pohjois-Satakunta (Finland)
- GAL Montagne Biellese (Italy)
- GAL Valli del Canavese (Italy)
- GAL Western Harju Partnership (Estonia)
- GAL Järva Development Partners (Estonia)

- GAL Asociacion Desarrollo Integral del Valle del Ambroz (Spain)

The competition is aimed at creating one logo and corporate brand which will appear on all project communication.

5Star Nature is a project of international cooperation between Local Action Groups strongly themed on natural, cultural, rural and accessible tourism: a rapidly growing, but still innovative, sector in global tourism that involves millions of travellers each year. The development of this type of tourism is therefore a potential catalyst for the economic growth in rural zones of the affected areas and it constitutes an important diversification opportunity for the local rural economy.

The LAGs partnering with the project decided to engage in an innovative way in this direction, pursuing the enhancement of their rural heritage through exchange of good practice and, above all, through the creation of a European tourism network to facilitate the creation of flexible itineraries in order to link the different destinations related to natural and cultural tourism.

The project objectives are:

- the identification of good practices and the strengthening of cooperation between local enterprises,
- the development of specific training sessions on tourism based on the needs and requests of local operators,
- the development of accessible and experiential tourism, aimed at creating an offer targeting people with disabilities and other impediments (not only disabled people, but also, the elderly, pregnant women, people with food allergies, etc. ..)

One of the key aspects of the project is to exploit the diverse backgrounds of the project partners, coming from five different countries, to learn about the common needs of potential tourists that will use the advertised itineraries.

The competition is therefore, aimed at creating a brand that will be placed at the center of a coherent marketing and promotion strategy which will include the enhancement of cultural and touristic communication. The brand, appropriately used, could also become a marking of events, places, touristic products and services created by the implementation of the cooperation project. The graphics will indicate fonts, colours, type, which will identify the communication of 5Star Nature and the partners country membership in a uniform and unified manner. The graphic will be used in all the communication material for the activities of the international cooperation project 5Star Nature produced by each of the partners involved.

2) Subject of the competition

The competition consist in the creation of

- a logo for the identification of the international 5Star Nature cooperation project between Local Action Groups
- graphics to brand the institutional and promotional communication of each of the partners involved in the cooperation project

Brand and graphics are intended for the promotion of 5Star Nature related activities, at national and international level, and for the cultural and touristic communication related to the project.

The LOGO and GRAPHICS must ensure the recognition, visibility and uniqueness of the international cooperation project 5Star Nature between Local Action Groups, emphasising at the same time the numerous cultural, scientific, educational and institutional activities.

3) Participation

Participation is open to:

- 1) companies and / or graphic design, advertising and communication studios;
- 2) graphic artists, designers and architects who have a proven track record as freelancers, as employees of studios or agencies, or as employees of companies, organisations or institutions;
- 3) graduates / holders of certification from university level training schools in art, graphic, design, public and private communication;
- 4) institutions, university level training schools in arts, graphic design, or public and private communication.

Employees of studios and agencies that are submitting proposals for this competition are excluded from individual participation.

Applicants are free to present LOGOS in their favourite representation, showing the educational, scientific, cultural, historical aspects that characterise the international cooperation project and the territories of the partners involved.

Each competitor must have at least one of the requirements referred to in points 1) 2) 3) 4). Contribution might come from individuals or not formally constituted groups. In the latter case the nomination of a "project contact person" signed by all the members of the group must be attached to the application.

Each member of the group must possess one of the requirements listed in points 2) 3).

Each individual or group or company can submit only one project.

Group members can not participate in the project of a different group.

Additional exclusion criteria for the competition include: being a member or supplemental member of the Selection Committee, companies in which one or more members of the Committee have direct or indirect holdings, companies that employ one or more members of the Committee, relatives within the third degree and any employees of companies, studies and / or agencies owned by Committee members.

The failure to fulfil the obligations relating to statements contained in Attachment 1 is a reason for exclusion from the competition.

4) Competition

The projects received, and for which reasons for exclusion have not been found, will be examined by a Committee appointed at the discretion of the partners involved on the basis of specific technical skills. The proposals will be examined by evaluating the conceptual, aesthetic and expressive characteristics, the communication effectiveness in reference to the objectives of the project, the flexibility and versatility of use, the identification of possible user applications and functions.

The Committee, at its first meeting, will identify, on the basis of these criteria, the evaluation method to identify a winner and to determine a ranking. The Committee will justify, with appropriate minutes, the choice of the winner and it will approve the ranking. The Committee will be able to communicate suggestions and modifications for improvement and / or corrections for the selected work. The Committee may indicate and mention other worthy proposals. If the Committee does not identify any suitable project for the Public Notice goals, it will declare the competition void. The Winner must provide an operating rule-book for the usage and the elaboration of corporate communication regarding the international 5Star Nature cooperation project between Local Action Groups.

The result of the competition, with relative ranking, will be published on the websites of the participating partners.

5) Prize

The prize for the winner of the competition is set at the gross amount of € 2,000.00. The award and payment of the prize will be subject to the verification of the requirements and of the data provided. The documentation required for the verification of the requirements must be provided by the winner within 15 (fifteen) days following the notification of the outcome, which will be sent to the email address provided during the application stage. The payment of the prize is subject to the verification of the originality of the work by the proper authorities. Where the prize is awarded to a group this will be paid to the appointed "project contact person".

6) Ownership and rights

Participants in the competition, including the winners, waive any right of use on their work, which will become the property of the partners involved, without the author/s having no claim on it.

7) Requirements for the submitted projects

The graphic for the international 5Star Nature cooperation project between Local Action Groups must be accompanied by the text/logo "5Star Nature".

The graphic for the coordinated communication must be clear, effective and essential. Pictures of the territories and material on the territories and on the activities are available on the online websites of the partners involved.

The proposed brand must have the following characteristics:

- distinctive and original. The brand will stand out from all the commercial brands available in the market;
- reproducible and flexible. It will maintain its expressiveness and communication efficiency in different sizes, in positive and negative reproduction, in colour and in black and white, in vertical and horizontal usage and in two and three dimensions;
- versatile and usable in different ways on main communication media, in the various commercial sectors and on merchandising products taking into account the different materials, printing and reproduction techniques.

8) Presentation methodology for the material

The graphics can be expressed in any representation technique (graphic, maquette, multimedia, digital) but in any case they must also be submitted in digital format (image formats eps - to - tif - jpg -bmp - pdf).

The files must be in high resolution and presented in both monochrome and colour. It must be possible to reproduce the logo in medium and small sizes as well.

The drawings must be accompanied by a report outlining rationale for the choices made in the design process. Particular value will also be given to the listing of multiple functions and applications for the brand, which will be considered an integral part of the project itself. We explicitly require a proposal for use on letterhead, publishing products, t-shirts, bags, web banners. The project must be submitted by 12:00 a.m. on 23.07.2018.

The design documents must be written in English only.

The ranking will be published on the websites of the partners involved in the cooperation project, as per paragraph 13, and will be communicated via email to the participants.

9) Required documentation

The project must be accompanied by the following documents, all signed by the applicant or, in case of a group application, by the "project contact person" and by all the other members:

- a) the application form, typed or handwritten in readable format in English language,
- b) double side copy of the ID card or of another valid identification document of the applicant and of all the members of a group.
- c) graphics (logo and corporate communication) accompanied by a project description in English;
- e) proposals for the brand application with a description in English.

10) Creation of the jury

The Selection Committee will meet after the expiry of the submission deadline for the competition proposals.

11) Evaluation criteria

Projects evaluation is assigned to a special technical commission, composed of an odd number of people, in accordance with art. 84 of Law 163 of 2006, whose decision will be final.

Project evaluation will be expressed in numerical units, for a total of 100 points, in accordance with the following criteria:

- a) quality and creativity of the proposed graphic (70 points);
- b) overall project quality in relation to the characteristics specified in this document (30 points).

The sum of the two evaluations will result in a final ranking of projects, ranging from a minimum of 20 points to a maximum of 100. The winning project will be the one with the highest total score (provided it is higher than 70/100).

The competition will be valid as long as at least one proposal is received.

The Committee has the right not to appoint a winner if the proposed projects do not meet the evaluation criteria above.

12) Conditions for participation

Participation in this competition implies unconditional acceptance by each competitor of all the provisions of this announcement.

13) Results of Competition

The winner will be chosen according to the ranking created by the selection committee and the competition results will be published on the websites of the partners involved in the cooperation project and will be communicated to participants via e-mail.

14) Reasons for exclusion

- 1. Failure to appear and / or to submit attachment 1);
- 2. Not satisfying the requirements of article 3, or being included within one of the exclusion criteria described in the same article 3;
- 3. Having presented more than one project either individually or as part of multiple groups;

4. Delivery of the project beyond the deadline (h. 12.00 on 23.07.2018).

15)Terms of delivery

The documentation described in article 9 must be received by email at **5starnature.contest@gmail.com** (In case of large attachments the data transfer service "WeTransfer" can be used). The subject of the email must contain the following sentence: "Participation to competition 5Star Nature"

Proposals submitted after the date and the expiration time, referred to in paragraph 14 above will not be considered.

16)Privacy policy

In application of TU 196/2003 the holder of personal data is dr. Michele Colombo. Personal data provided by participants will be used exclusively for purposes related to the competition. Under Article. 10 of Law no. 675 of 31 December 1996 and the ss.mm.e Dlvo n. 196 of 30/06/2003, the processing of personal data will be legal and fair in the full protection of the rights of the competitors for the purposes set out in this notice.

17)Further information

For information and questions, please contact GAL Montagne Biellesi (5starnature.contest@gmail.com). This Public Notice, accompanied by the annexes provided in article 9 and the study material, is available at the Web addresses of the partners involved in the cooperation project listed below:

www.aktiivinen.fi

www.montagnebiellesi.it

www.galvallidelcanavese.it

www.vomentaga.ee

<http://www.jap.org.ee>

www.valleambroz.org

This notice is not binding in any way for the partners involved, who have the right at any time to cancel the competition.