



## Contest ‘Interreg 25 years Project Slam’

15 September 2015

### CALL FOR PROPOSALS

#### ***A. Background***

Interreg is the term commonly used for European Programmes that stimulate cooperation between Member States of the European Union and neighbouring countries in the framework of the European Territorial Cooperation goal of the European Union Cohesion Policy (ETC). These Programmes fund projects that aim to strengthen economic, social and territorial cohesion throughout the EU, candidate and potential candidate countries and neighbouring countries.

The ‘Interreg 25 years Project Slam’ is based on a first European Project Slam (see an example of a slam on [YouTube](#)), which was conducted in Luxembourg on national level in 2011. This format had been tested as well by Germany in 2014. The Project Slam is inspired by “Poetry Slams” ([http://en.wikipedia.org/wiki/Poetry\\_slam](http://en.wikipedia.org/wiki/Poetry_slam)) and “Science Slams” ([http://en.wikipedia.org/wiki/Science\\_slam](http://en.wikipedia.org/wiki/Science_slam)). The Science Slam is a successful format, which by now is performed in many countries and their cities. Success factors are on the one hand the presentation of theoretical and complex issues in an entertaining way, which can be also understood by non experts and on the other hand the competitive setting, where the audience can vote on the spot for the performance they liked best.

#### ***B. Aim and context of the project slam***

2015 is the year of the celebration of the 25<sup>th</sup> anniversary of Interreg.

The Project Slam is part of the conference “25 years of Interreg” which will take place 15<sup>th</sup>/16<sup>th</sup> September 2015 in Luxembourg<sup>1</sup> under the Luxembourg Presidency of the Council of the European Union. The 1 hour slot for the Project Slam is scheduled for the late afternoon of the day 1. The Project Slam session will present high impact Interreg

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<sup>1</sup> The Conference Draft agenda is published as reference, see Annex 1.



projects (see pre-selection criteria) in an entertaining and easy to understand way to the audience and stakeholders in the framework of the celebration of the 25<sup>th</sup> anniversary.

For the Project Slam a nomination process is open to Interreg Programmes (including IPA Programmes) and its main goal is to identify good ETC/Interreg projects and results to be showcased by the voice of their protagonists. These ETC/Interreg projects need to have a high communication power and attractiveness for relevant stakeholders and the audience of the event. The language used will have to be English.

This call for interest is directed to identify high impact Interreg project examples coming from the Programmes applying with a proposal, and speakers (max. 3 per proposal, assuming that all persons participate on stage) who perform their experience in an attractive and original way.

In order to be complementary to the rest of the conference programme, projects examples should **not** cover the thematic fields of “labour-market/demographic change” and “environment” (including energy).

## C. Selection Procedure

To apply to this contest, Interreg Programmes’ (current and former) Managing Authorities or Joint Technical Secretariats (where relevant) of all programming periods, should identify their most appropriate Interreg project<sup>2</sup> and submit their application containing:

- **1 concise concept**, of at maximum 2500 characters (spaces included) in English, describing the main creative features of the planned project performance on stage.
- **the Programme and project information details**, using the template provided, duly filled in with the relevant information required
- **1 short video OPTIONAL** (1 minute length) presenting the results/achievements of their most appropriate high impact project example<sup>3</sup>. Only 1 project and video should be identified per relevant Programme,

### Important notice:

➔ Only 1 application/project example per Programme will be accepted<sup>4</sup>,

<sup>2</sup> 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.

<sup>3</sup> The short videos (application stage) are optional and would not be 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>4</sup> Programmes can decide to have a Project Slam selection in their cooperation area.



- ➔ 2007-2013 or 2014-2020 Programmes, in case of management continuity, can submit the application for the previous Programme,
- ➔ Only MAs or J(T)Ss can submit the application,

There will be a two-stage Selection process:

### Stage 1:

A jury composed of members of the European Commission, Luxembourg Presidency officials, INTERACT and representatives of Interreg Programmes not applying to the contest will select the five projects examples, which will be performing during the Project Slam.

### Stage 2:

The representatives of the five selected project examples will then be invited to present the project during the Project Slam Session of Interreg 25 years' celebration event on September 15, 2015.

During the Project Slam a voting system will be set up. Participants will then vote the Interreg project, which they rated as best.

### Disclaimer:

*If the quality of proposals submitted within the deadline (Stage 1) will be judged not appropriate, the contest will either be cancelled or prolonged or open to other target groups.*

## ***D. Technical specificities of the application***

*The application must contain the following elements:*

### 1. Concise concept

Programmes must provide the required information (using the template provided): an outline of at maximum 2500 characters (spaces included), in English, describing the main features of the stage presentation and how they would like to impress the audience of the event (e.g. interaction with the audience, style to be used by the communicator, use of supports). The concept must outline and describe the creative ideas to communicate the results and achievements of the project.

### 2. Programme and project information details

Programmes must provide the following data (using the template provided), with no line limits:

- Programme name
- Programme Managing Authority/ Joint Technical Secretariat (if relevant) name
- Project name and acronym (if relevant)
- Programming period of funding
- Project start and ending date, indicating the nr. of implementation months



- Name of the lead partner and all relevant partners (as indicated in the application form)
- ERDF contribution, total budget (in €uro)
- Relevant Programme priority, axis, measure
- Programme contact person, Managing Authority/Joint Technical Secretariat, if relevant (name, surname, e-mail, telephone)
- Project contact person (name, surname, e-mail, telephone)
- Project description: objectives and results/impacts of the project. Programmes must describe the main positive impact of the identified project, 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)

### 3. *Video (Optional)*

Format: AVI, MOV, MP4, WEBM - 16:9

Length: max. 1 minute

Resolution: minimum resolution 720dpi

All the links to video entries uploaded to YouTube or Vimeo must be attached to in the template provided as for the previous point (*Programme and project information details*).

*Presentations during the event must be performed in a free stand-up style with images, sounds and oral presentation by the communicator (no slide presentation). Please bear in mind that the objective of this session is to showcase new/interesting/innovative ways of communicating Programme/project results.*

## ***E. Application deadline and submission***

1. Applications must be submitted by Programmes via e-mail at the following address: [slam25years@interact-eu.net](mailto:slam25years@interact-eu.net) .
2. The subject line must state: **Application - Project Slam - Interreg 25 years**
3. **Application must contain:**
  - Concise concept, Word format (using the template provided),
  - Programme and project information and link to project video (**optional**), Word format (using the template provided).
4. Last date of application: **29 May 2015 at noon (12:00 CET).**

## ***F. Prize***

The prize consists in the travel and accommodation costs for pre-selected projects examples' participation in the slam. A diploma will be also offered to winner and participants.



## G. Selection criteria

Criteria	Guiding principles	Points* (max)/100
<b><i>Representativeness of the project with respect to the challenges of the Programme area and objectives</i></b>	<ul style="list-style-type: none"> <li>- main positive impact of the identified project (Concept+information)</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 (Concept+information)</li> <li>- main features of the identified project (Concept+information)</li> </ul>	<b>50/100</b>
<b><i>Concept description</i></b>	<ul style="list-style-type: none"> <li>- description the main features of the presentation</li> <li>- proposed proposal to impress the audience of the event</li> <li>- proposed interaction with the audience, style to be used by the communicator, use of supports</li> </ul>	<b>50/100</b>

*\*Average points attributed by the jury.*

In case of *ex aequo*, proposals with higher score on the concept will be selected

The Selection will take into account a specific balanced representativeness between the different strands as follows:

- 3 Cross-Border Cooperation projects (including one IPA),
- 1 Transnational Cooperation project,
- 1 Interregional Cooperation project.

## H. Timeline (indicative)

1. Publication of the Contest Call - from 20 April 2015 until **29 May 2015**
2. Last date of application: **29 May 2015 at noon (CET)**.
3. Pre-selection by the jury - **1-10 June 2015**
4. Selection (stage 1) - **by 10 June 2015**
5. Preparatory work with selected proposals June-August 2015
6. Presentation and final vote (stage 2) - 15 September 2015



## ***1. Terms and conditions***

1. The contest is open to representatives of Interreg projects or Programmes (cross-border, transnational, Interregional) and individuals over the age of 18 with the exception of the employees of the European institutions, INTERACT, their hosting institutions and their relatives.
2. 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.
3. For project example see also results and/or achievements linked to the selected project by the Programme.
4. All the links to video entries uploaded to YouTube or Vimeo must be attached to the application e-mail.
5. All participants are responsible for any costs or expenses incurred as a result of participation in the contest (including without limitation costs for accessing the internet).
6. 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.
7. 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).
8. 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.
9. INTERACT does not take any responsibility for late or lost entries.



10. 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.
11. As applications are received, INTERACT will check all details for suitability of content matter before posting.
12. The videos should not contain any offensive or inappropriate language or content.
13. The video entries must be submitted in English or with English subtitles as well as all the other relevant documents required for the application. Also, they should not exceed the 1 minute length. If the video does not meet these requirements (English language/subtitles and length), it will be left out of the contest.
14. Only one video per application is allowed.
15. 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.
16. Music: please use royalty free music or original music that you have obtained the right for.
17. 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.
18. 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.
19. By submitting one application, the participants accept the official rules of the contest.

## ***J. Contact and information***

For any contact and/or further information about this call, you can contact the INTERACT team at [slam25years@interact-eu.net](mailto:slam25years@interact-eu.net).





## Annex 1



### *Draft Programme*

## Conference “25 years of INTERREG”

*Maison du Savoir  
Esch-Belval  
Luxembourg*

### **Tuesday, 15 September**

12:30	<i>Registration, Lunch</i>
13:30	<b>Welcome</b>
14:00	<b>History of INTERREG</b>
14:45	<b>The Role of INTERREG</b>
16:15	<i>Coffee break</i>
16:45	<b>Thinking out of the box</b>
18:15	<b>Project slam</b>
19:30	<i>Networking dinner</i>

### **Wednesday, 16 September**

8:30	<i>Coffee</i>
09:00	<b>Opening</b>
9:15	<b>Taking a global view</b>
10:30	<i>Coffee break</i>