#cultureincode | Ideathon Participation Guidelines "Culture in Code: Transforming Culture through Technology" (hereinafter, the "Ideathon")

- Date: June 17 and 18, 2024
- Place: FYCMA (Trade Fair and Congress Center of Málaga)
- Format: on-site
- Language: Spanish

The Department of Culture of the City of Malaga promotes the Ideathon "Culture in Code: Transforming culture through technology" with the collaboration of 42 Telefónica Foundation Málaga, in the framework of the celebration of CM Málaga - Culture & Museums International Tech Forum 2024, on June 17 and 18, 2024 in FYCMA (Trade Fair and Congress Center of Málaga).

CM Málaga Culture & Museums International Tech Forum, is the international event of reference for the cultural field that seeks to promote the adoption of technological and innovative solutions in the sector. The aim of the event is to raise culture to a higher level, making it sustainable, accessible and strengthening its role as a catalyst for economic and social progress.

The call will be governed by the provisions set forth in the following terms and by the event's ethical code, which is mandatory.

This Ideathon is being held as part of the Culture & Museums International Tech Forum 2024 event on June 17 and 18, 2024.

Acceptance of the Rules

Participation in the Ideathon is free of charge. Likewise, participation in the Ideathon implies acceptance of these Rules, without any reservations, including the "basic rules of conduct" of the Ideathon, which are included in Annex I, which is mandatory.

<u>Objective</u>

The purpose of this call is to boost digital transformation and promote new business opportunities for cultural agents in Malaga through the approach and resolution of technological challenges related to the challenges posed by digitization in the field of culture.

The projects subject to this call must respond to the challenges posed during the opening of the Ideathon, or take them as inspiration to respond to other challenges. Therefore, the specific challenges posed by the Organization will not be revealed until the opening of the Ideathon.

Duration and territorial field

The registration period for the Ideathon will begin on June 4, 2024, from the date of publication of these Rules, and will last until June 13, 2024, at 00:00 hours.

The Ideathon will be held in person at the Palacio de Ferias y Congresos in Malaga on June 17 and 18, 2024.

Applications

The Ideathon is open to people of legal age who are:

- Cultural agents and cultural professionals in all fields.
- Artists and creatives of any discipline.
- Students of 42 Telefónica Foundation Málaga.
- University or Business School students in the final stages of their Master's degree studies; or graduates.
- Students in the last year of Professional Training.

The presentation of applications will be made individually and through a link provided by the organization to the participants. Participants may submit only one application. Participants will be selected following the order of registration, until the number of places available by the Organization is reached. In the event that any of the initially selected participants does not meet the requirements described herein, he/she will be replaced by the first of the registered candidates who had been left out of the quota, in strict order of presentation of applications.

At the beginning of the Ideathon, at 10:00 a.m. on the first day, at which time all participants must be present at the event venue, the Organization will create working groups according to the criteria it deems appropriate, whether based on the randomness of the selection, or any other basis.

From that moment on, each group will have 30 minutes to organize itself, select a challenge to prototype and designate its team name. Therefore, participation in the Ideathon will be done as a group.

If any of the registered participants are not present during the opening of the Ideathon, the Organization reserves the right to: (i) exclude such participants who have arrived late to the event; (ii) form a group with such attendees. If any of the attendees do not appear, they may not be replaced by another person.

The delivery of the projects will be done by incorporating in a repository, provided by the Organization, and which will be indicated during the Ideathon, all the documentation related to the work done (before 11:00 a.m. on June 18, 2024). This documentation must include, at least:

- Presentation to be made in front of the jury and other participants (maximum 5 minutes)
- Supporting material and that is considered relevant to the assessment of the project.

The Organization reserves the right to exclude proposals that do not include, at least, the referred materials and presentation.

Participants must develop their projects with their own technical and technological resources, which may include computers, mobile devices, or any other element (hardware or software) they deem necessary. For its part, the Organization will provide Internet connectivity through the existing WiFi network in FYCMA and, in addition, the collaborative platform to which the groups will upload the aforementioned documentation.

Evaluation and selection of the winning groups

The projects, duly submitted on time through the platform provided by the Organization, must be presented by each group to the Ideathon jury, which will evaluate them.

The evaluation of the projects presented will be carried out by a jury formed by Telefónica Foundation, FYCMA (Trade Fair and Congress Center of Málaga) and the Department of Culture and Historical Heritage of the City Council of Málaga. Each team will have a maximum of 5 minutes to present its project to the jury. A brief question and answer session will be allowed at the end of each presentation. The exhibition should highlight the following aspects:

- Initial objective: details about the initial objective of the proposal developed during the Ideathon.
- Level of achievement: degree of success achieved in the implementation of the project.
- Virtues and drawbacks: analysis of the strengths and weaknesses of the proposed solution.
- Technology used: description of the technologies used in the development of the project.
- Practical demonstration: practical presentation of the developed tool, using one or more usage scenarios associated with the project.
- Additional information: inclusion of any other information considered relevant by the participants for the evaluation of the project.

The criteria that will be taken into account to evaluate each project submitted will be:

1. Creativity and innovation of the proposed solution (40%)

2. Degree of finish and final quality of the project (20%)

3. Possibility of transferring the prototype to the market (practical usefulness) (20%)

4. Orientation of the project to solve the digital transformation challenges posed (20%).

Based on the presentations made by each group, and the evaluations based on the criteria described above, together with the jury's deliberations, the winning teams will be selected. The jury's deliberations will be confidential, and its decision irrevocable. Participation in the Ideathon implies the waiver of any claim regarding the jury's decision.

The jury may exclude those groups whose project does not correspond to the objectives or challenges of the Ideathon or does not comply with any of the provisions of these Rules. In such a case, the project will not be presented by the corresponding group.

The awards ceremony will be held at 1:30 p.m. on June 18, 2024. There will be 3 categories: first prize, second prize and third prize.

Awards

Although there will be three award categories (first, second and third), all members of each winning team will receive free registration, as professional visitors, to the forums organized by FYCMA between September 2024 and June 2025.

The prizes awarded in this Ideathon will be subject to the tax regime in force and to the corresponding taxation according to the legislation applicable in each case.

Intellectual and Industrial Property

The participants in the Ideathon, by means of their registration in the event and the consequent acceptance of these Rules, declare and guarantee to the Organization that they are the exclusive authors and/or owners of the projects presented, as well as of all the materials that comprise them, or that they have the due authorizations of third parties (owners of said materials), in order to guarantee the uses described herein in favor of the Organization. In case of third party claims, the participants agree to hold harmless the Organization and the third parties authorized by it.

The selected participants authorize the Organization, on a non-exclusive basis and with the right to transfer to third parties, to use the rights of reproduction, public communication, transformation and distribution, in all its forms, of the projects presented in the Ideatón, with worldwide territorial scope and for the maximum period of protection provided for by current legislation until the entry into the public domain of the aforementioned rights, but limiting such use to free and non-commercial purposes, within the framework of the dissemination of the activities and purposes of the Organization and the Ideatón, so that the winning projects submitted can be disseminated through the dissemination and communication channels of the event.

Personal data

All personal data will be processed by the Organization in accordance with the legislation in force on the matter and in particular under the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR) as well as the Organic Law 3/2018 of 5 December on the Protection of Personal Data and Guarantee of Digital Rights.

To this end, and by means of the Ideathon registration form, the consent of the interested parties will be obtained for the processing of the personal data required to manage their participation, informing them beforehand by providing them with the applicable privacy policy.

Acceptance

Telefónica Foundation and Trade Fair and Congress Center of Málaga reserve the right to modify or supplement the conditions of the call at any time, and even to cancel it or render it null and void. In such cases, such actions will be duly communicated through the same means used for the publication of the Rules.

Participation in the call for entries implies full and total acceptance of these rules and the code of ethics, as well as the juries and their decision.

Exclusion and restriction of liability

The Organization is responsible for the development of the Ideathon and reserves the right to withdraw from the Ideathon any participant who does not comply with the conditions established in these Rules and/or who, in accordance with the applicable legal provisions, infringes the rights of third parties or any regulation of a civil, criminal, administrative or any other nature, or who has provided false, inaccurate, incomplete or obsolete data.

The Organization has the power to interpret and change these Rules.

The Organization is not responsible for possible loss of data, or incidents in the development of the Ideathon, presentation of projects or registration and enrollment in the event, due to e-mail problems and/or malfunctioning of the Internet and/or the applications/platforms provided by the Organization, and likewise excludes all liability for damages of any nature caused by participation, as well as for damages of any nature that may be suffered by participants or third parties, derived from their participation in the Ideathon.

Jurisdiction

For the resolution of any controversy or discrepancy that may arise regarding the interpretation or application of these Rules, both the Organization and the participants in the Ideathon expressly submit to the jurisdiction and competence of the Courts and Tribunals of the city of Malaga, expressly waiving any other jurisdiction that may correspond to them.

The applicable law shall be Spanish law.

ANNEX I: BASIC RULES OF CONDUCT

"Culture in Code: Transforming culture through technology" is an initiative in which no abuse or discrimination of any kind will be allowed, whether based on gender, origin, race, religion, disability, physical appearance, sexual orientation or identity. Participants who violate these rules may be sanctioned or expelled from the Ideathon at the discretion of the Organization.

By way of example and without limitation, the following shall be considered abusive conduct:

• Offensive comments relating to gender, sexual identity or orientation, disability, physical appearance, age, race, religion, national origin or religious beliefs.

• Comments related to the lifestyle of a person participating in the Ideathon, such as those related to eating habits, health, family, work, etc.

• The reproduction of sexual images in public virtual spaces, as well as intimidating behavior or inappropriate messages.

• Recording or taking photographs of an inappropriate nature of any of the participants.

• Intimidation, persecution, filming, photography or systematic interruption of presentations will also be considered abusive situations.

• Jokes that may be offensive will not be tolerated, nor will they manifest in any way sexist, xenophobic, *LGBTophobic* or any type of expression that could be a matter of mockery or hatred to any attendee of the Ideathon.

The Organization requests the cooperation of all attendees. Therefore, if you suffer any kind of abusive behavior or you observe that someone may be a victim of it, we ask you to inform us so that we can take the appropriate measures. In any case, disciplinary measures will always depend on the decision of the Organization.

Thank you for making this an open and friendly event for the community.