

# STIMULART AWARD

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Stimulart AWARD - guidelines  
by JÁSZKERÜLET (JKER - PP2)

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## 1.1. Introduction

This document assists project partners in carrying out the annual Stimulart Award competition. The activity is part of the **Communication Work package**.

The deliverables in question are

- **D.C. 4.5. Preparation of the competition of CCI actors of all locations for the “StimulART Award”**

Preparation of competition of innovative initiatives transforming local heritage into creative and marketable CCI products: entry/evaluation rules; online announcement template and entry form (translated into PP languages); implementation procedures.

Partners in charge: JKER

Participating partners: KAMMUN, VVEN, AMB, NAUM

- **D.C. 4.6. Annual competition of CCI actors of all locations for the “StimulART Award”**

Online implementation of 3 annual events in 5 locations, centrally facilitated/controlled. One champion per location is selected annually & 1 winner of the annual award is selected from 5 local champions. Winners receive gifts (not exceeding 50 €/person).

Partners in charge: JKER, RUNI, KAMMUN, VVEN, AMB, NAUM

## 1.2. Guideline to implement the competition for the Stimulart Award at all partners locations

### 1.2.1. Deliverable concerned - the guideline

The guidelines introduce partners into the methodology of the Stimulart Award competition for selecting innovative initiatives transforming local heritage into creative and marketable CCI products. It names the proposed competition thematics and the outlines the practical steps to prepare the entry/evaluation rules; online announcement templates, the entry form. It also orient partners regarding the implementation procedures.

Based on the guidelines each partner city will carry out three competitions in the project duration.

### 1.2.2. Thematics of the Stimulart Award

The table below shows **those three topics** that will be the subject of the competition in the three subsequent years of the project implementation. Each year there will be ONE competition at each location, most probably at the very beginning of the calendar year (January, February)

The rationale to use these 3 topics

- to make the yearly competition more versatile and attractive for participant



- to limit the topics to keep them in a manageable frame thus making the results comparable among the partner locations
- to invite different target groups to compete linked to each topic
- to be able to specify the competing products more closely (announcement will be easier to handle)

Each responsible partner in **D.C. 4.6.** will select (based on their own decisions involving the stakeholders) which topic they will announce in the given year.

The ultimate point is that **by the end of the project** all partner cities

- will have implemented three competitions,
- will have covered all the three topics (one each year),
- will have had three announced Award winners (one in each topic).

The thematic subjects of the Stimulart Award competition:

THEMATICS	AGE GROUP TARGETTED other points for the competition	SHARED FEATURES OF THE COMPETING CREATIVE PRODUCTS (to keep them comparable finally on the partnership level)	EXPECTED PRODUCT (e.g. a tangible product, a documentation of the product etc) according to basic features
1. "my city in my hand" (in the form of a handful object)	14-18 The target group is reachable by contacting the local secondary schools. By involving some teachers, the competitions can be quickly implemented (suggested for the first year as a topic)	The point is to make the young generation GRAP the essence (image) of the city in one single creative object which, regarding its size, fits in a hand. The object is three dimensional, made of optional material(s) even waste.	the creative product
2. "Time capsule - a message for the 21 <sup>st</sup> century" creative products based on the local heritage	17-100 - individuals, small businesses It is recommended to involve a Y / Z generation member in the decision-making committee in this round of the competition, who is able to judge if the product is of any interest for this generation.	A functional object or household decoration, which is created based on the local historical and / or industrial heritage yet, meets the market / consumers' demands in the 21st century.	the creative product and a <a href="#">max. one-page summary about the concept behind the product.</a>
3. the cooperative-	17-100 individuals, small businesses	There are numerous representatives of services e.g. printing, bakery,	brief explanatory document about the creative idea, the way



<p>creative services</p> <p>turning average daily services into creative places to go</p>		<p>hairdresser etc.) at one place. Most try to stand out creatively from the “crowd” to attract customers - it is not only about additional / complementary services but also creative involvement of customers in the service provision process who will have special experience, learn sg or simply find the conditions of service provision more attractive for some creative idea.</p>	<p>it works, the most sensitised customers, what makes it innovative, what technologies are used according to the expectations of the partner city</p> <p>One detailed description about what happens to a customer when using the creative service.</p>
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### 1.2.3. Entry/evaluation rules

THEMATICS	entry/evaluation rules
<p>1. "my city in my hand" (in the form of a handful object)</p>	<p>open announcement but limited to local schools</p> <p>The evaluation board involves: one representative from the project partner, an art teacher, 2 stakeholders (suggested composition)</p> <p>The winning object reflects the most creatively (aesthetics, use of materials, hidden message), what the partner city means for the young ones.</p>
<p>2. "Time capsule - a message for the 21<sup>st</sup> century" creative products based on the local heritage</p>	<p>open announcement online and among the stakeholders</p> <p>The evaluation board involves: one representative from the project partner, <b>one widely respected artist</b>, 2 stakeholders (suggested composition)</p> <p>The winning object reflects the most creatively (aesthetics, use of materials, practicality), the way local heritage can best be integrated into the life of households in the 21<sup>st</sup> century e.g. and old iron typical of the region gets new function and with the necessary technical changes becomes a lamp.</p>
<p>3. the cooperative-creative services turning average daily services into creative places to go</p>	<p>open announcement online and among the stakeholders</p> <p>The evaluation board involves: one representative from the project partner, <b>one person from the Chamber of Commerce</b>, 2 stakeholders (suggested composition)</p> <p>The winning creative service is attractive among the locals, involve people creatively.</p>



### 1.2.4. Implementation procedures

Implementation last max. 2 months from competition announcement until the announcement of the winner. The ones responding the call / announcement have 6 weeks to prepare the product and / or the required documentation.

Stages of the procedure:

- 1. preparation of the announcement documentation
- 2. inviting the evaluation board members
- 3. the actual announcement of the competition round on-line, among the stakeholders and in one more way
- 4. registration for the competition by the ones willing to participate
- 4. responding questions on-line by the ones entering the competition (while working on the products) all questions are open to other participants
- 5. submission of the creative products
- 6. evaluation and decision-making
- 7. announcement of the winner in public (media - suggested to be invited)

### 1.2.5. Online announcement and procedure (evaluation and selection)

THEMATICS	procedure / announcement of the results (non-identical for the three topics)
<p>1. "my city in my hand"  (in the form of a handful object)</p>	<p>When the creative objects of art arrive in large numbers the board narrows down the objects to 10 to be scored.</p> <p>The ten remaining objects are evaluated by each evaluation board member according to four criteria. Naturally no subjective judgements can be avoided.</p> <ul style="list-style-type: none"> <li>• the creative idea: from 1 to 10</li> <li>• aesthetics value: from 1 to 10</li> <li>• creative use of materials: from 1 to 10</li> <li>• hidden message: from 1 to 10</li> </ul> <p>Sum: ?/ 40 / each evaluation board member</p> <p>Total sum: the board members' scores summed</p> <p>The object with the highest scores will be the winner of the Award.</p> <p>On case of equalling scores, the younger competitor wins.</p> <p><b>Communication:</b></p> <p>All participants are thanked and informed is they are selected to be scored. The result will be announced in front of the 10 selected competitors. The award locally is up to the partners.</p>



<p>2. "Time capsule - a message for the 21<sup>st</sup> century"</p> <p>creative products based on the local heritage</p>	<p>When the creative objects of art arrive in large numbers the board narrows down the objects to 10 to be scored.</p> <p>The ten remaining objects are evaluated by each evaluation board member according to four criteria. Naturally no subjective judgements can be avoided.</p> <ul style="list-style-type: none"> <li>• identifiable link to local heritage: from 1 to 10</li> <li>• the creative idea: from 1 to 10</li> <li>• aesthetics value: from 1 to 10</li> <li>• creative use of materials: from 1 to 10</li> </ul> <p>Sum: ?/ 40 / each evaluation board member</p> <p>Total sum: the board members' scores summed</p> <p>The object with the highest scores will be the winner of the Award.</p> <p>On case of equalling scores, the board discusses and agrees on the winner.</p> <p><b>Communication:</b></p> <p>All participants are thanked and informed if they are selected to be scored. The result will be announced in front of the 10 selected competitors. The award locally is up to the partners.</p>
<p>3. the cooperative-creative services</p> <p>turning average daily services into creative places to go</p>	<p>When the creative objects of art arrive in large numbers the board narrows down the objects to 10 to be scored.</p> <p>The ten remaining objects are evaluated by each evaluation board member according to four criteria. Naturally no subjective judgements can be avoided.</p> <ul style="list-style-type: none"> <li>• non-replicability of the idea: from 1 to 10</li> <li>• the complexity of creative idea behind the service: from 1 to 10</li> <li>• <b>personal experience of the evaluator, the personal impression (rather subjective):</b> from 1 to 10</li> <li>• measurable popularity of the service: from 1 to 10</li> </ul> <p>Sum: ?/ 40 / each evaluation board member</p> <p>Total sum: the board members' scores summed</p> <p>The object with the highest scores will be the winner of the Award.</p> <p>On case of equalling scores, the board discusses and agrees on the winner.</p> <p><b>Communication:</b></p> <p>All participants are thanked and informed if they are selected to be scored. The result will be announced in front of the 10 selected competitors. The award locally is up to the partners.</p>



### 1.2.6. The ultimate winner of the Award

Finally, there will be 3 winners X 5 locations = **15 local winners of the Award**. The ultimate winner of the Stimulart Award will be selected by voting. The partners (9) after having received a photo and the application documentation of the locally winning creative objects / services choose one. The partners can vote on any of the 15 candidates except for the 3 from their location e.g. JKER cannot vote on the winners from Jászberény.

The winner of the Stimulart Award will be invited for the **Closing conference in 2022** and **will get wide publicity**.