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First Open Innovation Challenge

Reusing and Promoting Europeana Food and Drink Heritage Contents



Pieter Cornelisz van Rijck, *Kitchen Scene with the Parable of the Rich Man and Poor Lazarus*, (1610-1620), Rijksmuseum (<https://www.rijksmuseum.nl/nl/collectie/SK-A-868>) and Europeana (http://www.europeana.eu/portal/record/90402/SK_A_868.html?start=1&query=cornelisz+kitchen&startPage=1&rows=24).

1. General Challenge Guidelines

The Open Innovation Challenge regulations define project specifications to the Challenge themes for potential applicants and point out factors that would lead to an application being excluded. Complaints regarding entry and exclusion criteria must be addressed per e-mail to europeana-fdchallenge@uniroma1.it

- Europeana Food and Drink Open Innovation Challenges are open to any private, public or non-profit organisation within Europe / any legal person registered in one of the 28 EU Member states
- Each applicant / consortium can submit only one proposal per Challenge.
- Enterprises having offices or subsidiaries in different countries may only apply through one country.
- Applications must be written and submitted in English.
- Projects are to be submitted in the Challenge platform available through iStart (<http://eufooddrinkchallenge2014.istart.org>) with provision to include links to additional material e.g. short embedded videos, demonstrators etc.
- Challenge applications need to be submitted within a specific deadline before each Challenge event takes place. The deadline will be announced by promotional campaign, on Europeana food and drink website (<http://foodanddrinkeurope.eu/challengeone>) and on the iStart platform (<http://eufooddrinkchallenge2014.istart.org>).
- Europeana Food and Drink partners cannot take part in the Challenges.

First Challenge will open on 1st November 2014. Deadline for First Challenge submission is 20th December 2014.

2. First Challenge Guidelines

Europeana Food and Drink Project will make available a wide range of contents specifically related to food and drink (books, documents, audiovideos, images etc.) in 2015.

The challenge theme “Reusing and promoting Europeana contents on Food and Drink” is conceived as a combination of three factors:

- innovative strategies and ideas;
- innovative tools, products and services;
- storytelling on food and drink cultural heritage and/or production and services.

Europeana Food and Drink First Challenge consists in a competition between projects providing innovative methods of Food and Drink digital heritage reusing.

Challenge competitors are requested to submit a descriptive and innovative project concept (max 20.000 characters) on Food and Drink content reuse. To develop new strategies and applications about food and drink digital heritage, competitors may use any kind of Europeana food and drink contents, available through Europeana (see the portal: www.europeana.eu).

Products/services (for example videos, apps for mobile devices, games, virtual exhibitions, educational tools, etc.) described in the concept proposal have to include methods of reusing Europeana Food and Drink contents.

Project concepts should focus on the improvement of business for enterprises, GLAMs (galleries, libraries, archives, museums), non-profit organisations, educational agencies or tourist organisations.

Projects can be accompanied by videos, slides or demonstrator tools of the project concept.

Applicants can be any representatives of creative industries, including start ups, creative teams, non-profit organisations; they may also act as a launching pad to contact enterprises, GLAMs or other organisation networks and to offer collaboration.

Annex 1 introduces to challenge policies (notes on Europeana, relations with enterprises and reusing).

Annex 2 introduces the application process on the Challenge platform

As introduction to Europeana data set, applicants may consult Europeana portal: <http://europeana.eu/portal/api-introduction.html>

For methods of Europeana digital content reuse, applicants may consult <http://pro.europeana.eu/api> as well as <http://labs.europeana.eu/>.

For the business model, applicants may use canvas offered in <http://www.businessmodelgeneration.com/canvas>

3. Application Criteria

This section provides information for applicants as well as for Challenge board members. Application specifications define mandatory needed information and to-dos for interested parties. They also set information required from applicants. Proposals will be evaluated on the strength of the proposed concepts (see below, point 5).

Project specifications to be considered are:

- Description of the idea/ business and method of reuse of the Europeana content repository or database

- Description of the intended product or services
- Description of the business model

Applications are to be submitted in written up to max. 20.000 characters (including spaces) describing the following points:

Table 1: Application Description

Project Specifications	Description
Vision - Innovative character of the project	Vision description should explain in maximum 75 words the idea of the planned business and point out what differentiates it within the chosen marketplace.
Project idea	A description of the applicants project idea, delivery strategy and the ways of re-using Europeana data sets.
Social impact	Applicants shall describe changes for costumer communities brought by their business.
Market potential	Applicants must specify the potential target audience.
Technical implementation feasibility of project idea	Applications must elaborate on business development, resources already available and acquisition of missing ones.
Project economic and financial viability	Sustainability is a crucial element of the required business plan.
Business Model	Applicants shall briefly describe their business model.
Applicants short profile	One page showing Applicants expertise in relation to the submitted concept.

4. Awards

4.1 Awards and Final Event

Winning projects will be awarded by the responsible unity of Europeana Food and Drink Project (Sapienza Università di Roma).

Best projects will be promoted by Europeana Food and Drink Project partners through a specific event on January 2015 by Sapienza University in Rome.

Three categories of applicants are planned:

- established enterprise or Senior professional;
- professional or enterprise whose members (at least general manager) are up to a maximum age of 29 (Junior Professional);

- creative team/free lance, who are not structured as company or professional, and whose members are up to a maximum age of 29 (Junior Creatives).

If there are no high value project proposals submitted in one of the categories, the jury will award more winners in other categories.

Best projects will be presented at an event taking place in January 2015 in Rome. A one-day workshop will be organized by Sapienza University in Rome, where best projects will be discussed in front of experts, enterprise and venture capital members.

Winning project will receive € 5.000,00 in cash, funded by Europeana Food and Drink and given by Sapienza University of Rome.

Incubation prize will be given to the best creative team/free lance by Europeana Open Labs and Europeana Food and Drink partners, consisting in collaboration and support to implement the project/product. The incubation package includes:

- Europeana Open Lab collaboration (4 Europeana Creative + 2 Europeana Food and Drink Open Labs) in order to complete development
- Incubated project presentation to enterprises and Glams
- Europeana contents reuse implementation counselling
- Business plan and Marketing strategies completion
- Crowdfunding support

4.2 Award Regulations

The jury will select winning projects at its sole and absolute discretion. Applicants submitting winning projects will be informed and invited to the challenge award event.

Project evaluation will be concluded within 30 days from submission deadline.

Should no project or less than three projects comply with the necessary requirements, jury may reduce or deny cash awards.

Cash awards are to be considered on a pretax basis.

Both in project assessment and evaluation phases, jury members will act in good faith, respect privacy information and apply good professional practices. Jury members shall not be held responsible or liable in case of any dispute on originality and authorship of the work, parts of it or limitations to third parties. In addition, they will not sign any confidentiality agreement.

All documentation sent by applicants taking part in the competition remains the property of the authors, who will be able to protect it by means of law.

Submission for challenge implies full and unconditional acceptance on the part of the

applicants of all general terms and conditions of this competition.

4.3 Personal Data processing

Italian Decree Law no. 196 of June 30, 2003 governs the protection of individuals and other entities with regard to the processing of personal data.

Under article 13 of the aforementioned decree law, we hereby state the following:

- The provision of details is required by Sapienza University of Rome to perform its official duties and to take part in Europeana Food and Drink project Open Innovation First Challenge.
- The processing of personal details might be carried out with or without electronic means.
- The provision of personal details is strictly required and your refusal to supply them will lead to your exclusion from the competition.
- The holder of the processing rights is Sapienza University of Rome in the person of the Rector, protempore legal representative, having legal domicile for the purpose at the University.

5. Evaluation

5.1 Self-Assessment

Projects application will be allowed on the basis of specific requirements:

- those willing to submit must declare to belong to one of the categories (for example startup, freelance etc.) the challenge is addressed to and specified in the launch-text
- each applicant can only submit one project per Challenge
- enterprises having offices or subsidiaries in different countries may only apply through one country
- applications must be written and submitted in English
- ideas (proposals) are submitted through an online form on the platform selected for the Challenge, and must include link to additional materials (e.g. short embedded videos, demonstrator etc.)
- deadline must be met
- partners of Europeana Food and Drink Project cannot submit

The jury will verify that requirements are met. Should this not be the case, projects will be excluded.

5.2 Evaluation Criteria

The criteria commonly used to evaluate projects at European and International level (for example: Horizon 2020; Europeana Creative; Research Foundation of the City University of New York) correspond in part to established standards, but they have been adapted to Europeana Food and Drink project specificities, in particular considering the objective of experimentally involving in the challenge different actors, goals and target audiences.

Evaluation will be made on the basis of the following criteria; before starting project evaluation the jury will define the specific weight of criteria according to the different categories of winners.

The jury shall assess the degree to which each of these features characterizes the project and related product/services to be made:

The Jury will assign an overall score of 60 points max. for:

- **Consistency** with the objectives of the challenge: The project must be consistent with the objectives declared in the launch text.
- **Compatibility**: The proposal and the product to be made fit the values and needs of the target group described in the launch text.
- **Creativity** using content: The product to be made includes a well-conceived and creative concept and design.
- **Innovation**: When compared with existing solutions, the concept clearly shows why the product will be better than competitive or previous standard solution.

The Jury will assign an overall score of 40 points max. for:

- **Scalability**: the concept can foster multiplier effects and new productions and innovations.
- **Communication** effectiveness: the project must be recognizable and have appeal.
- **Usability**: the product/service to be made must be easily accessible and friendly to use.
- **Trialability**: the product/service to be made must be tested from potential users for low or no cost.

The Jury will assign an overall score of 45 points max. for:

- **Community engagement:** the product/service will generate forms of engagement for a community.
- **Cultural impact:** the product/service will motivate people to get in touch with digital cultural heritage content. It will also play an educational role.
- **Market strategy:** the proposal will describe the market and the target audience, and explain how to overcome difficulties and meet the market.

The Jury will assign an overall score of 60 points max. for:

- **Expertise:** Applicants skills match with technical requirements.
- **Feasibility:** The product/service is technically feasible through technologies and materials available at reasonable cost, in no more than 120 days, and can be made by applicants; the planned budget is reasonable and sustainable for applicants.
- **Cost:** The product/service should be made available to defined costs, reasonable and user-based.
- **Solvability:** The relation between disposable liquidity, needed liquidity and planned product/service is reasonable.

5.3 Jury Composition

Jury selecting and evaluating challenge competitor projects will be composed by 3 internal and 2 external experts. Europeana Food and Drink Project partners could act as internal experts. External partners may represent:

- Food and Drink and Creative enterprise networks members that may evaluate the competitor projects according to enterprises demands and support the best projects on the market
- Experts in specific fields: Food and drink visual anthropology, communication, high-technology etc.
- Experts in marketing and business plan

Selection can take place via Skype conference

The scientific coordinator of the project responsible workpackage (Sapienza University of Roma) will appoint the jury after submission deadline.

ANNEX 1

Challenge Policies

Notes on Europeana, relations with enterprises and content reusing

Europeana Digital Library (<http://www.europeana.eu>) has been working since 2008 to aggregate, preserve and enhance the digital cultural content of the 28 EU countries (books, manuscripts, newspapers and magazines, photos, audiovisual and web contents, digital reproductions of museum objects, etc.). Contents of Europeana are easily available to users (<http://vimeo.com/album/2072014/video/49232562>), also as Open Data and under Creative Common Licenses (<http://pro.europeana.eu/support-for-open-data>). Digital contents are meta-dated to make them identifiable, searchable and available both as individual items and in the context of virtual exhibitions or thematic portals (for example the Europeana Fashion portal dedicated to fashion and haute couture world by <http://77www.europeanafashion.eu/portal/home.html>).

Europeana – Food and Drink Project

The project (launched in 2014 on the ICT Policy Support Programme) aims to create synergy and collaboration between cultural institutions (museums, archives, libraries, universities, etc.) and creative enterprises with particular regard to agri-food chain, promotion of territories, and food theme. 29 partners of 16 European countries are working together to make contents concerning food and drink, as documents, texts, cookbooks, prints, artwork, images and audiovisuals, available on line; they highlight products and their application to gastronomy, daily eating customs, traditional and innovative farming, transformation and distribution systems, and rituality and festival related to meals or special productions. In addition, the project aims to experiment initiatives connecting enterprises with Europeana assets to produce knowledge and value.

Europeana – Food and Drink Contents and Services

Project partners are fuelling Europeana with new digitized material concerning food and drink, enhancing the on line available contents. They are creating a web portal dedicated to food and drink companies business and to creative actors engaged in the development of food and drink sector.

OpenLabs, Challenges and Incubators for projects of enterprises

In order to facilitate collaboration between cultural institutions and businesses, two OpenLabs will be created, one in Rome at the DigiLab Center of the Sapienza University. Europeana Food and Drink OpenLabs will launch three “challenges”, calling creative industry and operators to develop products and applications (for instance audiovisual storytelling, serious games, apps for mobile devices, virtual exhibitions, marketing and promotion systems, educational tools, etc) through Europeana contents (already available and/or implemented by partners). Selected projects may use OpenLab at DigiLab Center as a “incubator” to improve and refine their product or application. Winning project will be announced during a special event.

ANNEX 2

Application Process on the Platform iStart.org



Figure 1 - iStart Logo

iStart is an web platform that supports innovation challenges. It can be used for organizing product and business competitions. Its interface has a good usability and accessibility.

Links to the iStart platform and to the specific Europeana Food And Drink competition hosted by iStart are published in the Europeana Food And Drink website, in the page <http://foodanddrinkeurope.eu/challengeone>.

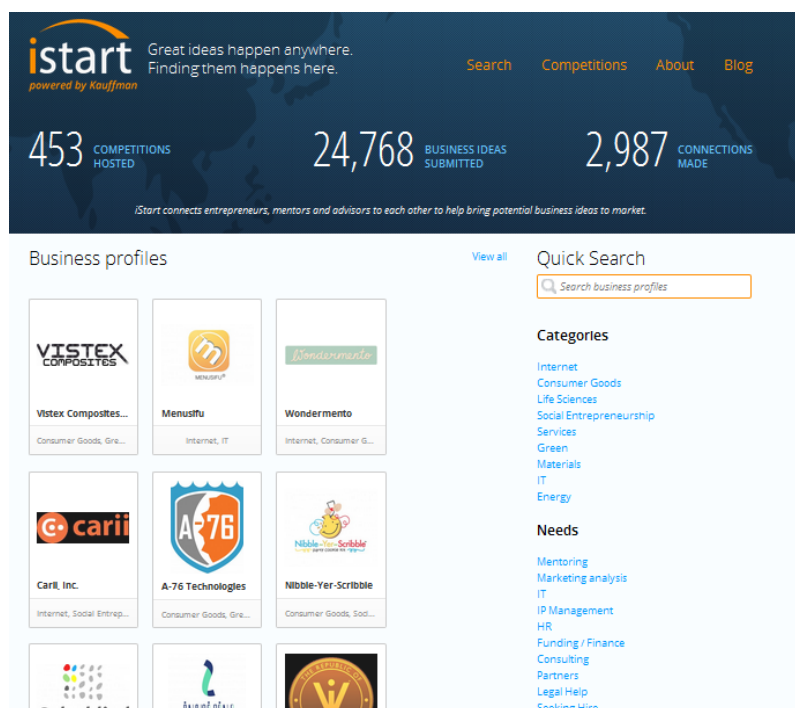


Figure 2 - iStart home page

Step 1 – Register on iStart.org

The iStart platform will be used for the registration procedure, filling in the form published at <http://istart.org/profile/add>.

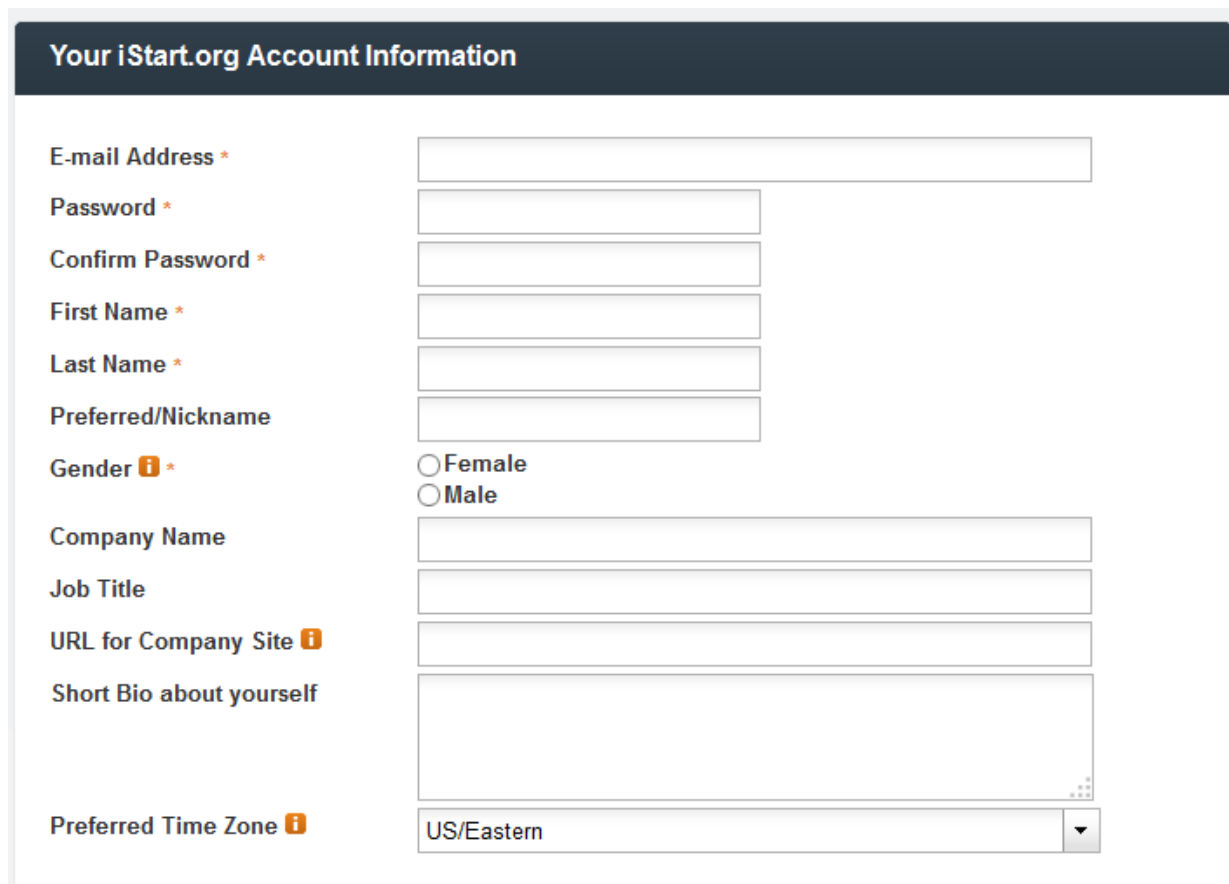
The registration form is composed by the following sections:

- Account information
- Contact information
- Assistant contact information
- Roles and communication
- Academic profile
- Terms and conditions

In the form, fields marked with a yellow asterisk are mandatory. Only the “account information” and “contact information” sections have mandatory fields.

Account information

In the account information are defined the login data. They are attributed to a specific person, whose first name and last name are required.



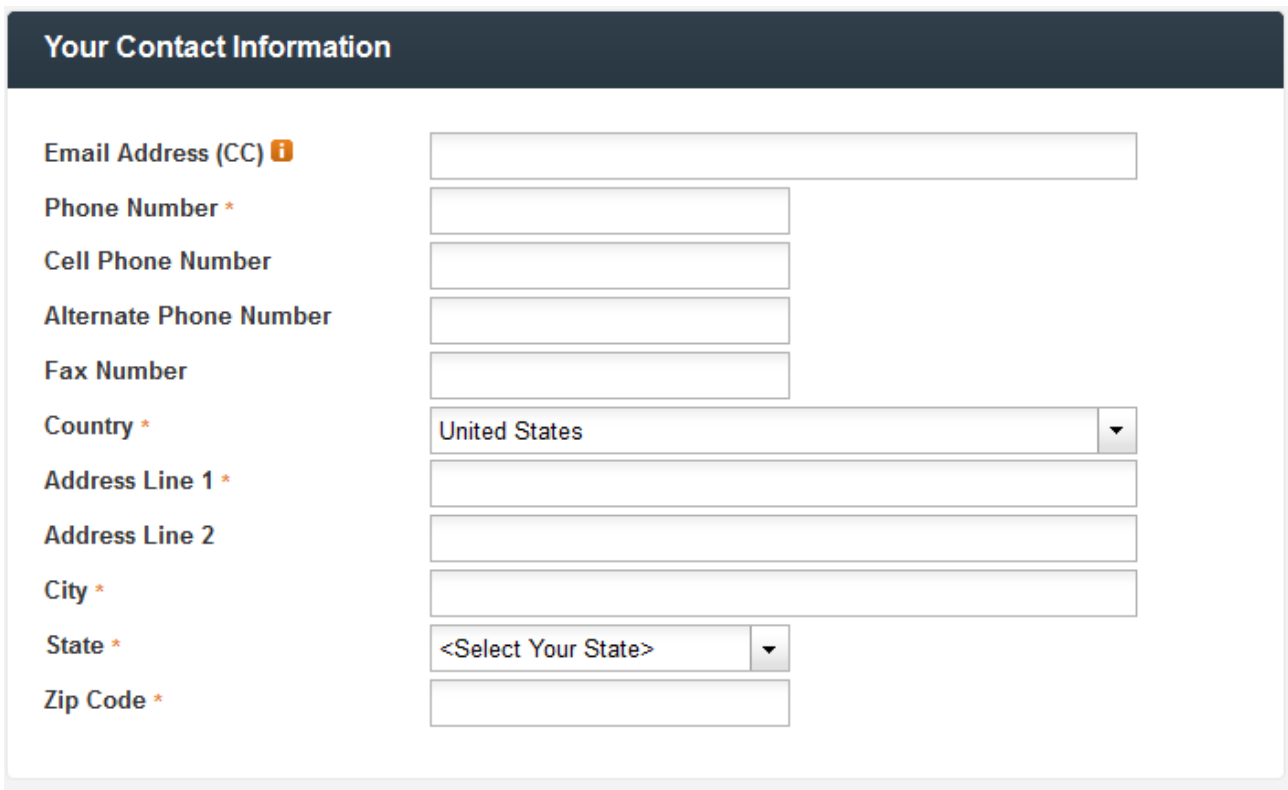
The screenshot shows the 'Your iStart.org Account Information' form. It includes the following fields and options:

- E-mail Address ***: Text input field.
- Password ***: Text input field.
- Confirm Password ***: Text input field.
- First Name ***: Text input field.
- Last Name ***: Text input field.
- Preferred/Nickname**: Text input field.
- Gender ⓘ ***: Radio buttons for ☐ Female and ☐ Male.
- Company Name**: Text input field.
- Job Title**: Text input field.
- URL for Company Site ⓘ**: Text input field.
- Short Bio about yourself**: Text area.
- Preferred Time Zone ⓘ**: Dropdown menu showing 'US/Eastern'.

Figure 3 - User Registration Form – Account information

Contact information

During the registration process it is important to define how to manage the relationship with iStart, indicating a phone number and an address.



The screenshot shows a web form titled "Your Contact Information" with a dark blue header. The form contains the following fields:

- Email Address (CC) ⓘ: A single-line text input field.
- Phone Number *: A single-line text input field.
- Cell Phone Number: A single-line text input field.
- Alternate Phone Number: A single-line text input field.
- Fax Number: A single-line text input field.
- Country *: A dropdown menu currently showing "United States".
- Address Line 1 *: A single-line text input field.
- Address Line 2: A single-line text input field.
- City *: A single-line text input field.
- State *: A dropdown menu currently showing "<Select Your State>".
- Zip Code *: A single-line text input field.

Figure 4 - User Registration Form – Contact information

Assistant contact information

It is possible to indicate additional information for an assistant.

Assistant Contact information

Assistant First Name
Assistant Last Name
Assistant Phone Number
Assistant Fax Number
Assistant Email Address

Figure 5 - User Registration Form – Assistant Contact Information

Roles and communication

Roles and Communications

Select one or more role to describe your relationship with iStart *

☐ Angel
☐ VC
☐ Student
☐ Faculty
☐ Government

☐ Entrepreneur
☐ Nonprofit
☐ Industry
☐ Economic Development

Select any you may be interested in helping new businesses with

☐ Mentoring
☐ Marketing analysis
☐ IT
☐ IP Management
☐ HR

☐ Funding / Finance
☐ Consulting
☐ Partners
☐ Legal Help
☐ Seeking Hire

Select your Sector / Technology expertise

☐ Internet
☐ Consumer Goods
☐ Life Sciences
☐ Social Entrepreneurship
☐ Services

☐ Green
☐ Materials
☐ IT
☐ Energy
☐ Other

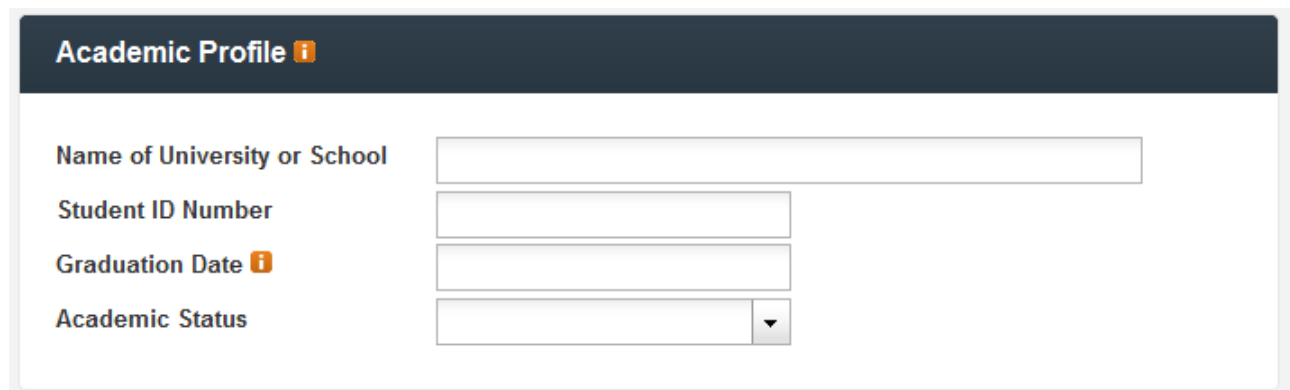
Notify me via e-mail on...

☒ New Competitions

Figure 6 - User Registration Form – Roles and communication

Academic profile

The registration of an academic profile is not necessary but can be helpful if the platform should be used for cooperation on an international level.

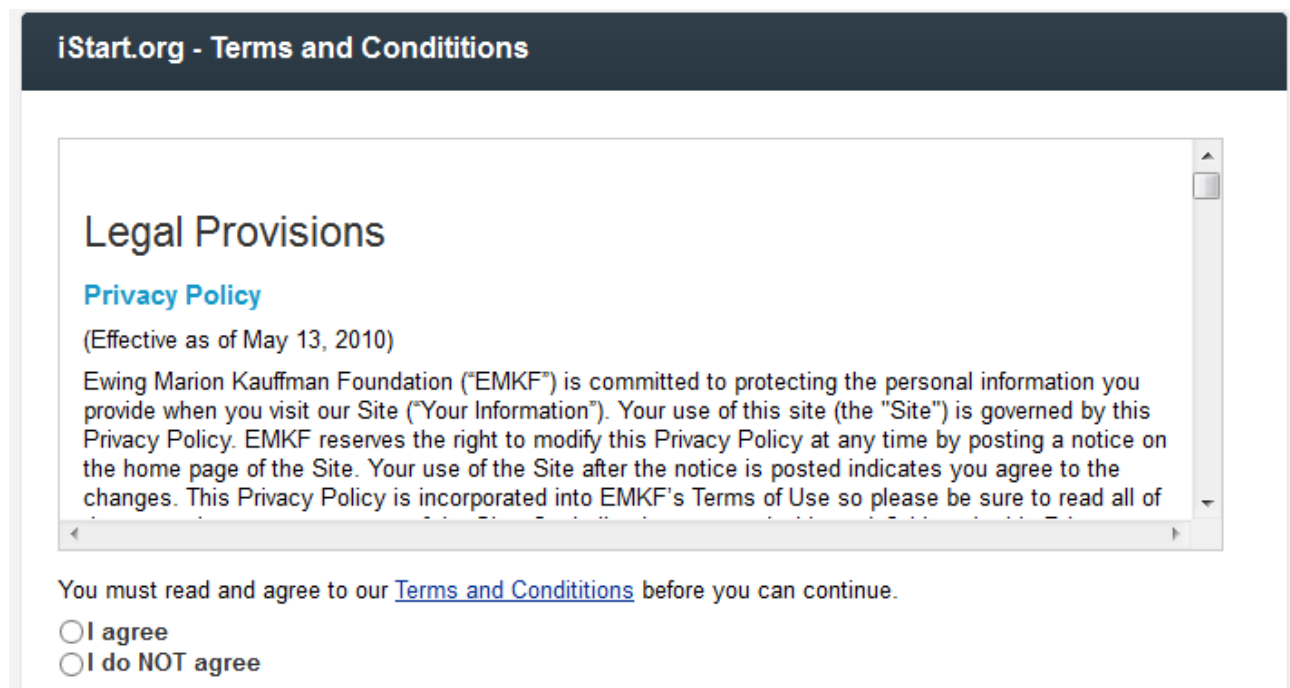


The form is titled "Academic Profile" with an information icon. It contains four input fields: "Name of University or School" (a wide text box), "Student ID Number" (a text box), "Graduation Date" (a text box with an information icon), and "Academic Status" (a dropdown menu).

Figure 7 - User Registration Form – Academic profile

Terms and conditions

Users of iStart.org have to agree on the terms and conditions of iStart.org otherwise an application is not possible.



The form is titled "iStart.org - Terms and Conditions". It features a scrollable area containing the "Legal Provisions" and "Privacy Policy" (effective as of May 13, 2010). The privacy policy text states that the Ewing Marion Kauffman Foundation (EMKF) is committed to protecting personal information and that the site's use is governed by this policy. Below the scrollable area, there is a statement: "You must read and agree to our [Terms and Conditions](#) before you can continue." followed by two radio buttons: "I agree" and "I do NOT agree".

Figure 8 User Registration Form – Terms and Conditions

Europeana Food and Drink Challenge Application

The application for the Europeana Food and Drink Challenge requires information about:

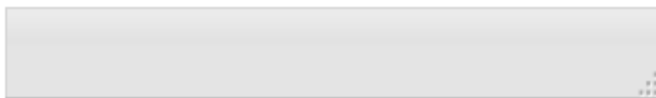
- Project idea
- Vision - Innovative character of the project
- Social impact
- Market potential
- Technical implementation - feasibility of project idea
- Business Model
- Project economic and financial viability
- Applicants short profile
- Additional information

Project idea. The next question is about the description of the product idea itself. The applicants are asked to describe their product concept in a way that enables the judges to clearly understand the idea of the project.

Project idea

Question 1. A description of the applicants project idea, delivery strategy and the ways of re-using Europeana data sets.

Required



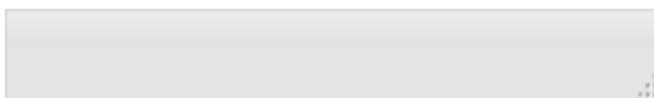
5000 of 5000 characters remaining.

Vision - Innovative character of the project. An important part of innovative processes is the vision that initiates them therefore the applicants will be asked to indicate their vision with regards to the product they want to build

Vision - Innovative character of the project

Question 2. Vision description should explain in maximum 75 words the idea of the planned business and point out what differentiates it within the chosen marketplace.

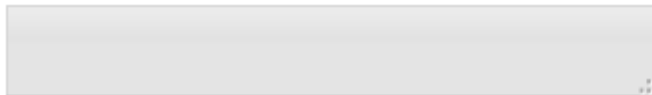
Required



75 of 75 words remaining.

Social impact.**Social impact**

Question 3. Applicants shall describe changes for costumer communities brought by their business. **Required**

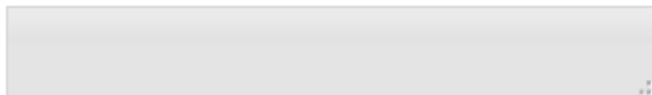


2000 of 2000 characters remaining.

Market potential. In this question the applicants need to explain the estimated market potential of their product idea and the expected target audience.

Market potential

Question 4. Applicants must specify the potential target audience **Required**

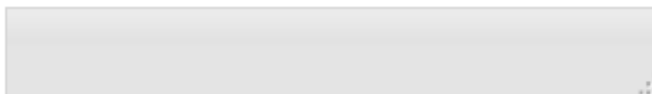


2000 of 2000 characters remaining.

Technical implementation - feasibility of project idea. Feasibility is important to define if a product is ready for market.

Technical implementation feasibility of project idea

Question 5. Applications must elaborate on business development, resources already available and acquisition of missing ones. **Required**

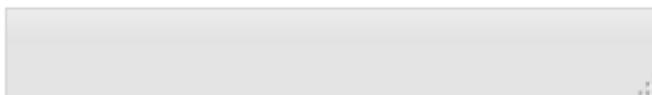


5000 of 5000 characters remaining.

Business model. Applicants should describe their business model.

Business Model

Question 6. Applicants shall briefly describe their business model. **Required**



2000 of 2000 characters remaining.

Project economic and financial viability. In this question applicants should define the viability of the project from an economic perspective.

Project economic and financial viability

Question 7. Sustainability is a crucial element of the required business plan.

Required

2000 of 2000 characters remaining.

Applicants short profile. The last section is asking for information regarding the applicant's profile and expertise. This is necessary to judge on the feasibility of the whole concept.

Question 8. One page showing Applicants expertise in relation to the submitted concept.

Required

2000 of 2000 characters remaining.

Question 9. Applicants category.

Required

Professional or enterprise whose members (at least general manager) are up to a maximum age of 29, are in the category **Junior Professional**.

Creative team/free lance, who are not structured as company or professional, and whose members are up to a maximum age of 29, are in the category **Junior Creatives**.

- ☐ established enterprise or Senior professional
- ☐ Junior Professional
- ☐ Junior Creatives

Additional information

Applications can be accompanied by uploaded videos, slides or demonstrator tools.

Question 10. Applications can be accompanied by uploaded videos, slides or demonstrator tools.

Uploaded File:

 Delete

Sfogliala...

Nessun file selezionato.

Maximum size is 20M - New uploads replace previous ones

Question 11. Applications can be accompanied by links to videos, slides or demonstrator tools.

