

## Rules of the 6th Orange young designers competition

### **Article 1 – Organiser**

Orange SA with capital of €10,640,226,396 registered with the Paris Registrar of Companies under number 380 129 866, with head offices at 78, Rue Olivier de Serres, 75015 Paris, is the organiser of the competition "Let's reinvent money with Orange" design competition (hereinafter the Competition), which is presented on the website [concours-design.orange.com](http://concours-design.orange.com).

### **Article 2 – Entry conditions**

Entering the Competition implies the acceptance, without reserve, of these rules and compliance with their provisions.

#### **2-1** The Competition is open to students over 18 attending the partner design schools.

Only those students registered at one of the Competition partner schools (hereinafter the Schools), who have expressed a desire to enter as required under the terms of Article 4.3, may take part. These design schools are signatories to a partnership agreement with Orange for the purposes of the Competition.

**2-2** The Competition is also open to recent design graduates, and for the first time to creatives, makers and digital enthusiasts with no degree requirements. All applicants must be between 18 and 30 and live in Metropolitan France (excluding overseas departments and territories), the European Union or Switzerland.

Participation is limited to one project per entry; each entry shall be represented by a maximum of one or two persons.

### **Article 3 – Purpose and aim of the competition**

#### **3-1** General framework

Orange wants to promote creativity and create a new expressive space for students, recent design graduates and, for the first time, creatives, makers and digital enthusiasts with no degree requirements.

All Projects developed for the Competition will be included in a book of ideas that will be made public. The official Competition languages are French and English.

#### **3-2** Theme

## "Reinventing Money"

In a few short years we have gone from the cash generation to the plastic generation to today's cashless generation.

With the development of digital, new payment, money management and exchange technologies are hitting the global market every day:

Payment: Local currencies and cryptocurrencies are emerging to encourage exchanges that meet local needs (...)

Management: A wide range of applications can now be used to raise money online, manage multiple accounts, save, make purchases, or transfer money (...)

Exchange: Some now enable individuals or community members to exchange goods and services without using money (...)

So:

- What new services can we design to even more closely meet everyone's unique needs?
- How can we help the general public easily and securely adopt these services?
- Can this new experience foster a more just economy?

How, in your wildest dreams, could Orange could transform our relationship with money?

### **Article 4 - Entry conditions**

Any declaration that proves to be false will result in the immediate exclusion of the entrant.

Orange reserves the right to exclude from the Competition any entrant who does not comply with the conditions and obligations of these rules

#### **4-1 Entry for recent design graduates and creatives, makers, and digital enthusiasts with no degree requirements.**

- **Registration for recent design graduates and creatives, makers, and digital enthusiasts with no degree requirements**

Entrants wishing to enter the Orange young designers Competition must register on the **concours-design.orange.com website between 22 May and 30 June 2017**

A confirmation e-mail will be sent by return to acknowledge receipt of the dossier.

Each dossier must be completed online at the latest by 30 June 2017 and will include the following documents:

- an application form and a portfolio with 1 to 3 example projects
- a cover letter describing your project, no more than one A4 page (one-sided), which answers the following questions:
  - How do you understand the subject?
  - Briefly explain the methods you intend to use.
  - Describe your initial ideas

- the competition rules accepted online and printed, initialled and signed, to be brought to the workshop day if your dossier is selected
- **Entry confirmation for recent design graduates and creatives, makers, and digital enthusiasts with no degree requirements**

A second e-mail will be sent at latest by **13 July 2017** confirming the definitive selection of the entry following the pre-selection process carried out by the pre-selection committee consisting of 4 members of the Orange Marketing and Design departments. Entrants who meet the criteria stipulated under Article 2-2 must ensure that they will be available if their application to join the various workshops and other events whose dates are stated under Article 5 are accepted, it being understood that these dates may be modified at any time, including due to unforeseen circumstances.

#### **4-2 Entry for current students**

Current students must make themselves known to their head of studies following the kick off meeting to present the project. Entries for each student will be sent to Orange by the school as required by the partnership signed for the Orange "Let's reinvent money with Orange " Competition.

### **Article 5 – Competition programme and timetable**

The Competition will run from **17 May 2017 to the awards ceremony on 15 February 2018** for all entrant categories.

#### **5-1 For recent design graduates and creatives, makers, and digital enthusiasts with no degree requirements:**

- 1<sup>st</sup> step: Registration from 22 May 2017 to 30 June 2017
- 2<sup>nd</sup> step: Confirmation of entries by e-mail on 13 July 2017
- 3<sup>rd</sup> step: Workshop (1) 16 and 17 October 2017
- 4<sup>th</sup> step: Workshop (2) 6 and 7 November 2017

**5-2 For design students attending partner schools**, the cut-off date for registrations and the timetable for intermediate meetings will be subject to a formal agreement depending on the programme of studies of each school.

#### **5-3 For all**

- 5<sup>th</sup> step: Receipt of the project content: 11 December 2017
- 6<sup>th</sup> step: deliberations of the Jury: 26 January 2018
- 7<sup>th</sup> step: prize giving and exhibition of the Projects: 15 February 2018

## **Article 6 - Participation in the workshops**

The programme calls for two workshops to be held for each category of entrants.

**6-1** For recent design graduates and creatives, makers, and digital enthusiasts with no degree requirements preselected under the terms of Article 4.2, the workshops will run from 9:30 am to 6:30 pm over two days and will be held, barring any unforeseen circumstances, on the Orange TECHNOCENTRE site in Chatillon.

**Entrants must bring a copy of the competition rules duly dated and signed under the phrase "read and approved". Each page of the document must be initialled. Otherwise, they will be excluded from the Competition.**

During these **workshops, which are mandatory**, the entrants will be assisted by Orange designers and/or marketing product managers who will help them rework and further refine their project.

Transport and accommodation for entrants residing outside the Paris area (Departments 75, 77, 78, 91, 92, 93, 94 and 95) who need to attend the workshops will be paid for by Orange, which will make the necessary bookings for train tickets and hotel rooms through the travel agency:

### **– GRANDS VOYAGEURS INCENTIVE**

#### ***L'agence conseil en tourisme d'affaires et évènementiel***

Hôtel Ricard de Brégançon - 17, Rue Thiers

13100 Aix en Provence - France

Tel: +33 (0)442 232245 - Mobile: +33 (0)6 10134730

At the end of the pre-selection process of the entrants by the pre-selection committee, Orange will communicate the final list of entrants whose principal place of residence is not in the Paris area to the agents. Each entrant will be asked to directly contact the agents at the following e-mail address: [incentive@grandsvoyageurs.com](mailto:incentive@grandsvoyageurs.com)

For the prize giving event, a fixed sum of EUR 150 (one hundred and fifty Euros) will be allocated for entrants in France from outside the Paris area and EUR 200 (two hundred Euros) for entrants from outside France for travel and accommodation upon presentation of receipts.

**6-2** the workshops for students entered into the Competition by the partner design Schools will be held on the school premises at the same times, but for one day; the exact dates will be set with the heads of studies of the Schools.

## **Article 7 – Final submission of the Projects**

### **7-1 Identification of the materials**

All the entrants' projects must be easily identifiable and each element, whether from an individual or a two-person team, must systematically and without fail bear the following details in the order set by Orange, namely:

- **For students or two-person team from a partner school:** Name of the project – Name of the student (s) (if two-person team)- Name of the School
- **For recent design graduates and creatives, makers, and digital enthusiasts with no degree requirements registered at the website [concours-design.orange.com](http://concours-design.orange.com):** Name of the project, Names of the entrant(s) (if two-person team)

Lack of identification may cause the entry to be refused

### 7-2 Composition of the final Project

The final entry submitted for each project will consist of the following elements:

- **1 video**, subtitled, from 1 minute to 1 minute 30 seconds maximum, illustrating the usage scenario in .mov or .mp4 codec format in H264 dimension 1920x1080 full HD The video will start with a black screen with, in bold white 75 point font in the top left, over 3 lines:
  - **If student or two-person team from a partner school** Name of the project – Name of the student ( students if two-person team)- Name of the School
  - **If recent design graduates, creatives, makers, and digital enthusiasts:** Name of the project, Names of the entrant (entrants if two-person team)
  -
- **1 A3 sheet in landscape format** illustrating the chosen approach, usage and how the concept works in 2 formats: printed and laminated and in digital PDF format
- **1 Word or PDF document**, a copy of which will be sent during the workshops, which will include an introduction to the concept in tweet format and a 400 word response to the following 3 questions: What is it? Why? What was the original observation?
- **6 images** illustrating the project in HD 2560 x 1440 pixel formats
- **1 model** of the product at the heart of the concept if it helps to better understand the project, the size of which, to meet transport and exhibition constraints, must be as follows: 50X50X50 cm.
- **1 digital model** if it helps to better understand the project

7-3 The official Competition languages are French and English. All submitted materials must be in these two languages.

French-speaking entrants shall present deliverables in French with English subtitles for videos and sheets.

Entrants of other nationalities shall present deliverables in English with French subtitles for videos and sheets. All Project description texts will be provided in two versions, French and English.

**Non-compliant Projects that do not follow the formats indicated, are received in poor condition, late or are of a controversial nature, will be eliminated from the Contest.**

#### **7-4 Sending digital materials:**

**For current students**, digital materials for the final projects will be sent in by the school in one shipment for all the entrants into the Competition, preferably by USB key or, failing this, by WeTransfer or Dropbox.

**For recent design graduates and creatives, makers, and digital enthusiasts** with no degree requirements, the final project digital materials will be sent by email to the following email address: **concours.design@orange.com** or by WeTransfer or Dropbox. This email address is also a contact address for this entrant category.

**7.5 Physical materials** must be sent to the following address: Orange, Direction Marketing, Françoise Escoffier, Concours Orange jeunes designers, 1, Avenue Nelson Mandela, 94745 Arcueil Cedex (or handed in at reception in building D)

#### **Article 8 – Evaluation criteria**

Generally speaking, the jury will focus on the innovative nature and successful implementation of the projects.

For the selected entries, the Jury, in addition to the general criteria mentioned above, will also apply the following specific criteria:

- the quality of the user experience
- the quality of the presentation
- the relevance of the analysis

#### **Article 9 – Composition of the jury and deliberation**

The Jury, consisting of representatives from Orange and professionals from the world of design and digital technology, will be chaired by **the designer Constance Guisset**.

If one of the jury members is unable to participate, a replacement will be appointed by the organiser.

The organiser reserves the right to modify the composition of the jury.

The jury's decision is irrevocable and without appeal. No claims will be accepted concerning decisions made by the jury, whose decisions will be final and binding.

## **Article 10– Prizes and payment arrangements**

Three prizes will be awarded after the jury deliberations with a value of:

1<sup>st</sup> prize: €10,000

2<sup>nd</sup> prize: €7,000

3<sup>rd</sup> prize: €4,000

The prize is awarded per application

As part of the partnerships put into place by Orange with design schools taking part in the Competition, if one of the School's Students receives a prize, the School will be given a €10,000 grant (only one €10,000 grant can be paid to the School).

In any event, the total value of the prizes will be fully disbursed; this will be done by bank transfer within 2 months of the prize giving upon presentation of the recipient's bank account details

## **Article 11 – Prize giving ceremony**

The awards will be distributed at a ceremony held on 15 February 2018.

The prize winners will be contacted the day after the Jury's deliberations in order to give them all the time necessary to make arrangements to attend the prize giving ceremony and respond, as necessary, to any interviews with journalists or bloggers requested by Orange. The prize winners undertake to keep the results secret until the prize giving

## **ARTICLE 12 – Promotion and publication of the results**

The results will be published by press release on the day after the evening of the prize giving and on the web [concours-design.orange.com](http://concours-design.orange.com) website.

The Projects will be put on exhibition. Orange may also decide to present all or part of the Projects at events to be held on its own initiative or that of its partners.

## **Article 13- Authorisation for the use of image rights**

Solely by entering the Competition, the entrants accept that their last name, first name, image, voice and words - together or separately – and, more generally, anything that concerns them (hereinafter known collectively as the "Image"), may be fixed, reproduced and used, free-of-charge by Orange, for public dissemination for the purposes of any communications relative to the Competition, in any way whatsoever and in or on any medium whatsoever (paper, computer, digital, intranet...), integrated into any other materials (photographs, drawings, illustrations, videos, animations...), current and future, and by any means of dissemination.

Any such medium thus developed may be used:

- on the Competition internet site and on Orange's internet site
- in the press, for any publication connected to the Competition (including books, brochures)
- for internal communications within Orange in France and abroad (Orange subsidiaries);

- in Orange stores
- for information for journalism or public relations purposes (including press packs and releases for journalists).

This authorisation is valid throughout the world and is valid throughout the period of the Competition and for a duration of seven (7) years thereafter.

This authorisation also includes the possibility for Orange to append to the photograph(s) and / or video(s) reproducing the Image, any text, caption and / or other visual, animated or not that it deems useful, and to make any modifications to the "initial fixing" that it deems useful in view of any technical, commercial or other requirements.

The entrant acknowledges that they hold no copyright over the text(s) that Orange may associate with the photographs and / or videos reproducing their Image.

The entrant acknowledges and guarantees that they are not bound by any exclusivity agreement concerning the reproduction and use of their Image and are therefore free to grant this authorisation.

The entrant understands and accepts that this authorisation carries no obligation for Orange to use their Image.

#### **Article 14- Personal data and privacy**

The organiser and its communications agencies are the only recipients of data of a personal nature supplied by the entrants for the purposes of the Competition.

In accordance with the French Data Protection Act number 78-17 of 6 January 1978, the entrants in the Competition have the right, at any time, to consult, modify or withdraw all personal data provided to the organiser by sending a letter, enclosing a copy of their identity papers, to the following address: Orange, Direction Marketing, Concours Orange jeunes designers, 1, Avenue Nelson Mandela, 94745 Arcueil Cedex, France

#### **Article 15 – Confidentiality**

The entrant acknowledges the fact that all information and documents concerning Orange or originating from Orange that have been communicated to him or her either directly by Orange or by its representatives, or to the student entrants through the intermediary of the teaching staff in the School, are confidential Orange information ("Confidential Information").

Therefore, the entrant undertakes to maintain the strictest confidentiality concerning the Confidential Information and to use it solely for the purposes of the Competition for which said information has been provided. They also undertake to share said information solely with those involved in the Competition who require access to said information for the purposes of the Competition and to not divulge it to third parties in any form whatsoever.

The entrant recognises that any failure to comply with these obligations may constitute a major prejudice for Orange and render him or her liable.

This confidentiality agreement is valid throughout the world and is valid throughout the period of the Competition and for a duration of seven (7) years thereafter.



## **Article 16 – Intellectual Property Rights and Preferential Rights**

The entrant, whether a young graduate or a student, certifies and guarantees to Orange that he / she is the original author of the project and is not, either directly or indirectly, in violation of the rights of a third party.

### 16.1 Design students

The intellectual property rights of students taking part in the Competition under the terms of a partnership with their school are specified in the partnership agreement between the school and Orange.

### 16.2 Recent design graduates or creatives, makers, or digital enthusiasts with no degree requirements

Entrants transfer to Orange, temporarily and exclusively, the usage rights relating to the projects developed for the purposes of the Competition, under the terms specified below:

- Duration and area of transfer

The transfer is valid throughout the world and is valid throughout the Competition and for a duration of seven (7) years thereafter.

The transfer is agreed upon on an exclusive basis to Orange throughout the Competition and for a duration of three (3) years thereafter.

- Scope of the transfer

This transfer is solely for use during communication.

Any commercial use is expressly excluded from this transfer.

Transfer gives the transferee the following rights:

- Right to reproduction

The right to reproduce the Projects, totally or partially, in any form and in any current or future material.

- The right to adapt the Projects, totally or partially, as well as the right to reproduce the adaptations in any current or future material.

These rights do not include the right to audiovisual adaptation.

- Right to representation

The right to represent all or part of the projects, its adaptations and translations, by any current or future public communication means.

The transfer of the aforementioned usage rights is ex gratia.

During the exclusivity period mentioned above, the entrant agrees to not use any of the projects without the prior written consent of Orange, with the exception of possible use for research (academic use for a thesis or use in a portfolio or in a CV).

If the entrant is contacted by a third party for the use of a project developed for the Competition, they agree to make an offer to Orange as a priority, to the France Mobile Marketing Department, throughout the Competition and for a period of three (3) years after the end of the Competition, in

order to transfer these rights to Orange in exchange for a flat fee to be negotiated, the amount of which will be determined at a later stage.

#### **Article 17 – Insurance**

The models will be insured by Orange throughout the selection and exhibition periods. Each entrant, as the owner of the model put forward as a component part of the design concept, shall provide Orange with a certificate attesting to its value in order to be able to insure it during the various events related to the promotion of the Competition and for the period of 7 years stated in Article 16 of these rules.

#### **Article 18 – Exclusions and Limitation of liability**

However, the organiser may not be held liable in any way in relation to the entrants into the Competition for any fraud which may be committed. In particular, the fact that an entrant enters and subsequently takes part in the Competition using one or more fictitious names or the names of one or more third parties would constitute a fraud: each entrant must enter and take part in his or her own name. In the event of fraud, the entrant will be eliminated.

The organiser has put in place the technical means necessary to prove whether or not an entrant has taken part in the Competition. It is therefore agreed that, except in the event of a manifest error, the data contained in the organiser's information systems or those of any technical service providers and or subcontractors that the organiser may have called upon for the purposes of organising or managing the Competition constitutes evidential proof in respect of log-on information and other information resulting from computerised processing relative to the Competition.

It is hereby agreed that, except in the event of manifest error, the organiser may use – notably as proof of any action, fact or omission - programmes, data, files, records, operations and other elements (such as follow-up reports or similar) of a computerised / electronic nature, format or medium, established, received or directly or indirectly retained by the organiser in its information systems.

Entrants will not contest the admissibility, validity or evidential value of the above mentioned elements of a computerised / electronic nature, format or medium, on the basis of any legal provision of any kind, which might specify that certain documents must be written or signed by the parties to constitute proof.

As a result, the elements considered constitute proof and, if produced as means of proof by the organiser in any legal or other proceedings, they will be admissible, valid and enforceable between the parties in the same way, under the same conditions and with the same evidential value as any document established, received or retained in writing.

#### **Article 19 – Modification or cancellation of the Competition**

Orange reserves the right to modify, defer or cancel the Competition with no compensation, if required by circumstances. Orange will not be held liable as a consequence.

#### **Article 20 – Cost of postage**

In general, the cost of postage of the dossiers and of the deliverables if it is not possible to use digital materials, is at the expense of the entrants.

Delivery of documents and models, including by postal service, will be covered by the entrants and is their sole responsibility.

Orange may not be held responsible for the loss or damage of documents or models.

If a model has been produced with the project, the packaging for its transportation must be suitable for return shipment. It is the only deliverable that may be returned in this way.

**Article 21 - French version**

In case of contradictions between the English and French versions of the rules, the French version shall prevail.

**Last name, first name and signature with the hand-written phrase  
"read and approved"**

Date: