

CALL FOR PROPOSALS

“A logo and a name for Integrated Production”

Art. 1 Subject matter of the Call

The Ministry for Agriculture, Food and Forestry Policies (hereafter promoter) calls for proposals in the following categories:

- a) “logo”: design of a colour logotype, realised by free or combined design methods, to be used as the official logo which identifies food products obtained through integrated production methods and with National Quality System certification;
- b) “name”: identifying a term or expression that directly and concisely conveys the integrated production concept reported in annex 1. The term(s) or expression(s) proposed will be able to replace the “integrated production” expression.

Proposals will express the concept of integrated production as the method aimed at protecting ecosystems in order to obtain quality products that may ensure higher environmental and public health protection levels.

The logotype design will take into account the integrated production peculiarities and specifications referred to in annex 1.

Proposals must not have been previously commercially exploited or submitted for other competitions; participants undertake not to transfer similar project proposals to third parties, until the winning projects will be announced.

Participants can apply for one of the categories “logo” and “name” as referred to in letter a) and b) of the present article. They can also apply for both categories.

Art. 2 Participation requirements

Participation is free and open to all natural persons, Italian and EU citizens; all individuals must be 18 years of age at the time of submission.

Participation is admitted individually or in group. In case a working group is set up, a leader must be appointed, with delegation to represent the group itself in all the competition operations, i.e. relations with the promoter.

All team members will be recognized the authorship of the project.

A competitor must not be part of more than one group nor participate individually and in group at the same time. Failure to comply will result in exclusion from the competition.

Each individual or group must not present more than one project for each of the competition categories.

Companies or professional offices’ employees or consultants must enclose to their application the office or company’s permit.

One member failure to comply with the requirements provided by the present article will result in exclusion from the competition of all team members.

Art. 3 Logotype and name design specifications

The logotype must comply with the following requirements:

- a) It must present innovation and originality features;
- b) It must include the term(s) or expression(s) as referred to in art. 1, paragraph 1, letter b);
- c) It must remain identifiable over time;
- d) It must be reproducible in colour and in black & white;
- e) It must be adaptable to multiple uses, i.e. publications, videos, animation, advertisement, other promotional material, internet;

- f) It must be adaptable to multiple sizes, i.e. smaller size reproductions (stickers, business cards, web) and larger size reproductions (banners, billboards, exterior advertisements, etc.), thus without losing its distinctive features in terms of effectiveness and identifiability.

Art. 4 Executive criteria and submission specifications

Participants are allowed to use free or combined design methods although projects realised by software as Adobe Illustrator® or Adobe Photoshop® will be preferred.

Each proposal must be presented on A3 white paper (vertical or horizontal format) mounted on a rigid black backing with a framework of 1,5 cm per side.

A smaller black & white version of the logo and name as referred to in art. 1, paragraph 1, letter b) must be placed below the larger colour logo placed in the centre of the same sheet of paper.

Each competitor must include in the proposal a brief written description where the design concept, reasons and rationale will be explained according to the following requirements: maximum two A4-size sheets; margins: 4 cm (top), 3,5 cm (bottom), 3,5 (left side), 3 cm (right side); line spacing: 1,5 cm; indentation: 1 cm; font: Times New Roman or Garamond, character size: 13 pt. An electronic version of the logo design must also be submitted on CD ROM.

Participants applying only for one category:

- a) If applying only for “logo” category, participants will present their proposal in accordance with conditions laid down by the present article and art. 3, replacing the original “name” with the expression “integrated production”;
- b) If applying only for “name” category, participants will present the term or expression identified to replace the expression “integrated production” on A4 white paper; competitors will include a brief written description as referred to in the previous paragraph (maximum two A4-size sheets).

Art. 5 Application terms and conditions

Proposals will be presented anonymously in an appropriately sealed white envelope (no window) marked with the following expression: “**Competition: A logo and a name for Integrated Production**”

It must include:

- An A) sealed white envelope (no window) marked with the expression “Application form included”, containing the application form (Annex 2) completely and accurately filled out and submitted by the participant who will also enclose a copy of a valid ID card.

In case of a working group, the attached application form must be filled out by each group member who will also enclose a copy of a valid ID card. A leader must be identified with delegation to represent the group as referred to in art. 2.

- A B) sealed white envelope (no window) marked with the expression “Project proposals included”, containing the graphic material produced both electronically and in paper format, in accordance with conditions laid down by art.4;

Papers must be submitted within **forty-five days (45) of the publication of the present call for proposals**; failure to comply will result in exclusion from the competition. Papers must be sent by registered mail to “Ministero delle politiche agricole alimentari e forestali, Direzione Generale della competitività per lo sviluppo rurale, COSVIR2, via XX settembre, n. 20, 00187 Roma” with advice of delivery (date of postmark) or, alternatively, hand delivered to “Segreteria dell’Ufficio COSVIR2” (date of receipt by the Office).

The promoter disclaims all liability for any theft or loss or damage incurred to your papers.

Papers not complying with the above mentioned requirements or sent later than the expiration date, even if due to circumstances beyond your control, will not be accepted.

Art. 6 Evaluation criteria

Proposals will be judged by the judging committee which will be appointed by following Decree.

The committee will decide unquestionably by evaluating the projects according to the criteria reported below. Separate points for the logo and name will be assigned.

Evaluation criteria	Points for the logo	Points for the name
a) Aesthetic and artistic value	Up to 20 points	Up to 20 points
b) Ease of understanding the concept	Up to 20 points	Up to 20 points
c) Originality	Up to 20 points	Up to 20 points
d) Aptitude of conveying the integrated production values	Up to 30 points	Up to 30 points
e) To belong to one of the following categories: 1) Art schools or art academies students; advertisement techniques, graphic and communication design, visual communication and media design students; design and architecture students and further related subjects' students; 2) High school and University students of subjects referred to in point 1) whose degree has been obtained within no more than 5 years from the expiration date of the call.	10 points	10 points

According to the evaluation criteria, the committee will draw up two separate lists of successful candidates for each category, "logo" and "name".

The winning proposals will be announced within **sixty (60) days of the expiration date of the call for proposals**.

The day winners will be awarded will be published on the Ministry for Agriculture, Food and Forestry Policies website (www.politicheagricole.it) and the National Rural Network web portal (www.reterurale.it). The winning project will be published on the above mentioned websites.

Winners will be notified by registered mail with advice of delivery.

All projects submitted for the competition will not be returned and the promoter becomes owner of the right to publish, reproduce, transcribe, perform, distribute and commercially exploit the projects.

Art. 7 Prizes

According to the lists of successful candidates drawn up by the committee under art.6, winners will be awarded as follow:

"Logo" category 1st position: award at a value of €2.500,00;

"Logo" category 2nd position: award at a value of €1.000,00;

"Logo" category 3rd position: award at a value of €500,00;

"Name" category 1st position: award at a value of €2.500,00;

"Name" category 2nd position: award at a value of €1.000,00;

"Name" category 3rd position: award at a value of €500,00.

Awards at the same value will be given also in case the winning project has been realized by a working group.

Awards will consist of a contribution to purchase hardware tools and equipment and graphic design software and will be paid against production of original invoices for that expenditure.

Art. 8 Liability and intellectual property rights

Participants must ensure **full availability** of their projects.

The promoters are exempt from any liability for disputes that may arise and they should also not violate any third party's **copyrights** or **patent laws**.

The projects must be original, personal, unedited, especially developed for the competition, and not patented or registered.

Winners undertake not to dispose of their intellectual property rights on the projects presented. The winning projects acquired will be exclusively property of the promoter who becomes owner of the **right** (that may be freely assigned to third parties) **to use** them without a time limit or space limit (Italy, Europe, world), i.e. economic rights, reproduction, registration or deposit rights.

Winners cannot claim any further rights besides the prize they have been awarded with, as referred to in art.7.

Art. 9 Processing of personal data, privacy notice ex art. 13 of Legislative Decree no. 196/2003

The personal data controller is the Ministry for Agriculture, Food and Forestry Policies.

Participants' personal data will be used for organizing the contest and managing the relationship between promoters, organizers and participants; the data will be processed by the contest organizers and promoters and by the judging committee, mainly by electronic means.

The provision of personal data is compulsory and strictly contingent to participation in the contest.

Personal data will not be disclosed to any third parties.

In compliance with art. 7 of Legislative Decree no. 196/2003, it is your right to require any amendments, updating, corrections, completion and full cancellation or blockage of the data by means of an e-mail message sent to: reterurale@politicheagricole.gov.it.

Art. 10 Publication

The present call for proposals and the list of successful candidates will be published on the Ministry for Agriculture, Food and Forestry Policies website (www.politicheagricole.gov.it) and the National Rural Network web portal (www.reterurale.it).

The official competition language is Italian.

Art. 11 Acceptance of the regulations

By taking part to the contest, participants agree to comply with the regulations of the call for proposals.

Art. 12 Responsible for competition procedure

The responsible for the competition procedure and data processor is Dr Giuseppe Ciotti (e-mail: g.ciotti@politicheagricole.gov.it).

FAQs section will be provided on the Ministry for Agriculture, Food and Forestry Policies website: www.reterurale.it.

Art. 13 Jurisdiction

The contest is governed by Italian law and subject exclusively to Italian jurisdiction (Rome Bar).

Annexes

Annex. 1: Specifications on Integrated production

Annex. 2: Application form