

**APPLY UNTIL 19 AUG**



innovative ideas for  
cultural and creative  
sectors in Europe

**Merge European Culture  
and ICT with your idea ...**

**MAKE YOUR IDEA COUNT**

The @diversity Idea Competition  
is seeking fresh and innovative  
ideas for the European cultural  
industry ...

... making use of Information and Communi-  
cation Technologies (ICT) to ...

**make | access | spread | finance**

... cultural products. Hand in your idea, con-  
vince our jury and win the @diversity Idea  
Award. Together, through coaching and pit-  
ching, we will develop the winning ideas  
into business models that will shape the fu-  
ture of the European cultural and creative  
sectors.

**VISIT OUR WEBSITE ...**

**[www.at-diversity.eu](http://www.at-diversity.eu)**

**FOR MORE INFORMATION**

[info@at-diversity.eu](mailto:info@at-diversity.eu)

**This Competition is managed by**

peacefulfish  
Berlin – London – Brussels - Cannes

[www.peacefulfish.com](http://www.peacefulfish.com)

**CONSORTIUM PARTNERS**



**SUPPORTED BY**



This project is funded by the  
**EUROPEAN UNION**

**YOUR IDEA  
COUNTS**

**MAKE  
CULTURE**

**ACCESS  
CULTURE**

**FINANCE  
CULTURE**

**SPREAD  
CULTURE**



## HOW CAN YOU JOIN?

### HOW CAN YOU APPLY?

Just visit our website [www.at-diversity.eu](http://www.at-diversity.eu) and setup a participant account. Then simply fill out the application form and send it.

### WHO IS ELIGIBLE TO PARTICIPATE?

The Competition is open to every citizen of the European Union and Croatia with an idea that applies to these cultural sectors:

#### Cultural Heritage

This cultural sector is mainly covering collecting, researching, exhibiting or preserving European cultural heritage, including museums, libraries, archives etc.

#### Audiovisual Works

This sector is covering the production of audio and/or visual cultural content, including film, recorded music, video games etc.

#### Creation and exhibition of art objects


This sector covers the production and promotion of art pieces. This includes all tangible art products like paintings, sculptures, graphic art, art installations etc.

#### Performing Arts

This sector is mainly covering the development and staging of plays, performances and installations, including live music, theatre, dance etc.

#### Publishing

This sector covers the development, production and publishing of written cultural products, including books, magazines etc.



## HOW DOES IT WORK?

### STEP 1 - ONLINE APPLICATION

*Apply online until 19 August 2013.*

Register an account and simply fill in the online application form before the deadline of 19 August 2013 (midnight CET). The online application form consists of 26 questions that will take you approximately 15 minutes to fill in.

### STEP 2 - IDEA GETS NOMINATED

*17 September 2013*

The online jury selects a shortlist of best ideas. The Nominees on the shortlist are announced on 17 September 2013.

### STEP 3 - GO RIGHT TO THE FINAL

*1 October 2013*

The shortlist of best ideas is judged by a jury of experts. They will select the 15 winners of the @diversity Idea Competition. The winners will be announced on the 1st of October 2013.

### STEP 4 - AWARD CEREMONY

*5 November 2013 in Brussels, Belgium*

The 15 winners will be invited to join the Award Ceremony that takes place on 5 November 2013 during the European Culture Forum in Brussels.

## WHAT TO WIN?

### STEP 5 - GET IDEA COACHING

*November 2013 - September 2014*

After the Award Ceremony, the winners start their coaching program with selected coaching experts. The program consists of:

#### ■ ONLINE COACHING

*13 November 2013 - 19 March 2014*

#### ■ ON-SITE COACHING WORKSHOP

*19-20 March 2014 in London, UK*

#### ■ FINAL SEMINAR

*in September 2014 in Brussels, Belgium*

### STEP 6 - PITCH YOUR IDEA

When the coaching program is completed, all winners will be invited for two international pitching sessions to promote their ideas.

### ARE YOU A YOUNG TALENT?

If you and your team are 18-25 years old, you are given the unique opportunity to compete for the **Young Culture Award** in the @diversity Idea Competition.

