

Video Competition "Pitch Responsible Innovation to Industry Leaders"



Based on a photo by Lisa Fotios on Pexels.

How would you pitch Responsible Innovation to industry leaders?

Why should Responsible Innovation be adopted and how?

In a 3-to-4-minute video, tell business leaders about responsible innovation and win a prize of €1.000!

EXTENDED

Deadline: 28 May 2019



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 78799

You do not need to be a professional videographer: all you need is a smartphone or a camera to record a video and a persuasive pitch!

Three best submissions will be awarded cash prizes of **€1.000, €750, €500.**

Winning videos will be

- Showcased during the [LIV_IN Virtual Summit](#) in June 2019 to an audience of **300 business actors, scholars and other experts in the field;**
- Featured on the [LIV_IN website](#);
- **Promoted** through LIV_IN Consortium partner networks.

Submit your video through the [online submission form](#).

About the competition

Responsible Innovation helps address today's grand societal challenges. People get the chance to take part in the conversation about innovations that will possibly turn their lives upside down. At the same time, it brings new, attractive business opportunities to companies. Responsible Innovation is predominantly used within academia and among policy makers, but industry representatives have not yet fully explored its benefits.

This video competition aims at transforming the academic discourses on Responsible Innovation into a language that resonates well with industry. In 3 to 4 minutes, participants pitch their notion of Responsible Innovation to industry leaders, including why responsible innovation should be adopted and how.

This video competition was initiated by and developed in collaboration with



Competition details

Prizes

5 runners-up will be selected:

- 1st place: €1.000, 2nd place: €750, 3rd place: €500
- Winning videos will be showcased during the LIV_IN Virtual Summit in June 2019 and featured on the LIV_IN website
- The two remaining competitors will receive a surprise.

Selection process

The best submissions will be **selected by an expert panel of academic and industry representatives**. The panel will select finalists based on pitch quality and on the accurate description of responsible innovation.

(Do you need help on how to produce a good pitch? Register to our platform and download [Guidelines for a good pitch!](#)).

Five runners-up will be selected a week before the Award Ceremony, notified by email and invited to take part in the Award Ceremony happening during the [Virtual Summit](#) in June 11-12. During the award ceremony, the three winners will be officially announced and invited to the stage.

Timetable

Submissions deadline: [Extended] ~~30 April~~ 28 May 2019 at 23:59 (CET)

Award Ceremony 11-12 June 2019

How to enter the competition

1. Read the [Terms and Conditions & Data Privacy Policy](#) for the video competition;
2. Create a video of you (or you together with a friend!) pitching responsible innovation to industry of **3 to 4 minutes** (preferably in English but other languages are accepted too, if the video is submitted with English subtitles);
3. Save your video as .mp4, .mov or .avi (size: 1920 x 1080px or 1280 x 720px) and compress it before uploading it;
4. Save it under your lastname-firstname.mp4/mov/avi;
5. Submit your video through the [online submission form](#). If you have any problems uploading the video through the link provided on the online submission form, please send your video through a service such as <https://wettransfer.com/> to info@living-innovation.net after having completed the online submission form.

Entry is free of charge. Submission of an entry will be taken to mean acceptance of the Competition rules, the Terms and Conditions and the Data Privacy Policy.

General rules

The competition is open to anyone. All participants must be 18 or older.

One entrant may submit maximum 1 video clip in the competition.

Competition submissions must not include any endorsements of products or services or any obscene, violent, racist, otherwise discriminatory or defamatory content. Incomplete entries or entries that do not comply with the formal specifications will be automatically disqualified.

Submissions may also not be accepted into the contest if the video spot in the entry features an identifiable individual who has not given their consent to appear or if the image features advertising or trademarks which would otherwise require LIV_IN to obtain permission to use.

Video Qualification Criteria

The judges will look for an engaging and accurate submission. Your entry will be judged on the following qualifications:

- Video length of 3-4 minutes
- Academic accuracy regarding the concept of responsible innovation in the pitch
- Pitch quality: well adapted communication of that content to the proper audience, i.e. industry leaders (tell the story... why, what, how – see [Video Pitch Guidelines](#))
- Persuasiveness of the pitch

The organisers and judges reserve the right to remove any entries from the competition that they feel may breach any of the Competition rules, the Terms and Conditions or may bring the competition into disrepute. Such entries will be disqualified.

Copyrights

The copyright of the materials submitted for this competition remains with the respective participants. However, each entrant grants the LIV_IN Consortium the right to use the submitted materials, the content and components of the pitch in its future communication and research– both digital and print – crediting the copyright owners.

Confidentiality and protection of personal data

For the processing of this competition, the LIV_IN (787991) project and its parties as outlined in the LIV_IN (787991) Consortium Agreement will comply with all relevant EU legislation (i.e. GDPR) and national legislation (i.e. DSG) as regards data protection and the treatment of personal data in particular.

Important Links

- [Terms & Conditions and Data Privacy Policy](#)
- [Online Submission Form](#)
- [Living Innovation Website](#)

Contact

If you have any questions about the competition, please send us an email to info@living-innovation.net.



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