

IGPDecaux Graphic Award 2024

IGPDecaux, a JCDecaux Group company, is a leader in Italy in the field of external communication. We provide **Out-Of-Home (OOH) and Digital Out-Of-Home (DOOH)** communication solutions to be harmoniously integrated in urban contexts, such as **road transportation vehicles, but also in airports, on underground trains, and on urban design** structures and *billposting* in general, to make cities ever more accessible, comfortable, and pleasant to live in. Our aim is to create increasingly personalized communications focused on customer needs, useful for citizens, with a pleasant and environmentally friendly design, as well as sensitive to environmental and social sustainability issues. These are the ideals that have pushed IGPDecaux, as well as the entire JCDecaux Group, to focus with a strong emphasis on the **sustainable development of their activities through an ESG Strategy (Environment, Social, Governance)** that fully reflects the company's mission - providing cities with assets and services that are useful to citizens and help fund public transport through advertising. That is how the **IGPDecaux Group** conceived the **Street Furniture concept** based on the principles of functional economy and eco-design to provide citizens and transport companies with useful and sustainable services, without impacting local finances or taxpayers.

In line with its mission, IGPDecaux has launched the second edition of the contest for young visual designers, art directors, illustrators, 3D artists, copywriters and motion designers to challenge their creativity on the theme:

“SUSTAINABLE LIVING SPACES FOR THE CITY AND ITS CITIZENS – Climate Action Edition”

Contest participants will be required to interpret this theme by creating some digital graphics following the rules set out in the

REGULATIONS FOR PARTICIPATION IN THE CONTEST

<p>1 Objectives and description of the Contest</p>	<p>The purpose of these Regulations (the "Regulations") is to conduct a visual design contest on the theme "<i>Sustainable living spaces for the city and its citizens – Climate Action edition</i>" (the "Contest") organized by IGPDecaux S.p.A. ("IGPDecaux" or the "Organizer") to improve the contents of IGPDecaux advertising spaces by using art works, illustrations, graphics, videos and 3D that interpret the contest theme.</p> <p>The Contest is open to all those who meet the entry requirements set out in point 3.</p>
<p>2 Regulations</p>	<p>Pursuant to Art. 6(1)(a) of Presidential Decree 430/2001, the Contest referred to in these Regulations is not a prize event because its aim is "<i>the presentation of commercial or industrial projects or studies where the award for the author of the work that will be selected is a fee for the performance of a service or the recognition of personal merit or an encouragement in the interest of the community</i>".</p>

<p>3 Participation requirements</p>	<p>The Contest is open to all persons of any nationality (the “Participants”) who meet the following requirements in combination:</p> <ul style="list-style-type: none"> a) Are at least 18 years old at the date of registration in the Contest; b) Within the time limit laid down in point 4 of the Regulations, complete, sign and send the application form with the required documents attached (including your Curriculum Vitae).
<p>4 How to participate</p>	<ul style="list-style-type: none"> a) Participation in the Contest is free of charge. To participate, you just have to register in the platform or www.designboom.com (the “Platforms”) or at the following link www.igpdecauxgraphicaward.it, fill in the online registration form with the required information, accept these Regulations, read the notice on the processing of personal data, upload the duly signed requested documents together with a valid copy of your identification document (identity card or passport) and your curriculum vitae in the appropriate section of the registration webpage no later than 30 September 2024. Each Participant represents and warrants that the personal information provided in their registration form submitted to take part in the Contest is true and correct. The Organizer reserves the right to exclude the Participant from the Contest if any piece of information provided by the Participant is proved not to be true and correct. b) Within 30 September 2024, Participants must upload an original work prepared by them, expressing their interpretation of the theme “SUSTAINABLE LIVING SPACES FOR THE CITY AND ITS CITIZENS – Climate Action Edition” (the “Work”) in the dedicated section of the Platform used. c) The Work sent may be carried out using the following techniques: graphics, illustration, mixed vector technique, animation and/or video, photography, 3D or a mix thereof, with the exclusion of the audio component. d) The Work presented must have the following characteristics: <ul style="list-style-type: none"> • Supported formats: jpg, pdf, mp4 • Maximum allowed file size: 10 megabytes • Be accompanied by a report describing the research and the creative process that led to the creation of the Work • Be identified by a title.

	<p>e) Participants may, at their discretion, accompany the Work with a video of them while they are creating the Work, which video may be shown, at IGPDecaux's discretion, with or without the Work, during the award ceremony of the Contest.</p> <p>f) Each Participant may take part in the competition with only one work.</p> <p>g) Any Work submitted in a manner not included among those referred to in these Regulations will not be admitted to the Contest. In the event that the submitted Work does not meet the requirements for submission, the Work will not be admitted to the Contest.</p>
<p>5 Term for the submission of the Works</p>	<p>a) The Works must be uploaded on the Platform no later than on 30 September 2024 at h 23:59, after registering in the Contest as specified in point 4.</p> <p>b) Any Work uploaded after this deadline will not be considered, unless the Organiser, at their discretion, decides to extend the deadline for the submission of the Works, which extension will be notified with a notice published on the Platform.</p>
<p>6 Participants' commitments and guarantees</p>	<p>a) The Participant, by virtue and as a result of their registration in the Contest, hereby represents and warrants, and in any event undertakes from now on to ensure, that:</p> <ul style="list-style-type: none">- The submitted Work is original and created exclusively by the Participant and does not incorporate works of third parties;- The submitted Work does not infringe any copyright and, in general, any intellectual and/or industrial property rights and/or image rights and/or protection of personal data and, in any case, any rights of third parties (including other Participants) and that no third party has any right, title, claim or interest in the Work;- The Work does not violate or encourage others to violate any law or Regulation;- The Work has not been created causing damages to persons or animals;- The Work is not libellous, defamatory, intimidating and does not contain any obscene, offensive, violent, discriminatory, pornographic, sexually explicit, or political message or content;- The Work does not bear any Participant watermarks or signatures;- The Work will be kept secret until the results of the Contest are published. Until the winners of the Contest have been announced (as defined below in point 9), the Work may not be sent to other visual design contests, nor may it be disclosed or copied

	<p>to third parties, subject to the provisions set forth in point 10 (c);</p> <p>b) IGPDecaux reserves the right to exclude from the Contest any Participant who has submitted their Work in violation of one or more of the above representations and warranties.</p>
<p>7 Indemnification</p>	<p>The Participant indemnifies and holds the Organizer harmless from any damage, expense, loss, disbursement and/or cost (including legal costs), penalty and/or any prejudicial consequence which IGPDecaux may incur as a result of any request, claim, or action promoted by a third party in connection with the Participant's breach of the representations and warranties referred to in point 6 above.</p>
<p>8 Work Selection Procedure and Criteria</p>	<p>a) The Works submitted by Participants will be evaluated and selected, in a single phase, by a jury composed of representatives of IGPDecaux and external professionals in the field of visual design, communication, advertising, sustainability, and public space design selected by IGPDecaux (the “Jury”).</p> <p>b) The jury will meet on 01 October 2024 or within the other deadline set in the event of an extension of the deadline for submission of works pursuant to point 5, in order to evaluate the works submitted within the time limits and in the manner set out in these Regulations and their opinion shall be unquestionable.</p> <p>c) The assessment shall be expressed in points assigned as follows:</p> <ul style="list-style-type: none"> - Consistency with the Contest theme: 50 to 100 points; - Relevance to IGPDecaux’s activity and mission: 25 to 50 points; - Versatility: 10 to 20 points; - Variety of techniques used (images, videos, animations and 3D): 10 to 20 points; - Respect for the graphic and communication rules for the creation of a correct Out Of Home creativity (synthesis, simplicity, readability, impact, etc.): 0 to 10 points. <p>d) The winners, as defined in point 9, will be notified by the Organizer via email and the final ranking of the Contest will be published on www.igpdecauxgraphicaward.it</p> <p>e) The winners, as defined in point 9, shall notify the Organizer of their acceptance of the prize within 3 days of the Organizer’s notification by a specific reply email to the following address: bando@igpdecauxgraphicaward.it. Otherwise, the prize</p>

	<p>will be considered as not accepted and will be awarded to the Participant who, in the ranking list drawn by the Jury, is ranked immediately after the Participant who has rejected it. This procedure will be applied, where appropriate, until acceptance by one of the Participants.</p> <p>f) IGPDecaux will not be required to notify the reasons for any exclusion of Works by the Jury.</p> <p>g) The decisions of the Jury shall be final and unappealable.</p>
<p>9 Awards</p>	<p>a) As a result of their examination, the Jury will select three Participants as winners of the Contest (ranking first, second and third, collectively the “Winners”).</p> <p>b) The Winners will be announced at a IGPDecaux’s event in October 2024.</p> <p>c) The first-ranked Winner of the Contest will be entitled to receive (if he/she accepts as specified in point 8) a prize consisting of:</p> <ul style="list-style-type: none"> - the opportunity to exhibit his/her Work in certain IGPDecaux advertising facilities selected by IGPDecaux for the time period chosen by IGPDecaux and, in any case, subject to the availability of said advertising facilities at IGPDecaux's discretion; - a cash prize of Euro 3,000.00= (three thousand/00), as gross amount inclusive of any statutory withholding. <p>d) The second and third-ranked Winners will be entitled (if they accept as specified in point 8) to a prize consisting of:</p> <p>the opportunity to exhibit their Works in certain IGPDecaux advertising facilities selected by IGPDecaux for the time period chosen by IGPDecaux and, in any case, subject to the availability of said advertising facilities at IGPDecaux's discretion;</p> <p>a cash prize of Euro 2,000.00= (two thousand/00), as gross amount inclusive of any statutory withholding, for the second and Euro 1,000.00= (one thousand/00), as gross amount inclusive of any statutory withholding for the third winner.</p> <p>e) The prizes will be awarded to the Winners during the Contest Awards Ceremony in October 2024 in Milan.</p>
<p>10 Copyright and Purchase Option</p>	<p>a) All the Participants will have and will retain their moral copyright in the Works, while the economic exploitation rights of the Works will be regulated as follows:</p> <p>b) The Participants who will be selected as the Winners within the meaning of the Regulations undertake</p>

henceforth to assign IGPDecaux all the economic rights to exploit their submitted Works, including the right to publish them (including in complex works), translate them, play and disclose them in any medium or format and in any number of copies, market them, adapt them and process them for use, and to transfer all or part of these rights to third parties (the “IP Rights”). To this end, the Winners undertake henceforth to sign the deed of transfer of IP rights in their Works to IGPDecaux within 7 days of the announcement of the Winners and to take any other action necessary for the transfer of IP rights to IGPDecaux. If the Winners fail to comply with this obligation, IGPDecaux may, at their discretion, request the specific execution of said transfer or cancel the awarding of the prize to the Winner in default. The Participants recognize and agree that the fee for the assignment of IP Rights is the prize to be awarded to the Winners.

- c) The Participants who will not be ranked among the Winners of the Contest hereby grant IGPDecaux, free of charge, in consideration of the opportunity to participate in the Contest and to be the potential Winners, a right of option to purchase IP rights under the following terms and conditions (the “Option”), and agree not to behave in any manner incompatible with the exercise of the Option until the expiry of the applicable period. The Option may be exercised by IGPDecaux within 8 October 2025 for a price that is hereby agreed to be of Euro 500,00= (five hundred/00) by sending a written email notification to the address provided by the Participants upon registering for the Contest. Following the exercise of the Option, (i) the IP rights of the recipient of the Option will be deemed as purchased by IGPDecaux; (ii) the Participant will make the IP rights that are not yet in the hands of IGPDecaux materially available to IGPDecaux, as may be requested by IGPDecaux; and (iii) the fee shall be paid in a single instalment simultaneously with the finalization of the IP rights assignment deed, to be executed within 15 (fifteen) days from the date of notification of the exercise of the Option, for recognition purposes.
- d) All the Participants, whether or not they are Winners of the Contest, hereby authorize IGPDecaux to use, free of charge, the Works and all the Images contained therein for the intrinsic purposes of the Contest and

	<p>for any non-directly commercial use of the Works and Images (e.g., within the context of IGPDecaux corporate conventions, for the promotion of the Contest, and so on.). The Participants acknowledge and agree that IGPDecaux may determine, at their sole and exclusive discretion, the non-commercial use of the Works.</p> <p>e) It is understood that the right of all the Participants to be mentioned as authors of their respective Works remains unaffected.</p>
11 Dissemination of the Works	The Participants acknowledge and agree that the Works may be freely displayed, communicated and/or disclosed after the conclusion of the Contest on all kinds of media and by all means of communication (including social media) and that this will result in the visibility of the competing Works to all the Participants in the Contest and to the community receiving the communication.
12 Acceptance of the Regulations	The Participants in the Contest are required to fully accept and abide by these Regulations, which each Participant declares to accept in full upon registration.
13 Governing Law and Exclusive Jurisdiction	These Regulations shall be governed by the Italian law and it is agreed that any dispute concerning the interpretation, application or implementation of these Regulations shall be the exclusive jurisdiction of the Court of Milan.

IGP Decaux S.p.A.

Name of the Participant signing these Regulations for acceptance:

First and last name: _____

Participant's autograph signature:

Pursuant to Articles 1341 and 1342 of the Italian Civil Code, the Participant hereby declares that he/she fully accepts the following vexatious clauses of the Regulations: Article 7 (Indemnification), Article 8 (Work Selection Procedure and Criteria), Article 10 (Copyright and Purchase Option), Article 11 (Dissemination of the Works), and Article 13 (Governing Law and Exclusive Jurisdiction).

Participant's first and last name: _____

Participant's autograph signature:

IGPDecaux