

RULES OF THE INTERNATIONAL DIGITAL ART COMPETITION

“The Digital Divides and Inequalities: Stories for Change”

1. CONTEXT

1.1. The Barcelona Mobile World Capital Foundation

The Barcelona Mobile World Capital Foundation (hereinafter “MWCcapital”) is a public sector foundation set up in 2012 by the Ministry of Industry, Energy and Tourism, the Government (Generalitat) of Catalonia, Barcelona City Council, Fira Internacional de Barcelona and GSMA, Ltd.

MWCcapital bases its activities on four main lines of action: the acceleration of innovation through digital entrepreneurship; the transformation of industry through digital technology; the growth of digital talent among the new generations and professionals; and reflection on the impact of technology on our society.

During the course of its activities in recent years, MWCcapital has observed a significant lack of knowledge about the phenomenon of digital transformation at all levels.

In the specific case of traditional industry, it has also detected a reluctance to change for reasons other than know-how, such as a lack of qualified personnel to carry out the digital transformation or a firm commitment to change management dynamics.

Faced with such a scenario, MWCcapital has the opportunity to establish itself as an instrument that is capable of raising awareness among the business community of the importance of the change that the drive towards digitisation entails. In this way, MWCcapital positions itself as a benchmark in the field of digital transformation.

1.2. Digital Future Society

In terms of the line of action related to reflection on the impact of technology on our society, MWCcapital promotes the Digital Future Society programme (hereinafter, “DFS”), whose aim is to influence the construction of a more inclusive, equitable and sustainable future in the digital era. To this end, DFS connects institutions, corporations, civic organisations and academia to generate debate, share knowledge, create solutions that address the challenges posed by digital progress and bring these solutions closer to the public.

The DFS programme was launched under the co-direction of the Secretary of State for Digitalisation and Artificial Intelligence, the Public Business Entity Red.es and

MWCapital itself in February 2019. Its objective is to spearhead a space in which to reflect on and analyse the challenges and dilemmas arising from technological disruption and innovation; to explore solutions that make it possible to move towards a fairer, more inclusive and sustainable society in the digital era and, finally, to share knowledge with the relevant entities, but above all with the public.

During the first two years of the programme, the Digital Future Society has become a meeting point that connects experts, organisations, academic institutions, technology companies, transnational entities and governments in order to define a digital agenda with a fully humanistic vision, placing the citizen at the centre.

2. PRESENTATION AND OBJECTIVES OF THE COMPETITION

The visual art competition “The Digital Divides and Inequalities: Stories for Change” is a proposal put forward by the Digital Future Society, an initiative promoted by the Ministry of Economic Affairs and Digital Transformation of the Government of Spain and MWCapital.

Digitalisation is not progressing equally around the world, and the imbalance that this gives rise to is known as the digital divide. The gap is between connected and unconnected people, as information, communication and relationships have become not only the primary commodity (the consumption of content), but the central element needed to foster, drive and ensure social and economic development.

The data have been warning about such inequalities for quite some time. In 2015, approximately 64 million people in Latin America and the Caribbean region had no internet access due to lack of coverage. However, although the expansion of 4G added 45 million connections in Latin America that year, it is estimated that 5G could further increase digital divides in several areas.

According to the 2021 edition of the Digital Global Overview Report, digital divides are most prevalent in Africa, where majority access to the network is in the take-off phase.

At the same time, the health crisis caused by COVID-19 has exacerbated this situation and has exposed other divides that primarily affect children, women, the elderly and populations far removed from the main urban centres.

One of the ways by which the DFS recognises the complexities of digital inequality in all its expressions is by raising the question of digital divides, in the plural.

This scenario demands that we seek out alternatives that make the population more aware of this problem and that also avoid the possibility of these effects dominating the post-pandemic world.

We are currently witnessing multiple protests in which civic movements are exploring new languages and formats to awaken, identify, stir and mobilise.

Through the hybridisation of the analogue and the digital, ARTivism (art + activism) applies the potential of art so that it can be more effective and visible in its social and political commitment.

That is why it is the aim of this competition to make the issue of digital divides visible through the digital plane. The Digital Future Society considers the potential of image, in its myriad formats, as a powerful tool with which to reflect social reality, raise awareness and inspire actions of change for the common good.

3. ORGANISING BODY

This competition is organised by the Barcelona Mobile World Capital Foundation, with registered offices in Barcelona (08039), Plaza Pau Vila 1, Planta 2 Puerta C (Edificio Palau de Mar), and with Tax ID (CIF) number G-65760431, registered in the Register of Foundations of the Generalitat de Catalunya under number 2.717.

4. REQUIREMENTS AND CONDITIONS FOR PARTICIPATION

4.1. Profile of participants

The competition is open without cost to anyone over the age of 18 who is motivated by and/or interested in artistic photography, graphic work and/or raising awareness of this subject.

This competition is open to national and international participants.

4.2. Requirements of the works

The digital artworks submitted must illustrate from an artistic standpoint the problem of the impact of the digital divide on society at a global level.

The following digital works will be accepted in the competition: photographs, posters and infographics. Each work must be accompanied by a title.

Each participant may only submit one digital work, and that work may only be entered in one of the four categories of the competition, as referred to in section 4.3.

Also, taking into account the power of narrative, each digital work submitted must be accompanied by a document explaining the story behind the work or the reasons that prompted the author to create the work they have submitted. Said document should contain at least 300 words and no more than 800.

MWCapital will set up a virtual exhibition with the different digital artworks selected for the competition to reach out to and raise awareness among citizens at a global level.

The digital artistic works must be original and unpublished. Digital works that have previously won an award in any other competition, or that have been exhibited or published in any other medium (on or offline) will not be accepted.

The digital work (poster, infographic and /or photograph) should be submitted in JPG format and should be between 2,000 and 5,000 pixels in its largest dimension. The maximum file size is 2MB.

In the case of photographs, any photographic process is accepted: colour, black and white, without digital manipulations that alter the reality that the photographer wishes to communicate.

By taking part in this competition, all participants guarantee that they are the sole owners of the intellectual property rights to the works submitted and that they are:

1. Original;
2. That they haven't been submitted to any other contest;
3. That they haven't been exhibited nor awarded in any other contest or exhibition;
4. That they do not infringe any copyright interest of any third party. In addition, the author undertakes to assume any third-party claim and will hold MWCapital harmless at all times against any third-party claim arising from non-compliance with this guarantee.

MWCapital reserves the right not to admit to this competition those works that, at its discretion, do not comply with the requirements and conditions of participation set out in these rules or whose content is offensive, abusive, obscene, objectionable, immoral, aggressive, sexual, racist or defamatory or may in any other way offend people's sensibilities or incite violent or discriminatory behaviour, or are contrary to social mores.

4.3. Categories

Taking into account the fact that the pandemic has shown that the digital divide reveals a multiplicity of realities and in order to reflect this diversity, the competition will have different categories. These shall be:

- a) **Generational:** The aim of this category is to make visible the distance there is between 'digital natives' and 'digital immigrants' in the use of new technologies.

- b) **Gender:** The aim of this category is to highlight how digital divides exacerbate existing gender inequalities.
- c) **Territorial:** This category will include digital works that illustrate the differences in internet access between urban and rural areas, between people living in the centre and on the outskirts of urban centres, or between countries, in terms of the level of development and infrastructure.
- d) **Economic inequalities:** The aim of this category is to make visible how difficulties in accessing computer equipment and/or an internet connection are a barrier to accessing ICT and development on a level playing field.

5. PARTICIPATION MECHANICS

All those interested in participating in the competition should download and fill in the registration form which is available on the Digital Future Society website (<https://digitalfuturesociety.com/digital-divides-and-social-inequalities-photo-contest/>)

To register for the competition, all participants must provide all the information contained in the registration form, namely:

- The title of the work;
- Category;
- Name and surname(s);
- City;
- Country
- Email;
- Phone Number
- Profession/occupation.

In addition to filling in the registration form, you must also submit the work itself, the explanatory text that tells the story behind the work or the motivations that led to its creation, and accept MWCcapital's privacy policy.

Failure to provide all the information required in the registration form will result in your application to participate in the competition not being processed.

Once your registration for the competition has been processed and accepted, you will receive an e-mail confirming your participation in the competition.

For further information and/or any enquiries about the contest, please contact the technical team at photo.contest@digitalfuturesociety.com

6. DEADLINE FOR PARTICIPATION

The participation period begins on 14 April 2021 at 18h (UTC+1) and ends at midnight on 21 May 2021 (UTC+1). No proposals will be accepted after this deadline. MWCcapital reserves the right to extend this deadline if it considers it appropriate to do so.

7. EVALUATION OF COMPLIANCE WITH THE REQUIREMENTS

In an initial phase, the DFS Technical Evaluation Committee will assess compliance with the requirements established in the Terms and Conditions of this competition in order to accept the participants and the digital artistic works that they have submitted.

8. JURY AND EVALUATION CRITERIA

The Jury will be made up of eight (8) members of diverse nature and origin, coordinated by MWCcapital.

The Jury will receive from the DFS Technical Evaluation Committee a selection of the works that meet the requirements for participation in the competition. The DFS Technical Evaluation Committee shall also choose an initial preliminary selection of at most 20 works, following the selection and evaluation criteria set forth in these rules.

When evaluating the works, the jury reserves the right to interpret the terms and conditions of this competition and to resolve any cases not covered therein, in accordance with its own criteria, which will be agreed upon by the different members of the jury.

The jury's criteria for selecting and evaluating the digital artworks will be as follows:

- a) **Originality:** It will evaluate the novel character and the distinctive capacity of the work;
- b) **Aesthetics:** It will evaluate whether the main theme is notably prominent, as well as the harmony and the elements that generate the attention and composition of the work;
- c) **Social awareness:** It will evaluate whether the visual aspect of the work succeeds in arousing sensitivity to social aspects, whether it connects with the emotions of the observer and whether it succeeds in raising awareness of the proposed theme;

- d) **Capacity for criticism and communication:** It will evaluate whether the work of art generates a call to action in the observers and whether it conveys its message in a clear manner;
- e) **Appropriateness to the selected theme and category:** Finally, it will evaluate whether the work is consistent with the theme of the competition and the selected category.

The Jury will evaluate the digital works of art on a scale of 1 to 5 points, with 1 being the lowest score and 5 the highest score. In the event of a technical tie in the score, MWCcapital reserves the right to make a final decision, in accordance with its own criteria.

The Jury will act with complete freedom and discretion and its verdict will be final.

9. EVALUATION AND WINNERS OF THE COMPETITION

From the 28th May to the 7th June the competition Jury will evaluate those works that have been submitted in accordance with the evaluation criteria set forth in the previous clause in order to determine the four (4) winners of the competition, one (1) in each category. The Jury will also award a Special Mention to a maximum of two (2) works per category.

From 18h (UTC+1) on the 10th of June, the Jury's decision will be published on the <https://digitalfuturesociety.com/digital-divides-and-social-inequalities-photo-contest/> webpage, together with the identity of the four (4) winners. An email will also be sent to the winners at the address they have provided in the registration form informing them that their proposal has been one of the winners of the competition.

10. PRIZES

-The four winners will be invited to participate in the presentation event that will take place during the MWC Barcelona 2021, which is to be held in the city of Barcelona between 28th-June – 1st July 2021.

This invitation will cover the costs of the trips between the winner's place of origin and Barcelona, as well as (2-nights) accommodation, meals and transfers within the city of Barcelona. The total of these costs may reach a maximum of €2,000 (VAT included).

If due to sanitary measures or any other reason that make it impossible to manage the logistics of the trip to Barcelona, the participation will take place in a virtual format. In

such cases, an invitation to attend a Digital Future Society event to be held between June 2021 and June 2022 will be offered to the winners.

-The four winners and up to a maximum of two selected works per category will be the central elements to create a digital exhibition. This exhibition will be initially displayed at the MWC Barcelona 2021.

11. INTELLECTUAL PROPERTY

By accepting these rules and by taking part in the competition, all participants (authors of their works) assign the rights of reproduction, distribution, transformation, and public communication -especially in the form of interactive availability- of the works submitted under the Creative Commons license of use in the modality of "Attribution - Non-Commercial - No Derivative Work" (BY-NC-ND), so that anyone can use them provided the authorship and source are cited, no commercial benefit is obtained and no derivative work is produced.



By taking part in this competition, all participants guarantee that they are the sole owners of the intellectual property rights to the works submitted and that they are therefore fully responsible for ensuring that no third-party rights thereto may be affected. They furthermore undertake to assume any third-party claim and will hold MWCcapital harmless at all times against any third-party claim arising from non-compliance with this guarantee.

The entrant declares, under his or her responsibility, that he or she strictly complies with the terms and conditions of the competition. Moreover, he or she accepts that they will be disqualified immediately if while the Jury is reaching its decision or after it has done so, he or she were not to comply with any of the rules or if his or her declaration is totally or partially false, erroneous or uncertain. In such an event, he or she will be obliged to pay MWCcapital for all those sums that may have been paid to him or her as a consequence of having been selected.

12. IMAGE RIGHTS AND THE PROCESSING OF PERSONAL DATA

In accordance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and the free movement of such data, the provisions of Organic Law 3/2018 of 5 December on personal data and the guarantee of

digital rights, as well as all other applicable regulations, all participants are informed that the personal data they provide within the framework of the competition will be processed as indicated below:

- **Data controller:** The Barcelona Mobile World Capital Foundation
- **Data protection officer:** The Office of the Data Protection Officer of Barcelona City Council (Calle Tànger, 98, planta 12, 08018, Barcelona). He or she may be contacted at the following e-mail address: lopd@mobileworldcapital.com
- **Address of the data controller:** Plaza Pau Vila, 1, sector 2-C, Edificio Palau de Mar, 08039, Barcelona
- **Legitimacy of the processing:** the consent of the participants to take part in the competition and accept these rules.
- **Purpose of the processing:** to manage participation in the competition and to publish and give visibility to the competition through the dissemination channels of MWCcapital and the Digital Future Society programme (website, social networks, press releases, etc.).
- **Conservation:** For such time as is necessary for MWCcapital to comply with its legal or regulatory obligations during the statute of limitations applicable in such commercial, civil, administrative or criminal legislation as may apply in each case.
- **Rights:** Right of access, rectification, to be forgotten, opposition, limitation of processing and data portability.
- **Exercise of these rights:** Please contact the Data Protection Officer, including a copy of your National Identification Document (DNI) with your request.

13. JURISDICTION AND APPLICABLE LAW

In the event of any dispute related to the competition that needs to be settled by the courts, the participants, waiving any other jurisdiction to which they may be entitled, expressly submit themselves to the Courts and Tribunals of the city of Barcelona (Spain).

These rules shall be governed by Spanish law.

14. ACCEPTANCE OF THE RULES

Participation in this competition implies full acceptance of the rules, without exception, and all participants are obliged to strictly comply with them at all times.