

GUIDELINES

CULTURAL COMPETITION

1. Name of the Competition: Cultural Competition on the Use of Cars in the City

2. About the Cultural Competition on the Use of Cars in the City

This competition derived from ideas discussed during the International Seminar on the Use of Cars in the City and seeks to stimulate the population to draft projects that could present solutions for this topic and to promote consciousness and public participation on the Use of Cars in the City.

3. Type: Cultural Competition

4. Areas of Actuation: National and International Territory

5. Timetable:

Competition duration: **from april 09, 2015 to december 04, 2015;**

Sign up duration: **From 00:00:01am of april 09, 2015 until 11:59:59pm of september 23, 2015 Standard Brasília Time;**

Evaluation period: **from september 24, 2015 to november 23, 2015;**

Award Ceremony: **december 04, 2015.**

6. Goals of the Competition

The Competition has, as a goal, discussing the problem of the excessive use of cars in public streets, possible solutions, and promotion of debates and participation of civil society in the process of presenting viable solutions through a scientific/cultural competition.

7. Quantity, description, and total of the Awards:

- To the first place, trip for one person to Mobility Center Renault Institute France of 04 (four) days, including economic flights, hotel, food expenses and specific schedule to knowledge projects on mobility area;
- To the second place, trip for one person to Mobility Center CEIIA Institute Portugal of 04 (four) days, including economic flights, hotel, food expenses and specific schedule to knowledge projects on mobility area;
- To the third place, one electric bicycle;
- All the first 10 (ten) places will receive Qualification Certificate in Cultural Contest, The Use of Car in the City.

7.1: The Award, in single or complete form, will not be able to be converted in cash or exchanged and is personal and non-transferable.

8. Specifics of the Competition:

This regulation aims to determine the rules of the Free Distribution of Awards, in the category of Cultural Competition.

8.1: Anyone over 18 years old, of any nationality, gender or academic background are able to take part in it. Participants can take part unique and individually.

8.2: The sign up process is free.

8.3: The participating projects in the competition should be in accordance with the following topic: **Given the fact that the city of Curitiba will have the ratio of 01 (one) car per inhabitant until 2020 – Smart Solutions for the Use of Car in the City.**

8.4: To participate, interested candidates should fill out the forms available at the website of the cultural (www.curitiba.pr.gov.br/concursousodoautomovel) between **09/04/2015 and 09/23/2015**, stating:

- a) Project Title;
- b) Organization (if any);

- c) Full Name(s) of participant;
- d) Project Intro/Presentation, with a limit of 2,000 (two thousand) characters;
- e) General Project Goal (what it aims to achieve, when and where), with a limit of 5,000 (five thousand) characters;
- f) Specific goals of the project, with a limit of 5,000 (five thousand) characters;
- g) Reasoning for the Project, with a limit of 6,000 (six thousand) characters;
- h) How to guarantee Project feasibility (sponsorship, financing) with a limit of 5,000 (five thousand) characters;
- i) Conclusion, with a limit of 2,000 (two thousand) characters.

8.5: The number of characters mentioned above should be strictly observed, and in cases where the number is superior to the set limit, the project will not be eligible.

8.6: The use of images (photos, graphics, etc.) is allowed.

8.7: Once the sign up process has been completed, no changes can be made.

8.8: After the sign up process, each participant should attach the developed project file at (www.curitiba.pr.gov.br/concursousodoautomovel) using the file attachment form in a (.pdf) format until 11:59:59pm of **September 23, 2015**. This document should be written in Portuguese.

8.9: The language of the projects in this competition should be Portuguese, and if presented in another language, they will not be eligible.

8.10: All participants who follow the guidelines stated will have their projects evaluated by a judging committee, and will be awarded a grade between 01 (one) and 10 (ten) according to the following criteria:

- Innovation (New Ideas, creativity, new technology, improvements);
- Market adaptation (potential to actually incorporate the project);
- Sustainability (environment preservation)
- Technical Feasibility (existing technology to enable the project);
- Economic Feasibility (likeliness to obtain private/public funding);
- Relation to the proposed theme.

8.11: Graduation or any other papers, scientific papers or other projects can be used.

8.12: In the event of a draw, the Judging Committee will consider as a winner the project that had been sent earlier.

8.13: The clock used for judging will be that of the competition's server, not the time displayed in the computer of the users, or any other device available.

8.14: The winners need to meet all the requirements of the full guidelines in the competition in order to receive the award.

8.15: The Judging Committee of the Competition will evaluate all the participating projects and will select the 10 (ten) first places, until November 23, 2015, and the full list will get published at the website's event (www.curitiba.pr.gov.br/concursousodoautomovel).

8.16: The Judging Committee will be composed by 01 (one) representative from each listed institution, as follows: IPPUC – Institute for Research and Urban Planning of Curitiba, Setral – Municipal Traffic Secretariat, IMAP – Municipal Institute for Public Administration, Positivo University, IBQP/iCities – Brazilian Institute for Quality and Productivity, Renault Brazil and GRPCOM Media Group, and totaling 07 (seven) judges.

9. Awards (Features, Event Coverage, Award Handling, Prescription):

9.1: The Award handling and the coverage of the 03 (three) best projects will be conducted in an attendance event at this location: **Salão Nobre, Curitiba City Hall, at Cândido de Abreu Ave., 817. Centro Cívico – Curitiba – Paraná**, on December 04, 2015 **at 7:30pm**, will be mandatory the representative presence of each selected work. Each representative will have 15 (fifteen) minutes to present, with a maximum of 01(one) minute of waiting.

9.2: In the event of one of the groups ranking among the top 10 being from another State, their presence at the Award Handling event will not be required, but it will be required that they send a video of up to 15 minutes presenting the project until December 01, 2015. This video will be used during the event.

9.3: The event organizers will not sponsor transportation or hotel costs for winning groups and will not be responsible for any kind of documentation issuing in the case of international trips. The dates and times will be determined by the organizers in advance and will be forwarded to the winning Groups within 07 (seven) days prior to the event and will not be able to be changed.

9.4: In the event of the winner passing away, the award will be handled to their legal representative, who should prove their status within 30 (thirty) days after the incident.

9.5: The deadline to collect the award is of 180 days counted from the date of the winner selection. After this time, the winner loses the right to collect the award.

9.6: The Award covers air tickets, hotel costs, alimentation expenses and technical schedule to proposed activities. Any documentation required for overseas trips is of exclusive responsibility of the participant.

9.7: The enjoyment of awards by the winners must to take place as from January 2016.

10. Event Promotion, Media Advertisements, among others:

10.1: The event will be promoted via the internet and traditional media.

10.2: Contact with the winners will be made via the website of the competition and phone call to numbers provided by the participants to the Promoter.

10.3: Promotion for the event will also be made online via the website (www.curitiba.pr.gov.br/concursousodoautomovel) once the competition has been concluded and information on the winners has been validated by the organizers. This information will remain available on the website for 30 day straight, and will be removed after that. In order to guarantee the security of the winner's personal data, the promotion via the website will be summarized.

10.4: The winner authorizes, from the beginning, and as a consequence for winning the Award, the use of their name, image, voice recording, in any of the means chosen by the Promotion Company or its agencies, to advertise the event, for up to 01 (one) year, and upon this deadline, no financial compensation or remuneration of any kind will be made to the winner.

10.5: The participants will authorize the use of their physical or electronic addresses, phone numbers and data provided during the competition, with the purpose of completing the sign up process, and the use of specific data to advertise other events held by the Promoters.

10.6: The innovative ideas of Projects belonging to the top 10 (ten) participants can be used by their respective authors in the drafting process of other scientific publications, as long as they mention the organizers as co-participants of the Project and not before the Award handling event.

10.7: The complete guidelines and regulations for this event will be available at the website (www.curitiba.pr.gov.br/concursousodoautomovel), meaning that all those participating in the promotion process provide total and complete acceptance of all its terms and conditions.

10.8: All other questions should be answered preliminarily by a commission of 3 (three) people to be nominated by organizers, whose decision will always be based on pertinent legislation of the Consumer Protection Laws. The central forum is, from this very moment, elected as the Central Chamber of Curitiba (Comarca de Curitiba) as a problem solving location of any problems regarding the Guidelines and Regulations of this competition.

10.9: All partners, directors, employees and interns from the Promoter Company and companies hired to help with the event are not allowed to take part in the competition.

10.10: The Promoter Company will not be held responsible for any damage or loss derived from accepting the award. All responsibility from the Promoter Company will cease upon delivery of the award.

10.11: All participants will be fully responsible, in accordance to the Law, to provide true and exact information during the sign up process, in a way that any attempt to create a fake identity, age, physical or electronic addresses, incorrect use of CPF/MF documentation of any third party, may result in the expulsion from the competition. Once the sign up process has been finished, no changes or adjustments of any kind will be allowed.

10.12: An evaluation to determine whether the participant followed all the guidelines can be done at any time by the event organizers. Participants who become suspects of fraudulent procedures may get expelled from the competition and turned in to competent institutions.

10.13: Keeping the nature of the internet in mind, the Promoter will not responsible for late sing ups from participants that cannot be completed due to connection problems on the user's side, transmission of data issues, access providers issues or lack of electricity, as well as under any other circumstance that the Promoters are not able to control.

10.14: It should be noted that the promoter may, at any given time, and to his/her exclusive criteria, conduct any preemptive action or corrective stance to maintain the use of any tech tools related to the competition, making sure that conditions presented here are to be kept.

10.15: It is strictly forbidden to use software solutions, other tools or automation methods, repetitive or programmed, that can enable sign up queries, navigation or participation, considered as irregular practices, unfair or that may be against the goals of this competition, in such cases, when proved, the participant will be excluded from the competition and further involvement.

10.16: Any occurrence of conflicting information between the Portuguese/English of this Regulation, the Portuguese version shall prevail.