

## **RULES**

### **International Young Interactive Entrepreneur Award of the Year 2008**

**The International Young Interactive Entrepreneur Award 2008 [further referred to as “Competition”] is an award designed by the British Council to champion and celebrate the importance of creative entrepreneurs working in the international interactive entertainment and media sector, and showcase individual achievement and potential.**

#### **1. ORGANIZER OF THE AWARD**

International Young Interactive Entrepreneur (IYIE) Award 2008 is organized in Poland by the British Council with its head office at Al. Jerozolimskie 59, 00-697 Warsaw.

#### **2. CANDIDATE PROFILE**

Candidates must:

- be aged between 25 and 35
- be a Polish citizen; proof of citizenship must be presented upon the Organiser’s request
- already work in the interactive sector (as defined below)
- be entrepreneurial and have shown their ability in the promotion of the interactive sector in their country, particularly in a commercial context
- through their character, drive and abilities, demonstrate their potential to be a future leader of the sector in their country
- be fluent in English
- be able to travel to UK in November 2008 (if they win the Polish stage of the Competition).

**The IYCE awards are unique in rewarding entrepreneurial ability. We recognise that a finalist may be active as an interactive artist (game designer, multimedia designer, etc.), however his/her work as an artist should be secondary to their focus as an entrepreneur in the promotion of the interactive entertainment and media in their country. Artistic talent will not be factored into the judging procedure – finalists will be judged solely on the merit of their entrepreneurial abilities in the industry.**

#### **3. DEFINITION OF THE INTERACTIVE SECTOR**

Candidates must already be active professionally in the local interactive sector, i.e.:

- Interactive leisure software publishers, developers and marketing specialists
- Interactive entertainment developers for the internet, digital television, radio and mobile phones
- Digital and interactive multimedia
- Internet multimedia and web design
- Interactive marketing
- Multimedia and interactive event production
- Experimental media
- Consultants providing specialist services in any of the areas outlined

## 4. DEADLINES AND SELECTION PROCESS

The Competition is run in two stages: locally (in Poland) to choose Polish finalist and in the UK to choose the final winner.

### 4.1 Selection in Poland

- 24 August 2008 – deadline for applications to the British Council in Warsaw
- 25 – 29 August 2008 – selection of 6 best candidates
- 1 September 2008 – selected 6 candidates interviewed in English by the Polish jury in Warsaw
- 2 September 2008 – the winner of the local selection stage announced.

### 4.2 Selection in the UK

- November 2008 – the Polish winner and finalists from other countries travel to the UK for a several day tour of the interactive industry, to include:
  - A UK Tour for visits, meetings, seminars, and events in London and another UK city/region
  - A UK international trade event
  - IYIE Judging procedure
  - IYIE Award ceremony.

## 5. FIRST STAGE OF THE COMPETITION – SELECTION PROCESS IN POLAND

### 5.1 Applications

In order to enter for the Competition candidates must send the following information first by e-mail and then by post **by 24<sup>th</sup> August 2008** at the latest (as shown on the postal stamp date) to:

[IYCE\\_2008@britishcouncil.pl](mailto:IYCE_2008@britishcouncil.pl)

**Agnieszka Wrycza**  
**Projects Manager**  
**British Council**  
**Al. Jerozolimskie 59**  
**00-697 Warszawa**  
**IYIE Award**

#### Required documents:

- 1 copy of the application, signed
- 1 copy of the up-to-date curriculum vitae
- 1 reference from either an employer or working partner(s).

All documents must be submitted in English. Candidates should not send the British Council any original documents (e.g. diplomas, transcripts of grades).

### 5.2 Terms and conditions

- To participate in the Competition the applicant must agree to his/her personal data being processed by the British Council for the administrative purposes connected with the Competition.
- The Polish finalist agrees that his/her first and second names, as well as the name of the institution they work for will be published on the British Council's web pages [www.britishcouncil.pl](http://www.britishcouncil.pl) and in the general media.
- By sending an Application to the British Council a candidate accepts the Rules of the Competition.
- All submitted Application Forms will be evaluated by the jury, who will be selected by the British Council Poland and will include Polish experts and specialists from the local interactive entertainment and media community.
- All candidates will be notified by post or e-mail of the outcome of the evaluation of the applications.
- 6 short-listed candidates will be interviewed in English on 1st September 2008 at the British Council office in Warsaw.
- The verdict of the panel of the Competition's judges is final and the British Council will not enter into any correspondence with unsuccessful candidates about the judges' decision.

- The British Council will exclude from the Competition any candidate who does not follow the Rules of the Competition.
- The British Council can change the Rules of the Competition only on condition that the new Rules do not constitute worse terms and conditions for the candidates.
- The Rules of the Competition become valid on the day they are published on the British Council's web page: [www.britishcouncil.pl](http://www.britishcouncil.pl)
- To the maximum extent permitted by the applicable law, the British Council will have no liability for any loss or injury or damage whatsoever caused or suffered by candidates, which arises out of or in connection with the Competition.

## **6. SECOND STAGE OF THE COMPETITION – SELECTION PROCESS IN THE UK**

### **6.1 IYIE 2008 Prize**

The winner will win the title of the International Young Interactive Entrepreneur of the Year 2008, as well as a financial award (value approx. **£7,500**) which will be used for a professional project whose nature will be agreed with the local British Council office. The aim of the Competition is to build relations between the winning country and the UK. The winner will be encouraged to come up with their own proposal, and both the local British Council office and the specialist art form departments in London will be involved in the process of agreeing how the prize money should be spent.

### **6.2 Presentation**

The winner of the Competition will be selected based upon a 20-minute presentation made by each candidate to an elite judging panel from the UK interactive industry and followed by a 15-minute question and answer session.

The presentation should include:

- the background of the national interactive entertainment and media industry and the current situation/issues within it
- a description of their own work as an interactive entrepreneur
- how their own work sits in the context in the national industry/situation
- their wider vision for their own work and domestic interactive industry – and how they are a leader within it
- how the IYIE prize would benefit them and their work
- inherent within this should be a demonstration of how they successfully marry the commercial and creative aspects of their work to drive their company forward.

### **6.3 Judging criteria**

The participant will be judged both on their ability to present themselves in public and the content of their presentation. It is important that the winner does not simply have an impressive CV, but has the qualities and vision to be a potential leader in their national interactive sector, with an entrepreneurial drive that is tied to a strong creative ability. The winner will be someone who the judges deem able to develop a mutually beneficial culture of both personal and professional engagement, collaboration, and partnership with the UK, and more broadly put the wider international dialogue of IYIE to work.

### **6.4 What will be expected of finalists**

We are looking for finalists who have an international outlook, who are keen to come to the UK to find out about the UK interactive sector, and to enjoy this shared experience with the rest of their fellow finalists. The following will be expected from the successful IYIE finalists:

- an active participation in the UK tour, including research prior to meetings
- the preparation of a piece of work or innovation in the interactive sector to be presented at showcasing event

- a 20-minute presentation in front of a judging panel, followed by a question & answer session.
- co-operation with the British Council in-country and in the UK throughout the planning process- including the provision of required information, etc., and the UK visit.
- a positive, enthusiastic attitude throughout the process.

### **6.5 Programme of the UK Tour**

The UK tour is scheduled to take place in November 2008. It is a several day tour of the UK interactive industry, comprising visits, meetings, seminars and events where the eight finalists will be able to meet key leaders, institutions, companies, etc. within the sector.

The specifics of the schedule are to be confirmed.

### **6.6 Costs of the finalist visit to the UK:**

The British Council Poland will pay:

- the return flight cost for one national finalist to travel to London
- The cost of the finalist's stay in the UK.

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#### ***Ownership of the Award***

The award has been created by the British Council and all intellectual property rights relating to the award will be vested in the British Council.