



# REGULATION OF THE #AVATARS 2025 CONTEST

## ARTICLE 1 - ORGANISER AND DURATION OF THE CONTEST

XR4Heritage, represented by the Belgian association (asbl) 3 Plumes, in partnership with various international partners are organising the Avatars 2025 Contest.

Key partners in the contest include :

- The international events STEREOPSIA (Brussels), Invisible festival (Brussels) and MTL CONNECTE (Montreal).
- The AFRICA METAVERS MUSEUM talent incubator represented by DIGIART LIVING LAB & NETINFO 3D
- Cultural partners including THE CANADIAN HUMAN RIGHTS MUSEUM (Ottawa) and THE MIRIAM MAKEBA FOUNDATION (South Africa).
- The GIRLEEK training centre for digital professions
- Distribution outlets including K&CO (Morocco), ARTTECH (Switzerland)...

The aim of the contest is to identify and support 20 content creators looking for innovative technological solutions (chatbot, generative AI media/video, conversational avatar) to bring about positive changes in their digital practices. The contest also aims to boost the professional opportunities of these talented individuals by putting them in touch with the right people. potential recruiters and customers.

The assessment of the skills acquired by the participants will be organised as part of the co-creation of an AI media campaign based on highlighting historical female figures capable of breaking down gender stereotypes and thus promoting WOMEN EMPOWERMENT.

The deadline for applications is **Wednesday 5 February 2025**.

Applicants will be informed of their selection on **Tuesday 11 February 2025**.

## ARTICLE 2 – REGISTRATION TO THE CONTEST

2.1. The contest is subject to the regulations of Belgian law applicable to games and contests. Participation in the contest implies irrevocable and unreserved acceptance of the terms and conditions of these rules (the "Rules"). The contest is limited to one entry per person (same surname, same first name and same email address). Participation in the contest is strictly personal and nominative. Failure to comply with the conditions of participation set out in these Rules will invalidate the entrant's participation.

2.2. The contest is open to all content creators who have already had initial digital experience and are looking for a network and a technological toolbox to integrate generative AI into their professional practices.

2.3. Entry to the contest is exclusively via Google Forms, on the dates indicated in article 1. To validate their entry, each participant must duly complete the questionnaire and attach a motivational video - by 11 p.m. on 5 February at the latest. In the motivational video, each entrant will explain their artistic and technical vision for an AI media campaign featuring the words of the female historical figure of their choice. (content max. 3 minutes - file max. 100 MB)

**By a female historical figure, we mean a woman who actually existed and who, through her career, her artistic choices or her life choices, helped to break down gender stereotypes and/or defend justice, equality and freedom for all.**

2.4. The entry fee for the contest is €100.00 (+VAT if applicable). Only participants admitted to the programme are required to pay this fee. In order to receive confirmation of registration, each participant must provide proof of payment before the start of the programme. A right of withdrawal is possible, by sending an email to the organisers, within 7 calendar days of the announcement of admission.

### **ARTICLE 3 - CONTEST PARTICIPANTS**

Candidates will be selected by a panel of at least 4 experts, chosen from among the key contest partners listed on page 1.

Successful entrants will be informed of their admission - electronically - on Tuesday 11 February, International Day of Women and Girls in Science. The jury's decision is final.

### **ARTICLE 4 - PRINCIPLE OF THE CONTEST/ TERMS AND CONDITIONS OF PARTICIPATION**

In March 2025, the 20 successful entrants will have access to phase 1 of the contest, consisting of

- an inspiration conference (8 March)
- an online training programme in photo/video/chatbot creation tools using generative AI (on-demand offer between 7 and 19 March)
- a co-creation workshop (IRL) in Brussels (20 to 22 March) to take up a positive impact challenge: educating and mobilising the public on a massive scale around the fight against gender inequality (exclusive visit, pitch contest, conference, writing session & access to a research team/thematic testimonies, etc.).

The 20 participants will be invited between 14 April and 15 June 2025 to put their media content - produced in phase 1 - online as part of the #AVATARS 2025 media campaign (corresponding to phase 2).



The organiser accepts that several candidates may join forces to develop a joint project as a team. Candidates who prefer to develop their proposal on their own may also do so.

During this period, each project leader (team or individual) will benefit from mentoring sessions with one or more experts from the #AVATARS community on the following themes: monetisation strategies, CRM, community management (including 3 private coaching sessions).

At the end of the 9 weeks of broadcasting/events in phase 2, the organiser will bring together the members of the contest jury for an evaluation and voting session.

The winning project will be selected on the basis of the following criteria:

Number/interaction with followers (1),  
artistic quality of the media content produced (2),  
relevance of the message (3),  
call to action/impact on attitudes and behaviour (4).

#### **ARTICLE 5 - DESIGNATION OF THE WINNING PROJECT**

The winning project will be announced online on 23 June 2025, International Women in Diplomacy Day.

#### **ARTICLE 6 - CONTRIBUTIONS TO THE WINNING PROJECT**

The winning project will receive at least

- 2 Pro accreditations enabling the project representative to take part in the MTL CONNECTE 2025 festival in Montreal in October 2025 and in the STEREOPSIA FORUM in Brussels in December 2025 (+ payment of travel expenses for a total budget of up to 600 euros incl. VAT).
- A service to put you in touch with potential recruiters/clients (advice/recommendation) during the festivals.

The organiser plans to develop other prizes and opportunities in collaboration with partners and jury members. Their implementation cannot be guaranteed at this time. If confirmed, eligible participants will be informed in the admission letter sent to them on 11 February 2025.

#### **ARTICLE 7 - USE OF PARTICIPANTS' PERSONAL DATA**

The organiser-ice processes your 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 individuals with regard to the processing of personal data



and on the free movement of such data and repealing Directive 95/46 / EC (General Data Protection Regulation). The organiser shall ensure that the processing of your personal data is carried out in an appropriate and relevant manner and is limited to the purposes for which the data was collected. Under no circumstances may the organiser be held liable for any damage resulting from the use of the participant's personal data by unauthorised persons, provided that the organiser has taken all the necessary security measures that can reasonably be expected of him/her.

#### **ARTICLE 8 – LIABILITY**

Nor can the organiser be held responsible for any errors in the name, address and/or contact details provided by entrants.

The organiser reserves the right, if circumstances so require, to shorten, extend, modify, interrupt, postpone or cancel the contest, without incurring any liability. However, any modification will be the subject of an amendment which will be posted on the official contest website. The organiser declines all responsibility in the event of a malfunction preventing access to and/or the proper running of the contest, in particular due to external malicious acts. The use of robots or any other similar means to participate in the contest mechanically or otherwise is forbidden, and any violation of this rule will result in the definitive elimination of its creator and/or user. The Organiser-ice may cancel all or part of the contest if it appears that fraud has occurred in any form whatsoever, in particular computer fraud in connection with participation in the contest or the determination of the winners. In such a case, the Organiser reserves the right not to award the prizes to the fraudsters and/or to take legal action against the perpetrators of such fraud.

#### **ARTICLE 9 - ACCESSIBILITY OF THE REGULATIONS**

The rules can be freely consulted and printed from the XR4Heritage website at <https://xr4heritage.com/avatarscontest2/>