

Rules for ITU ICT Innovation Application Challenge

The sections below provide the official Rules for the ITU ICT Innovation Application Challenge. By entering the Challenge, participants agree to be bound by these Rules. All decisions of the ITU are final and without appeal.

Article 1. No purchase or payment of any kind is required to enter or win this Challenge.

Article 2. The Challenge is open to individuals, organizations or entities from Member States of the ITU (see www.itu.int/members/index.html). Staff of the ITU and of the sponsor(s) of the Challenge, as well as members of the jury are not eligible to participate in this Challenge.

- i. Individuals must be of age of majority in their country at the time of registration. Individuals may form teams and submit entries on behalf of their teams. All individuals who join teams must meet the eligibility requirements.
- ii. Organizations must be legally established entities (profit, non-profit, academic) or public sector organizations in their respective countries.

Article 3. An award shall be presented for each of the following categories (1 winning application per category):

- i. Best App - Individual/SME (small and medium enterprise)
Individuals and organizations (profit, non-profit) with fewer than 50 employees may compete for this award category with a prize of USD 5,000 in cash.
- ii. Best App – Corporate/Public Sector
Public sector organizations of any size, and legally established entities (profit, non-profit, academic) with 50 or more employees may compete for this non-cash award category.

In addition, a number of submitted applications may be selected as honorable mentions. No award will be given to honorable mentions

Article 4. Submitted applications should fall under the following three areas below:

- a) Innovative mobile application services (e.g mobile health, mobile payments, etc).
- b) e-Education
- c) e-Government
- d) Intelligent Transport Systems

Article 5. Submissions will be judged by a jury, determined by ITU. Decisions of the jury are final and without appeal. The jury verifies that the participant meets the eligibility criteria in Article 2 above, and the application(s) meet(s) the

criteria in Article 4 above. The jury judges all submissions that pass the initial screening on the contents based on the following five criteria:

- Degree of innovation (1/5);
- Level of interactivity (1/5);
- User friendliness/ease of use (1/5);
- Relevance to socioeconomic development and achieve the Millennium Development Goals (MDG) (1/5);
- Value to quality of life (1/5).

Article 6. Registration details: Participants must register on-line before submitting their application. On-line registration will be available on the Challenge website at: <http://www.itu.int/go/challenges/ictinnovation>. **The on-line registration period will run from 16:00 hours, 22 November 2012 CET (Central European Time) until 16:00 hours, 22 January 2013 CET.**

When registering, the following information needs to be provided:

- i. Participant information (name, country, postal address, email address and phone number);
- ii. Category that the entry falls in, based on the applicant's status (as per Article 3 above);
- iii. ITU-T Recommendation(s) that the application implements (if any)
- iv. Application title (optional);
- v. Application outline, a brief description of the objective and function of the application (optional).

Following the registration, a registration ID and a work ID, a description form as well as information on the FTP area will be sent via email by ITU to the registered participant. The registration ID, the work ID and description form will be used by the participant for the submission of the application, in accordance with article 7.

Article 7. Submission details: All submissions must be submitted in English in electronic format to ITU through its FTP area. Information on the FTP will be sent to each registered participant by email.

Only submissions to this FTP area will be accepted. A submission must be comprised of:

- i. a software application,
- ii. screenshots in “.ppt” or “.pdf” format illustrating the application's proposed features and functions, and
- iii. a short video in WMV format lasting a maximum of five minutes that demonstrates how the application runs.

iv. a description of the application, including a detailed concept Paper (maximum of 3,000 words) describing how the submitted application would improve the quality of life of people in developing countries, including a section on the new areas for standardization which this application could give rise to. The description of the application should be made on the form which will be sent by ITU to the registered participants by email (as per article 6). The participants shall provide the following information with their submission:

- Registration ID and Work ID;
- Application title;
- Application overview, including
 - a) Summary of the application;
 - b) How to use the application;
 - c) Problems that the application can solve in developing countries;
 - d) What are the user benefits (especially for developing countries);
 - e) Potential areas for standardization (if any);
 - f) Appealing points of the application on each evaluation criterion (see Article 5 above), if any.

ITU will acknowledge receipt of the submission by email.

Article 8. **The submission period will run from 16:00 hours CET, 28 January 2013 until 16:00 hours CET, 12 March 2013.** Only complete submissions submitted during this period will be accepted. Once a submission is submitted, the participant cannot make any changes or alterations to the submission unless they receive permission from ITU.

Article 9. Participants are responsible for any expenses made in order to submit their submission(s).

Article 10. Participants may submit more than one submission; however, applications must not be substantially similar to a prior application submitted by the same participant. A separate registration is required for each submission.

Article 11. Submissions must be original unpublished works that are not currently under review by another contest or journal and must be solely owned by the participant. In addition, Submissions must not: a. violate the intellectual property rights of third parties; b. be illegal under applicable national laws and international law; and c. depict or incite hatred, defame, abuse, harass, stalk, threaten a specific person or social group, incite violence or conflict or otherwise violate the legal rights of third parties (including those of privacy and publicity).

Article 12. Participants will retain the intellectual property rights on the contents of their submissions, including the application. However, each participant

grants ITU a limited, non-exclusive, global, one-year royalty-free right and license to use, reproduce, communicate, demonstrate make available for public display and distribute the contents of his/her submission (including the application) for ITU's marketing, promotional, informational and educational or awareness purposes, via printed or digital media, including ITU's website. The participant hereby represents that he/she has the legal right to grant ITU such license.

- Article 13. The winners for the two categories of the Challenge will be announced on 17 May 2013 (World Information Society Day). ITU will notify the winners by 12 April 2013, via the email provided during the registration.
- Article 14. ITU will notify the winners via email by 12 April 2013. If the winner(s) cannot be contacted by ITU, or does not respond within seven (7) calendar days from the time ITU sends its notification, ITU may decide to award the prize for the Challenge to other participant(s) or not award the prize at all.
- Article 15. In addition, the winners will be invited to showcase his/her application at an event for the celebration of World Information Society Day on 17 May 2013 in Geneva. The winners shall be responsible for any expenses incurred in order to attend the aforementioned event, including but not limited to travel and accommodation costs, travel insurance, visas, etc. They will be also responsible for all administrative formalities which might be required for his/her travel to Geneva. The winner is responsible and for all applicable taxes and fees associated with the receipt and/or use of the prize. No transfer or substitution of the prize is permitted.
- Article 16. Participation in the Challenge constitutes the winners' explicit consent to ITU's use the winner's name, likeness and/or photograph for marketing, promotional and awareness purposes in any media, worldwide, without additional payment or consideration besides the award.
- Article 17. The winners will be granted a limited one-year, worldwide right and license to use the Challenge logo on their own promotional materials for the awarded application. This right is limited to the use of such logo, in accordance with specific guidelines to be provided by ITU. The present provision does not constitute a license in itself.
- Article 18. By entering the Challenge, participants agree to release and hold ITU harmless from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, infringement of trademark, copyright or other intellectual property rights, or infringement of other third party rights arising out of or relating to their respective submissions for the Challenge.
- Article 19. Nothing herein shall constitute or be considered to be a limitation or a waiver of the privileges and immunities of the ITU, which are specifically reserved.