



RULES OF The 2003-2004 The IVM STUDENT COMPETITION

Article 1: Organiser

L'Institut pour la ville en mouvement (IVM) [City on the Move Institute] is an association that was created in June 2000 by the PSA Peugeot Citroën Group (non-profit association under the French law of 1901 with its registered office at 75, avenue de la Grande Armée). Its objective is to bring together all the stakeholders in the city, in order to improve understanding of and provide support for changes in urban mobilities in Europe and around the world, and to form partnerships to contribute to experimentation in this field and the development of a "culture of mobility".

The IVM has already undertaken a number of initiatives to enhance mobility for people with visual disabilities and for preteens, to support on-request transport, to promote research (academic Chair),, in partnership with other institutions (cities and public bodies, city users, associations and businesses, ...).

Every other year since 2000, The IVM has organised an international student competition.

For 2003/2004, The IVM is running the third edition of this competition with the title: "Headline Urban Mobilities!" (Hereafter referred to as the "COMPETITION").

Article 2: Participants

The COMPETITION is exclusively open to students entered by universities or schools selected by the IVM, in certain countries, and for students taking part as free entrants, under the terms of Article 8 of these Rules, who on the day they register for the COMPETITION are:

- officially registered in a university journalism department or school of journalism,
- postgraduate students in such an establishment,
- under the age of 26,

However, excluded from the said COMPETITION are members of the IVM association, together with members of their family and, more generally, anyone directly or indirectly involved in preparing the COMPETITION.

Article 3: Purpose of the COMPETITION

For the populations of cities, changes in lifestyle and the multiplicity of social activities are generating a growing demand for mobility within an ever reduced space-time. This means that they require services that will allow them to travel comfortably to access their jobs and their social or leisure activities.

For others, who have problems integrating into social life, mobility is above all about being able to move out of their immediate locality by means of mobility support.

Mobility has become a necessary condition for establishing genuine social links, a process that is becoming increasingly complex as cities expand.

What sort of methods, then, have been devised to meet these different mobility needs?

Each participating team will be asked to put together a journalistic feature, as defined in Article 6 below, to answer this question (hereafter referred to as "FEATURE(S)").

The aim will be to research innovative solutions, whether from the perspective of flexible transport systems (on-request transport, vehicle sharing, ...), transport systems for specific groups (people with disabilities, the young, the elderly, tourists, ...), of specific organisational approaches (associations, local government, ...), or else to consider institutional schemes which represent a departure from traditional urban transport approaches.

Factors that will be particularly important in identifying the winning FEATURE will be:

- clarity of explanation, especially as regards the description of how the mobility project in question was set up, who initiated it, what has been done to ensure sustainability, how the mobility project in question has contributed to changing the day-to-day life of the main beneficiaries, how it is perceived by users, how it might be copied or transposed;
- the originality and/or novelty of the mobility project in question;
- the creativity and general quality of the FEATURE.

This definition of themes, with its emphasis on innovative projects to facilitate mobility, implies that well-known large transport systems should not be considered.

The IVM will do everything it can to arrange for certain FEATURES to be published in the national and/or international press, but can in no way guarantee that this will take place.

Article 4: Participation Deadline

The participating schools must submit the FEATURES from their participating teams to the IVM, 10 rue des Halles, 75001 Paris FRANCE before midnight on 16 April 2004, local time Paris, France.

Article 5: Conditions of Participation

Any incomplete or defective registration, or any registration by a person who does not meet the required conditions, will be considered invalid.

A single participating team may enter several FEATURES and must in any case undertake to enter at least one in order to be able to take part in the COMPETITION.

Article 6: Definition of the FEATURE

The participating teams shall prepare each FEATURE as if it is intended for publication in a wide circulation magazine covering general subject matter.

Each FEATURE shall demonstrate the following characteristics:

- 6 pages / 8 pages
- size between 15,000 and 20,000 characters
- full magazine layout: headlines, subheadings, kickers, leads, body text ...
- different styles as chosen by the participating teams: eyewitness accounts, portraits, interviews, short accounts ...
- additional material as chosen by the participating teams: photos, drawings, computer graphics, captions if required.

Teams may also provide additional audiovisual materials to accompany the FEATURE.

The FEATURE submitted to the international jury must include at least one version in English or French.

Article 7: Prize

The COMPETITION "grand prize" is a sum of €5000 which will be awarded to the winning team nominated by the international jury.

The IVM reserves the option to award a "jury special prize" of €2500 euros to the team nominated by the jury.

The prizes awarded to the winners may not be taken in any form other than that specified by these Rules.

Article 8: Selection Procedure and Methods

Stage 1:

The IVM will select a school or university in six (6) countries to take part in the COMPETITION.

Teams of journalism students registered in a school or university not selected by the IVM may take part in the COMPETITION as open entrants. In this case, however, they will not be entitled to the contribution to expenses specified in Article 9 of these Rules.

Each participating school will need to put forward to the IVM at least three (3) and at most five (5) teams to participate in the COMPETITION, each consisting of a minimum of two (2) and maximum of three (3) students, all meeting the conditions of Article 2 of these Rules.

All the students selected must submit to the IVM a signed letter, a model of which will be provided, in which they undertake to grant the IVM a free non-exclusive licence to use their FEATURES, throughout the period of copyright, in any country, for any purpose, on any material and by any means whatsoever. The letters must be signed and returned to the IVM by post by midnight on 26 February 2004, local time Paris, France (based on postmark), so that the entrants can be registered for participation in Stage 3 below. Each student's signature on this letter is an essential and critical condition of entry for the team to which the student belongs.

Stage 2:

The investigative work of the participating teams will begin from 15 November 2003. The IVM reserves the option to adapt the COMPETITION schedule, as defined in the RULES, to fit in with the academic calendar of certain countries.

At midnight on 26 February 2004, local time Paris, France, the participating teams must submit to the IVM an intermediate report defining the approach taken in their FEATURE and containing the first interviews recorded in this connection.

Any team that has not submitted the full intermediate report, nor the letters of undertaking of its members as defined in Article 10, will not take part in Stage 3 below. In consequence, they may not claim any right to receive any prize or compensation.

Stage 3:

The final FEATURE prepared by each of the teams must be submitted to the IVM before midnight on 16 April 2004, local time Paris, France.

A multidisciplinary international jury, made up of journalist(s), IVM representative(s), together with sociologist(s), and/or architect(s), and/or urbanist(s), and/or representative(s) of the public, will choose the winning team for the "grand prize" from the participating schools as defined in Stage 1 of this Article. A "special prize" may be awarded by the jury to one of the other participating teams.

The identity of the team winning the "grand prize" and possibly the "special prize" will be announced by the IVM in June 2004.

The FEATURES shall be submitted either by e-mail (based on the date and time of receipt of the file) to the following address: delphine.bertrand@vilmouv.com; or by post (based on the postmark) to the following address: Institut pour la ville en mouvement, CONCOURS « Mobilités urbaines à la Une ! », 10 rue des Halles, 75001 Paris – France -.

The jury may decide, without explanation and without charge, to request certain teams to present their FEATURE orally before the prizes are awarded.

Article 9: Contribution to Expenses

The IVM will allocate a fixed budget per school, which will be responsible for distributing this sum equitably between the participating teams, depending on their expenses. This sum is exclusively intended to cover part of the board and lodging, travel and day-to-day expenses incurred in preparing the FEATURE relating to this COMPETITION.

An agreement defining the conditions for obtaining and paying this sum will be signed between the IVM and each participating school selected by the IVM.

This contribution to expenses is exclusively and restrictively granted to the six (6) schools selected by the IVM under Article 8 of these Rules.

Article 10: Authorisation to Publish

The winners authorise the IVM in advance to use their surname, first name, address and picture for commercial and/or advertising purposes, without restriction or reservation and without thereby obtaining the right to any remuneration, royalties or advantage other than the prize that they may have won.

Article 11: Data Protection

The information collected within the framework of this COMPETITION is intended exclusively for the IVM.

The individuals registered for the COMPETITION whose personal information has been recorded have the right to access,

change, rectify and delete information concerning them
(Article 34 of the French data protection law "Informatique et Libertés" n° 78-17 of 6 January 1978).
To exercise this right, they should simply write to:

IVM
10, rue des Halles
75001 PARIS
France

Article 12: Intellectual Property

- Any participating team that submits a FEATURE for the purposes of this COMPETITION certifies and guarantees that it is the sole and exclusive author of that FEATURE and that it does not directly and/or indirectly violate any right of a third party.
- Any participation in the COMPETITION constitutes an undertaking to grant the IVM a free non-exclusive right to use the FEATURES, throughout the period of copyright, in any country, for any purpose, on any material and by any means whatsoever. The granting of copyright shall be subject to French law, with regard to both procedure and substance.

The students for their part will be able to publish their FEATURE as they wish. They undertake to inform the IVM of any use made of it, and always to specify that this FEATURE was prepared within the framework of the COMPETITION "Headline Urban Mobilities!" organised by the Institut pour la ville en mouvement (City on the Move) in 2003-2004.

Article 13: Liability

The IVM reserves the right to shorten, extend, modify or cancel the COMPETITION without being required to provide reasons and without incurring any liability as a result.

Article 14: Rules and Disputes

Participation in the COMPETITION implies full acceptance of these Rules. Any dispute of any kind whatsoever with regard to these Rules or to the COMPETITION will be decided finally and exclusively by the IVM.
The Rules of the COMPETITION can be accessed on the following web site: www.ville-en-mouvement.com

Article 15: Language of the Rules

In the event of differences between the French language version of the Rules and other language versions, the French version of these Rules shall prevail.