

A CALL TO ARMENIAN CREATIVES

THE ARMENIAN COMMUNITIES DEPARTMENT
OF THE CALOUSTE GULBENKIAN FOUNDATION

LAUNCHES ITS

BE HEARD

PRIZE

BE HEARD

The Armenian Communities Department of the Calouste Gulbenkian Foundation is launching a prize program to provide opportunities to Armenian speakers around the world to *express themselves in Armenian on a range of critical issues facing humanity during these challenging times.*

The Covid-19 pandemic has forced millions of Armenians to remain home, physically isolated from loved ones. And yet, the internet and social media have proven to be powerful tools of communication. Many are using these tools to express themselves and to create new forms of culture. It is in this context that the Armenian Communities Department is announcing the online audio-visual and literary production prize **Be Heard**, inviting speakers of the language to produce creative materials that would:

*Bring forth much-needed discussions that tackle **contemporary global issues** touching Armenians everywhere, such as the climate crisis, the refugee crisis, ongoing wars, inequality, nationalism, privacy and technology, challenges in education, gender relations, community leadership issues, revolutionary change, culture wars and so forth.*

This initiative would like to highlight how *good design* and *creative content* in general, and in Armenian specifically, can be effective in translating key messages into innovative works that can inform and engage society, and that have the power to initiate long overdue conversations in the Armenian language.

If you want to take this opportunity to say something to the world in Armenian, then you are invited to submit content in **audio, video, text** or **graphic** form.

To create your material, address any global challenge facing humanity in your own words, using the contemporary media at your disposal.

You can answer one or several of these questions, as you see fit:

1. What are our moral and civic responsibilities to nature and its resources? | How can diasporacised communities cope with the climate crisis? | The Covid-19 shut down showed us how quickly the environment could recover from man-made harm, are there any lessons learned in that?
2. Does the current educational system (along with the teachers and the principals) prepare students for the needs of the 21st century?
3. What is leadership? | Is there a leadership crisis in the world? In the community?
4. What challenges do women face today – be it globally or in your own community?
5. How should the refugee crisis be handled?
6. Do revolutions really change the world?
7. Is it dangerous to “folklorize” culture? | What is the status of an artist today in the Armenian community? And what should it be?

These are some key questions that highlight global trends and issues affecting everyone. If you are inspired by these questions but would like to address a main humanitarian or global concern in a different light, then please do so. If you need a more comprehensive list of questions or further guidance, please contact us via email.

DO

- Bring your own “magic” to these key messages - a creative twist, a cultural quirk, an interpretation, which helps amplify the message you want to pass to audiences.
- Include messaging that is true to the spirit of the societal needs and concerns that you are trying to address.
- You can submit work in any of these file formats:
 - **Illustration and graphic design with taglines** (including cartoons and caricatures) – AI, PSD, JPG, PNG, or PDF.
 - **Video** (up to 3 minutes long) **or GIF** – MP4 + links with valid passwords if applicable.
 - **Audio** (music, public service announcements, comedy, podcasts) – Soundcloud + other similar platforms.
 - **Copy** (including blogs, short magazine articles, comics) – PDF.
 - **Creative texts** (up to 10 pages) – PDF.
- Humor is a sort of medicine; do not be afraid to integrate humor in your submission.
- If your files are larger than 25 MB, please use an alternative file transfer system such as WeTransfer.

DON'T

- Don't include language that is or could be interpreted as discriminatory or stigmatizing.
- Don't include images or photos of people who are under 18 years old. Only include images or a photo of someone once you have their consent to use it for the purpose of this brief. Obtaining this consent is the sole responsibility of the participant.
- Don't infringe on copyright laws. Make sure any materials that are borrowed from other sources are acknowledged and the copyright laws of your jurisdiction are respected.

THINGS TO CONSIDER

- Use any or all of the creative media listed above to produce work that captures the key messages you would like to transfer, in a *clear, impactful and shareable* way, in Armenian.
- Before and/or after sending it to the Calouste Gulbenkian Foundation, share your work on different social media platforms, create hashtags in Armenian, and consider contacting different Armenian news outlets and platforms for wider dissemination. CGF may consider sharing some of the created materials if the occasion arises, the applicant's consent will be obtained before doing so.
- If you have a great idea, but are not a design “expert”, or have little experience in the field, do not fret; you can always involve people who can help you, you can also try seeking online help with your work. If this is not possible, you are encouraged to use any medium currently at your disposal, starting with a pen and paper. And don't forget about the infinite possibilities your smartphone can offer you!

ELIGIBILITY CRITERIA

- All individual applicants or small group applications (maximum 3 people) are welcome.
- The same applicant is welcome to submit more than one work but **they have to be in different media**, however, only one prize will be given, i.e. the same applicant cannot win more than **one** prize.
- There is no age restriction for this prize, applicants who are younger than 18, will be asked to submit a parental consent form, which will be sent to them by CGF.
- There is no nationality restriction for this prize.
- All submissions must be in the Armenian language.

SELECTION CRITERIA

- There will be 25 winners from the Diaspora and 25 winners from Armenia.
- Each winner (or winning group) will get a 500 USD prize.
- Upon the request of applicants, their anonymity will be respected.
- A confirmation email will be sent to confirm that the application email has been received.
- The selection jury will be composed of members of the Armenian Communities Department of the Calouste Gulbenkian Foundation.
- Decisions will be communicated to applicants via email two weeks after the deadline, i.e. the week of the 22nd of June.

IMPORTANT INFORMATION ABOUT SUBMISSION

- Applications can be submitted now.
- **The deadline for submission is 8 June 2020.**
- Send an email to ArmCurrentIssuesPrize@gulbenkian.pt with the material you want to submit attached to the email in the formats mentioned above (AI, PSD, JPG, PNG, MP4, PDF, Soundcloud).
- Write the title “Be Heard” in the subject line of the email.
- The body of the email should include the following mandatory information (please use the Latin alphabet for this section):
 1. **Name of the project:**
 2. **Personal information of the applicant(s):**
 - Full name:
 - Gender:
 - Date of birth:
 - Type of identification document(s):
 - Country of identification document(s):
 - Number(s) of identification document(s):
 - Copy of the identification document (please attach a copy to your email).
 3. **Contact information of the applicant(s):**
 - Address:
 - City:
 - Country:
 - Landline telephone number:
 - Cellphone number:
 - Email address:
- CGF will not share the applicants’ personal or contact information with any third parties.
- For any questions please write to ArmCurrentIssuesPrize@gulbenkian.pt, you can write to us in Eastern or Western Armenian, in English, French, Spanish, Turkish and Arabic.

Data Protection *(this section is included as per European legal requirements)*

All personal data provided in the application process or during project implementation shall be treated exclusively for the purpose of managing this application by the Calouste Gulbenkian Foundation (CGF), as the entity acting as joint controller for processing the data.

The CGF may be contacted regarding any questions related to data processing carried out in this context and for these purposes through privacidade@gulbenkian.pt.

The personal data of the subject shall be kept for the period of time necessary for the management of the grant, except in cases where another period is required by applicable law. Some data (i.e. the name of the subject, date of application, terms and duration of the grant and personal data potentially included in the works and final publications) will be kept indefinitely by the CGF for the purpose of conservation of relevant information in the context of its relevant cultural assets.

The subject may, at any time, withdraw his/her consent for the processing of his/her personal data, in accordance with the applicable legislation, without prejudice to the validity of the processing made based on the consent previously given. The withdrawal of the consent implies that the CGF cannot treat his/her personal data for the purposes consented to and as such may result in the impossibility of the applicant continuing as such in the application.

The controller guarantee the subjects the exercise of their rights in relation to their personal data, such as the right of access, rectification, erasure, opposition, limitation of treatment and portability, according to the applicable legislation.

The controller implement all security measures necessary and adequate for the protection of the personal data of the subjects, either when the data is processed directly by them or when the data is processed by entities subcontracted by it.

The controller may treat personal data collected in this context directly and/or through subcontractors for the purpose of managing the grant. In such cases, appropriate contracts shall be entered into with such subcontracting entities, in accordance with the applicable legislation.

In the scope and for the purposes of managing the grant, the CGF may communicate the data of the subject to partner entities for publications and institutional communications. These entities may be located within the territory of the European Union or abroad, and in the latter case, appropriate mechanisms under the applicable legislation to safeguard the security of personal data processed shall be used at all times.

The subjects may file a complaint to the Portuguese National Authority (“Comissão Nacional de Proteção de Dados”) if they believe that there is a breach of data protection incurred by the joint controllers.