

2021

# Design 4Parents



Promoted by

tata

In partnership with

ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

ROME  
Maker Faire  
THE EUROPEAN EDITION

For information, media or support, contact us at  
[contest@design4parents.com](mailto:contest@design4parents.com)

Find out more and apply at [www.design4parents.com](http://www.design4parents.com)

### Rules

#### ART 1. Introduction

1. These Rules govern the Innovation Contest titled “Design-4Parents” (hereinafter also the “Contest”), conceived by FILO Srl and promoted by ADI Lazio and Maker Faire Rome, an event organised by Innova Camera, a Special Agency of the Rome Chamber of Commerce.

2. **Tata** is a Filo brand. **Filo** Srl is an Italian SME that has been operating in the IoT (Internet of Things) sector since 2014, with a significant focus on the issue of safety and the world of childhood. In 2020, it won the German Design Award with the Tata Pad, the first anti-abandonment device with 3 levels of smart alarms. ([www.getmytata.com](http://www.getmytata.com))

3. **ADI Lazio** is the Lazio delegation of the **ADI** (Association for Industrial Design), founded in 1956 to bring together designers, companies, researchers, teachers, critics and journalists around the main themes of design: planning, consumption, sustainability, training and innovation. It plays a key role in the development of industrial design as a cultural and economic phenomenon.

4. Innova Camera is the Special Agency of the Rome Chamber of Commerce for innovation and for services to businesses and the chamber of commerce network. It handles innovative services for the development of the entrepreneurial system, promoting innovation in the world of business and providing tools that can strengthen businesses’ ability to seize market opportunities. Since 2013, Innova Camera has organised **Maker Faire Rome – The European Edition**, an event that combines innovation, science, technology, entertainment and business within a single format. Maker Faire Rome is the perfect stage for companies and innovators who use the new digital culture as a way of tackling the challenge posed by the markets. In 2019, the event had over 100,000 visitors and exhibitors from 41 countries.

#### ART. 2. Purpose of the Contest

1. The Contest is being organised to call the attention of the general public to the topic of early years parenting, a period of transition and reorganisation in the family, work and social lives of those involved.

2. The Contest aims to incentivise participants to create innovative and useful solutions that fulfil the real needs of parents with children under the age of 10. The purpose of the Contest is to celebrate those who seize upon a tangible need and focus

their creativity and their ingenuity to put forward an item or a service that is a clear success in terms of merit. The final decision in this regard will be taken by an Evaluation Panel formed for this purpose by the Promoters and described in more detail in Art. 5 (hereinafter the “Evaluation Panel”).

**3.** Each Participant will have the right to submit their own project work (hereinafter the “Project Proposal”) which, in addition to pursuing and implementing the objectives of the Project, must leverage the following factors:

- innovative and original solutions;
- solutions with a view to environmental sustainability.

**4.** The projects must not have been made public before and must be related to objects (technological or otherwise), services, or systems of objects and services that aim to simplify, support and aid the lives of parents and/or children aged between 0 and 10, with a particular focus on the following areas:

**Daily Life:** how has life changed in families during the pandemic? What changes can we expect in the coming years? Identify the problems that the pandemic has raised and reflect on the impact it will continue to have on life in families, the routines of parents, spaces in the home, school, and the balance between work and leisure. Imagine products or services that can solve the new problems that families, parents and children have been forced to face, whether large or small.

**Technology and education:** the technological changes of the last 20 years have heavily influenced our lives and are also influencing the lives of children. Today’s children are the first truly digital generation, able to learn how to use a smartphone from an early age. But how can technology become a valuable ally for both children and parents? How can we leverage it to enrich and stimulate learning or facilitate education? Imagine products or services that can support children and parents in this daily challenge.

### **ART. 3 Participation in the Contest**

**1.** Participation in the Contest is free and is open to all natural persons of legal age (Italian or foreign), companies, organisations, associations, foundations and/or other legal entities with a residence or office in Italy or another country of the European Union (hereinafter also the “Participants”), with the exception of:

- employees of the Promoters, their relatives and in-laws within the second degree and their cohabitants, as well as relatives and in-laws within the second degree and cohabitants of members of the Evaluation Panel, including the President.

**2.** It is the Participant’s responsibility to report that they are not affected by any such conflict by signing the relevant section of the “Participant Form”; failing this, the Participant will be excluded from the Contest.

## ART. 4. Project Proposal and selection process

1. In order to participate, a Project Proposal relating to the topic described in point 2 must be submitted by **11.59 pm on 25 November 2021** in the form described in points 4.1, 5 and 6.
2. Each participant can submit up to **2 Project Proposals**.
3. The Project Proposal must be complete with all the information required to illustrate the initial problem and the purpose, idea, and usage methods of the product or service.
4. Entries must be anonymous. Each proposal must be labelled with a Project Name followed by a 3-digit number of your choice. The corresponding entries must not feature the name of the designer or allow them to be identified in any way. They must be accompanied by the **Participant Form attached** to this call for applications (see Att. 1), completed and signed (by the individual designer or by all members of the group, indicating the group leader). This must be the only document that identifies the correspondence between a proposal and its designer. The identity of the designers will be kept separate from the projects until the selected proposal is chosen.
5. The Project Proposal must be submitted exclusively in **16:9 digital format in a single PDF file**, in the following order:
  - **Cover page** of the project in a format containing the logo, product name and payoff.
  - **Introduction** to the problem that the product/service aims to solve (max 3 slides). If possible, include data to highlight the problem under consideration.
  - **Solution devised** (max 1 slide). Describe the devised solution in a short abstract.
  - **How the product/service works** (max 3 slides). Explain in as much detail as possible how the designed solution works. If the product is physical, insert a render of the product. If it is digital, insert the main screens of the app/service.
6. The file name must correspond with the chosen project name followed by a three-digit number in this format: **PROJECT\_NAME\_XXX.PDF**.

In a separate file, also in .pdf format, the Participant Form must be uploaded along with the aforementioned file. The Participant Form (available to download from the website) must be completed and signed and must indicate the project name (including the selected 3 digits) and the identity of the designer. The file name must be in the following format: **FORM\_PROJECT\_NAME\_XXX.PDF**.
7. Project Proposals must be uploaded exclusively to the website [www.design4parents.com](http://www.design4parents.com) following the instructions provided on the website, by **11.59 pm on 25 November 2021**.

## ART 5. Evaluation Panel

1. The Evaluation Panel will be made up of members selected by the Promoter, with one member chosen to carry out the duties of President.
2. By **10 December 2021**, the Evaluation Panel will meet and decide the names of the Project Proposals to be awarded the prizes, based on their being considered most representative and having presented solutions in line with the purposes of the Contest.

The winning proposal will be the final decision of the Evaluation Panel, made up of:

- **Lapo Ceccherelli** (designer e co-founder of Filo)
- **Marika Aakesson** (designer vand president of ADI Lazio)
- **Alberto Oliverio** (neuroscientist)
- **Anna Oliverio Ferraris** (psychotherapist and developmental psychologist)
- **Lorenzo Anselmi** (product engineering director at Artsana)
- **Carlo Frinolli** (designer & founder of Nois3)
- **Giorgia Lanzilli** (writer)

## Art. 6 Selection process and awarding criteria

1. The Evaluation Panel will evaluate each Project Proposal and will form its own final decision based on the following criteria (each assessed with a score ranging from a minimum of 1 to a maximum of 10):

- Ability to respond to tangible needs that have not yet been met;
- Degree of incremental improvement expected in the quality of life of parents and their children;
- Innovativeness and originality of the approach;
- Maturity and feasibility of the idea with respect to the probability of translating it into a concrete reality that is actually available to parents;
- Scalability, i.e. the possibility for use by parents of any age, country and socioeconomic status with relation to the categories of parents for whom the idea was originally conceived;
- Social, environmental and economic sustainability of the solution presented.

2. The judges (whose decision is final) will choose the winning proposal, which will be awarded the first prize of €7,000.00. At the Evaluation Panel's discretion, two other prizes of €2,000.00 and €1,000.00 respectively may be awarded for second and third place if merited. The judges will notify the participants via the email address used to submit the Project Proposal.

3. In the event of a tie between several Project Proposals, the President's vote will be decisive.

4. The members of the Evaluation Panel, including the President, will receive no remuneration.

5. The Promoters reserve the right not to award the Prize in the event that, at the sole discretion of the Evaluation Panel, none of the Project Proposals received fulfils the objectives and purposes of the Contest.

#### **Art. 7. Intellectual property and use of images in projects**

1. The Participants are and will remain the owners of all intellectual and/or industrial property rights.

2. In particular, by participating in the Contest, each Participant expressly declares that their Project Proposal:

- is original and does not infringe in any way, in whole or in part, upon the intellectual or industrial property rights of third parties, hereby undertaking to release the Promoters from any and all liability, claims for damages and/or compensation that may be made by third parties in this regard.
- does not infringe upon other rights of third parties, including, inter alia, patents, industrial secrets, rights deriving from contracts or licenses, advertising rights or rights relating to privacy, moral rights or any other right worthy of protection.

3. The Promoters and any other entity involved in the organisation of the Contest, including the organisers of Maker Faire Rome, will have the right to be able to use any submitted Project Proposal on all their platforms for their own communication purposes: institutional Internet site, corporate intranet, social media channels, events, deeds, documents or advertising materials, without this implying any notice or recognition of any right for the authors, save for their being cited as the authors where possible.

4. Filo S.r.l. reserves the right to put forward a proposal to individual Participants (whom it deems deserving at its sole discretion) to realise their project subject to a specific contract with the Participant, in accordance with the model indicated by ADI, which aims to guarantee the Participant's moral and economic rights.

#### **Art. 8. Notices**

1. These Rules are drawn up in Italian and in English.

2. This Contest is not subject to the regulations of Presidential Decree 430/2001 relating to the regulations for competitions and prize contests, pursuant to the provisions of Art. 6 of said decree.

3. The legal requirements for applying the legislation for a public tender procedure or for access to administrative deeds and documents are not met. Therefore, there will be no further information or presentation of documents which remain internal for all purposes.

By way of example, the members of the Panel and/or the Promoter will not be required to communicate to anyone the scores obtained by the various projects during voting, nor a ranking of non-winners.

**4.** In the event that the Contest is cancelled for any reason, the Promoters will provide prompt notice of this. Each Participant hereby waives any right to compensation for damages – including out-of-pocket costs incurred for activities carried out in preparing the Project Proposal and any travel and accommodation expenses, etc. – connected with the cancellation of the Contest, regardless of the causes or reasons that lead to said cancellation.

**5.** Participation in the Contest implies the unconditional acceptance of all the rules and provisions contained in this document.

**6.** Each Participant will indemnify and hold harmless the Promoters from any damage, harm, loss, cost, expense (including legal expense) or sanction that the Participant may incur as a result of participation itself.

## **Art. 9 Processing of personal data**

In compliance with Reg. EU 2016/679 (EU General Data Protection Regulation), we are providing you with the necessary information regarding the processing of the personal data you have provided. This information is provided in compliance with Art. 13 of Reg. EU 2016/679. The processing will be based on the principles of fairness, lawfulness, transparency, and the protection of privacy and your rights.

### **“Design4Parents” Privacy Policy**

Information provided pursuant to Art. 13 of Legislative Decree no. 196 of 30 June 2003, “Code regarding the protection of personal data”, and Art. 13 of the General Data Protection Regulation (EU) 2016/679.

In compliance with the provisions of Legislative Decree 196/2003 and the EU Regulation, this policy provides information on the purposes and methods of the processing of the personal data of the applicant for participation in the “Design4Parents” contest, provided by completing the online participation form available at the web address [www.design4parents.com](http://www.design4parents.com).

The Data Controller is Filo S.r.l., based in Rome, Via Marsala 29 H/I – 00185.

An up-to-date list of Data Processors is held at the Data Controller’s registered office.

The Data Protection Officer can be contacted at [info@filotrack.com](mailto:info@filotrack.com).

Personal Data collected: surname; email address; first name; telephone number.

[View the complete Privacy Policy here.](#)

1. These Rules are subject to Italian law.
2. For any and all disputes concerning the interpretation, validity or execution of the Rules, the Court of Rome will have exclusive jurisdiction.

**FAQ**

**If the proposal is an object, are technical drawings necessary?** No. However, it is necessary to illustrate a product concept using the method you deem most appropriate.

**If the proposal is an object, do I need to create a prototype?** No.

**If the solution is a service, is the application's UX flow required?** No, as long as there is a clear explanation of how the service works. However, it is necessary to create the screens that explain how users can take advantage of the service's main features.

**Is it possible to submit more than one proposal?** Yes, it is possible to submit up to two proposals per individual/work group/organisation.



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## Participation form

PLEASE FILL IN LEGIBLY TO ENSURE YOUR PARTICIPATION IN THE CONTEST.

**Project Name** (followed by three digits of your choice)

.....

## Participant, Group Leader or Organisation

First name .....

Surname .....

Company, organisation, association, foundation (optional) .....

Date of birth ..... Place of birth .....

Street address ..... no. ....

Postcode ..... City ..... Province .....

**Mobile phone** .....

**Email** .....

## Other group members (if taking part as a work group)

Name .....

Surname .....

Date of birth ..... Place of birth .....

Name .....

Surname .....

Date of birth ..... Place of birth .....

Name .....

Surname .....

Date of birth ..... Place of birth .....

Name .....

Surname .....

Date of birth ..... Place of birth .....

> I consent/we consent to the processing of my/our personal data (Law 675/96) if my/our work is one of the projects selected.

> I, the undersigned, declare that I have read the rules available to download from the website design4parents.com, and that I accept the rules in their entirety.

> I, the undersigned, declare for the purposes of participation that there are no situations of conflict as referred to in Art. 3 of the Rules for participation in the "Design4Parents" Contest

**Date**

**IN WITNESS WHEREOF with  
Signature of the participant  
or group leader**

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