

DIGITAL LAB AFRICA

<START-UP THE FUTURE>



< CALL FOR PROJECTS >

www.digilabafrica.com



#DigiLabAfrica
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INSTITUT
FRANÇAIS
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TRACE

The DLA is presented by the French Embassy and the French Institute in South Africa with the support of DISCOP AFRICA, TRACE and the following partners:



< PRESENTATION >

CALL FOR PROJECTS DIGITAL LAB AFRICA

The Call for projects Digital Lab Africa is open to **anyone**, professional or not, from the sector of **multimedia content creation**: artists, producers, developers,, start-ups, SMEs, collectives, students or entrepreneurs, based in **sub-Saharan Africa** or a national of a country in this region (for list of countries see page 7). It targets **developing projects, in need of partners and financial support**, innovative projects from the perspective of form, narration, content and technologies utilised.

The objective of Digital Lab Africa is to offer a springboard to the creators of tomorrow's multimedia productions. The platform **will allow creative multimedia projects to come to light with the support of French reference partners** like ARTE, Okio-Studio, CCCP or Believe Digital. **African talent in action combined with French touch at its best**, that's the objective of Digital Lab Africa!

The call for projects by Digital Lab Africa focusses on four categories of multimedia productions:

- \ **Web creation/transmedia**
- \ **Virtual Reality**
- \ **Video Game (Serious Game)**
- \ **Digital Music**

See description of the categories in "Submitting a project" page 4.

The candidates should submit their project at the latest by **31 August 2016**. *See list of required documents page 4.*

The projects will then be evaluated by the DLA selection committee based on criteria of artistic/technical quality, technological/creative innovation and feasibility/economic potential. The selected projects (maximum 3 projects per category) will be announced on **30 September 2016**.

From **2 to 4 November 2016** at the DISCOP Africa event in Johannesburg, the benchmark of audio-visual content in Africa, the presenters of selected projects will participate in a pitch competition. The pitches (short presentation of each project including Q&A) will take place in front of a jury consisting of French and local partners of DLA and before industry professionals at DISCOP searching for new innovative content. The accreditations at DISCOP Africa Johannesburg will be covered by the organisers (maximum 2 per project). Transport and accommodation are the responsibility of the participants.

In terms of the pitch sessions, the Digital Lab Africa will announce the winning project for each of the 4 categories. The winners will take away:

- \ a **cash prize** to the value of 3,000 euro
- \ an **incubation ticket for Digital Lab Africa** to accompany the development phase of their project between January and October 2017

The DLA incubation ticket comprises:

- sponsorship** and **support** in the development of projects by the French reference partners for each of the categories (studios, producers, broadcasters, distributors)
- a **period of residence** in France within the partner organisation and/or a digital cluster
- participation at multimedia reference events** in France

See list of organisations, clusters and partner events for DLA incubation page 3.

ABOUT DIGITAL LAB AFRICA

The objective of Digital Lab Africa is to provide a springboard for African innovation and creativity in multimedia. It is initiated by the French Embassy and the French Institute of South Africa in partnership with DISCOP Africa, TRACE and French company leaders in the field.

It will focus on 4 expanding and innovative sectors of multimedia content: **web creation/Transmedia/**, **virtual reality**, **video game** (serious game) and **digital music**.

Digital Lab Africa will be one of the novelties and highlights of DISCOP Africa Johannesburg 2016. As well as the Digital Lab Africa pitch competition, the workshops and presentations on multimedia will give rhythm to the 3 day Lab programme in a dedicated space within DISCOPRO.

The Digital Lab Africa space will present the best African and French production in the multimedia world, with multi-screens and a virtual reality corner.

The winning projects of the pitch competition (1 per category) will be announced at the close of the 3 day programme. The winners will receive a cash prize of 3000 euro and, more importantly, they will benefit from an incubation phase to develop their project in 2017.

The objective of Digital Lab Africa is to reach the end of the incubation period with finalised multimedia content for each of the 4 categories, combining the best of African creativity and French know-how.

ORGANISERS AND PARTNERS

Digital Lab Africa is an initiative of the French Embassy and The French Institute of South Africa, as part of their on-going industry support and action plan in the media and creative industries. The operation is launched in partnership with **DISCOP Africa and TRACE**, together with a group of French and local partners.

On the French side, 3 types of partners will be involved in the incubation of the winning projects:

- \\ **Studios, production houses, distributors, multimedia broadcasters** for mentoring and support of the project development both long distance and in France:
[Lagardère Studios](#) (Web creation category), [Arte](#) (Transmedia category), [Okio Studio](#) (Virtual Reality category), [CCCP studio](#) (Serious Game category), [1D Touch](#), [Believe Digital Studios](#) (Digital Music category).
- \\ **Digital clusters/hubs, residences and labs** for project incubation:
[Gaité Lyrique/Creatis](#), [Pictanovo](#), [Cap Digital...](#)
- \\ **Multimedia reference events**, to present the projects from a networking perspective, reinforcement of skills, search of partners and additional funding:
[Paris Games Week /Game connection](#), [Virtuality](#), [Forum Blanc...](#)

SUBMIT A PROJECT

The Digital Lab Africa platform focusses on 4 categories of multimedia production and creation:

WEB CREATION/TRANSMEDIA

The Web creation and Transmedia categories are dedicated to new ways of creating audio-visual material intended to be viewed mainly online on smartphone, tablet and computer.

Web creation: this category targets all audio-visual material produced **to be viewed online (first digital content) in a non-linear way**. Projects that aim to attract an audience engage with it and retain it, and that can be formatted into episodes or thematic channels will be considered first.

One-time broadcasts/TV specials are excluded from the web creation category. The category is open to any type of content. *Examples:* fiction, documentary, animation, reality shows, news, sport, entertainment, talk shows, debates, TV formats and magazine programmes (food, environment, lifestyle, culture, comedy, educational).

Transmedia: All content produced for the web which combines several media and offers **an innovative way of telling stories** (new formats of writing/narrative). Projects with an international focus which offer **an original experience to the public**, irrespective of the genre – fiction, documentary, animation magazine, entertainment, news... – will be considered first.

Examples: an interactive web documentary, or a web series including a participative element (involvement of the public via an app, a chat, social media, video game...).

VIRTUAL REALITY

The virtual reality category is open to anyone producing content which offers an **immersive experience to the public**, on any type of support (computer, tablet, smartphone, and virtual reality headset), using **virtual reality technologies, 360° video, and 3D interactions**. Examples: journalism report, fiction or documentary movie, musical clip, museum visit, video game...

VIDEO GAME (Serious Game)

The video game category is open to all prototypes/concepts of **Serious Game, learning games, edutainment games, simulation games, games which inform, engage and advertise** for mobile application or full screen (computer, smartphone, TV, tablet...)

Examples: a News game on a current topic, a game which promotes a cause (health, education, environment...), an advertising game to promote a film or event, an educational game to learn a language...

DIGITAL MUSIC

The digital music category is open to all projects **which offer an innovative and enriching user experience using multimedia tools, solutions and content**, based on one or several African artists, musical genres or African territories (e.g. Senegal rap or Congolese rumba). The project should be aimed at video or digital music platforms on the Internet or mobile telephone. Example: creating an app offering a multimedia world and an interactive community around an artist.

All submitted projects should be set down in French or English. They should target an international audience. It is about developing projects, researching partners and financial support. The projects should be innovative in form, narration, content or technologies employed. The following documents should be sent **in French or in English**:

- \ **completed application form** (page 5) comprising a presentation of the project (maximum 300 words)
- \ **presentation dossier of the project (5-8 pages maximum)**: visual/graphic components, solutions/technological tools, scenario, target audience, budget requirements, financial plan, production schedule.
- \ **beta version/pre-release, a video, a pilot or a demo of the project** (if available)
- \ **biography** of the principle of the project/ description of the company or collective (300 words maximum)
- \ **photo .jpeg** of the candidate who is submitting the project

These documents should be emailed to the following address: digilabafrica@gmail.com
Closing date for receipt of projects is **31 August 2016**

TIME-FRAME

Call for projects (June-August 2016)

1 June - 30 August: call for projects

September: selection of projects by the Digital Lab Africa selection committee

30 September: announcement of the selected projects for the pitch competition at DISCOP AFRICA Johannesburg

Pitch competition at DISCOP AFRICA Johannesburg (2-4 November 2016)

Three day programme at Digital Lab Africa space

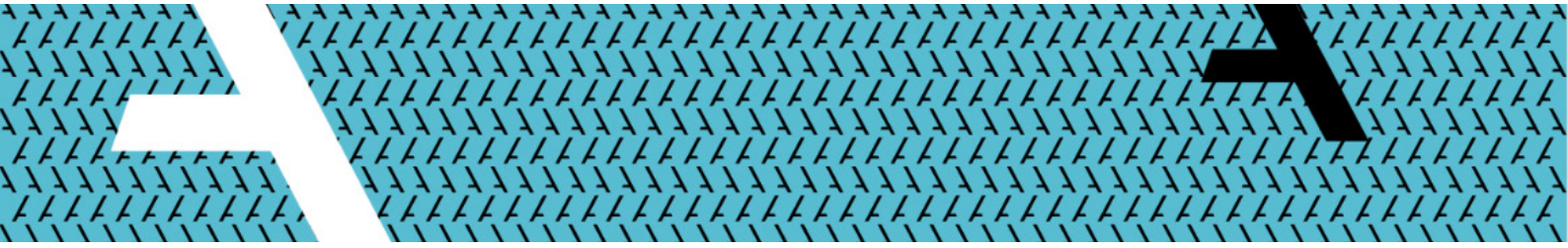
2 Nov: Pitch competition for each category

3 Nov: Workshops and thematic presentations linked to the various categories

4 Nov: Announcement of the winning projects (1 per category) and prize-giving ceremony

Incubation of the projects (2017)

The incubation phase will roll out during **a period of 3 to 6 months between January and October 2017**. It will be adapted to the specific needs of the projects and will include a period of residence in France of variable duration depending on the projects, up to a limit of one month. The completed projects will then be presented at DISCOP AFRICA Johannesburg 2017.



Applicants must complete the form (one project per form) and email it to digilabafrika@gmail.com before 31 August 2016. Applicants may submit several projects, but only one per category.

Please attach requested documents to email:

- Presentation folder of the project including graphical / visual elements, solutions / technologies, screenplay, target audience, projected budget, business plan, production schedule (5 to 8 pages maximum).
- A beta version / preview / pilot or demo of the project if available.
- A biography of the applicant/ description of the company represented (max 300 words).
- A picture (.jpeg) of the applicant.

Category of the project

Web creation/transmedia Virtual Reality Video Game/Serious Game Digital Music

Applicant details

First Name: _____ Last Name: _____ Age: _____
Sex: Female Male Nationality: _____

 Producer Artist Creator Developer Other
Company: _____ Position: _____
Country of residence: _____ Telephone Number: _____
Physical or Postal address: _____
Email Address: _____ Website: _____

Project details

Project title: _____
Project original language: English French
Please describe your project (max 300 words): _____

Target Audience: Family Men Women Kids For adults only 18/34 34/55 Seniors
Project stage of development: Written In development Prototype/ bêta version / pilot
Estimated production budget (EUR): _____ Development / production costs / confirmed funding (EUR): _____
Project country of development and production: _____

Comments

I have read and I accept the terms and conditions of Digital Lab Africa call for projects.
Place: _____ Date: _____

GENERAL CONDITIONS

This document defines the terms and condition of the call for projects and of the Digital Lab Africa operation, as defined by the organisers. Candidates and participants are obliged to comply with them.

ORGANISERS - DIGITAL LAB AFRICA is organised by the FRENCH INSTITUTE OF SOUTH AFRICA (62Juta Street, Braamfontein, Johannesburg, South Africa).

TERMS - The Digital Lab Africa call for projects opens from 1 June 2016 and closes on 31 August 2016 at 23h59 (time limit for registering a project). All applications must be sent before the said closing date. The registered projects should conform to the criteria set out in the section "Submitting a project" in this document.

PARTICIPATION - Participants at the Digital Lab Africa platform must be residents or nationals of one of the sub-Saharan African countries: South Africa, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroun, Cape Verde, Central African Republic, Chad, Comores, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Equatorial Guinea, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mauritania, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Rwanda, Sao Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, South Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

The projects can be submitted by a candidate who does not live in sub-Saharan Africa on condition that this candidate is a national of one of the countries of this region. In this case, the project development and production should be mostly implemented in a sub-Saharan African country. Minimum age for participants is 18 years.

ROLL OUT - The candidates have up until 31 August inclusive to submit their projects. The applications received will be examined by the Digital Lab Africa selection committee. Three projects per category (maximum) will be chosen for the pitch competition at DISCOP Africa from 2 to 4 November 2016.

The list of selected projects will be made public on 30 September 2016 on www.digilabafrica.com

The Digital Lab Africa jury will select a winning project per category at the close of the pitch competition based on the pitch quality of each project and the criteria qualities – artistic/technical, technological/creative innovation and feasibility/economic potential of the projects. The jury's decisions are final and binding. The organisers reserve the right to not award all prizes in the case of insufficient numbers of applications meeting the minimum criteria of the jury, as set out by the organisers and members of the jury at their sole discretion.

PRIZES - A cash prize to the value of 3,000 euro will be paid to the winner of each category. It is aimed at reimbursing travel and accommodation expenses linked to participation at DISCOP AFRICA Johannesburg and at developing the selected project. It should be used exclusively towards these ends, unless explicitly agreed by the organisers. The prize will be paid in two instalments (50% at the close of the selection at DISCOP AFRICA Johannesburg and 50% during the development of the project).

The project will also benefit from a Digital Lab Africa incubation ticket to develop the project between January and October 2017. The Digital Lab Africa ticket consists of: sponsorship and support in the development of projects by French reference partners for each of the categories; a period of residence in France and the participation in benchmark multimedia events in France for the candidate who registered the project or a person involved in the project, nominated by him (see details page 3 of this document, paragraph "organisers and partners"). Transport and accommodation costs linked to the stay in France will be taken care of by the organisers (valid for only one person per project).

RIGHTS AND PERMISSION - If the proposed content contains material or elements which are not the property of the participant and/or are subject to third party rights and/or if some individuals appear in the content, it is the responsibility of the participant to obtain, before the submission of projects, all permissions and consents necessary to the exposition and use of the content. If a person appearing in the content is under the age of 18, parental/guardian consent is required.

By participating, all the selected candidates authorise the organisers and their partners to reproduce, distribute, display and publish online the names of the candidates, their photos, the description and visual elements of their project so that the public has access to the list of selected projects. Moreover, they allow Digital Lab Africa to reproduce, distribute, display and use the content of their applications in any media, existing or future, including but not limited to – a publication in the Digital Lab Africa brochure and the communication tools of the operation. The organisers are not required to pay compensation or seek approval for these uses.

LIMITATION OF LIABILITY – By participating, the candidates agree to not hold Digital Lab Africa liable for any claims, loss or potential damage resulting from participation in the pitch competition in Johannesburg. The organisers cannot be held responsible for any technical malfunctions (Internet connection/computer system) resulting in the failure or late submission of applications.

CONDITIONS – The applications will be considered void if the organiser establishes that it is not an original work or if the application is illegible, incomplete, damaged, irregular, altered, counterfeit or acquired fraudulently. Participants also acknowledge:

- a. having read and accepted these terms and conditions
- b. that the jury's decision is final and binding
- c. that for the winning projects, the organiser may use the name, picture and/or voice of each winner in any publicity or advertising relating to Digital Lab Africa or future promotions without further remuneration or agreement.

All the taxes and charges are the sole responsibility of the winners. In the event that a designated winner of one of the categories refuses the prize or is not able to benefit from it, the prize will be cancelled and the organisers could, at their sole discretion, choose to award the prize to another participant.

Winning candidates agree to use the 3,000 euro prize solely for expenses linked to developing the submitted project and participating in DISCOP AFRICA Johannesburg. They also agree to participate in the different phases of the projects incubation in 2017 (distance mentoring, residence time in France, participation to benchmark events and presentation of finalised productions at DISCOP 2017), according to a timetable set up by the parties for each project.

RIGHT OF SUSPENSION OR CANCELLATION – If for any reason the pitch competition and the Digital Lab Africa operation could not be conducted as planned, the organisers reserve the right to alter, suspend or terminate the operation without entitlement to restitution or compensation with regard to candidates or participants. If the organisers decide to cancel the pitch competition at DISCOP Africa Johannesburg, the organisers will not retain any right related to the content.

IMPORTANT NOTICE

The proposed material in its entirety must be the original work of the project bearer.

All proposed material must be in English or in French.

To apply, participants must complete the application form on the DLA website or send by email (digilabafrica@gmail.com) the completed application form together with the following: a project submission (5-8 pages maximum) including graphics, visuals, solutions, technological tools, scenario, target audience, provisional budget, financial plan, production schedule; a beta version/pre-release, a video, a pilot or demo if available; a biography of the project bearer/description of the company or collective (300 words maximum); a .jpeg photo of the candidate submitting the project.

One candidate can register several projects but only one project per category is allowed.

The participants must accept, without reservation, the jury's decisions.

If a participant is selected for the pitch competition at DISCOP Africa Johannesburg he will be contacted by the organisers of Digital Lab Africa. He will have free accreditation at DISCOP (as well as another person of his choice involved in the project) but the transport and accommodation costs linked to his participation at DISCOP will be for his own cost.