

DIGITAL LAB AFRICA

< START-UP THE FUTURE >



< CALL FOR PROJECTS >

www.digilabafrika.com



#DigiLabAfrica
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< PRESENTATION >

CALL FOR PROJECTS DIGITAL LAB AFRICA

The Digital Lab Africa Call for projects is open to **anyone**, professional or not, from the sector of **digital 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. 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 and Sub-Saharan African partners** like Lagardère Studios, ARTE or Triggerfish Animation.

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

- \ **Web creation/transmedia**
- \ **Virtual Reality**
- \ **Video Game**
- \ **Digital Music**
- \ **Animation**

The applicants should submit their project at the latest by **25 February 2018**. 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 will be announced on **25 March 2018**.

The presenters of selected projects will then participate in the finale DLA Pitch Competition. The pitches (short presentation of each project including Q&A) will take place in front of a jury consisting of French and Sub-Saharan African partners and industry professionals.

At the end of the pitch sessions, the Digital Lab Africa will announce the winning projects for each of the 5 categories. The winners will take away:

- \ a **cash prize** to the value of 3,000 euro
- \ an **Incubation Pass for Digital Lab Africa** to accompany the development phase of their project between May and December 2018.

The DLA incubation Pass comprises:

- mentorship** in the development of projects by the French and Sub-Saharan African 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**

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, Lagardère studios and leading companies.

It will focus on 5 expanding and innovative sectors of multimedia content: **web creation/Transmedia, virtual reality, video game, digital music and animation.**

The objective of Digital Lab Africa is to reach the end of the incubation period with finalised multimedia content for each of the 5 categories.

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, TRACE, Lagardère Studios** together with a group of French and Sub-Saharan African partners.

- \ **Studios, production houses, distributors, multimedia broadcasters** for mentoring and support of the project development both long distance and in résidence:
[Arte](#), [Lagardère studios](#), [Camera Lucida](#), [Digixart](#), [Forum des images](#), [Believe Digital](#), [Sacem](#), [Deezer](#), [Triggerfish animation studio](#)...
- \ **Digital clusters/hubs, residences and labs** for project incubation:
[Pictanovo](#), [Cap Digital](#), [Nurserie](#), [Pôle Media Grand Paris](#), [Gaité Lyrique](#)...
- \ **Multimedia reference events**, to present the projects from a networking perspective, reinforcement of skills, search of partners and additional funding:
[Virtuality](#), [Annecy International Animation Film Festival/MIFA](#), [Futur en Seine](#), [Forum Blanc](#)...

SUBMIT A PROJECT

The Digital Lab Africa platform focusses on 5 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, 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, 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, augmented reality, mixed reality, 360° video, and 3D interactions**. Examples: journalism report, fiction or documentary movie, musical clip, museum visit, video game...

VIDEO GAME

The video game category is open to all prototypes/concepts of **video game** for mobile application or full screen (computer, smartphone, TV, tablet...)

Examples: action, strategy game, a game which goal is to inform, train or educate.

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. 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.

ANIMATION

The Animation category is open to all projects/content which mainly use animation technics (2D, 3D, paper, film, sand, modeling clay, painting, figurine etc.)

The project may be intended for cinema, television or any type of connected screen (tablet, smartphone, computer ...)

Examples: an animated short film, an animated web-series, an animated comic, an animated application, etc.

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**

- \\ **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 applicant who is submitting the project

These documents should be emailed to the following address: digilabafrica@gmail.com
Closing date for receipt of projects is **25 February 2018**

TIME-FRAME

Call for projects (25 October 2017- 25 February 2018)

25 October 2017 - 25 February 2018: call for projects

March 2018: selection of projects by the Digital Lab Africa selection committee

25 March 2018: announcement of the selected projects for the pitch competition

Pitch competition (date & venue TBC)

Incubation of the projects (May-December 2018)

The incubation phase will roll out during **a period of 3 to 6 months between May and December 2018**. 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.

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 25 October 2017 and closes on 25 February 2018 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 25 February 2018 inclusive to submit their projects. The applications received will be examined by the Digital Lab Africa selection committee.

The list of selected projects will be made public on 25 March 2018 on www.digilabafrica.com

The Digital Lab Africa jury will select winning projects 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 winners of each category. It is aimed at developing the selected project. It should be used exclusively towards this end, unless explicitly agreed by the organisers. The prize will be paid in two instalments (50% at the close of the selection and 50% during the development of the project).

The project will also benefit from a Digital Lab Africa Incubation Pass to develop the project between May and December 2017. The Digital Lab Africa Pass consists of: sponsorship and support in the development of projects by French and Sub-Saharan African partners for each of the categories; a period of residence in France and the participation in benchmark multimedia events for the candidate who registered the project or a person involved in the project, nominated by him/her. 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. 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. 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 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, 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 online application form on the DLA website. The completed application form comes 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 (one form per project)

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

If a participant is selected for the pitch competition he will be contacted by the organisers of Digital Lab Africa.

