

Road to Green 2020

presents

THE CONTEST 2017

#roadtogreen

In cooperation with **Accademia del lusso**

PRESENTATION

#roadtogreen is the contest promoted by “The City Of Tomorrow” international forum whom is presented by Road to Green 2020 association. Road to Green 2020 is involved in sustainable projects, its aim is to excite public opinion about new ideas and projects with a view forward to Dubai 2020 Expo in cooperation with **Accademia del Lusso**.

Accademia del Lusso (Luxury Academy in English) is the leader reality in Italy for professional formation of multiple figures in the fashion business.

PROMOTORS

Following the exposition’s topic about “Linking the minds, creating the future” the objective of **Road to Green 2020** organization is to initiate and promote new business ideas with common challenges using new computer technologies in order to yield a more green and eco-friendly life.

Accademia del Lusso is the Italian institute specialized in formation of professionals profiles for the main aspects of fashion and modeling business such as style, management, communication, retail. Accademia del lusso was born within the idea to link job prospects and personal aspirations of who would like to pursue a fashion and beauty inspired career.

It is a solid and complete training school, dynamic environment, thought to be the symbol of those graduates who would like to work in the places they were dreaming so far. It is an anchor, a point of reference both for who already started a career in fashion business and for who would like to initiate himself to a future into modeling and fashion. Accademia del lusso’s available courses are vary. Professional courses focus will be on; artistic sensitivity, aesthetic taste, attention to detail, creative genius.

CONTEST OBJECTS AND CHARACTERISTICS

The purpose of the contest is to promote professional artists, promising and self-taught performers through “GREEN” operas and actions that could be paintings, fashion-drawings, videos, installations, sculptures, realized dresses, Eco sustainable projects, photographs, event projects, etc. they have to be innovative, creative, and of course inspired by nature itself.

All applications about environment, planet safeguarding, and Eco sustainable development will be considered valid and acceptable. The content creator shall favor the usage of low-carbon footprint assets, Eco sustainable materials. Complete works can be sent via form to Road to Green 2020 choosing up to five different themes.

1. **FOOD** *Eating farm-to-table foods is becoming an increasingly widespread habit.*
2. **CULTURE & NATURE** *Retracing our past for an even greater future.*
3. **HEALTH** *Medical prevention, healthy alimentation and physical activity always more in line within the green philosophy.*
4. **FASHION & BEAUTY** *Vegan products, cruelty free crafts, handcrafts, eco-friendly assets.*
5. **CITY MOBILITY AND TECHNOLOGY** *Low carbon footprint vehicles, computer technologies, electric transports, technologies capable of realizing smart transports.*

The project in its entirety has to be in line with campaign’s contents RTG would like to pull off. Road to Green would like to influence and invite big personalities coming from tv and cinema but involving common people as well.

HOW TO PARTICIPATE:

1. **The contest is open to designers, stylist, influencers, video-makers, professional artists, promising profiles, and to students (coming from Italy and abroad) accessible age is 18-45. Single and Group applications are both accepted.** In case you would like to take part as a group you would have to name a main referent for eventual communications.
2. **Check out and register to www.roadtogreen2020.com.** For group registration we recommend that every component do that alone like a single element indicating the name of the project he is referring to.
3. For every single or group participant **it is accepted only one project application**, it has to contain an unspecified number of projects related to Road to Green 2020. The products presented in the application

can be up to participants discretion.

4. **Fill every part of the attached form below (form 1) and firm it with a small bio** about yourself in case you're part of a group you can also type every name of the participants referring to your common project and arguing with the origin of your idea.
5. **You can also decide to present your projects with photos, descriptions and videos (maximum length of 40/45 seconds).**
6. Every material including aforementioned **form 1** and additional **materials** (see points 4, 5) must be send via e-mail to info@roadtogreen2020.com otherwise you can also send your application via Facebook page "Road to Green 2020" before expiration date **00:00 CET time 30th of April.**
7. Road to Green will publish your work on the Facebook page with its name, crediting the author/s
Hasthags: #roadtogreen, #thecityoftomorrow.

FINAL JURY AND WINNER SELECTION

The jury who will select the winner will be made up of RTG representatives, thus experts coming from **Accademia del Lusso** and many other experts ranging from selected sectors. Jury will evaluate the feasibility and the technical and artistic consistency of the received proposals. Therefore they will select the most original projects with the best quality that better represent the "City of Tomorrow" concept.

The jury decision is final.

The jury will evaluate the works following these criteria:

- Innovation, creativity, aesthetics, sustainability.
- Credibility and technical feasibility.
- The project clarity and coherence within the contest theme.

Winner/s will be announced during the event "**The City of Tomorrow**" on **11th May** and will be contacted back directly by **Road to Green 2020** and **Accademia del Lusso**. Be sure to fill form 1 below since that will be used for eventual communications.

Jury will award only one winner.

PRIZE

Awarded project will win a formative voucher worth 2960€ for a free professional course to be chosen from training offer by Accademia del Lusso in Rome. Whenever a group would win, members would have to choose who would be the first beneficiary.

Projects will be presented to the audience on 21th May in “The City Of Tomorrow” exposition whom will evaluate participants work.

Road to Green 2020 plus the Academy of luxury could consider to make changes to the project presented due to functional, aesthetic, economic purposes. This contest is not considered prized competition according to the Presidential Decree October 2th6, 2001, n. 430, Article 6, paragraph 1, letter a.

RIGHTS

By participating to the contest and sending your materials you're authorizing Road to Green 2020 and Accademia del Lusso in publishing and spreading your work up to organizers discretion using social medias or through local press without any possibility of eventual revenue or geographic limitation.

By taking part in the contest participants declare to renounce all claim of economic/dominion/property nature about the application providing Road to Green 2020 and its affiliates any rights on the works **freely**.

All participants declare the originality of their application and exonerate Road to Green 2020 from any legal action from third parties regarding presented elaborates.

PERSONAL DATA TREATMENT

In relation to Dec .Lgs. 196/03 participants authorize Road to Green 2020 and Accademia del Lusso in personal data treatment related to the contest functionalities. Owner of treatments Road to Green 2020 no profit organization Via Cassia 834, 00189 Roma info@roadtogreen2020com www.roadtogreen2020.com Fiscal Code 97898690587 – Vat regnum 14011591006.

EXTENSIONS AND INTEGRATIONS

Road to Green 2020 reserves the right to edit/modify dates related to the event and contest. For any additional info please refer to:info@roadtogreen2020.com

FORM 1

PARTICIPATION MODULE (FOR SINGLE PERSON OR GROUP PARTICIPATION)

NAME: _____

SURNAME: _____

BIRTH DATE AND PLACE: _____

RESIDENCY: _____

E-MAIL ADDRESS: _____

PHONE: _____

TIPOLOGY: _____

Single Participant Group

In case you're participating as a group please name here your other group members:

1. _____

2. _____

3. _____

4. _____

5. _____

