

Competition Rules & Regulations

1. COMPETITION BRIEF

We are asking Jamaican residents to create an original design of a craft item that demonstrates originality, creativity, potential for production and income.

Alongside the Creative Industries Conference (November 2013), the Jamaica Intellectual Property Office in association with the Ministry of Tourism and Entertainment, is hosting a Design Competition aimed at participants in the craft industry. This competition will not only foster creativity but will focus on the linkage between intellectual property protection and the industries' business structure and practices.

The designs should portray craft and design products which appeal to local and overseas buyers. They should symbolize quality, time-honoured traditions of creation, use of indigenous materials (where possible/sustainable) and encompass connections to Jamaica's rich culture and history. This requirement supports the objective of identifying uniquely Jamaican items, which will highlight the creativity and pride of our nation and people.

1.1 Submission Deadline

Submission ends at 5:00pm on **Thursday October 31st 2013**. Late entries will not be accepted.

All submissions must be made to the Jamaica Intellectual Property Office (JIPO) located at 18 Trafalgar Road, Kingston 10 or to Tourism Product Development Co. Ltd. (TPDCo.) offices:

OCHO RIOS:

Office # 3
Ocean Village Shopping Centre
Ocho Rios
Tel: 974-7705
Fax: 974-2586

MANDEVILLE:

The Ashlar
Suite #5

71 Manchester Road,
Mandeville
Tel: 962-6316; 961-6182

MONTEGO BAY:

The Tourism Centre, Western Region
18 Queens Drive,
Montego Bay
Tel: 979-7987
Fax: 952-2868; 971-8812; 952-2868;

1.2 Selection Process

The organizers will appoint a three member judging panel per category which will include a majority of practicing craft designers and retail experts whose role is to ensure that submissions meet the rules outlined in the Criteria.

Entries not adhering to the rules may be excluded from the competition, at the discretion of the judges. The judges' decisions are final and there is no appeal.

The panels will select two winners per category. The **format** of the competition is as follows:

- “Authentic Jamaica”- All entries, regardless of category entered, should *symbolize quality, time-honoured traditions of creation, use of indigenous materials (where possible/sustainable) and encompass connections to Jamaica’s rich culture and history*. This requirement supports the objective of identifying uniquely Jamaican items which will highlight the creativity and pride of our nation and people.
- Four Categories:
 - *Souvenir*- Entries should be mementos reminiscent of Jamaica and with an estimated retail price of US\$25.00 and below.
 - Examples: key rings, wraps, beach towels, paintings;
 - *Textile*- Entries should be **predominantly** made of fabric such as cotton, denim, leather, lace et cetera
 - *Industrial* - Entries should be **predominantly** made of industrial-use materials such as cement, metal, plastic, porcelain, clay, recycled materials et cetera
 - *Natural* – Entries should be **predominantly** made of natural materials such as thatch, wood, straw, bone, coconut, shells, semi-precious stones et cetera.

- In order to amplify the importance of Intellectual Property protection and use, **all entries must first be registered with JIPO as Industrial Designs before qualifying for Competition entry.**

Participants will have pointed out on their application form which category they are entering and give details (e.g. retail price) as evidence of the suitability of entry in that category, however the judges will carefully study the information provided against the craft item entered to ascertain the accuracy of the information submitted.

1.3 Prizes

An award ceremony will take place at the opening ceremony of the Creative Industries Regional Conference which will be held in Kingston in November 2013.

There will be two winners per category:

1. Each first place winner will receive:

- Cash prize**
- A loan (once qualified) at a maximum amount of J\$2,000,000.00 at a reduced interest rate of 9.5% to be repayable over a period of 18 months from the National Export-Import Bank of Jamaica (EXIM Bank) .**
- Intellectual Property consultation and support sessions with the Jamaica Intellectual Property Office.**
- Free entry to the Regional Conference on Intellectual Property and Creative Industries (November 2013).**

2. Each 2nd place place winner will receive:

- Cash prize**
- A loan (once qualified) at a maximum amount of J\$2,000,000.00 at a reduced interest rate of 9.5% to be repayable over a period of 18 months from the National Export-Import Bank of Jamaica (EXIM Bank) .**
- Intellectual Property consultation and support sessions with the Jamaica Intellectual Property Office.**
- Free entry to the Regional Conference on Intellectual Property and Creative Industries (November 2013).**

The 1st place winner with the highest points overall will also receive the Minister's Trophy from the Ministry of Industry, Investment & Commerce.

2. COMPETITION RULES

2.1 Participation

The competition is open to all residents of the island of Jamaica only. There is no minimum age requirement for entry.

Employees of JIPO, The Ministry of Tourism and Entertainment, and the Edna Manley College for the Visual and Performing Arts and all members of their and the judges' immediate family, are not eligible to enter the competition.

2.2 Submission Rules

Each applicant will be required to complete two (2) forms as a requirement of submission: firstly, the JIPO design registration form and then the design competition application form.

Each applicant is first required to register the design with JIPO for a cost of J\$1500.00. This registration process requires three (3) photographs of the actual product at various angles.

Once the JIPO design application has been filed, the applicant is required to complete and submit the design competition application form and ensure the attachment of the JIPO design application receipt and six(6) photographs of the actual product at various angles (front, rear, left side, right side, top, bottom). A portion of the design competition application form requires a 250-word abstract describing:

1. The title of the work
2. The process and techniques used, including an indication of which processes were done in Jamaica
3. The function of the work
4. The inspiration behind the creation of the work

No responsibility is assumed on the part of JIPO for late entries. Incomplete entries or entries that do not comply with the above formal specifications will be automatically disqualified. Due to the high volume of last-minute entries, we advise you to submit your entry well in advance of the submission deadline

2.4 Copyright and Design

Submitted design **must** be a novel and original work not yet in production for commercial gain. The entrant is responsible for the specifications of the design which cannot include copyright protected material. The entrant must be the rights-holder for all images, text, and shapes used in the submitted work.

The design must not benefit any company, organization, political party or official interest group by the use, for instance, of logos, brands, or representatives or corporations, parties or organizations.

There can be no reference to your identification included in or on the entire design. Your design will be assigned an anonymous identification code to avoid any impressions of bias. However, all submissions must be clearly linked to its author. Creative credits will be requested if your design is chosen as a finalist. Creative credits for your artwork will be included in possible exhibits and print media.

Participants retain full ownership of their entry. Participants agree to grant JIPO, competition partners/stakeholders, and any related Government ministries that are associated with, and approved by JIPO a non-exclusive, royalty-free license to use, copy, exhibit, publicly display and distribute their submitted entry for any activity hosted by JIPO or its partners for no greater than two years. Every participant is granted and guaranteed the right to be credited every time their entry is published or displayed.

The design may **not** be used in any manner which implies JIPO or other sponsors'/stakeholders' endorsement of the products or activities of a commercial enterprise. JIPO does not assume any responsibility for the misuse of material in production, re-production and activities of the endorsed partners.

Any decision made by the organizers in any matter relating to the design competition is considered final and binding. JIPO cannot be held responsible for force majeure, should the design competition have to be modified or cancelled.

2.5 Judging Criteria

To win the competition in any one of the categories, applications/nominations will be scored using the following criteria:

- a) **Originality & Creativity (maximum 300 marks)**
- b) **Commercialization & Business Appeal (maximum 400 marks)**
- c) **Economic Benefits & Impact (maximum 300 marks)**

2.6 Notification of winners

The finalists, the category winners will be contacted via e-mail or telephone and asked to provide creative credits and further information.

2.7 Additional Information

The information stated herein is subject to change. Official finalized information and updates will be available on www.jipo.gov.jm by midnight Wednesday July 31st, 2013. Any changes thereafter will be reflected on the website.

Digital information and application forms will be available on the following websites:

www.jipo.gov.jm

www.mot.gov.jm

www.emc.edu.jm

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