

GEN ROSSO CONTEST 2021 - RULES

Art. 1 - PURPOSE OF THE EVENT

The 2021 GEN ROSSO CONTEST, which in this document will be called COMPETITION, has as its main mission that of offering a musical experience that aims at the growth of the participating artists and of presenting and promoting the new generation and new artistic projects of the world music scene, but temporarily limited to the European one due to the restrictions imposed by the pandemic situation, without preclusions relating to musical genres, and to offer artists support and guidance to build a professional path in the world of music.

Gen Rosso has always worked hard to enter the most marginalized places in society to meet the most fragile groups of humanity. With the 2021 GEN ROSSO CONTEST, Gen Rosso wants to highlight, and give opportunities for visibility, to artistic talents without any social condition constraint.

Art. 2 - PROPOSING PARTY

COOPERATIVA GEN ROSSO

Via Montelfi, 17

50063 Figline e Incisa - Valdarno (Firenze)

PIVA e CDF 03250620485

SDI: W7YVJK9

Hereafter in this document the proposing party will be called GEN ROSSO.

Art. 3 - REGISTRATION PROCEDURES

Registration for the COMPETITION is reserved for all individuals ages 18 to 40 years old at the time of registration. They must also have the nationality of one of the countries of the EUROPEAN CONTINENT.

The countries, as being part of the EUROPEAN CONTINENT, admitted to participate in the COMPETITION are: Albania, Andorra, Armenia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom, Vatican City.

Even those who, despite not having the nationality of one of the countries listed above, will be able to guarantee through self-certification that in the days of rehearsals and the Christmas concert, which will take place on **19/12/2021**, will be admitted to the competition if they will be physically present in one of the countries of the EUROPEAN COMMUNITY with a valid permit for circulation between countries, and, thus, able to travel to the GEN ROSSO headquarters.

The COMPETITION is open to all musical genres and to the following categories of artists: individuals - both authors and performers -, musical groups, as authors or performers as well.

For musical groups, each member must meet the participation criteria relating to age and nationality described in art. 3 of this regulation.

Participants must present a piece of music in the form of a song (music and words), instrumental pieces are not allowed. The piece must be composed by the artist or by third parties but specifically for the artist themselves. For further clarification of the above, songs that are covers are not accepted.

Registration can be done exclusively through the following link: <https://www.genrosso.com/contest.php>

At the time of registration, among other things, the following will be required:

- the link to a clip (audio and video) of a piece by the artist. The video cannot be longer than 4'. The link can be to a video published on a YouTube channel or to a downloadable file, in which case the acceptable format is mp4.
- the lyrics of the song in the original language and its translation in English.

Entries must be received by October 7th at 24:00 CET.
Registration for the COMPETITION is free of charge.

Art. 4 - JUDGING PANEL

The panel will be composed of people of known and proven competence in the world of music and/or entertainment, freely and at the discretion chosen and deemed suitable by GEN ROSSO. The panel, on the basis of its own unquestionable artistic and editorial evaluations, will choose the candidates and therefore their suitability to pass to the next phases according to the voting system described in point 4 of this regulation. The "Panel" as defined above will be made up of at least 5 judges chosen by GEN ROSSO.

Art. 5 - PHASES OF THE COMPETITION

The competition will have three phases: **SELECTIONS, SEMIFINALS, FINALE.**

SELECTIONS

Among all participants, correctly registered as indicated above, 18 candidates will be selected by and at the sole discretion of the PANEL, as defined and formed below, and will participate in the subsequent phase of the SEMIFINALS. There will be 3 SEMIFINALS on the following dates **19/09/2021, 03/10/2021, 17/10/2021**. For each of the SEMIFINALS, 6 artists will be selected from among those registered up to the moment of selection. The communication of the 6 candidates selected for each SEMIFINAL will take place at least 5 days in advance of the episode.

SEMIFINALS

The SEMIFINALS will be streamed on GEN ROSSO's YouTube channel. The artists will be required to participate remotely to carry out live interviews. To avoid disparaging opportunities for contestants due to possible connection issues, each artist will be required to perform during the SEMIFINAL through a pre-recorded video. At the discretion of the artist and based on instructions given by GEN ROSSO's creative team, the pre-recorded video can be the same as sent for the SELECTION phase, or it can be done specifically for that event, however the song presented must be the same.

At each SEMIFINAL, 3 artists will be selected among the 6 participants, who will access the FINAL phase. The selection will take place partly on the judgment of the jury and partly on the vote of the audience. The public vote will have a weight of 35% on the final vote, while that of the judging panel will have a weight of 65% on the final vote. The public will have the opportunity to vote from the start of the SEMIFINAL up to about 15' from the end of the episode so that the director has the necessary time to count the votes and decide the winners. To ensure equal opportunities for all artists, regardless of the order of performance, the pre-recorded videos of the performances will be uploaded to the GEN ROSSO's YouTube channel the day before each episode.

FINALE

The FINALE will take place on **21/11/2021**. 10 artists will be taking part in it:

- The 9 artists selected during the SEMIFINALS (3 for each episode)
- 1 artist selected through the Wild Card procedure among the 9 eliminated during the SEMIFINALS

The winner of the Contest will be declared among the 10 artists participating in the FINALE.

The Wild Card phase will take place from 18/10/2021 to 24/10/2021, both through audience vote and through the judgment of the panel. The audience vote will have a weight of 35% on the final vote, while that of the panel will have a weight of 65% on the final vote.

The winner of the Contest will be decreed both by audience vote and Panel votes. The audience will have the opportunity to express their preference from 10/25/2021 until about 15' from the end of the FINALE, in

order to have time to count the votes and declare the winners. The audience vote will have a weight of 35% on the final vote, while that of the panel will have a weight of 65% on the final vote.

Art. 6 - PRIZE

In order to pursue the objectives of the COMPETITION for the promotion and visibility of emerging artists, the videos deemed worthy, and at the sole discretion of GEN ROSSO, may be uploaded on the YouTube channel of GEN ROSSO in a special playlist and will remain there for the entire duration of the COMPETITION; GEN ROSSO's YouTube channel currently has more than 23,000 subscribers.

The winner will have the opportunity to participate, in person, as a guest at the 2021 Christmas concert, which GEN ROSSO will live stream for the whole world, singing the winning song of the COMPETITION which will be arranged with the collaboration of the musical and creative direction of GEN ROSSO. The winner may also be asked to participate as a guest in some pieces of the repertoire that GEN ROSSO will perform during the concert. The winner must ensure availability for at least 5 days before the concert at GEN ROSSO's headquarters for rehearsals. The concert will take place on **19/12/2021**.

The concert will take place in the GEN ROSSO headquarters.

GEN ROSSO will cover travel expenses up to a maximum of €1000 for an individual, or a maximum of €200 for each member of the musical group up to a maximum of 5 people. Furthermore, GEN ROSSO will provide room and board at the event venue for up to a maximum of 5 people.

In the event that the winner is a musical group of which some members are unable to travel to the venue, these may be replaced by the musicians of GEN ROSSO.

Art. 7 - USE OF MATERIALS, INDEMNITY – IMAGE RIGHTS – TELEVISION FOOTAGE

The subscribers grant the GEN ROSSO all rights of financial use of the materials sent for the purpose of carrying out the COMPETITION free of charge, without limitations of space and time, as described above in its phases, including the rights to publish and relate to the audience the audio-video materials sent by the subscribers themselves on their own website, on GEN ROSSO's website and on its dedicated "social media" channels, as well as on the websites.

The contestants, by registering, guarantee the PEACEFUL ENJOYMENT OF RIGHTS on the materials sent to GEN ROSSO for the purpose of carrying out the ARTISTIC COMPETITION, UNDERTAKING TO RELIEVE AND KEEP GEN ROSSO FREE from any liability of claim and/or request compensation for damage and/or indemnity for any reason advanced by third parties in this regard. By registering, candidates also guarantee that the works and audio-video materials sent must scrupulously comply with the primary and secondary legislation in force and/or contained in self-regulation codes and/or resolutions/measures of the sector, Italian and/or international, for any applicable title, also in consideration of the fact that the songs and audio/video materials sent may be shared with the audience. In particular, they must comply, by way of example and not exhaustive, with the legislation on: the protection of minors, direct and indirect advertising, and more generally relating to commercial communications, right to confidentiality of personal data, pluralism, intellectual property, copyright and related rights, as well as the provisions of GEN ROSSO's Code of Ethics.

All participants grant a free release for image rights relating to participation in the COMPETITION, with the scope of making any photographic, television and/or audio/video recordings, also made by third parties authorized by GEN ROSSO, on film, tape or any other medium and to use, including through authorized third parties, the above filming and/or recordings, both in its entirety and partially, on television, radio, internet, etc. in any form and manner and by any technical means, in Italy and abroad.

Art. 8 - GENERAL PROVISIONS – MODIFICATION OF THE RULES

During the period of validity of this regulation, GEN ROSSO, at its sole discretion, may make additions and changes for organizational and functional needs. GEN ROSSO may also, for unforeseen or unforeseen events, introduce changes and additions to protect and safeguard the artistic level of the COMPETITION, however without prejudice to the spirit of the premises and the organization of the event.

Art. 9 - CONSENT TO DATA PROCESSING

Pursuant to articles 13 and 14 of the GDPR 2016/679, containing provisions for the protection of the processing of personal data, participants give their consent to the processing of their personal data, directly or even through third parties, as well as for the full execution of this regulation, to possibly elaborate: a) research studies, statistics, and market surveys; b) send advertising material and commercial information relating to the festival.