



PRIX ITALIA

2024 COMPETITION REGULATIONS Annex A – Special Prizes



PRIX ITALIA – IFAD – COPEAM SPECIAL PRIZE

1. INTRODUCTION

The Prix Italia is an international competition that promotes and rewards the best quality, innovation and creativity in the production of Radio & Podcast, TV and Digital programmes. It is also a major Rai event which benefits from the High Patronage of the President of the Italian Republic.

Innovation is the theme of the 76th edition of the Competition (hereinafter "Prix Italia") and its title slogan is "Loud and Clear". Within the present edition, the Prix Italia-IFAD-COPEAM Special Prize (hereinafter "Special Prize"), established through an agreement between RAI, IFAD and COPEAM, is confirmed for the third consecutive year. RAI, concessionaire of the public Radio, Television and Multimedia/Digital service, is the organiser of the Prix Italia which, since 1948. IFAD is an international financial institution and a specialised agency of the United Nations, whose mission is to transform the rural economies and food systems in developing countries, by making them more inclusive, more productive, resilient, and sustainable, in the fight against hunger and poverty. Co.Pe.A.M. is a non-profit association, devoted to the promotion of intercultural dialogue and international cooperation in the Mediterranean region, through the involvement of public, private and institutional players of the audio-visual media sector.

Since ongoing wars, climate change and poverty afflict agricultural communities in developing countries daily, technological innovation can be the means for a more sustainable, resilient, equitable and inclusive development of rural communities.

AI-powered apps that update farmers on weather changes patterns, blockchain and Web3 technologies for digital wallets that enable rural communities to receive and make digital payments, are examples of innovation initiatives that have a positive impact on rural populations, bringing greater well-being to both the people and the planet.

2. PARTICIPATION

2.1 The Special Prize is open to all the Participants in the Prix Italia Community; it's free of charge and envisages the entry of radio, television and multimedia programmes of any format and genre. As regards the duration and the entry requirements, please refer to articles 7 and 8 of the Prix Italia 2024 Competition Regulations. Each Participant may submit only one programme to the Special Prize. The same programme can be entered into both the official Competition and the Special Prize, if it is consistent with the theme characterising the Prize, or alternatively, Participants may enter an additional programme to the Special

Prize, apart from the one(s) submitted in the official competition. Participation in the Special Prize is not conditioned to the participation in the official Competition.

2.2 At the opening of the Competition (22th April) and until the registration deadline (7th June), Participants in the Special Prize will be able to enter their programme by completing a dedicated "entry form" available on the Prix Italia platform www.prixitaliacompetition.rai.it. The programme must be accessible for the jurors through subtitles in English or sending a translation of the script or, in the case of multimedia programmes, a detailed description of the programme in English.

3. WINNER AND PRIZE

3.1 The Special Prize will be awarded to the best programme in competition able to demonstrate how technological innovation can therefore improve the quality of our lives, leading to a new way of thinking and greater well-being for people and the planet, by transforming the actual food and promoting inclusive and sustainable economic growth for a food-secure future.

3.2 The prize money, worth Euro 4,000 gross, will be assigned by IFAD (through Co.Pe.A.M.) to the winning Participant.

3.3 The winning programme must bear the Prix Italia-IFAD-Co.Pe.A.M. logos in its credits, in its opening or closing titles, in its promotional material and/or on the website homepage of the Participant that submitted it.

4. JURY AND CRITERIA

4.1 The Special Prize will be awarded by a jury of experts, designated by Prix Italia, including IFAD and Co.Pe.A.M. representatives. Travel and accommodation expenses will be borne by the jurors.

4.2 In evaluating the programmes/works, the jury will take into consideration the following evaluation criteria, also identified by the partner organisations promoting the Special Prize:

- i) Case histories on technological innovation and AI, applicable to the economies of developing countries;
- ii) In depth analysis in the development of the theme;
- iii) Communicative impact of the work at a global level;
- iv) Effectiveness in spreading the awareness about emerging technologies among the audience, supporting the users in assessing their impact on the global economy;
- v) AI as an anticipation of future needs;
- vi) Revealing the complexity of issues related to sustainability, in particular the concurrence of economic, environmental and social aspects.

4.3 The pre-selection works of the juries will take place online from 12th June to 30th August, the latter being the deadline for the jurors to decide the short lists with the best seven programmes in competition. In the week from 2nd to 5th September the jury will meet online to define the three finalists. Finally, in the week from 6th to 12th September the jury will meet online to define the winner who will subsequently be announced in Turin during the Awards Ceremony on 4th October.



The representative of the winning programme will be a guest of Prix Italia, which will cover travel and accommodation expenses from 2nd to 5th October (3 nights), for the Awards Ceremony (4th October).

5. GENERAL REGULATIONS AND EDITION REGULATIONS

For anything not provided for in these Regulations of the Prix Italia - IFAD - COPEAM Special Prize, the Prix Italia General Regulations and the Prix Italia 2024 Competition Regulations apply, therefore including the relevant dispositions concerning rights as referred to in art.11.

SPECIAL PRIZE IN HONOUR OF THE PRESIDENT OF THE ITALIAN REPUBLIC

With reference to the 27 nominated Programmes in the 2024 Edition of the Competition, once again this year Prix Italia is awarding a Special Prize in Honour of the President of the Italian Republic.

The prize will be assigned by a jury composed of experts, academics and professionals in the field, invited by Prix Italia.

Starting from 6 September, Prix Italia will organise for this jury the online listening/screening, followed by the listening/screening of the aforementioned programmes in Turin, during the Event.

The jury, chaired by the President of Prix Italia, will meet in Turin and online, in order to decide to award the prize to the programme featuring innovative language, which best expresses a radio, television or multimedia content of acknowledged cultural and artistic quality.

The representative of the winning entry will be hosted by Prix Italia, that will cover his/her travel and accommodation expenses from 2 to 5 October (3 nights), to take part in the Award Ceremony (4 October).