

An initiative by

ARTIKEL 1
Initiative für Menschenwürde e.V.



VOLKER

für Demokratie-Kommunikation

A
Briefing.

What's this about?

Article 1 of the German Basic Rights

(1) Human dignity shall be inviolable. To respect and protect it shall be the duty of all state authority.

(2) The German people therefore acknowledge inviolable and inalienable human rights as the basis of every community, of peace and of justice in the world.

This is how our Basic Law begins. These sentences are simple and clear, and yet, they voice all of the experience of our history. They are full of force, they are full of entitlement, and they still challenge us today.

Hannah Arendt once said, that "Politics apply love to life". The Basic Rights embedded in our Basic Laws must be lived out – in the big and little things. If we disregard them, don't take care of them, society will be brutalized from within and from the outside.

We can't sit back and do nothing if in the future we want to carry on living together in a free, tolerant and caring society.

We will challenge. We will shake this lethargy out. We will generate courage. We will show that we can all work together so that our country is as we love it: Free. Open. Human.

Your campaign for the good of our democracy.

Our open democratic society is under attack. More and more people are turning their backs on democracy and the values in our Basic Laws and are turning to the calls and mindsets of extremists and demagogues.

We want to confront this development with a powerful, colourful, creative and persuasive campaign. And we need great ideas for this campaign: your great ideas.



Democracy wins.

Film, Digital, Posters, Radio and Guerilla –
five categories, one goal:

Specifically, to convince people again of the democratic values in our Basic Laws – more precisely, those people who are not extremists, but who are listening to, or following extremists.

For this, we want to give awards for ideas in each of the categories that positively promote democracy. We're looking for ideas with the impact to inspire people and that work for our peaceful society.

It's your ideas that count. And we'll turn the best ones into reality.

These ideas don't need to be fully formed to win. It doesn't matter if they're a precise description, a storyboard, a finished film, a concept outline, or a detailed integrated concept – what counts is that the idea convinces.

The best ideas will be brought into life together with their creators, presented at the awards ceremony, and taken to the streets and into the media and internet throughout Germany.

Together with your professor, or without. Alone, or in a team.
In one category, or all.

What's important for us is to receive as many of the best ideas as possible. That's why all students and trainees can take part, either on your own initiative, or in a project as part of your studies. It doesn't matter whether you are an individual or in a group, you can submit one or many ideas for one, or all categories.

You can find out everything you need to know in The Small Print section – please read this, agree to our conditions of participation, and then you can take part.



Film and Poster Categories.

Film

Above all, we're looking for emotional and stimulating advertising spots 30 seconds long to be used on TV and online. It doesn't matter if the spot is a one-off, or a series. Of course, a film of any length is possible for social media - but can only be entered into our competition if its concept can be turned into and presented as a 30-second advertising spot.

Your spot can be a finished film, but doesn't have to be. An informative storyboard, or a treatment covering all key elements are equally acceptable and won't reduce your chances of winning. Our plan is for the winners and Artikel 1 e.V. to work together with experienced production studios to bring our ideas onto the screen.

Film material that you don't have publishing rights for can also be used to present your idea – but this has to be clearly identified (see page 8 - The Small Print).

Poster

Here we are primarily looking for ideas for billboard and Citylight posters. Other out-of-home advertisements are also possible – but can only be entered into our competition if its concept can be turned into and presented as a billboard or Citylight poster.

Your poster can be fully designed, photographed, or illustrated, but doesn't have to be. An informative draft, or clearly described idea containing key elements such as headlines, copy or slogan are equally acceptable and won't reduce your chances of winning. Our plan is for the winners and Artikel 1 e.V. to work together with experienced production studios to bring our ideas onto the streets.

Images that you don't have publishing rights for can also be used to present your idea – but these have to be clearly identified (see page 8 - The Small Print).



Radio and Digital Categories.

Radio

The best idea for an individual radio spot, or series will win our competition. The spot shouldn't be longer than 30 seconds. Other audio formats such as podcasts are also possible – but can only be entered into our competition if its concept can be turned into and presented as a 30-second advertising spot.

Your idea can be fully composed, recorded and mixed, but doesn't have to be. An informative treatment is also equally acceptable when it contains all key elements such as dialog, copy or slogan written out in full, and sound effects, or music are described. And this won't reduce your chances of winning. Our plan is for the winners and Artikel 1 e.V. to work together with experienced production studios to bring our ideas to the airwaves.

Audio material that you don't have publishing rights for can also be used to present your idea – but these have to be clearly identified (see page 8 - The Small Print).

You can find an overview (in German) of what works especially well in radio here:

radiozentrale.de/GoldenRules

radiozentrale.de/Leitfaden-Radiowerbung

Many thanks to Radiozentrale for their friendly support.

Digital

What we are looking for is an action in digital media that can reach as many people as possible and convince them of our democracy's values. Whether it's a social media stunt, app, online interactive action, or a simply a website for democracy: all are applicable. The one thing we're not looking for is a website for Artikel 1 – Initiative für Menschenwürde e.V. (we already have one!)

Your idea can be fully-designed, or programmed, but doesn't have to be. An informative concept is equally acceptable and won't reduce your chances of winning. Key elements such as a name for your app, or action, URL, activation-buttons, headlines, copy or slogan should be written out in full, and functionalities clearly described. Our plan is for the winners and Artikel 1 e.V. to work together with experienced production studios to bring our ideas online.

Images that you don't have publishing rights for can also be used to present your idea – but these have to be clearly identified (see page 8 - The Small Print).



Guerilla and all Categories Together.

Guerilla

The 'outside of the box' category. Whether open interventions in public spaces, or join-in concepts, this is not about ideas that can be pigeonholed. This category is, therefore, wide open. Please note: We don't have hundreds of members, we don't have activists to scale high buildings and we don't expect you to carry out actions that end with you in prison – the actions sent in should involve a manageable number of participants, and/or should be feasible and legal to implement.

Your idea can be fully formed, but doesn't have to be; and this won't reduce your chances of winning. An informative concept containing key elements such as names for the actions, activation slogans, headlines or copy is equally acceptable. Our plan is for the winners and Artikel 1 e.V. to work together with experienced production studios to implement the best ideas.

Images that you don't have publishing rights for can also be used to present your idea – but these have to be clearly identified (see page 8 - The Small Print).

Integrated Campaigns

We will of course, be pleased to receive integrated concepts that contain solutions for more than one, or all categories. You can simply indicate this when you are uploading your idea. And we're also looking for ideas that are big enough to hold all categories together. A slogan, a brand name, etc. What we're not looking for is to promote Artikel 1 – Initiative für Menschenwürde e.V., but an umbrella idea for our democracy, our Basis Laws, our society. As well as the prizes for the various categories, there will be a special prize for the best idea, or slogan that works across all categories.

Which category does my idea belong in?

If your not sure, it doesn't matter. We're not going to throw out a good idea if it doesn't fit precisely into a category.



The Key Dates:

VOLKER is open.

To make our planning easier we're asking all interested participants to register at artikel-eins.de/volker.

The deadline for your ideas is 31 January 2017.

The best ideas will be selected in February and March 2017 and then implemented by Artikel 1 e.V. together with the winners.

The winners will be presented the VOLKER awards in April 2017 in the presence of the jury and the media.

And this event is the kickoff of the subsequent German-wide campaign.

And what's in this for me?

Your ideas fighting for our democracy.

For sure, that's the most important reason for taking part in VOLKER. But not the only one.

A certificate of participation for each concept submitted.

Your hard work will, on no account, be for nothing. Even if your idea doesn't win an award you will receive a certificate of participation if your submission matches our criteria.

An invitation to all on the shortlist.

All participants whose ideas get onto the category shortlists will be invited to the festive awards ceremony in Berlin.

The best ideas will be brought to life.

The prize winners will not only receive a VOLKER. If your idea wins us over, you will bring it to life together with professionals and it will be seen/heard throughout Germany.



The Small Print:

Conditions of participation

Participation:

The creative competition 'VOLKER communicating democracy' is aimed at natural persons who are students, or taking part in training. Only persons 18 and over are eligible. The competition is limited to persons whose residence is in Germany.

The judges' decision is final. As a participant of this competition every competitor accepts these conditions of participation in full.

Participation in the competition is only possible for registered participants. Please register at <http://artikel-eins.de/volker/>.

The deadline for submissions is **31 January 2017**, 24:00. Participants must supply their name, address and email. If this is not completed in full ARTIKEL EINS – Initiative für Menschenwürde e.V. reserves the right to exclude the participant.

Submissions

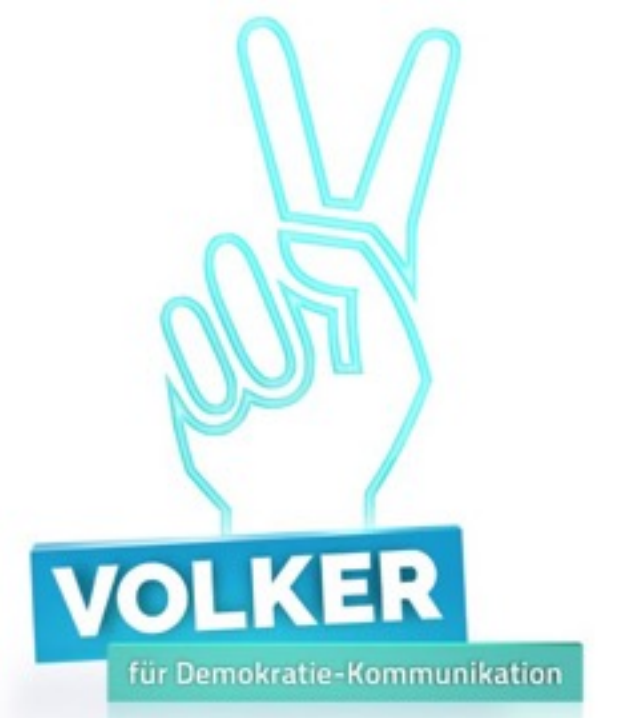
There are no limits on the number of submissions. Several projects/campaigns and/or one project/campaign can be entered into one or various categories.

Content of contributions, exclusion from participation

Participants are solely responsible for the content they submit. ARTIKEL EINS – Initiative für Menschenwürde e.V. does not accept any responsibility for content. Participants are obliged not to submit legally prohibited content.

Participants exempt ARTIKEL EINS – Initiative für Menschenwürde e.V. from all claims made by third parties including expenses for legal defence or legal proceedings resulting from content submitted.

ARTIKEL EINS – Initiative für Menschenwürde e.V. is entitled to exclude entries from the competition at any time.



The Small Print:

Conditions of participation

Rights of use:

By submitting an entry the participant acknowledges that, in principle, he or she has been granted unrestricted rights to the material submitted, that the material is exempt of the rights of third parties and that persons depicted have agreed to the submission.

Should these rights of use not be freely available the participant is obliged to specifically indicate this (eg: photographs used for display that may not be published).

By submitting content all participants grant Artikel 1 – Initiative für Menschenwürde e.V. a limited, revocable, royalty-free license to use, display, publish, presentation, reproduction and further use of their works and content that originate in connection with the competition 'VOLKER – communicating democracy' and the resulting campaign. In particular, the user grants ARTIKEL EINS – Initiative für Menschenwürde e.V. the right to use and make their outline material publically available and to use for promotional purposes in suitable forms (print, film or other media) and to be made available for reports.

Rights of use:

The license includes the right to grant sublicenses. Furthermore, the participant grants ARTIKEL EINS – Initiative für Menschenwürde to further process or change contributions submitted in consultation with their submitter to optimize them for presentation or campaigns. ARTIKEL EINS – Initiative für Menschenwürde e.V is not obliged to be used in the campaign.

Selection process:

Winners are selected solely by the VOLKER Jury. The decision of the jury is final and may not be contested. There is no right of appeal.

Use of data:

The participant declares his/her consent to ARTIKEL EINS – Initiative für Menschenwürde e.V. to use their details and contact data for contact purposes only. Your details will not be passed on to third parties.

Place of jurisdiction:

The place of jurisdiction is Berlin.

Consent to these conditions of participation is the prerequisite for participation.



What drives us.

People are different.

We're bricklayers and managers. Women and men. We're parents, unattached, children, grannies and grandpas. We're the Millers and the Schmidts and the Kowalskis and the Ayanas. We believe in God, or we don't. We're home owners, with home loans. Or maybe between jobs and have nothing but debt. We're got worries, sometimes fears. We've got friends. Sometimes, we're proud of ourselves. Sometimes, we're ashamed of ourselves when we've messed things up. We are people.

We are all different. But we all agree on one thing: Human dignity is inviolable.

And we know: This is not just simply something written in our Basic Law. But something we have to do something for. We're seeing that this, the common basis of our society, our democracy and our life together is in danger. But we're not going to sit on the fence and look on. We're going to give our support to all who are fighting for democracy. We're building a platform. We don't know ourselves all of what we've got to do. But we're starting.

We are all one. We are Artikel 1 e.V.

**VOLKER**

für Demokratie-Kommunikation

Please ask VOLKER:

If you've got any questions on VOLKER, please feel free to contact us:

- Prof. Dr. Stefanie Molthagen-Schnöring
- Reinhard Buschmann

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