



STEM Alliance – GSMA Competition: mSchools Challenge

-Terms and Conditions-

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GSMATM



Table of Contents

I. Description and Purpose of the Competition	3
II. Competition Duration.....	4
III. Eligibility.....	5
IV. Organisation of a Webinar	5
V. How to Participate	5
Step 1: Register to access and download the materials	5
Step 2: Chose the module and adapt the content to your classroom	6
Step 3: Integrate the module content in your classroom	6
Step 4: Prepare and Submit your entry.....	6
Step 5: Spread the Word!	7
VI. Entry Restrictions	7
VII. Content Restrictions	7
VIII Selection of winners	8
IX Award.....	9
VIII.Notification of Selected Winners	10
Annex	11
1.1. Copyrights and Legal Issues.....	11
1.2. Privacy Policy and Data Protection	12
1.3. Contacts for GDPR related issues	15
1.4. Important contact.....	15

I. Description and Purpose of the Competition

The STEM Alliance and GSMA are organizing the “STEM Alliance – GSMA Competition: mSchools¹ Challenge” (hereafter “the competition”) within the Back-to-School Campaign 2022.

The competition calls for teachers and educators of primary and secondary schools in Europe to integrate selected activities of two mSTEAM modules into their classroom activities. The goal of the competition is to create a classroom project (in a form of the PowerPoint presentation) which will demonstrate students’ critical thinking and problem-solving skills in addressing the tasks of the selected module.

mSTEAM modules offer free and easy to use multidisciplinary project and challenge-based lessons that promote learning through scientific inquiry and engineering processes. The hands-on experiments and activities assist teachers and educators in enriching their Science, Technology, Engineering, Art and Mathematics (STEAM) related curriculum and engages students in exploring STEAM subjects while fostering critical thinking and problem-solving skills. Additionally, the modules aim to close the gap between science taught in the classroom and scientific work done by research centres, academia, and industry partners.

This competition involves the following modules:

- MicroArt²: This module, created in collaboration with the [Centre for Genomic Regulation](#)³, shows students how to build a microscope from a mobile phone that allows them to observe microorganisms, cells, or DNA. Students will also be familiarized with basic applications of fixed image and sound/video editing for digital document production. Additionally, they will explore the common ground between science and art.
- Art Detectives: This module, created in collaboration with [Nano Educa](#)⁴, encourages students to study and share artistic expressions of local urban landscapes with the use of their mobile phones. For that, students develop skills and criteria related to geolocation and virtual mapping while learning about the risks of sharing locations online and on social networks.

The general learning objectives of these modules are:

¹ mSchools is a program of Mobile World Capital Barcelona, created in partnership with GSMA, the Government of Catalonia, and Barcelona City Hall.

² MicroArt and Art Detectives are shorter versions from the original modules that have been prepared for this competition. The original modules, and additional modules, can be found [here](#) to provide wider context and potentially complement the activities that are subject of this competition.

³ Centre for Genomic Regulation is mSchool’s partner which collaborated on module MicroArt

⁴ Nanoeduca is mSchool’s partner which collaborated on module Art Detectives.

- Encouraging young students to develop science and technology competences through hands-on experiments and activities
- Fostering critical thinking and raising awareness of digital threats
- Promoting scientific-technical vocations amongst students
- Enabling young people to become active in society and contribute to building a better world

Additionally, each module has their own main learning objectives that should be addressed to participate in this competition.

Organizers of the competition:

- European Schoolnet's initiative STEM Alliance
- GSMA's program mSchools,

The competition is coordinated by [EUN Partnership AISBL](#) (hereafter "EUN"), the network of 34 European Ministries of Education, based in Brussels. As a not-for-profit organisation, EUN aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, educators, researchers, and industry partners.

The STEM Alliance is a European initiative, coordinated by EUN, that brings together industries, education stakeholders and Ministries of Education to promote STEM education and careers to young Europeans and to address anticipated future skills gaps in Europe.

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. mSchools is committed to driving change in education through leveraging technology in learning. Built on innovation, collaboration and open communication, mSchools exists to support educators everywhere in using technology to make transformation a reality in their classrooms, hence enabling their students to become active and responsible digital citizens with the necessary skills to navigate today and tomorrow's world

II. Competition Duration

The competition will run from September 19th to November 25th, 2022. Teachers and educators will be able to submit their entries until November 25th, 2022, at 23:59 Central European Time (CET).

III. Eligibility

The competition is open to all primary and secondary school teachers and educators working with students (between the ages 9-14) in countries of the European Union⁵ and associated to the European Union⁶. **Participation in the competition is subject to these Terms and Conditions**, which are final and binding in all respects and not subject to appeal.

Please note that all submissions and supporting materials need to be made in **the English language** to be considered eligible for the competition. Any material submitted in other languages will not be reviewed.

IV. Organisation of a Webinar

After the launch of the competition, the organisers will hold a webinar to guide the potential participants on the competition requirements and process. The webinar [Discover mSchools and join the Competition](#) will be held on September 21st and the recordings of the event will be available on the competition's webpage. During this webinar, the participants will be able to ask their questions on the process and get responses from the competition's organisers.

V. How to Participate

To participate in this competition, teachers and educators should explore the mSchool's modules and implement them in their classroom activities, adapting the activities to their specific requirements. After they have implemented the modules, teachers and educators should prepare a PowerPoint presentation (using the given [template](#)) where they should document the adaptations they made, the outcomes of their classroom activities and include an image (or a snapshot) of the final project that was created with the class.

Completed mandatory slides in the PowerPoint Presentations should be uploaded in the [Submission form](#) during the period indicated in section II. Each participant can make one submission per module. To successfully submit your activity, please follow these steps:

Step 1: Register to access and download the materials

To access the modules and enter the competition, teachers and educators should register on the mSchools⁷ challenge [webpage](#) (full name, country, email). After the registration, they will

⁵ Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

⁶ Albania, Bosnia and Herzegovina, Faroe Islands, Republic of North Macedonia, Georgia, Iceland, Israel, Liechtenstein, Moldova, Montenegro, Norway, Serbia, Switzerland, Turkey, Ukraine and the UK.

⁷ mSchools is a program funded by GSMA, whose [privacy policy](#) is applicable to the data gathered via the registration process on the mSchool's [landing page](#).

receive a follow-up confirmation email. Then, they will be able to access the materials and explore the two modules: MicroArt and Art Detectives.

Step 2: Chose the module and adapt the content to your classroom

Teachers and educators should explore the modules and decide which one is better suited to complement their classroom needs and motivate their students. They should consider activities/adaptations which could complement the module to make it a better fit to their classroom requirements. Teachers and educators can participate in this competition with their students which belong to the age categories specified below:

- Students from 9 – 11 years old
- Students from 12 – 14 years old

Step 3: Integrate the module content in your classroom

Teachers and educators should implement the sessions in their classroom and make sure to document the changes they introduced as well as the main outcomes. The most relevant changes and outcomes will be a crucial part of their submission.

In each module, one can find a set of suggested activities, but teachers and educators are free to make any changes or include colleagues, parents, industry partners, or policy makers to enhance the given activities. The list of implemented changes and contributors should be documented in the entry (the [PowerPoint presentation](#) and the [Submission form](#)).

Step 4: Prepare and Submit your entry

The entry is consisted of two parts, the first being a PowerPoint presentation and the second being a Submission form.

Part 1: Prepare the PowerPoint presentation

The PowerPoint presentation should consist of maximum 8 mandatory slides.

When working on your PowerPoint Presentation, please pay attention to additional guidelines which are added to slide 2. Any supporting materials or information can be included it in the presentation's Annex, which is an optional step.

Part 2: Fill in the submission form.

The PowerPoint presentation and answers to all mandatory questions should be provided in the Submission form.

Step 5: Spread the Word!

Let the world know about your participation in the competition and the [Back-2-School Campaign 2022](#) by sharing your activities in social media and tagging the STEM Alliance, as well as by using the #Back2SCHOOL22 and #mSchools for all your social media messages:



[@StemAllianceEU/](#)



[@mschools_mwc](#)



[@stemalliance_eu](#)



[@mSchools_MWC](#)



[@StemAllianceEU](#)



[@mSchools](#)



[@mschools_mwc](#)

VI. Entry Restrictions

A teacher can submit a maximum of **two entries – one per each module**. However, they can **only win for one of the submissions**. Only one author per submission is allowed; entries submitted by a group of authors will be considered illegible.

DO NOT submit the same presentation more than once.

Any dispute as to the identity of any of the selected winners will be resolved at the organizers' sole discretion.

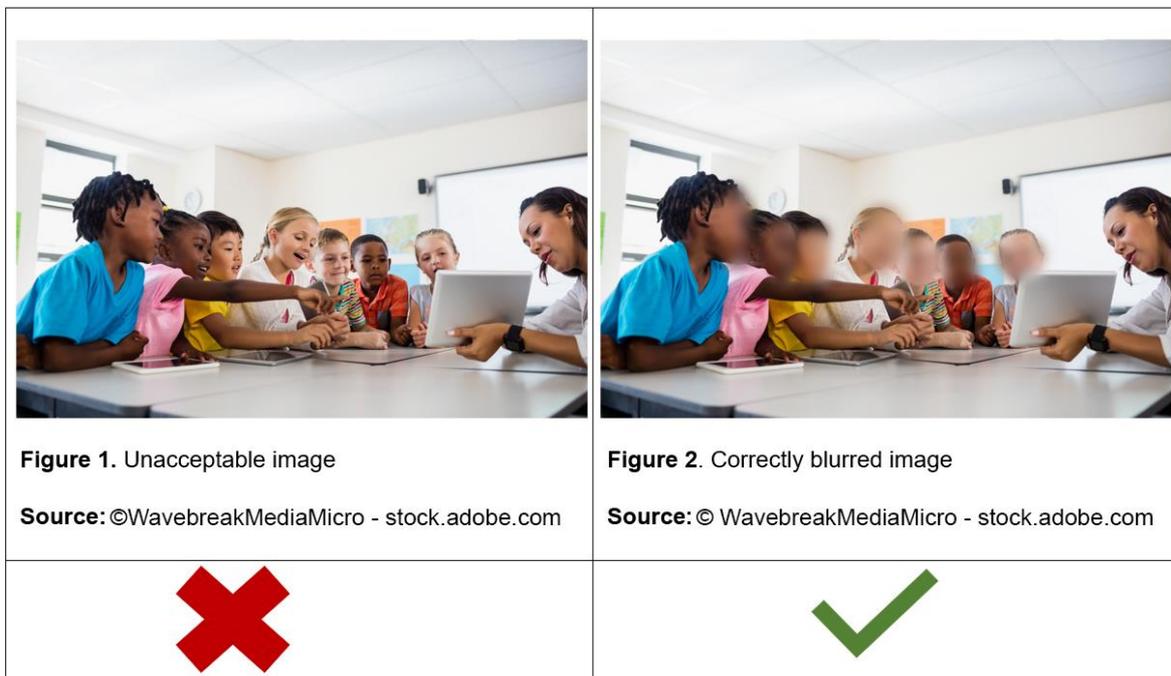
VII. Content Restrictions

While filling in the Submission form for this competition you will be presented with the following question '*I have read and agree to the Terms and Conditions of this competition*'. By ticking the '*I agree*' box in the form, you confirm that you understand and agree to the following:

- If the images, videos and materials you are submitting, are not your personal property, make sure that the used materials have been published under the Creative Commons License of "Attribution-ShareAlike 4.0 International" (CC BY-SA 4.0). Do not forget to reference the source of the used materials (see Figure 1 and Figure 2). The Organizer does not assume any responsibility for disputes between persons claiming copyrights of content. For more information, please see Annex section 1.1. Copyrights and Legal Issues.

- If you wish to add pictures or videos of your students or other people, please make sure that the face of the person, especially of a child, is blurred or that the image is taken from an angle that prevents the identification of the person in the picture/video (see Figure 1 and Figure 2 for information).
- In case you wish to submit a video, please make sure that the voices of children/adults are, also, changed, so the identity of the person in question is protected.
- If you use any music that is not in the public domain, make sure that you have acquired the necessary rights and licenses.
- The content does not infringe any third-party rights and that you have obtained all necessary rights and licenses from third parties for the use of any materials;

Before publishing any entry, we will ask you to provide us with proofs of such permissions.



In case you fail to meet these criteria, your submission will not be considered eligible for this competition. For more information, please look below, at Annex section 1.2. Privacy Policy and Data Protection.

VIII Selection of winners

At the end of the submission period, as indicated in section II, the organisers will select a maximum number of **2 winning teachers per category** (4 winning teachers in total) based on the following criteria:

- **Relevance to the Competition Topic:** The presentations need to demonstrate a clear link to the MicroArt or Art Detectives modules.
- **Pedagogical Value:** The presentation should explain how the module has played a role in achieving learning objectives and developing competencies in students. Judges will value evidence of successful knowledge transfer, especially regarding the achievement of the main objectives listed in each module.
- **Design and adaptations of the modules:** The presentation needs to explain how you made the sessions, for example, more engaging for students or easier to integrate and implement in the classroom. The Organizers will also consider if the presented activities are compatible with the students' age groups. Additionally, they will look for potential impact in the community as well as collaboration with other teachers, educators, or stakeholders.
- **Originality:** All submissions should be creative, interesting and original.
- **Clarity and conciseness:** The presentation should be filled out clearly and concisely, following the guidelines and respecting the word limit indicated (up to 180 words per slide).

IX Award

In December 2022, the organisers will announce the winners. If you are selected as a winner, you will be eligible for an award. The winning teachers will receive a voucher (debit note) for an amount of **EUR 500** which could be used **for professional development of their choice**, in their native countries.

The winners will be given a deadline (maximum 3 months after the date of the announcement of the winners) by which they should decide on the type of professional development they would like to pursue.

In case of rejection of your application, the organisers will not engage in any type of dialogue with you and is not obliged to give reasons for the rejection. The decision concerning the results remain at the sole discretion of organisers.

All winning submissions will be added to the mSchools Classroom Experiences and published on the STEM Alliance website as best practices.

VIII. Notification of Selected Winners

By participating in this competition, you agree that, if selected, the organisers are allowed to use your name and selected submission to be disseminated as the results of the competition on the organizers websites and social media.

Selected teachers will be contacted by the organisers via the email address provided in the Submission form. The email address you provide in the Submission form must be valid. If we have any questions about your submission, we will contact you via the email address you specified in the form.

To remain eligible, a selected teacher must respond to the selection notification email **within 7 days**. If a selected teacher cannot be reached for any reason (including failure to receive or respond to contact), they shall be disqualified, and a runner-up will be selected.

Certificates: All participants who submit their entries will receive a personal **certificate of participation** (with indicated name of the participant, organisation, and country). As two entries are allowed (one per module), if a teacher submits presentations for both modules, only one certificate of participation per person will be issued. The certificates will be sent to the email address specified in the [Submission form](#).

COORDINATOR



PREMIUM PARTNERS



GENERAL PARTNERS



Annex

1.1. Copyrights and Legal Issues

All applicants must comply with European and national laws including, but not limited to, data protection laws, copyright laws, legislation prohibiting the publication of any defamatory, discriminatory or other illegal content or any other similar laws.

The applicant will be fully responsible to the Organizer for any breach of the conditions contained in this disclaimer and will hold the Organizer harmless from any actions brought by third parties.

The Organizer reserves the right to exclude proposals submitted for the Competition if it comes to their knowledge that there are copyright infringements or the content contains defamatory, discriminatory or other illegal material or does not comply with national legislation.

Submission form

While filling in the [Submission form](#) for this competition you will be presented with the following question ‘I have read and agree to the Terms and Conditions of this competition’.

By selecting the “I agree” box in the Submission form, the applicant agrees that the Organizer shall have the right to make the content freely available on the webpage, CD-ROM or in any other media format, under the Creative Commons License of "Attribution-ShareAlike 4.0 International" (CC BY-SA 4.0). This allows EUN and third parties to copy, redistribute, as well as adapt and change the provided content for any purposes, including commercial, while providing appropriate credit to the author and indicating the changes made. Additionally, the adaptive materials will have to be published under the same license (CC BY-SA 4.0). Details of this license can be found here: <https://creativecommons.org/licenses/by-sa/4.0/>

Please be aware that if you intend to use any copyrighted material (images, music, video) you need to be in possession of the permission of the author in written form. EUN reserves the right to request clarification on the copyrights of the materials submitted to the competition.

By selecting the “I agree” box in the Submission form, applicants agree that the Organiser may freely use this presentation in all media formats in its promotional activities of the award. The Organiser shall have complete discretion as to how they want to claim and exercise these rights.

1.2. Privacy Policy and Data Protection

To participate in this competition, teachers and educators are required to register to the mSchool webpage controlled by the GSMA and fill in the Submission form controlled by the EUN.

The registration process for this Competition is initiated by filling in the registration form on the mSchools [webpage](#), where the participants need to enter their full name, country and email. Data collection and retention is covered by GSMA's [privacy policy](#), applicable to this step, with GSMA acting as the data controller for the registration stage.

This Privacy Policy refers solely to the data gathered via the Submission form, where EUN acts as the data controller.

By completing the submission and reporting forms, selecting the “I agree” box in the Submission form, uploading content, and sending in your personal data (name, surname, email, phone, address, organisation, school name, country) you are consenting to the processing of your personal data as detailed above.

The following paragraphs explain EUN's policy regarding the personal information we collect about you for the purposes of the competition:

- Overview
- Information collection
- Use of collected information
- Length of data storage
- Use of third-party processors
- Changes within this privacy policy

Overview

Our intention is to provide a secure and safe environment for all users. Any personal data covered by this submission will be processed in accordance with the EU Regulation on Data Protection (GDPR) which came into force on the 25th of May 2018. The following statement outlines the policies by which the EUN collects, manages, and uses the data provided to us by the participants at the submission stage, and how the participants of this competition may exercise their rights. The legal basis for the processing of the user's data is their consent evidenced by selecting the “I agree” box in the Submission form and uploading content.

The competition Submission form is controlled by EUN, which acts as the Data Controller for any personal data collected via the Submission form. Contact information for EUN can be found below.

Information collection

To serve its users in the best way possible, the Submission form requires users to submit the following information as a part of the application for the competition:

- Applicant's data (Adults): name, surname, email address, country and school or organization (if applicable).
- In addition, information such as user IP address, internet service provider (ISP), web browser, operating system, approximate times of use, referring site, email address and any similar data exchanged between a user's computer and the servers of the Submission form will be collected. These will not be linked to specific user accounts except as indicated below.
- Finally, aggregate statistics will be collected regularly, including but not limited to the number of users and page statistics during a specific period.

Use of collected information

Personal information provided by the competition participants or collected during usage of the [Submission form](#) will only be used for the following purposes:

- To implement the Competition including judging the entries, publishing the names of the winners in the media and awarding the prizes.
- To enable and improve the user experience (for mSchool's modules) within this Competition.
- That your photos/recordings may be included and used in printed publications, videos, online media and websites, related to the project and/or other education projects of EUN. The personal information provided in the Submission Form will not be shared with the third parties. However, the part of information related to publishing the material (full name, country, school) can be used in published materials and reports, which are not intended to be transferred to destinations outside of the E/EEA (European Economic Area), although it may be accessible to parties outside the EU/EEA via online media and websites.
- We will only use the photos, recordings, and text that you provided as a part of your submission, on the basis of your consent as expressed by ticking the "I agree" box in

the “Submission Form”. You may contact us at any time to withdraw your consent for the use of the above. In such a case, we will ensure to address your request in a timely manner. Please be aware that if your submission or image have been included in a publication which has already been published or is in the process of being published, we will not be able to revoke it. We will only be able to remove them from future publications which are developed and published by EUN. If you send us a deletion request, we may ask you for further information (for example a copy of your ID or passport) to verify your identity.

Access to your personal data is strictly limited to EUN, as well as individual experts and judges working for the organiser. The transfer of specific data to other third parties can be permitted under the specific authorisation of EUN acting as the Data Controller; such authorisation will only be granted by the Data Controller to third parties with a legitimate interest in the Competition, including the European Commission (see <https://www.google.com/drive/terms-of-service/>). Personal data will only be transferred in accordance with applicable regulations. EUN will not divulge your personal data for direct marketing purposes to third parties.

Length of data storage

Personal data provided in the Submission form will not be stored by EUN longer than three years after the date of the closure of the Competition. In addition, competition participants may contact EUN as indicated below to initiate the deletion of the personal data that they have provided during registration.

Use of third-party processors

Please note that we use third-parties processor (Google Drive and Google Analytics) to process the submissions to the Competition and any personal data relating to it (name, surname, email, phone, address, organisation, school name, country). Such processing will be carried out in accordance with Google Drive's terms and conditions (see <https://www.google.com/drive/terms-of-service/>) and with Google Analytics' terms and conditions (<https://marketingplatform.google.com/about/analytics/terms/us/>). This may allow Google to transfer your personal data to the United States.

Changes within this privacy policy

Any changes to this privacy policy will be addressed on the STEM Alliance website and will take effect upon their publication. If you have any questions or concerns about this privacy policy, at any time, please contact: privacy@eun.org.

1.3. Contacts for GDPR related issues

EUN Partnership AISBL

EUN is based in Brussels (Belgium). For any questions related to the [Submission form](#), including the exercise of your rights under the GDPR to data portability, access, correct, delete, restrict or object to the processing of your personal data, you can contact us by e-mail: privacy@eun.org, by phone +32 2 790 75 75, or by post:

Data Controller/Data Protection Officer

EUN Partnership AISBL

Rue de Trèves 61

B-1040 Brussels

mSchools

For any questions related to exercising your rights related to the Registration form on mSchools platform under the GDPR to data portability, access, correct, delete, restrict or object to the processing of your personal data, you can contact: By e-mail: contact@mschools.com.

Belgian Data Protection Authority

If you feel that we have not dealt correctly with any personal data we are holding on you (see section above) or wish to make an official complaint, please contact either the Data Protection Authorities where you are resident or the Belgian Data Protection Authorities:

Rue de la Presse 35

1000 Bruxelles

+32 (0)2 274 48 00

+32 (0)2 274 48 35

contact@[apd-gba.be](mailto:contact@apd-gba.be)

1.4. Important contact

If you have any questions regarding this competition, Terms and Conditions or Submission Form, please contact stemalliance@eun.org.