

Republic of Tunisia  
Ministry of Industry, Energy and Mines  
National Institute for Standardization and Industrial Property



## Rules of the Olympiad Competition of Intellectual Property - 2021 Edition



« Think about Intellectual Property Promotion »

## What do you know about Intellectual Property Olympiad ?

The competition for the Intellectual Property Olympiad, unique in its kind, is an international, free and non-profit event, organized annually by the National Institute for Standardization and Industrial Property (INNORPI), Tunisia.

It is a competition to promote and raise awareness on all aspects of intellectual property. Each year, it will cover a specific theme (trademarks or brands, industrial designs, patents, copyright and related rights, etc.).

It aims at educational training which consists in developing mental and cognitive skills with the objective of optimizing the personal (or collective) performance of reflection and knowledge while promoting the pleasure of innovation and creation.

The IP Olympiad have several objectives:

- ¬ Create and disseminate the culture of intellectual property among young people;
- ¬ Identify and develop creativity and interest in innovative activities among the target audience;
- ¬ Familiarize young people with creative and intellectual activities;
- ¬ Develop the informative interests of young pupils and students;
- ¬ Bring young people to the international educational and communicative space;
- ¬ Familiarize young people with different aspects of intellectual property;
- ¬ Motivate Tunisian youth in the interest of intellectual property in all aspects of daily life and stimulate the creative and innovative spirit;
- ¬ Broaden and enrich the national and international scientific and learned community;
- ¬ Increase the culture of intellectual property at national, regional and international level.

## The 2021 edition : What objectives and for what Target ?

This new edition of the Intellectual Property Olympiad on the theme «**Think for Intellectual Property promotion** » will be open to the public **from April 20 to July 20, 2021**.

Through this competition, the main objective is **to stimulate the creative spirit by the materialization of an innovative idea around the benefits of Intellectual Property in all facets of daily life**.

This competition is open to all young people, aged on the closing date for applications, **between 15 and 30 years old**. It is intended to **encourage creative and innovative spirit in various fields of intellectual property**.

## What to do to participate?

Participants must submit **an artistic and / or educational work in electronic format** whose main message is **the promotion of one or more aspects of intellectual property**. This message should be clear, concise and consistent.

- ¬ The work must be accompanied by a description sheet.
- ¬ Participation in this competition could be individual or collective.

Conditions applicable to the format, language and duration of the participation works :

- **Format** : The work must be recorded on digital media and may be in the form of a promotional film, advertising spot, application, computer graphics, script for a play, etc. and must highlight respect for intellectual property rights.

- **Language :** Arabic or French or English.
- **Duration :** 3 to 5 min maximum (including title) for audiovisual works (those which exceed this duration will not be retained);  
Note that messages proposing inappropriate content in terms of language, images or other offensive or shocking elements will be automatically excluded from the competition.

## What are our selection criteria?

Each project presentation will be evaluated on the basis of criteria involving the Originality and Quality of the work.

## Who are the members of the Jury?

Members are senior officials from ministerial departments (Education, Youth, Higher Education, Industry, Culture, etc.) and private consultants with expertise in intellectual property and innovation.

## What prizes can you win?

The winning project will be awarded and will receive a medal given by the WIPO (World Intellectual Property Organization).

## How to participate?

The application should be sent to the following addresses : [innorpi.communication@gmail.com](mailto:innorpi.communication@gmail.com) and [contact@innorpi.tn](mailto:contact@innorpi.tn) , specifying :

### **"IP Olympiad 2021 Competition: Think for IP promotion"**

The email should contain the following information about the applicant :

- ♣ Last & First Name ;
- ♣ Date of birth ;
- ♣ Nationality ;
- ♣ Email address;
- ♣ Telephone number.

and must contain as attachments:

- ♣ The project;
- ♣ A copy of the National Identity Card / Passport;
- ♣ A description of the project.

**The deadline for submission of applications is 20 of July 2021 at 23H59  
(Local time).**

**The results of this competition will be announced to the public in INNORPI web site  
on August 9th, 2021.**



For more details, please contact us at :

**INNORPI**

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