Concept paper: Competition

There are many different types of competition formats, but what makes something a competition is that it is formed of participants submitting responses (online, offline, within a specific context, etc.) to either a "question", "contest", or "theme" in order to "win". Competitions generally also have a prize of some sort, either a material prize – such as an object (related or not) or a immaterial prize (i.e. the winner's name to be associated with the result). There may be a single winner, many equal winners, a "grand" winner with other lesser winners or participation prizes for all, or random winners.

Competitions must also have specific rules and guidelines, such as: competition duration, how the winner(s) are selected / drawn, when the winner(s) will be selected, submission guidelines, who is able to participate, and how the winner(s) will be contacted.

What methods/other tools/techniques can be used while implementing the tool?	Main aims while using the tool
The tools that can be used include workshop, focus groups, questionnaires, world cafes, walking groups. Social media, different voting opportunities and apps, different opportunities to choose a winner (incl. writing down names, numbers, etc. or using ICT solutions for that, e.g. randomresult.com, Google's Random Number Generator to pick winners, Random Name Picker, Woodbox's "Pick a Winner" Tool to Draw Contest Winners on Facebook, YouTube's comment picker, Easypromo's Instagram Sweepstakes App, etc.).	To allow participants to contribute in a meaningful way, and to feel proud of/happy with their participation. Another aim is to increase the word-of-mouth and general reach of the project, as people are likely to ask where/how someone got a prize and ask if they are able to participate as well. Also, it can be used to nudge people to notice something or to share their experiences or opinions (i.e. without a competition and prizes people may not share their ideas how to improve system of shared bikes or improve accessibility of public transport and why these are valuable). Also, it can be used to motivate changing mobility habits (preferring walking for short distances and public transport to cars).

How can the tool be used in each phase of the process (when developing age-friendlier and green mobility solutions)?
As the competition tool is as flexible and responsive as the individuals running/designing it, it can generally be **used in all stages of the process**. The ways in which competition could be used in each stage, however, are different, i.e. for development stage there could be a logo design competition, and for feedback, a drawing competition for all those who submit testimonials, etc.

What is the aim of engagement with this tool?
The flexibility of the competition tool allows it to have a number of different aims. Generally, these could be used at the same time, or individually, and in a number of different ways. For example, a competition will generally always inform but it may either be used as a consultation tool or as a collaboration tool, e.g. the logo design example, especially if the competition is organised to take place in several phases (e.g. collecting ideas, asking people's opinions, choosing a winner). It can be used also to nudge people to notice something or change e.g. their mobility habits. It can also empower people if they see that results of competition are used somehow.

| For how many people and how is the tool suitable (for one-time use)?	How much effort is required from the participant and what influences that?
The tool is suitable for an **unlimited number of people**, i.e. any number of participants beyond 1. Two may still also be too low to use the tool effectively for informing, empowering, etc., but in theory, it would be possible.	This **varies based on the purposes of the competition** (e.g. picking a favourite picture or solution to some mobility problem, asking comments to potential solutions, asking ideas to solve some problem, asking ideas for logos or development plans), and also on the skills of the partipant.
Time needed to <u>prepare</u> using the tool and what influences the time needed?	**Time needed to <u>implement</u> the tool and what influences the time needed?**
Depending on the competition, the preparation time may range **from little to considerable**. A social media competition for testimonials with a prize already on hand would require little to no preparation. A prize involving sponsors/partners would likely take some preparation to find the sponsors, and the logo competition example may take considerable preparation time as it would require not just the prize and the competition call, but potentially legal consultation to ensure limited risk.	With the exception of some grand-unveiling competition ceremony, competitions **do not generally require much set-up**. The nature of the competiton, the prize and the number of participants as well as the visibility of the results desired by the competition holders influence the time needed for implementation/set-up, however. In general, competitions that require submissions last longer than 1 day, while short digital competitions, such as quizzes, may take only 10 minutes.
Time needed to <u>summarize</u> using the tool and what influences the time needed?	**Price for the user of the tool and what influences the price**
For a large-scale competition there may be more time needed for summarization, e.g. explaining how the winner was selected and what influenced the decision, what has the response been to the winning piece, etc. Whereas **for smaller or less important competitions, little to no summarizing would likely be required**. There are several techniques and ICT tools to support picking a winner and summarizing results.	While it is **possible** for competitions **to have a high cost** as prizes and their delivery to the winner may be expensive, then it is **also** possible to design a competition for a **free to moderate cost**. This can be done by potentially involving sponsors/partners in the process who are able to provide prizes, and by being aware of potential pitfalls and designing competitions accordingly. Costs can also be kept on the low to moderate side by creating detailed budgets for appropriate prizes and sticking to it, or having non-monetary prizes.
SWOT on using the tool	
STRENGTHS	WEAKNESSES
By using an extra incentive (prize) attracts more people to participate. It also adds a fun element and can increase the visibility of a project or initiative. May allow project partners to feel more connected to the process if they contribute prizes or act as part of the winner selections.	Prizes must be properly matched with the competition: too unrelated or unexciting and there may not be enough participants, too much in the opposite direction and there may be too many participants. May have to invest in plagarism research/checking for submission, and costs involved with creating legal protections for

	any intellectual property involved may be greater than expected.
OPPORTUNITIES	**THREATS**
A great method for real collaboration with and empowerment of the user group. A very flexible tool that can be designed to suit the situation and needs at hand with little difficulty.	No guarentee in terms of the quality of submissions or the satisfaction of the general public or project members with the winner(s)/winning solution(s).

How to use the tool?

How to prepare using the tool?

- Consider any risks, pitfalls and EU/ country specific legal requirements for holding competitions (see: *https://www.sorainen.com/UserFiles/File/Publications/Guide%20Promotional%20Games%20and% 20Contests%20in%20the%20EU.pdf*).

- Plan and decide upon the purpose and nature of the competition and think of how can this be best expressed through a competition? Define your target group and how to reach them. Decide the length of the competition and how many entries are allowed. Think of the technical side: how can entries be submitted, which are accepted, etc.

- Decide upon and write down the guidelines/rules, and (if required) consult with legal advisors regarding specific issues such as copyright or intellectual property restrictions.

- Decide upon/organise the procurement of prizes, and get project partners involved if possible.

- Announce the competition.

How to implement the tool?

- Continue to monitor the competition, increase promotion/advertising if more submissions are desired.

- Potentially release updates on the project website or with media sources to increase awareness of the competitions.

- Have a single submission point to collect submissions for ease of judgement or information gathering.

How to follow-up using the tool?

- Evaluate the immediate response to the competition: how many participants were there? Were they motivated? Were there any fake participants or plagarised entries?

- Evaluate the response (if any) to the winner(s) selection. Were others happy with the choice? Was there a large outcry or were people generally satisfied? How about the jury? Was there any agreement, or were there different opinions on who should have won? Were all the prizes claimed?

- Summarize, evaluate and reflect on all gathered ideas/opinions/feedback, etc.

- Compare how this competition experience was compared to your prior competition experience. Better? Worse? The same? What could have been done differently?

Partners who have used this tool

The tool can be evaluated quantitatively: How many participants/submissions were there? How many prizes were claimed? And qualitatively: How did participants express their feelings towards the process? Were they happy with the results? With the prizes? Was there any response from the general public? What were the thoughts and opinions of those involved in the selection process?

Was the aim of the competition fulfilled, i.e. people informed, their activity increased, their readiness/habits to do smth changed (counting using public transport for short distances, change in shares of using public transport and private cars).

Tips and hints for using the tool with people in silver age

Experience of the IBS shows that in some topics, it may be reasonable to add a competitive element to it (i.e. to provide an incentive to answering questionnaires, attending focus groups).

- **Be careful of stereotypes** – i.e. do not avoid social media altogether as a means of advertising the competition as more and more people are using it, including silver age people.
- **Be aware of accessibility issues** – if you are using social media to promote competitions, be aware of the size of font, that some people may have to utilize text-reader software, etc. Think also of the accessiblity of the location to pick up the prizes, method of communication of the competition and of letting winners know they have won.
- **Apply these same considerations to prizes** – consider if the prize-claiming location is accessible for those with mobility issues, and if the prizes themselves somehow relate to age-stereotypes, i.e. is it a good idea to offer electronics to silver-aged people? Why would it not be? Challenge your own biases.
- **Ensure that intellectual property ownerships are thought through and laid out in the competition call instructions –** this helps to avoid any future complications with royalties and/or even lawsuits if the creator does not like the way their submission is used or altered.
- **Think of privacy** – e.g. some people may not want the prize or they may not want their name to be published as the winner – these wishes need to be honored, unless you have stated otherwise in the competition entry rules.

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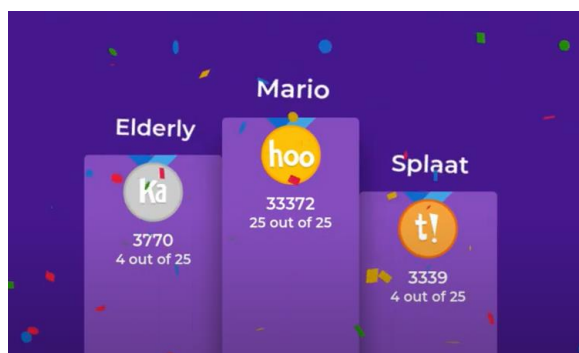
Competition: Kahoot; winners of the hackathon (Social Impact Data Hack 2017)