



MOBILE LEARNING AWARDS

RULES FOR 2019 EDITION

TEACH  ON MARS

20 December 20, 2018

TEACH ON MARS

MOBILE LEARNING AWARDS

COMPETITION RULES - 2019 EDITION

[Must be signed and attached to your registration form.]

ARTICLE 1: ORGANISING COMPANY

1.1. Teach on Mars, a simplified joint-stock company (SAS) with a capital of 44,232 Euros, registered with the Trade and Companies Register of Grasse under the number 793 850 462 and whose registered office is at 399, Route des Crêtes - Val Crêtes - Bâtiment C - F-06560 Sophia-Antipolis, France.

ARTICLE 2: OBJECT OF THE COMPETITION

2.1. Teach on Mars is organizing a competition that will run from November 20, 2018 to March 28, 2019.

2.2. The aim of this competition is to reward those training courses judged to be the best produced using Teach on Mars technology and to promote the exchange of best practices in Mobile Learning.

2.3. These rules apply to the full scope of the Teach on Mars Mobile Learning Awards 2019 (hereinafter the "Competition").

ARTICLE 3: PARTICIPANTS

3.1. The competition is open to any natural person or legal entity, providing they:

- Hold rights for developing off-the-shelf or customized training courses,
- Offer one or more mobile training course(s) produced using Teach on Mars technology,
- Offer one or more mobile training course(s) falling under one or more of the competition categories listed in Article 4.

(Hereinafter the "Participant").

ARTICLE 4: DESCRIPTION OF CATEGORIES

4.1. Participants choose the categories they wish to compete in:

- **Trends:** hot topics or innovations,
- **Expertise:** generic knowledge related to a business speciality, profession or sector,
- **Soft Skills:** behavioural skills and personal development,
- **Corporate:** training programmes related to a specific customer (products & services, onboarding, corporate culture, etc.)
- **Customers:** training programmes created by a customer using in-house resources, all categories combined.

ARTICLE 5: ACCEPTANCE OF THE RULES

5.1. Participation in the competition implies full and unreserved acceptance of these rules by the Participant. Any participant who breaches one or more of the articles of these rules will be excluded from the competition.

5.2. Any changes to the entry submission schedule will be brought to the attention of the Participants.

ARTICLE 6: TERMS OF PARTICIPATION

6.1. Each Participant may compete in one or more of the categories of the competition listed in Article 4, within the limit of 5 courses per category.

6.2. At the time of registration, Participants shall choose, for each training course, the category in which they wish to enter it. Teach on Mars reserves the right to reassign any course to the category it deems most appropriate according to Article 4, in which case it will inform the candidate.

6.3. It is possible to resubmit a course that has already been presented at the 2018 Mobile Learning Awards, except for those having already been nominated or having received awards.

6.4. The Participant shall ascertain that each training course submitted:

- Has been produced with Teach on Mars technology in French or in English,
- Contains between 5 and 30 learning activities, with at least 5 different types of activity,
- Contains a description and applies excellent editorial and graphic principles.

In the case of a training course containing more than 30 activities, the Participant should indicate, at the time of registration, the modules to be included in the review by the members of the Jury. Otherwise, the training course may be eliminated from the competition.

6.5. The Participant claims ownership of the intellectual property rights over the courses it submits and guarantees that they are not in infringement of applicable laws or regulations or rights of third parties.

6.6. Participants undertake to make each training course they wish to submit available on the Teach on Mars application, either via the “[On-the-shelf content](#)” feature for facilitated sharing between Mission Centers (version 18.1 and later), or by fully reproducing the content on the Teach on Mars Mission Center. No training course will be examined outside of the Teach on Mars application.

ARTICLE 7: DATES OF THE COMPETITION

Start of the competition	December 20, 2018
Deadline for registration of Participants	February 15, 2019, 6 pm
Deadline for submitting courses in the Teach on Mars application	March 1, 2019, 6 pm
Announcement of the nominees by the Teach on Mars Editorial Committee	March 11, 2019, 6 pm
Evaluation of the nominated training courses by the Expert Jury	March 12 - 26, 2019
Announcement of the winners and Award ceremony at the Partner Forum	March 28, 2019

ARTICLE 8: PROCEDURE FOR PARTICIPATING

8.1. To enter the competition, each Participant must complete an [online registration form](#) which must be finalized and sent by February 15, 2019 at 6 p.m.

(<https://docs.google.com/forms/d/e/1FAIpQLScOufTSTcwq0-DI0hiXOwaz1AxpMGMCpmYtKuAIX7zNkwmA/viewform>).

8.2. Registration is free of charge and consists in providing the following items:

- Identification of the Participant,
- List of the training courses submitted,
- Two attachments, namely:
 - A signed copy of these competition rules,
 - The participant's logo in HD format.

In case of failure to import attachments into the registration form, the Participant must send them to: partners@teachonmars.com.

8.3. Participants receive a copy of their registration file at the e-mail address indicated in the registration form and are at liberty to change or amend it until the closing of the registrations. Only one registration per participant will be accepted.

8.4. Teach on Mars reserves the right not to retain entries submitted after the deadlines stipulated in Article 7 or entries that are incomplete or do not comply with the terms of these rules, without the liability of Teach on Mars being incurred in any way. Any misrepresentation by a Participant will result in their exclusion from the competition without the liability of Teach on Mars being incurred.

ARTICLE 9: EVALUATION OF TRAINING COURSES BY THE TEACH ON MARS EDITORIAL COMMITTEE

9.1. The Teach on Mars Editorial Committee is responsible for checking the compatibility of entries with these rules. The committees proceeds with an evaluation of the courses selected, independently by two different reviewers.

9.2. The training courses put forward will be reviewed by the Teach on Mars Editorial Committee on the following criteria to assess the merits of the learning experience offered:

- **Architecture:**
 - A balanced overall structure, with short learning cycles,
 - A diverse and relevant choice of activities (adapted to the target and learning goals),
 - Learning times calibrated to avoid cognitive overload,
- **Graphic and editorial style:**
 - Description and titles: engaging and adapted to target,
 - Editorial line: consistent tone and thorough editing,
 - Use of quality media: elegance, relevance, harmonious integration,
- **Interactivity:**
 - Concision (calibration of activities and cards, highlighting of key ideas, etc.),
 - Learner engagement (application and anchoring exercises, level of difficulty adapted, questioning, arousal of interest, awareness),
 - Support for learner (clear instructions, guidelines, transitions, rewards, etc.).

9.3. The Editorial Committee will select 3 nominated training courses per category (or 4 in the case of tied scores). Only one training course per Participant will be selected within the same category.

9.4. Participants nominated by the Teach on Mars Editorial Committee will be informed individually at the e-mail address indicated at the time of registration, on March 11, 2019 from 6 p.m., and will then be publicly announced on the event website.

ARTICLE 10: DESIGNATION OF THE WINNERS

10.1. Courses nominated by the Teach on Mars Editorial Committee will be evaluated by an external Expert Jury made up of L&D managers from the international business world. The training course with the highest score in each category will receive the corresponding prize.

10.2. The scores obtained from the Teach on Mars Editorial Committee and the external Expert Jury will also be used to designate the following prizes, all categories combined:

- The **Coup de cœur** prize for the course having received the most bonus points,
- The **Grand Prix du Jury** prize for the course having received the highest average score.

These two prizes cannot be awarded to the same Participant.

10.3. The selection of the Jury members is made by Teach on Mars who shall ensure that there are no professional or family ties between the Jury members and the Participants in order to safeguard impartiality.

10.4. Participants undertake to promptly inform Teach on Mars of any links they may have to a Jury member. Equally, Participants undertake not to communicate with Jury members directly or indirectly.

10.5. The decisions of Teach on Mars on the competition results shall be considered final and without appeal.

ARTICLE 11: AWARDING OF PRIZES AND COMMUNICATION

11.1. Participants are invited to the award ceremony organized by Teach on Mars on March 28, 2019 in Paris, at Village by CA, during the Partner Forum 2019.

11.2. During this ceremony, the winners will be announced and will receive their prize. They will then be publicly announced on the event website and relayed on the various communication media used by Teach on Mars.

11.3. The prize-giving ceremony will be subject to media visibility. When registering online, Participants may choose to make their courses visible in demonstration mode on the Teach on Mars application, either for the duration of the event only or for the month following.

ARTICLE 12: FRENCH DATA PROTECTION ACT

12.1. Teach on Mars records the personal data (first name, last name, address, telephone number, function) of the Participant where this is a natural person, or of the Participant's representative where the Participant is a legal entity.

12.2. Teach on Mars processes this personal data for the purpose of managing the competition and relations with the Participants. The processing is thus tied to the execution of these rules. The above-mentioned personal data is intended solely for Teach on Mars corporate officers and employees in charge of these tasks.

12.3. Teach on Mars keeps this personal data for a period of 3 years after the end of the Competition. Teach on Mars archives personal data necessary for the exercise of a right and for the proof of this right for the duration of the applicable limitation periods or in accordance with the legal obligations to which it is subject.

12.4. In accordance with the French law of January 6, 1978 addressing computing, files and personal information, any natural person concerned by this processing of personal data may:

- Obtain communication and, where appropriate, rectification or erasure of personal data concerning them;
- Oppose the processing of their personal data for legitimate reasons;
- Obtain a copy of their personal data in a structured and current format in order to personally transmit such data to another processing party.

12.5. The natural person can exercise any of these rights by sending a letter to Teach on Mars - 399, Route des Crêtes - Val Crêtes, Bâtiment C - F-06560 Sophia-Antipolis, France, together with proof of identity. The costs of producing an extract or copy of the personal data will be charged by Teach on Mars. However, Teach on Mars will reimburse these costs in case of justified rectification of the personal data following the communication of this extract or copy.

12.6. Moreover, Teach on Mars may exclude any Participant from the competition in the event that it no longer has in its possession the personal data necessary for participation as a result of the exercise of one or the other of the above rights.

12.7. Any natural person concerned also has the right to lodge a complaint with the French data protection body CNIL or any other competent supervisory authority in the event of a dispute concerning the above processing of their data.

12.8. Teach on Mars undertakes not to divulge the contents of the evaluated training courses outside the circumstances provided for by these rules.

ARTICLE 13: AUTHORISATIONS

13.1. The Participant authorises Teach on Mars, free of charge, for a period of 5 years and on a worldwide basis, to reproduce and disseminate their name or business name, logo and/or mark, identity of the author(s) of their training course(s) as well as the presentation of the training course(s), on any media, in particular on the various Internet sites communicating on the Competition.

13.2. The natural person Participant authorizes Teach on Mars, free of charge, for a period of 5 years and on a worldwide basis, to capture, by photographic or video recording means, their image and/or voice and to use these elements of their personality on any media, notably the various Internet sites communicating on the Competition. The legal entity Participant warrants that its physical representatives authorize Teach on Mars to capture and use their image and/or voice in these same terms.

ARTICLE 14: AMENDMENTS TO THE RULES/CANCELLATION

14.1. Teach on Mars cannot incur any liability should it have to cancel the Competition in cases of force majeure or events beyond its control.

ARTICLE 15: ACCEPTANCE OF THE RULES

15.1. Registration for the Mobile Learning Awards supposes full acceptance of these rules.

ARTICLE 16: JURISDICTION AND APPLICABLE LAW

16.1. In the absence of amicable settlement within a period of two (2) months from a request for friendly resolution addressed by one party to the other party, any dispute concerning the constitution, validity, interpretation, execution or termination of these rules, shall be submitted to the competent courts of the jurisdiction of the Paris Court of Appeal, notwithstanding the plurality of defendants or the intervention of third parties. This attribution of jurisdiction is also applicable in case of emergency proceedings.

16.2. These rules are subject to French law.

Company stamp and signature of representative:

<p>I declare that I have read and accept these rules without reservation.</p>
