

# Official Rules

## #SocialClip

### 2025



### PREMISE

The Università Cerca Lavoro (UCL) Cultural and Social Advancement Association has designed and promoted since 2007 the artistic project “Tulipani di Seta Nera” International Social Festival of Cinematic Arts (FTSN). The aim is to bring stories about diversity (disability, world of work, poverty, ethnicity, gender, points of view and sustainable development) and fragility of people and places to the attention of society, media, and institutions through the immediacy of short films, documentaries, video clips and digital series. For eighteen years we have pursued the goal to create moments of cultural growth, through the world of cinema, capable to interrogate the national and international community about the issues of integration and sustainability, without ever seeing diversity as an object of pity. Our main purpose is to give prominence to people’s diversity, highlighting their skills and hopes, helping different points of view to dialogue, telling stories about social issues through the big screen.

### 1. EVENT VENUES AND DATES

The Festival will take place **from 7 to 11 May 2025** in Rome (Italy). The Promoters reserve the right to communicate later venues, schedules and further notices, which will be published on the official Festival website [www.tulipanidisetanera.it](http://www.tulipanidisetanera.it).

The Promoters also reserve the right to change the dates of the Festival if necessary. In particular, in compliance with the anti-Covid regulatory provisions, the event could be subject to changes and postponements of dates.

**Contest deadline:** the **#SocialClips** must be submitted by **28 February 2025**, except in case of extensions, which will be announced on the Festival website [www.tulipanidisetanera.it](http://www.tulipanidisetanera.it).

**Note:** For organizational reasons, the works and their related registration materials may undergo slight modifications, updates, or be withdrawn **no later than March 10, 2025**.

### 2. PROJECTS AND REQUIRED DOCUMENTATION

The "Tulipani di Seta Nera" International Social Festival of Cinematic Arts reflects on the themes of **diversity and fragility**. The event aims to promote the works of accomplished or budding filmmakers who could be film school students, graduates or directors, as long as authors are capable, by means of their work, not only to **"tell stories about one kind of fragility, but to value the core of diversity, protecting people from violence, discrimination and marginalization"**.

The **#SocialClip Awards** are dedicated to the video clips, as the main artistic means for a journey around the world of music and web. Through musical video clips (by majors or independent producers), we want to emphasize how lyrics and music can tell stories of great social value as long as music is an universal instrument of communication. This award category, which wants to involve also the younger, allows and encourages the use of smartphones for filming, as they have now become the communication means of everyday life par excellence and they are also used for the creation of video clips by professional singers.

Each **#SocialClip**, **lasting no more than 4 minutes**, must be presented in .mp4 video format and in two versions: **one with and one without subtitles in Italian** and must be accompanied by the mandatory complementary documentation that will be communicated by the secretariat after having pre-registered via the online form on the site [www.tulipanidisetanera.it](http://www.tulipanidisetanera.it).

Content without subtitles (useful for accessibility to the cinematographic content of deaf people), and which do not meet the participation requirements, will not be taken into consideration and will be excluded.

### 3. HOW TO PARTICIPATE

The "Tulipani di Seta Nera" International Social Festival of Cinematic Arts is open to everyone. Only 3 works per author and/or director are accepted.

The Participants can pre-register their works, filling out all required fields of an Entry Form on the website [www.tulipanidisetanera.it](http://www.tulipanidisetanera.it).

Please remember to follow the instructions and feel free to contact the festival office at (+39) 344.15.99.261, if necessary.

The Entries, both with and without subtitles, must be accompanied by:

- 1) **Registration form and release form**, which you will receive by e-mail once the pre-registration has been completed;
- 2) **One poster** (A4 paper size) in jpg / tiff / jpeg image format;
- 3) **One picture of the director** of the work in jpg / tiff / jpeg image format
- 4) **One picture of the singer/band/orchestra** of the work in jpg/tiff/jpeg image format;
- 5) **The Technical notes** of the work, which will be sent to you by email, once the pre-registration has been completed;
- 6) **A valid ID document** of the owner of the work.
- 7) **A valid tax code** of the author of the work;

**Please note that the video clips have to be made in 2023 or later.**

Works from all over the world are accepted to the Contest and will be examined by the Artistic Committee during the selections.

**The content must be equipped with subtitles in Italian language; the absence of subtitles will be a reason for exclusion from the competition.**

### 4. METHODS AND TERMS FOR SUBMITTING PROJECTS

No payment is necessary to enter the Contest. The Participants will receive the instruction about the registration materials by e-mail ([segreteria@tulipanidisetanera.it](mailto:segreteria@tulipanidisetanera.it)) a few days after the pre-registration.

The content, both **with and without subtitles**, and the required documentation must be sent by using services such as WeTransfer, Google Drive, or via Vimeo link with the corresponding password and download authorization.

The #SocialClips and all the documentation requested by the secretariat in the phase following the online pre-registration must be completed as soon as possible. If the deadlines indicated by the secretariat are not met, the registration will not be considered valid.

**Contest deadline:** the #SocialClips must be sent by **28 February 2025**.

Only works that respect the technical parameters guidelines in these regulations, and accompanied by the required documentation, as per art. 3, on pain of exclusion from the contest, are accepted. The material sent will not be returned and will become part of the historical archive of the TSN Festival.

The Winners will be announced on the website [www.tulipanidisetanera.it](http://www.tulipanidisetanera.it).

The Entries must be sent to the following email address [segreteria@tulipanidisetanera.it](mailto:segreteria@tulipanidisetanera.it), using services such as WeTransfer, Google Drive or via Vimeo link with the corresponding password and download authorization, respecting the requirements:

- **FILE DETAILS**

File Format: Codec: H264

Frame Size: 1920x1080

Minimal Bitrate: 25.000 kbps (approximately 18 minutes and 3.5 gb) and 25 fps

Audio: uncompressed

Titles and Subtitles must be inside the safe area; files must be named as follows:

Title\_director.mov.

Please, send the files to this email address [segreteria@tulipanidisetanera.it](mailto:segreteria@tulipanidisetanera.it).

P.S. the content must be sent both with and without subtitles.

## 5. JURIES AND AWARDS

The works submitted will be judged by two Juries: the “#SocialClip” Jury, and “Cinema, Entertainment and Third Sector” Jury. The members of both the Juries will be nominated after the registration deadline in order to avoid conflicts of interest.

The “#SocialClip” Jury, made up of experts in the fields of music will have the task of assigning the following prizes::

- *Best #SocialClip*
- *Best Lyrics*
- *Best Music*
- *Best Direction*
- *Best Subject*

The Promotes reserve the right to modify or eliminate the prizes, depending on the works submitted,

and to establish additional prizes or special mentions.

On the "Cinema, Entertainment and Third Sector" Jury there will be members coming from the world of cinema and entertainment, with a strong interest in the social and third sector. They will have the task of assigning the following prize:

- "Sorriso Cinema Entertainment and Third Sector" Award

Entries may be selected to compete for the **Sorriso Rai Cinema Channel Award - #SocialClip**, awarded by the public of the digital world to the work that will receive the highest vote on the platform that will host the selection (from the first days of April to 11<sup>st</sup> May 2025).

During the **"Tulipani di Seta Nera" Gran Gala of Social Cinema, which this year will take place on 11<sup>st</sup> May 2025**, the "Tulips" trophies will be awarded to the winners of the sections of the Festival and to the best film and the best social fiction of the year. In addition, the **"SORRISO DIVERSO"** awards will be awarded to five civil personalities from the world of work, entrepreneurship, journalism, sport and territorial projects.

The television format of the "Tulipani di Seta Nera" Gran Gala of Social Cinema will highlight how cinema is able to represent tales of everyday life and, at the same time, how the life of personalities deserving of the "Different Smile" inspire in turn great cinematographic masterpieces.

The organization reserves the right to modify or delete the acknowledgments depending on the material received and to establish additional ones.

If, among the content received, #SocialClip will be identified that reflect the mission of the cultural partners **ANMIL** (National association of victims of workplace injuries), **ASviS** (Italian Alliance for Sustainable Development), **UniVerde Foundation**, and **ENS** (Italian National Agency for the Deaf), or of the sponsoring ministries: **Presidency of the Council of Ministers, Ministry of Culture, Ministry of the Environment, Ministry for Disabilities, Ministry of Labor and Social Policies, Ministry of Ecological Transition, Ministry of Agricultural, Food and Forestry Policies**, the latter will be able to establish further themed prizes, with plaques or in cash. In addition to this, the posters and materials of these works will be placed next to the logo of the partner or patron who selected them when they are published.

## 6. JUDGING CRITERIA

Le The selected works will be judged by the Commission, not only from the point of view of technical qualities, but also based on compliance with some points listed in the list below.

#SocialClips will get a higher rating if:

- Talk about the fragility of people victim of violence, discrimination or marginalization;
- Deal with the theme of diversity and fragility in a natural and original way;
- Foster awareness of diversity and fragility and above all value it, focusing on overcoming prejudices;
- Foster awareness on themes such as ecology, sustainability, and climate changes.
- Talk about the relationship between humanity and nature, with particular attention to the concept of sustainable development;
- Underline clichés and stereotypes in the collective imaginary;
- Enhance diversity as a resource;
- Maintain the right to be different, expressing it also with creativity and irony;
- Identify a pathway for integration and inclusion of the outcasts;
- highlight the current educational deficiency of fathers and mothers who neglect their children, influenced by unfiltered content on cell phones and digital platforms. This negligence results in adolescents becoming either prey or predators. The goal is to form a conscience and to distinguish good from evil, virtues from vices, altruism from selfishness, heroism from malice.
- Express the variety of the points of view, proposing solutions for coexistence.
- Talk about the value of legality, intended as a set of rules aimed at building the common good, through an educational path for young people and for people who have committed a crime.
- Debate delicate and actual topics such as safety at work, irregular work, organized crime, illegal recruitment, and jobsite safety, bringing to the audience attention, through cinema, new ideas of prevention.

Contestants are required to specify in the Synopsis (filling in the corresponding field inside the Festival Participation Form) what kind of diversity and/or Categories' topic their work is about. The absence of the Synopsis and the required documentation will be reason for exclusion from the contest.

## 7. SPECIAL CATEGORIES

"Tulipani di Seta Nera" International Social Festival of Cinematic Arts also opens up to specific areas of interest through the Special Categories:

### - World-class *Tulipani* – Budding Talents

This Special Category collects and awards a prize to those works produced in the context of schools of all levels. The projects can be the result of the collaboration of students, teachers, directors and both professional and amateur technicians. This school projects have to be aimed at creating a #SocialClip focused on social themes.

The TSN Festival aims to bring the attention of the audience to the value of the scholastic contribution not only in teaching notions, but also in raising students' awareness to social debate, to the culture of legality and inclusion.

The #SocialClips must last **4 minutes** or less, including opening and closing credits. **The Artistic Director may exceptionally allow a minimum exceeding of the 4 minutes, at her sole discretion.**

**"L'Università Cerca Lavoro"**

**University Student Association**

Registered Office: **Via Campagnano, 60 00196 Roma**

Website: [www.universitacercalavoro.org](http://www.universitacercalavoro.org)

"#SocialClip" Registration Office: **344.15.99.261**

### - TSN GIFTED AWARD

This section collects and bestows an award dedicated to a **single member of the cast of the enrolled work**, indicated during the pre-registration phase. This member will be a candidate in a **talent competition that spans across the various sections of the contest, rewarding individual performance**.

It is a reality show that seeks out talents and is structured like a school led by **Grazia Di Michele**, featuring a class of student actors and actresses, as well as singers and dancers, who are candidates in the Tulipani di Seta Nera International Festival of Social Cinematography. They aspire to become successful artists, capable of making themselves unique and sought after by producers, directors, and casting directors.

To nominate an actor, actress, singer, or dancer for this special category, it is necessary to **indicate a single member of your cast during the pre-registration phase** and follow the instructions provided by the secretariat to retrieve the information and materials needed for the evaluation.

**The TSN Gifted Award** is a competition with teacher-judges leading teams of talented artists, seeking a standout figure who can aim for victory through their ability to prove crucial to the success of a cinematic work.

## 8. MAIN THEMES

The "Tulipani di Seta Nera" International Social Festival of Cinematic Arts promotes the creation of cinematographic works, in various formats, which tell stories that represent the social aims of their cultural partners:

- The life of deaf people and the dynamics of integration between people and the quality of services in the territories;
- Sustainable development and the seventeen goals of the UN 2030 agenda;
- The life of people with disabilities due to accidents in the workplace and the quality of services to them or to their families;
- Environmental protection of the territories, the culture of ecology and the development of the green economy;
- World hunger and economic inequalities as a limit to people's access to primary goods;

And for the social purposes of its sponsoring institutional bodies:

- Civic education in favor of a culture that values the health, safety, prevention and well-being of the worker.

The enhancement of Italian places and landscapes, a destination for international tourism, also using the story of the journey.

In the case of the seventeen sustainable development goals, the topic of your work can be selected from a menu during the pre-registration phase. At that point, up to a maximum of two Objectives may be indicated in combination in order to indicate a specific relevance between these and their contents. We list the combinations below:

MAIN THEMES	17 SUSTAINABLE DEVELOPMENT GOALS
Immigration	10. Reducing Inequality; 8. Decent Work and Economic Growth; 16. Peace, Justice, and Strong Institutions
Bullying	4. Quality Education; 10. Reducing Inequality
Eating Disorder	3. Good Health and Well-being
Homophobia	10. Reducing Inequality
Disability	3. Good Health and Well-being; 10. Reducing Inequality
Gender Stereotype	4. Quality Education 5. Gender Equality; 8. Decent Work and Economic Growth; 10. Reducing Inequality
Environment	6. Clean Water and Sanitation; 7. Affordable and Clean Energy; 12. Responsible Consumption and Production; 13. Climate Action 14. Life Below Water; 15. Life on Land
Society and Technology	7. Affordable and Clean Energy; 9. Industry, Innovation and Infrastructure; 11. Sustainable Cities and Communities; 12. Responsible Consumption and Production
Racism	4. Quality Education; 10. Reducing Inequality; 16. Peace, Justice and Strong Institutions



Social Inequality	<ul style="list-style-type: none"> <li>1. No Poverty;</li> <li>2. Zero Hunger;</li> <li>4. Quality Education;</li> <li>8. Decent Work and Economic Growth</li> </ul>
Historical memory	<ul style="list-style-type: none"> <li>4. Quality Education;</li> <li>10. Reducing Inequality;</li> <li>16. Peace, Justice and Strong Institutions</li> </ul>
Culture of legality	<ul style="list-style-type: none"> <li>8. Decent Work and Economic Growth;</li> <li>11. Sustainable Cities and Communities;</li> <li>16. Peace, Justice and Strong Institutions;</li> <li>17. Partnership for the Goals</li> </ul>
Undeclared work (organized crime, illegal recruitment, etc...)	<ul style="list-style-type: none"> <li>8. Decent Work and Economic Growth;</li> <li>10. Reducing Inequality;</li> <li>16. Peace, Justice and Strong Institutions</li> </ul>

The “main themes” will provide guidance on the relevance to topics related to cultural partners or sponsoring bodies. The artistic director reserves the right, in any case, to independently devise further combinations, if identified during the viewing of the #SocialClip.

If it is believed that the #SocialClip has an affinity with more than one theme, the others may be indicated in the notes during the pre-registration phase.

For more information on the seventeen goals, in order to consult the list and specific applications, you can access the following link: <https://sdgs.un.org/goals>.

## 9. PRIVACY POLICY

By registering their work to the competition, Contestants will allow to process their personal data, pursuant to Legislative Decree No. 196 / 2003 and as to per Art. 13 of the European Regulation 2016/679 - GDPR.

The participants authorize the Cultural Association "Università Cerca Lavoro" (UCL), founder of the Tulipani di Seta Nera Festival, or the Company chosen by said Association, to publish the images, photos and videos released during the Festival on its website, on catalogues, and/or other supports, and during public and private events, without compromising personal dignity and decorum. The participants also confirm that this Authorization does not infringe any contractual term and/or right of other representative Agencies, relieving the “Università Cerca Lavoro” Association, or the Company chosen by said Association, from any claim by third parties. The Contestants authorize the use of the image/s and music, which is to be considered as free of charge.

The participants, pursuant to Legislative Decree 196/2003 and Article 13 of the 2016/679 European

Regulation - GDPR., declares to be fully informed about the purposes and methods of processing personal data and authorize to collect this material in the TSN Festival Archive.

All personal data and those protected by the privacy Law are and will be processed accordingly to principles of correctness, lawfulness and transparency, protecting your rights, for the purposes and with the methods described in the informative report of TULIPANI DI SETA NERA, available in the dedicated area of the website <http://www.tulipanidisetanera.it>.

The participants declare to hold the right of use and the exploitation right of the works registered to the Festival in accordance to the Law No. 633/1941.

The Promoters reserve the right to use all the material received and the works submitted to the Judges, for the purpose to promote the social message related to the festival. Consequently, they may be screened during promotional events or public events set by the UCL Association, or the Company chosen by said Association.

### 10. FESTIVAL ARCHIVE

The works sent for the pre-selection will not be returned, but will become part of the Archive of the TSN Festival. The U.C.L. Association, founder of the Festival, or the Company chosen by said Association, reserves the right to use this material only for the non-profit purpose to promote the message related to the Festival. By submitting an Entry, the author and/or the right holders of the work authorize its use for the screenings during the Festival and/or film exhibitions, for the sole purpose of promoting the event. They also authorize the use of part of the work submitted (up to 20%) for the promotion of the Festival also on television networks.

### 11. GENERAL PROVISIONS

Entering into the Festival implies full acceptance of the above Regulations.

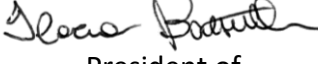
The "Tulipani di Seta Nera" International Social Festival of Cinematic Arts aims to make the works submitted (their directors and casts) more visible to journalism, television and the world of Cinema. For this reason, the Promoters reserve the right to exclude from the competition those works which participate to other Video Clips Contests with similar purposes, in conjunction the period of the Festival. The winners commit to including in the opening credits of their works the Festival name "Tulipani di Seta Nera International Social Festival of Cinematic Arts" and logo.

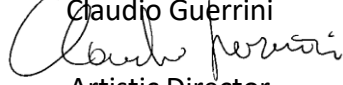
All works of a racist, pornographic or defamatory nature and/or which violate the Law will be automatically rejected. Prizes will be awarded only in the presence of the winning director or his official representative. The secretariat will not send any prizes. The decision of the Judges is unquestionable.

### 12. CONTROVERSIES

Entering into the Contest constitutes an acceptance of these Regulations. The Promoters reserve the right of final decisions on everything not specified in these Rules. The Court of Rome shall be the Court competent for the resolution of any controversies.

Diego Righini  
  
President of  
"Tulipani di Seta Nera"  
Festival

Ilaria Battistelli  
  
President of  
UCL Association

Claudio Guerrini  
  
Artistic Director  
#SocialClip