What is The Power of the Arts?

*The Power of the Arts* is an initiative from Philip Morris GmbH.

*The Power of the Arts* awards projects and concepts that use art and culture to facilitate the integration and inclusion of people, irrespective of their social situation, education level, a disability, or origin.

*The Power of the Arts* is directed at culture creators with projects that leverage the integrative power of the arts for social and cultural equality as well as mutual understanding among all people, especially adults who have a migratory background and women.

Every year, the prize awards 50,000 euros each to four projects or concepts in music, art, theater, dance, literature, film, and design targeted at people aged 18 and older.

In autumn 2018, an independent jury comprised of people from fields in art, culture, and science will decide on the selection of awardees. The jury is appointed by the initiator and sponsor of *The Power of the Arts*, Philip Morris GmbH.

*The Power of the Arts* is carried out by the following organizations and companies: International Giving Foundation founded by Deutsches Stiftungszentrum im Stifterverband (Donors’ Association for German Science), netzwerk junge ohren e.V. (Young Ears Network), Boros GmbH, and Bureau N.

Who can apply?

Eligibility is open to all non-profit institutions and initiatives in Germany that use culture to advocate for social and cultural equality as well as understanding among all people, and take down structural, social, and cultural barriers. Per year, one concept or project can be submitted that has not yet been carried out.

All applicants and their project participants agree to comply with the objectives laid out by the [UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions](https://www.unesco.org/fileadmin/Multimedia/Documents/2001_cultural_diversity_convention.pdf).

What needs to be submitted for the application?

All applications are submitted exclusively using the online form on the *The Power of the Arts* [www.thepowerofthearts.de](http://www.thepowerofthearts.de) website. Submissions by postal mail will not be taken into consideration.
The online form consists of the following:

- Description of the concept and or project proposal and its objectives, basic artistic idea, implementation, and target groups
- Costs and financial plan for the concept or project named, with specific clarification on how the award sum of EUR 50,000 will be used.
- Declaration of consent to transferring a non-exclusive license for video and image material
- Declaration of consent regarding the objectives of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- Proof of non-profit status

Awardee projects and concepts should be carried out in 2018 or 2019.

Declaration of consent and usage

By submitting your application to The Power of the Arts, you are declaring your consent to the naming of you and your application/your institution in the press and public relations work of all organizations participating in The Power of the Arts and their media partners. This does not apply to commercial objectives for the purposes of product marketing. Furthermore, by submitting your application, you are transferring the usage rights held by you and your institution to all image material (moving/static) so that it can be used for The Power of the Arts communication online and offline. You confirm that consent to such use has been provided by all people shown in image material.

Deadlines

The Power of the Arts call for applications ends on 30 June 2018. The application for The Power of the Arts can be following registration via an online form by no later than 30 June 2018, at 12:00am midnight. The Power of the Arts Project Office reviews applications exclusively with regard to formality criteria.

Legal recourse

Legal recourse is excluded. employees of the organizations carrying out the project and of the sponsor as well as of jury members and their organizations are not eligible for participation in The Power of the Arts.

Data protection

The Power of the Arts Project Office and all organizations participating in execution agree to practice due diligence in handling the personal data from the applications submitted
in observance of the provisions laid out in the applicable legal norms. The *Power of the Arts* saves data exclusively for the purposes of the selection procedure. By providing personal information, you are permitting us to save and use such information in accordance with data protection legislation and this declaration. Withdrawal of consent and deletion of your personal information is possible at any time.

**Exclusion**

In the event legal proceedings are filed against you and/or a representative of your project or institution in connection with the application submitted, especially when a third party is challenging proprietary rights, Philip Morris GmbH as sponsor of *The Power of the Arts* reserves the right to exclude you from *The Power of the Arts* and the corresponding events at any time. Philip Morris GmbH as sponsor furthermore reserves the right to exclude you from *The Power of the Arts* and the corresponding events at any time if it becomes clear that you and/or a representative of your application do not subscribe to the fundamental values of a free democracy.