

LIFE PINNARCA

LIFE NAT/ES/001265



DELIVERABLE DE1.2

PINNARCA MASCOT



Fundación Universidad Católica de Valencia
IMEDMAR - UCV

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1. ABSTRACT

The LIFE PINNARCA project (LIFE20-NAT/ES/001265), developed with the contribution of the LIFE Programme of the European Union, aims to conserve the fan mussel (*Pinna nobilis*), a critically endangered bivalve mollusc. A fundamental aspect for the protection and recovery of the species is the dissemination of the problem along with the participation of citizens and the different sectors involved, with special emphasis on environmental improvement and the creation of synergies with other ecological conservation initiatives at national and international levels.

A good way to raise public awareness and disseminate results is to design a mascot that helps to better identify the PINNARCA project. In basic terms, a mascot is a character, a personified image that becomes a symbolic representation of a brand, company, or even a European project. Therefore, a contest was carried out and the public was invited to participate.

The purpose of this contest **was to create a design of a mascot meant to be the European image of the “LIFE PINNARCA” project**, achieving an identification sign of the project. Once the contest is over, the chosen mascot will be used as a companion in the dissemination of the project information through different channels: written documents, t-shirts, posters, websites, social networks, etc.

2. BASES OF THE MASCOT DESIGN CONTEST

The following entities and organizations belonging to the countries (Spain, France, Italy and Greece) participated in the project:

- Universidad Católica de Valencia (UCV), Instituto de Investigación en Medio Ambiente y Ciencia marina (IMEDMAR-UCV). Coordinator, Spain
- State Agency Superior Research Center, Spanish Oceanographic Institute, Balearic Islands Oceanographic Center (CSIC-CN-IEO-COB). Partner, Spain
- State Agency Higher Center for Scientific Research, -Mediterranean Institute of Advanced Studies, University of the Balearic Islands (CSIC-IMEDEA-UIB). Partner, Spain
- Ecologists in Action Region of Murcia (EEARM). Partner, Spain
- Paul Ricard Oceanographic Institute (IOPR). Partner, Francia
- Institute of Agrifood Research and Technology, La Ràpita (IRTA). Partner, Spain
- Panepistimio Aigaiou, University of The Aegean – Research Unit (UAEGEAN). Partner, Grecia
- University of Alicante (UA). Partner, Spain
- University of Naples Federico II – Department of Biology (UNINA). Partner, Italy

The participation requirements were that only natural people over 18 years old who reside in European Union territory and who possess a valid Identity Card (ID card) and/or residence permit in the case of foreigners, at the time of the awarding of the prize, will be able to participate.

Information about the files, quality of the designs, deadline, different formats, terms and conditions were established in these bases (**see Annex I**):

- The request for additional information regarding this contest, as well as the applications submitted to it, will be sent to the following email address: imedmar@ucv.es
- The files must be sent to the mentioned email with the following information on the Subject "Life PINNARCA Mascot Contest" + Name and Surname of the author.
- The designs must be sent in high quality JPG with a maximum resolution of (20 Mb), indicating the program with which it was designed and all the elements necessary for its reproduction.
- The deadline for submitting designs ends on April 27, 2022.
- Each participant may submit a maximum of 3 proposals to the contest. It should be taken into consideration that the design of the mascot will be used in different sizes and formats, so it must be recognizable both in medium sizes and in smaller formats.
- The partner organizations of the "LIFE PINNARCA" project hold the right to publish and disseminate the winning work.
- Participation in this contest and the submission of a proposal implies acceptance of the terms and conditions established in these bases.

The preselection of proposals was taken place on April 28, 2022 and was publicly announced at the meeting in the "Veles e Vents" building of the Royal Marina of Valencia of the partners of the "LIFE PINNARCA" project. Before May 30, 2022 the jury final decision was communicated to the winner through the same e-mail address from which the proposal was sent. The winner received an economic remuneration of € 4000 gross. In addition, the winner is going to have other recognitions such as the publication of their name on the web pages / social networks of the partner organizations. As mentioned above, the mascot is going to be used in a variety of media such as t-shirts, brochures, social media posts, posters, and the different kinds of informative material.

There was an evaluation criteria to select the final mascot. The points to be considered were as follows:

1. The design of the mascot should be visually appealing and expressive.
2. The mollusc *Pinna nobilis* should be recognizable in the design.
3. It should reflect the European nature of the project.
4. The design must be original and unpublished, thus certifying that the images have no use restrictions.
5. The creativity, originality and adaptation of the mascot with the characteristics of the project described above will be the main valued features.

The selection jury was composed by:

- Sebastian Hernandis Giner, Expert director subaquatic documentaries
- Jose Tena Medialdea, Project Manager LIFE PINNARCA and Director of IMEDMAR-UCV Institute
- Elena Posokhova, Founder and director of the Foundation Maritima 01
- Nardo Vicente. One of the major experts in the study of *Pinna nobilis*

The propriety rights, data protection, interpretation, jurisdiction and applicable law were specifically described in the bases and rules of the mascot design contest (**see Annex I**).

- **Propriety Rights**

The winner of the contest yields all rights regarding the work carried out and submitted to the contest to the managers of the "LIFE PINNARCA" project, who will have complete freedom to use it in whole or in part, or to modify it at the time and in the way they deem it necessary. Therefore, it is a requirement that the person who wins the contest delivers, as a necessary condition to receive the prize, an informatics version of the logo made with the original application with which it was designed.

- **Data protection**

Participants are aware that they are providing their information to UCV, which will only use it to manage their participation in this promotion and, where appropriate, to communicate the prize in case of winning. The data provided by the participants is confidential and will only be used for the management of the sweepstakes.

UCV will only keep the personal data until the end of the sweepstakes and once the statute of limitations period for possible legal actions has elapsed. Notwithstanding the above, the personal data provided may be kept duly blocked for the time required by the applicable regulations. The legal basis for the processing of your data is your consent, which you give by participating in the sweepstakes.

Responsible for processing: Fundación Universidad Católica de Valencia San Vicente Mártir.
Address: C/ Quevedo, nº 2. 46001- Valencia. Data Protection Delegate Contact: dpd@ucv.es

The organization is committed to protecting your privacy and guarantees compliance with current legislation on data protection, in particular, the General Data Protection Regulation (RGPD) and the Organic Law on Data Protection and Guarantee of Digital Rights. Your data will be processed in a lawful, fair and transparent manner, in accordance with explicit and legitimate determined purposes, only if they are adequate, relevant and limited to what is necessary in relation to those purposes. The data will be kept only for the time necessary to fulfill the purposes of the processing.

Your data will be communicated to third parties when it is necessary for the fulfillment of legal or fiscal obligations. Likewise, your data will be accessible to external service providers related to the organization of the sweepstakes (company for the execution of the sweepstakes), with whom UCV has signed the legally required contracts that guarantee the fulfillment of their obligations as data processors.

The owner of the data has the right to access their personal data being processed, as well as request the rectification of inaccurate data or, where appropriate, request their deletion when the data and are not necessary for the purposes for which they were collected, in addition to exercising the right of opposition and limitation to the treatment and portability of data. In the case of having obtained your consent, you have the right to revoke it at any time, but without retroactive effect.

Participants may submit their requests to exercise their rights through the following channels:

- By addressing a written communication to UCV-LOPD, at C/ Quevedo, nº 2 de 46001-Valencia.
- By sending a written communication to the e-mail address dpd@ucv.es.

If you consider that your right to personal data protection has been violated, you may file a complaint with the Spanish Data Protection Agency (www.agpd.es).

- **Interpretation, jurisdiction and applicable law**

Any aspect not foreseen in these rules, or any doubt about the interpretation of the same, will be resolved at the discretion of the organization of the promotion. These legal bases are subject to Spanish law and any dispute shall be submitted to the Courts and Tribunals of the city of Valencia.

3. FINALIST PINNARCA-MASCOT-LOGO CONTEST

A total of 33 candidates with 41 proposals were received. After reviewing all proposals, each member of the jury evaluated each of the proposals submitted using a score table. The score table presented the evaluation criteria divided in different sections: appropriateness to the subject (30%), ability to be exploited (20%), visual attractiveness (15%), originality (10%), creativity (10%), artistic value (10%) and humour (5%). The rate item was between 1 point (bad) and 10 (excellent). The total score was the result of the specific weighting of the different items (Figure 1). In Annex II can be found the link with all proposals and the excel files with the scores from each member of the jury.

MASCOT DESIGN CONTEST										
Date:										
Member of jury:										
Rate each item between 1 point (bad) and 10 (excellent).										
The total score is the result of the specific weighting of the different items.										
Evaluation criteria Technical and Research Quality	PROPOSALS									
	1		2		3		4		5	
	Scoring	Weighted score	Scoring	Weighted score	Scoring	Weighted score	Scoring	Weighted score	Scoring	Weighted score
Appropriateness to the subject (30%)	0	0	0	0	0	0	0	0	0	0
Ability to be exploited (20%)	0	0	0	0	0	0	0	0	0	0
Visual attractiveness (15%)	0	0	0	0	0	0	0	0	0	0
Originality (10%)	0	0	0	0	0	0	0	0	0	0
Creativity (10%)	0	0	0	0	0	0	0	0	0	0
Artistic value (10%)	0	0	0	0	0	0	0	0	0	0
Humour (5%)	0	0	0	0	0	0	0	0	0	0
SCORE	0		0		0		0		0	
FINAL SCORE	0,0		0,0		0,0		0,0		0,0	

Figure 1. Evaluation criteria of mascot design contest

Finally, the members of the jury selected five finalists' proposals for the next phase (Figure 2). The five finalists of the contest were Aurélie VION, Ferran España, José Villota, Vandamme Laetitia, Vicent Santamaría, by alphabetic order.

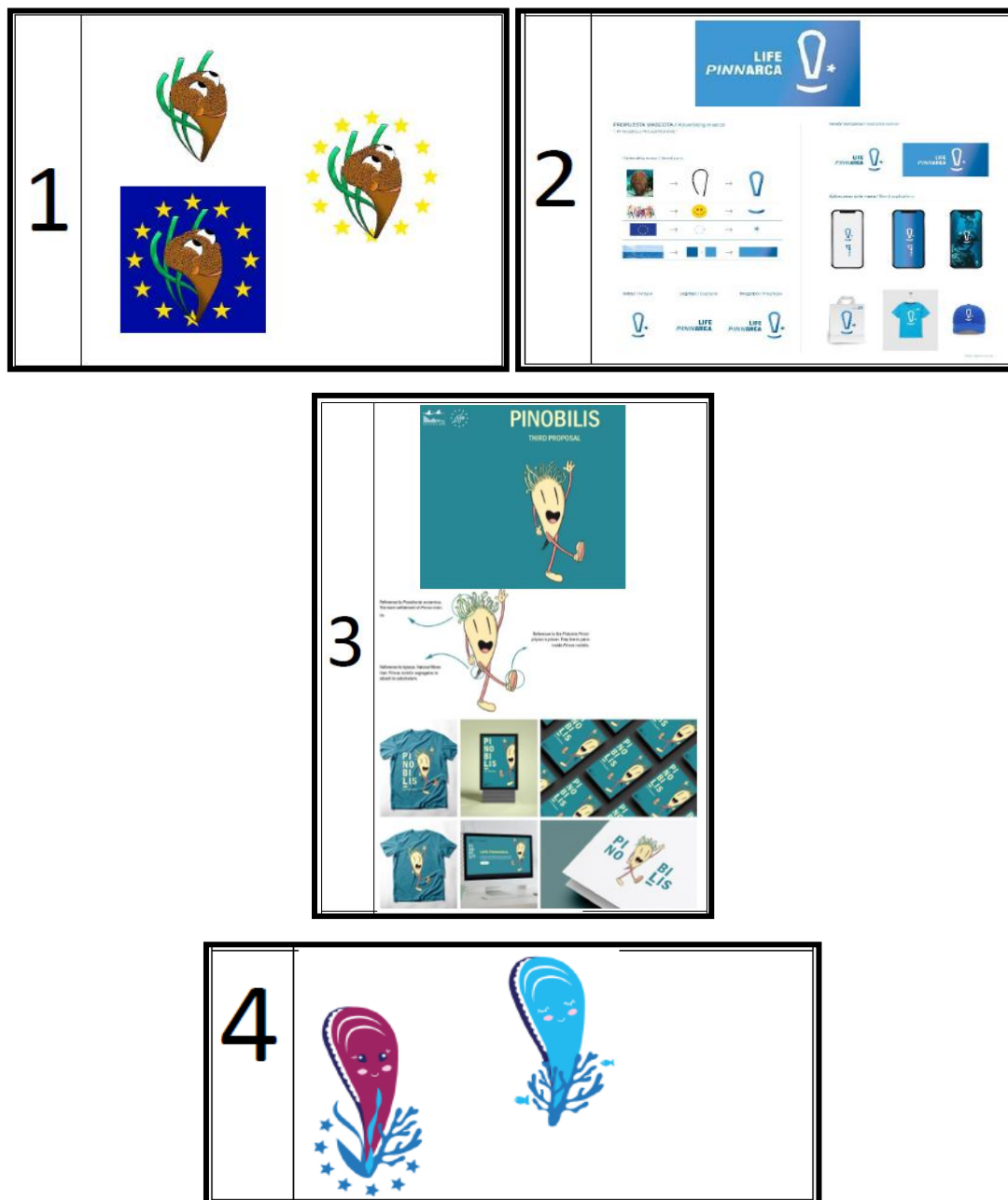




Figure 2. Finalist proposals chosen by the jury

After the election of these five designs, the jury voted again among these five proposals. The design by Ferran España received 50% of the votes (2 votes) of the jury. Another two designs received 25% of the votes (1 vote) each. Furthermore, before final decision, the jury asked for the input of the LIFE PINNARCA partners on the five finalist proposals with the goal of considering their opinion (scores between 1 (bad) to 5 (excellent)). The option with a higher score voted by the partners was, again, the proposal from Ferran España (Table 1).

Table 1. Final scores of the Mascot Design Contest by the LIFE PINNARCA partners

Institution	Mascot Design Contest				
	1	2	3	4	5
UCV	5	4	2	3	1
CSIC-IMEDEA	2	5	4	1	3
IRTA	0*	0*	0*	0*	0*
UNINA	4	5	2	3	1
UAEGEAN	4	3	5	2	1
CSIC-IEO	1	5	3	4	2
EEARM	1	5	3	4	2
UAEGEAN	3	4	2	5	1
IOPR	5	4	3	2	1
Total	25	35	24	24	12

*Null vote

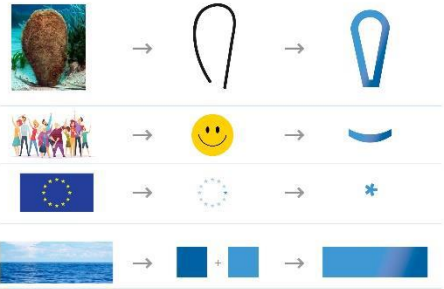
This proposal has been chosen for the development of the **Logo** for the LIFE PINNARCA project.



Selected design:

PROPUESTA MASCOTA / Advertising mascot
"LIFE PINNARCA (LIFE20-NAT/ES/001265)"

Partes de la marca / Brand parts



Isotipo / Isotype



Logotipo / Logotype



Imagotipo / Imagotype



Versión horizontal / Horizontal version



Aplicaciones de la marca / Brand applications

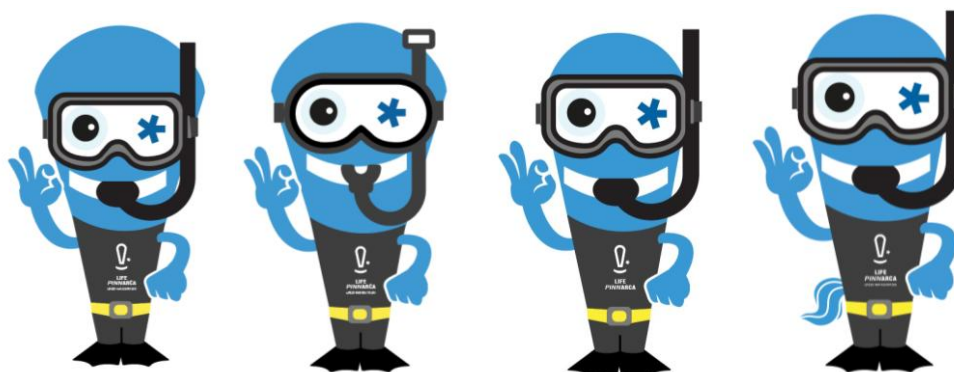


Fotografías: Pignora Gascón



Finalist Mascot:

To create the Mascot, the artist had to adapt the selected design. Ferran España produced three possibilities of finalist mascot designs.



The finalist mascot selected is shown below.



The list of the five more voted proposals and the winner of the contest has been uploaded to the project webpage (<https://www.lifepinnarca.com/events>). Attached is the document signed by the members of the jury (see Annex III)

ANNEX I



BASES OF THE MASCOT DESIGN CONTEST FOR THE “LIFE PINNARCA (LIFE20-NAT/ES/001265)” PROJECT

1. Contest Organizer

Instituto de Investigación en Medio Ambiente y Ciencia marina (IMEDMAR-UCV) of the Universidad Católica de Valencia (UCV)

2. Purpose of the contest

The LIFE PINNARCA project (LIFE20-NAT/ES/001265) (<https://www.lifepinnarca.com/>), developed with the contribution of the LIFE Programme of the European Union, aims to conserve the fan mussel (*Pinna nobilis*), a critically endangered bivalve mollusc. It's an endemic species of the Mediterranean Sea, whose shell can measure more than one meter. A fundamental aspect for the protection and recovery of the species is the dissemination of the problem along with the participation of citizens and the different sectors involved, with special emphasis on environmental improvement and the creation of synergies with other ecological conservation initiatives at national and international level.

The purpose of the contest is **to create a design of a mascot meant to be the European image of the “LIFE PINNARCA” project**, achieving an identification sign of the project. The mascot will be used as a companion in the dissemination of project information through different channels: written documents, t-shirts, posters, webpages, social networks, etc.

The following entities and organizations belonging to the countries (Spain, France, Italy and Greece) participate in the project:

- *Universidad Católica de Valencia (UCV), Instituto de Investigación en Medio Ambiente y Ciencia marina (IMEDMAR-UCV). Coordinator, Spain*
- *State Agency Superior Research Center, Spanish Oceanographic Institute, Balearic Islands Oceanographic Center (CSIC-CN-IEO-COB). Partner, Spain*
- *State Agency Higher Center for Scientific Research, -Mediterranean Institute of Advanced Studies, University of the Balearic Islands (CSIC-IMEDEA-UIB). Partner, Spain*
- *Ecologists in Action Region of Murcia (EEARM). Partner, Spain*
- *Paul Ricard Oceanographic Institute (IOPR). Partner, Francia*
- *Institute of Agrifood Research and Technology, La Ràpita (IRTA). Partner, Spain*
- *Panepistimio Aigaiou, University of The Aegean – Research Unit (UAEGEAN). Partner, Grecia*
- *University of Alicante (UA). Partner, Spain*





- University of Naples Federico II – Department of Biology (UNINA). Partner, Italy

- The mascot will be used as a companion in the dissemination of project information through different channels: written documents, posters, web pages, social networks, etc.

3. **Participation requirements.**

Only natural persons over 18 years of age who reside in European Union territory and who possess a valid Identity Card (ID card) and or residence permit in the case of foreigners, at the time of the awarding of the prize, will be able to participate.

4. **Contest Information**

The request for additional information regarding this contest, as well as the applications submitted to it, will be sent to the following email address: imedmar@ucv.es

The files must be sent to the mentioned email with the following information on the Subject "Life PINNARCA Mascot Contest" + Name and Surname of the author.

The designs must be sent in high quality JPG with a maximum resolution of (20 Mb), indicating the program with which it was designed and all the elements necessary for its reproduction.

The deadline for submitting designs ends on **April 27, 2022**.

Each participant may submit a maximum of 3 proposals to the contest. It should be taken into consideration that the design of the mascot will be used in different sizes and formats, so it must be recognizable both in medium sizes and in smaller formats.

The partner organizations of the "LIFE PINNARCA" project hold the right to publish and disseminate the winning work.

Participation in this contest and the submission of a proposal implies acceptance of the terms and conditions established in these bases.

5. **Award and recognition**

The preselection of proposals will take place on **April 28, 2022** and will be publicly announced at the meeting to be held in the "Veles e Vents" building of the Royal Marina of Valencia of the partners of the "LIFE PINNARCA" project. Before **May 30, 2022** the jury final decision will be communicated to the winner through the same e-mail address from which the proposal was





sent. The winner will receive an economic remuneration of **€ 4000** gross (before taxes), which will be deposited in the bank account of their choice.

In addition, the winner will have other recognitions such as the publication of their name on the web pages / social networks of the partner organizations. The mascot in question will be used in a variety of media such as t-shirts, brochures, social media posts, posters, and all kinds of informative material.

6. Evaluation criteria

1. The design of the mascot should be visually appealing and expressive.
2. The mollusc *Pinna nobilis* should be recognizable in the design.
3. It should reflect the European nature of the project.
4. The design must be original and unpublished, thus certifying that the images have no use restrictions.
5. The creativity, originality and adaptation of the mascot with the characteristics of the project described above will be the main valued features.

7. Jury

The jury will be composed by:

Sebastian Hernandis Giner, Expert director subaquatic documentaries
 Jose Tena Medialdea, Project Manager LIFE PINNARCA and Director of IMEDMAR-UCV Institute
 Elena Posokhova, Founder and director of the Foundation Maritima 01
 Nardo Vicente. One of the major experts in the study of *Pinna nobilis*





8. Propriety Rights

The winner of the contest yields all rights regarding the work carried out and submitted to the contest to the managers of the "LIFE PINNARCA" project, who will have complete freedom to use it in whole or in part, or to modify it at the time and in the way they deem it necessary. Therefore, it is a requirement that the person who wins the contest delivers, as a necessary condition to receive the prize, an informatic version of the logo made with the original application with which it was designed.

9. Acceptance.

Participation in the promotion implies acceptance of these rules of the contest

10. Data protection.

Participants are aware that they are providing their information to UCV, which will only use it to manage their participation in this promotion and, where appropriate, to communicate the prize in case of winning.

The data provided by the participants is confidential and will only be used for the management of the sweepstakes.

UCV will only keep the personal data until the end of the sweepstakes and once the statute of limitations period for possible legal actions has elapsed. Notwithstanding the above, the personal data provided may be kept duly blocked for the time required by the applicable regulations. The legal basis for the processing of your data is your consent, which you give by participating in the sweepstakes.

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The organization is committed to protecting your privacy and guarantees compliance with current legislation on data protection, in particular, the General Data Protection Regulation (RGPD) and the Organic Law on Data Protection and Guarantee of Digital Rights. Your data will be processed in a lawful, fair and transparent manner, in accordance with explicit and legitimate determined purposes, only if they are adequate, relevant and limited to what is necessary in relation to those purposes. The data will be kept only for the time necessary to fulfill the purposes of the processing.

Your data will be communicated to third parties when it is necessary for the fulfillment of legal or fiscal obligations. Likewise, your data will be accessible to external service providers related to the organization of the sweepstakes (company for the execution of the sweepstakes), with whom UCV has signed the legally required contracts that guarantee the fulfillment of their obligations as data processors.

The owner of the data has the right to access their personal data being processed, as well as request the rectification of inaccurate data or, where appropriate, request their deletion when the data and are not necessary for the purposes for which they were collected, in addition to exercising the right of opposition





and limitation to the treatment and portability of data. In the case of having obtained your consent, you have the right to revoke it at any time, but without retroactive effect.

Participants may submit their requests to exercise their rights through the following channels:

- By addressing a written communication to UCV-LOPD, at C/ Quevedo, nº 2 de 46001-Valencia.
- By sending a written communication to the e-mail address dpd@ucv.es.

If you consider that your right to personal data protection has been violated, you may file a complaint with the Spanish Data Protection Agency (www.agpd.es).

11. Interpretation, jurisdiction and applicable law.

Any aspect not foreseen in these rules, or any doubt about the interpretation of the same, will be resolved at the discretion of the organization of the promotion.

These legal bases are subject to Spanish law and any dispute shall be submitted to the Courts and Tribunals of the city of Valencia.

The present document reflects only the author's view. The Agency/Commission is not responsible for any use that may be made of the information it contains



ANNEX II

<https://drive.google.com/drive/folders/1iK95xOf2xA6l3uYQ4zMHUb14-G0saXRY?usp=sharing>

ANNEX III



27th of May 2022

LIFE PINNARCA (LIFE20-NAT/ES/001265) Protection and restoration of *Pinna nobilis* populations as a response to the catastrophic pandemic started in 2016

SELECTION OF THE MASCOT CONTEST WINNER.

On-line meeting

The jury of the LIFE PINNARCA mascot contest met on-line on the 27th of May, 2022 at 12:30 pm and has chosen the proposal submitted by **Ferrán España**, on the 21st of April, 2022. The jury first selected 5 finalists of the 41 proposals received. The 5 finalists of the contest were (by alphabetic order):

Aurélie VION
Ferran España
José Villota
Vandamme Laetitia
Vicent Santamaría

The design by Ferran España received 50% of the votes (2 votes) of the jury. Another two designs received 25% of the votes (1 vote) each. Furthermore, before final decision, the jury asked for the input of the LIFE PINNARCA partners on the 5 finalist proposals with the goal of considering their opinion. The option with a higher score voted by the partners was, again, the proposal from Ferran España.



Selected design:



A list of the 5 more voted proposals and the winner of the contest will be uploaded to the project webpage: <https://www.lifepinnarca.com/events>

Jury signature

<p>Elena Posokhova</p> <p>Date</p> <p>ELENA POSOKHOVA / 2022.06.02</p>  <p>Founder and director of the Foundation Maritima 01</p>	<p>Nardo Vicente</p> <p>Date</p> <p>Nardo Vicente</p> <p>Digitally signed by Nardo Vicente DN: cn=Nardo Vicente, o, ou=IOPR, email=nardo.vicente@ufr.it, c=FR Date: 2022.06.09 17:36:51 +02'00'</p> <p>One of the major experts in the study of <i>Pinna nobilis</i></p>
<p>Sebastian Hernandis Giner</p> <p>Date</p> <p>SEBASTIAN HERNANDIS GINER</p> <p>Firmado digitalmente por SEBASTIAN HERNANDIS GINER Fecha: 2022.06.09 16:00:29 +02'00'</p> <p>Expert director subaquatic documentaries</p>	<p>José Tena Medialdea</p> <p>Date</p> <p>JOSE TENA MEDIALDEA</p> <p>Firmado digitalmente por JOSE TENA MEDIALDEA Fecha: 2022.05.27 13:52:07 +02'00'</p> <p>Project Manager LIFE PINNARCA and Director of IMEDMAR-UCV Institute</p>