

◐ Work
◑ Family
● *(re) balance*

PHOTOGRAPHY COMPETITION

for boys and girls between 19 and 29 until
20 december 2019

www.marcovigorelli.org

fondazione *fm* marcovigorelli

Work-Family (re) balance

Images of reconciliation between work and family.

A new photo contest created by the Marco Vigorelli Foundation and TWM Factory in order to inspire photographers and amateurs to describe the delicate balance between work and family using the tools of photography.

REGULATION

Participation in the competition is permitted to all those who have read the information below regarding the processing of personal data, consented to the processing of said data and accepted the general conditions provided in this document.

The following announcement has no commercial purpose and aims to stimulating the reflection on socio-demographic and economic changes that have profoundly shaped society, and consequently family, and labor. In particular, the theme revolves around the possibility of creating an integrated vision between family life and professional life that places the two areas in a dual relationship. Work and family can coexist, and should coexist in order to guarantee the well-being of the individual.

1. THEME OF THE COMPETITION

*Work-Family
(re)balance*

“Work-Family (re) balance” is a competition for photographers and amateurs aged 19 to 29, promoted by Marco Vigorelli Foundation: this foundation carries on the work of Marco Vigorelli, – an economist who died in 2002 – by promoting and supporting activities aimed at preserving the employee’s wellbeing, and at the same time, working to affirm the centrality of private life and family time even in corporate life. This competition has been created in partnership with TWM Factory, a creative studio owned by professionals under 30 years old, which takes care of enhancing and supporting the work of young creatives. The cooperation between Marco Vigorelli Foundation and the TWM Factory embodies the meaning of this contest: a true desire to listen to the youngest, in order to create a new cultural landscape of work ethics that focuses on the employee’s well-being. This creates a virtuous circle in which the company and the family enjoy the reciprocal position they occupy in the existence of each individual.

The theme of the contest was handpicked in order to stimulate the discussion around the reconciliation between family life and work life: these two ideals should be approached in terms of duality, instead of dualism. It is not about balancing two separate areas, but about integrating them, keeping human relations as the main focus on one's life.

Too often young people are forced choose between private life and career. This helps to build the idea that family life is very distant and incompatible with professional work. Perhaps this might be the reason why those looking for a job today pay more attention to work-life balance than to economic revenue. As a solution, we strive to create a new cultural mindset, which will put the employee at the center of corporate's life and allow the individual to accept the consequences of his choices as effects of freedom and not as must do's.

Millennials approaching the very difficult world of employment have to face multiple difficulties, but at the same time they carry with them so much new energy. This contest was created to find new ways to represent the delicate balance between work and family life; by highlighting the importance of each individual's private life and relationships, we can work towards a desirable corporate well-being that everyone can benefit from.

Today, companies have realized that, if not adequately supported, family can become an impediment to participation in the labor market, reducing the possibilities of producing human and social capital in the present as well as in the future – especially when it comes to women. That's why employers no longer neglect the bond between family and work. However, recognizing this interdependence as a dimension of social sustainability is appropriate, ethically right, and economically appealing too: a happy employee can produce more satisfactory results for the company!

But to be truly happy, the employee needs to feel at the center of attention in his humanity and needs to be recognized not as a single productive unit, but as a bearer of relationships that derive largely from his personal life, of which the family is one of the highest expressions.

This is the cultural proposal of the Corporate Family Responsibility that the Marco Vigorelli Foundation has been proposing for several years and on which it is important

to reflect as young people. To reconcile work and family means to give centrality to the employee and relevance to the possibility of transforming the relationship between work and family into an opportunity to live in dialogue and not in conflict. Relationships can thus be strengthened and strengthened for the individual and for the company.

Thanks to the presence of the TWM Factory Cultural Association, created by a group of young professionals under 30, the competition confirms its goal: to promote these important themes through the use of the artistic medium of photography, an immediate vehicle of meanings and symbolisms, which can bring young and curious professionals closer to these topics.

Possible themes for the photographic project
 Time management and Smart Working
 Company kindergarten and children's education
 Shopping at the office and free time
 Maternity and Maternity leave
 Paternity leave and creativity
 Women, work and the future
 Men, work and present
 Corporate welfare and children
 Generativity and assistance to the elderly and the sick
 Work-family flexibility and reconciliation

For more information on the philosophy of Marco Vigorelli and the activities of the Marco Vigorelli Foundation, please watch the following videos that can also help when creating the pictures:

- ◊ Youtube Channel: <https://www.youtube.com/user/FondazioneVigorelli>
- ◊ Website: <https://www.marcovigorelli.org/ricordi-di-marco-vigorelli/>
<https://www.marcovigorelli.org/interviste-video-fondazione-marco-vigorelli/>

2. THE MARCO VIGORELLI FOUNDATION

Inspired by the namesake economist and Accenture Senior Partner, who passed away in 2002, the Marco Vigorelli Foundation was promoted by his friends, colleagues and family, to give continuity to his work of promoting and supporting initiatives aimed at the wellbeing of the individual in the professional, family and social life. It pursues public utility goals in the fields of research, training and social assistance, through publications, conferences and seminars.

Mission

We carry forward the philosophy of Marco Vigorelli sharing the attention to the person and to all the realities in which it is expressed, especially the family and work.

We support research activities that propose a renewal of the methods used by financial organizations in terms of strategy and operations in terms of corporate well-being and employee well-being.

We share issues of governance, organization of business processes and management control, preferring reflection on corporate family responsibility and work-life balance.

Projects

The Marco Vigorelli Foundation is involved in Research, Culture, Awards and Events.

From the attribution of a scholarship to Guglielmo Faldetta the volume Corporate family responsibility and work-life balance was born (contributions by Pierpaolo Donati, Lucio Fumagalli, Carlo Sorci, Franco Angeli, Milan 2008) presented on September 28, 2010 in a conference entitled The Corporate Family Responsibility as a competitive advantage in the management of Human Resources held at the Bocconi University in Milan and followed by a "Think Tank" at Palazzo Marino.

In 2010 the Italian edition of *Artefici of our destiny* is promoted. *Realize yourself between work and family*, signed by Nuria Chinchilla and Maruja Moragas (Lupetti, Bologna 2010): a text that develops not only the theme of conciliation in professional and family contexts, but also of disposition to work, stimulating an approach that takes advantage of the coaching and personal leadership implementation paths. In the wake of this publication, a temporary observatory on Corporate family responsibility is established in the USA, where Emanuele Rizzardi, researcher of the Marco Vigorelli Foundation, can collaborate with Jennifer Owens (of Working Mother).

In 2013, the Marco Vigorelli Prize was established for a

master's degree thesis on Corporate Social Responsibility (CSR) and Corporate Family Responsibility (CFR), reconciliation of family work and corporate welfare.

In 2014, the Self empowerment and work-life balance workshop - which involves speakers from BNL-BNP Paribas Group, Mercedes Benz-Italy, Procter & Gamble and The Coachinggroup - is organized within the International Conference "Personal Flourishing in Organizations" promoted by the Center of Research Markets, Culture and Ethics of Rome. In 2015, at the Catholic University of the Sacred Heart in Milan, the corporate wellness event of the employee celebrates the awarding of the Marco Vigorelli Award of that year, with interventions by Vittorio Coda (Bocconi), Diego Visconti (Italian Foundation Accenture) and Barbara Imperatori (Catholic University of the Sacred Heart of Milan).

On March 13th 2017 the Time of the Fathers Round Table is held at the Luigi Sturzo Institute. Contemporary scenarios of paternity coordinated by Isabella Crespi, associate professor of Sociology at the University of Macerata, attended by the Institute of Studies on Paternity, the Association Hands Off Papa and Piano C.

In July 2018, the project for the publication of the FMV Corporate Family Responsibility Booklets was inaugurated, the series of monothematic publications that brings together the know-how of the Marco Vigorelli Foundation and the reflections of the leading experts in the sector.

2019 brings the Marco Vigorelli Foundation to take care of work and "smart" workers. Academic research and corporate evidence on smart working (19 February, Milan State University) and Ethical Impacts of Artificial Intelligence (10 May, Luigi Sturzo Institute of Rome) in two events that bring together academic and business perspectives and different methodological approaches on the themes at the center of contemporary reflection.

3. THE TWM FACTORY CULTURAL ASSOCIATION

TWM Factory is a Cultural Association and creative studio based in Rome, created by professionals under 30 years old, with diverse backgrounds and perspectives.

Mission

We believe in the value of creativity as an medium for expression, connection and reflection.

Our mission is to bring together more and more professionals in order to stimulate interaction, offer opportunities for reflecting, comparing and generating contamination of ideas. We want to start a revolution in the Italian creative and cultural industry by doing it right here right now, while we're young.

The team is the most important resource for project development. The team is close-knit and continuously producing ideas, with different stories and studies; our team has experience in the creative and cultural fields, and has acquired expertise in managing economic resources, projects and events.

Projects

TWM Factory's creative team designs and promotes initiatives in several different fields. It supports the creativity of emerging artists by organizing cultural events, courses and workshops, and also by carrying out press activities through the online magazine The Walkman, a showcase of young Made in Italy talent.

TWM Factory is the promoter of *Giovani Creativi*, a multidisciplinary project created to encourage dialogue between established and contemporary culture, bringing citizens and new generations closer to the cultural Italian heritage.

With this project TWM Factory has won "100 stories of creativity" (Lazio Creativo), ranking among the 100 most promising under 35 creatives in the Lazio Region.

The first edition, which established the entrance of the Millennials into places of art such as Palazzo Barberini and Castel Sant'Angelo, was exhibited in October 2018 at the National Gallery of Modern Art in Rome.

The second edition that investigates the origins of the Italian creative genius, will be hosted in Palazzo Massimo - Museo Nazionale Romano, in November 2019.

TWM Factory won the "Creature Award 2017" (Open House - Creature Festival) with Roma Smistamento project, 300 square meters of former railway offices, regenerated into

a multi-purpose creative hub.

In May 2018 the space was inserted in Rome's map of the creativity for the open door weekend of Open House Rome 2018.

Roma Smistamento was included as the only Roman company among the 15 finalists for the Culturability call created by Fondazione Unipolis. It took part in the Creature Festival, inserted in Contemporarily Rome, with the exhibition Domestic Boundaries. Roma Smistamento also participated in the Month of Photography with the exhibition Signs Details and was included in Open House Rome 2019 with the exhibition Redemption.

Roma Sminstamento organized the "Know How" training course, obtaining the patronage of the Municipality of Rome I. The team designed and conducted the "Press Play" program, at the LUISS University Radio Guido Carli.

4. METHOD OF PARTICIPATION

The competition is open to professional and amateur photographers aged between 19 and 29. Jury members are excluded from the competition.

Signed photographs or images containing recognizable identifying marks of any kind will not be accepted. The photographs must be the result of a single shot, therefore photographic composition through collage or digital programs is not allowed. Digital retouching limited to image squaring, color balance, exposure, contrast, clarity is allowed. Images that are not consistent with the theme of the competition will not be accepted. Both black and white and color photos are allowed.

If the picture includes recognizable people, the photographer has the duty to inform any interested parties and to obtain the consent of the latter if necessary as established by the General Data Protection Regulation n. 679/2016 (GDPR). In particular, the photographer will be required to provide a statement in which he affirms to be in possession of the permits from the subjects he portrayed. Failure to fulfill these requests will result in elimination from the Competition.

After receiving the material, the Marco Vigorelli Foundation can decide whether to print a selection of photographs and possibly set up a photographic exhibition as well as a catalog. Among the pictures, the Jury will

identify the winner and those worthy of special mentions. These photographs remain available for the Marco Vigorelli Foundation and must be accompanied by the author's release. The Marco Vigorelli Foundation reserves the right to use them to promote its mission exclusively for non-commercial purposes and by citing the author. The author remains completely free to use them.

5. TERMS AND CONDITIONS

Each participant must own the intellectual property of the photographs he decides to send in. Each participant is solely responsible for the subject of his image, therefore he undertakes to exclude any liability of the Marco Vigorelli Foundation from third parties. In particular, the participant declares to be the only author of the images sent. Each participant accepts unconditionally all the rules of this regulation.

6. HOW TO SIGN IN

Participation in the photo contest will be via e-mail. To take part in the competition, interested photographers must send an e-mail to info@marcovigorelli.org with the subject "Marco Vigorelli Foundation Photo Call" and include in the message:

- ◊ filled and signed participation forms, in PDF format;
- ◊ 3 photographs concerning the theme of the competition, in JPEG format;
- ◊ 1 presentation of the photographic project, in WORD format, max 1,200 characters including spaces;
- ◊ 1 short presentation of the author and his work as a photographer, in WORD format, max. 1,200 characters including spaces;
- ◊ Document confirming possession of the disclaimers of the subjects represented in the photographs, in PDF format.

Failing to send of the materials listed above will result in non-eligibility for participation.

7. DEADLINES

The deadline for those interested in entering and sending the material is on December 20th, 2019 by 5.00 pm. Winners and special mentions will be announced by January 31, 2020 on the Marco Vigorelli Foundation, The Walkman Magazine's websites and media channels.

8. AUTHOR RIGHTS AND RIGHTS OF USE

Artists work is protected by their own. The selected photographs will be used on the Marco Vigorelli Foundation's website for distribution and non-commercial purposes, the author is only entitled to quote, thus excluding any feedback of an economic nature. By submitting the images, the participant explicitly declares to be the author and to hold all the rights related to the photograph. By sending the photographs, the participant exempts the organizers from any request made by third parties in relation to the ownership of the copyright of the photographs and to the violation of the rights of the represented persons and of any other right connected to the photographs sent.

The author of the photographs states that the images submitted are the exclusive gift of his own genius and that these works are new and original.

9. SEND PHOTOGRAPHS

Each participant is required to send the requested material to info@marcovigorelli.org, as an attachment or via We Transfer.

The image format must be in JPEG type and sRGB color profile. Each photo must have the maximum size of 1920 pixels (long side) x 1080 pixels (short side); no other formats will be accepted.

The file size must not exceed 2Mbytes.

The single file must be named by: name, surname of the photographer and number of the photo (example in the case of sending the 1st photograph: `mario rossi 1.jpg`). The photo number will be indicative of the narrative succession.

The winners will be invited to send the photographs in size 40x30cm (LxA) - A3 format, about 4134x2923 pixels at 250/300 dpi.

10. JURY AND AWARDS

The final judgment will be issued by a jury composed of specialists from the Marco Vigorelli Foundation and the TWM Factory Cultural Association.

The Jury owns the right not to award the prize due to lack of competitors or because none of the photographs has been recognized as worthy.

The jury will proceed with the evaluation of the selected photos, assigning the prizes as indicated in point 10.2.

The selected photographs will be published on the Marco Vigorelli Foundation and The Walkman Magazine's websites.

The participants will be informed about the jury's decisions and about the awarding date. Further information on the eventual exhibition will be made known after the conclusion of the announcement.

10.1 PRIZES

First place wins a cash prize of € 1,000.00 (gross of legal withholdings).

Two special mentions are planned by the Marco Vigorelli Foundation and TWM Factory.

The two photographers mentioned will be included in all the communication relating to the photo contest and their photos will be included, along with those of the winner, on Marco Vigorelli Foundation and The Walkman Magazine's websites.

11. RESPONSIBILITY

The promoter and all the individuals involved in the organization of this contest do not accept any responsibility for: errors, cancellations, technical problems, failure in communicating or transmitting any of the photographs; any incorrect or inaccurate information resulting from competitors' errors; any damage to people or things that may be caused directly or indirectly, in entirety or partially by the participant in the competition or when receiving the prizes; unauthorized use of the participating images.

12. PRIVACY

According to the art. 13 of Legislative Decree 196/2003 all personal data will be processed solely for the purpose of participating in this competition. Participation in the competition implies full acceptance of this regulation.

13. CHANGES

The organization owns the right to change the expiration date and the regulation above as long as it does not substantially alter the content of the competition. Any changes and additions may be adopted by the organization to protect and safeguard the artistic contents of the competition.

Rome, November 2019

Marco Vigorelli Foundation

TWM Factory Cultural Association