



CALL FOR APPLICATIONS

#lesMargaret

- **Article 0. ORIGIN**

The [Margaret](#) Awards honour one digital woman working to shape a better world on the Journée de la Femme Digitale [Digital Women's Day]. For its 7th edition under the theme "Women: World Changers", Digital Women's Day will reward two new laureates selected by a panel composed of a dozen leading figures in the digital sector in Europe and Africa.

The 2019 European and African Digital Women of the Year (the Margarets) are continuing the work of pioneers such as the famous NASA computer scientist who worked to accomplish the first human step on the Moon: Margaret Hamilton.

- **Article 1. OVERVIEW**

The Margaret "Women: World Changers" call for applications will nominate the digital women of the year from among innovative companies and start-ups and is organised by [the bureau](#), the company behind the annual Digital Women's Day event and the [JFD Club](#) as well as the [Margaret Foundation](#)

This call for applications aims to support the growth and international reach of innovative French companies and start-ups, founded or co-founded by women, by providing them with maximum visibility to maintain their competitiveness.

- **Article 2. OUR VALUES**

The Margaret Awards and Digital Women's Day are based on three founding values:

- KINDNESS
- INNOVATION
- SHARING

These values are also shared by our partners who contribute their expertise to this event and share their experience with the finalists, for no personal gain.

These three founding values are underpinned by a concept that encompasses the entire process: [transparency](#). This guarantees that the selection is open to all women.

- **Article 3. PARTICIPANTS**

Participation in the Margaret Awards is **free** and open to all innovative structures (companies and start-ups) that have a social impact, in accordance with the following conditions:

- One of the directors of the participating structure must **attend** the presentation on 17 April 2019 in Paris and/or 13 June 2019 in Dakar.
- Founders and co-founders are based in Europe and Africa having developed an innovative start-up less than 5 years ago.
- The direct shareholding must be entirely and/or partly held by one or more **natural persons**.
- As such, participants give every assurance that they hold all of the necessary intellectual and industrial property rights to present the development and marketing of the product or solution defended before the official Margaret Awards panel.
- Participants certify that the content of their product and/or solution is **original, innovative, and contributes to a better world**.

Participants may submit one application only to the competition. Participants entering more than one application shall be excluded from the competition.

• **Article 4. DESCRIPTION OF THE AWARDS**

Two Margaret awards will be handed out at the 2019 editions. The first will reward the **2019 European Digital Woman** and the second the **2019 African Digital Woman**.

Five European finalists and **five African finalists** will be selected as finalists for the awards.

• **Article 5. APPLICATION SELECTION CRITERIA**

- **Relevance of your team:** you must justify your desire to hold a dominant position in your market by explaining your team's experience and skills. Highlight the complementary know-how of your staff and your delivery capacity.
- **Economic feasibility:** provide details on the consistency of the financing and economic viability models applied to your project in view of needs.
- **Market opportunity:** provide details on the size of your market. If you are investing in a new market, explain the importance of this market and its evolution over the coming years. You need to convince the panel of the relevance of your strategic choice with regard to the coherence of the market and the product.
- **Business traction:** if your structure generates positive returns, verified sales, signed contracts and partnerships, demonstrate these returns with chronological figures and a presentation of your partnerships to date, for example.

- **The “fit”:** The Margaret Awards and Digital Women’s Day work towards digital technology that contributes to a better world [#ForABetterWorld](#). Do you incarnate the capacity to change the way a market functions in favour of a solution to a local, global or international societal problem? Tech for Good approach? Digital technology for a better world!
- **Your miracle ingredient:** we are looking for raw talent expressed through sincere and authentic projects, be yourself! This is why we place such emphasis on the short video presenting your structure.

- **Article 6. STAGES**

The laureates are selected via a 3-stage process.

- **Step one:** candidates are invited to submit their application using the online form accessible on the official Digital Women’s Day website under the Margaret Awards tab <https://lajourneedelafemmedigitale.fr/les-margaret/> from **midnight on February 7th, 2019** to **midnight on March 7th, 2019**.
- **Step two:** Selected applications will be presented to the official panel of the Margaret Awards on **March 12th, 2019**. The videos received will also be presented. Deliberations will be conducted behind closed doors after these presentations in order to decide the 2019 laureates.
- **Step three:** The awards ceremony will take place during the Paris edition of Digital Women’s Day on **April 17th, 2019** in Paris for the European Digital Woman, and in Dakar on **June 13th, 2019** for the African Digital Woman. Exclusive evening events will be organised for the occasion and the laureates must be available for these.

The decisions of the Digital Women’s Day internal commission and the official panel of the Margaret Awards will not be disclosed and may not be subject to complaint.

- **Article 9. IMAGE RIGHTS**

Each participant authorises, free of charge, the organisers, directly or indirectly, to collect and use their image on all communication media (photo, video, audio) as application presentation elements.

To this end, participants undertake to authorise the organisers of the Margaret Awards or any third party authorised by the latter, during 1 year as of the submission of applications, to represent/reproduce and exploit the image of the participant in question in full or in part, directly or indirectly, worldwide in the written press/radio/television/computerised means, on all media and in all formats and more generally using all known and future technical means and processes regardless of the broadcasting sectors, notably in communication materials associated with the organisation, information and promotion of the Awards.

The laureates undertake to attend the awards ceremony and grant image rights under the conditions of this article, and to use the hashtag “[#JFD19](#)” in materials used to market the products and solutions that receive an award.

Personal data and strictly confidential data are expressly excluded from this authorisation.

- **Article 10. CONSULTATION AND ACCEPTANCE OF THE REGULATIONS**

These regulations are available to view and download on the official Digital Women's Day website under the Margaret Awards tab: <https://lajourneedelafemmedigitale.fr/les-margaret/>

Participation in the Margaret Awards implies the full and complete acceptance, without restrictions or reservations, of these regulations and a solemn undertaking as to the veracity of the information provided.

- **Article 11. CONFIDENTIALITY**

Within the framework of the competition and the presentation of candidate applications, participants may be required to provide personal and confidential information.

The organisers and the members of the official panel undertake to process this information with the utmost discretion and care, and not to divulge said information without the prior authorisation of the participant in question on the condition that this information is previously identified as "confidential" by the participant.

Nevertheless, within the framework of communication operations surrounding the **Margaret Awards**, the organisers are authorised to:

- Communicate to the press and publish on the website the company name, application name and the names of the candidates.
- Make public the characterising and non-confidential features of the projects presented, without compensation of any kind.

- **Article 12. CONDITIONS FOR INELIGIBILITY**

Applications shall be considered invalid under the following conditions: Any submission

sent other than via the online form provided for that purpose.

Any submission sent after the deadline of midnight on March 7th, 2019.

Any submission originating from an entity not eligible to participate under the conditions of the previous articles.

Any incomplete submission.

Any attitude contrary to applicable laws, values, regulations and ethical rules. Any act of counterfeiting or unfair competition associated with a submission.

The Digital Women's Day internal commission reserves the right, in case of force majeure, to extend, shorten, modify or cancel this operation.

- **Article 13. APPLICABLE LAW AND JURISDICTION**

These regulations are subject to French Law.

Any difficulty arising from the application or interpretation of these regulations or not provided for by the latter shall be settled by the organisers.

The time limit for disputes concerning the competition is one month as of the participation deadline set out in the previous article.

Any dispute arising from the Margaret Awards that cannot be settled amicably shall be referred to the Paris Court.