



## OPTIMA ERASMUS PROJECT GUIDELINE

### PROJECT PURPOSES

The aim of Optima Erasmus Project (“The Project”) is to help 6 students (4 from Italian universities and 2 from Spanish universities ) to optimize their Erasmus experience. The project offers them an internship with one of the partner companies, an economic grant, visibility on web to increase their personal and professional development in order to give them more chances in the job market.

### ADMISSION REQUIREMENTS

We select candidates with the following requirements: age of majority, Erasmus scholarship beneficiaries, Spanish beneficiaries assigned to Italian universities.

### SELECTION CRITERIA

The selection includes the following steps:

1. CV Pre-screening;
2. Telephone/Skype Interviews;
3. Web Voting;
4. Casting (for Italian students only).

In order to ensure equality treatment and transparency, in the first two steps selection activities will be conducted by a job agency authorized by the Ministry of Labour and Social Policies, regularly checked in the job agency register. Selection criteria are indicated and established by the protocol adopted by Optima Italia Spa. Selection outcomes can't be limited or influenced by universities.

The third step of the selection takes place on a contest online on the Optima Erasmus website [www.optimaerasmus.com](http://www.optimaerasmus.com) (“The website”), where users will choose among 82 candidates (54 Italian students, 28 Spanish students), the 20 Italian semi-finalists and the 2 Spanish winners. The Italian semi-finalists will participate at the last step of the selection, the Casting, that will decide the 4 winners.

The participants will have to provide a self –portrait photo with a short description (150 characters max) of their personality and an optional link to a video that they can post on the website for the vote.

Votes expressed on other platforms or social network will be not valid.

An account Facebook (“User”) is necessary to express the vote and it is allowed only one preference.



The contest starts at 10 am of 9 December 2015 for the Italian students, at 10 am of 15 December 2015 for The Spanish students and ends in 72 hours.

For the Spanish students, in a case of a tie, the contest will be extended one more hour, until one of the finalists will not get more votes. For the Italian students, in case of ex-aequo in the last position, they will be admitted to the casting.

The announcement of the winners will take place in real time, and they will be contacted by e-mail or phone.

The access and management of platform will comply with the security measures established in accordance with current standards.

All the registered data will be handled respecting the existing law according to the principles of correctness and lawfulness as requested, for the vote and for purposes of sending advertising materials or direct selling or for carrying out market research or commercial communication.

The use of personal data of the interested party will be related also to the fulfillment of obligations under the law and to requests of orders from authorities or armed forces. Personal data may be communicated and distributed to third parties for business, educational and professional purpose. Moreover, Optima may need to communicate personal data to third parties, agencies, natural and legal persons such as: Public authorities, armed forces, police, associates and persons who perform for Optima technical and organizational tasks.

The persons belonging to the categories above will process the information as data controllers or processors, only if appointed by Optima. Personal data can be also processed by Optima employees and consultants, indicated as controllers and processors.

The provision of data and consent to their use for is optional, but a refusal makes impossible for the interested party to vote their favorite candidate, and Optima can't do improvements to the services and can't communicate to the interested party information or updates. Personal data can be processing also with automated modalities (SMS, MMS, fax, e-mail and other web applications only with the written consent of the interested person and until revocation.

The treatment will be also carried out with the help of electronic or automated devices, to whom only authorized parties can access, in full compliance with the provisions of the Privacy Code.

At any moment the interested party may oppose free of charge, pursuant to art. 7 of Legislative Decree 196/2003, to the processing of his data, addressing his request to Optima Italia S.p.a, with registered office at 174 Corso Umberto I, Naples, as owner of the treatment, which will provide adequate response without delay. The interested party has the right to obtain, therefore, the



confirmation of the existence or not of personal data concerning him, even if not yet recorded, and their communication in intelligible form.

The interested party has the right to be informed about: a) origin of personal data; b) the purposes and methods of treatment; c) the logic applied in case of treatment with the aid of electronic instruments; d) the identity of the owner, the managers and the representative appointed under article 5, paragraph 2; e) the subjects or categories of subjects to whom the personal data may be communicated or who can learn about them as appointed representative in the State, as managers or agents.

The interested party has the right to obtain: a) The updating, rectification or, when interested, integration of data and images; b) the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data whose retention is unnecessary for the purposes for which the data were collected or subsequently processed; c) certification that the operations a) and b) have been notified, also as regards their content, of those to whom the data and images have been communicated or distributed, except in the case where this requirement proves impossible or involves the use of means manifestly disproportionate to the protected right. The interested party has the right to object, in whole or in part: a) for legitimate reasons to the processing of data concerning him, even to the scope of the collection; b) the processing of data concerning him for purposes of sending advertising materials or direct selling or for carrying out market research or commercial communication. Optima Italia, with registered office at 174 Corso Umberto I, Naples, is responsible for the customer personal data. The responsible for processing is Antonio Zullo, domiciled for the office at the headquarters of the Optima Italia S.p.a, with registered office at 174 Corso Umberto I, Naples.

## **SCHOLARSHIP**

Optima provides a financial contribution for each participant of the amount of euro 1500,00, net of taxes, to be paid in four monthly installments from the tenth day of the first month after the departure. There is also a bonus of euro 250,00, for a total amount of euro 1500,00, for the top three students of the 6 thematic contests. They will take place from April to June according to the procedures indicated three days before their start on the website [www.optimaerasmus.com](http://www.optimaerasmus.com).

Participants will be invited to face on topics chosen by a special jury composed of web and communication experts. They will have 24 hours to get votes from the users and to obtain the votes of the 4 jurors who have 3 tokens to assign in 24 hours.



Optima can suspend temporarily or permanently the payment of the contribution, and also without notice, only in the following cases:

- a) The participant doesn't make or makes partially sharing activities required;
- b) The participant sends e-mail or other unsolicited communications or not authorized by other network users;
- c) The participants broadcasts pornographic, obscene, derogatory, violent, profane, racist contents, contrary to the public order or liable to cause disturbance;
- d) The participant commits violations of copyright, owned by Optima or by third parties;
- e) The participant shares unauthorized commercial communication or damages websites or users through virus or other technologies;
- f) The participant comes back in advance for any reason.

It is understood that Optima is not responsible for any of the activities listed above. Join the project doesn't constitute an employment relationship, so the universities, Optima and third parties don't have any restrictions in recruitments.

## **SHARING ACTIVITY**

During their experience, the students will have to post daily videos and images related to their life abroad on the official website [www.optimaerasmus.com](http://www.optimaerasmus.com) and on other platforms indicated by Optima. All contents by participants will be voted and/or commented by users who can express a maximum of 5 votes per day, for these contents. Each vote or comment will contribute to increase the degree of their "sociality-KI". Users can vote and/or comment, without limitations, all contents posted by participants. To determinate the degree of sociality-KI participants can obtain only one point for each vote or comment up to a daily maximum of 5 concerning every contents posted.

The students with the highest sociality-KI will have the chance of being tutor for the next edition.

They will enabled Optima to make photos and videos of their persons and of the frequented environments as already specified in the document "Optima Erasmus Student".

Moreover, for the winner of the #sociality there will be a special prize, announced later, established according his personal attitudes and with educational purposes.



## INTERNSHIP

At the end of the Erasmus experience, Optima can possibly offer to participants an internship according to manners that will be communicated later. Interested companies will choose the candidate or the candidates who will consider appropriate; in case of refusal are not provided replacement proposals.

## CONTACTS

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