

Some figures of the V.I.E Program in the world:  
100,000 young people since its creation for 8,000 user companies

At the end of March 2021, the VIE program represents:  
388 V.I.E for 150 subsidiaries in Central & Eastern Europe  
63 V.I.E in 33 French subsidiaries in Poland

# V.I.E Challenge

## Poland

Based on your V.I.E. experience, your goal is to  
convince a young person or a company to  
engage in the V.I.E Program in Poland despite  
the Covid-19 crisis context



### WHO?

All V.I.E's on assignment in  
Poland as of March 31, 2021  
can participate in the V.I.E  
Challenge 2021



### HOW?

Register via the [dedicated form](#)  
and choose the format of your  
creation to send



### WHAT PRIZES?

Challenge Prize

**3 400 PLN**

« Coup de cœur » Prize

**2 300 PLN**

# V.I.E

# CHALLENGE Poland 2021

Registration  
form



## HOW TO PARTICIPATE?

- 1) **Register online [here](#) before April 26, 2021**  
A confirmation email will be sent to you with an information sheet and the V.I.E logo to insert in your creation
- 2) **Prepare your creation with your preferred format**  
! The V.I.E logo must be inserted and visible in the chosen format !
- 3) Submit your **work and the completed information sheet** by email to [challenge.vie@businessfrance.fr](mailto:challenge.vie@businessfrance.fr) with the following subject line:  
"V.I.E Challenge Poland 2021" **before May 19, 2021.**  
We will confirm you the reception of your work by email.

## ASSESSMENT CRITERIA

Projects will be evaluated by the jury according to the following criteria:

- Impact and achievement of the challenge objective
- Initiative and motivation levels
- Creativity and originality of the work
- Quality of content, clarity and presentation
- Professional coherence
- Respect for visual/graphic guidelines

## AWARDS



### V.I.E Challenge Prize

**3 400 PLN**

*Supported by the French Foreign Trade Advisors (CCEF) section in Poland*

### « Coup de cœur » Prize

**2 300 PLN**

*Supported by Business France Poland*

### Language of your choice (French or English):

- 1 A short presentation video of 2 min max: dynamic and inclusive framing (urban environment, professional...)
- 2 An advertising poster in blockbuster film format or iconic advertising campaign
- 3 A Powerpoint document including 1 to 2 minutes of audio pitch in the format "My V.I.E in 120 seconds"
- 4 A both visual and written article in an "International Reporter" style (about half a page)

To build your project, you can be inspired by your experience, a project you are proud of, an anecdote...to be illustrated with photos, visuals and/or personal videos (free of rights).

→ The V.I.E logo must be inserted in each format

April 19 – April 26

Registration  
via the form

May 19 – June 10

Jury  
deliberation



Creation and  
sending of  
contents

April 26 – May 19

Awards  
Ceremony

From June 15



AMBASSADE  
DE FRANCE  
EN POLOGNE

Liberté  
Égalité  
Fraternité

The prizes will be awarded by:

**Frédéric BILLET**  
Ambassador of France to Poland



## PRODUCTION TIPS

For an easy creation, here are some tips:

### 1) For the video:

- Focus on **stable and varied shots**, and a **uniform format** (portrait or landscape).
- The following **softwares and applications** are easy, intuitive and free to use: InShot, YouCut, Videolab, iMovie (on Mac only)
- Export your file as .mp4 and send it to us via WeTransfer at [challenge.vie@businessfrance.fr](mailto:challenge.vie@businessfrance.fr)

### 2) For the advertising poster:

- You can create your poster on the software/website of your choice.
- You can be inspired by existing **iconic advertising campaigns**.

### 3) For the pitch:

- Record the audio of your pitch in Powerpoint using the *'Slide Show'* → *'Record Slide Show'* function

### 4) For the article:

- A dynamic and immersive storytelling style is an advantage
- Do not forget to complement your article with one or more visuals



## WHO ARE THE JURY MEMBERS?

- **Jean ROSSI**, President of French Foreign Trade Advisors (CCEF) section in Poland
- **Monica CONSTANT**, Director of the French-Polish Chamber of Commerce
- **Anselme IMBERT**, Deputy Advisor to the Head of the Economic Service at the French Embassy in Poland
- **Laurence DE TOUCHET**, Country Director Business France Poland



For any further information, please contact us at: E-mail : [challenge.vie@businessfrance.fr](mailto:challenge.vie@businessfrance.fr)

