

THE MINDCHANGERS



MEME CONTEST

WHY THIS CONTEST ?

Young people engage differently in fighting global challenges than previous generations might have done so far. Due to new ways of communication, faster information channels, more confidence in their skills and knowledge, and different lifestyles, established forms of engagement are not always fit to address young people, if they don't consider these factors into their activities. Young people want to engage actively, participate in decision-making processes, be able to schedule their engagement according to their lives, and rely on social media to inform themselves but also to raise awareness on their own contributions.

Memes are one of the most essential elements of social media. As a modern form of communication, memes can be a universal language that goes beyond countries, cultures and societal groups. Depending on the context of the meme, we are using them to share and express opinions and common realities through humor within our communities of people with the same interests and fields of action. Especially in the fields of political engagement, like climate change and migration, memes do not only offer humorous relief on challenging topics but also depict shared perceptions about opinions, facts and also hardships within engagement.

With the Mindchangers Meme Contest we want to gather all your stories and experiences to show how similar but also different the sides of youth engagement look across the EU. The winner of our Mindchangers Meme Contest will be invited with a friend to join the Mindchangers International Youth Meeting in Stuttgart, Germany, where young people from the Mindchangers Projects in Italy, France, Spain, Rumania, Belgium and Germany meet for three days to celebrate and share their project experien

YOU WANT TO PARTICIPATE?

Great! The contest is open to:

- Young people between 18 and 35 years
- who live in the EU (be citizen or legal resident of one of the 27 Member States of the European Union)
- and have previously followed the Mindchanger's Instagram page ([@mindchangers_project](https://www.instagram.com/mindchangers_project))

HOW CAN YOU PARTICIPATE?

- The contest will start on Thursday, **May, 31 at 9.00 am** and will close on Sunday, **June, 18 at 9.00 pm CEST.**
- Submit your **self created** meme into this form: <https://w36v8f4tgnq.typeform.com/mc-meme-contest>
- Additionally, you can upload your meme on your Instagram account and use the hashtag **#mindchangersmemecontest**

THE MEME SHOULD

- be in English
- about the topics of youth engagement (bonus points for climate change and migration)
- be submitted as a high resolution file (500px x 500px) saved as a .jpeg or .png
- make sure to mention your first and last name in the name of the document (e.g. firstname.lastname.memecontest)

THE MEME CANNOT

- mention either private or public people
- contain hate speech or any offensive content

THE PRIZE

The winner of the meme contest will receive an **invitation for 2 people** to take part in the International Youth Meeting in Stuttgart from **September 25th to September 27th 2023**, where young people from all across the European Mindchangers regions share their project experiences and build networks beyond their countries. All costs and bookings of hotels and travels related to this trip will be covered by us.

THE SELECTION PROCESS

The selection will follow a 2-step process.

1. Once the submission period is closed, all the received memes will be evaluated from June, 19th to June, 25th by a jury composed of 12 young people, who had been previously recruited via an open call for participation in the regions covered by Mindchangers.
2. The selected memes will be published on Mindchangers' IG page and submitted to a popular vote from June, 26th at 2.00 pm to July, 2nd at 9.00 pm CEST.

The person whose meme will have received the most likes by July 2nd at 9.00 pm CEST will be the winner of the contest. The official announcement will be communicated to the winner before 10 July by email and on the Mindchangers Instagram page. Only the winner will receive a communication from the Mindchangers team.

DECLARATION

By participating,

- you agree to follow the rules of this contest and are aware that not following the said rules can lead to your exclusion from the contest
- you agree to waive all rights of appeal with regard to the terms and conditions of the contest and its outcomes, including the results and the prizes
- you certify that the meme you submit is your original creation and that to your knowledge, no situation of plagiarism can be reported
- you agree that the meme you submit can be published on Mindchangers' IG page and therefore possibly shared on other related accounts

GENERATE A MEME

On these sites you can create your own meme:

- <https://imgflip.com/>
- <https://www.kapwing.com/meme-maker>
- <https://www.iloveimg.com/meme-generator>

Need some inspiration? Here you can find the trending memes:
<https://memebase.cheezburger.com/>