



REGIONS
AND YOUTH
FOR PLANET
AND PEOPLE



Technical Rules for Participating in the Mindchangers Meme Contest

1. DESCRIPTION

Mindchangers - Regions and Youth for Planet and People is a European project funded under the DEAR Programme of the European Commission. The objective of Mindchangers is to create and strengthen collaboration between young people, civil society organizations and local authorities to promote youth engagement on issues related to Sustainable Development Goals, migration and climate change. To achieve this, the project carries out subgranting, capacity building, and communication activities.

Mindchangers activities are taking place in Piemonte (IT), Baden-Württemberg (DE), Auvergne-Rhône-Alpes (FR), La Rioja (ES), Fédération Wallonie-Bruxelles (BE) and Dolj County (RO).

The Mindchangers Meme Contest wishes to gather stories and experiences from young people to show how similar but also different the sides of youth engagement look across the EU. The winner of the Mindchangers Meme Contest will be invited with a friend to join the Mindchangers International Youth Meeting in Stuttgart, Germany, in September 2023, where young people from the Mindchangers-funded local projects meet for three days to celebrate and share their project experiences and build networks beyond their regions.

The theme of the contest will be youth engagement, especially focused on migration or climate change. Youth engagement refers to the direct or indirect participation of young people in a variety of actions addressing issues of local or global interest. Engagement is a step-by-step process that allows for the manifestations of interests, beliefs and convictions, and that becomes a pattern of thought, experience and action - in other words, a way of living¹.

The Mindchangers Meme Contest is organised by the partners of the project: Regione Piemonte, Consorzio delle Ong Piemontesi ETS, State Ministry Baden-Württemberg, Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg, RESACOOOP, Gobierno de La Rioja, CONGD CAR, Fédération Wallonie-Bruxelles, University of Craiova (hereinafter referred to as "the organizer"). The contact entity for the contest is Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg.

¹ This definition is taken from Mindchangers practical guide "Youth engagement on the 2030 Agenda" - <https://www.mindchangers.eu/publications/practical-guide/>



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2. ELIGIBLE APPLICANTS

To be eligible, applicants must:

- be citizen or legal resident of one of the 27 Member States of the European Union
- be between 18 and 35 years old
- have previously liked the Mindchanger's Instagram page (@mindchangers_project)

Any applicant not fulfilling the eligibility criteria will not be taken into consideration in the selection process.

3. APPLICATION PROCEDURE

The contest is open from Wednesday 31 May at 9.00 a.m. until Sunday 18 June at 9.00 p.m. CEST.

The applicants will have to upload the self-created meme in the form (Mindchangers Meme Contest <https://w36v8f4tgnq.typeform.com/mc-meme-contest>), along with their name, surname, date of birth, nationality, legal residence, name of the Instagram account.

Optionally, the applicants can also post their self-created meme on their own Instagram page, using the hashtag #mindchangersmemecontest.

Posting the self-created meme only on their own Instagram page without submitting it using the dedicated form will not be considered eligible.

Only one application per person may be submitted. The first application registered in the form (Mindchangers Meme Contest) will be the only one considered in the selection process. If, at any stage, multiple applications are detected, only the first application registered in the form (Mindchangers Meme Contest) will be considered.

4. SUBMISSION GUIDELINES AND RULES

The meme should be:

- in English (if any text is present)
- submitted as in the format .jpeg or .png with the minimum resolution of 500 by 500 pixels
- saved with the name of the participant
- about the topics of youth engagement (bonus points for climate change and migration)



The meme cannot:

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

By participating,

- you agree to comply with the rules of this contest and are aware that not complying with 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 Instagram page and therefore possibly shared on other related accounts
- you acknowledge that the organisers are entitled to solve any contingency not included in this document

Participants are entitled to the ownership of their creative submissions and will receive full credit on all accounts.

The organisers will ask for a copy of the identity card (ID), passport and/or legal residence document of the winner and the travel partner in order to take care of the travel bookings. If by checking the documents the organisers detect that the applicant and/or the travel partner has made a false declaration, they will be excluded from the contest. In this case, the second ranked meme is declared the winner.

5. SELECTION PROCESS

Once the submission period is closed, the selection will follow a 3-step process:

- 1) Applicants will first have to pass the eligibility criteria check, based on point 2. of this document.
- 2) The submitted memes will be evaluated from 19 June to 25 June by a jury composed of 12 youths, who had been previously recruited via an open call for participation in the regions covered by Mindchangers. The short list will be composed of a maximum of 9 memes.
- 3) The selected memes will be published on Mindchangers' Instagram page and submitted to a popular vote/public vote from 26 June at 2.00 p.m. to 02 July at 9.00 p.m. CEST.

The person whose meme will have received the most "likes" on 02 July at 9.00 p.m. CEST will be the winner of the contest.



6. PRIZE

The official announcement will be communicated to the winner before 10 July by email and on Mindchangers Instagram page. Only the winner will be contacted by the organisers.

The winner of the meme contest will receive an invitation for 2 people to take part in the International Youth Meeting in Stuttgart (Germany) from 25 September to 27 September 2023.

Travel and accommodation are included.

The winner can decide to travel with another person (hereinafter referred to as "travel companion") or to travel alone.

The winner and their travel companion should leave from their country of residence or from one of the 27 EU countries.

Travel tickets for the selected applicant and their travel companion will be booked, purchased and delivered by the organisers. Accommodation will be arranged by the organisers. The selected applicant and their travel companion should not, under any circumstances, book travel and/or accommodation by themselves or via a travel agency. Tickets purchased, as well as booking of accommodation, directly by the winner and/or their travel companion shall not be reimbursed.

Please note that the travel companion needs to fulfil the same eligibility criteria mentioned under point 2 "Eligible applicants".

Meals in Stuttgart are provided by the organisers. Any meal during the 3-day trip that is not included in the programme can be reimbursed upon the presentation of the receipts.

Local transportation can be reimbursed upon the presentation of the tickets or the receipts.

7. DATA PROTECTION

Data requested will only be used to select applicants, enabling to book the travel tickets and provide them with services associated to the Mindchangers International Youth Meeting in Stuttgart.

Any personal data will be processed by Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg in compliance with its privacy policy and the GDPR.

Personal data will be automatically deleted at the end of the Mindchangers project (30/09/2024).