



REGIONS
AND YOUTH
FOR PLANET
AND PEOPLE



Guidelines for Participating in the Mindchangers photo contest

1. DESCRIPTION

This social media contest is part of the project **Mindchangers - Regions and Youth for Planet and People** co-funded by the DEAR Programme of the European Commission.

The objective of Mindchangers is to create and strengthen collaborations between young people, civil society organisations and local authorities to promote youth engagement on issues related to Sustainable Development Goals, especially migration and climate change. To achieve this, the project carries out subgranting, capacity building, and communication activities.

Mindchangers is implemented by Regione Piemonte in partnership with Consorzio delle Ong Piemontesi ETS, GIP RESACCOOP, Staatsministerium Baden-Württemberg, Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg, Gobierno de La Rioja, Coordinadora de Ongd de La Rioja, Fédération Wallonie-Bruxelles, Universitatea din Craiova (hereinafter referred to as "the organisers"). More information can be found on www.mindchangers.eu.

In Europe and across the world young people like you are contributing largely to a more sustainable, fairer world through their actions at individual (change of behaviour, peer influencing) and collective level (movements, collaboration with civil society organisations and local authorities).

It can be discouraging at times but you are actually making the difference. Hence, we offer you the opportunity to showcase with a photo and a caption your unique perspective(s) on youth engagement towards a more sustainable world : either YOUR OWN engagement or how YOU notice youth engagement at your local level. Let your photo and caption inspire others and contribute to positive change !

Find all the info below.

2. ELIGIBLE APPLICANTS

To be eligible, applicants must :

- be a EU citizen or legal resident of one of the 27 Member States of the European Union
- be between 18 and 35 years old



Co-funded by
the European Union



- 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 10/06/2024** at 9.00 a.m. CEST **until 23/06/2024** at 9.00 p.m. CEST. Entries after the deadline are ineligible for the contest.

The applicants will have to upload the **self-created photo and caption** in the [form](#), along with their first name, last name, date of birth, nationality, legal residence and their Instagram handle. The applicant is encouraged to share their submission on their own social media and use the following hashtags : #SnapLocalChangeGlobal #TheFutureWillThankYou

Up to 3 applications per person may be submitted. If at any stage, more than 3 applications per person are detected, only the first 3 applications registered in the [form](#) will be considered.

4. SUBMISSION RULES

The **photo** has to meet the following criteria :

- Self-created photo
- Focus on youth engagement towards Sustainable Development Goals (SDGs)
- Format : jpg
- resolution : 300 DPI
- Maximum weight: 5 Mo
- Cannot show recognisable people without their authorization
- Cannot be inappropriate

The **caption** accompanying the photo has to meet the following criteria :

- In English, and *if you wish*, also in any of the 24 official languages of the EU (list [here](#))
- Maximum length : 500 characters (all included)
- Cannot mention either private or public people
- Cannot contain hate speech or any inappropriate content



- Format : PDF

Participants should ensure that they have the legal right to submit the photo and caption, and that they do not infringe on any third-party copyrights. If the photo includes private property, or trademarks, it is the participant's responsibility to obtain the necessary permissions.

If the photo shows recognisable people, it is the participant's responsibility to obtain the necessary consent forms; in case of people below the age of 18, the consent form must be signed by the legal guardian.

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 photo and caption you submit is your original creation and that to your knowledge, no situation of plagiarism can be reported.
- you agree that the photo and caption you submit can be published on Mindchangers Instagram page and therefore possibly shared on other related accounts.
- you agree that the photo and caption you submit can be used for Mindchangers campaign purposes and at Mindchangers events.
- you acknowledge that the organisers are entitled to solve any contingency not included in this document.
- under no circumstances can the organisers be held liable for any accidents, costs, direct or indirect damage that might occur as a result of participation in this competition.

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

The organisers will ask the winner and their travel companion for a copy of their identity card (ID), passport and/or legal residence document in order to take care of the travel bookings. If by checking the documents the organisers detect that the winner has made a false declaration, the person will be excluded from the contest. In this case, the second ranked submission 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. Eligible Applicants and 4. Submission Rules of this document.
2. The submissions will be evaluated from 24/06/2024 to 27/06/2024 by a jury composed by Mindchangers staff and external communication expert(s). The short list will be composed of a maximum of 6 submissions.
3. The shortlisted submissions will be published on Mindchangers' Instagram page and submitted to a public vote from 28/06/2024 to 04/07/2024 9.00 PM CEST. The person whose submission will have received the most "likes" at the end of the public vote will be the winner of the contest.

The evaluation is based on the following criteria:

- RELEVANCE & TOPICS (Are the photo & caption in line with the guidelines of the contest?)
- CREATIVITY (Is the way of execution innovative, unconventional, inspiring and original?)
- PRODUCTION QUALITY (Is the quality of the photo appropriate?)
- COMMUNICATIVE EFFECTIVENESS (Are the photo and the caption informative, engaging, inspiring?)
- BONUS POINTS (diversity, global perspective)

The shortlisted submissions can be posted on Mindchangers Instagram page as a co-post with the participant.

The winner will be contacted by the organisers also in the following months for communication related to the participation in the Closing Event in Brussels.

6. PRIZE

The winner of the photo contest will receive **an invitation for 2 people to participate in the Mindchangers Closing Event**, which will take place in Brussels from 23/09/2024 to 25/09/2024.

Subject to the quality of the winning photo, it will be used in the events of Mindchangers programme (the programme is constantly updated, all events will be communicated to the winner).



Travel and accommodation in Brussels are covered.

The winner can decide to travel with 1 other person (hereinafter referred to as "travel companion") or to travel alone.

The winner and the travel companion will participate in all the activities included in the programme of the Closing Event. The programme will be shared at least two weeks before the departure date.

The travel companion must comply with point 1. of these guidelines ("Eligible applicants").

The winner and the travel companion should travel from one of the 27 EU countries.

Travel tickets for the winner and their travel companion will be booked, purchased and delivered by the organisers. Accommodation will be arranged by the organisers. The winner and the 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 the travel companion shall not be reimbursed.

Meals in Brussels are provided by the organisers. Any meal during the 3-day trip that is not included in the programme (meals at airport/train station) can be reimbursed upon the presentation of the receipts.

Local transportation from/to airport/train station and from/to the locations of the event activities **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 the organisers to book the travel tickets and provide them with services associated with the Mindchangers Closing Event in Brussels.

Any personal data will be processed by Consorzio delle Ong Piemontesi ETS and Fédération Wallonie-Bruxelles in compliance with their privacy policies and the GDPR.

Personal data will be automatically deleted at the end of the Mindchangers project (31/12/2024).