

## THE PHOTO COMPETITION

### ‘EUROPEAN HERITAGE LABEL – EUROPE STARTS HERE!’

The European Heritage Label (EHL) is an initiative taken by the European Commission (EC) to improve the knowledge of common European history, heritage and values. The purpose of the EHL is to emphasize and strengthen the feeling of belonging to the Union among all European citizens, especially young people. The European Heritage Label turns previous borders into bridges, encourages intercultural dialogue and creates a sense of being part of a united Europe.

The European Heritage Label was created by the Decision of the European Parliament and the Council of Europe No. 1194/2011 / EU of November 16, 2011 establishing the action of the European Union for the European Heritage Label

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## RULES OF THE PHOTO COMPETITION

### I. GENERAL INFORMATION

1. The competition is one of the educational and promotional activities of the European project EHL@N – a cooperation network of cities and places of the European Heritage Label (EHL). The Competition Organizers are the consortium of 19 partners represented by the project leader Burghauptmannschaft Österreich at the Imperial Palace Vienna, address: Hofburg, Schweizerhof, 1010 Vienna, which also is the contact address of the Association of European Heritage Label Sites.

2. The aim of the competition is to promote the fundamental European Heritage Label values founded on the principles of freedom, democracy, respect for human rights, cultural and linguistic diversity, tolerance and solidarity. The competition will help to:

- collect a series of expressive photographs and stories about EHL sites and corresponding values
- engage local societies in EHL sites
- motivate citizens of Europe to visit EHL sites and educate them about EHL significance and related values
- promote EHL sites and the values represented by them
- inspire future activities
- strengthen the brand of EHL and sites.

3. The theme of the competition will focus on EHL sites (events taking place there and all kinds of activities promoting European Heritage) and corresponding EHL values. The pictures need to be accompanied by a personal story (only in English) in relation to the site and its related values – the maximum length of the description should not exceed 500 characters (including spaces).

4. All EHL sites are encouraged to participate and promote the Photo Competition.

## II. COMPETITION RECIPIENTS

1. The competition is open to the public. Citizens of all countries can participate in the competition, provided that all the formal and technical requirements are met by the submitted pictures.
2. The competition is open to all interested amateurs and professional photographers. Participants will be assessed in two age categories:
  - youth: up to and including 30 years old
  - adult: over 30 years old
3. Employees of the of EHL@N project partner organisations who are directly involved in implementation of EHL@N project are not allowed to participate in the competition.

## III. COMPETITION'S RULES

1. Each author may submit to the competition a maximum of 3 single photographs relating to an unlimited number of EHL sites (for example it could be 3 photographs from one EHL site or 3 photographs from three different EHL sites).
2. Any technique of the photography is allowed.
3. Each work submitted to the competition must be a photograph from a single exposure. A collage made from multiple photographs is not allowed.
4. Participation in the competition is free.
5. Photographs **and required data** for the competition should be uploaded to the Organizer website: [www.ehl-network.eu](http://www.ehl-network.eu) :
  - each photograph should be sent as a separate application
  - files should be in JPG format, with a minimum resolution of 72 or 96 ppi
6. The works submitted to the Jury and presented for online voting will be anonymous. The works must not be signed with the name and surname of the author.
7. The Organizer has the right to reject applications that do not comply with the competition rules. Photographs which do not comply with the competition rules will not be included in the evaluation of the competition.

## IV. PRINCIPLES OF EVALUATION AND SELECTION OF WORKS

1. The evaluation and selection of works:
  - the Jury will pre-select the best 20 photographs in each age category;
  - the European competition Jury will be composed of representatives from the European Commission, House of European History, Council of European Union, European Heritage Label Expert Panel, Europa Nostra and representatives of the Competition Organizer (Imperial Palace, Vienna and Union of Lublin);
  - the Jury may choose and reward an additional photograph which shows in the most interesting way the European values represented by a EHL site.
  - only one winner will be selected in each age category by the public voting on the Organizer's website: [www.ehl-network.eu](http://www.ehl-network.eu)
  - any person can vote on website. Each person has only three votes in each age category.
2. Assessment criteria:
  - showing the EHL site, event/s, represented value/s
  - substantive correctness (compliance with the topic and purpose of the competition)
  - aesthetics (composition, sharpness, points of reference)

- approach to the topic (interesting, unusual capture of the subject)
3. There is no appeal against the Jury's decision for pre-selection.
  4. The authors of the pre-selected photographs and the winners will be informed by e-mail.

## V. DURATION AND DEADLINE

1. Duration: **February 15, 2021 – March 21, 2021.**
2. Deadline for submission: **March 14, 2021, 10pm CET.**
3. Pre-selection will take 1 month (**March 21, 2021 – April 11, 2021**). The Jury's decision will be published on the website and social media indicated by the Competition Organizer.
4. The pre-selected Jury photographs (20 in each age category) will be published; public voting on the Organizer's website will select the winners in both age categories. The public voting will be organized from **April 17, 2021 to May 6, 2021.**
5. The results of public voting as well as a Jury Award (if any) will be announced on **May 9, 2021** on the website and in the social media of the Competition Organizer and the websites of the European institutions within the Jury.
6. An online post-competition exhibition on the Organizer's website will start on **May 15, 2021.**

## VI. AWARDS FOR THE BEST PHOTOGRAPHS

1. The winners will receive a monetary prize valued at 500 EUR for the youth category and 500 EUR for the adult category. The Jury Award will be 500 EUR. Any tax issues arising from receiving the monetary prizes are the responsibility the winners.
2. The winners will be honoured with the 'Gold EHL Card' which offers, among other benefits, reduced entry fees, special EHL gifts and other special attractions / benefits provide by all EHL sites.
3. The winning photographs with the name of authors will be published on EHL postcards, brochures, posters and other EHL dissemination and communication materials.
4. The winners will take part in the Award Ceremony which be organized in Lublin (Poland) in June/July 2021. Reasonable travel and accommodation costs for winners will be covered by the Association of European Heritage Label Sites.
5. Pre-selected photographs in each age category will qualify for the online post-competition exhibition.

## VII. GENERAL PROVISIONS

1. By submitting works for the competition, the author is declaring ownership of copyright, including property rights, to the photograph. By submitting works for the competition, the author declares that the rights of third parties have been explained and that the author of the works has the authority to grant appropriate consent to use the image for public reproduction and that consent has been obtained from people recorded in the photographs.
2. The author of the photograph accepts the terms of the competition rules and agrees to the processing of personal data in accordance with legislation on the protection of personal data for the purposes of the competition and for the marketing purposes of the Organizer. The author of the works gives a free, indefinite consent to the exhibition of their photographs in any field of use as set out in the rules of the competition.

3. The competition participant agrees to the free publication of his/her name and surname in promotional materials related to the competition.
4. The competition participant also agrees to the publication of the photographs on the Organizer's website and social media, the online post-competition album, presentation at exhibitions and the use of the photographs by the Organizer to promote the competition.
5. Any questions regarding the competition and requests for additional information should be sent to the Secretary of the competition:

- Katarzyna Czerlunczakiewicz, email: [kczerlunczakiewicz@lublin.eu](mailto:kczerlunczakiewicz@lublin.eu)

- Michał Trzewik, email: [mtrzewik@lublin.eu](mailto:mtrzewik@lublin.eu)

7. Information about the results of the competition will be posted on the Organizer's website EHL@N project: [www.ehl-network.eu](http://www.ehl-network.eu)

#### VIII. Declarations (by accepting these rules):

1. I declare that I am the author of the photos that I submit to the Competition. At the same time, I declare that submitted photos have not been previously published or awarded in any other competition.
2. I declare that the rights of the people who appear in the photos (if it is a case) have been explained and that these people consent to the display and publication of photos showing them also for advertising purposes of the Competition. I also accept all claims of any nature, the subject of which would be photos sent by me, which could be directed by third parties against the Competition Organizer. There is no legal claim to be published.
3. I declare that I transfer for free copyrights and property rights to the work, its parts or fragments to the Organizer of the Competition. The author's moral rights remain with the author of the photos. The transfer of copyrights referred to above is not limited in time or territory.
4. According to Art. 13 sec. 1 and 2 of the Regulation of the European Parliament and the EU Council 2016/679 of April 26, 2016 on the protection of individuals with regard to the processing of personal data and the repeal of Directive 95/46 EC (general regulation on the protection of personal data - GDPR), I declare that I accept the Regulations of the Photo Competition 'European Heritage Label. EUROPE STARTS HERE!' with which I got acquainted. At the same time, I consent to the processing of my personal data by the Competition Organizer for organizational and promotional purposes. I also consent to the publication of my photos and publication of my personal data in the media, if I am on the list of distinguished or awarded persons.

#### IX. APPEALS

1. Any objections to the organization of the competition may be submitted by the participants along with the justification by e-mail to the Secretary of the competition within 7 days from the date of the competition settlement and publication of the results on the Organizer's website.
2. Only the Competition Organizer is entitled to the final interpretation of these conditions of participation. The Organizer's decision on an appeal is final.