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**#CedefopPhotoAward 2019**  
**‘Vocational education and training: tell your story’**

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**RULES**

#CedefopPhotoAward is a competition organised by Cedefop, the European Centre for the Development of Vocational Training ([www.cedefop.europa.eu](http://www.cedefop.europa.eu)), located in Thessaloniki, Greece. Its aim is to promote excellence in vocational education and training (VET) across the European Union and beyond, including within the context of the European vocational skills week.

The 2019 competition is exclusively addressed to teams of learners in vocational education and training (either initial or continuing vocational training later in life) in the European Union, Norway and Iceland. Each team is expected to produce an original photostory consisting of four to five photos, and an accompanying narrative of up to 100 words. Individual entries will not be accepted.

Two winning teams will take part in the European vocational skills week in Helsinki in October 2019 as nominees for the top prize, which will be presented by European Commissioner Marianne Thyssen at the closing event. A special #CedefopPhotoAward jury prize will be presented to a third winning team during the Thessaloniki International Film Festival in November 2019.

The competition aims to mobilise learners throughout Europe to reflect on what vocational education and training means to them, and illustrate their daily learning experience. The photos should tell a story based on the VET learners' individual or team experiences. They should be related to each other and support a narrative with a strong message.

**Story examples:**

- photos presenting a project learners have developed;
- photos of a mobility experience abroad as part of their VET training;
- photostories in which learners show how VET has influenced their life.

Depicting trademarks or other commercial branding in the photos should be avoided.

The competition starts on 1 March 2019 and ends on 31 May 2019 at 23:59 CET (deadline for submission of the photostories). The three winning and the selected 17 runner-up photo stories will be exhibited at the Thessaloniki International Film Festival (November 2019) and during the European vocational skills week in Helsinki from 14 to 18 October 2019.

By submitting their entries, participants consent to the following binding rules, including any subsequent modifications that may be deemed necessary, for example, in the case of force majeure.

## **1. ELIGIBILITY**

The competition is open to teams of learners from vocational education and training schools/providers (from 1 March to 31 May) in the European Union, Norway and Iceland. Participants are accepted on condition that they conform to the rules, in particular that they possess the copyright of their photos and that they grant Cedefop and the European Commission the right to use them for non-commercial purposes on their websites, social media platforms, promotional materials, exhibitions, print publications and video clips.

### **1.1. Copyright**

- The submitted photos and narratives must be an original work created/authored by the team members.
- The team members declare and warrant that:
  - the material is their own;
  - no one else apart from them has copyright or any intellectual property rights on the submitted photos and texts;
  - the submitted work does not infringe the copyright or intellectual property rights of someone else.
- The participants grant Cedefop and the European Commission non-exclusive rights to use the submitted photos free of any charge for non-commercial purposes for Cedefop and European Commission web pages, social media platforms, promotional materials, print publications and video clips.
- The participants remain the owners of the copyright of the submitted work(s).
- The photos will be credited appropriately each time they are reproduced or communicated to the public by Cedefop and/or the European Commission. The participants may decide how they want to be credited.
- The participants declare and warrant that they have received permission from all persons appearing in the photos that these can be published.
- If the winning photos contain recognisable images of minors, the photographer will be asked to send a model release form, signed by a

parent or the legal guardian of the minor, giving authorisation for the use of the photos.

## 2. COMPETITION TIMELINE

Please note the following dates:

1 March to 31 May 2019 at 23.59 CET	<b>Submission of photostories</b>
1 to 30 June 2019	<b>Work of selection committee: selection of up to 20 shortlisted teams and final assessment of photo stories</b>
July 2019	<b>Announcement of the three winning teams from the shortlist</b>

## 3. HOW TO ENTER

A team can comprise up to four VET learners and a teacher/tutor. Individual entries will not be accepted. Each team must enter a photostory consisting of four to five photos and an accompanying narrative of up to 100 words. Each team can only submit one photostory.

Entries must be submitted online via the following [link](#). The link is available on the Cedefop website on the designated [#CedefopPhotoAward tab](#) and will be promoted on Cedefop's official social media accounts [Facebook](#) and [Twitter](#). Please make also sure to follow the [#CedefopPhotoAward](#) on Cedefop's [Instagram](#) page.

Please note that ALL shortlisted candidates (or their parent/legal guardian in the case of minors under the age of 18 at the time of application) will be further contacted by Cedefop and requested to submit a scanned and signed form on which each member agrees to further processing/use of their data and photographs. Should this form not be provided, the selected team will be removed from the competition.

Applications submitted by email, post or other means will not be taken into account in the selection process.

Participants should keep copies of all materials submitted, as submissions will not be returned.

For any questions or for more information regarding the competition you may contact the #CedefopPhotoAward Team at [Cedefopphotoaward@cedefop.europa.eu](mailto:Cedefopphotoaward@cedefop.europa.eu)

#### **4. PHOTO REQUIREMENTS**

- Photos should tell a story related to a vocational education and training experience.
- Photos must be at least 3 307 pixels (preferably 5 846 pixels) on the longer side (horizontal or vertical) in jpg format. Photostories: all photos must be numbered in the order they appear in the story and the filename should include the name of the team, e.g. team name\_1\_CedefopPhotoAward. The photostory must be accompanied by a short narrative of up to 100 words.
- The photos may be edited (colour, brightness, sharpening) by the participants as long as changes do not alter the content significantly. Photo montage is not permitted.

#### **5. DATA PROTECTION**

Any personal data communicated to Cedefop by the applicants during the selection process shall be processed pursuant to Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.

Details of how personal data is processed in the context of this competition, along with information concerning the rights of data subjects, can be found in the provided [privacy statement](#).

#### **6. SELECTION COMMITTEE**

The three winning teams (two nominations for the European vocational skills week #CedefopPhotoAward and one #CedefopPhotoAward jury prize) and the 17 runners-up will be selected by a Cedefop selection committee. The assessment of the stories will be based on the following criteria: rationale and relation to the competition theme; originality and creativity; style, framing and choice of viewpoint, visual impact and aesthetics, as well as technical quality of the photos.

#### **ONLINE VOTING**

A public online voting, organised by the European Commission, will decide which of the two nominated teams will get the top prize at the European vocational skills week in Helsinki.

## 7. AWARDS

### **TWO NOMINATIONS FOR THE EUROPEAN VOCATIONAL SKILLS WEEK #CEDEFOPPHOTOAWARD**

Two winning teams and their teacher/tutor will travel to Helsinki to attend the European vocational skills week gala dinner (where the two winning stories will be showcased) on 17 October and the award ceremony on 18 October 2019, where the first winner will be announced.

### **#CEDEFOPPHOTOAWARD PRIX DU JURY**

A third winning team and their teacher/tutor will travel to Thessaloniki for the opening ceremony of the Thessaloniki International Film Festival on 31 October 2019 and the opening of the #CedefopPhotoAward exhibition at the Cinema Museum of Thessaloniki on 1 November 2019.

Cedefop and the European Commission will cover the cost for the participation of the winning teams and their teachers/tutors in the events (travel expenses and accommodation for each trip).

The photostories of the winners and runners-up will be exhibited in both locations (Helsinki and Thessaloniki).

Please note that the winners will not be employed by any means by Cedefop, nor remunerated for their participation.

## 8. LIMITATION OF LIABILITY

Cedefop declines any responsibility for the content of the submitted works. Only the participants shall be held liable for any infringement of third party rights.

Under no circumstances will Cedefop be held responsible for direct or indirect damages that could result as a consequence of participating in this competition, nor for any financial reward.

If the competition is delayed, cancelled, or interrupted either partly or entirely, for any reason, Cedefop will not be held responsible in any way.

## 9. VARIOUS

Cedefop reserves the right to reject a submission if it does not abide by the rules or if the work submitted is obscene or affects the rights of other people.

This competition is subject to Greek law. If there is a dispute that cannot be resolved amicably, Greek courts will be the competent courts.