



#CedefopPhotoAward 2017
‘Vocational education and training: tell your story’

RULES

#CedefopPhotoAward is a competition organised by Cedefop, the European Centre for the Development of Vocational Training (www.cedefop.europa.eu), located in Thessaloniki, Greece. It is one of the ways to promote excellence in vocational education and training (VET) across the European Union and beyond, also within the context of the European vocational skills week.

The 2017 competition is addressed to vocational education and training learners in the European Union. Learners who wish to participate should form a team of up to three members. Each team is expected to produce an original photo story consisting of three to five photos, and a narrative of up to 100 words. Individual entries will not be accepted.

The competition is exclusively for learners in vocational education and training (either initial or continuing vocational training later in life). There will be two awards for the two best photo stories. The first prize will be a trip to Brussels for the winning team and a teacher/tutor to take part in the European vocational skills week award ceremony on 24 November 2017. The second prize will be a trip to Thessaloniki for the winning team and a teacher/tutor for the opening of the Thessaloniki International Film Festival on 2 November 2017.

The competition aims to mobilise learners in vocational education and training throughout Europe to showcase what vocational education and training means to them and illustrate their daily learning experience. The photos should tell a story. Examples: a group of learners in a VET institution presenting a project they have developed; photos of a mobility experience abroad as part of their VET training; photo stories in which learners show why vocational education and training is their choice or how it has influenced their professional life.

The competition starts on 24 April 2017 and ends on 15 July 2017 at 23:59 CET (deadline for submission of the photo stories). The two winning and the selected runner-up photo stories will be exhibited at the Thessaloniki International Film

Festival (2 to 12 November 2017) and during the European vocational skills week in Brussels (20 to 24 November 2017).

The competition is open to teams of VET learners in the European Union 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 websites, social media platforms, promotional materials and print publications of Cedefop and the European Commission.

Entries must be submitted via email to Cedefopphotoaward@cedefop.europa.eu with the subject 'CedefopPhotoAward 2017', together with a completed application form, which can be found at www.cedefop.europa.eu/cedefopphotoaward. All entries will be posted on Cedefop's Instagram account under the hashtag #CedefopPhotoAward.

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

Participants must be teams of learners in vocational education and training schools/providers in the European Union (at the time the photo stories were submitted).

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 text;
 - the submitted work does not infringe the copyright or intellectual property rights of someone else.
- The participants hereby 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 and print publications.
- 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 the parents or the legal guardian of the minor, giving authorisation for the use of the photos.

2. COMPETITION TIMELINE

Please note the following dates:

24 April to 15 July 2017 at 23.59 CET	Submission of photos via email
15 July to 15 September 2017	Work of selection committee: selection of up to 20 shortlisted teams and final assessment of photo stories
By end of September 2017	Announcement of winning teams from those shortlisted

3. HOW TO ENTER

Entries must be submitted via email to Cedefopphotoaward@cedefop.europa.eu with the subject 'CedefopPhotoAward 2017', together with a completed application form, which can be found at www.cedefop.europa.eu/cedefopphotoaward. Team members who are minors must submit a written consent, included in the application form, filled in and signed by their parent or guardian.

Each team must enter a photo story consisting of three to five photos and an accompanying narrative of up to 100 words. Each team can only submit one photo story.

The photo stories will be judged and pre-selected by the 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.

Documents submitted by post or by other means will not be taken into account in the selection process. Entries submitted without the completed application form will not be considered valid.

The participants should keep copies of all materials submitted, as entries will not be returned.

4. PHOTO REQUIREMENTS

- The photos should tell a story related to a vocational education and training experience.
- Photos must be submitted digitally via email to Cedefopphotoaward@cedefop.europa.eu.
- Photos should be at least 2,480 pixels, preferably 4,134 pixels, on the longer side (horizontal or vertical) in jpg format (approximate file size 6 MB, maximum email size is 10 MB).
- 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 photo story should be accompanied by a short narrative of up to 100 words.
- The photos may be edited and manipulated by the participants. This means that the presentation of the motif may be manipulated in colour or composition (montage, collage, retouching, etc.) to differ from the original motif. Re-sharpening and correction is also permitted.

5. DATA PROTECTION

Any personal data communicated to Cedefop by the applicants during the selection process shall be processed pursuant to Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. They shall be processed solely for the purposes of the present competition.

The applicants shall have the right of access to their personal data and the right to rectify any such data that are inaccurate or incomplete. Should the applicants have any queries concerning the processing of their personal data, they shall address them to Cedefop.

The applicants agree to the use and publication on Cedefop and European Commission web pages, social media platforms, promotional materials and print publications of the data contained in the application form, in connection with the selected work.

Participants must be able to provide proof of their identity, age and place of residence in such a way that Cedefop can check any breach of the rules.

6. SELECTION COMMITTEE

The submitted photo stories will be judged and the winners/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.

7. AWARDS

The first prize will be a trip to Brussels for the winning team and a teacher/tutor, to take part in the European vocational skills week award ceremony on 24 November 2017. The second prize will be a trip to Thessaloniki for the winning team and a teacher/tutor for the opening of the Thessaloniki International Film Festival on 2 November 2017.

The winning teams will be notified by email, and an article about the winning teams and their photo stories will be published on the Cedefop website and social media platforms.

The members of the first winning team and a teacher/tutor will receive an invitation to travel and take part in the European vocational skills week award ceremony in Brussels on 24 November 2017. The members of the second winning team and a teacher/tutor will receive an invitation to travel to Thessaloniki for the opening of the Thessaloniki International Film Festival on 2 November 2017. 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 photo stories of the winners and runners-up will be exhibited in both locations. 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 parties' rights.

Under no circumstances will Cedefop be held responsible for direct or indirect damages that could result as a consequence of participation 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 registration 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.