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## **#CedefopPhotoAward 2021**

### **'Vocational education and training: your green or digital skills story'**

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#### **#CedefopPhotoAward**

#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, in close collaboration with the European vocational skills week.

The 2021 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 of four to five photos and/or a video clip of up to 60 seconds with a strong message on 'Vocational education and training: your green or digital skills story' and an accompanying narrative of up to 100 words.

#### **Competition**

Teams can participate with:

- (a) a photostory:
- and/or
- (b) a video clip;

The photos/video should tell a story based on the VET learners' individual or team experiences involving green or digital skills. The photostory and/or video clip should be supported by a narrative with a strong message.

The competition aims to mobilise learners throughout Europe to reflect on what vocational education and training means to them and illustrate the green or digital skills they have acquired and projects they have accomplished during their learning experience.

Green and/or digital skills are increasingly part of a wide range of traditional and new VET-related occupations. We are looking for stories related to initiatives or projects within learners' vocational courses which include digital or green skills.

#### Story examples:

- a project learners have developed using green or digital skills;

- an initiative to save energy or resources, 'greening' the work or learning environment;
- an initiative, using digital technologies to enrich the learning process;
- a distance learning group project (where each team member contributes in the project remotely);
- a mobility experience abroad as part of their VET training;
- learners show how VET has influenced their life.

Depicting trademarks or other commercial branding should be avoided.

The competition starts on 21 September 2021 and ends on 12 December 2021 at 23:59 CET (deadline for submission of the photostories and video clips). The winning and the selected runner-up photostories and video clips will be exhibited at the 2022 Thessaloniki Documentary Festival and the 2022 European vocational skills week.

### **Awards**

Two winning teams will take part with their photostories in the 2022 European vocational skills week as nominees for the top prize.

A special *Prix du Jury* (best video) will be awarded to the winning video team, and it will be presented during the 2022 Thessaloniki Documentary Festival.

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.

Please note that, in case the events are cancelled or conducted virtually, the prizes may be modified.

## **1. ELIGIBILITY**

The competition is open to teams of current learners from vocational education and training schools/providers 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 work 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 videos.

### **1.1. Copyright**

- The submitted work must be an original work created/authored by the team members.
- The team members declare and warrant that:
  - the submitted work is their own;
  - no one else apart from them has copyright or any intellectual property rights;
  - 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 work free of any charge for non-commercial purposes for Cedefop and European Commission webpages,

social media platforms, promotional materials, print publications and video productions.

- The participants remain the owners of the copyright of the submitted work(s).
- Their work will be credited appropriately each time it is 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/video that these can be published.
- If the winning photos/video 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/video.

## 2. COMPETITION TIMELINE

Please note the following dates:

21 September to 12 December 2021 at 23.59 CET	<b>Submission of photostories and video clips</b>
December 2021 – January 2022	<b>Work of selection committee: selection of up to 20 shortlisted teams and final assessment of photostories/selection of best video</b>
January 2022	<b>Announcement of the winning teams</b>

## 3. HOW TO ENTER

A team can comprise up to four VET learners and a teacher/tutor. Individual entries will not be accepted.

### Photostory

Each team can enter a photostory consisting of four to five photos and an accompanying narrative of up to 100 words. Each team may only submit one photostory.

And/or

### Video clip

Each team can submit one video of up to 60 seconds and an accompanying narrative of up to 100 words.

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](#), [Twitter](#) and [YouTube](#). Please also make sure to follow the #CedefopPhotoAward on Cedefop's [Instagram](#) page.

Please note that, if a team is shortlisted or wins, each member agrees to further processing/use of their data, photographs, narrative and video by Cedefop as stipulated by these rules.

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

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

#### **4. PHOTO/VIDEO REQUIREMENTS**

- Photos/video should tell a story with a strong message related to a vocational education and training experience or project involving green or digital skills.
- Photos must be at least 3,307 pixels (preferably 5,846 pixels) on the longer side (horizontal or vertical) in jpg format. 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.
- Videos must be at least FHD 1920x1080, .MP4, preferably at 8 Mbps, with a file size up to 300 MB and duration of up to 60 seconds. The video's filename should include the name of the team, e.g. team name\_CedefopPhotoAward.
- The photostory and video clip must be accompanied by a short narrative of up to 100 words.
- The photos/video 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 and the runners-up will be selected by a Cedefop selection committee. The assessment of the submitted work will be based on the following criteria: clarity of message/rationale and relation to the competition theme; originality and creativity; style, framing and choice of viewpoint; visual impact and aesthetics; and technical quality.

## 7. ONLINE VOTING

A public online voting, organised by the European Commission, will decide which of the two nominated teams will win the top prize for their photostory at the European vocational skills week.

## 8. AWARDS

### **#CedefopPhotoAward nomination for the European vocational skills week 'Awards for VET excellence'**

Two photostory winning teams and their teacher/tutor will be nominated to attend the 2022 European vocational skills week award ceremony where their photos will be showcased and the winner of the European Commission's online voting will receive the top prize.

### **#CedefopPhotoAward *Prix du jury* – best video**

The winning video team and their teacher/tutor will travel to Thessaloniki for the 2022 Thessaloniki Documentary Festival.

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 and video clips of the winners and runners-up will be exhibited at the European vocational skills week and the Thessaloniki Documentary Festival.

Please note that, in case the events are cancelled or conducted virtually, the prizes may be modified.

## 9. 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.

## 10. 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.

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