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## **#CedefopPhotoAward 2020** **‘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, including within the context of the European vocational skills week.

The 2020 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 on ‘Vocational education and training: your green or digital skills story’ 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 Berlin in November 2020 as nominees for the top prize, which will be presented by European Commissioner for Jobs and Social Rights Nicolas Schmit. A special #CedefopPhotoAward *Prix du Jury* will be presented to a third winning team during the Thessaloniki International Film Festival in November 2020.

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 during 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.

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 4 May 2020 and ends on 15 September 2020 at 23:59 CET (deadline for submission of the photostories). The three winning and the selected runner-up photostories will be exhibited at the Thessaloniki International Film Festival (November 2020) and during the European vocational skills week in Berlin from 9 to 13 November 2020.

### **#CedefopPhotoAward – Video award**

Optionally, each competing team can also submit a short video with duration of up to 60 seconds, highlighting the photostory's main message. The video should tell a story related to a vocational education and training experience involving green or digital skills.

The prize for the best video will be an Interrail global pass for seven days in one month, second class, for each member of the winning team (VET learners).

The winning video will be exhibited at the Thessaloniki International Film Festival (November 2020) and during the European vocational skills week in Berlin from 9 to 13 November 2020.

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.

### **Covid-19 potential impact**

Due to the ongoing coronavirus (Covid-19) situation, please note that, in case the events are cancelled or conducted virtually, winners can participate virtually but the actual prizes (travelling to Berlin for the European vocational skills week and to Thessaloniki for the International Film Festival) will be postponed to 2021.

The same applies to the Interrail tickets if the situation does not allow for travelling across borders.

## **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 video clips.

### **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 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).
- 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:

4 May to 15 September 2020 at 23.59 CET	<b>Submission of photostories and optional videos</b>
15 to 30 September 2020	<b>Work of selection committee: selection of up to 20 shortlisted teams and final assessment of photostories / selection of best video</b>
End of September 2020	<b>Announcement of the three winning teams from the shortlist / announcement of best video winners</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 may only submit one photostory. Each team can (optionally) submit one video in addition to the photos and narrative.

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 should tell a story related to a vocational education and training experience 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. 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.
- 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.
- The optional video should tell a story related to a vocational education and training experience involving green or digital skills.
- 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.

#### 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 *Prix du Jury*) and the runners-up, as well as the best video, will be selected by a Cedefop selection committee. The assessment of the submitted work 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, and technical quality.

## **ONLINE VOTING**

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

## **7. AWARDS**

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

Two winning teams and their teacher/tutor will travel to Berlin in November 2020 to attend the European vocational skills week gala dinner, where the two winning stories will be showcased, and award ceremony, 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 and the opening of the #CedefopPhotoAward exhibition in November 2020.

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 (Berlin and Thessaloniki).

### **VIDEO AWARD**

One team will win an Interrail global pass for seven days in one month, second class, for each of its VET learner members. The winning video will be exhibited in both locations (Berlin 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.