



## THE PHOTO COMPETITION

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

The European Heritage Label (EHL) is an initiative taken by 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. European Heritage Label turns previous borders into bridges, encourages to intercultural dialogue and creates a sense of being part of a united Europe.

The European Heritage Label was established 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

<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32011D1194&from=EN>

## 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 Organizer are the consortium of 19 partners, represented by the project leader Burghauptmannschaft Österreich – Imperial Palace Vienna, address: Hofburg, Schweizerhof, 1010 Vienna and the Association of European Heritage Label Sites, address: Hofburg – Schweizerhof, 1010 Vienna.

2. The aim of the competition is promotion 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 allow:

- to collect a series of expressive photos and stories about EHL sites and corresponding values
- to engage local societies in EHL sites
- to motivate citizens of Europe to visit EHL sites, and educate them about EHL significance and related values
- to promote EHL sites and the values represented by them
- to initiate the EHL database for interested public
- to inspire future activities
- to 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 the European Heritage) and corresponding EHL values. The pictures need to be



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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 qualified in two age categories:

- youth – below 30 (including 30)

- adults – above 31

3. The employees of the all EHL@N project partners who are directly involved in implementation of EHL@N project are not allowed to participate in the competition.

4. Minors (people below 18 years old at the moment of summation) may take part in the competition only with the written consent of parent or legal representative provided on the application form.

## III. COMPETITION'S RULES

1. Each author may submit to the competition a maximum of 3 single photos relating to infinite number of EHL site (for example it could be 3 photos from one EHL site or 3 photos from three EHL sites). The submitted photos have not been previously published or awarded in any other competition.

2. Any technique of the photography is allowed.

3. Each work submitted to the competition must be a photo from a single exposure. The collage made out of few pictures is not allowed.

4. Participation in the competition is free.

5. Pictures **and required data** for the competition should be upload to the Organizer website: [www.ehl-network.eu](http://www.ehl-network.eu) :

- each photo should be sent as a separate file

- file in JPG format, resolution min. 300 dpi

- file size not less than 1795 x 2480 px

- each file should have a maximum size of 25 MB

- each file containing a photo has to be named in the following format:

LAST NAME\_NAME\_\_PICTURE TITLE\_PICTURE NUMBER FROM ANNEX.JPG

6. The works submitted to the Jury and presented for online voting will be anonymized. The works will not be signed with the name and surname of the author, but with a number.

7. The Organizer has the right to reject application that do not meet the competition requirements due to formal reasons. Photos non-compliant with conditions of participation in the competition will not be taken into account during the evaluation in the competition.

## IV. PRINCIPLES OF EVALUATION AND SELECTION OF WORKS



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### 1. The evaluation and selection of works:

- the Jury will pre-select the best 20 photos in each age category;
- the European competition Jury will be composed of representatives from European Commission, House of European History, Council of European Union, European Heritage Label Expert Panel, Europa Nostra and representatives of Competition Organizer (Imperial Palace Vienna and Union of Lublin);
- the Jury may choose and reward an additional photo which shows in the most interesting way the European value represented by the EHL site.
- only 1 winner will be selected in each age category by the audience via public voting on the Organizer's website: [www.ehl-network.eu](http://www.ehl-network.eu)
- each person can vote on website. Each person has only three votes in each age category.

### 2. Assessment criteria:

- showing the EHL site, event, 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 topic)

### 3. There is no appeal against the Jury's decision for pre-selection.

### 4. The authors of the pre-selected photos and the winners will be informed via e-mail.

## V. DURATION AND DEADLINE

### 1. Duration: **February 15, 2021 – March 14, 2021.**

### 2. Deadline for submission: **March 14, 2021.**

3. Pre-selection will take 1 month (**March 15, 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 by Jury photos (20 in each age category) will be presented to the wide audience, which in the process of 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 Jury Award (if any) will be announced on **May 9, 2021** on the website and social media of the Competition Organizer and the websites of European institutions consisted the Jury.

6. On-line post-competition exhibition on the Organizer's website will start on **May 15, 2021.**

7. The post-competition album presenting photos chosen by Jury (20 in each category) will be published by the end of EHL@N project on the Organizer's website.

## VI. AWARDS FOR THE BEST PHOTOS

1. The winners will receive the monetary prize valued: 500 EUR for youth category and 500 EUR for adult category. The Jury Award will be equal to 500 EUR. All tax issues regarding receiving the monetary prize are subject of concern of the winner.

2. The winners will be honored with the 'Gold EHL Card' which offers i. a. free entries, reductions, special EHL gifts and other special attractions / benefits provide by every EHL site



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3. The winning photos with the name of author will be presented on the 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) at the beginning of June/July 2021. The travel and accommodation issues for winners will be covered by the Association of European Heritage Label Sites.
5. Pre-selected photos in each age category will be qualified for the post-competition exhibition and the online catalog.

### VII. GENERAL PROVISIONS

1. Sending works for the competition is equal with subliming by the author a declaration of copyright, including property rights, to the photo. 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 appropriate consent to use the image of people recorded in the photographs.
2. The author of the photo accepts the terms of the regulations and agrees to: the processing of personal data in accordance with the act of on the protection of personal data for the purposes of the competition and for the marketing purposes of the organizer. The author of the photo gives a free, indefinite consent to the exhibition of photos in any field of use, for the purpose of promoting 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 photos on the Organizer's website and social media, the post-competition album, presentation at exhibitions and the use of the photographs by the Organizer to promote the competition.
5. Each author of works qualified for the post-competition exhibition will receive an electronic catalog to the e-mail address provided in the application information.
6. The question regarding the competition and request for additional information should be send 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. APPEALS

1. Any objections to the course 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 the appeal is final.