

## **PROMOTED BY**

**UIL** *Italian Labour Trade Union*

**AIDP** *Italian Association for People Management*

**FORMA.Azione srl**

**LETU** *Lithuanian Education Trade Union*

**ALDA** *Association of Local Democracy Agencies*

**DIESIS** *European Research and Development Service for the Social*

**WETCO** *Workers' Education and Training College*

**MUT** *Malta Union of Teachers*

# **REGULATION OF THE PHOTO CONTEST GET UP PROJECT**

The contest is ruled by this Regulation, which the aspiring participants are required to consult, know and accept before applying to the contest.

## **Name of the Project**

Get Up Project

## **Promoting Bodies / Promoters**

AIDP Italian Association for People Management, UIL Italian Labor Trade Union, **FORMA.Azione srl**

**LETU** *Lithuanian Education Trade Union*, **ALDA** *Association of Local Democracy Agencies*, **DIESIS** *European Research and Development Service for the Social*, **WETCO** *Workers' Education and Training College*

**MUT** *Malta Union of Teachers*

## **Scope of the contest**

The contest **#getup\_project** invites European Union citizens to think and express, through original shots, the stereotypes and the gender differences in education, training and career, imagining a future free from gender inequality.

## **Duration of the event**

From February 2018, the 1<sup>st</sup>, to March 2018, the 22<sup>nd</sup>.

## **Participants**

Photographers, photography fans, but also simple social media users, European citizens who want to work with the topic proposed by the contest. Participants must be over 18 years at the contest start date (February 2018, 1st). Participation is free of charge.

## **How to participate**

Each participant can submit to a maximum of 3 photographs (1 per theme) to apply to the call launched by the GET UP partners in Europe. The photographs must meet the requirements (the penalty is the exclusion from the contest itself) and can be both in colour and in black & white. Reprocessing, photomontages and

other interventions are allowed to improve the comprehension of the work represented. Participants have to:

- Sent photos using the form on line
- Fill in the information required
- Upload pictures on Instagram using the hashtags #getup\_project, the # of the chosen theme and tagging the @getup\_project account.

### **Responsibility and Copyright:**

The participants in the contest guarantee that:

- the photographs sent are original and personal, and are not copy - in whole or in part - of a photographic work already existing;
- the realization of the shots have to guarantee its absolute lawfulness in relation to the places, people (and/or animals) and the things reproduced and to have previously obtained, where necessary, the permits for its realization. The permit must be documented by means of a suitable release and made to subscribe it to the people involved by the photographer participating to the contest.
- the photographs do not contain images and/or parts of images that may violate the rules on copyright or be offensive to the public morality or the public decorum or that prejudice to the honor, reputation or dignity of the person portrayed.

In no event shall the promoter be held liable for any violations and/or offences, which may be committed during or through the realization of the photographs.

The contest organizers, who will view the photographs before submitting them to the jury, are entitled to exclude from the competition the images that will not be consistent with the spirit of the event and/or that will not respect the criteria enshrined in Regulation.

The copyrights of photos submitted for the selection shall remain in the lead of the respective authors. In no event will the promoter or its partners exploit the images for commercial purposes. At the same time, with the participation in the contest, the participants acknowledge the promoters and their partners for the right to publish and/or disseminate the elaborations submitted for the selection.

### **Evaluation**

The jury would assess photos from a technical and content (relevance, innovation, and efficacy) standpoint. The criteria to evaluate photographs will be:

- the quality of the image
- the clear understanding of the theme/subject represented
- the innovativeness of the work
- the originality of the images proposed
- the likes gotten on Instagram from the network audience.

The jury of the competition, whose judgement is unquestionable, composed of professional photographers and exponents of GETUP partners, expert in gender equality, based on the above criteria will select 6 photos winners (2 per theme). Evaluations will take place during the month of April.

## **The jury**

Photographs, received within the deadline which have not been excluded by the organisers for the reasons set out in this regulation, will be judged by a jury of experts from 3 April to 28 April 2018. Winners will be informed with direct email communication by May 12, 2018. It will follow the public announcement of the results of the contest through the press campaign on newspapers, periodicals, websites, social networks, and by any other means that is deemed useful to emphasize the event.

## **The awards**

The 6 most evocative photos identified by the jury will represent the awareness raising campaign promoted by #Getup\_project and the partners of the various countries. The campaign foresees billposting of the winners' photos in the cities and towns of the country's network (Italy, Bulgaria, Belgium, France, Lithuania, Malta), coverage on social and institutional channels, and press campaign in the various countries of the European partners to promote gender equality in education, training and at the workplaces as much as possible. The winners will be, wherever possible, mentioned or awarded during formal labour and cultural events in various European cities. The photographs and their explanations will be related to each other in an ideal dialogue in order to talk about and promote gender equality.

## **Privacy and confidentiality of the data**

In accordance with the Italian Law D.Lgs 196/2003 ("Code regarding the protection of personal data") art. 13 UIL, *Italian Labour Trade Union*, as leader of the European project Get Up, collects and manages - also for the other 7 partners listed on <http://www.getupproject.eu/partners/> - the personal data released by participants with the registration form for the photographic contest organized within the same project. These data will be stored both in paper and electronic format in compliance with current legislation. Personal data given by each participant may only be used in compliance with the aforementioned article 13 of Legislative Decree no. 196/2003, of the European legislation on the protection of privacy and personal data, as well as referring, according to the connection criteria set out in Law 218/1995, the regulatory disciplines related to the legal systems that have, with the individual case, the closest connection.

The data provided are collected with the only purpose of allowing the implementation of the procedure of participation to the contest. In any case and in any moment, the participant can exercise the rights forecast by art.7 of Legislative Decree 196/2003 (access, correction, cancellation, opposition to the treatment) through a request, without formalities, to be addressed to the owner which is: UIL - Italian Labour Union, Via Lucullo 6, 00187, Rome, CF 80127290585. The updated list with the names of the owners of the data treatment and the third parties to whom your data may be communicated is available, at any time, by the Data Controllers.

## **Guarantees on the regularity of the event**

The Promoter and its partners undertake to fulfil their obligations under this regulation with transparency and regularity.