

TERMS AND CONDITIONS

PHOTO CONTEST ON INSTAGRAM

African World Heritage Day

The following Terms and Conditions apply to the photo/video contest, organized by the World Heritage Centre in collaboration with the African World Heritage Fund (AWHF). By participating in the contest, the candidates accept the full terms and conditions contained herein.

Presentation

This contest involves the submission of photographs that showcase the participant's personal experience at a World Heritage site, accompanied by a short description explaining why this experience is important for him/her, and his/her relationship with the World Heritage property concerned (Entries).

The description must be drafted in English or in French. The contest is free of charge.

Participation rules

1. An individual between 18 and 28 years old from any country can take part in this contest. Members of current UNESCO staff (either permanent or temporary), parents, siblings, children and spouses of UNESCO staff are not eligible to participate.
2. The Entries are intended to present and promote African World Heritage and the importance of the World Heritage Convention in Africa. They can relate to cultural, natural or mixed World Heritage properties (i.e., sites that are inscribed on the World Heritage list (<http://whc.unesco.org/en/list/>)).
3. There are no limits on the number of Entries that each Entrant can submit. The photo can be prepared using a mobile phone, camera or any other device. Any expenses incurred during submission are to be borne by the Participant.
4. There is no registration. Entry is determined by the posting of the photo with accompanying description on Instagram and tagging it with the #MyAfricanHeritage hashtag. To be eligible, Instagram Entries MUST be set as 'Public' so that they are visible to UNESCO.
5. Entries must be submitted to Instagram before **30 April 2018 at 7 p.m. Paris time (GMT + 2)**. Entries published after this deadline shall not be considered. UNESCO shall not bear any responsibility for late or lost Entries due to network failure or any other reason.
6. Photos must be taken and the accompanying text written by the Entrant him/herself. Verifications could be made to confirm that the Entrant is the owner of the photo. Photos must have been taken in the last five years, i.e. after 30 April 2013 at a World Heritage property (<http://whc.unesco.org/en/list/>). Photos can be colour-corrected or have filters applied, but should not be digitally manipulated in terms of content and context.
7. UNESCO reserves the right to exclude Entries that conflict with the principles of the UNESCO Constitution, that have obscene, violent, sexually explicit, sexist or racist content, or which violate any fundamental rights. The Entries must also not invade the rights of privacy of any person, living or deceased.

8. By submitting their Entries via Instagram and using the #MyAfricanHeritage hashtag, the Entrants accept that these Entries may be used by UNESCO as part of its communication activities. By participating, the Entrants declare their agreement that UNESCO may use the material in line with the UNESCO Open Access policy (<http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/policy-guidelines-for-the-development-and-promotion-of-open-access/>).
9. Entrants must possess the exclusive rights to Entries and are responsible for having obtained any necessary permission from the subjects shown on the Entries, in accordance with applicable laws. UNESCO will not be responsible for any claims or complaints against infringement of rights or damages from third parties relating to the Entries, and the Entrant agrees to indemnify and hold UNESCO harmless in such cases.
10. After 30 April 2018, the top ten (10) Entries will be contacted via the social media profile used to submit the Entry and asked to provide the following information:
 - name of the participant (Entrant)
 - birth date;
 - location of the photo;
 - date of the photo;
 - title; and
 - full name of the person/people appearing on the photo, if applicable.
11. Shortlisted Entrants will also be asked to sign a Creative Commons license that allows others to use and distribute the photos and texts. The Entrants will retain the right to use their images for whatever purpose they wish, and be attributed for any usage by UNESCO or any another party. Users not agreeing to this license, or failing to respond within seven (7) days to UNESCO's message, will be excluded from the contest. For more information about the license, visit: <http://creativecommons.org/licenses/by-nc-nd/2.5/>.
12. UNESCO will select the winning Entries on the basis of the following main criteria: (i) creativity; (ii) content (i.e. effectiveness of the entry as a tool to promote the values of World Heritage and African World Heritage); and (iii) composition (i.e. technical and artistic quality of content). The photo and text will be treated as equally important.
13. The top three (3) entries will win a trip for two persons to the following destinations (durations stay need to be confirmed) :
 - **Ngorongoro Conservation Area (NCA) & Serengeti National Park, Tanzania.** NCA and its partners will provide the following for two persons :
 - ✓ Two return economy air tickets to Tanzania
 - ✓ Ground transportation while in Tanzania to NCA and Serengeti National Park
 - ✓ Full board accommodation
 - ✓ Ground transport for airport pickup and drop out, site visit transportation
 - ✓ Guide and associated cost during site visits.
 - **Robben Island, South Africa.** Robben Island Museum and the African World Heritage Fund will provide the following for two persons :
 - ✓ Two return air tickets to Cape Town, South Africa (to be provided by AWHF)
 - ✓ Return shuttling from Cape Town Airport to the Waterfront Gateway (to be provided by AWHF)
 - ✓ Ferry transportation to and from the island (to be provided by RIM)

- ✓ Full board accommodation on the island (to be provided by RIM)
- ✓ Guided tours and if possible, involvement in practical work on the island (to be provided by RIM)
- **Cidade Velha, Historic of Ribeira Grande, Cabo Verde.** Cidade Velha and its partners will provide the following elements for two persons :
 - ✓ Full board accommodation
 - ✓ Ground transport for airport pickup and drop out, site visit transportation
 - ✓ Guide and associated cost during site visits.

There will be no cash alternatives. Top ten (10) entries will be showcased on the World Heritage Centre, UNESCO and African World Heritage Fund websites as part of the #MyAfricanHeritage competition, which UNESCO reserves the right to use in a manner it deems suitable. Top ten (10) entries will also be showcased during a virtual exhibition on the screens throughout UNESCO Headquarters during the Africa Week (22-25 May 2018). The winning Entries may also appear on the websites of the sites concerned and of participating sponsors.

14. UNESCO's decision will be final. Any attempt by an Entrant to influence the result or subvert the contest will lead to immediate disqualification.
15. Participation in this contest implies accepting all of the present Terms and Conditions without exception. UNESCO reserves the right to rule on any issue(s) not covered by these Terms and Conditions. In the event that an Entrant should disagree with any decision made by UNESCO, that Entrant will have the right to withdraw his or her Entry.
16. UNESCO will inform the winners of the results of the contest on 5 May 2018 on the occasion of the African World Heritage Day. If a winner is unable to be contacted after reasonable attempts have been made to do so, UNESCO reserves the right to select the next best Entry.
17. UNESCO reserves the right to modify or cancel the contest or any of the arrangements, schedules, plans or other items directly or indirectly related to the contest, at any time and for any reason.
18. Nothing herein shall constitute or be considered to be a limitation upon or a waiver of the privileges and immunities of UNESCO.

For any further information, please contact: WH.africa@unesco.org