



**RURALIZATION**

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### **Photo competition - Generational renewal in EU rural areas** Participation guidelines and rules



This photo competition is organized by the [RURALIZATION](http://www.ruralization.eu) H2020 project in order to portray the presence of young people in rural areas and how generational renewal can bring new life to rural areas in Europe.

Generational renewal in EU rural contexts is about empowering a new generation of young farmers and rural entrepreneurs who can make contribute to promoting rural prosperity, strengthening rural value chains and investing in rural viability and vitality.

In order to translate these concepts into images and reach better citizens, practitioners and policy makers, we are organizing this photo contest.



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**You can help us conveying the message on the importance of supporting rural dreams of young people and thus fight rural decline in Europe.  
Join our competition and send us your best photos of Young people in rural areas!!**

### 1. What is the RURALIZATION photo competition on “Generational renewal in EU rural areas” about?

Generational renewal in EU rural areas is one of the biggest challenges to overcome to secure rural prosperity. This RURALIZATION Photo Competition is a window of opportunity to display how EU new generations make their living in the countryside to accomplish their dreams and bring new life to rural territories.

The overall topic of the photo competition is **Generational Renewal**, so that participants are invited to submit pictures that reflect one or more of the following sub-topics:

- **Succession** (young people replacing their parents and families)
- **Innovation and rural diversification** (young people developing new products, services or simply new dynamics in rural areas)
- **Access to land** for new generations
- **Young entrepreneurship**
- **New job opportunities**
- **New skills and resources** which can **stimulate economic activities** in a range of sectors (not also in farming but **beyond agriculture**)
- Aspects that contribute to the **attractiveness of rural areas for young people**
- **Knowledge transfer** between generations
- **Life in rural communities**

### 2. Eligibility conditions

- **Individuals** can submit photos in their own name or in the name of an **organization or institution**.
- Entrants must be **18 years old or over**.
- Photos that had been **awarded under other competitions are not accepted**.
- Participation is **open to anyone interested except for first degree relatives** of the organisers and members of the evaluation committee.

The following submissions are **ineligible**:

- Photos that violate or infringe upon another person’s rights, including but not limited to copyright.



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- Photos that contain sexually explicit, nude, obscene, violent or other objectionable or inappropriate content.
- Images that involve damage to the environment by the photographer or photo subjects.
- Images that involve putting any individual or animal in danger.

### 3. Entry requirements

- Participants can submit **up to 5 photos**.
- The photo(s) has to be uploaded via a **dedicated submission form** (see section 4 below).
- The photo(s) may be submitted both in **colour or greyscale** format and should not exceed a maximum size of **10MB**. The allowed types are **.png, .jpg and .jpeg**
- The entry may **not include a photo collage or photomontages** (2 or more photos combined into one image).
- The entry must be **accompanied by a short caption presenting the conditions of the photo** (date, place and context).
- Participants are encouraged to submit a **short text** (up to 400 characters) describing the submitted picture(s). The submission of this explanatory text is not mandatory.
- The original file is needed to be kept by the participant and, if requested, shared with the organizers at its maximum quality.

### 4. Submission

The photos must be submitted by **31st July 2021** via the **submission form** [here](#).

### 5. Evaluation

The Evaluation Committee will be formed by experts from the [TU Delft University](#) and [Consulta Europa Projects and Innovation](#), who will choose **3 winning photographs** based on the following **criteria**:

1. Compliance for the theme: The picture reflects one or more of the **sub-topics described in section 1** and is related to **rural life and environment**.
2. The image has **aesthetic quality** and is stimulating, motivating or effective in communicating the **phenomenon or concept of EU rural generational renewal**.
3. **Originality and creativity**.



## 6. Award

Participants will be notified by e-mail on the results of the competition **approximately three weeks after** the end of the submission deadline.

The photos that meet the participation rules described in this document will be published and promoted on the [RURALIZATION website](#) and related networks and social media, ensuring visibility of their authors and presenting their vision on rural generational renewal at the EU level. Photos could be also used for printed documents of RURALIZATION project.

The winner of the **first prize** will be awarded 500€ and will be invited to the **RURALIZATION International Conference that will be held in autumn 2021**. Travel and accommodation costs will be covered by the RURALIZATION project for one person.

The photos that will be selected as the second and third finalists will be, together with the photo selected as winner, especially promoted on the **photo exhibition** that will be organized at the RURALIZATION International Conference in autumn 2021. This photo exhibition will include the outstanding photos of the competition.

## 7. Intellectual property and publication rights

- Submitted photos must be **original, created and/or taken by the contestant**. It must not contain any materials owned or controlled by a third party for which the contestant has not obtained a license, must not infringe the copyright, trademark, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity.
- RURALIZATION project respects photographers' copyrights, and copyrights shall remain vested with the creator of the image. Upon participating to this competition, the **participant grants RURALIZATION consortium**, non-exclusive, royalty-free, right and license to use, publish, reproduce, display, in all media forms now or hereafter known, to promote the Competition, image, the photographer or for promoting the project itself and the activities that are developed through it.
- The **name of the photographer will be indicated** wherever the image is used.
- If the photos provide information about participants, the person who submit the photo(s) declares that she/he has the authorization to disseminate the images.

Participating in this Competition implies full acceptance of the rules provided in this document. Non-compliance with any of the rules will give the organizer the right to exclude participants from the Competition.



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## 8. Personal data treatment and processing

RURALIZATION is responsible for the processing of the personal data provided with your consent when completing the submission form. You are informed that these data will be processed in accordance with the General Data Protection Regulation (EU) 2016/679 of 27 April 2016 (GDPR) and other applicable rules, for the management of the event and to send other content-related electronic communications, under the protection given by your consent when registering. Participants are invited to read our [policy](#) to know further.

### What is RURALIZATION?

The [RURALIZATION](#) project is a 4-year H2020 project based around the idea that a process of 'ruralisation' can change development patterns in rural areas overcoming population and economic decline and generating new opportunities. To foster a "ruralisation" process across Europe, new policy-relevant knowledge is needed, which the RURALIZATION project will generate.

RURALIZATION gathers 18 partners from 12 different countries including not only research organizations but also partners that implement innovative practices, such as members of the Access to Land network. This diversity will guarantee a wide range of perspectives and situations thus ensuring the project will formulate solutions and recommendations which respond to the diverse needs and features of rural areas in Europe.

#### ▪ More Info

If you need further support on the RURALIZATION Photo Competition, please contact the organizers at [ruralization@consulta-europa.com](mailto:ruralization@consulta-europa.com)



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