**MORE**

**Multifunctional role of women as a key driver for rural development**

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**Photo Contest Rules**

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# **THE CONTEST**

This photographic contest is promoted within the framework of the MORE project co-funded by the Erasmus+ Programme of the European Commission, which brings together eight Partners from six countries (Belgium, Italy, Romania, Greece, Spain and Poland). The project aims to improve the access to and the quality of training opportunities and qualifications of EU rural women through the establishment of local “Rural Women Hubs” (RWHs) in 7 rural territories across Europe.

Each Rural Women Hub launches a photo contest with the aim to **portray women’s roles/businesses/activities in rural areas** and prove the **importance of the multifunctional role of women.** According to the EU Parliament, the latteris essential to save rural areas in Europe.In today's society, women assume a "multifunctional role" in the multi-faced context of their families (i.e. child and elderly care) and social and labour ties. This multiplicity of roles contributes significantly to the improvement of their families' quality of life, as well as rural socio-economic development, civic engagement, and ways of rethinking the territorial contexts.

Participants of the contest will be invited to submit their photos according to the rules described hereafter. Received photos will be published on the [MORE Platform](https://www.moreproject.eu/), the MORE dedicated social media channels and the partners’ communication channels. The winner at consortium level will be awarded with **great visibility across Europe.** She/hewillpresent her/his own work in person during a dedicated event, will be engaged in a short video pill and will have a dedicated space within the MORE Platform with the possibility of publishing other works and curriculum experiences (see “Prizes” section)

# **HOW TO PARTICIPATE AND SEND PICTURES**

* Participation to the contest is **free**
* Pictures shall be sent by **26 June** to the following email [moreproject.eu@gmail.com](mailto:moreproject.eu@gmail.com)
* Participants can send max **2 photos** in **jpg format**
* Photographs must be the **property of the participating author** and should capture the **main themes of the project**:
* Female businesses/activities/initiatives/roles in rural areas
* The importance of the multifunctional role of women in rural areas
* Women empowerment in rural areas
* The artist freely chooses the subject or object photographed. The following photographs are not allowed:
  + Photographs of which you do not own the copyright
  + Photographs prohibited to minors
  + Photographs of political and/or religious propaganda
  + Offensive photos for third parties
  + Photographs of completely naked children
  + Photographs partially or entirely created in computer graphics, through AI (Artificial Intelligence) or in any case not photographed by the author
* Photos shall be sent in attachment / or by WeTransfer and renamed as follows “MORE Name Surname Country Title of the Photo”
* Subject of the e-mail: “MORE Photographic contest Name Surname Country”
* Email body: Title of the photos + short description of the photos (where it was taken and its meaning). Being one the assessment criteria, it is important that the title is engaging and captures the essence of the photo.
* If the author disposes of a professional website or social media channels, the respective links could be included in the email. By sending the links, the authors authorise the Consortium to publish them in the Platform, together with the photos, for visibility purposes.
* All photos received will be published on the MORE Platform to guarantee their visibility and ensure their positioning. All pictures received will be collected and presented on the Platform crediting authors and country of origin. The MORE Platform will be kept alive for 3 years more after the end of the co-funding, thus amplifying the contest’s impact.
* The selection process of the winner will last 1 month
* The winner will be informed via email no later than 26 July

# **ASSESSMENT CRITERIA AND JURY**

* RELEVANCE of the photo to the contest’s object “multifunctional role of rural women” - Max 20 points
* ORIGINALITY of the photo - Max 15 points
* QUALITY of the photo - Max 10 points
* CONSISTENCY AND COMPLETENESS of the required elements: title, caption, photo - Max 5 points

The members of the Quality Assurance Committee of the MORE Project will compose the Jury of the contest. Based on the abovementioned criteria, they will select one winning picture at Consortium level.

In the event of a tie, the photo with the higher score in the RELEVANCE criterion will be selected.

# **THE PRIZES**

All participants’ names and respective photos will be shared within the MORE Platform, which guarantees huge visibility at EU level corresponding to 57.376 unique visits since website opening (updated to 25/04/2023).This number will increase exponentially during the following years, once all deliverables are ready and mainstreamed. Photos will be shared within the official project’s social media pages and project partners’ communication channels; they will be promoted during the multiplier events and other promotional initiatives.

The winner, who will be selected at EU level, will have the chance to:

* Present her/his own work in person during a dedicated event organised within his/her own local Rural Women Hub
* Be engaged in a short video pill (3 minutes) that will be promoted at EU level through the MORE communication channels
* Have a dedicated space within the MORE Platform, in the contest’s section, with the possibility of publishing other works and curriculum experiences. It will be possible to send max 5 photos during the 1st year after the end of the project (from 01/11/2023 to 31/10/24). The partners will keep the MORE Platform alive and will promote it at EU level for 3 years after the end of the co-funding.
* Get a certification proving the win and participation in the initiative
* Gain visibility at EU level through social media posts, which will be disseminated not only on the MORE project’s networks but also on partners’ networks.

# **COPYRIGHTS, PROTECTION AND PROCESSING OF PERSONAL DATA**

* Each participant declares to be the owner of the rights to the work.
* The copyright of the submitted images will remain the property of the authors.
* Unquestionable management by the partners. It will be the responsibility of the staff and administrators of the MORE project to remove photographs that prevent the correct execution of the contest for any reason, to establish times and methods for carrying out the contest.
* Participants authorise the Consortium to publish their photographs on the channels indicated above and are aware that any image submitted may be used by the MORE Consortium for communication and dissemination purposes directly related to the project.
* **Participation in the competition, by sending photographs to the organisers, constitutes full and unconditional acceptance of the Contest’s regulation and the authorization to process personal data and their use by the MORE Consortium for carrying out activities related to the projec**t, **as established by Regulation (EU) 2016/679 (GDPR) on the protection of personal data.**
* **The consortium declines responsibility in case of copyright infringement and/or unauthorised references to photographed subjects, including people, objects and organisations portrayed within the images provided.**

For more information or privacy-related issues, please contact this email [moreproject.eu@gmail.com](mailto:moreproject.eu@gmail.com)