

Why Nutrition Matters: ICN2 Photo Contest – Rules and conditions

BACKGROUND

The Food and Agriculture Organization of the United Nations (FAO) is an agency of the United Nations specializing in the sectors of food and agriculture, with the ultimate goal of eradicating hunger. There are a total of 194 member nations, one member organization (European Union) and two associate members (Faroe Islands and Tokelau) in the Organization, working together to achieve food security for all. FAO's mandate is to improve nutrition, increase agricultural productivity, raise the standard of living in rural populations and contribute to global economic growth.

In the context of this mandate, FAO produces communications and informational materials that are used to raise awareness about key issues in food and agriculture and to achieve its goal of ending global hunger. FAO's communication materials are available in many languages and are distributed worldwide entirely free of charge for non-commercial purposes. Examples of its materials can be found on FAO's website: www.fao.org.

THE CONTEST

Organized in connection with the Second International Conference on Nutrition (ICN2), the *Why Nutrition Matters: ICN2 Photo Contest* (the "Contest") aims at raising awareness about the importance of nutrition, emphasizing that nutrition starts with what we eat: the products of the food and agriculture sector. Entries must highlight the importance of nutrition in both developed and developing countries.

ICN2, an inclusive inter-governmental meeting on nutrition jointly organized by the FAO and the World Health Organization (WHO), will be held at FAO Headquarters in Rome from 19-21 November 2014. The conference will convene high-level government officials and stakeholders with the overall goal of improving diets and raising nutrition levels through policies that more effectively address today's major nutrition challenges.

RULES

The Contest is open only to individuals ("Entrants") who have reached the age of 18 at the time of entering the Contest. FAO employees and their immediate family members (spouses, parents, children, siblings and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related, are not eligible to enter the Contest. FAO will determine eligibility at its sole discretion.

Entrants can only submit to the Contest original works for which they are the sole creator and own the copyright. If the photographs contain images of a person or persons, Entrants must have obtained the permission of those persons for submission of their images to the Contest, as well as the use of the photographs by FAO for the purposes described below. FAO will also not seek additional approvals in connection with the use of the photographs and it will not be responsible for any claim or complaint alleging violation of the rights of third parties.

By entering the Contest, Entrants grant an irrevocable, perpetual, worldwide exclusive license to FAO to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and the promotion of FAO's work, in:

- FAO corporate website: www.fao.org;
- Corporate videos or digital recordings to illustrate the work of the Organization;
- Printed FAO publications, brochures or posters;
- Social media channels, including promotion of the Contest itself;
- Any other media used by FAO in its communications.

FAO will not pay any fees for, nor pay any costs relating to, the entry of the photograph(s) into the competition or for their use as described above.

FAO reserves the right to verify the eligibility of any entry and/or Entrant (including an Entrant's identity and address) and to disqualify any Entrant who submits an entry that is not in accordance with these rules or who tampers with the entry process. By submitting entries to the Contest, Entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these rules. The data may also be used by FAO in order to verify the Entrant's identity, postal address and telephone number or to otherwise verify the Entrant's eligibility to participate in the Contest. FAO is not responsible for any entries not received due to internet or software failures.

Nothing in the rules for this Contest, nor any acts performed or statements made in relation to this Contest, shall be deemed a waiver, express or implied, of any of the privileges and immunities of FAO.

PROCESS AND SELECTION CRITERIA

The Contest opens at 12:00:00 Central European Time (CET) on 15 September and closes at 12:00:00 p.m. CET on 16 October 2014. Entries received after the deadline will not be considered.

- After the deadline for submissions has expired, FAO will select the best 30 photographs received within the deadline and based on the following criteria: originality, relevance to the theme (Why nutrition matters / nutrition starts with what we eat: the products of the food and agriculture sector/ the importance of nutrition in both developed and developing countries), artistic value and communication potential.
- The 30 selected photographs will be submitted to the Jury, formed by two members of FAO staff and two representatives of the National Geographic Society, which will select the three photographs from the shortlist of 30 which it considers to most closely meet the criteria.
- The final three photographs will be posted on the FAO Facebook page and fans will be given the opportunity to vote ("like") the photos during a period of 18 days (the specific deadlines will be placed on the Facebook page when the photographs are posted). The first place winner will be the photograph with the most likes. Second and third places will be based on the number of likes received by each of the other two photographs.
- After the deadline for voting has expired, the winners will be notified by email using the contact details they provided with their entries. In the event that any of the selected winners of any prize is ineligible, cannot be traced or does not respond within 10 days to a winner notification as required by the Contest Rules above, or refuses the prize, the prize will be forfeited and it will be in the sole discretion of the Jury to choose whether to award the prize to another eligible entry.

ACCEPTANCE

By submitting entries to the Contest, the Entrant confirms that the rules for this Competition, as set out above, have been read, understood, and agreed to by the Entrant.

PRIZES

Prizes will consist of assignments with FAO for a photographic mission to an FAO project or office close to the residence of the awardee. FAO will cover the costs of travel, daily subsistence allowance and honoraria at standard UN rates. The dates for the assignments will be agreed between the awardees and FAO, and should take place no later than 30 June 2015.

The prizes are the following:

1st prize: photographic assignment with FAO for 6 working days;

2nd prize: photographic assignment with FAO for 4 working days;

3rd prize: photographic assignment with FAO for 2 working days.