

## **THE CONTEST**

The United Nations General Assembly has designated 11 December as the “International Mountain Day” (IMD).

The Food and Agriculture Organization of the United Nations (FAO), as the coordinating agency for the preparation and animation of this celebration (IMD) and host of the Mountain Partnership Secretariat, is organizing a photo contest (the “Contest”) as part of the celebrations of the 2019 International Mountain Day.

The contest aims to raise awareness about the variety and richness of mountain products - such as coffee, cocoa, honey, herbs, spices, cheeses, and grains. These are not only high value products and nutritious but their sale can contribute in improving the livelihoods of many mountain communities. The day will also be an occasion to educate youth about the role mountain agrobiodiversity can play for better diets and a more sustainable planet.

The theme chosen for 2019 is “Mountains Matter for Youth”.

Participants are asked to submit:

- (i) a recipe containing mountain products from anywhere in the world and a photo of the dish possibly with the cook or the person preparing it; and
- (ii) an explanation of the importance or cultural relevance of the recipe.

## **RULES**

The Contest is open only to individuals (“Entrants”) who must be 18 or over. The age to declare is that 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 must submit to the Contest original works for which they are the sole creator and own the copyright. If Entrants use a photograph that is not their own creation, they must have obtained all the necessary authorizations to use the photographs for the purpose of the Contest. 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 for the use of the photographs as described herein. Entrants must also have obtained all the necessary authorizations to use the recipes for the purpose of the Contest, including the permission of the creator or publisher of the recipe.

FAO will not be responsible for any claim or complaints alleging violation of the rights of third parties. Entrants can submit up to three photographs.

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](http://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 the promotion of the Contest itself;
- Any other media used by FAO in its communications.
- Social media and communication products of Mountain Partnership members and other UN organizations.

FAO will not pay any fees for, nor pay any costs relating to, the entry of the photograph(s) in to the Contest 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 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 4 October 2019 and closes at 12:00:00 pm CET 14 November 2019. Entries received after the deadline will not be considered.

After the deadline for submissions has expired, FAO will select, at its sole discretion, the best 30 recipes and respective photograph within the deadline and based on the following criteria: originality, relevance to the theme, artistic value and communication potential.

- The 30 recipes and respective photograph of the dish will be submitted to a FAO Jury, which will select, at its sole discretion, six recipes and photographs from the shortlist of thirty which it considers to most closely meet the criteria.
- The final six recipes and related 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 seven days (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.
- After the deadline for voting has expired, the winner will be notified by email using the contact details provided with the entry. In the event that any of the selected winners is ineligible, cannot be traced or does not respond within ten 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 Contest, as set out above, have been read, understood and agreed to by the Entrant.

#### **PRIZE**

The prize for the outright winner will be an action camera as well a copy of an FAO produced booklet on Mountain Recipes containing the name and photograph of the winner.

## **GENERAL INFORMATION**

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 information 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 distributed worldwide entirely free of charge for non-commercial purposes. Examples of its materials can be found on FAO's website: [www.fao.org](http://www.fao.org).

Since 2003, FAO has observed IMD every year to create awareness about the importance of mountains to life, to highlight the opportunities and constraints in mountain development and to build alliances that will bring positive change to mountain people and environments around the world.

The Water and Mountains Team at FAO, Forestry Department, of which the Mountain Partnership Secretariat is part, is responsible for coordinating the activities of IMD, and in this case, for managing the operational tasks related to the Contest.

The Mountain Partnership (MP) is a United Nations voluntary alliance of governments, intergovernmental organizations, civil society and the private sector committed to working together with the common goal of achieving sustainable mountain development worldwide. The MP communication network will also be used to disseminate the Contest.