

PHOTO CONTEST

HERITAGE for PLANET EARTH® 2018

monthly and annual photo contest

(26 awards per year: total prize money € 10.000)



**Heritage for
Planet Earth®**

Heritage for Planet Earth®

15th General Assembly of the International League of Travel Agents

dal Colosseo alla Biosfera®



Cover by:

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AWARD
Life Beyond Tourism®
HERITAGE for PLANET EARTH®

FOREWARD

With gratitude towards the late Prof. Andrzej Tomaszewski who deeply believed in the Fondazione Romualdo Del Bianco, helping it to nurture a sense of awareness and necessity of contribution to the enhancement of the World Heritage, the Fondazione, in the framework of its Life Beyond Tourism® initiative, promotes the **award Heritage for Planet Earth®** that with the help of the photo contest aims to contribute to the 'transformation' aspired for by the United Nations Post-2015 Agenda¹:

*"Transformation is our watchword.
At this moment in time, we are called to lead and act with courage.
We are called to embrace change.
Change in our societies.
Change in the management of our economies.
Change in our relationship with our one and only planet."*

The award **Heritage for Planet Earth®** is intended to be a part of a wider awareness-raising strategy - especially addressed to young generations – dedicated to the theme of fragility of heritage -cultural and natural- strongly linked to the planet Earth's environmental equilibrium and climate change.

The award **Heritage for Planet Earth®** invites to develop the concept of "cultural travel" with opportunities for encounter, communication and dialogue among cultures, for the knowledge and respect of cultural diversity and for the respect of the health of the planet Earth.

On the international level, the sites of cultural interest, classified and not, and those of natural interest are increasingly attracting visitors from all over the world; therefore, these sites are enriched with multiculturalism and have an opportunity to become true centers of dialogue among cultures present on their territories.

All the actors of the travel chain, from residents to travelers, tour operators, intermediaries, guides, public administrations etc., with their services of welcome and hospitality, have an opportunity to promote the growth of international community in peaceful coexistence; an opportunity, which, due to the level of interest especially on the World Heritage Sites, could be perceived also as a duty due to the sort of 'protection' deriving from it.

If the sites - of cultural interest, classified and not, and those of natural interest - become centers structured for favouring dialogue and certified according to international standards, this cannot but foster a new commercial offer stimulating economic development based on a different ethics, a development associated with 'travel', 'welcome', 'hospitality' and 'appreciation and respect for the diversity' of mass travellers currently attested to exceed a billion per year; this will allow for the start of useful reflections on classified and non-classified heritage and will also stimulate reflections useful for raising awareness about the respect and protection of the 'health' of the planet Earth.

Life Beyond Tourism® synthesizes all the above with **HERITAGE FOR PLANET EARTH®**

¹ Secretary General of the United Nations Ban Ki-moon in his Synthesis Report on the Post-2015 Agenda.

PHOTO CONTEST HERITAGE for PLANET EARTH[®]

GENERAL REGULATIONS

Art. 1 AIMS OF THE CONTEST

The award Life Beyond Tourism[®] HERITAGE for PLANET EARTH[®] - as anticipated in the Foreword - aims to promote the exaltation of the Travel experience due to the combination of terms, "Heritage (tangible and/or intangible)", "Travel", "Dialogue", "Diversity of Cultural Expressions", "Respect", "Respect for Diversity", "Protection of the Planet Earth", with an intention to promote:

1. growth of the international community in peaceful coexistence
2. contribution to the awareness-raising among young people about heritage, with the help of travel experience and dialogue for getting to know the 'Other' in his or her cultural dimension
3. involvement of all the operators along the travelling chain that accept not only to share the ethos Life Beyond Tourism, but also to operate in the active Community Life Beyond Tourism² based on mutual knowledge
4. reflections useful for the health of the planet Earth we all share
5. photographic content with great communicative power on the themes of the of contest Heritage for Planet Earth[®] 2018.

Art. 2 SUBJECT OF THE CONTEST

The contest consists in uploading to the portal Life Beyond Tourism[®] (lifebeyonddtourism.org) **one photo which represents the connection between the planet Earth and, at least, two of the following themes:**

- a. "Heritage (tangible and/or intangible)",
- b. "Travel",
- c. "Dialogue among cultures",
- d. "Respect for the Diversity of cultural expressions",
- e. "Protection of the planet Earth".

Art. 3 AUTHOR

The contest was conceived by Paolo Del Bianco.

Art. 4 PROMOTER

The photo contest is promoted by the Fondazione Romualdo Del Bianco[®] with the patronages and collaboration of the international network of over 500 institutions in 82 countries on 5 continents.

Art. 5 AWARD PROVIDER

Fondazione Romualdo Del Bianco[®] - Florence

Art. 6 CONTEST ORGANISER AND MANAGER

Life Beyond Tourism srl - Florence

Art. 7 COMMITTEE OF HONOR

The members of the Committee of Honor, composed of representatives of the institutions that

² All those belonging to the aforementioned travel chain categories are called Learning Communities and these are residents, travelers, on-site service providers, cultural institutions, intermediaries, public authorities and administrations, market trend research centers, educational institutions and designers who are to respond to the needs of the market.

support the initiative at the national and international level, are invited by the Promoter of the Contest by means of an official letter signed by the President of the Fondazione Romualdo Del Bianco® sent via e-mail. Their membership is considered confirmed after they accept the invitation. The membership in the Committee has an annual duration. The Promoter of the Contest also designates and approves the Chairman of the Committee and its Secretary General according to the same procedure.

The Committee of Honor officially participates at the annual opening ceremony of the Contest and at any other related official event.

Individual members of the Committee of Honor may be invited to play the role of rapporteurs or representatives at the conferences of the Contest.

The Contest Organizer and Manager refers to the Committee in order to receive advice on which sections should be of greater relevance during the new annual edition of the Contest. The Chairman of the Committee of Honor will be assisted by the Secretary General of the Contest.

The full list of Members of the Committee of Honor is published and regularly updated on the web-site www.lifebeyondtourism.org.

The members of the Committee of Honor will receive, at the end of the contest, the list of winners with their works, accompanied by a special dossier.

Art. 8 PARTNERS

The full list is available on the web-site www.lifebeyondtourism.org

Art. 9 PATRONAGES

The full list is available on the web-site www.lifebeyondtourism.org

Art. 10 REGISTRATION AND PHOTO UPLOAD GUIDELINES

The contest is subject to the **registration fee of € 7,00** (seven/00) per each uploaded photo.

In order to participate at the contest it is necessary to register at the portal of the Movement Life Beyond Tourism® www.lifebeyondtourism.org and follow the steps below:

1. Login at the portal Life Beyond Tourism®
2. Upload the photo with the parameters indicated in the art. 12 of the present regulations
3. Make the payment according to the instructions received by e-mail (Paypal)

Each user can participate at the monthly Contest with 1 photo per each month.

Each user can participate at more than one monthly edition.

Art. 11 PHOTO REQUIREMENTS

Each photo must necessarily comply with the following requirements:

- Size max. 1,5 MB
- Color or black and white
- Filters, corrections, graphic elements and photomontages are allowed
- The file name should contain:
 - . author name,
 - . title,
 - . place and year when the photo was taken,
 - . short (max. 150 characters) description of the photo in English

The non-compliance to the above requirements may lead to the non—admission to the contest and the registration fee will not be reimbursed.

The participants guarantee:

- to be the only and complete copyright holders of the presented photos;
- to upload to the portal only the previously unpublished material never used in other initiatives or contests, neither for commercial purposes;
- that people portrayed in the photographs have given their consent, through a proper authorization, to the participation in the initiative of the images portraying them and to the subsequent publication by the organizers; consequently, the organizers will not be liable for

any third party claims and/or court actions, including, but not limited to, claims for compensation or grievance for copyright and/or image copyright infringement;

- that the photos and the respective copyright conferred to the organizer by the author do not infringe any third party rights and do not contain any discriminatory material.

The theme of the contest can be expressed through any photographic genre (photoreport, portrait, urban landscape), as long as it is consistent with the themes of the contest.

Photographs that are detrimental and/or offensive of ethics, morality, taste, honor, reputation and religious sentiments of others will not be admitted, as well as vulgar images depicting violence or containing advertisements, commercials and political references; no photos containing the images of minors are allowed.

For this kind of photographs the portal reserves the right of non-admission to the contest, no motivation will be specified and no registration fee will be reimbursed.

The participants are nevertheless responsible for the content and message that their photographs intend to disclose and, with the acceptance of the present Regulations, the participants to the contest exempt Life Beyond Tourism® srl and, as far as it may be necessary, all the subjects involved in the organization, management and promotion of this Contest, from any civil and criminal liability.

Art.12 TARGET AUDIENCE

The participation is open to all those who, at the moment of the uploading the photo, have reached the age of majority in the country of citizenship and have uploaded all the information required by the organization for the proper participation.

The following categories are not eligible to participate in the competition: promoters, members of the Secretariat, members of the Committee of Honor and all those who, in various ways, collaborate in the organization of the contest, as well as their family members up to the third degree included.

Art. 13 CONTEST PROCEDURE AND VOTING

The contest for each year consists of twenty-four (24) monthly prizes, with which the 1° and 2° winners of each month will be awarded. At the end of the twelfth month, the 24 award-winning photographs will be put to the vote and will compete for the 1° and 2° final annual awards.

The contest Heritage for Planet Earth® is held and organized completely online exclusively on the platform www.lifebeyondtourism.org.

Participants at Monthly Awards

The participants will be able to upload their photos starting from the 1° day of each month and up to the last one of each month (the 30° or 31° and the 28° of the month of February) within 12 PM Italy time.

The users will express their vote on the photos of each month from the 1° to 15° day of the following month.

The winner of the month will be announced within 5 working days after the closing of the vote.

Participants at Annual Awards

The 1° and 2° Winners of the annual contest will be selected among the 24 monthly winners, on the basis of the largest number of votes received in the period February 1-28, 2019.

The announcement of the two annual winners will take place within March 10, 2019.

Art. 14 MONEY VALUE OF AWARDS

The contest issues twelve (12) monthly prizes of € 500 (five hundred/00) per month and an annual award of € 4,000 (four thousand/00).

Two photographs (24 total awards per year) will be awarded each month from January 2018 within 12 editions as follows:

- 1° winner of the month: € 350 (threehundredfifty /00)
- 2° winner of the month: € 150 (onehundredfifty /00)

Annual contest

- 1° winner: € 3.000 (threethousand /00)
- 2° winner: € 1.000 (one thousand /00)

All awards are gross of applicable taxes.

Art. 15 AWARDS ASSIGNMENT

The winners will be defined by the number of votes received online.

The communication to the winners will be made by e-mail within 5 working days from the end of voting.

Prior to the awards assignment, the organizing secretariat will verify the correct registration procedure for each photo resulting to be the winner. If the winning photo will not satisfy the requirements and criteria, including the correct payment and registration at the Portal, the organization will award the prize to the successive photograph according to the number of votes received.

Art. 16 JURY

There is no Jury for the Contest, as voting is taking place via the online network. The program of the portal itself will calculate the winner and will publish the results of voting, indicating the votes received and the related statistics.

The jury, therefore, is made up of online audience expressing their vote on the portal www.lifebeyondtourism.org.

Art. 17 REQUESTS FOR CLARIFICATIONS AND QUESTIONS

Any requests and queries should be addressed exclusively via e-mail to the following address: [<H4PEContest@lifebeyondtourism.org>](mailto:H4PEContest@lifebeyondtourism.org)

The e-mail should have the following words in the subject line: < H4PEContest2018 >.

Mails sent with another subject will not be considered.

Art. 18 ACCEPTANCE OF REGULATIONS

With the participation at the Contest, the competitors accept, without reservation, all the rules contained in the present Regulations. Failure to comply with the provisions of these Regulations entails automatic exclusion from the contest.

Art. 19 TRADEMARKS AND COPYRIGHT

- Heritage for Planet Earth® is a registered trademark n.016251191 of 13-01-2017
- Figurative trademark Eiffel Tower with the stylized foliage Heritage for Planet Earth® is a figurative trademark - request n. 017085424 (author: Corinna Del Bianco)

Art. 20 GENERAL PROVISIONS

The subjects referred to in Articles 3, 4, 5, 6 and 7 reserve the right to vary the Regulations by giving a due notice. Any change in the regulations will take effect from the month of the successive contest after the date, on which the change took place.

Art. 21 OBLIGATIONS AND GUARANTEES

All the activities will be carried out in accordance with the present regulations. The subjects indicated in art. 4, 5 and 6 assume no responsibility in connection with any problem of access, impediment, malfunction or difficulty regarding technical equipment, computer, telephone line,

cables, electronics, software and hardware, transmission, connection and internet that can prevent a competitor from accessing the contest.

Participants who have participated in the Contest in violation of the provisions of these regulations will automatically be excluded from the Contest, including all those who, in an exemplifying and not exhaustive way, have used software and computer tools to modify the participation inputs. The subjects indicated in art. 4, 5 and 6 reserve the right to proceed, in the most appropriate terms and in compliance with the laws in force, with the limitation and inhibition of any attempt to circumvent the created system of the contest.

Art. 22 PRIVACY POLICY

Adhering to the present initiative, the participants agree that the personal data, provided to the Life Beyond Tourism srl related to the participation at the initiative itself, will be processed in accordance with the Legislative Decree 196/2003.

Personal data will be used by the Life Beyond Tourism srl for the purpose of proper running of the contest. Such data may only be treated for institutional and promotional purposes by the subjects indicated in Art. 4, 5 and 6.

Art. 23 ORGANIZING SECRETARIAT

The organizing secretariat of the contest is based at:

Life Beyond Tourism srl
Via del Giglio 10
50123 Florence
Email: H4PEContest@lifebeyondtourism.org
www.lifebeyondtourism.org

Art. 24 INTERPRETATION OF THE REGULATIONS

For the interpretation of the regulations, the Italian text is considered to be the only authentic reference.

Art. 25 JURISDICTION

Any divergence with regard to the interpretation or implementation of these regulations shall be resolved through consultation and negotiation between Parties (Florence, Italy, jurisdiction).