

# COMPETITION RULES

Please read the following carefully before submission.

## A. PHOTO SUBMISSION

### 1. Entry Period

- 10<sup>th</sup> May 2022 to 30<sup>th</sup> June, 2022, 23:59:59 (GMT +8:00)

### 2. Submission Requirements

A **short description** (not more than 50 words) explaining the relationship between the photo and the 17 United Nations Sustainable Development Goals must be submitted together for **each** photo. The judges will evaluate based on the relevance of the photo to the SDGs, as detailed below:

- Judging criteria: theme fit, image expression, photography skills and context expression
- The 17 Sustainable Development Goals include:
  - SDG1 No Poverty
  - SDG2 Zero Hunger
  - SDG3 Good health and well-being
  - SDG4 Quality Education
  - SDG5 Gender Equality
  - SDG6 Clean water and sanitation
  - SDG7 Affordable and Clean Energy
  - SDG8 Decent Work and Economic Growth
  - SDG9 Industry, Innovation and Infrastructure
  - SDG10 Reducing Inequality
  - SDG11 Sustainable Cities and Communities
  - SDG12 Responsible consumption and production

- SDG13 Climate Action
- SDG14 Life Below Water
- SDG15 Life On Land
- SDG16 Peace, Justice, and Strong Institutions
- SDG17 Partnerships for the Goals
- For more information on Sustainable Development Goals, please refer to <https://sdgs.un.org/goals>

### 3. Division

- Individuals Group: Submission fee is HK\$50 for each and they can submit a maximum of 5 photos.
- Corporates Group: Submission fee is \$150 for each company and they can submit maximum 10 photos, and each member in the company can submit maximum 5 photos.

### 4. Photos Upload

- Entrant must be aged 16 years old by the deadline on 30<sup>th</sup> June 2022
- Ensure that all the photos are uploaded on our online platform
- All entrants must ensure that the quality of their entries meets the competition's guidelines as stated in the 'Competition Rules'.

### 5. Entry Format – Technical Image Requirements

- Photographs must be in digital format. The photograph needs not be taken with a digital camera; scans of negatives, transparencies, or photographic prints are acceptable.
- All digital files must be 20 megabytes or smaller.
- Must be in JPEG or JPG format and RAW format
- Must be at least 1,600 pixels wide (if a horizontal image) or 1,600 pixels tall (if a vertical image).

## 6. Judge

- The jury will score on the topic (1 of the 17 SDGs as the theme of each photo) chosen by the entrant
- The jury will grade according to the judging criteria (see next item)
- The photo contest judging panel will select the winning entries from all valid entries in each theme category based on the following criteria (hereinafter referred to as "judging criteria"):
  1. Alignment with the selected SDG
  2. Creativity,
  3. Photographic quality,
  4. Authenticity of photographic content.

## 7. Winners

- Winners of this photo contest will be selected in July 2022 and notified by email. The evaluation results of each evaluation are final and absolutely binding.
- Winners will be presented with a certificate and will be printed as a souvenir as the winner's prize

## 8. Exhibition of winning works

- The winning entries will have the opportunity to be exhibited in the "SDG 17Road Contest" photo exhibition on 17<sup>th</sup> August 2022 after the judging is over.

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## B. TERMS

### About the photography

1. Photographs must be in digital format. The photograph need not be taken with a digital camera; scans of negatives, transparencies, or photographic prints are acceptable. All digital files must be 20 megabytes or smaller, must be in JPEG or JPG format or RAW format, and must be at least 1,600 pixels wide (if a horizontal image) or 1,600 pixels tall (if a vertical image). Mobile photographs are exempt from this size requirement, but must be submitted at their highest resolution upon request.
2. Finalists will be asked to submit an original, unedited digital file (contains EXIF data) or an original negative, print or slide. Original negatives, prints or slides will be returned to finalists. The Sponsor reserves the right to disqualify incomplete entries and/or contestants who are unable to submit, upon request, a high-resolution photograph.
3. Photographs must have been taken within two years before the deadline of the entry period (in the period between 2020/05/10 to 2022/06/30) and may not previously have won any award in any photo contest.
4. Only minor burning, dodging and/or color correction is acceptable, as is cropping. For more information, please read our photo contest guidelines. Any changes to the original Photograph not itemized here (including in the photo contest guidelines) are unacceptable and will render the Photograph ineligible for a prize.
5. Photographs that include sculptures, statues, paintings, and other works of art will be accepted as long as they do not violate any applicable laws; provided entrants must be prepared to provide a release form as described in "Release" in the bylaws of the Contest. When photographing the work of others, it must be as an object in its environment and not a full-frame close-up of another person's art.
6. The photograph, in its entirety, must be a single work of original material taken by the Contest entrant. By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, that the photograph does not breach the contract with

any third party and that no other party has any right, title, claim, or interest in the photograph, nor does the photograph violate any applicable law.

7. The photograph must not, in the sole and unfettered discretion of the Sponsor, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.
8. Entries must be accompanied by the full title (17 SDGs), and the caption must be complete and accurate, sufficient to convey the circumstances in which the photograph was taken. Disguising or misrepresenting the origin of your content is cause for disqualification.
9. Captive, baited or manipulated subject is not accepted for wildlife category.
10. Watermarks are not acceptable. If Sponsor does not receive a non-watermarked version of the entry within ten (10) days following its request, the entry will be disqualified.
11. The Sponsor reserves the right to the original and the source of the photographs verify it is qualified for this Contest.
12. In addition to what is listed above, films must also adhere to the following guidelines:
  - There are no restrictions on filming equipment.
  - Individuals or Corporates can join the competition.
  - Films must be original, and not contain any copyrighted material ( text, image, music, footage, portrait rights, etc. ) belonging to third parties unless contestants have a license to use such works in the Film. Participants will retain any licenses and provide them to organizers upon request. The organizer reserves the right, at its sole discretion, to disqualify any participant suspected of copyright infringement. Any copyright / legal dispute is the sole responsibility of the participant.
  - Individual /Business Sector rules for uploading photos:
    1. Individuals Group: Submission fee is HK\$50 for each and they can submit a maximum of 5 photos.
    2. Corporates Group: Submission fee is \$150 for each company and they can submit maximum 10 photos, and each member in the company can submit maximum 5 photos.
13. This Rule of Contest is supplemented by Contest by laws and the description in the “Contest Prizes” for the Contest. In the event of inconsistency between Chinese and English version of the relevant rules and descriptions, the Chinese version shall prevail. Sponsor reserves the right to

interpret, revise, and supplement this Rule of Contest, Contest By laws and the description in the “Contest Prizes”.

## About Digital Manipulation

1. Please submit photographs that are un-manipulated and real, and that capture those special moments in time. The world is already full of visual artifice, and we don't want the National Geographic Wheelock Hong Kong Photo Contest to add to it. We want to see the world through your eyes, not the tools of Photoshop or setup photography.
2. Please do not digitally enhance or alter your photographs (beyond the basics needed to achieve realistic color balance and sharpness). If you have digitally added or removed anything, please don't submit the shot. We look at every photo to see if it's authentic, and if we find that yours is in any way deceptive, we'll disqualify it. In case of the winners, we will ask for the RAW files, if available, to be submitted for review.
3. DODGING AND BURNING: Dodging (to brighten shadows) or burning (to darken highlights) is fine, but please don't overdo it. Your goal in using digital darkroom techniques should be to adjust the dynamic tonal range of an image so that it more closely resembles what you saw.
4. COLOR SATURATION: Just as with dodging and burning, your goal should be to make it real. Please avoid significant over- or under-saturation. A lot of photographers make the mistake of over-saturating color, making their images look cartoonish.
5. SOLARIZATION, MEZZOTINT, DUOTONE, ETC.: These are discouraged. There are a myriad of alteration “filters”; available in digital photo software; please avoid them. They may be cool and fun, but they won't help you in this contest.
6. BLACK-AND-WHITE IMAGES: Acceptable.
7. CROPPING: Acceptable.
8. STITCHED PANORAMAS: NOT Acceptable.
9. HIGH DYNAMIC RANGE (HDR) IMAGES: NOT Acceptable.

## About Photographs that are utilizing Drone / Unmanned Aircraft Systems (UAS)

1. Given the increasing trend in utilizing Drone / UAS in photography, the Sponsor has included the following guidelines, to remind the participants to submit photographs of this type taken in a responsible manner.
2. Photographs taken with Drone / UAS need to be in full compliance with local aviation laws or guidelines (published in the same year of the photograph when it was taken). Otherwise, the Sponsor reserves the right to disqualify entries and/or contestants.
3. Participants may be asked to provide the GPS information for the Drone / UAS photographs submitted to the contest. The Sponsor reserves the right to disqualify entries and/or contestants who are unable to provide the required information.

## C. TERMS AND CONDITIONS

### Authorization

1. The winners will be asked to submit a high-resolution file before the official announcement of the final results and must not renounce their awards once the winner's list is announced. The entrants who attend the Mobile Photography need to provide IMEI or MEID number upon request.
2. If the photograph contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the photograph, the entrant is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition and use of the photograph in the manner set forth in the rules promulgated for the Contest, including but not limited to the Rules of Contest, this Contest Bylaws and the description provided for the contested prizes (the "Official Rules") and for Sponsor and any person designated by Sponsor (individually "Authorized Party"; collectively "Authorized Parties") to exercise its license provided hereunder, without additional compensation. If any person appearing in any photograph is under the age of majority in their state/province/territory of residence the signature of a parent or legal guardian is required on each release.
3. Upon Sponsor's request, each entrant must be prepared to provide (within seven (7) calendar days of receipt of Sponsor's request) a signed release from all persons who appear in the photograph submitted, authorizing the Authorized Parties, in pursuant to Official Rules, to reproduce, distribute, display, and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known and authorizing Authorized Parties to exercise its license in the "License" section hereunder. Failure to provide such releases upon request may result in disqualification at any time during the Contest and selection of an alternate winner.
4. Similarly, upon Sponsor's request, each entrant must be prepared to provide (within seven (7) calendar days of receipt of Sponsor's request) a signed written license from the copyright owner of any sculpture, artwork, or other copyrighted material that appears in the photograph entry, authorizing any Authorized Party, in pursuant to Official Rules, to reproduce, distribute, display, and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known and authorizing Authorized Parties to exercise its

license in the “License” section hereunder. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.

5. Finally, upon Sponsor’s request, each entrant must be prepared to provide (within seven (7) calendar days of receipt of Sponsor’s request) a signed written license from the owner of any private property included in the photograph entry, authorizing any Authorized Party, in pursuant to Official Rules, to reproduce, distribute, display, and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known and authorizing Authorized Parties to exercise its license in the “License” section hereunder. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.
6. For the purposes of these Official Rules, the entrant will be deemed to be in receipt of Sponsor’s request or notification, (a) in the event that Sponsor sends the request by postal mail, five business days after the request was sent by Sponsor, or (b) in the event that Sponsor sends the request by email, on the day that the email was sent by Sponsor. If the entrant does not timely reply, the entrant may be disqualified at Sponsor’s sole discretion.

## License

By entering the Contest, all entrants grant a worldwide non-exclusive license to Authorized Parties for five years, to reproduce, distribute, display and create derivative works of the entries (along with a name credit), in any media now or hereafter known, including, but not limited to: display at a potential exhibition of winners; charity sales of winning works of the Contest; publication of a book featuring select entries in the Contest; publication in Sponsor magazine or online highlighting entries or winners of the Contest. Entrants consent to the Sponsor doing or omitting to do any act that would otherwise infringe the entrants “moral rights”; in their entries. Display or publication of any entry on an Authorized Party’s websites do not indicate the entrant will be selected as a winner. Authorized Parties will not be required to pay any additional consideration or seek any additional approval in connection with such use.

Additionally, by entering this Contest, each entrant grants to Authorized Parties the unrestricted right to use all statements made in connection with the Contest, and pictures or likenesses of Contest entrants, or choose not to do so, at their sole discretion. Authorized Parties will not be required to pay any additional consideration or seek any additional approval in connection with such use.

## Limitation Of Liability

By entering this Contest, all entrants agree to release, discharge, exempt and hold harmless Sponsor (Boulder Media Inc. and Wheelock Properties) and its partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder. Sponsor assumes no responsibility for any error, omission, interruption, deletion or missing of data, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms. Sponsor is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email entry to be received on account of technical problems or traffic congestion on the Internet or at any website, human errors of any kind, or any combination thereof, including any injury or damage to entrants'; or any other persons'; computers related to or resulting from participation, uploading or downloading of any materials related to in this Contest.

## Conditions

1. Entrants agree that this Contest shall be subject to and governed by the laws of Hong Kong and the forum for any dispute shall be in the Hong Kong Judiciary. To the extent permitted by law, the right to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or on connection with this Contest are hereby excluded and any entrant expressly waives any and all such rights. Certain restrictions may apply. Entries void if the Sponsor determines the photograph to not be an original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error or obtained through fraud or theft.
2. By entering the Contest, entrants also agree (a) to be bound by these Official Rules; (b) that the decisions of the judges are final and binding with respect to all matters relating to the Contest; and (c) if the entrant wins that Sponsor may use the winning photographs and each winner's name, photograph, likeness, and/or voice in any publicity or advertising relating to the Contest or future promotions without compensation or approval (except where prohibited by law). All federal, state/provincial/territorial, and local taxes, fees and surcharges and taxes (whether

foreign or domestic, and including income, sales, and import taxes) on prizes are the sole responsibility of the prize winners. In the event that the selected winner(s) of any prize is/are ineligible, cannot be traced or does/do not respond within ten (10) days to a winner notification, or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to another entrant.

3. The Sponsor reserves the right to verify the validity and originality 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 Official Rules or who tampers with the entry process. Failure by the Sponsor to enforce any of its rights at any stage does not constitute a waiver of those rights.
4. By submitting an entry, each entrant agrees to be bound by the Official Rules. The Sponsor reserves the right to make supplements when needed. If the Contest fails to proceed due to force majeure, the Sponsor also reserves the right to terminate, modify or suspend the Contest and to revise the Official Rules.

## Right To Cancel Or Suspend Contest

If for any reason the Contest is not capable of running as planned, due to, for example, infection by computer virus, bugs, worms, trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process, and/or to cancel, terminate, modify, or suspend the Contest. If Sponsor elects to cancel or terminate the Contest, Sponsor will not retain any rights in the submitted photographs beyond the extent required for file management or internal administration, and will return the fees submitted with each entry.