Heritage for Planet Earth®

Photo contest 2019

Total prize money €5,000

ATTENTION: the end of the contest is extended to January, 31 2020
AWARD
Life Beyond Tourism®
HERITAGE for PLANET EARTH®

FOREWARD

With gratitude towards the late Prof. Andżej 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 Agenda:

“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 theme of Heritage for Planet Earth® is strictly related to Peace for which Heritage is necessary. Therefore, the recent Appeal of the Life Beyond Tourism Movement to the international community is titled "BUILDING PEACE through HERITAGE", connecting in an excellent way the promotion of peace in the world and heritage.

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, tourist 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

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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 favoring 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 travelers 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®

GENERAL REGULATIONS

Art. 1 AIMS OF THE CONTEST
The award Life Beyond Tourism® HERITAGE for PLANET EARTH® - as mentioned 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”, “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 of Life Beyond Tourism, but also to operate in the active Community Life Beyond Tourism® based on mutual knowledge
4. reflections useful for the health of the planet Earth we all share
photographic content with great communicative power on the themes of the of contest Heritage for Planet Earth® 2019.

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”.
f. “Peace”

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.
Art. 3 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 111 countries on 5 continents.

Art. 4 AWARD PROVIDER
Fondazione Romualdo Del Bianco - Florence

Art. 5 CONTEST ORGANISER AND MANAGER
Movimento Life Beyond Tourism srl – Firenze

Art. 6 PARTNERS
The full list is available on the web-site www.lifebeyondtourism.org

Art. 7 PATRONAGES
The full list is available on the web-site www.lifebeyondtourism.org

Art. 8 REGISTRATION AND PHOTO UPLOAD GUIDELINES
Participation to the contest is free and does not require a participation fee. In order to participate in the contest, it is necessary to register at the portal of the Life Beyond Tourism Movement www.lifebeyondtourism.org by following the steps below:
1. Access the portal Life Beyond Tourism®
2. Pay the subscription fee by PayPal
3. Upload the photo with the parameters indicated in the art. 9 of the present regulations on
   https://www.lifebeyondtourism.org/h4pe2019en/

Each user can participate with a maximum of 4 photos. Participants will have to choose a category for which they candidate each photo (the 4 pictures can belong to the same category or to different ones).

Art. 9 PHOTO REQUIREMENTS
Each photo must necessarily comply with the following requirements:
- Size max. 1.5 MB
- The file name should contain:
  - author name,
  - title,
  - category (one among those listed in the art. 11 of the present regulations),
  - place and year when the photo was taken,

The non-compliance to the above requirements may lead to the non-admission to the contest.

Photos can be in color or black and white. Filters, corrections, graphic elements and photomontages are allowed.

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 (photo report, 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 subscription fee paid to the Movement 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 of the contest 
exempt Movimento 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.10 TARGET AUDIENCE
The participation is open to all those who, at the moment of uploading the photo, have reached the age 
of 18, have uploaded all the information required by the organization for the proper participation and 
have subscribed to the Life Beyond Tourism Movement.
The following categories are not eligible to participate in the competition: promoters, members of the 
Secretariat 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. 11 CONTEST PROCEDURE AND VOTING
The 2019 contest consists of ten (10) prizes and one (1) Final Grand Prize.

Jury

The Jury is composed of 9 members chosen among the representatives of the Promoters, 
Collaborators and 3 Members of the Committee of International Experts of the Fondazione Romualdo 
Del Bianco. The Jury will do the first selection of 100 photos. Among the 100 photos, the winners will be 
selected as follows: 1 winning photo for each of the 9 categories listed below and 1 winning photo for 
the Final Grand Prize. Additionally, 1 more winning photo will be chosen on the basis of the votes 
received by the users on www.lifebeyondbeyondtourism.org in the period from June 15 to 30th November 2020 

Categories
1. Travel
2. Peace in the world
3. Safeguarding of environment and sustainability:
4. Future of the Planet
5. Nature and ecosystems
6. Artisans of the world
7. Dialogue among cultures
8. Portrait
9. Landscape

Only one photo will be chosen as a winner for each category. The category prizes are not cumulative.
Final Grand Prize
The winner of the Final Grand Prize will be chosen among the first 100 photos selected by the Selection Board. The winning photo will be chosen as the one which best represents the goals of the competition.

Premium Life Beyond Tourism Movement Community Award
1 photo will be awarded for the vote expressed by users on the www.lifebeyondtourism.org platform in the period from 15 June to 30th November 2020 January 31, 2020.

Contest Procedure
Photo uploading: June 15 – 30th November 2020 January 31, 2020 within 12 AM (Italian time).

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

The winners
The winners of the Contest will be announced and the award will be delivered during the “Building Peace through Heritage - World Forum to Change through Dialogue”, that will take place in Florence on March 13-15, 2020. In that occasion, the winning pictures, plus the second and third place finalists for each category will be displayed during a dedicated exhibition on the premises of the Centro Congressi al Duomo, main Sponsor of the contest.
The winners will be notified no later than March 1, 2019 and will receive the invitation to participate in the award ceremony on that occasion as well.

Art. 12 VALUE OF PRIZES
The contest issues ten (10) prizes of the total value of € 4,000 (four thousand/00) and one Final Grand Prize of a total value of € 1,000 (one thousand/00) as follows:

Final Grand Prize: € 1,000 (one thousand/00) + a Personal exhibition of the author on the premises of Centro Congressi la Duomo to be organized in a period to be determined with the author according to the availability of the exhibition area.
1. Travel category: € 400 (four hundred/00)
2. Peace in the world category: € 400 (four hundred/00)
3. Safeguarding of environment and sustainability category: € 400 (four hundred/00)
4. Future of the planet category: € 400 (four hundred/00)
5. Nature and ecosystems category: € 400 (four hundred/00)
6. Artisans of the world category: € 400 (four hundred/00)
7. Dialogue among cultures category: € 400 (four hundred/00)
8. Portrait category: € 400 (four hundred/00)
9. Landscape category: € 400 (four hundred/00)
Prize awarded by the votes received on www.lifebeyondtourism.org: € 400 (four hundred/00)

All awards are gross of applicable taxes.

Art. 13 AWARDS ASSIGNMENT
The winning photos will be selected by the Jury, except for the prize awarded by the votes received on the platform www.lifebeyondtourism.org.
The winners will be notified no later than March 1, 2019
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 reserves the right not to award the prize.

Art. 14 REQUESTS FOR CLARIFICATIONS AND QUESTIONS
Any requests and queries should be addressed exclusively via e-mail to the following address: < H4PEContest@lifebeyondtourism.org >
The e-mail should have the following words in the subject line: < H4PEContest2019 >.
Mails sent with another subject will not be considered.

Art. 15 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. 16 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. 17 GENERAL PROVISIONS
The subjects indicated in art. 4, 5 and 6 reserve the right to vary the Regulations by giving a due notice and it will be effective immediately.

Art. 18 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. 19 PRIVACY POLICY
Adhering to the present initiative, the participants agree that the personal data, provided to the Movimento 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.
The organization reserves the right to use all the participating photos for promotional and institutional purposes. Read the full information on Data processing related to Communication – Marketing and Public Relations.
Art. 20 ORGANIZING SECRETARIAT
The organizing secretariat of the contest is based at:

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

Art. 21 INTERPRETATION OF THE REGULATIONS
For the interpretation of the regulations, the Italian text is considered to be the only authentic reference.

Art. 22 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).