

# World Migratory Bird Day 2015 Video Contest

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## TERMS AND CONDITIONS

Entry into the **World Migratory Bird Day 2015 Video Contest** is subject to the acceptance of these terms and conditions.

1. This Contest is open to people of all ages all over the world.
2. Contest participants must create a trailer video which will address all of the following:
  - Promote World Migratory Bird Day (WMBD) 2015 with focus on the theme “Energy – make it bird-friendly”.
  - Encourage to take action on WMBD on 9-10 May 2015.
  - Include the WMBD website [www.worldmigratorybirdday.de](http://www.worldmigratorybirdday.de) as well as the logos of WMBD, CMS and AEWA, which can be downloaded from the WMBD website.
3. The maximum video length is 3 minutes. The video is not expected to be professionally produced but can be done using any technology (cameras, smartphones or animation) and edited by the participants themselves. Background information about the World Migratory Bird Day 2015 and this year’s theme can be found on the WMBD website <http://www.worldmigratorybirdday.org>.
4. This Contest is open to both individuals and teams. For a team submission, there is no minimum or maximum number of team members required. A representative or leader should be designated in the case of a team submission.
5. Videos can be produced in any language, but it is advised to use English, French or Spanish and, if possible, English subtitles.
6. The final video needs to be uploaded on [www.youtube.com](http://www.youtube.com) with a brief description referring to the World Migratory Bird Day on 9-10 May 2015 including the theme and a link to the WMBD website <http://www.worldmigratorybirdday.org>. The Youtube link needs to be sent to **contact@worldmigratorybirdday.org** with the subject “WMBD 2015 Video Contest Participant”, including First- and Surname of the participant or team representative. The video will thereafter be embedded on the WMBD 2015 Video Contest website.  
The video should be shared on the entrants’ own Social Media accounts such as Twitter or Facebook, using the hashtag #WorldMigratoryBirdDay
  - The Social Media accounts should be made public for ease of promotion.
  - Participants are encouraged to create fun internet posts to promote their videos.
7. Please submit your video link as soon as possible. The sooner you submit your work, the more promoted it will be and thus the higher the chances to win a prize. The final deadline for submitting the video link by E-Mail is 11:59 p.m. (GMT+1:00) **Thursday, May 14<sup>th</sup> 2015**.

8. Copyright of the submitted video remains with the respective entrants. However, in consideration of winning one of the contest prizes, each entrant grants a worldwide royalty free perpetual license to CMS and AEWA Secretariats to feature any or all of the submitted materials in any and all media for publicity and marketing purposes. This implies that any entry can be used for promotional purposes.

9. All contest participants grant CMS and AEWA Secretariats the perpetual license to copy, edit, display, publish and make available their submission materials and agree that CMS, AEWA and partner/s may publish their names in connection with this video contest and the WMBD campaign.

10. It is the responsibility of each entrant to ensure that all videos have been taken with the permission of the subject(s) (or, where the submission shows any persons under 18, the consent of their parent) and/or venue/location/photo or sound owner and does not infringe on the copyright of any third party. The entrant warrants that they own the copyright for the submissions and for the usage rights required by the contest, and that their entry does not infringe on the privacy rights, copyright or any other rights of any person.

11. The entrant further agrees to indemnify, hold and save harmless and defend at his/her own expense, CMS and AEWA Secretariats, its officials and persons performing services for CMS and AEWA, against any claims, suits, liability, and demands made by any third parties in respect of such infringement or other hazards that may be suffered by the entrant as a result of his/her participation in this contest.

12. The voting for videos will take place online and by a special selection committee.

From May 15<sup>th</sup> to 27<sup>th</sup> 2015, the general public is encouraged to vote for their favorite video trailer at the WMBD 2015 Video Contest website.

The ten highest ranked videos will be considered by the final selection committee. This committee is composed of the staff of the CMS and AEWA Secretariats and the WMBD main Partner organizations (Birdlife International, Wetlands International, East Asian-Australasian Flyway Partnership (EAAFP) and the International Council for Game and Wildlife Conservation (CIC)) as well as the main sponsor of World Migratory Bird Day, the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).

13. Three winning videos will be selected and will be awarded cash prizes as follow:

1<sup>st</sup> Prize – 1,500 €

2<sup>nd</sup> Prize – 1,000 €

3<sup>rd</sup> Prize – 500 €

The 1<sup>st</sup> prize winning video will also serve as this year's official WMBD trailer.

14. The winners will be announced on [www.worldmigratorybirdday.org](http://www.worldmigratorybirdday.org) on World Environment Day on June 5<sup>th</sup> 2015. Winners will also receive an E-Mail notification from the AEWA Secretariat.

15. Winners may be requested to offer support to promotional activities related to the campaign and this contest such as personal profiles and photos.

16. CMS, AEWA and partners reserve the right at any time to modify or discontinue, temporarily or permanently, this Contest with or without prior notice due to reasons outside their control.

For more information on the WMBD 2015 Video Contest visit: <http://www.worldmigratorybirdday.org>