



## VIDEO COMPETITION 2016

### TERMS AND CONDITIONS

Just as last year, the organizers of WMBD are holding a video competition, the winner of which will be used as the official WMBD trailer for the 2016 campaign.

Entry into the **World Migratory Bird Day 2016 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. It is open to both individuals and teams. There is no minimum or maximum number of members for a team submission. A representative or leader should, however, be designated in the case of a team submission.

2. Contest participants must create a trailer video which will address **all** of the following:

Promote World Migratory Bird Day (WMBD) 2016 with focus on the theme “Illegal killing, taking and trade of migratory birds”.

Encourage to take action on WMBD during the week of 10 May 2016.

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 suggested length of the video is between thirty seconds and two 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 2016 and this year’s theme can be found on the WMBD website <http://www.worldmigratorybirdday.org>.

4. Videos can be produced in any language or none. However, English, French and Spanish are the working languages of CMS. If the video uses another language, subtitles in English, French or Spanish should be provided.

5. The eligibility criteria for the entries are:

- the insertion of the logos in the video (see para 2)
- the relevance of the video with regards to the theme (see para 2)
- the relevance of the video with regards to the purpose of the trailer which is awareness raising (see para 2)
- the length of the video (see para 3)
- the respect of the languages constraints (see para 4)

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 10 May 2016 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](mailto:contact@worldmigratorybirdday.org)** with the subject “WMBD 2016 Video Contest Participant”, together with a completed entry form. The video will thereafter be embedded on the WMBD 2016 Video Contest website.



7. Please submit your video link as soon as possible. The final deadline for submitting the video link by E-Mail is 11:59 p.m. (GMT+1:00) **Sunday, 3 April 2016.**

8. Copyright of the submitted video remains with the respective entrants. However, in consideration of winning one of the prizes, each entrant grants a worldwide royalty-free perpetual licence 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 licence 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 underage persons, the consent of their parent) and/or venue/location/photo or sound owner and does not infringe on the copyright of any third party. Entrants guarantee 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. A jury will decide the winners, based on how well the entries meet the criteria summarized in para 5 above. The jury will be composed of representatives of the CMS and AEWA Secretariats and the main WMBD Partner organizations and sponsors. CMS and AEWA reserve the right to veto any entry at any stage of the competition.

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

1<sup>st</sup> Prize – €1,500; 2<sup>nd</sup> Prize – €1,000; 3<sup>rd</sup> Prize – €500

14. The winners will be announced on [www.worldmigratorybirdday.org](http://www.worldmigratorybirdday.org) on Monday 25 April 2016. 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, background information 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 2016 Video Contest visit:

<http://www.worldmigratorybirdday.org>