



"FORMULA ANTI-AGING"

In recognition of the European Year 2012, the Europe Direct Firenze, in collaboration with the Florence City Council' Servizio Sport (Organizing team), is pleased to announce the fifth edition of the "IMAGO europæ" photo competition. This year's title is "**FORMULA ANTI-AGING**" and is dedicated to the **European year for Active Ageing**.

1. Finalities and objectives

2012 is the European year dedicated to the active ageing: a chance for all of us to reflect on how Europeans are living longer and staying healthier than ever before — and to realise the opportunities that represents.

This year, in recognition of the Initiative "**Firenze European city of sport 2012**", the organising team has established **2 different sections**:

- ✓ Section "**Active ageing**"
- ✓ Section "**Sport and the elderly**"

*The main objective of the contest is to promote opportunities for active ageing in general and for living independently, acting in areas as diverse as **employment, health care, social services, adult learning, volunteering, housing, IT services or transport**. The **sport** will have a special section, in order to underline its role in the activities for elderly people.*

The submissions should be an original submission and should be both artistic and European in scope. There are no limits as to what the subject of the photo may be, however it must serve as a call to action for Europeans to raise awareness about this theme.

2. Participation in the Contest

Participants have to:

- Be over 16 year of age.
- Be a resident in **one of the Member States of the European Union**, or of the **countries of the basin of the Mediterranean** (Algeria, Egypt, Israel, Jordan, Libya, Lebanon, Morocco, Palestine, Syria, Tunisia and Turkey) or the **Balkans** or in **Norway, Iceland** and **Switzerland**.
- Read and accept the rules and the authorization to the use of copyright.





- Fill in the application form with a short explanation (maximum 150 words) in Italian or English and send it together with the photo by e-mail to **imagoeuropae@comune.fi.it**
- Compete with only one photo for one or both sections (by filling in two different different forms).
- Send the photo no later than the **16th of February 2012**.
- Free participation.

3. Works' requirements

The photos have to:

- Be original and full property of the author, never awarded in other photo contests, and not protected by copyright.
- Respect the theme of highlighting European volunteerism.
- Respect the following technical criteria: **".jpg"**, **".png"** or **".pdf"** extension; not exceeding the size of **4 MBs** (high resolution master copy (300 dpi) has to be available after the selection).
- Have a title in Italian or English (in the description).
- List the location of where the photo was taken.

4. Selection and Evaluation

The organising team will carry out a selection of a maximum of 80 photos, on compliance with points 1, 2 and 3, within 30 days from the deadline, giving information of it on the **website ED Firenze** and publishing them on **Flickr** and on the page **"FORMULA ANTI-AGING - PHOTO CONTEST"** on **Facebook**.

The selected photos will be evaluated by two juries:

- A technical jury will select a winning photo. The jury reserves the right to not award the prize. The announcement of the winner will be on the 30th of March.
- A popular Jury, composed by all the members of the page **"FORMULA ANTI-AGING - PHOTO CONTEST"** on **Facebook**, will vote the best photo using the Facebook function "Like / Mi piace." The photo that by the 30th of March at 13:00 that has received the most "Likes" on Facebook will be declared the winner.

All the competition's phases including partial and final results will be published immediately on the **website ED Firenze**.





5. Jury

The technical Jury will be constituted by experts and qualified operators of the sector. The names of the jurors will be published on the **website ED Firenze**.

6. Award

The prizes are the following:

- **Prize of the Technical Jury: iPad**, Computer tablet from Apple;
- **Prize of the Popular Jury: iPad**, Computer tablet from Apple

The finalist photos will be published on the **website ED Firenze**, on the page "**FORMULA ANTI-AGING - PHOTO CONTEST**" of **Facebook** and on **Flickr**.

7. Copyright

Participants acknowledge that all submitted photos are original in nature and were taken by the registered teams. They further declare that submitted photos are not protected by copyright from third parties. All participants understand that the photos submitted to the competition may be used and published by Europe Direct and give permission to the office to use submitted competition photos for any and all future publication and media purposes.

8. Liability

Candidates are guarantors of the originality and ownership of their photos and, by participating in this initiative, explicitly accept the rules of this notice and authorise the organisation to the processing of their personal data in accordance with Italian Law on Privacy, D.L. 196/2003.

9. Secretariat of the Competition

Further information and assistance can be obtained by contacting Europe Direct Florence, tel. **+39.055.2302688** – email **imagoeuropae@comune.fi.it** .

Florence on 19.12.11

