



With the support of the  
Erasmus+ Programme  
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**SOCIAL MEDIA CHALLENGE (II)**  
**“FOR A SUSTAINABLE AND SMART CITY”**  
**WEB RULES**  
**MAY 2023**

ENHANCE Alliance organises its second Social Media Challenge Contest, "**FOR A SUSTAINABLE AND SMART CITY**". ENHANCE Alliance is aligned with the Sustainable Development Goals (SDGs) of the United Nations. In this sense, the alliance assumes two pilot topics: SDG 11: Sustainable Cities and Communities and SDG 13: Climate Action.

The contest aims to **showcase images that reflect progress or good practices concerning the Sustainable Development Goals (SDGs) and the ENHANCE topics**: Sustainable Cities and Communities and Climate Action aiming to bring the ENHANCE Alliance universities' research, science, and technology contribution to its society and needs.

We seek participants willing to reflect on how their city addresses these two sustainable development challenges within their environment **using a photograph** as a way of expression.

The photographs should raise awareness of how significant everyone's contribution is to achieving these goals.

# Social Media Challenge rules

## 1.- Thematic

ENHANCE is launching this contest to promote reflection and active positioning on two ENHANCE pilot topics that link directly to Sustainable Development Goals 11 and 13: Sustainable Cities and Communities and Climate Action.

Each participant is invited to analyse and visualise how the cities where they live tackle the sustainable challenges they face by capturing a single photograph that seeks to illustrate it and impact society by raising awareness from the higher education point of view.

## 2.- Participation

Participation in the competition is individual, free of charge, and open to any student enrolled or staff working in one of the funder partner universities of the ENHANCE Alliance, except for the staff working in Communication areas or departments of the named universities who are excluded from the competition as they are understood to be co-organisers of this challenge.

## 3.- Deadline

The contest is open from May 9<sup>th</sup> to June 9<sup>th</sup> 2023, at 23.59 h.

Participants are encouraged to post their photos before June 9<sup>th</sup> 2023, at 23.59 h.

## 4.- Submission process

Participants should post and upload the photographs on their Twitter or Instagram accounts as follows:

**Step 1:** Follow the ENHANCE account.

**Step 2:** Post/upload the photo on your Twitter or Instagram account with the hashtag #enhancealliance.

**Step 3:** Mention in the post the ENHANCE account of the social network @enhancealliance (Instagram) @ENHANCEAlliance (Twitter).

Only one photograph per participant will be accepted.

## 5.- Conditions of the photographs

- The photos must show how the participant's city is tackling one of the two ENHANCE Alliance topics: Sustainable Cities and Communities and Climate Action.
- The photos shall be submitted to the competition with a short title (max. 15 words in English) that reflects what the author wants to show. The title should be written in the text part of the post. The photographs must be new (not previously published or used in another contest)

- Digital manipulation or external effects will not be allowed, only basic corrections (brightness, contrast, saturation, colour, texture). In the jury's judgement, all photos maintaining the integrity of the photograph will be admitted.
- The participants are responsible for ensuring no third-party rights over the photographs submitted regarding image rights or any other rights claimed by third parties.
- Posts with content contrary to the right to honour, personal and family privacy or individuals' personal image will not be accepted.
- The submission of the photographs implies that the participant accepts these rules, declaring being the sole owner of all copyrights over the photograph.

## **6.- Awards**

The Challenge will award the two best photographs with a visit/field trip to the Universitat Politècnica de València (UPV) (Spain) or the Technische Universität Berlin (in the case of a UPV student/staff winner). Travel costs and subsistence are 100% covered on the dates agreed upon by the winner and the receiver university partner delegate.

## **7.- Jury and winners selection**

The 5 photos with the most likes will go through to the final phase, where the jury will choose the two winners.

One representative from each Communication Officer of member universities within ENHANCE Alliance will form the jury.

The jury will place particular value on the originality, creativity and representativeness of the pilot themes of the ENHANCE Alliance and the Sustainable Development Goals: Sustainable Cities and Communities, and Climate Action, in both the photo and the title.

The decision of the challenge will be made public through the competition website <https://enhanceuniversity.eu/> and through the communication channels ENHANCE deems appropriate.

Once the jury of experts has selected the winners, they will be informed. If the organisation does not locate the winners within the following three days, it will have the sole power to decide to reallocate the awards by choosing a new post.

## **8.- Use of the submitted photographs**

Participants give their consent free of charge, without time or territorial limitations, to use the submitted material for marketing and promotional activities of the organiser, which means publishing the pictures on the ENHANCE Alliance website and social media.