



Photo Contest 2016

#WordsofTolerance

What is *#WordsofTolerance*?

Words can be as powerful as actions, books are our best allies in education. Regardless of who you are and where you come from, books will give you a unique perspective.

#WordsofTolerance is a social media campaign whose goal is to promote books and reading and spread the message of tolerance. It is launched alongside [World Book and Copyright Day](#), celebrated by UNESCO every 23April.

The year 2016 is special, marking the 400th anniversary of the death of two exceptional writers: William Shakespeare and Miguel de Cervantes. We are curious to know which famous author has inspired you by one of his/her memorable thoughts. Share your favorite quote and show us the best places to read or find books in your town. It doesn't matter if you live in a big city, small town or a village, we would like to see all types of libraries and bookstores.

How do I participate?

1. Think of one of your favorite quote that is inspiring for you (if you don't know any, run to the nearest library!). The quote should be in English, French, Spanish, Arabic, Chinese or Russian and symbolize one of the core values that UNESCO stands for, such as: tolerance, humanism, peace...
2. Find your favorite library, bookstore or any other book-related institution in your town and strike a pose capturing both you and the building!
3. Take a photo that reflects your spirit through this quote. For example:
Quote: *"Have more than you show, speak less than you know."* W. Shakespeare
4. Post your photo on Instagram

I participate = **I follow UNESCO on Instagram!**

What do we expect?

In order to increase your chances to be selected, don't forget to:

- **Be authentic:** even when you play a role, you can be true to yourself.
- **Be creative:** be free to express yourself in every possible way: wear a funny outfit, take an interesting angle, choose an unusual building, play with light and colors... Surprise us!
- **Be timeless:** show that 400 years may change, words and context but the core values remain and apply to all despite the cultural differences!

Competition duration

- Start on ☐ 23 April 2016
- End on ☐ 21 May 2016 (World Day for Cultural Diversity for the Dialogue and Development)

Winner announcement

21 June 2016

Terms and Conditions

Presentation

The contest includes four stages in order to approve your submission:

Step 1

Quote: choose a quote from your favorite author

Step 2

Picture: take a picture of you and a library or bookstore of your choice and relate it to the quote in a fun and creative way

Step 3

Social media: submit the two elements on Instagram under the tag *#WordsofTolerance* (*please, take notice that the quote is separated and not on the photo)

Step 4

Geolocation: mark the place where the photo is taken by adding a geotag

The contest is free of charge.

Participation rules

1. Any individual from any country can take part. Current UNESCO staff (either permanent or temporary) are not eligible to participate.
2. The entries are intended to promote the World Book and Copyright Day, by interpreting one of the quotes from a famous author, thus encouraging creativity and freedom of expression.
3. There are no limits on the number of entries that each entrant can submit. The photo can be taken using a mobile phone, camera or any other device. Any expenses incurred during submission are to be borne by the entrant.
4. There is no registration. Entry is determined by the posting of the quote with accompanying a photo on Instagram and tagging it with the *#WordsofTolerance*. To be eligible, Instagram Entries MUST be set as 'Public' so that they are visible to UNESCO.
5. Entries must be submitted to Facebook or Instagram before **21 May 2016** at 19:00 Paris time (GMT + 2). Entries published after the established deadline shall not be considered. UNESCO shall not bear any responsibility for late or lost Entries due to network failure or any other reason.
6. Photos must be taken by the entrant him or herself. Photos can be color-corrected or have filters applied, but should not be digitally manipulated in terms of content and context.
7. UNESCO reserves the right to exclude entries that conflict with the principles of the UNESCO Constitution, that have obscene, violent, sexually explicit, sexist or racist content, or which violate any fundamental rights. The entries must also not invade the rights of privacy of any person, living or deceased.
8. By submitting their entries via Instagram and using the *#WordsofTolerance* hashtag, the Entrants accept that these entries may be used by UNESCO as part of its communication tools.
9. Entrants must possess the exclusive rights to entries and are responsible for having obtained any necessary permission from the subjects shown on the entries, in accordance with applicable law. UNESCO will not be responsible for any claims or complaints against infringement of rights or damages from third parties relating to the entries, and the entrant agrees to indemnify and hold UNESCO harmless in such cases.
10. After 21 May 2016 the top fifteen (15) entries will be contacted via the social media profile used to submit the entry and asked to provide the following information:
 1. The quote's reference: name of the author, entire title of the play, poem or novel
 2. The place where the photo is taken
 3. The name of the building and its relation to books
 4. The name of the photographer (entrant)
 5. The date when the photo was taken

6. The full name of the person/people appearing on the photo, if applicable.

11. Shortlisted entrants will also be asked to sign a Creative Commons license that allows others to use and distribute the photos and texts. The entrants will retain the right to use their images for whatever purpose they wish, and be attributed for any usage by UNESCO or any another party. Users not agreeing to this license, or failing to respond within one week to UNESCO's message, will be excluded from the contest. For more information about the license, visit: <http://creativecommons.org/licenses/by-nc-nd/3.0/igo/>.

12. Judging criteria

UNESCO will select the winning Entries on the basis of the following main criteria:

1. **Originality: use your imagination and create something unique and memorable**
2. **Effectiveness: Ability of the Entry to effectively promote the values of UNESCO through a quote and illustration**
3. **Quality: composition and aesthetics of the photo submitted**

The quote and the photo are mandatory and will be treated as equally important – a strong photo without accompanying quote will not be considered.

13. The winner will receive the book "*Art for Peace*", illustrating UNESCO art collection, the largest one of the United Nations, as well as a UNESCO gift bag containing various items (approximate value 120 Euros). There will be no cash alternatives.

The following four entries will receive the book "*Earth Legacy, Natural World Heritage*", displaying iconic photographs of landscapes and wildlife, as well as a UNESCO gift bag.

The top 15 entries will receive the book "70 quotes" celebrating the 70th anniversary of UNESCO and will be showcased on the World Book and Copyright Day webpage as part of #WordsOfTolerance contest.

14. UNESCO's decision will be final. Any attempt by an entrant to influence the result or subvert the contest will lead to immediate disqualification.

15. Participation in this contest implies accepting all of the present Terms and Conditions without exception. UNESCO reserves the right to rule on any issue(s) not covered by these Terms and Conditions. In case that an entrant should disagree with any decision made by UNESCO, that entrant will have the right to withdraw his or her Entry.

16. UNESCO will inform the winners of the results of the challenge. If a winner is unable to be contacted after reasonable attempts have been made to do so, UNESCO reserves the right to select the next best entry.

17. UNESCO reserves the right to modify or cancel the contest or any of the arrangements, schedules, plans or other items directly or indirectly related to the contest, at any time and for any reason.

18. Winners will be entirely responsible for any taxes or charges related to the receipt of any prize.

19. Nothing herein shall constitute or be considered to be a limitation upon or a waiver of the privileges and immunities of UNESCO.