

# Social Media Giveaway Rules:

## Article 1: ORGANIZERS

United Nations Development Programme (UNDP) in cooperation with the Ministry of Environmental Protection and financial support of the Swedish International Development Agency (SIDA) is organizing Social Media Giveaway within the project „Climate Smart Bio-Waste Management Challenge“ (the Project). Contact: ana.seke@undp.org, Bulevar Zorana Đinđića 64, 11000 Belgrade, phone: +381 (0)11 285 65 71

## Article 2: DURATION, PURPOSE AND PLACE OF THE GIVEAWAY

Social Media Giveaway “No waste kitchen” is organized to promote the project „Climate Smart Bio-Waste Management Challenge” on the territory of the Republic of Serbia. The giveaway starts on 16<sup>th</sup> April 2020, at 00:01 by local time zone and ends on 8<sup>nd</sup> May 2020, at 11:59 pm by local time zone in the Republic of Serbia.

## Article 3: WHO CAN PARTICIPATE

Participants of the giveaway can only be adult citizens (18+) with the place of residence in the territory of the Republic of Serbia during the giveaway, users of social networks Facebook and Instagram, except employees of the organizer and members of the jury, as well as their immediate family members (parent, spouse, children, sisters and brothers).

## Article 4: HOW TO PARTICIPATE

During the giveaway, users will be asked to post publicly on their social media accounts their video or photo of the meal, or themselves/family members while cooking so that they use leftover food with advice/recipe to other users on how to reduce food waste in the kitchen. It is mandatory to publish a post on public and tag it with hashtag #kuhinjabezotpada (#nowastekitchen). It is not allowed to participate with more than one video/picture per user per week. Every next week, each participant can participate again with a new video/photo.

## Article 5: SELECTION OF WINNERS AND PRIZES

Three-member jury: representative of Embassy of Sweden, UNDP and Jelena Malenovic, Spice and sunshine blog, will decide on the winners for each week.

The jury will select 3 weekly winners with the most creative solutions and award them with one of three prizes from the fund: 1. Mini kitchen utensil, 2. Glass food containers, 3. Surprise gift. On the current week, three weekly winners from previous week will be announced in a post on Facebook and Instagram accounts of UNDP Serbia.

## Article 6: DELIVERY OF PRIZES

Winners will get message via social networks to send their information for delivery of prizes. Prizes will be delivered by delivery service. The deadline for delivery of the prizes is 60 days from the day the organizer contacts the winner.

When the winner takes the prize, all obligations of the organizers towards the winner ends.

## **Article 7: PUBLICITY**

By participating in this giveaway, participants agree that their post, name, image, the photo may be used by the organizer and published without charge in print, audio, image, video material and social media, without any restrictions, to promote the giveaway and any future promotional activities under the „Climate Smart Bio-Waste Management Challenge“ and similar projects.

## **Article 8 INTELLECTUAL PROPERTY, COPYRIGHT**

By submitting a photo/video the participant automatically declares that it is an original work and he/she is the sole owner of the copyright. By entering the Giveaway, participants retain full copyright of their images but also grant the Organizer the full, free-of-charge (royalty-free) irrevocable, perpetual, worldwide non-exclusive license and rights to use, edit (include graphical elements, add watermark with the author's information, etc.), reproduce, distribute, display, publish internally and externally via all of its communication channels, in whole or in part, in connection with the Giveaway, in any media now or hereafter known; including but not limited to:

- creating copies of the photo through a specified technique, including printing, reprography and digitally;
- recording and reproducing through all techniques;
- circulating domestically and abroad;
- storing in computer memory;
- publishing the photo in printed media;
- publishing the photo on the project's websites, social media pages of the UNDP, the Ministry of Environmental Protection, the Embassy of Sweden and SIDA;
- publishing the photograph in electronic, spoken and digital editions of the Project;
- in the Organiser's activities, on internet services, in particular in advertising in the press, radio, television, the internet, on billboards, outdoor and on any and all internet websites and domains, in mobile services, on promotional and advertising gadgets and other forms of promotion of the Project; - public performance, exhibition, projection, reproduction and broadcasting and re-broadcasting, as well as public sharing of the photo.

The Organizer will not be required to pay any additional consideration or seek any additional approval in connection with authorized uses. Participants in the Giveaway consent to the Organiser doing or omitting to do any act that would otherwise infringe the participant's "moral rights" in their photos. Use of the photo can also take place in any and all forms and any and all graphic settings and in combination with other works, images and elements, as well as in the form of a collection of images or a collection of covers. By entering the Giveaway, participants agree to be bound by Facebook legal terms <https://www.facebook.com/legal/terms> and Instagram legal terms <https://help.instagram.com/581066165581870>

Participants in the Giveaway should also retain the original digital file of their entry as they may be asked to prove the ownership of their work, as well as providing the Organizer with the highest possible resolution.

## **Article 9: PERSONAL DATA**

The organizer is the handler of the data that participants submit during the giveaway. The Organizer will process personal data submitted by the participant only to select the winners and send prizes. The organizer will also post names of winners on social networks. After selecting the winners and sending the prizes, and not later than 3 months after the prize is delivered, the organizer will delete the personal data of the winner.

Providing personal data is voluntary. Personal data will be processed following the Data Protection Regulation.