



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR ENVIRONMENT

Communication

Brussels, 21 March 2019

#MYGREENACTION 2019 CHALLENGE RULES

Rules for the #MyGreenAction challenge running from 21 March to 10 May 2019.

THEME OF THE CONTEST

The #MyGreenAction challenge is organised within a social media campaign to promote this year's Green Week, and invites people across Europe to share their ideas, actions, projects and initiatives that show the personal measures they take to create a greener, more sustainable future. The challenge is hosted on the official Instagram, Twitter and Facebook accounts of the European Commission. Participants are invited to share their submission either on their own profiles (Instagram, Twitter) or below the official posts shared by the European Commission (Facebook).

ELIGIBILITY

The competition is open to individuals who are fourteen (14) years old and above. Ideas submitted that are not related to the theme or do not comply the present rules will not be eligible.

ORGANISER

The #MyGreenAction challenge is organised by the European Commission's Directorate-General for Environment ("DG ENV"), Avenue de Beaulieu 5, 1000 Brussels, Belgium ("The Organiser"). The challenge is in no way sponsored by, endorsed by, administered by, or associated with Instagram, Facebook or Twitter.

AWARD

Between 21 March and 10 May, every two weeks, three of the most inspiring submissions will be selected to be featured on one of the official Commission's social media channels (Facebook, Instagram, Twitter). Moreover, the best 10 entries overall will be included into a summary video, which will be shown at the European Commission's Green Week, the biggest annual event on Europe's environmental calendar, hosted by DG Environment and taking place from 15-17 May 2019 in Brussels.

CHALLENGE PERIOD

The #MyGreenAction challenge takes place between 21 March and 10 May 2019.

HOW TO PARTICIPATE

Participants are asked to provide a photo, short video (max 30 seconds) or drawing showing their ideas, actions or projects that contribute to a sustainable environmental manner as well as a description of this visual element. Participants must tag DG Environment's Instagram (@OurPlanet_EU), Facebook (@EU_Environment) or Twitter (@EU_ENV) account in their posts and use the hashtag #MyGreenAction. Contributions that do not include the campaign hashtag will not be eligible. Participants' Instagram profiles must be public in order to make sure the organiser can see the submissions.

HIGHLIGHTED SUBMISSIONS

Winners will be featured on the European Commission's social media channels and included in the summary video shown at Green Week. Winners will be selected by of the representatives of the European Commission's Directorate-General for Environment (DG ENV) on the basis of the quality and creativity of the picture, video or drawing and caption. Their decisions are final and cannot be contested. By sharing entries on social media with the #MyGreenAction hashtag and tagging the European Commission's social accounts, participants agree that their material can be featured on social media and/or be included into the summary video.

GENERAL CONDITIONS

In the event that the operation, security, or administration of the #MyGreenAction challenge is impaired in any way, the organiser may, in its sole discretion, either: (a) suspend the challenge to address the impairment and then resume it; or (b) select the winning submissions out of the eligible entries received up to the time of the impairment. The organiser reserves the right, in its sole discretion, to disqualify any individual who tampers with the operation of the competition, violates these rules, or acts in a disruptive or unsportsmanlike manner. The organiser's failure to enforce any term of these rules shall not constitute a waiver of that provision. In the event of a dispute as to the owner of an online entry, the authorised account holder used to enter will be deemed to be the owner.

RELEASE AND LIMITATIONS OF LIABILITY

By entering, the participant agrees to release and will not hold DG ENV, Instagram, Facebook, Twitter, their respective parent, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the "Released Parties") responsible for and against

any claim or cause of action arising out of participation in the challenge or receipt or use of any award, including, but not limited to: (a) unauthorised human intervention in the challenge; (b) technical errors; (c) printing errors; (d) errors in the administration of the challenge. The participant waives the right to claim any attorney's fees and any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

PRIVACY AND PUBLICITY

Any information the participant submits, when entering the challenge is provided to DG ENV, not to Instagram, Facebook or Twitter. Except where prohibited, the participant consents to DG ENV's use of the participant's name in any list of winners (if applicable) and for promotional purposes in any media without further payment or consideration. DG ENV adheres to the strict privacy and GDPR rules of the European Union and will not hold personal data of any respondent for more than five years.

DISPUTES

The participant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the challenge or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Brussels. All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, the participant's rights and obligations, or the rights and obligations of the organiser in connection with the challenge, shall be governed by, and construed in accordance with, the laws of Belgium, without giving effect to any choice of law or conflict of law rules (whether of Belgium or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Belgium.

ACCEPTANCE OF THE RULES

Participation in the challenge implies full acceptance of the above-mentioned rules.

QUESTIONS

Any questions and inquiries about the challenge can be emailed to:

Federica.drobnitzky@s-f.com