

Terms of Reference 9th Photo Contest for Youth in the Mediterranean



9th PHOTO CONTEST FOR YOUTH IN THE MEDITERRANEAN

“Fostering sustainable environments”

Introduction and Background

Following the recommendations of the 12th Mediterranean Conference of Red Cross and Red Crescent Societies and the 1st Mediterranean Youth Meeting, held in 2015 specifically regarding the need to strengthen the role of Youth, the Centre for Cooperation in the Mediterranean (CCM) of the Spanish Red Cross organizes **the 9th Photo Contest for Youth in the Mediterranean.**

In line with the IFRC Y.E.S. (*Youth Engagement Strategy*)¹, this annual photo contest aims at providing Mediterranean youth with an opportunity to express themselves creatively and share their views on their potential to create a positive change in the world.

The competition, while underlining the crucial role that youth may play in implementing innovative strategies to promote volunteering and motivate their peers, wishes to empower youth, providing them different spaces to explore their abilities in innovating and creating ideas to reinforce their humanitarian actions.

Theme

Within the framework of the RC/RC Mediterranean Youth Camp Atlantis, the 9th Photo Contest focuses its main theme on youth action and ***environmental sustainability***. It will be carried out in the wider frame of the UN Sustainable Development Goals (SDG)², with a special focus on Goal 12 (Responsible Consumption and Production)³.

General Objective

- To promote youth volunteering in the Mediterranean region enhancing the youth as agents of change giving an overview of the environmental sustainability

Specific objective

- Mobilize young people of the Mediterranean region in giving support to the idea of youth as key agents of change.

¹ http://medyouthportal.org/infoDoc.asp?id_rep=31&id_inf=88

² <https://sustainabledevelopment.un.org/?menu=1300>

³ <http://www.un.org/sustainabledevelopment/sustainable-consumption-production/>

Expected results

1. Connection between the Photo Contest and the RC/RC Mediterranean Youth Camp Atlantis with a specific focus on the youth action concerning environmental sustainability.
2. Raise visibility on the recommendations of the 12th Mediterranean Conference, underlining the crucial role of Youth in the region.
3. Build a thematic CCM Photo Database with copyrights, representative of different countries and the youth's perspectives from the region.
4. Promote the Photo Contest by publishing the pictures through the internet and the printed version as posters or calendars.

Target

- Mediterranean youth aged 18 to 30 from the Youth Section of the Mediterranean RC/RC National Societies, as well as young people outside the RC /RC Movement from the Mediterranean region.

Jury

The jury will be composed by:

- Spanish Red Cross Youth
- Communication Department of the Spanish Red Cross
- International Cooperation Department of the Spanish Red Cross
- IFRC Regional Office for Europe
- IFRC MENA Region
- IFRC Policy, Strategy, and Knowledge Department
- RC/RC Climate Centre
- CCM

Procedure

- **Launch:** CCM will launch the contest on the **5th March** through an announcement made to all National Societies and partners
- **Period to send the photos:** participants can submit the photos from 5th March to **2nd April**
- **Selection criteria:** the criteria for the final selection will be based on the adequate adaptation to the theme proposed, as well as the artistic quality and originality. The ability to raise awareness on youth engagement will be considered
- **Documents to be sent:** each participant will email his/her photo/s (a maximum of 3 pictures) including the registration and description form per each photo sent
- **Pre-selection:** the photos that do not fulfil the requirement specified in the rules won't be considered

- **Jury:** it is designated considering partnership in the Movement and the specific areas of knowledge in the subject proposed
- **Votes:** after the closing date, the Jury will vote for the first and second prize
- **Announcement:** the CCM will contact the winners and will upload the selected photos on its Facebook page
- **Prizes:** the first and second prize will consist in an invitation to the RC/RC Mediterranean Youth Camp Atlantis XIV which will be held in Spain (8 – 15 of July 2018), with all expenses covered by the organization
- **Publishing:** the selection of the 12 best photos will be exhibited during the 14th RC/RC Mediterranean Youth Camp Atlantis. Other ways to give visibility to the pictures will be considered.

Schedule

- Constitution of Jury: **20th February**
- Official Launch on Facebook page: **5th March**
- Start of dissemination: **5th March**
- Closing date of the Photo Contest: **2nd April** (24:00 Europe/Madrid GMT)
- Finalists' selection: **13th April**
- Results: **16th April**
- Communication winners: **16th April**
- Dissemination through CCM FB page: from March to July
- Participation of winners and photo exhibition in the 14th edition of the RC/RC Mediterranean Youth Camp Atlantis (8 – 15 July)

Format

- Digital photos in: .jpg or .jpeg files
- Maximum size: 2 MB
- Presentation: color or black and white.
- Dimensions: 13x18 cm. Both vertical and horizontal snapshots are accepted.

All pictures have to be sent to: photosmed@cuzroja.es

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