

# Francigena Photo Contest 2024

## Terms and Conditions

### Article 1: Organization

Association Suisse Via Francigena (ASVF - [www.viafrancigenasuisse.ch](http://www.viafrancigenasuisse.ch)) hereinafter referred to as "The Organizer," is organizing the Francigena Photo Contest with the aim of offering an opportunity to share pictures and videos taken along the Via Francigena to all hikers, cyclists, and pilgrims traveling along the European itinerary during the summer of 2024, from 21 June to 21 September. The European Association of the Via Francigena Ways (EAVF - [www.viefrancigene.org](http://www.viefrancigene.org)) oversees the promotion of the contest and will share all the information on its communication channels (social media, newsletter, and website).

### Article 2: Objectives

The Francigena Photo Contest 2024 aims at raising awareness about cultural and pilgrimage heritage, local traditions and gastronomy that can be found along the Via Francigena, highlighting sustainability and environmental sensibility.

### Article 3: Participants

- The Organizer's staff and anyone who has directly or indirectly participated in the design, implementation, or management of the contest, along with their spouses, direct ascendants and descendants, or other relatives living or not living with them, are excluded from participating in the contest.
- The Organizer reserves the right to ask any participant to provide proof of the above conditions. Anyone who does not meet these conditions or refuses to justify them will be excluded from the contest and, in the event of winning, will not be able to receive their prize.
- Any participation that does not comply with the provisions of these rules will be deemed invalid. Any participant suspected of fraud may be disqualified from the contest by the Organizer without the need for justification. Any incomplete, incorrect, or illegible identification or participation, whether intentional or not, or any participation carried out in a manner other than that provided for in these rules or in the contest description, will be considered null and void.
- Participation in the contest implies full acceptance of these rules.

### Article 4: Terms of Participation

To participate in the contest, users are required to publish one or more posts (not stories) on Facebook and/or Instagram containing a single photo or a single video (reel) from their journey along the Via Francigena. The participant's social media profile must be public, and they must follow the Via Francigena on Facebook and/or Instagram. If a participant publishes a photo gallery, only the first uploaded photo will be considered. Each content submission must include a description of the location and journey, along with the following tags and hashtags (failure to include these will result in immediate disqualification):

- Instagram: [@viafrancigena\\_eu](https://www.instagram.com/viafrancigena_eu)
- Facebook: [@ViaFrancigenaEU](https://www.facebook.com/ViaFrancigenaEU)
- [#FrancigenaContest2024](https://www.instagram.com/HashtagFrFrancigenaContest2024)



Participants authorise the Association Suisse Via Francigena (ASVF) and the European Association of Via Francigena Ways (EAVF) to use the photos/videos published in the context of the competition on their respective official channels (on-line and off-line) free of charge, without any time limit. They also consent to the publication and/or diffusion, in any form, of their images in which they appear represented or are in any case recognisable, on the website, on the social networks of the ASVF and EAVF, as well as authorising the preservation of the photos/videos in the computer archives of the same, noting that the purposes of these publications are purely informative, publicity and promotional. Photographic and videographic material that affects the dignity or decorum of the persons concerned will not be processed and will be deleted immediately. This release/authorisation may be revoked at any time by written notice to be sent by post or email. In consideration of the circumstance that the aforementioned material, once made public, may be subject to acquisition and republication by third parties, even without the consent of ASVF and EAVF, the participants hereby release ASVF and EAVF from any prejudicial effect that may arise from abusive or improper use by third parties of the aforementioned photographic material.

### Article 5: Prizes

The content uploaded by users will be evaluated by 30 September 2024 by an Internal Jury composed of members of the European Association Via Francigena and ASVF, who will determine a winner for each of the following categories:

- The most beautiful photo wins a [Ferrino backpack](#) and a Via Francigena branded gadget.
- The most beautiful reel/video wins a pair of [Garmont shoes](#) and a Via Francigena branded gadget.
- The most compelling anecdote/story wins a [CAMCO garment](#) in merino wool and a Via Francigena branded gadget.
- The funniest content wins a Via Francigena t-shirt

### Article 6: Rules and Judging Criteria

The internal jury will adhere to the following criteria:

- Relevance to the theme and objectives of the Via Francigena itinerary;
- Creativity and artistic originality; the quality of the picture;
- Each content submission must include a description of the location and journey, along with the tags and hashtags mentioned in article 4;
- The pictures must be original and taken by pilgrims/tourists who have traveled along the Via Francigena;
- The pictures must be published on social media between 21 June and 21 September 2024.

### Article 7: Announcement of Winners

The jury reserves the right to announce the winners' names on its communication channels by 14 October 2024.

## Article 8: Prize Distribution

Prizes will be sent to the addresses provided by the winners, after a specific request sent by EAVF via private message. In the event of undelivered returns, the prize will remain available to the winner for a reasonable period. EAVF is obligated to contact the winner a second time in case of no response to allow a new period. After this second period, the prize will be returned to the contest and awarded to the first runner-up. Winners agree to accept the prizes as offered without the possibility of exchange, particularly for cash, other goods, or services of any kind. Similarly, these prizes cannot be subject to compensation requests. Transferring the benefit to a third party is possible on a case-by-case basis, depending on the prizes. The Organizer reserves the right, in the event of an occurrence beyond its control, particularly related to its suppliers or unforeseen circumstances, to replace the announced prizes with prizes of equivalent value. The winner will be informed of any changes.