



## **EU-ASEAN Creative Content Competition “Stellar Moments: Capturing EU-ASEAN Partnerships”**

### **1. TERMS AND CONDITIONS**

In partnership with the Delegation of the European Union to ASEAN, the Communication and Visibility for EU Cooperation ASEAN Project (hereinafter referred to as “the Organising Committee”) is launching a creative content competition entitled “Stellar Moments: Capturing EU-ASEAN Partnerships” (hereinafter referred to as the “Competition”).

### **2. THEME OF THE COMPETITION**

The competition centres around the umbrella topic of EU-ASEAN Strategic Partnerships. Titled ‘Stellar Moments: Capturing EU-ASEAN Strategic Partnerships’, the competition invites participants to share photos, videos, drawings and artwork, or capture moments that depict people-to-people connections and collaborations between the EU and ASEAN. These visuals can showcase shared experiences, mutual learning and the deep partnerships between the EU and ASEAN.

### **3. ELIGIBILITY OF PARTICIPANTS**

1. Individuals aged 16-35 years old
2. Applicants must be nationals of one of the 10 ASEAN Member States (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam).
3. Applicants must follow all three EUinASEAN social media platforms on Facebook, Instagram and X (formerly Twitter).

### **4. RULES AND REQUIREMENTS FOR SUBMITTED ARTWORKS**

1. Any types of creative contents are acceptable, such as one-minute videos/reels, photos, one-page A4 of drawing/comic strips/illustrations, creative writings/storytelling, etc.
2. Submission must follow, tag and mention @euinasean and include #EUASEANCreative
3. Submissions must include a clear storyline and messages in the caption and the content must reflect one of the themes of EU-ASEAN strategic partnerships.
4. Only entries from individuals will be accepted. Collaboration with brands/groups/community entries are not eligible.
5. Participants are allowed to submit as many content as possible in different formats during the competition period.
6. The content must be solely created by the participant.
7. Content that has been submitted to other competitions or has previously been exhibited or sold is not acceptable and will be deemed ineligible for this competition. We reserve the right to request proof(s) that an entry is the original property of the participant, and submitted solely by the participant for this particular competition. Non-compliance to this rule will result in disqualification of the entry.
8. Participants must ensure the content does not infringe any copyright(s). We reserve the right to request proof of purchase for sounds, stock photos, videos and elements from third parties.
9. The content cannot contain third-party copyrights and/or intellectual property rights of sounds, photos, videos, elements or materials, and must not violate the rights of any person or entity; including copyright, privacy or any other intellectual property rights. Upon submitting content(s) to this competition, the participant is solely responsible for any infringement of copyrighted materials. Any materials from open-free sources are allowed, however the participant must be able to show the proof of the source from the third party or written approval from the original creator.



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10. The content submissions must not contain inappropriate, offensive, discriminatory, sexual, or unlawful materials. Content(s) deemed inappropriate will be disqualified.

### 5. SUBMISSION INSTRUCTIONS

1. Submit your entries by clicking “APPLY NOW” button and filling out the entry form at [euinasean.eu/creative-content-competition](http://euinasean.eu/creative-content-competition)
2. Entries must not have watermarks, timestamps, date stamps or any visible elements that disturb the content.
3. Participants must complete an entry form which includes valid ID details and social media handles on which the participants will post their submissions.
4. Participants agree to give the Delegation of the European Union to ASEAN the rights to publish their submissions on @EUinASEAN social media channels.
5. Entries that do not adhere to the rules and requirements described above will be disqualified.
6. For any queries, contact [eu-asean@landell-mills.com](mailto:eu-asean@landell-mills.com) with the subject “Query of EU-ASEAN Creative Content Competition”.

### 6. JUDGING

1. Winners will be decided by a panel of judges, comprising representatives from the Delegation of the European Union to ASEAN.
2. The number and composition of the judges will be determined at a later stage.
3. Criteria of the selection will be based on:
  - a. Quality of Contents:
    - i. Adherence to the Theme and Focus Areas: The extent to which the submission aligns with the specified themes and focus areas of the competition.
    - ii. Interpretation of the Theme: The creativity and depth of interpretation applied to convey the themes in the submission.
    - iii. Story and Message: The clarity, depth, and effectiveness of the story told, and the message conveyed through the submission.
  - b. Creativity and Originality:
    - i. Creativity: The innovative and imaginative elements displayed in the submission, showcasing unique ideas and concepts.
    - ii. Composition: The overall arrangement, visual or auditory, and how elements are combined to create a cohesive and engaging piece.
  - c. Country Representation
  - d. Gender Balance.
4. Any decision made is final.

### 7. PRIZES

#### Competition prizes (top three winners)

- Opportunity to have a collaborative content production with the Ambassador of the European Union in their respective ASEAN country.
- [Mini tablet PC for the 1st winner.](#)
- [Vlogging camera for the 2<sup>nd</sup> winner.](#)



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- [Wireless earphone for the 3<sup>rd</sup> winner.](#)
- Certificates from the EU Delegation to ASEAN.
- EU gift hampers.

### Competition prizes for the seven other shortlisted participants

- [A universal smart wireless charger for each of the seven shortlisted participants;](#)
- Certificates from the EU Delegation to ASEAN;
- EU gift hampers.

### 8. KEY DATES

- The Competition will be launched on **Monday, 27 November 2023**.
- Deadline: Entries must be submitted no later than **Sunday, 17 December 2023 at 23:59 (Jakarta Time, GMT+7)**.
- The Committee will announce the 3 best winners and 10 best contents on the @EUinASEAN social media in **late January 2024**. The Committee will also contact each winner via the email address provided in the entry form.
- Top 10 contents to be featured in EU in ASEAN social media in **February 2024**.
- The Committee reserves the right to modify the dates and announce them in a timely manner on social media.

### 9. ASSIGNMENT OF RIGHTS

1. By entering the Competition, the participant confirms that they hold all intellectual property rights to the content(s) submitted.
2. Without prejudice to the Terms and Conditions, the Committee recognises that the copyright in the content(s) created by the participant remains with the participant. Any inquiries for copyright will be referred to the participant. However, by entering the Competition, the participant grants the Delegation of the European Union to ASEAN a non-exclusive, non-profit and royalty-free right of use, dissemination, distribution, public communication, reproduction, and exhibition of the content(s) submitted without prior notice. This includes permission to use the content(s) outside of the competition e.g. in future EU communications (where the participant will be credited).
3. Credit/acknowledgement of the participant's name will be given when the content(s) is used by the Delegation of the European Union to ASEAN.

### 10. DATA PROTECTION

The Committee will process personal data in accordance with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices, and agencies, and on the free movement of such data. The privacy statement - data protection notice is available on [https://eeas.europa.eu/headquarters/headquarters-homepage/3033/privacy-statements\\_en](https://eeas.europa.eu/headquarters/headquarters-homepage/3033/privacy-statements_en)

By completing the entry form, the participant agrees to the Committee collecting, processing, storing, or otherwise utilising the participant's personal data solely for the purposes of conducting and administering the Competition, delivering the prizes to the winners and sending communications with information about the Competition.

### 11. ACCEPTANCE OF RULES

Entering the Competition implies full acceptance of these Terms and Conditions. Participants assure the



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Committee that they know and accept all the Terms and Conditions of the EU-ASEAN Creative Content Competition and any amendment(s) thereto that has been published until the end date of the Competition.

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