

Photo Challenge

“Our land and climate change. Landscapes of agri-food chains”

Regulations

The registration for and participation in this photo challenge imply the knowledge and the acceptance of the following clauses.

THE THEME

The photo challenge “Our land and climate change. Landscapes of agri-food chains” is the photographic campaign on Instagram with which the University of Milan - through the gaze of its university community - wants to tell the impact of climate change on the agri-food landscape and on the national territory.

Floods, storms like Vaia, widespread increase in temperature have become scenes of ordinary everyday life in Italy, and lead to profound changes not only of the landscape itself, but also of the personal perception and memories of a territory.

The photo challenge aims to collect images of landscapes or details of landscapes that, by geographical or emotional proximity, belong to the physical and inner world of the participant, with the final goal to show the lights and shadows of the sustainability of the territories and of the food supply chains at national level.

WHO CAN PARTICIPATE

The challenge is reserved for:

- students enrolled in a Bachelor’s or Master’s degree programme of the University of Milan
- students enrolled in a doctoral programme or postgraduate school of the University of Milan
- international students on Erasmus or enrolled in a first-, second- or third-level course of the University of Milan
- research fellows and post-docs of the University of Milan.

The challenge is free, and no participation fee is due.

HOW TO PARTICIPATE

The images must be uploaded from an Instagram account with the tag @lastatale_milano_official and the hashtag #lanostraterra, with a title (max 70

characters, including spaces) and possibly a description of the photograph setting (max 200 characters, including spaces). Both the title and the description may be in Italian or English.

Only images taken with smartphones and uploaded to Instagram in square format (1080x1080 pixels) will be accepted.

The image must not contain watermarks or brands, logos or advertising campaigns, under penalty of disqualification from the initiative.

Participants are required to retain the original, unprocessed, high-definition file, to be provided in case they win.

Images taken from 1 January 2019 will be accepted. Each participant can submit up to 3 shots.

The images must be uploaded between 17 December 2021 and 17 January 2022 and will be shared on the University's Instagram account @lastatale_milano_official.

Upon posting of the image to your personal Instagram account, send an email to campus.sostenibile@unimi.it from your email account @studenti.unimi.it or @unimi.it, with the following subject: "PHOTO CHALLENGE OUR LAND" and the NAME OF YOUR INSTAGRAM ACCOUNT where the image was uploaded. This step is required to verify that you are enrolled at the University of Milan and can therefore participate in this photo challenge.

It will not be possible to request the replacement of previously uploaded photos. The University of Milan reserves the right to remove any image that does not comply with the rules of this competition.

PHOTO EVALUATION AND TECHNICAL JURY

All images will be assessed by the community through a "Like" on the image posted to the University's Instagram account @lastatale_milano_official.

The 30 photos that, by 17 January 2022 at 12 am, will have received the most "Likes" will be automatically eligible for evaluation by the Technical Jury, made up of experts in photography and other art forms, whose names will be communicated on the institutional channels of the University.

Attention! Only "Likes" relating to photos uploaded to the University's Instagram account (@lastatale_milano_official) will be considered valid, not the ones on the participant's personal profile. However, the Technical Jury may also award other photographs deemed worthy among all.

The Technical Jury's assessment will take into consideration adherence to the proposed theme, based on the following criteria:

- **originality**: the jury will reward photos that have an aesthetic originality (e.g. related to the shot / framing) or a conceptual originality, because they represent an original / not very well-known aspect of the sustainability / unsustainability of agri-food chains and territories
- **consistency with the theme and title**: the jury will reward photos that fully express situations of sustainability / unsustainability of the territory and/or the agri-food chain, as well as the ability of the photographer to express the context of the photograph through the title
- **image effectiveness**: the jury will reward the communicative immediacy of the image, that is, the ability to capture an emotion (whether positive or negative) depending on the subject photographed
- **aesthetic criteria of the photo**: the jury will reward the composition and technical quality, as well as the visual impact and details for printing.

WINNERS

The Technical Jury will reward, at its sole discretion, **the best three images** out of the 30 most voted photos on Instagram. **The jury will also award up to 25 special mentions among all the uploaded photos.** The decisions of the Jury cannot be appealed.

The winners of the awards and special mentions will be notified by email to @studenti.unimi.it or @unimi.it **by February 17, 2022.**

The proclamation will take place during a dedicated event to be held on **February 19, 2022, as part of Expo 2020 Dubai.**

The images receiving an award or a special mention will make up an installation for a **public exhibition** in one or more museum spaces.

All photographs sent by participants may be published, with the indication of the **author**, for initiatives directly and expressly connected to the Expo 2020 Dubai event (permanent gallery on the website, exhibitions, etc.).

PRIVACY AND DATA PROCESSING

The University of Milan will process the personal data of the participants in the photo challenge in accordance with privacy regulations.

By participating in the photo challenge, each participant authorizes the University of Milan to:

- **publish, both in print and online** (social networks, websites related to the University of Milan), use and exhibit the photographs presented at the aforementioned event
- **publish the participant's name and image**, as the author of the photographs uploaded in the context of this event.

By participating in the photo challenge, each participant declares he/she:

- **is the sole author** of the photographs
- **is the owner, originally**, of all the rights of use and exploitation relating to the photographs sent for this initiative
- **grants, free of charge and without limitations**, the aforementioned authorization to use the photographs of which he/she is the author, meaning his/her authorization is irrevocably granted, for an unlimited time and for any use connected to the institutional activities of the University of Milan
- **holds a consent form signed by the people** who are easily recognizable and / or identifiable in the photographs, relieving the University of Milan from any potential appeals and / or claims for unauthorized use of their image. Please note that a consent form to be signed by photographed person is attached (see Annex 1)
- **assumes full responsibility for the statements made**, relieving the University of Milan from any claim or action by third parties
- **has read the privacy notice** attached hereto.

The author of the photographs is solely liable for their content.

Images that may harm personal dignity or harm in any way the image and name of the event sponsor, the public administration and any other entities (natural or legal persons) are not allowed.

If images uploaded infringe the law, third party rights or are simply inappropriate, the author of these images will indemnify the event sponsor in full and will hold them harmless from any claims, financial or otherwise, from third parties.

The author of the photographs acknowledges the organization's right to communicate the name of the author of the shot to any persons who declare themselves harmed by the photographs, so that the author will be directly liable (as well as holding the organization harmless, as previously specified) towards the allegedly injured parties. In any case, the organization refuses as of now any liability on this point.

Milan, December 9, 2021

The Rector
Elio Franzini