



WE and Dove Self Esteem Project Competition Terms and Conditions

1. The competition is open to all UK secondary school students, aged 13 – 18 (including the Channel Islands and the Isle Of Man).
2. Four (4) winners will be selected.
3. The prize:
 - a) Dove will award up to £750 to the winning project(s) to be spent only on implementing and delivering the winning self esteem project plan.
 - b) The opportunity to attend WE Day, an event at The SSE Arena, Wembley, in London on 4th March 2020, where one (1) winning project will be invited onstage as part of the Dove segment.

Entries

4. Participants are invited to submit a social action project plan that will drive change in their local or global communities. Project ideas include but are not limited to: fundraising campaigns, awareness-raising campaigns, attitude changing initiatives and ideas that solve an issue related to self esteem. Applications will also include a creative submission that expresses why the participants want to take action on the chosen issue.
5. Participants may apply as a group OR as an individual. A lead teacher must act as the group or individual's lead contact. The participant(s) must include their school and lead teacher details as part of the application.
6. Each entry ("Entry") must include the following:
 - a) Completed application form. This must include:
 - i. Project purpose and impact: participants must complete the questions to outline their project, the issue it addresses and the impact they plan to have.
 - ii. Submission of a creative piece: participants are asked to creatively express what has inspired them to come up with their project idea. This could include: a video, music, art, drama, multimedia or any other creative outlet. Please note:
 - Any video or audio pieces should be under 2 minutes in length.
 - Only one creative submission will be accepted per application.
 - There are two ways to share your creative submission with your application
 - You can attach your creative piece using one of the following allowed file types: png, gif, jpg, jpeg, doc, xls, docx, xlsx, pdf, txt, mov, mp3, mp4 (Max file size: 50 MB)



- You can share the URL of a video submissions via a non-public YouTube/Vimeo upload
- 7. Completed Entries must be submitted online at www.WE.org/gb/selfesteemcompetition
- 8. Hand-delivered Entries will not be accepted.
- 9. All Entries must be the participant's own work. Any Entries using photographs, clipart or images taken from the internet, or any artwork, designs, patterns or images that the participant has not created themselves, will be disqualified.
- 10. All participants featured in the creative submission must have given their permission through the lead teacher to use their name and/or likeness in the manner contemplated by this competition.
- 11. Each participant confirms that their Entry does not contain any thing which could be deemed offensive, obscene, defamatory or harmful to any person and does not breach any copyright or other intellectual property right of any third party. Each participant confirms that no third party owns any moral rights in their Entry (including their design).
- 12. If participants submit an Entry that includes material the rights in which are owned by a third party, including intellectual property rights such as copyright and trade marks, they will be responsible for any legal action that party may take against them.
- 13. Participants shall indemnify and hold WE and Dove ("the Promoters") and their respective affiliates, directors, agents, or other partners ("the Indemnitees") harmless from any claims, actions, proceedings, costs (including reasonable legal fees) and expenses brought or asserted by a third party against any of the Indemnitees arising as a result of the Promoters use of the entrant's submission including but not limited to any breach of third party intellectual property rights
- 14. Entries must be received by 23.59 hours on Friday 21 December 2019. All late, incomplete or illegible Entries will be disqualified.
- 15. Dove and WE do not accept any responsibility or liability for lost Entries or Entries which are delayed, damaged, corrupted or incomplete or for any technical failure or malfunction.
- 16. By participating in this promotion, you agree to release, discharge and hold us harmless from any and all injuries, liability, losses and damages of any kind resulting from your participation in this promotion (save that nothing shall limit our liability for fraud, or for death or personal injury caused by our negligence).

Selection of Winner

- 17. Prior to Monday 20 January 2020, all eligible Entries will be judged by a panel (the "Panel") who will select the four (4) Entries that they consider to be the best. The Panel will include up to three (3) representatives from Dove and up to two (2) representatives from WE.



18. If a participant submitting an Entry selected by the Panel is not eligible, Dove shall replace the Entry with the best available back-up Entry. Any back-up Entries which are needed will be selected by the Panel in order of merit.
19. The winners (the "Winners") will be contacted between Monday 20 January 2020 and Friday 24 January 2020 using the telephone and email contact details provided on the Entry Form by WE. If WE is unable to establish contact with the Winners after reasonable efforts have been made to do so, it may award the Prize to the participant that submitted the next best Entry (who shall become the Winner and to which this section shall also apply).
20. Unsuccessful participants will not be contacted.
21. The Winners will be expected to participate in reasonable post-competition publicity requested by Dove and WE, which may include photographs (e.g. for local newspapers or the Dove or WE websites) and interviews.
22. The Winners (and their parent or guardian) agree to Dove, and third parties permitted by Dove (such as WE), using, editing, adding to and adapting any materials (including photographs, film and recordings) resulting from such publicity in all media for all purposes.
23. In addition, the Winner and any Runners-up (and their parent or guardian on behalf of the Winner or Runner-up and themselves) agree to sign such consent forms or other documentation as Dove and WE may require in connection with such publicity and / or materials (including assignments and waivers of any rights they may have in or in relation to such materials) and to provide such cooperation as Dove may require to obtain any necessary licenses.
24. The decision made by the judges is final. No correspondence relating to the competition will be entered into by Dove.
25. The winner's(s') details (name and county) may be made available on request to those writing to insert name of promotion and promotion address] within ten weeks after the closing date, enclosing a stamped SAE.

Specific Terms Relating to the Prize

26. The award of up to £750 will be transferred to the associated school's bank account.
27. The lead teacher will be responsible for managing the allocation of funds in accordance with the Winner's proposed project plan.
28. The total cost of the self esteem project does not need to add up to £750.

WE Day in March 2020

29. Unless the Winner(s) is attending WE Day as part of a school group as set out in (b) below,
 - a) WE will arrange transport between the Winner's home and the SSE Arena, London for the Attendee plus a parent or guardian.
 - b) If the Winner(s) attends a school which is taking a group to WE Day, WE will not provide transportation between the Attendee's home and the SSE Arena, London.



30. Should this fit with the run of the show, the Winner(s) may have the opportunity to come onto the WE Day stage to have their winning sustainability initiative presented and celebrated.

Absence from school and other permissions

31. The Winner(s)'s parent or guardian must obtain permission from the Winner's school, and any other permissions or consents which might be required, for the Attendee to take up and/ participate in any part of the Prize.

General

32. Dove may cancel the competition or change any of these rules at any stage if it deems necessary or circumstances arise outside its control. Dove will publish details of any cancellation or changes.
33. By submitting the Application Form, the participant (and their lead teacher agrees that the participant) hereby:
 - a) assigns to Dove all right, title and interest in the participant's Entry (including the creative submission) and with full title guarantee for the duration of the rights (including all renewals and extensions), all current and future copyright and other intellectual property rights in and in relation to, the participant's Entry (including the creative submission) absolutely; and
 - b) unconditionally and irrevocably waives all moral rights that exist or may arise in and relating to the participant's Entry ((including the creative submission).
34. It is a condition of Entry that a participant and their parent or guardian will sign any additional documentation required by Dove connection with such assignment and waiver.
35. If a participant or their parent or guardian has any concerns about these requirements, the participant should not enter the competition.
36. The participant's parent or guardian agrees that they are responsible for ensuring that the participant complies with these terms and conditions.
37. WE will only ever use the personal details provided on the Entry Form and share them with third parties (for instance, Dove) for the purposes of administering this competition and providing the Prize and otherwise in accordance with these terms and conditions and applicable law.
38. These terms and conditions are governed by the laws of England and Wales.