

WWF SHORT FILM COMPETITION

LIFE. NATURE. YOU. MAKE THE CONNECTION

RULES AND TERMS & CONDITIONS

The following Rules and Terms & Conditions apply to the WWF film competition *Life. Nature. You. Make the Connection*. We want to give everyone a fair chance so it's important to lay down some ground rules. By taking part in the competition, you agree to abide by these rules and provide all information required. You also agree that if you don't stick to the rules, you may be disqualified.

BACKGROUND - 50 YEARS OF WWF

For half a century WWF has been at the forefront of conservation and environmental campaigning. Fifty years of connecting people all over the globe to the natural world - the world in which we all live.

It's important to remember that each and every one of us depends on a healthy and sustainable planet. As individuals we tend to want to look after the world in which we live - our immediate environment - but we often don't realise that we're directly connected to changes happening thousands of miles away in tropical forests, the polar ice caps or the oceans. The truth is we're all affected by what's happening to the Earth. Our homes, our livelihoods, the things we eat, wear and use, are all gifts from the natural world.

THE CHALLENGE

We want you to produce an original film up to a maximum of two minutes' duration on the theme "Life. Nature. You. Make the Connection". Your film should inspire people to love, value and protect the natural world. We are aiming at talented, creative and innovative filmmakers. The films can be in any medium - live action, animation, stop-motion, CGI or a mixture of genres.

DURATION OF COMPETITION

The competition opens on 20th June and closes on 9th October 2011. Any entries received after MIDNIGHT (CET) on 9th October 2011 will not be considered.

ELIGIBILITY

Anyone aged 16 or over can enter the competition. If you are a member of WWF staff (either permanent or temporary, current or former), intern, sponsor, or an immediate family member of any of the foregoing, or of the judges, you may participate, but you are not eligible to win. Proof of identity will be required from all winners. .

ABOUT YOUR VIDEO

Your video must be no more than two (2) minutes in length. Any spoken language used in your video that is not English must be accompanied by subtitles in English. Your video must not contain undue violence, profanity, pornography or direct attacks on individuals or organisations. Any entries deemed offensive in WWF's sole judgement will be immediately disqualified. Your video must be your own original creation. Any copyrighted music, video

footage or still images used in your video must have permission from the copyright holder. Your video must not infringe on any third party rights. Your video must not have been produced for compensation or published previously on a public website or transmission. Your video must be created specifically for this WWF competition.

As the creator of the video, you retain copyright. However by entering the competition you agree to give WWF certain rights to use your video - see paragraph one of the General Rules below.

Each individual entrant is allowed to submit a maximum of two (2) videos.

HOW TO ENTER

Go to <http://panda.org/videocomp> and follow the instructions. You must complete and send your video link using the online Registration and Video Release Form if you wish to enter the competition.

COMPETITION PROMOTION

WWF will moderate the Life. Nature. You. Make the Connection Vimeo Group and will choose the submissions to be featured. Members of the Group can also rate submissions and choose one of the winners (see below). The competition will be also featured on www.panda.org.

ANNOUNCEMENT OF WINNERS

Winners will be announced and the winning films will be screened (together with a selection of other entries) at the CMS Vatavaran Environmental and Wildlife Film Festival (<http://cmsvatavaran.org>) in New Delhi, India, 6-10th December 2011. CMS Vatavaran and WWF will promote the competition and participation in the festival through its communications and publicity.

THE PRIZES

There will be two identical prizes. Each winner will be commissioned by WWF to create a short film to a brief of WWF's choice, each with a minimum budget of 10,000 USD, to be commissioned in 2012.

One winner will be chosen by a panel of judges appointed by WWF, including representatives of WWF and the film and creative industries. The other winner will be chosen by peers who make up the Vimeo Group, who will be able to rate the submissions.

The two winning filmmakers will be invited to the CMS Vatavaran festival to receive their prizes and to take part in the special screening. WWF will pay the travel and accommodation of the two winners to and from New Delhi (method of travel and type of accommodation will be at WWF's discretion).

JUDGING

After the competition closes at midnight CET on 9th October 2011, qualifying videos will be judged on adherence to the competition challenge through their creativity, originality,

message content, overall presentation (sound and picture quality), relevance and innovation.

The competition winners will be notified by e-mail, publicly announced at the CMS Vatavaran Environmental and Wildlife Film Festival in New Delhi, 08 December 2011, and publicised on panda.org pages and Vimeo.

GENERAL

1. By submitting your video to the WWF competition, you agree to grant WWF, free of charge, the right to use your video in any manner and media, including without limitation as to duration and territory, the right to publish, adapt, distribute, copy, display or translate. You also grant the WWF the right to licence your video to others.

For the purposes of these Rules and Terms & Conditions, "WWF" refers to the WWF - World Wide Fund For Nature (Formerly World Wildlife Fund) representing itself, its Programme Offices and National Organisations now in existence and which shall exist at any time in the future.

2. You agree to take part in any competition publicity if asked to do so, according to the terms of the video release form. The prize may only be taken as stated and cannot be changed. There will be no cash alternatives.

3. WWF does not accept any responsibility for late or lost entries. Proof of sending is not proof of receipt.

4. You must supply full details as required by the registration form, and comply with all rules to be eligible for the prize(s). No responsibility is accepted for ineligible entries or entries made fraudulently.

5. As submissions are received, WWF will vet all entries for suitability. Selected videos will be posted on the WWF's Vimeo Group *Life.Nature. You. Make the Connection*, www.panda.org and will be promoted through other online and social media channels.

6. WWF's decision is final in every situation, including any not covered above, and WWF will not respond to correspondence justifying its decisions.

7. If a winning entrant is unable to be contacted by October 30th 2011, after reasonable attempts have been made to do so, WWF reserves the right to offer the prize to the next best entry.

8. WWF reserves the right to not select a winner or winners if entries received are judged to be of insufficient quality.

9. Any attempt by a participant to influence the result or subvert the competition will lead to immediate disqualification.

10. WWF reserves the right to modify or cancel the Competition or any of the arrangements, schedules, plans or other items directly or indirectly related to the Competition, at any time and for any reason if deemed necessary in its opinion. Such events shall not incur any liability on the part of WWF

11. Entrants agree to waive all claims against WWF, its personnel and agents arising out of

any oral or written publication or republication of any statement made in connection with the present Competition, your person or your video entry.

12. Entrants agree to indemnify and hold WWF, its personnel and agents, harmless from any third party claims for loss, damage, prejudice, liability or expense suffered as a result of or in any manner in connection with your video entry, any other of your acts or omissions or any information which you provided.

13. Participation in the Competition, including being selected to receive a prize, in no manner constitutes an endorsement or support by WWF of your views or aims or of any products or services. You shall not advertise or otherwise claim to have obtained any such endorsement or support. The WWF name and logo are the property of the WWF and should not be used in any manner whatsoever without the prior consent of WWF. WWF must approve in advance, in writing, any statement, advertisement, press release or similar communication in any media, relating to your participation in the Competition.

8th June 2011