



TERMS OF PARTICIPATION TO THE CONTEST “TOward TOMorrow”

1. INTRODUCTION

TOward TOMorrow is an Instagram based competition, as part of the *TOward2030. What are you doing?* Campaign (the “Contest”). The project more fundamentally aims to raise awareness of the various NGOs across the world using art as a bridge for urgent change. A global community of artists and activists toward a more sustainable tomorrow.

2. PROMOTER

The Promoter of the Contest is Luigi Lavazza S.p.A., a company duly organized and existing under Italian law and having its registered office at Via Bologna, 32 - 10153 Torino, Italy, VAT n. IT00470550013, an Italian primary company active in the food industry and more specifically producing, trading and marketing coffee, hot beverage and automatic machines for the distribution of coffee and hot (the “Promoter”).

3. ACCEPTANCE OF THE TERMS

Participants of the Contest, by submitting the entry as in point 6 below, accept these Terms of Participation.

4. TIMING

The Contest will be on with the following dates, the Promoter will communicate any change through the @toward.2030 IG page:

- April 30th to July 2nd 2020 overall contest duration
- April 30th to June 5th 2020 acceptance of entries
- June 19th - announcement of the finalists
- July 2nd - announcement of the winners

5. PARTICIPANT REQUIREMENTS

The Contest is a global artist competition engaging artists to reflect one of the 17 Sustainable Development Goals - SDGs (for more information on SDGs visit the website <https://www.globalgoals.org/>) as an original work of art. Participants will be divided into: over 18 (#towardtomorrow) and under 18 (#towardtomorrowyouth) categories.

6. HOW TO SUBMIT THE ENTRY

Participants shall submit the entry (one entry per candidate) by posting it to his/her Instagram page along with a description (no more than 500 words) on which goal he/she has chosen and how the work relates to it (both are required). Submissions should include (where applicable) one full wide shot of completed artwork plus up to 3 cropped detail original shots and a supporting statement explaining how the artwork interprets and expresses the chosen SDG. To summarise, the participants should:

- Enter the category the participant belongs to: #towar dtomorrowyouth for the under 18 submissions or #towar dtomorrow for over 18 submissions
- Follow @toward.2030 on Instagram
- Tag @toward.2030
- Hashtag the chosen goal (e.g. #goal1)
- Nominate 3 other creatives to participate (their decision to participate will not determine the eligibility of the artist)

7. FEATURES OF THE ENTRY

- 1.All the entries should address one the 17 SDGs.
- 2.Valid entries can include painting, illustration, animation, sculpture, digital compositions and installations; all these entries should be original and be created by the participant of the Contest.
- 3.The entry must be a new original work in response to the campaign, not an existing work.
- 4.The participant shall consider that the work might be displayed should they qualify for the exhibition opportunity, if the Participant chooses to do an installation or mural that cannot be transported, a photograph of the work will be used in its place. The work is submitted as seen, it cannot be retouched or duplicated in an alternative medium for exhibition.

The entry shall have the following features:

- (i) they shall not bear any logo, trademark or similar related to products, services, or similar aspects of third parties;
- (ii) overtly, religious and/or political content will not be accepted;

- (iii) they shall be original and unpublished and be the exclusive property of the participant in the contest and free from any right of use and copyright of third parties for reproduction and distribution in all mediums;

Entries not meeting ANY of the requirements as stated above will not be accepted and will therefore be automatically excluded.

8. CRITERIA FOR EVALUATION OF THE ENTRIES

To establish the 17 qualifying finalists (in both categories) the Promoter have invited 17 No Profit Organizations. The selected Organizations all have meaningful relationships with art and culture, using them as a vehicle to amplify their respective causes.

A panel of four international art and sustainability ambassadors will determine the final winners of the #towar dtomorrow youth and #towar dtomorrow categories.

All entries will be assessed through the following criteria:

- Is it creative in its engagement of the issue?
- Is it technically / conceptually well executed?
- Does it communicate the values of the chosen goal well?
- Does it have a clear supporting statement, unique or interesting take on the goal?
- Does it differentiate itself positively from the other entries?

9. COMMUNICATION TO FINALISTS

Finalists will be contacted via Instagram and will be asked to follow up communication using a dedicated email account as referred to article 13.

10. PRIZES

The winners in the two categories, #towar dtomorrow and #towar dtomorrow youth, will be respectively awarded with:

- 10.000 euro (tenthousand/00)
- 1.000 euro (onethousand/00) of art supplies of your choice

The Promoter shall make all payments within 60 days as of the end of the Contest by bank transfer.

Finalists of both categories will be offered the opportunity to exhibit their works in leading art institutions/events that the Promoter will identify.

11. RIGHT TO USE THE ENTRY

The participant shall guarantee to the Promoter:

- i) to be the only author of the entry submitted as by point 6 of the present Terms and exclusively own the entire copyrights on the same;
- ii) that the entry does not contain material covered by copyright of third parties (including privacy rights or publication rights), as well as having obtained any necessary licenses, authorizations, consents, concessions and permits required by the applicable legislation from the legitimate owners and necessary to have in place the afore-mentioned copyright and use rights;
- iii) full and free enjoyment of the right of use for the contest for publication of the entries on the web properties related to the Contest, and for subsequent publications or corporate communication initiatives of the Promoter.

The participant will retain their moral rights to be credited on any use or reproduction of the image. There will be no merchandising of the image without explicit permission from the artist.

12. INDEMNIFICATION

The Participant shall also indemnify and hold harmless the Promoter, as well as the subjects linked to it, or controlled by it, its representatives, employees, consultants, and any of its trading partners from any claim made by a third party, for any reason whatsoever, in relation to the rights of use granted to the Promoter and/or to the contents of the entries uploaded.

13. CONTACTS

The contact details to refer to for any information regarding participation are: sustainabilitylavazza@lavazza.com