



## European Year of Youth 2022 Building a better chemical future

Find out more about the challenge: [eceg.org/year-of-youth](https://eceg.org/year-of-youth)  
#EYY2022 | #YouthInChem22 | IG & TikTok: @eceg\_Brussels



# YOUNG CHEMICAL INFLUENCER 2022

## CONTEST RULES

### Main aim of the contest

The Young Chemical Influencer 2022 (hereafter: the contest) is a contest organized by the European Chemical Employers Group (ECEG) and the national chemical organisations inviting young students (<35) to become a “**chemical influencer**” and talk about their vision of the future and how chemistry can play a role in realising this future.

Participation is **free of charge**, and it will only take place via **Instagram** and **TikTok**.

### Art.1 – Proposer

The contest is promoted by the European Chemical Employers Group (**ECEG**), the European social partner representing employers in the chemical, pharmaceutical, plastic, and rubber industries. The ECEG is based in Brussels (Rue Belliard 40, 1040) and it groups national employers' federations from 17 countries. Through its membership, the association represents more than 94 000 enterprises, 3.3 direct employees and a turnover of €614 billion in the EU (Eurostat figures 2018).

### Art.2 – Participation requirements

The contest is addressed to **young students under 35**, in the field of **chemistry or related subjects** (University, PhD and VET students) and **residents in Europe**.



### Art.3 – Period

The competition will run **from 13 September to 14 November 2022**.

Users can produce the video material and upload it to Instagram or TikTok, according to the rules set out in this regulation from 13 September 2022 9.00 a.m. to 14 November 2022 11.59 p.m.

The winner will be announced **on 12 December 2022**.

### Art.4 – Winners' announcement mechanism

The contest will have **two winners**:

- **Popular winner**: the winner will be the video uploaded on Instagram/TikTok which will receive the higher number of *likes*. Only *likes* received during the period 13 September 2022 – 14 November 2022 will be considered valid.
- **ECEG's Winner**: The submitted videos will be reviewed by a Jury of experts appointed by ECEG who may also not award prizes or award *ex aequo* prizes. The Jury will identify the winner according to the following evaluation criteria:
  - o *Coherence* and *relevance* to the Award track;
  - o *Creativity* and *originality* in demonstrating the extent to which the participants have made the theme their own.

At the end of the Contest, the winners will be contacted by the ECEG's staff through the *direct* function of Instagram/TikTok and they will then be announced by the ECEG via a special post on its Instagram/TikTok profile.

### Art.5 – Characteristics of videos admitted to the contest

Participants are required to upload a video that respects the objective of the contest and to share it from their Instagram and/or TikTok profiles using the hashtags **#EYY2022** and **#YouthInChem22**.



- Maximum length: **1 minute**.
- **Either in English or in their mother tongue**. In case of videos uploaded in a language different than English, participants need to make sure that the video contains English subtitles. To add English subtitles:
  - On Instagram: the “auto-generated subtitles” function is not available in the EU. We suggest using a video editor available online and free of charge, i.e. [kapwing.com](https://www.kapwing.com) (subtitles>auto-generated>translate).
  - On TikTok: add English subtitles 1) typing the text when editing the video or 2) using an online video editor (see above).
- The video must compulsorily include the official **@eceg\_brussels** tag, directly in the video and/or in the caption (text space associated with the video), not in the comments.
- Together with the hashtags considered most suitable by the participant, the caption must compulsorily contain the official contest hashtags **#EYY2022** and **#YouthInChem22** (correctly spelled).
- It is possible to participate with **only one personal Instagram/TikTok account**.

## Art.6 – Responsibilities and obligations

By taking part in the competition, the authors of the videos confirm and certify that:

- It is the responsibility of each participant to ensure that the publication of the videos does not give rise to any kind of legal dispute;
- Usernames for commercial/advertising purposes and usernames that are vulgar and/or offensive are not allowed;
- Videos do not contain obscene, sexually explicit, violent, offensive or defamatory material;
- Videos do not contain material that discriminates by gender, ethnicity or religion;
- Videos do not contain political material;



- Permission has been obtained to publish images in which other people appear;
- They have read this regulation.

Failure to comply with the above constraints will result in the disqualification of the user.

The winners are required to mention the hashtags **#EYY2022** and **#YouthInChem22** in any communication relating to the winning of the contest.

Participants of the contest must be a follower of the official Instagram/TikTok page **@eceg\_brussels**.

The profile of the user uploading the video to Instagram/TikTok must obligatorily be **set up as a Public Profile** (and not as a Private one) for the entire duration of the Contest. The *Private Account* button must therefore be set to *off*.

### **Art.7 – Copyright and ownership of videos**

While respecting the Author's intellectual property, ECEG may use the winning videos, in full and/or in partial form, citing the author, for information and communication activities (not for profit) such as, for example, publications, exhibitions and displays, brochures, mass media releases, etc. as part of its activity.

Entrants release the promoters from any liability towards third parties, regarding the infringement of any image or copyright and the violation of intellectual property rights in relation to the video. Promoters will not be held liable for any claims or complaints in this regard.

ECEG will mention the winners by their real name and Instagram/TikTok account name.

Winners must provide ECEG with their contact details (first and last name, email, telephone number and address) solely and exclusively for the purpose of prize delivery.



## Art.8 – Prize

Each prize (both for the popular and ECEG’s winners) consists of:

- A **trip to Brussels**, during which the participant will have the opportunity to attend meetings with institutions representatives, labour market stakeholders, etc. Travel and subsistence allowances will be covered by the ECEG.
- A **prize** for a value of **EUR 500**, awarded from national chemical associations, according to the nationality of the winner. The specific type of prize will be decided by the national chemical association and will cover activities relevant for the future career of the winner, i.e. participation in conferences, training, specific courses, etc.

## Art.9 – Advertisement

This regulation is published on [www.eceg.org](http://www.eceg.org) and disseminated through its associate members.

## Art.10 – Use and processing of personal data

The ECEG makes sure to protect personal data and comply with the Regulation 2016/679 on the protection of personal data (the “GDPR”) and any other applicable national act or regulation regarding the processing of personal data or the protection of privacy. For more information about the use and processing of personal data, participants can refer to the [ECEG’s privacy policy](#).

## Art.11 – Account removal

The user can autonomously remove their account from the contest by removing the mention and hashtag from the video directly on Instagram/TikTok.



Should participants wish to cancel their participation during the contest, they may do so also by sending an email to [secretariat@eceg.org](mailto:secretariat@eceg.org). In this case their video and all information linked to it will be deleted immediately.

### **Art.12 – Unquestionableness of management**

It will be the responsibility of the staff and administrators to remove images and videos that prevent the contest from running smoothly, to establish the times and methods of the contest, to enable or disable access to the site for technical or organisational reasons, and to moderate user intervention in the comments and on the forum(s).

### **Art.13 – Mirror mechanism on the ECEG’s website**

The progress of the Contest can be followed and monitored by participants on the [contest’s landing page](#).