

OFFICIAL RULES OF THE SLOGAN CONTEST

Be part of it!

A. Context and background

European Cooperation Day (EC Day) is a yearly event that celebrates cooperation across borders throughout the European Union and its neighbouring countries. In addition, this year's EC Day will be marked by the celebration of the **25th Anniversary of Interreg**. In the framework of these festivities, INTERACT is organising a **Slogan Contest**.

Interreg

Interreg is the collective term for European programmes that stimulate cooperation among member states of the European Union¹ and between member states and neighbouring countries. These programmes fund projects that aim to strengthen economic, social and territorial cohesion throughout the EU, candidate and potential candidate countries² and neighbouring countries³.

What makes Interreg strong is its local implementation, which is also an obstacle regarding its visibility. In order to improve their visibility, Interreg programmes have come together to develop a joint logo which will make them easier to recognize. In continuation of the branding process, we are now looking for an Interreg **slogan** to complement the logo.



The joint brand is endorsed by the European Commission who is strongly supporting the process.

European Cooperation Day

Since 2012, INTERACT, an Interreg programme, has been coordinating a Europe-wide campaign called European Cooperation Day (EC Day) with the aim of highlighting results of European cooperation across borders to the general public. Each year, the campaign is celebrated on 21

¹ Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Ireland, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, United Kingdom, Sweden.

² Albania, Bosnia and Herzegovina, the Former Yugoslav Republic of Macedonia, Iceland, Montenegro, Serbia including Kosovo, Turkey.

³ Algeria, Armenia, Azerbaijan, Belarus, Egypt, Georgia, Israel, Jordan, Lebanon, Libya, Moldova, Morocco, Palestine, Russia, Syria*, Tunisia, Ukraine.

* EU Cooperation with Syria is currently suspended due to the political situation

September. In the surrounding weeks, hundreds of local events (ranging from music concerts and swimming marathons to cooking demonstrations and recycling actions) are organised by the different European programmes throughout Europe and its neighbouring countries to improve the visibility of European cooperation across borders. These events aim to bring visibility to the outcomes of this cooperation and to show how it has improved the quality of life for the population it serves. More information about the campaign can be found on the website: www.ecday.eu

The launch event of European Cooperation Day 2015 will be part of the celebration of the 25th anniversary of Interreg on 15 September which will take place in Luxemburg. The winner of the slogan contest will be invited to this event in Luxemburg and to witness the live unveiling of his or her slogan, interpreted and showcased by an artist.

B. Aim of the slogan contest

INTERACT is looking for a catchy slogan to complement the Interreg logo that represents what Interreg is all about. As part of the celebration of 25 years of Interreg in September, the logo will be presented along with a slogan and it could be yours!

The Oxford Dictionary defines a slogan as "A short and striking or memorable phrase". A slogan is used to convey a message about a product or a service that it is representing. It tends to capture the attention of the audience. A slogan can be a few simple words or a short phrase which 'identifies' a certain brand:



C. Who can participate?

The contest is open to everyone interested in participating. Not just Interreg programmes or projects, but all citizens of all ages from EU countries, candidate and potential candidate countries and neighbouring countries are invited to submit their original, catchy slogan.

Eligible countries:

EU countries		IPA countries	ENI countries	
Austria	Ireland	Albania	Algeria	Libya
Belgium	Latvia	Bosnia and Herzegovina	Armenia	Moldova
Bulgaria	Lithuania	The Former Yugoslav Republic of Macedonia	Azerbaijan	Morocco
Croatia	Luxemburg	Iceland	Belarus	Palestine
Cyprus	Malta	Kosovo*	Egypt	Russia
Czech Republic	The Netherlands	Montenegro	Georgia	Syria(l)
Denmark	Poland	Serbia	Israel	Tunisia
Estonia	Portugal	Turkey	Jordan	Ukraine
Finland	Romania		Lebanon	
France	Slovakia			
Germany	Slovenia			
Greece	Spain			
Hungary	United Kingdom			
Italy	Sweden			

(l) EU Cooperation with Syria is currently suspended due to the political situation

D. How does it work?

Step 1: To take part in this contest, submit your original slogan for the Interreg brand by going to the EC Day website (<http://www.ecday.eu/>) and clicking on the Slogan Contest section*. Submission is possible throughout the whole month of May (from 1 until 31 May 23:59 CET).

** Participants who are younger than the age of 18 on the date of entry must seek parental consent to participate in this contest. If selected as the winner, the underage participant needs to be accompanied by a parent or guardian to the event in Luxemburg on 15 September 2015.*

Step 2: From 1-15 June, an internal pre-selection of all the slogans received will take place after which a jury composed of members of INTERACT, the European Commission and relevant stakeholders will select a shortlist of finalists. Read more about the criteria for qualification in **section H**.

Step 3: From 1-31 July (23:59 CET) public voting will take place on the European Cooperation Facebook page (<https://www.facebook.com/CooperationDay?fref=ts>) to select the best slogan.

The winner will be contacted during the first week of August and will be invited to Luxembourg on 15 September.

TIMELINE SLOGAN CONTEST	
mid-April	Announcement of slogan-contest
Month of May	Submissions of slogans
1-15 June	Internal pre-selection of slogans received
16 June-1 July	Jury selects finalists
month of July	Public voting
First week of August	Announcement of the winner

E. How to participate?

- Check your slogan for correct grammar and spelling before submission;
- Only 1 entry per person is allowed;
- No images; just submit the text of your slogan;
- The participant must be from one of the eligible countries listed in section C;
- Provide the following contact details:
 - o Name + last name
 - o Date of birth
 - o Nationality
 - o Email
 - o Country of residence
 - o Telephone number
 - o Gender

F. Prize

The winner of the slogan contest will be invited to the EC Day launch event in Luxembourg on 15 September with travel and accommodation expenses covered for 1 person (for 2 persons in case the winner is younger than 18 years old)

G. Terms and conditions

- All participants are responsible for any costs or expenses incurred as a result of participation in the contest (including costs for accessing the internet).
- Participants and winners agree that their winning slogan may be used for publicity or other promotional activities without further consent or payment as determined by INTERACT.
- The participant hereby grants INTERACT and the EU institutions the rights necessary for distribution and public display of any submitted text in this contest, the prizes or related publicity, and hereby grants INTERACT and the EU institutions the perpetual right to exclusive, royalty-free and unlimited use, to edit, reproduce, distribute, translate, and publicly display or publish any such intellectual property, for whatever purpose, in any form

or medium, either on the website or elsewhere, for promotional activities or events arranged by INTERACT or the EU institutions, whether locally or world-wide.

- Any personal information, including the participant's name, age, address, telephone number and e-mail address will be used solely in connection with this contest and will not be disclosed to any third party except for the purpose of this contest (including subsequent promotions as stated in these terms and conditions).
- INTERACT does not take any responsibility for late or lost entries.
- You must submit all information required and comply with all rules to be eligible for the contest and prize(s). No responsibility is accepted for ineligible or incomplete submissions.
- As submissions are received, INTERACT will check all details for suitability of content matter before posting.
- The slogans should not contain any offensive or inappropriate language or content.
- The slogan entries must be submitted in English
- Only one entry per person is allowed.
- The prizes are as stated and are non-transferable and cannot be exchanged. No cash or credit alternatives will be offered. If due to circumstances beyond INTERACT's control INTERACT is unable to provide the stated prize(s), INTERACT reserves the right to award as substitute an alternative prize.
- If a pre-selected applicant is unable to be contacted after multiple attempts have been made to do so, INTERACT reserves the right to disqualify the participant.

H. Qualification criteria

All entries will be evaluated upon closure of the submission date. If the below listed qualification criteria are not met, the entry will automatically be disqualified from participation.

- 1) The participant must be from one of the eligible countries (see section C):
- 2) The entry should not contain any offensive or inappropriate language or content
- 3) Only 1 entry per person is allowed: in case of submission of more than 1 slogan by participants, only the first one will be considered for participation; all other submissions will be disqualified
- 4) All required contact details must be provided. Incomplete contact details lead to disqualification
- 5) Any entries before 1 May 00:01 and after 31 May 23:59 CET will be disqualified
- 6) The slogan entries must be submitted in English



1. Contact and information

For any contact and/or further information about this contest, please contact the INTERACT Programme: interact@ecday.eu