

Clean Development Mechanism



UNFCCC/CDM International Photo Contest 2008

The secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) is pleased to announce the launch of a photo contest to raise awareness about the Kyoto Protocol's Clean Development Mechanism (CDM).

There are now more than 1,180 CDM projects in 49 developing countries, contributing to sustainable development while reducing greenhouse gas emissions through green investment.

Project participants with registered CDM projects are encouraged to submit digital photos of their projects that reflect the theme "CDM Changing Lives". The contest is open to any photographer, professional and amateur (see Call for Entries).

Whether it's a photo highlighting the employment opportunities created by CDM, the greening of industry, or simply the lighting of a community or a kitchen table, the judging panel wants to see your vision of this remarkable, innovative mechanism.

The winning works will be displayed at the United Nations Climate Change Conference in Poznan, Poland, in December 2008. They will also feature prominently in important print and promotional material and on the UNFCCC website. All submitted works might play a part in communication efforts in support of the international response to climate change.

This is a great way to help the world learn the value of CDM projects. It is also a great way for photographers to gain global exposure and recognition.

Call for Entries

UNFCCC/CDM "Changing Lives" International Photo Contest closes on **midnight (GMT), Thursday, 20 November 2008**. We invite you to grab your camera and tripod, put on your thinking cap and create a photographic image that tells your story of the Clean Development Mechanism. Entry is free. Take your best shot!

The contest is open to any photographer, professional and amateur. The photograph must be of, or associated with, the functioning of a registered CDM project. The entry must be uploaded by the project participant, or his or her agent, on behalf of the photographer (see How to Enter).

Submission Deadline: 20 November 2008, Midnight GMT

Each submitted image will be judged on originality, technical excellence, composition, overall impact, artistic merit and the persuasiveness of the story it tells of the CDM on the theme "Changing Lives".

Responsibility of Photographer

All entries must be original photographs. By submitting the photograph for consideration, the *photographer* attests that the submitted image has not been previously published.

Photographers are responsible for ensuring that their submissions are in compliance with the legal and copyright laws of their country.

How to Enter

The UNFCCC secretariat will begin accepting entries on **1 November 2008** through an upload facility accessed from the [CDM Photo Contest page](#) on the CDM website. The secretariat will NOT accept photographs submitted through the postal service.

Each *photographer* should submit no more than three (3) photographs. Each registered CDM project can submit photos on behalf of no more than three *photographers*.

See also Technical Specification section for more information.

What to Enter

Bearing in mind the contest theme, "CDM Changing Lives", the panel of judges will be looking for striking digital images that highlight CDM projects or their related benefits. The panel will be especially interested in images that showcase the wide range of human endeavor encompassed by the CDM.

CDM projects fit into 15 broad categories. Check the CDM interactive map to find a registered project near you <<http://cdm.unfccc.int/Projects/MapApp/index.html>>; or, search for a registered project using the CDM website's project search facility <<http://cdm.unfccc.int/Projects/projsearch.html>>.

CDM project types:

- Afforestation and reforestation
- Agriculture
- Chemical industries
- Construction
- Energy demand
- Energy distribution
- Energy industries
- Fugitive emissions from fuels (solid, oil and gas)
- Fugitive emissions from production and consumption of halocarbons and sulphur hexafluoride
- Manufacturing industries
- Metal production
- Mining/mineral production
- Solvent use
- Transport
- Waste handling and disposal

Technical Specifications

Submissions must be in JPEG (.jpg or .jpeg) digital format, at least 2,500 pixels wide (horizontal image) or at least 2,500 pixels tall (vertical image), saved at 300 pixels/inch resolution. High-quality scans of non-digital photographs are acceptable.

Digital files can be saved as 8 bit RGB with the JPEG image compression option set at quality level 8 (80%) or higher.

Digital photographs should be shot at the highest resolution possible. However, to account for bandwidth/network constraints, each submitted image should be **not** more than 10 MBs in size.

Note that the top 50 finalists may be asked to re-submit a higher resolution file or an 8 x 10 professional photographic print for further promotional purposes (the latter would be at the expense of the UNFCCC/CDM).

Rights of the Photographer

Photographers retain the rights to their images, but grant to the UNFCCC the right to use the submitted images as described in the Conditions and Rules of Contest (below).

Judging Criteria

Photographic images will be judged on originality, technical excellence, composition, overall impact, artistic merit and their persuasiveness in telling the story of the CDM on the theme "Changing Lives".

Submitted images will undergo an initial screening by the contest organizers. The top 200 images will be scored by a panel of five judges, and the judges' scores will be averaged to produce a final score. In the event of a tie for highest score, the entry with the higher artistic merit (Wow Factor) score will be deemed the winner.

The judges will be drawn from the fields of industry, civil society and the photographic arts. The names of the judges will be posted after the closing of the contest. The panel's decisions will be final and no correspondence will be accepted.

Notifications

Photographers will be notified by email that their submissions have been received.

Winning *photographers* will be notified by email before 1 December 2008 and a list of winners will be published on the UNFCCC/CDM Photo Contest web page.

Conditions and Rules of Contest

By entering this contest, the *photographer* indicates that he/she has read the rules and conditions of the contest and accepts the terms listed below.

1. By submitting your photographic image you assure UNFCCC/CDM that you shot the photo, that you are the rightful owner of the photo, and that you have obtained any necessary third-party releases. The contest organizers reserve the right to request your copy of any personal release, location release or artist release.
2. *Photographers* will be credited wherever their photographic image is used.
3. *Photographers* grant UNFCCC/CDM a royalty-free, world-wide, perpetual, non-exclusive license to display, distribute, reproduce, and create derivative works of their submitted images, in whole or in part, in any media now existing or subsequently developed, for UNFCCC/CDM non-profit public information purposes. UNFCCC/CDM will not be required to pay any additional consideration or seek any additional approval in connection with such use.
4. UNFCCC/CDM reserves the right to contact the *photographer* to confirm information in the Entry Form (part of the upload facility accessible starting 1 Nov. 2008 through CDM website) or for any other purpose considered necessary.
5. UNFCCC/CDM reserves the right to disqualify *photographers* who are unable to validate the Entry Form information submitted.
6. UNFCCC/CDM reserves the right to cancel or modify these rules at its discretion. Decisions of UNFCCC/CDM will be final.
7. *Photographers* whose contact information has changed during the course of the contest should notify the Contest Focal Point.

Contact

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Contest Focal Point
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