



Guidelines and Mechanics

#WaterYouDoing Youth Photo Competition

Concept

The Asia and the Pacific region continues to develop at a tremendous rate, with high economic growth, rapid urbanization, technological advancement, and associated social transformation. Water is fundamental to sustaining Asia's progress and inclusive prosperity, and yet the region is facing serious challenges with regards to the sustainable management and efficient and reliable delivery of its water services. The intensity and frequency of water-related disasters due to climate change, such as floods and droughts, also put the region at heightened risk.

Water, like many of the world's precious resources, is threatened by misuse, overuse, and pollution. The Asian Water Development Outlook 2016 notes that 29 out of 49 countries in the region remain water insecure. Recent estimates indicate that due to increasing populations and competing uses for water up to 3.4 billion people could be living in water-stressed areas of Asia by 2050.

The Asia Water Forum (AWF) 2018 provides a venue for water practitioners and decision makers to increase their awareness and knowledge of issues and solutions, and to identify strategies that can be adopted and scaled up with innovation and technology. One of the key stakeholder groups that ADB values and continues to engage with is the youth. Young people have the potential to be effective agents of change and it is important to guide them as they transition from youth to full partner. Stakeholder participation is at the core of effective water and sanitation management; therefore investing in an enabling environment for youth as key stakeholders in the water sector is a prerequisite to successful engagement and will ensure the achievement of SDG 6, water and sanitation for all.

As part of AWF 2018, we encourage youth from ADB member countries to take and submit photos that demonstrate how their generation can contribute to improving the water sector. To the youth of Asia and the Pacific, tell us #wateryoudoing. How can you help address issues in water supply, sanitation, and the like? If you can channel your idealism and capture your creative ideas in a photo, what would it show? How does water affect you and your community, and what is the change you'd like to make?

Rules and Guidelines

The theme of the youth photo contest centers on bringing out the youth's unique contribution to the development of the region's water sector, specifically in the following major activities of ADB's water operations: **(i) supplying water, (ii) sanitation and water quality, (iii) water for food, (iv) water for energy, and (v) water resources management.**

- Photos taken can be of people, places, specific projects, or innovation that share a specific message on youth's value addition to any of the 5 activities highlighted above.
- Individuals who submit photos must be between **18 and 32 years of age** and come from ADB's member countries (<https://www.adb.org/about/members>). No group entries.
- Images must be original and taken personally by the participant. No previously published photos, please.
- Photos submitted should be in high resolution, preferably a minimum of 3.5 MB.
- Add a caption, in English, of no more than 150 words to explain the photo. Indicate which of the 5 water activities it pertains to.
- Contestants can submit as many photos as they like.
- Only nonprofessional photographers can compete. (We define nonprofessional photographers as those who do not make a living off of their photography skills.) ADB staff, consultants, contractors, dependents and their immediate family (spouse, child, mother, father, brother or sister) are not eligible to join.
- No entries using advertising or offensive images, or that violate any laws are allowed. ADB will disqualify from the competition any photos it deems inappropriate.
- By joining the competition, participants signify that they are willing to make the necessary travel arrangements in time for AWF 2018, should their photo win. Winners are not allowed to send representatives on their behalf.
- By submitting an entry, the participant agrees to all of the competition rules and mechanics.

Where do I submit my photos?

- Please email your photo entries to: water@adb.org
- Kindly use this email subject line: Asia Water Forum 2018 Youth Photo Competition (entry for [insert water activity]).

When is the deadline for entering the contest?

- The deadline for submitting your photo(s) is on **31 August 2018 (23:59hrs +8GMT)**.

What are the prizes?

- There will be a total of six (6) winners: one for each major water activity (e.g., Best Photo for Supplying Water, Best Photo for Water for Food, etc.), and one for People's Choice Award through most likes and reactions in Facebook or Instagram (see mechanics below).
- The 6 winners will each receive an all-expenses paid trip (transportation, accommodation, and daily allowance) to Manila, Philippines to attend the Asia Water Forum 2018 at ADB headquarters. The winners will be among more than 300 forum participants that include

government leaders, ADB management and project officers, international development partners, private sector representatives, and other stakeholders.

- The prizes are fully funded by the Asian Development Bank. The prize is not convertible to cash.

How to qualify for the Best Photo Awards?

All photos submitted and emailed in time will be screened by members of the Asia Water Forum 2018 Secretariat and judged by selected experts from ADB's Water Sector Group, a representative from ADB's Department of Communications, and a youth photographer from ADB's Youth for Asia development network.

Photos will be evaluated based on the following criteria:

- Uniqueness to demonstrate youth's unique contribution or value addition
- Clarity of image, as well as creativity and originality
- Ability to communicate an impactful message under the following topics: supplying water, sanitation and water quality, water for food, water for energy, and water resources management

Winners will be announced on 10 September 2018, and will be notified via email.

The judges and/or the AWF 2018 Secretariat may choose not to award any prize if the entries do not meet the standards of the competition. Decision of the judges is considered final and cannot be appealed.

How to qualify for the People's Choice Award?

To give participants more chances at winning and in recognition that the youth are a social media-savvy stakeholder group, photos can also be submitted through Facebook or Instagram:

For Facebook

- First, like the Water for All Facebook page: <https://www.facebook.com/ADBWater4All/>
- Second, post your photo and caption on your own Facebook account, tag the Water for All Facebook page (make sure it's the one that comes with the official ADB logo), use the contest hashtag (#WaterYouDoing), and set the post to public (so we can see it and more people can read your message on water).
- Third, be sure to promote your post to your family and friends to gain as many likes, reactions, comments, and shares.

For Instagram

- Set your account to public.
- Post your photo with a caption explaining the photo, and use the hashtag: #WaterYouDoing.
- Tag the ADB HQ account: https://www.instagram.com/adb_hq
- Have your family and friends like and comment on your post.

Most Facebook or Instagram likes, reactions, comments, and/or shares by the end of 31 August 2018 (23:59hrs +8GMT) will win the People's Choice Award.

Photos posted on either Facebook or Instagram should also reflect any of the 5 water activities and follow the criteria specified above. The winner of this award will also be notified on 10 September via email, and we will be asking for a high-resolution copy of the submitted photo, so kindly keep one.

What about copyright?

Photos will be displayed in ADB HQ during the Asia Water Forum and on ADB's communication platforms. ADB reserves the right to edit and publish any of the submitted photos on its websites or other materials for nonprofit use alongside the ADB logo, whether for the forum or for future purposes. Entrants will retain their intellectual property rights to their photos.

Other guidelines and limitations

- Photo entry must be the entrant's original work and must not infringe on the intellectual property or other rights of any other third party, regardless of country of residence. It is the entrant's responsibility to clear all aspects of copyright prior to submission. ADB reserves the right to disqualify from the competition any entry that infringes on the copyright or other intellectual property rights of third parties and will not be responsible or in any way be liable for any violations of copyright or any other unauthorized use of photos.
- Entries containing rude, unlawful, discriminatory, sexually explicit, or libelous material or material that violates any applicable law in the country where it was shot and edited will not be accepted.
- Entries must not contain any third party advertising, slogan, logo, or trademark or otherwise indicate a sponsorship or endorsement by a third party or commercial entity.
- By entering the competition, entrants give ADB the right to use the winning entries without restriction, in whole or part, for not-for-profit means, without any fee. Entrants agree that a condition of entry into the competition entails sharing of usage rights, including but not limited to the display, distribution, publishing, transmission, copy, reproduction, or production of derivative works during the duration of the competition.
- Entrants do not waive their intellectual property rights by entering the competition and will therefore retain the right to be identified as the author/creator of their entries.
- ADB reserves the right to publish all entries, in whole or part, on the ADB website or other relevant websites, and for non-profit use by the ADB and its not-for-profit partners during and after the competition, including edited versions of the originals.
- ADB will not be liable in case aspects of the competition or the competition itself is changed or cancelled.
- ADB will not accept any responsibility for any damage, loss, injury, or disappointment suffered by any entrant to the competition or as a result of accepting or not receiving any prize.

For further inquiries, please email Ms. Shruti Mehta at shrutimehta.consultant@adb.org