



# VeriFish

The sustainability indicator framework to communicate responsible aquafood production and consumption patterns

## VeriFish Photo Challenge- Terms and Conditions

### 1. General Information

The VeriFish Photo Challenge is organized as part of the VeriFish project to promote awareness of sustainable seafood through visual storytelling. By participating, entrants agree to comply with these rules and guidelines.

*"By participating in the VeriFish Photo Challenge, you agree that your personal data (name, email, submitted photo) will be collected, stored, and used for competition purposes. Your data will not be shared with third parties, and you will have the option to delete your account and submissions at any time. Your participation also grants us the right to contact you about future VeriFish challenges or initiatives."*

### 2. Eligibility

The challenge is open to all European citizens interested in sustainable fisheries and aquaculture and the promotion of seafood products.

**"Participants must be at least 18 years old. No exceptions will be made."**

Employees, contractors, or immediate family members of VeriFish project partners are not eligible to win but may participate for engagement purposes.

The challenge is free to enter, and no purchase is necessary to participate.

### 3. Submissions Guidelines

Each participant may submit up to three (3) entries, each with a unique caption and one (1) maximum for each of the categories of the challenge.

Submissions must be uploaded via the official submission page ([https://verifish.info/verifish-photo-challenge/#Submit\\_your\\_Photo](https://verifish.info/verifish-photo-challenge/#Submit_your_Photo)).

Photos must align with one of the three categories:

Environmental sustainability (e.g. responsive fishing, marine conservation)

Nutrition and Health (e.g. seafood benefits, seafood in healthy diets)

Socio-Economic Impact (e.g. fishing communities, traditional seafood practices).

Images generated with Artificial Intelligence (AI), including those produced using generative AI tools such as DALL-E, MidJourney, or Photoshop AI, are strictly prohibited. Only authentic, original photography is allowed.

Photos must be at least 1080 x 1080 pixels and no larger than 5MB. Accepted formats: JPEG, PNG.

**Photos must not contain identifiable persons, including children. Only images of landscapes, seafood, marine environments, and fisheries-related elements will be accepted.**

**IMPORTANT: Photos with children or recognizable individuals will be automatically disqualified.**

## 4. Photo Requirements

**Format:** JPEG or PNG.

**Resolution:** Minimum 1080x1080 pixels (higher resolution preferred).

**File Size:** Maximum 10 MB.

**Caption:** Each photo must be accompanied by a 50-150 word caption describing its relevance to the chosen category.

Photos must be original and taken by participants. No stock photos or AI images will be accepted.

**Editing and Manipulation:**

- Allowed: Basic adjustments (cropping, brightness/contrast correction, minor color grading)
- Not allowed: Adding or removing objects, compositing multiple images, excessive digital alteration.

**Copyright Compliance:** Entries must be original. Stock photos, AI generated images, or third-party copyrighted material will be disqualified.

## 5. Ethical Guidelines

No images of children or vulnerable adults will be admissible. No recognisable adults will be only admitted on the pictures.

Photos should respect marine life and the environment - no staged disturbances or harm to animals will be tolerated.

Entries must not depict illegal, unethical, or unsafe activities related to seafood production or consumption.

Misrepresentation: Entries must truthfully depict sustainable seafood practices; misleading or staged representations will be disqualified.

## 6. Judging Criteria

Submissions will be reviewed by an expert panel based on the following criteria:

- **Creativity and Visual Impact (30%):** Is the photo compelling and aesthetically powerful?
- **Relevance to the theme (30%):** Does it clearly relate to one of the three categories?
- **Storytelling (25%):** Does the caption effectively communicate a meaningful message?
- **Technical quality (15%):** Is the photo well-composed, clear, and properly exposed?

## 7. Prizes and Recognition:

**Winning photos will be:**

- Featured at the VeriFish Conference (April 2026) to which authors will be invited to attend. *(The project will cover the cost for EU and other European countries participants).*
- Published in Eurofish Magazine *(One of European top Fisheries and Aquaculture Magazines)*
- Showcased on VeriFish social media and website.

**Runner up pictures will be:**

- Showcased on VeriFish social media and website.

## 8. Important dates

- Challenge opens: 25 February 2025
- Submission Deadline: 31 May 2025 (after this date submission process will be closed)
- Winners Announced: 23 June 2025

## 9. Disqualification Criteria

**Entries will be disqualified if they:**

- Contain AI-generated elements or digital manipulations beyond basic editing.
- Feature minors or any recognisable adult.
- Violate copyright laws (Are plagiarized, stolen, or do not belong to the participant.)
- Do not align with one of the competition themes.
- Fail to meet ethical photography guidelines.
- Include offensive, discriminatory, or inappropriate content.
- Misrepresent sustainability practices or promote harmful environmental activities.

## **10. Copyright and usage rights:**

Participants retain full ownership of their submitted photos.

By submitting, participants grant VeriFish project and Eurofish International Organisation a nonexclusive, royalty-free licence to use, display, and share the images for non-commercial educational and promotional purposes, including:

- Publications
- Social media and Website content
- Educational materials
- Exhibitions & sustainability campaigns

Commercial use will require separate written consent from the photographer.

Proper credit will always be given to the photographer.

Participants may not withdraw their submission after the challenge has ended.

## **11. Privacy and Data protection (GDPR Compliance)**

All personal data collected during the challenge will be handled in accordance with GDPR (Regulation (EU) 2016/679).

Personal data (e.g., name, email) will only be used for competition administration and will not be shared with third parties without consent.

## 12. Dispute Resolution & Liability

If a dispute arises regarding eligibility, originality, or compliance, the decision of the VeriFish organizing committee is final.

Participants are solely responsible for ensuring that their submissions do not infringe any third-party copyrights. VeriFish and Eurofish assume no liability for claims arising from unauthorized use of copyrighted material.

## 13. Compliance with EU Laws

This challenge operates under and complies with the following **European Union regulations**:

- **General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679)** – Protects personal data and privacy of participants.
- **EU Copyright Directive (Directive (EU) 2019/790)** – Ensures fair copyright protection for photographers.
- **Audiovisual Media Services Directive (Directive 2018/1808/EU)** – Regulates the protection of minors and vulnerable individuals in media content.
- **EU Unfair Commercial Practices Directive (Directive 2005/29/EC)** – Prevents misleading environmental claims in sustainability campaigns.
- **EU Charter of Fundamental Rights (Articles 7 & 8)** – Establishes fundamental privacy and data protection rights.

## 14. Contact information

For questions, reach out to us at [info@verifish.info](mailto:info@verifish.info) or send a message via our social media channels (you can find more information to contact us at the Project website: <https://verifish.info/>).

**Final Compliance Summary**

- ✓ **No AI-generated images**
- ✓ **No photos of minors or recognisable adults**
- ✓ **Clear copyright & usage terms**
- ✓ **GDPR-compliant data handling**
- ✓ **Defined ethical photography standards**
- ✓ **Expanded disqualification criteria**