



Video Contest

“My school, more sustainable”

BASES OF THE CALL

2024/25 Edition

The Fundación Laboral del Cemento y el Medio Ambiente (hereinafter CEMA Foundation), with CIF G28515039 and with registered office in Madrid, José Abascal, 53 1º, announces the Video Contest "My school, more sustainable" (hereinafter, the Contest) with the aim of promoting and disseminating sustainable initiatives and habits in the educational community and families of primary education students. that allow them to contribute to the fight against climate change.

The purpose of these terms and conditions (hereinafter, the Terms and Conditions) is to regulate participation in the aforementioned competition, the call for tenders and the awarding of prizes.

EMADE-Consultoría, educación, promoción y desarrollo, S.L.U. (hereinafter, EMADÉ), with registered office at C/ Italia, nº 113, CP 45005 Toledo and holder of CIF B-83369629, is the entity responsible for the management of the Tender.

Contest

The Contest organized by CEMA Foundation consists of the realization and sending of a video of 3 minutes of maximum duration (hereinafter the Creations) by the participants to the email address **aprende@emadesl.com**.

The Creations must be related to the theme of sustainable initiatives and habits that can be carried out both in schools and in homes, which allow them to contribute to the fight against climate change.

The content must be original: the voices, music and any sound element used must be free of rights or original, and the organising entity may broadcast and publish them on the channels it deems appropriate without this causing any damage. It will be the responsibility of the participants to comply with this point and to deal with future claims that may occur.

Subsequently, these Creations will be evaluated by a jury to determine the winner, provided that they comply with the provisions of these Rules.

Duration of the contest

The Contest is valid for all Creations registered and sent until 00:00 hours (GMT +1) on 30/05/2025. Creations submitted outside of this time frame will not be accepted into the Contest.

Description of the participants

The Contest is aimed at primary school classrooms in educational centers, which have received during the 2024/25 academic year the workshop framed in the Environmental Education Campaign *Schools more Sustainable* of the CEMA Foundation.

Participation in the Competition of classrooms or educational centres that do not meet the requirements indicated above, or in the rest of these rules, will not be considered valid.

Acceptance of the Terms and Conditions

Participation in this Competition implies the full acceptance of these Terms and Conditions and the express submission to the interpretative decisions made by the organization. CEMA Foundation reserves the right to disqualify participants who fail to comply with them and, especially, any participation that goes against these Rules.

By accepting these Rules, participants declare that they understand their terms and conditions and undertake to comply with the current regulations that may be applicable in this regard, so that by the simple fact of participating in the Contest they are giving their consent to submit to the Terms and Conditions and the law in a total and irrevocable manner.

The participant's statement to the contrary, regardless of when it is made, will imply their immediate self-exclusion from the Contest and the release of Fundación CEMA from any commitment made to the participant.

These Terms and Conditions are available to anyone who wishes to consult them through the <https://educambiental.fundacioncema.org/> Platform. If you have any questions about it, schools can contact the organization through

- Telephone: 91 157 4457
- Email address: carlaemade@gmail.com

Fundación CEMA reserves the right to make modifications to the conditions of this Contest or add successive annexes on its mechanics and prizes, provided that they are justified or do not harm the participants and are duly communicated to them, giving them the same degree of publicity as these ones. If it is necessary to postpone or cancel the Contest, it will be stated in these rules, so we invite you to consult them after your participation

Terms of Participation

Each participating classroom can submit a maximum of three creations to the contest.

The teacher who wishes to register their classroom for the participation of their students in the Contest must send the Creation to aprende@emadesl.com , within the deadlines indicated in these Rules, indicating the following information:

- Educational center and participating classroom.
- Name of the teacher submitting the creation.
- Contact Phone and Email address.
- Have the required documentation on the image rights of the participants in the Creation presented

The Creations will be uploaded, after validation, to the CEMA Foundation's YouTube channel, after the deadline for receipt of Creations.

This Competition is free of charge.

Selection of the winning Creation

The jury will be composed of staff and trustees of the CEMA Foundation. At the end of the period of participation in the Contest, the jury will decide the winning Creation, according to creativity, originality and adjustment to the corresponding theme. This decision will be final and will depend solely on the criteria of the jury.

A total of one winning creation will be chosen.

CEMA Foundation reserves the right to declare the competition void in the event that, in the opinion of the jury, none of the Creations has a sufficient level to be awarded a prize.

Fundación CEMA reserves the right to verify, by the procedure it deems appropriate, that the entries in the Contest comply with all the requirements established in these Rules. To this end, they may request at any time the information and documentation necessary to confirm compliance with these Bases. Failure to deliver the information or documentation requested within the period required by the Foundation will lead to immediate expulsion from the Creation Contest and, where appropriate, the loss of the prize, without the need for any notification.

Fundación CEMA reserves the right to disqualify or, where appropriate, not award the Contest prize to Creations that come from participations that try, or come to, defraud, alter or disable the proper functioning and the normal and regulatory course of the Contest.

By participating in the Competition, Fundación CEMA is authorised to use the Creations made, in order to allow their exploitation by any means, for everyone and for the time necessary for the purpose of the processing.

Requirements to participate

- The classroom must have participated in the workshop of the Environmental Education Campaign "Schools more Sustainable" of the CEMA Foundation during the 2024/25 academic year.
- Comply with the requirements specified in the "Terms of Participation" section of these Terms and Conditions.
- Not to use participation in this Contest to: (i) disseminate political or religious ideas, (ii) promote libel and/or slander against third parties, (iii) use violent, obscene and offensive language, (iv) publish content different from the theme of the contest

Winner communication

The announcement of the winner of the Competition will take place from 15 June 2025.

The winner will be notified by email and telephone, addressed to the educational center of the participating classroom, by the company EMADE.

Prize

The prize will be awarded to the educational center to which the classroom of the winning creation belongs. The prize will consist of €2,000.

In no case may the prizes be exchanged for money or other benefit at the request of any of the winners. CEMA Foundation reserves the right to substitute, if necessary, the prize with another of similar characteristics.

Image transfer

All persons who appear in the Creations must sign a consent form for the transfer of image to the authors. This document must be signed and must be available if required by the CEMA Foundation. Failure to provide this documentation will result in automatic exclusion from the competition process.

When a creation is submitted to the competition, the teacher who submits it will be responsible for having the required documentation on the image rights of the participants in the Creation presented, since it will be hosted on Youtube.

All participants in the competition exclusively transfer to the CEMA Foundation the rights of exploitation, in particular, those of fixation, reproduction, distribution, public communication, of their image fixed in the Creations submitted to the competition. The participants transfer the above rights in the following modes of exploitation: Reproduction of their interventions and performances in any known format, public communication, in any television media, on the Internet and through social networks, and any other communication technology through mobile or fixed broadband, record or print. These transfers are made free of charge from the date from which they have participated in the competition and refer to all uses referring to the image and voice of the attendee, without spatial or temporal limit, in accordance with the provisions of Law 1/1982, of 5 May. on civil protection of the right to honour, personal and family privacy and one's own image, using known technical means and for any application in any type of support, specifically in the digital field and social networks.

By virtue of the above assignments, the CEMA Foundation will be the owner of all intellectual property and image rights that may correspond to the participants over the interventions and interpretations included in the Creations submitted to the competition.

Responsibilities

CEMA Foundation reserves the right to cancel any participation or any participant, if it suspects incorrect manipulation of the data or the Contest.

Fundación CEMA reserves the right to reject or exclude from participation in the Contest any participant who does not meet the requirements described in these Terms and Conditions of Participation or contravenes the rules or purpose of the Contest.

CEMA Foundation is not responsible for possible data loss due to email problems and/or Internet malfunction.

Data protection

The Participant is informed and consents to the processing of the data provided and those that may be provided to Fundación CEMA and those obtained by recording images, or as a result of browsing the Internet web pages, wireless networks or other means, on the occasion of their participation in the "My School, more sustainable", even after the relationship has ended.

The Participant guarantees the accuracy and veracity of the personal data provided, undertaking to keep them duly updated and to notify Fundación CEMA of any variation that may occur in them.

BASIC INFORMATION ON DATA PROTECTION

Responsible: CEMA – CEMENT AND ENVIRONMENT LABOR FOUNDATION

Purposes: Activity Management.

Legitimation: Activity Execution and Consent.

For more information on the processing of your data, please consult our "Privacy Policy" in <https://www.fundacioncema.org/politica-de-privacidad/>

In any case, the consent for the processing of your data for this purpose is revocable, and you may withdraw the consent given at any time or exercise any of the aforementioned rights in the manner indicated in the additional data protection information.

Nullity

If any provision of these Terms and Conditions is declared, in whole or in part, null or ineffective, such nullity or ineffectiveness will only affect that provision or part thereof that is null or ineffective, the rest of the Terms and Conditions remaining in force in all other respects and such provision or the part thereof that is affected will be considered as not being placed. unless, as it is essential to these Bases, it should affect them in their entirety

Jurisdiction and Governing Law

These Terms and Conditions will be interpreted and governed in accordance with Spanish law. For any litigious matter arising from the existence, access, use or content of the Rules, the participant and the CEMA Foundation expressly waive any other jurisdiction that may correspond to them, submitting to the exclusive jurisdiction and competence of the Courts and Tribunals of Madrid.

Madrid, September 20, 2024