

## Competition rules VII Humus Film Fest

### 1. PURPOSE

Urban kitchen gardens have become one of the most creative and innovative inner-city experiences, veritable laboratories where ordinary people discover their full potential for creativity and activism, and they're here to stay. The seventh Humus Film Fest wants to showcase a wide variety of audiovisual perspectives and approaches to urban agriculture, whether amateur or professional. Four and half minutes to tell a story that connects these two ecosystems.

### 2. ORGANISER

The competition is organised by Gestión de Centros Culturales, S.A. (hereafter GECESA), which manages La Casa Encendida and is part of the Fundación Montemadrid Group. Further information on the organiser can be found on its website:

<https://www.lacasaencendida.es/en/legal-notice-and-website-termsand-conditions-use>

#### Curator

The Humus Revolution Festival will be curated by Alberto Peralta, founding member of Rehdmad (Madrid Network of Urban Community Gardens), which in 2012 was included in the UN-Habitat database of best practices in European cities. He is also a member of the Ciudad Huerto collective, an instructive itinerary about all the lessons that can be learned in community gardens.

### 3. PARTICIPATION REQUIREMENTS

This competition is open to individuals of legal age and corporate entities of any nationality or place of residence, for all categories except the Food Wave category, for which the age requirement for participation is to be between 15 and 35 years old.

If the nature of the competition allows a single candidacy to be submitted by a group of people, each person must meet the requirements set out in these contest rules, and they will need to appoint a representative who will liaise with the organisers and specify, with the written consent of all participants, how the prize is to be divided among the group members.

### 4. INELIGIBILITY AND EXCLUSIONS

If there is evidence that any participant does not meet the requirements set out in these contest rules, or that the information supplied is invalid, their candidacy will be considered null and void and they will immediately be excluded from the competition, losing the chance to obtain any of the prizes offered.

The organising entities reserve the right, with just cause and subject to prior legal notification, to amend, cancel or modify the competition.

### 5. COMPETITION MECHANICS

The contest consists in the submission of short films that have to do with the relationship between the garden and the city (agroecology, food sovereignty, composting, new models of governance, local trade, buying groups, town-country rapport, etc.).

The competition has 5 categories:

- Fantasy
- Art Film
- Comedy
- Documentary: "Tribute to Javier Garrido"
- Food Wave

To participate in the seventh shorts festival, you must send the following via [WeTransfer](mailto:medioambientelce@montemadrid.es) to [medioambientelce@montemadrid.es](mailto:medioambientelce@montemadrid.es):

- Registration form in PDF
- Still from the short: jpg file (400 Kb max.) with a 1000 x 570 pixel image that does not contain the film title (not the opening frame) or printed subtitles

- Competing shorts (200 Gb max.)

The festival jury will select 5 finalists in each category. The 20 selected shorts will be screened at an awards ceremony open to the public.

## 6. DATES

Shorts may be submitted between 7 March and 15 October 2022. Submissions sent before or after this period will not be accepted. The jury's decision will be announced at the awards ceremony for the Humus Film Festival finalists.

## 7. EXPENSES

The organiser will cover the following expenses:

- Presentation of the selected shorts at an awards ceremony organised by La Casa Encendida of Fundación Montemadrid.

The organiser will not cover the following expenses, which are the participants' responsibility:

- Travel and accommodation to attend the ceremony
- Production costs of the shorts

## 8. PRIZES

Up to five winning shorts will be selected, four by the jury and one by the audience at the awards ceremony.

This competition does not offer any cash prizes. Finalists and winners will receive a material, non-cash gift related to the theme of the festival.

If standards of quality are not met, the jury may declare some or all of the prizes void.

Once a prize has been handed over, it cannot be returned, changed, altered or reimbursed at the participant's request. A prize may not be exchanged for any other product or money.

## 9. PROJECT REQUIREMENTS

The shorts submitted to the competition must be about the relationship between the garden and the city (agroecology, food sovereignty, composting, new models of governance, local trade, buying groups, towncountry rapport, etc.). Shorts submitted to other festivals may be sent as long as they meet the thematic and length requirements set out in these rules and were produced in the last two years (2020 or later).

The shorts must be no more than four and a half minutes long (4' 30"), including final credits, and can be shorter if the author wishes. Footage can be recorded on any device: mobile phone, tablet, photographic or video camera, etc. Files must be submitted in MP4 or MOV format.

In addition to the video file, applicants must submit a still from the short film (1000 x 570 pixels, 400 Kb maximum) in JPG format that does not contain the film title (not the opening still) or printed subtitles.

Videos submitted in a language other than Spanish must include Spanish subtitles.

## 10. JURY

The festival jury members will be as follows:

- Elisa Hernández de Pablo, Head of the Environment Department of La Casa Encendida
- Carolina Belén Martínez, Environment Department of La Casa Encendida
- Pedro Rubio, Coordinator of the Environment Department of Fundación Montemadrid

- Mauricio Freyre, professor at IED Madrid with a BFA from the Gerrit Rietveld Academie, Amsterdam
- Sara Casado, cultural manager and member of Rehdmad (Madrid Network of Urban Community Gardens)

The jury's decision will be final. Winning artists will be notified of the jury's decision by email, and their names will be publicly announced at the awards ceremony for the Humus Film Festival finalists.

#### 11. REQUEST FOR WORKS

The jury may ask to see the works submitted to the competition in person or request additional information about the projects. The jury may require authors to present their works to aid in their decision-making process.

#### 12. INELIGIBLE PROJECTS

Works may not be submitted if:

1. Any of their rights have been assigned to or retained by third parties
2. They have not been registered with the Intellectual Property Register (Patent Office). The authors are responsible for the potential consequences of failing to do so from the moment a work is submitted to the competition
3. They infringe third-party rights to privacy or personal data protection
4. They constitute a violation of applicable legislation

#### 13. INTELLECTUAL PROPERTY AND IMAGE RIGHTS

As participation in this competition entails reception to or use by the organiser of audiovisual works or content sent or linked by the candidate, participants are responsible for ensuring that they have the right to do so. In this respect, participants undertake to hold GECESA harmless from any third-party claims regarding the infringement of their copyrights or industrial property or image rights.

By accepting these rules, participants freely assign all necessary rights of the sent audiovisual work, to the organiser for the following purposes:

- To evaluate their submission and potentially select it as a winning project
- To use and publicly convey their submission to promote the competition
- To use and publicly convey their submission to announce them as participants and/or winners
- To use their submission for archival purposes, maintaining a historical record of the organiser's activities
- To allow that the work, or fragments of it, can be disseminated, accessed and used by the organizer and the public, or users in general, through their own platforms, social networks and communication channels, or from third parties. By way of example, among the platforms, social networks and communication channels mentioned, are:
  - The [website of La Casa Encendida de Fundación Montemadrid](#).
  - YouTube channel of [La Casa Encendida](#), [Fundación Montemadrid](#) and [Área de Educación Ambiental del Ayuntamiento de Madrid](#).
  - The [Twitter](#), [Facebook](#) and [Instagram](#) account of La Casa Encendida.
  - The [Twitter](#), [Facebook](#) and [Instagram](#) account of Fundación Montemadrid.
  - The [Vimeo account of La Casa Encendida](#).

All of the foregoing includes the free assignment and royalty-free, non-exclusive, transferable and with the right to be assigned or sublicensed, of the necessary reproduction and transformation rights for preparing auxiliary promotional material, translating it into other languages and technically

adapting it to the characteristics of the events, venues or platforms where it is publicly exhibited, displayed or communicated.

The authorisations granted here will remain in effect for the time permitted by law, depending on the nature of the work, until it enters the public domain, and will have a worldwide scope, covering all communication media and platforms used by the organisers, even if the owners are third parties.

For more information, we recommend that the participant consult the sections related to the management of copyright of the aforementioned platforms, channels and social networks. In any case, you can address any questions or requests related to the rights of the work sent to [derechosgecesa@montemadrid.es](mailto:derechosgecesa@montemadrid.es).

#### Assignment of personal image rights

Candidates consent to the use of personal images they provide or authorise, to be associated with their participation in the competition.

#### Use of trademarks or other distinctive signs

If candidates use trademarks or other distinctive signs to identify themselves or their works, they authorise the organisers to use said signs in the same terms as those indicated for their recognition as holder of the rights and the assignment of personal image rights, as and when applicable.

### **14. PROTECTION OF PERSONAL DATA**

The personal data of participants will be processed by GECESA in its capacity as data controller, in compliance with the applicable laws on personal data protection. Details of the controller can be found on the following website: <https://www.lacasaencendida.es/aviso-legal-terminos-condiciones-uso-web>.

Said data will be used to manage the candidates' participation in the contest, notify the winners of their prizes, and publish the competition winners.

The legal basis for processing these data is the contractual agreement entered into upon deciding to participate in the competition, the rules of which are set out herein. These data may be kept after processing for as long as is necessary to comply with all legal obligations. These data will not be disclosed to third parties, and if disclosure is necessary and the legal basis is not legal or contractual obligation, consent will be obtained in advance.

As the rightful owners of their personal data, participants may freely exercise their right to information, to access, correct, delete, transfer or limit use of said data, and to revoke their authorisation by sending an email to the following address: [derechosgecesa@montemadrid.es](mailto:derechosgecesa@montemadrid.es). If these rights are not honoured to their satisfaction, they may file a complaint with the Spanish Data Protection Agency.

#### Third-party rights in works

As submitted works may contain the images, voices or other personal details of third parties, participants must obtain the necessary permission or consent to ensure that use of the work does not infringe the rights or privacy of third parties.

### **15. CONFIDENTIALITY**

The organising entities warrant that all documentation submitted to the contest by participants will be kept confidential, in accordance with the data protection laws mentioned above.

### **16. ACCEPTANCE OF THE RULES & REGULATIONS**

Participating in the competition implies the acceptance of these rules. Participants who only partially accept or refuse to fully accept all these rules will immediately be excluded from the competition, thereby releasing the organising entities from any and all obligations to said participants.

### **17. GOVERNING LAW AND JURISDICTION**

These contest rules are governed by the laws of Spain. Any claim or dispute that may arise regarding the validity, interpretation or enforcement of these rules will be settled by the courts of the city of Madrid, and the parties expressly waive their right to appeal to the courts of any other jurisdiction.

### **18. CONTACT DETAILS**

For further information, please check the FAQs or write to [medioambientelce@montemadrid.es](mailto:medioambientelce@montemadrid.es) , indicating “Humus Film Festival Competition” in the subject line.