OURECHO CHALLENGE UK 2022-2023

Summary Terms & Conditions:

UK, teachers, or mentors (21+) with their students in year 6 to 10 (or equivalent age) only. 12:00 03/11/22 – 23:59 03/03/23. Visit www.OurEchoChallenge.org & download a Parental Consent Form. Supervise teams of 1-3 Students in identifying, investigating, and providing a potential new solution to address a biodiversity issue in their community. Then visit www.OurEchoChallenge.org and complete the entry form with the team’s entry to enter the Competition. All entrants will be judged and 10 Team Finalists will be invited to a second round of judging between 23/05/23 – 24/05/23 and the Finalist Event which will take place at 18:00 BST on 25/05/23, where 3 winners will be selected. The Finalist Event will take place virtually via an online meeting platform. No purchase necessary; however, internet access, valid email address, and a Parental Consent Form for each student are required. Prizes: 1 x £5,000.00 cash grant, 1 x £2,500.00 cash grant, £1,000.00 cash grant Prize to support the biodiversity initiative described in the winning entry. A student can belong to up to 3 teams. Max 1 entry per team. Max 1 Prize per team. Finalists must respond within 3 days in order to proceed to the finals. Visit www.earthecho.org/ourecho-challenge/ourecho-challenge-official-rules-uk for full T&Cs & Prize details. Promoter: EarthEcho International, 2101 L Street NW, Suite 800, Washington, DC 20037 USA

Full Terms & Conditions

1. This Promotion is open to the 10 Finalist Teams who have been selected as per the Phase 1 Terms and Conditions who are teachers or mentors (aged 21 or over) with their students in year 6 to 10 (or equivalent age) who are residents in the United Kingdom, excluding employees of the Promoter, their families (defined as parents, children, siblings, spouse, and life partners), its agents and anyone professionally associated with this Promotion.

2. All applicable Terms and Conditions from Phase 1 of the Promotion apply.

3. Teachers or mentors (“Educators”) must each be an educator who provides direct instruction to students in a formal or informal setting at a public/private/home school, an afterschool club, a community program, a non-profit organization, or other learning environment within the United Kingdom.

4. No purchase necessary; however, internet access, computer and a valid email address are required.

5. Promotion Period: The Finalist Event will take place virtually and is currently anticipated to occur between 23 May 2023 to the 25 May 2023 inclusive.
   a. The Finalist Event will take place virtually via an online meeting platform.
   b. Each Finalist Team will receive a link to access the online meeting platform through which the judging (23/05/23 – 24/05/23) and announcement of winners will take place.
   c. The Winners will be announced at the Finalist Event on 18:00 BST on 25 May 2023 and this will be livestreamed on Facebook.

6. To Enter: The 10 verified Finalist Teams who have been selected in Phase 1 of the Promotion will be required to create a “proof of concept” presentation and a one-minute “vignette” video based on the Team’s entry, to be presented by the Team at the Finalist Event.
a. Each Finalist Team’s members will work together to develop and record a proof-of-concept presentation (ideally no longer than 10 minutes) for judging, which will be submitted to the Promoter in the format (and by the deadline) specified in Promoter’s initial communication with confirmed Finalist Teams.

b. Each Finalist Team will then participate in a virtual Q&A session with the Promoter’s designated judges (the “Q&A Session”).

c. All Finalist Teams’ “vignette” videos will be screened for the public, Participation in the above sessions are mandatory for all Finalist Team members (unless the Team requests and receives approval from Promoter prior to the applicable session, to proceed without one or more Team members). Note also that a Finalist Team’s Educator must be present during the Q&A Session, but must not assist the Student Team Member(s) in answering the judges’ questions. Each Finalist Team’s Q&A session will be separate from those of the other Finalist Teams. Each Finalist Team is responsible for providing its own space, computer equipment, and internet connectivity in order to participate in the Finalist Event. Team members may participate from different physical locations, if desired.

e. The Promoter is not responsible for problems with internet connectivity, computers, or other equipment. The Promoter reserves the right to disqualify a Finalist Team if they do not participate in the Q&A Session and Finalist Event, or if their language or behaviour while participating is not in keeping with the Promoter’s image, all as determined by the Promoter in its sole discretion. The Promoter may use footage from the Finalist Event for publicity.

7. The Prizes: There will be a total of 3 winning teams. Each winning team will win 1 x cash Prize to support the biodiversity initiative described in the winning entry.
   a. First place will win 1 x £5,000.00 cash grant.
   b. Second place will win 1 x £2,500.00 cash grant.
   c. Third place will win 1 x £1,000.00 cash grant.

8. Further Prize Details:
   d. The cash prize will be paid by cheque or direct deposit to the school or organisation associated with the winning entry.
   e. Prior to the issuance of grant funds, the First Prize, Second Prize, and Third Prize winning Teams will be required to submit a budget, plan, and timeline for their use of the project grant funds, which will be subject to review and approval by the Promoter in its sole discretion. Winners will also be required to provide periodic (at least quarterly) status updates to Promoter on their progress, as well as a brief final report on the progress and learnings achieved through use of the project grant funds. The final report must be provided no later than one year after the issuance of grant funds.
   f. If the Promoter reasonably believes in its sole discretion that the potential award of a grant to a particular school/organisation may violate any regulation, rule, or law (or, if any other issue arises in connection with a particular school/organisation that Promoter reasonably believes in its sole discretion would prevent it from awarding a grant to that school/organisation, or if the Promoter reasonably believes in its sole discretion that there is no suitable school/organization associated with a winning entry, then the Promoter reserves the right to either: [a] select an alternate entity to award the grant to, which can fulfill the duties of making the grant funds available for the Team to use to support the biodiversity initiative described in their winning entry; or [b] divide the applicable grant funds equally among the applicable Team members and distribute those funds to the Team members in the form of cheques, where the Team members [and if a minor,
their Parent] must agree in writing to use the expected grant funds to support the biodiversity initiative described in their winning entry.

g. For the avoidance of doubt, the Prize does not include any other costs associated with implementing the biodiversity initiative described in the winning entry that are not explicitly set out in these Terms and Conditions and neither the Promoter nor any provider of any part of the Prize will be responsible for any such costs.

9. **Winner Selection:** Prior to the Finalist Event, each Finalist Team’s proof-of-concept presentation, and the Team’s performance at its Q&A Session (these materials together as a whole, for each Team) will be judged by the Promoter’s designated judges in accordance with the judging criteria below (the “Finalist Judging Criteria”), which will also be provided to the Finalists at the time of Finalist notification. The highest scoring Finalist Team will be deemed the First Prize winner, the second highest scoring Finalist Team will be deemed the Second Prize winner, and the third highest scoring Finalist Team will be deemed the Third Prize winner, all subject to the applicable Participants’ continued compliance with these Official Rules.

a. **Inspiration:** 20% (i.e., how well the team: (a) communicates a proposed solution to preserve, protect, or repair biodiversity which connects with a local issue in their community; (b) provides rationale for threat/issue selection grounded in personal experience or relationship to stakeholders; and (c) proposes a unique and/or creative solution)

b. **Scientific Rigor:** 30% (i.e., how well the team: (a) shows how they used evidence and/or scientific research to select the target issue; (b) communicates step-by-step how they used the scientific method and/or the engineering design process; and (c) clearly demonstrates how they will measure success through data collection.)

c. **Feasibility:** 30% (i.e., how well the team: (a) details the time, materials, and costs required to develop a “proof of concept” or full implementation of their solution; (b) details their plan for implementing their solution in the community; and (c) details the long-term scalability of their proposed solution.)

d. **Effective Presentation & Clear Communication:** 20% (i.e., how well the team: (a) demonstrates a broad understanding of environmental hazards impacting their community or ecosystem; (b) effectively responds to questions about additional impacts to their community and greater ecosystem; (c) clearly communicate the problem, solution, and impacts without extraneous text, animation, etc.; (d) shows they are engaging, well-prepared, and proficient in answering questions collaboratively; (e) is able to problem-solve any potential budget shortfalls; and (f) properly recognizes partners and collaborators.)

10. **People’s Choice Voting:** Members of the public who are age 13 or older and who reside within the UK* (the “Voters”) will have the opportunity to vote for their favourite Finalist team via a poll at a voting link which will be available at www.OurEchoChallenge.org beginning at Noon ET on April 22, 2023 and ending at 11:59 PM ET on May 25, 2023 (the “Voting Period”). Voters may visit that link during the Voting Period and follow the poll’s instructions to vote for their favourite Finalist team. The Finalist Team who receives the highest number of eligible votes will be declared the Contest’s “People’s Choice” Winner and will receive one (1) commemorative trophy, pending their continued compliance with these Official Rules and Promoter’s instructions. There is no retail value ascribed to the commemorative trophy. In the event of a tie in the People’s Choice Voting, the Promoter will break the tie using the Finalist Judging Criteria, in its sole discretion. Note that an email address will be collected from each voter during the voting process; however, note that (a) email addresses collected from voters will only be used to enforce voting limits; (b) no emails will be sent to these email addresses in connection with the Contest/Sponsor/Promoter;
and (c) all email addresses collected from voters will be securely deleted within five business days after the “People’s Choice” winner has been determined. Voters may change their vote by voting again during the Voting Period; however, note that only the most recent eligible vote associated with a particular email address will be counted. For that reason, there is an effective limit of one (1) vote per person/email address, regardless of the number of times a person completes the poll during the Voting Period using the same email address. Voters may not share the same email address. Votes will be considered valid only if they are submitted in accordance with these Official Rules and the poll’s instructions, while the poll is open. Votes generated by script, macro or other automated means or any other means intended to impact the integrity of the voting process as determined by Promoter may be void. Votes obtained by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, payment for votes or offering to trade votes, as determined by Promoter, in its sole discretion, may result in those votes being void and the associated Finalist being disqualified from receiving the People’s Choice status and trophy.

*Note that voters who are age 13 or older and residing in one of the 50 United States of America or the District of Columbia will also be able to vote; however, such voting activity is subject to the terms available here.

11. **Winner Notification:** Winners will be announced during the Finalist Event. All Finalist Teams should remain at the Finalist Event until Winner Notification has taken place in order to organise fulfilment of the Prize. The Promoter reserves the right to disqualify an entrant in the event of non-availability of the entrant to accept their Prize and can award the Prize to a reserve selected in the same manner.

12. **Prize Acceptance:** Fulfilment of the Prize will take place within 28 days of acceptance of the Prize. In the unlikely event that the Prize does not arrive within 28 the winner must inform the Promoter by emailing ourechochallenge@earthecho.org. If the winners do not do so, the Promoter reserves the right to not reissue the Prize at its sole discretion.

13. **Moderation:** The Promoter reserves the right to reject entries which, in the reasonable opinion of the Promoter:
   a. are in breach of the Terms & Conditions.
   b. contain any content that is offensive, harmful, objectionable or which is otherwise unsuitable for publication including with respect to race, religion, origin or gender, or which could reflect negatively upon the name, reputation or goodwill of the Promoter or any brand partner.
   c. contains or refers to any unauthorised third-party brand or reference any third-party names, logos and/or trademarks.
   d. promotes any political agenda.

14. Provided no objection is received from the winners, a winners list containing the surname of the Educator and county of residence of the Organisation will be made available by the Promoter 4 weeks after the close of the Winner Selection, for a period of 8 weeks. It will be available by sending a request via email to ourechochallenge@earthecho.org. Winners can object to their details being published during the Winner Notification process. Without prejudice, the Promoter will provide winner information to the Advertising Standards Authority when requested by them.

15. The Promoter may request that the winners participate in publicity arising from the Promotion. Participation is at the winner’s discretion and is not a condition of Prize Acceptance.
16. The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entries (and any of your associated aliases) will be disqualified. Any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:

a. Verify the eligibility of entrants and/or provisional winners by requesting such information it consider reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.

b. Disqualify entries that are not made directly by the individual entering the Promotion.

c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.

d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.

e. Disqualify entries beyond the maximum allowed, or those using techniques such as ‘script’, ‘brute force’, multiple SIM cards for text entries, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.

f. Disqualify entrants who tamper with the entry process.

g. Disqualify entries which, in some other way, do not meet the requirements of these Terms & Conditions.

h. Cancel, modify or suspend the Promotion should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion.

17. The Prizes are not transferable or exchangeable and cannot be redeemed for any other form of compensation.

18. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to YouTube.

19. This Promotion is in no way sponsored, endorsed or administered by, or associated with YouTube. You are providing your information to the Promoter and not to YouTube, and YouTube is not responsible for any element of this Promotion.

20. The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person’s negligence) in connection
with this Promotion (JS13217) or accepting or using the/a Prize(s), except for any liability which cannot be excluded by law. Nothing will exclude the Promotor’s liability for death or personal injury as a result of its negligence.

21. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances.

22. All personal data supplied for this Promotion will be used solely for the purpose of this Promotion by the Promoter and/or by any agent appointed by it to assist with running the Promotion and will not be disclosed to an unconnected third party unless your positive consent has been obtained. Your personal data will be handled in accordance with the Promoter’s privacy policy, available at: https://www.earthecho.org/privacy-policy-uk.

23. If any part/s of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.

24. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.

25. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.

26. These Terms & Conditions are governed by English law and their interpretation and application will be subject to the exclusive jurisdiction of the courts of England and Wales.

Promoter: EarthEcho International, 2101 L Street NW, Suite 800, Washington, DC 20037 USA

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