

COMPETITION RULES “BEYOND THE GAME”

ARTICLE 1 - ORGANISATION OF THE GAME

On 6 April 2024, Agence Française de Développement (AFD) launched a communication campaign entitled Sport, Beyond the Game, which tells the story of how sport transforms the lives of young people around the world, particularly in Africa, and illustrates its impact on their communities.

AFD is teaming up with influencers (via paid partnerships) to organize an online challenge (#BeyondTheGameChallenge) which takes place across Instagram, TikTok and Facebook. The challenge invites young people to join in the conversation by sharing videos illustrating the impact of sports on their lives. Participants may only lodge a single contribution via Instagram, TikTok, and Facebook (i.e., they cannot submit on multiple platforms).

The AFD is hereinafter referred to as the 'Organiser'.

The 'Participant' in the challenge is hereinafter referred to as 'the Participant'.

This challenge is a competition with the selection of a winner to be determined by a jury made up of AFD's agents as part of this communication campaign.

The selection criteria will include marks for originality of treatment, general quality of content, and overall creativity of the submission.

Participation in this challenge is not linked to any purchase obligation and does not require a registration fee of any kind.

ARTICLE 2 - CONDITIONS OF PARTICIPATION

The challenge is free of charge and open to all, aged between 18 and 30, who meet the relevant entry requirements into the Kingdom of Morocco (see 'Article 5 – Prize').

To take part, the Participant must have a TikTok, Facebook, or Instagram account in 'public' mode. By taking part in this challenge the Participant unreservedly accepts the rules set out in this document.

Videos must be individual and not group videos (if a group is involved in one of the sequences in the video, it must have a 'main actor' who is the holder of the account on which it is posted).

The video must be published between Wednesday 1st May 2024 and 23:59 on Friday 17 May 2024.

By taking part in this challenge, the participant undertakes to hold all the necessary rights to the video that he/she publishes on his/her personal social media account and to comply with all relevant legislation.

The participant also accepts unreservedly and without compensation that this video may be reused on websites and social networks administered by AFD (Facebook and Instagram).

Only one entry on Instagram, Facebook, or TikTok is authorised.

ARTICLE 3 - DESCRIPTION OF THE VIDEO

The participant is invited to submit a short video describing the impact of sport on his or her life. To illustrate this, they will throw a sporting object of their choice into the air and, when the object comes down again, they will have to capture the 'unexpected' impact of sport on their life and their community.

To take part in the campaign, participants must post their videos on either TikTok, Instagram, or Facebook, using the hashtag #BeyondTheGameChallenge.

The video must be creative and original and must not contain any offensive or inappropriate content (i.e., inappropriate material, obscene scenes, defamatory, slanderous, threatening, pornographic, racist, or ethnically offensive comments) or encourage behaviour that would violate any law.

You must have all the necessary rights to submit your entry, including the written authorisation of any person featured in your entry (or, if they are under 18, the written authorisation of their parent or legal guardian).

The video must not violate or infringe the copyright, trademark, right to privacy, publicity, moral rights, intellectual property rights, or the rights of any other person or entity.

The video must have been produced safely and responsibly, with due regard for the physical, mental, and moral well-being of all involved.

ARTICLE 4 – DESIGNATION OF THE WINNER

AFD will announce its decision on 25 May 2024 (World Africa Day) at the latest.

Only videos by participants aged between 18 and 30 will be judged.

Criteria: Videos will be judged according to three separate criteria:

- Relevance to the 'sport and impact' theme
- Originality and creativity
- Engagement (including the number of likes, shares, and comments)

For each of the above criteria, the participant will receive a score ranging from 0 to 10 points (10 points being the highest, and 0 being the lowest). In the event of a tie, the jury will be invited to vote again to break the tie and decide on the sole winner.

The winners will be contacted via their Facebook, Instagram, or TikTok account on 25 May 2024 (World Africa Day) and announced via AFD's social networks and partner influencers shortly after.

ARTICLE 5 - PRIZES

The best video will win two tickets to attend one of the matches at the 2025 African Cup of Nations in Morocco in July/August 2025. Transport and housing costs are covered by the prize.

ARTICLE 6 - IDENTIFICATION OF WINNERS

The winner authorises the verification of their identity (via a copy of an identity document that will be provided to us) and/or of all information transmitted.

Failure to comply with these rules, as well as any fraud or attempted cheating, will result in the disqualification and subsequent elimination of the participant.

ARTICLE 7 - CHANGE OF CHALLENGE DATES

The organiser shall not be held liable if it is forced to cancel this challenge due to events beyond its control.

ARTICLE 8 - RESPONSIBILITIES

Participation in this challenge implies unreserved acceptance of these rules, knowledge and acceptance of the characteristics and limitations of the internet, and risks concerning data and privacy misappropriation, and the risk of contamination by any viruses circulating across any cybernetworks.

The organiser accepts no direct or indirect liability in the event of misuse or incident related to the computer, internet access, maintenance issues or subsequent malfunction of the servers of the chosen social networks.

It is the responsibility of all participants to take all appropriate measures to protect their own data and/or software stored on their computer equipment against any attack.

ARTICLE 9 - INTELLECTUAL, LITERARY AND ARTISTIC PROPERTY RIGHTS

Participants must guarantee that the video is their own original creation and that it does not infringe the copyright or intellectual property of others.

The participant accepts that all images used for this challenge may be broadcast by the organiser. The participant guarantees the organiser that he/she has the rights or authorisation from his/her employer to use the objects represented, the brands and/or names mentioned, and the graphic elements used in his/her creation.

ARTICLE 10 - PERSONAL DATA

All personal data collected as part of the challenge will be processed in accordance with the accessible Privacy Policy. In accordance with the General Data Protection Regulation no. 2016/679 and the French Data Protection Act of 6 January 1978, participants may exercise their rights of access, rectification, deletion of personal data, a right to limit processing, a right to portability of their data, and the right to define directives relating to the retention, deletion and communication of their personal data after their death by contacting TikTok, Instagram, or Facebook via the following online form: <https://www.afd.fr/en/formulaire-contact-campagne-plusquunjeu>

The person concerned by the request for rights must indicate their first and last names, and provide a copy of an identity document and Participation certificate. The

Participants' personal data will be kept for the time required to organise the challenge and deliver the prize outlined in this document.