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FoodWave Óbuda - call for Instagram Placehunt posts

Municipality of Budapest 3rd District Óbuda-Békásmegyer announces an Instagram Placehunt post competition on the topic of sustainable and climate-conscious eating, reducing food waste, zero waste - low waste eating. The application is supported by the Food Wave Project funded by the European Commission.

1. Conditions of participation

- The condition for participating in the competition is that the applicant must have an active and public Instagram account registered in his/her own name and follow the ÓBVF Instagram profile during the entire duration of the competition.
- We welcome applications from people aged between 15 and 35 who's place of residence, school or workplace is in the 3rd district of Budapest.
- Employees and the close relatives of the Óbuda-Békásmegyer District Mayor's Office and Óbuda-Békásmegyer Városfejlesztő Nonprofit Kft (ÓBVF Kft.) cannot take part in the call.

2. How to submit an application?

You can apply with one Instagram post tagged #foodwaveobuda and up to 5 uploaded pictures or videos within the post and a description related to the post in one or more topic listed below, by presenting locations or good practices (events, promotions, communities) in the 3rd district:

- the fight against food waste and production of food waste (including the presentation of solutions for reducing wastage, mitigating waste production, and using leftover food at home or in the community);
- the relationship between climate change and food waste;
- food self-sufficiency;
- promoting the consumption of seasonal and local (produced in Hungary) foods;
- promoting producer and organic markets, primary producers, basket or box communities and similar sustainable initiatives available in the district;
- less meat or vegan diet;
- sustainable catering establishments (restaurants, cafes, bakeries, bars, etc.) in the district;
- promoting the purchase of package-free or environmentally friendly packaged food.



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In all cases, the posts must be related to 3rd district: the location of the picture(s) and/or video(s) must be clearly identifiable in the area of Óbuda-Békásmegyer, or they must be clearly present a location or an available service operating in the 3rd district.

The content of the post must take into account that the target audience of the post is the 15-35-year-old age group, so the information provided must attract the attention of the selected age group and approach the selected topic in an interesting, comprehensible and motivating way for the age group.

Applicants should enter with the hashtag #foodwaveobuda: only posts that use the hashtag #foodwaveobuda in a public Instagram post will be evaluated.

3. Personal rights, data protection

The submitted video must not violate the privacy rights of others, and the application must not contain the following type of content: sexual, aggressive, violent, conducts endangering public safety, committing a crime or breaking the rules, violating legal prohibitions, harming the environment or nature or encouraging them, as well as content or any kind of message, which may harm the physical, mental, emotional or moral development of children and adolescents or is directly aimed at advertising a product or service.

By submitting the Google data sheet, the applicant accepts the DATA HANDLING RULES of Óbuda-Békásmegyer Városfejlesztő Nonprofit Kft. as the organizer of the application.

[DATA MANAGEMENT POLICY CAN BE DOWNLOADED HERE >>>](#)

4. Deadline

The deadline for publishing the public Instagram post is **CEST 24:00 on October 16, 2022**. Applications submitted after the deadline will not be included in the evaluation.

5. Jury and evaluation criteria

The members of the jury: Mr. Ferenc Burján, Deputy Mayor of Óbuda-Békásmegyer, and the members of the expert team of the Organizer.

The jury scores the received applications and makes its decision based on the following evaluation criteria:

- The inventiveness and novelty of the content presented in the post - max. 10 points.
- The effectiveness of engaging the target group of the post with images or text and encouraging them to take action - max. 10 points.



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- The relevance of the location(s) presented in the entry (connection to 3rd district) and the nature of the presentation of the connection - max 10 points.
- The number of hits of the post, the number of comments, the degree of interaction - max. 10 points.

6. Awards

The winners selected by the jury will receive the following rewards:

The first place winner will receive shopping vouchers worth HUF 50,000, which can be used in the 3rd District in shops and restaurants offering sustainable products.

The second place winner will receive shopping vouchers worth HUF 40,000, which can be used in the 3rd District in shops and restaurants offering sustainable products.

The third place winner will receive shopping vouchers worth HUF 30,000, which can be used in the 3rd District in shops and restaurants offering sustainable products.

The winners ranked on the 4-5-6-7. places will receive shopping vouchers worth HUF 20,000, which can be used in the 3rd District in shops and restaurants offering sustainable products.

All locations deemed suitable by the jury and published in the posts will be published on the Google map presenting climate-friendly shops and restaurants in the 3rd district and on the ÓBVF's Instagram profile.

7. Prize payments

Any tax payment obligation associated with the prize, as well as the cost of sending the gift, is borne by the Organizer, however, any other costs incurred are borne by the Player.

8. Organizer

The organizer of the call is the Óbuda-Békásmegyer Városfejlesztő Nonprofit Kft. (1033 Budapest, Fő tér 2. II. em. 18.).

9. Declaration

By participating in the FoodWave Óbuda Instagram Placehunt post competition, applicants accept that Municipality of Budapest 3rd District Óbuda-Békásmegyer and Óbuda-Békásmegyer Városfejlesztő Nonprofit Kft, as well as the funding organisation of the application, the ALDA (European Association for Local Democracy) may use the submitted



videos or their details on their communication interfaces and promotions without restriction for 5 years from the date of submission.

10. Disclaimer

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the Municipality of Budapest 3rd District Óbuda-Békásmegyer and do not necessarily reflect the views of the European Union.