

rurAllure photo contest “Share your route 2023!”

Terms and conditions

Launch date: 01.06.2023

Deadline: 30.09.2023

Winner declaration: 16.10.2023

Contest description:

The second edition of the photo contest “Share your route 2023” offers an opportunity to share *on the road* experiences and adventures to all hikers, walkers and pilgrims travelling along the cultural routes and pilgrimage itineraries all over Europe during the summer 2023.

Focused on creation of a community of slow travellers, the competition provides space for creativity and exchange, thus facilitating dialogue on slow tourism and the rediscovery of rural areas.

The contest raises awareness of cultural and pilgrimage heritage, local traditions and gastronomy discovered along long-distant walks and cycles. These routes, explored by thousands of walkers and pilgrims every year, are slow tourism destinations, highlighting sustainability and environmental sensibility.

This contest is organised by the rurAllure Consortium, managed by the University of Vigo (Spain), the project coordinator. rurAllure is the European project funded from the European Union’s Horizon 2020 research and innovation programme, under grant agreement no. 101004887. For more details read [Press kit - rurAllure](#)

How to participate:

Share your photos and videos on Instagram, Facebook and/or Twitter as posts and reels (NOT stories), tagging your location, liking and tagging **@rurAllure** page ([Facebook](#), [Twitter](#), [Instagram](#)) and competition hashtag **#rurallure**. Accounts of the participants must be public during the contest period. By using the contest hashtag participants agree to non-commercial use of the images with author credits.

To take part in the contest, published photographs must feature one or more of the following routes:

- Via Francigena
- Via Romea Germanica
- Via Romea Strata
- Saint James Way / Camino de Santiago
- The St. Olav Ways – the pilgrim paths to Trondheim in Norway, Denmark and Sweden
- The ways to Csíksomlyó / the Way of Mary / Via Mariae / Mária út

Assessment:

The assessment will be conducted via voting by the rurAllure project management board in the following categories:

- Best photos along the routes (3 prizes per each route),
- Best reel,
- Most inspiring article,
- A special prize will be given to a participant who will publish a maximum number of photos on social media.

Rules and judging criteria:

- Relevance to the theme and objectives of the rurAllure project.
- Creativity and artistic originality; the quality of the picture.
- Presence of a brief text, indicating a location and describing personal pilgrimage experience, impressions, travel tips, emotions from a visit, is a plus.
- The pictures must be original, taken by pilgrims/tourists who have travelled one of the listed routes or part of it.
- Number of photos submitted.

Awards: Specialized walking equipment.