

Place Brand Impact Story Competition: Terms and Conditions

1. **Introduction:** The Place Brand Impact Story Competition is designed to recognize and celebrate innovative place branding stories that have made a significant impact on their communities. This competition is open to all organizations involved in place branding, including cities, regions, and countries.
2. **Eligibility:** Participants must represent a place brand initiative related to a destination, town, city, region, or country. Submissions should be original work that has not been plagiarized from other sources. Both ongoing and completed projects are eligible for submission.
3. **Submission Requirements:** Entries must be submitted via the official submission form by the specified deadline. Each submission should follow the provided format and adhere to the word count limits for each section. There is no entry fee required for participation.
4. **Judging and Criteria:** Submissions will be evaluated based on their innovation, strategy, impact assessment, scalability, and alignment with place branding strategy. A panel of experts in place branding will review entries and select winners.
5. **Awards and Recognition:** Winners will receive official recognition and may be featured in The Place Brand Observer publications and on its website. Specific awards will be announced prior to the competition.
6. **Intellectual Property:** All submissions remain the intellectual property of the participants. However, by entering the competition, participants grant The Place Brand Observer the right to use, reproduce, and display the entries for promotional purposes.
7. **Data Protection:** Personal data provided during the submission process will be handled in accordance with applicable data protection laws and will only be used for the purposes of administering the competition.
8. **Governing Law:** These terms and conditions are governed by the laws of Switzerland, the country where The Place Brand Observer is based, and any disputes will be subject to the exclusive jurisdiction of the courts of that country.
9. **Amendments:** The Place Brand Observer reserves the right to amend these terms and conditions at any time. Participants will be notified of any significant changes.

By submitting an entry to the Place Brand Impact Story Competition, participants agree to these terms and conditions.