

rurAllure photo contest “Share your route”

Terms and conditions

Launch date: 15.07.2022

Deadline: 31.10.2022

Meeting of jury: 04.11.2022

Winner declaration: 07.11.2022

Contest description:

The rurAllure photo contest is an opportunity to raise awareness of cultural and pilgrimage routes in Europe, their heritage, culture, traditions and shared experience of long-distant walking and cycling. These routes, explored by thousands of walkers and pilgrims every year, are slow tourism destinations, highlighting sustainability and environmental sensibility.

This photo contest is focused on creation of tangible community of slow travellers and adventures of these historic routes. The competition also provides space for creativity and sharing of pilgrimage experiences, thus facilitating dialogue on slow tourism and the rediscovery of rural areas.

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: [Press kit - rurAllure](#)

The pilgrims and tourists travelling along the routes listed below are invited to publish photos of their experiences, landscapes and heritage encountered on their way as posts (not as stories) on social media, tagging @rurAllure account ([Facebook](#), [Twitter](#), [Instagram](#)) and inserting the contest hashtag #rurallure. By using the contest hashtag participants agree to non-commercial use of the images.

The authors of the most beautiful and inspiring posts will receive prizes at the end of the competition. To take part in the contest, published photographs must feature one or more of the following cultural 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

Share your photos on Instagram, Facebook or Twitter as posts (NOT stories), tagging location, @rurAllure page ([Facebook](#), [Twitter](#), [Instagram](#)) and competition hashtag #rurallure. Accounts of the participants must be public during the contest period.

Assessment:

The jury composed of the rurAllure management board will select the most beautiful images and posts for each route, a special prize will be given to a participant who will publish a maximum number of photos on social media, as well as to the author of the most inspiring publication.

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, namely, taken by pilgrims/tourists who have travelled one of the listed routes or part of it.
- Number of photos submitted

Awards: Specialized walking equipment.