



Make A Splash Photo and Video Contest

OFFICIAL RULES

August 2023

Preface

The U.S. Department of Energy's Make A Splash Photo and Video Contest Prize will be governed by 15 U.S.C. §3719 and this Official Rules document. This is not a procurement under the Federal Acquisitions Regulations and will not result in a grant or cooperative agreement under 2 CFR 200. The Prize Administrator reserves the right to modify this Official Rules document if necessary and will publicly post any such notifications as well as notify registered prize participants.

Executive Summary

The U.S. Department of Energy's (DOE's) Water Power Technologies Office (WPTO) is launching the Make A Splash Photo and Video Contest, a new prize in search of the best photos and videos of water power. The contest will award prizes and feature winning photos and videos on [WPTO's website](#), at water power events and conferences, and in other outreach material. Winners of the Make a Splash Photo and Video Contest can win up to \$2,000 for a photo or video in one of the nine total categories.

The competition will be governed by this document, which is intended to establish fair contest rules and requirements. In the case of a discrepancy with other competition materials or communication, this document takes precedence. The organizers reserve the right to change contest criteria, rules, and measurable outcomes.

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1. Overview

The Make A Splash Photo and Video Contest aids WPTO's efforts to continue building a photo library that features water power technologies, research and development activities, and infrastructure. These photos and videos will be made available for public use and be featured in WPTO's outreach efforts, including in presentations, newsletters, educational materials, social media, and other engagement opportunities. Photo submissions will be made publicly available/downloadable.

1.1. Photo Categories

Entrants may submit up to 20 photos (total) in the following six photo categories:

1. Conventional Hydropower and Pumped Storage

Photos of hydropower facilities or technologies that use a dam or structure to create a difference in elevation and a turbine to convert falling water's potential energy into electricity. Pumped storage hydropower is also of interest, which is a technology that generates and stores electricity by moving water between two reservoirs at different elevations.

2. Small, Distributed, or Low-Impact Hydropower

Photos of facilities or technologies related to small, community-scale, distributed, run-of-river, or conduit hydropower (uses either a turbine to convert the potential energy of falling water or a pressure differential, like a pressurized pipe, to generate electricity). This category also welcomes images of technologies that may help hydropower facilities achieve low-impact hydropower certification, such as fish passage technologies or water quality monitoring systems.

3. Marine Energy

Photos showing marine energy technologies, including technologies that generate power from waves, tides, and river and ocean currents; ocean thermal energy technologies; or salinity gradient technologies. Photos submitted should show technologies either in a lab setting, near water in a pre-deployment stage, or in water during deployment/testing. Schematics or computer-generated designs will not be considered.

4. Powering the Blue Economy™

Photos of subjects and settings related to the various areas of the Powering the Blue Economy Initiative, which focuses on the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystems. As an example, photos could feature offshore aquaculture farms, marine transportation, desalination systems, or ocean observing equipment.

5. Faces of Water Power

Photos showing the people behind water power technologies, such as professionals employed by the water power sector—e.g., plant operators, maintenance professionals, and researchers—whether in a lab setting or in the field. This category also welcomes photos of students learning or educators teaching about water power.

6. Communities Powered by Water

Photos of different communities or individuals that rely on water as a power source. We want to see photos of the people benefitting from water power—from big cities to rural towns and coastal communities—and learn what water power means to them!

All photos must be taken within the United States or U.S. territories or be of U.S. technology in a non-U.S. territory.

1.2. Video Categories

Entrants may submit up to six videos (total) in the following three categories:

1. Clip or Timelapse: Marine Energy

A 30-second or less video or timelapse (which increases frame rate to reveal the evolution of a series of events) showing marine renewable energy technologies in context. We want to see time pass around this technology through the dynamic movement of the water while the technology anchors the image. Footage in an outdoor/open-water setting (such as in a river or in the ocean) as well as in an indoor setting (such as in a wave tank or flume) is acceptable.

2. Clip or Timelapse: Hydropower

A 30-second or less video or timelapse showing hydropower technologies in context. We want to see time pass around this technology through the dynamic movement of the water while the technology anchors the image. Footage in an outdoor/open-water setting (such as in a river or in a reservoir) as well as in an indoor setting (such as in a wave tank or flume) is acceptable.

3. Clip or Timelapse: Faces of Water Power

A 30-second or less video or timelapse showing the people behind water power technologies. This includes clips or timelapse videos of professionals employed by the water power sector—such as plant operators, maintenance professionals, and researchers—whether in a lab setting or in the field. This category also welcomes clips or timelapses of students learning or educators teaching about water power.

All videos must be taken within the United States or U.S. Territories or be of U.S. technology in non-U.S. territory.

1.3. Awards

There will be three awards per category. Reviewers will select the grand prize, second place, and third place winners for each of the nine categories. The following amounts will be awarded to each winner:

- Grand Prize: \$2,000
- Second Place: \$1,000
- Third Place: \$500

27 prizes will be awarded from a cash prize pool of \$31,500.

1.4. Important Dates

All dates are subject to change:

- August 9, 2023: Contest Opens
- November 17, 2023: Contest Closes
- January 2024: Announce winners

1.5. Submission Elements

All photos and videos must be submitted via the [CaFÉ website](#) by **11:59 p.m. MT on November 17, 2023**.

All photographers and videographers are required to submit their legal name, contact information, and a brief description of each photo or video. The description should include the names of any people in the photo or video, the state (and facility if applicable) where the photo or video was taken, and a short description of the activity.

All photos and videos must be submitted with this file naming convention: **Title of Photo/Video_Last Name_Category**

2. Selection Process and Standards

All photos and videos must be submitted via the [CaFÉ website](#). A Prize Administrator will vet the photos and videos to ensure that they are relevant to the category. The administrator may reassign a photo or video to a category other than that identified by the submission. The administrator will also ensure that the photos and videos meet the selection standards laid out below.

2.1. Scoring Criteria

Our judges will select the winners of the competition. Each photo and video will be scored based on the following criteria: emotional appeal/impact, composition/content, technical quality; originality, and editing. The photos and videos will be scored on a scale of 1–6, as shown in Table 1, on how well they address the statements in each criteria (listed below).

Table 1. Scored Item Scale

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree

Each bulleted statement in the following criteria categories will be scored on the scale given in Table 1. Table 2 outlines the weight of the scoring for each criteria.

Criterion 1: Emotional Appeal/Impact

- The photo or video is powerful and evokes an immediate emotional response that is strong and lasting.
- The subject matter is well selected and portrayed.

Criterion 2: Composition/Content

- The organization of the object, landscape, or people is critical to the success of the image.
- Picture or video composition is amazing.

Criterion 3: Technical Quality

- Light, exposure, and color have been used effectively, beyond mere recording.
- The photo or video shows skill in the use of light direction, character, color, and contrasts.

Criterion 4: Originality

- The photo or video shows exceptional originality.
- The photo or video shows exceptional creativity.

Criterion 5: Editing

- Any postprocessing of photos or videos positively impacts the final product.
- Any alterations made to the photo or video do not skew the representation of the technology.

Table 2. Scored Item Scoring Guide

Criteria	Number of Scored Statements	Percentage of Total Score	Total Possible Points
Emotional Appeal/Impact	2	20%	12
Composition/Content	2	20%	12
Technical Quality	2	20%	12
Originality	2	20%	12
Editing	2	20%	12
TOTAL	10	100%	60

2.2. Eligibility

All photos and videos must:

- Be the original work of the photographer and/or videographer or be original work that the competitor has acquired sufficient rights to use and to authorize others, including DOE, to use, as specified throughout the rules.
- Be taken within the United States, U.S. Territories or include a U.S. technology in a non-U.S. territory.
- Be new submissions to the Make A Splash Photo and Video Contest. Artists are welcome to resubmit photos and videos that were not selected as winners in other photography or video contests, including those entered into another DOE contest.
- Be submitted under the Creative Commons – Attribution 4.0 International License (CC BY 4.0) (See <https://creativecommons.org/licenses/by/4.0/>).
- Be submitted through the [CaFE website](#).
- Photos must be a high-resolution digital copy, minimum size 2100 x 1500 pixels, and maximum 5 MB. Videos must have an aspect ratio of 4:3 or 16:9, a minimum of resolution of 640 x 480 and a maximum resolution of 1920 x 1080, and be under 100 MB. For more about submission requirements, please refer to [CaFE’s media uploading guidelines](#).

A photo or video will be deemed ineligible if it contains the following:

- Photos and videos of adults without their consent. If the photo or video includes identifiable people (i.e., visible faces), the photographer or videographer must submit a signed [Model Release form](#) with the entry. A release signature for each person shown in the photos and videos must be provided in the [Model Release form](#).
- Children or individuals appearing to be under 18 years of age who do not have parental or legal guardian permission to appear in photos or videos. If an individual appearing to be under the age of 18 does appear in photos or videos, a parent or legal guardian must sign the [Model Release form](#) on the minor’s behalf.
- Confidential or proprietary information/content, which includes but is not limited to, trade secrets, copyrights, ideas, techniques, know-how, inventions (whether patentable or not), and/or any other information of any type relating to designs, configurations, toolings, documentation, recorded data, research, manufacture, improvements, assembly,

installation, intellectual property including patents and patent applications, and the information concerning actual or anticipated research or development.

- Addresses, license plates, or other personally identifiable information.
- Logos, watermarks, or other business marks that are added to a photo or video through editing. It is acceptable to submit photos and videos of technologies and devices that include the developer's logo.
- Watermarks, dates, signatures, or copyright images. There should be no signifying mark of the photographer or videographer on the visual.
- Any offensive, unlawful, or abusive content.
- Non-U.S. technologies on or in U.S. land or water are allowed. Non-U.S. technologies on or in non-U.S. land or water are not eligible.

Artists can submit up to 20 photos and up to 6 videos. All professional and amateur photographers or videographers are encouraged to submit their photos and videos. If the artist is under 18, a parent or legal guardian must be present to accept the online terms and conditions. A competitor can win up to three cash prizes. In the event that a competitor places in more than three categories, the competitor will be awarded for the categories in which they place the highest. Subsequent photos or videos outside of those three categories will be acknowledged through contest selection announcements and through other means but will not be eligible for cash prizes.

Any individual submitting a photo or video to the contest must be a United States citizen or a legal permanent resident. Private entities submitting a photo or video must be incorporated in and maintain a primary place of business in the United States. Academic institutions submitting a photo or video must be based in the United States. Current federal employees and support service contractors working on a federal site may submit photos but may not receive cash prizes (photos and videos from such personnel will still be acknowledged through the contest selection announcements and through other means).

2.3. Use of the Photos and Videos

- All photos and videos must be submitted under the Creative Commons – Attribution 4.0 International License (CC BY 4.0) that allows others, including the Government and the National Renewable Energy Laboratory, the right to use, publish, copy, distribute and modify the photos provided proper attribution is provided.
- All submitted photos and videos may be used in electronic and print materials.
- In the event that ownership of any photograph or video submitted to this contest is contested in any matter, the competition reserves the right to discontinue use of said photograph or video and disqualify the photograph or video from the contest.

Appendix A. Additional Terms and Conditions

A.1. Universal Contest Requirements

Submissions are subject to following terms and conditions:

- Competitors must post the final content of their submission or upload the submission form on the CaFE platform before the relevant contest closes. Any other form of submission will not be accepted. Late submissions will not be accepted.
- By clicking Submit in CaFE, the competitor is agreeing to make their photos or videos public, along with their name.
- Competitors must include all the required Submission Elements. The Prize Administrator may disqualify a submission after an initial screening if the competitor fails to provide all required submission elements. Competitors may be given an opportunity to rectify submission errors due to technical challenges or to fix nonsubstantive mistakes or errors in their submission packages.
- Elements of the competitor's submission package, such as photo and video descriptions, must be in English.
- Submissions and competitors will be disqualified if any engagement with the Make A Splash Photo and Video Contest—included but not limited to the submission, the CaFE forum, or emails to the Prize Administrator—contains any matter that, in the sole discretion of the U.S. Department of Energy (DOE) or National Renewable Energy Laboratory (NREL), is indecent, obscene, defamatory, libelous, lacking in professionalism, or demonstrates a lack of respect for people or life on this planet.
- If a competitor clicks Accept on the CaFE platform and registers for any of the contests described in this document, they are agreeing to be bound by these rules in addition to the existing CaFE Terms of Use for all purposes relating to these contests. Competitors should print and keep a copy of these rules. These provisions apply only to the contests described here and no other contests on the CaFE platform or anywhere else.

A.2. Verification for Payments

The Prize Administrator will verify the identity and role of all competitors before distributing any prizes. Receiving a prize payment is contingent upon fulfilling all requirements contained herein. The Prize Administrator will notify winning competitors using provided email contact information for the individual or entity that was responsible for the submission. Each competitor will be required to sign and return to the Prize Administrator, within 30 days of the date on the notice, a completed NREL Request for ACH Banking Information form and a completed W9 form (<https://www.irs.gov/pub/irs-pdf/fw9.pdf>). In the sole discretion of the Prize Administrator, a winning competitor will be disqualified from the competition and receive no prize funds if: (i) the person/entity does not respond to notifications; (ii) the person/entity fails to sign and return the required documentation within the required time period; (iii) the notification is returned as undeliverable; (iv) the submission

or person/entity is disqualified for any other reason. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the competitor. The "authorized account holder" is the natural person or legal entity assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. All competitors may be required to show proof of being the authorized account holder.

A.3. Teams and Single-Entity Awards

The Prize Administrator will award a single dollar amount to the designated primary submitter, whether consisting of a single or multiple entities. The primary submitter is solely responsible for allocating any prize funds among its member competitors or teammates as they deem appropriate. The Prize Administrator will not arbitrate, intervene, advise on, or resolve any matters or disputes between team members or competitors.

A.4. Submission Rights

By making a submission and consenting to the rules of the contest, a competitor is granting to DOE, the Prize Administrator, and any other third parties supporting DOE in the contest, a license to display publicly and use the parts of the submission that are designated as "public" for government purposes. This license includes posting or linking to the public portions of the submission on the Prize Administrator or CaFE applications, including the contest website, DOE websites, and partner websites, and the inclusion of the submission in any other media worldwide. The submission may be viewed by the DOE, Prize Administrator, and judges and reviewers for purposes of the contests, including but not limited to screening and evaluation purposes. The Prize Administrator and any third parties acting on their behalf will also have the right to publicize competitors' names and, as applicable, the names of competitors' team members and organization, which participated in the submission on the contest website indefinitely.

By entering, the competitor represents and warrants that:

1. Competitor's entire submission is an original work by competitor of which the competitor is the sole author and copyright owner and competitor has not included third-party content (such as writing, text, graphics, artwork, logos, photographs, likeness of any third party, musical recordings, clips of videos, television programs or motion pictures) in or in connection with the submission, unless (i) otherwise requested by the Prize Administrator and/or disclosed by competitor in the submission, and (ii) competitor has either obtained the rights to use such third-party content or the content of the submission is considered in the public domain without any limitations on use.
2. Each competitor represents that the submission is an original work of the competitor or that the competitor has acquired sufficient rights to use and to authorize others, including DOE, to use the submission, as specified throughout the rules; that the submission does not infringe upon any copyright or any other third-party rights of which the competitor is aware.
3. Unless otherwise disclosed in the submission, the use thereof by Prize Administrator, or the exercise by Prize Administrator of any of the rights granted by competitor under these rules,

does not and will not infringe or violate any rights of any third party or entity, including, without limitation, patent, copyright, trademark, trade secret, defamation, privacy, publicity, false light, misappropriation, intentional or negligent infliction of emotional distress, confidentiality, or any contractual or other rights;

4. All persons who were engaged by the competitor to work on the submission or who appear in the submission in any manner have:
 - a) Given the competitor their express written consent to submit the submission for exhibition and other exploitation in any manner and in any and all media, whether now existing or hereafter discovered, throughout the world in perpetuity;
 - b) Provided written permission to include their name, image, or pictures in or with the submission (or, if a minor who is not competitor's child, competitor must have the permission of the minor's parent or legal guardian) and the competitor may be asked by the Prize Administrator to provide permission in writing;
 - c) Not been and are not currently under any union or guild agreement that results in any ongoing obligations resulting from the use, exhibition, or other exploitation of the submission.
5. Competitors warrant that each submission is free of malware.

A.5. Contest Subject to Applicable Law

All contests are subject to all applicable federal laws and regulations. Participation constitutes each participant's full and unconditional agreement to these Official Contest Rules and administrative decisions, which are final and binding in all matters related to the contest. This notice is not an obligation of funds; the final award is contingent upon the availability of appropriations.

A.6. Resolution of Disputes

DOE is solely responsible for administrative decisions, which are final and binding in all matters related to the contest.

Neither DOE nor the Prize Administrator will arbitrate, intervene, advise on, or resolve any matters between team members or among competitors.

A.7. Publicity

The winners of these prizes (collectively, "winners") will be featured on the DOE and NREL websites.

Except where prohibited, participation in the contest constitutes each winner's consent to DOE's and its agents' use of each winner's name, likeness, photograph, voice, opinions, and/or hometown and state information for promotional purposes through any form of media worldwide, without further permission, payment, or consideration.

A.8. Liability

Upon registration, all participants agree to assume any and all risks of injury or loss in connection with or in any way arising from participation in this contest. Upon registration, except in the case of willful misconduct, all participants agree to and, thereby, do waive and release any and all claims or causes of action against the federal government and its officers, employees, and agents for any and all injury and damage of any nature whatsoever (whether existing or thereafter arising, whether direct, indirect, or consequential, and whether foreseeable or not), arising from their participation in the contest, whether the claim or cause of action arises under contract or tort.

In accordance with the delegation of authority to run this contest delegated to the director of DOE's Water Power Technologies Office, the director has determined that no liability insurance naming DOE as an insured will be required of competitors to compete in this competition per 15 USC 3719(i)(2). Competitors should assess the risks associated with their proposed activities and adequately insure themselves against possible losses.

A.9. Records Retention and Freedom of Information Act

All materials submitted to DOE as part of a submission become DOE records and are subject to the Freedom of Information Act. Competitors will be notified of any Freedom of Information Act requests for their submissions in accordance with 29 C.F.R. § 70.26. Competitors may then have the opportunity to review materials and work with a FOIA representative prior to the release of materials.

A.10. Privacy

If a competitor chooses to provide CaFE with personal information by registering or completing the submission package through the contest website, they understand that such information will be transmitted to DOE and may be kept in a system of records. Such information will be used only to respond to them in matters regarding your submission and/or the contest unless they choose to receive updates or notifications about other contests or programs from DOE on an opt-in basis. DOE and NREL are not collecting any information for commercial marketing.

A.11. General Conditions

DOE reserves the right to cancel, suspend, and/or modify the contest, or any part of it, at any time. If any fraud, technical failures, or any other factor beyond DOE's reasonable control impairs the integrity or proper functioning of the contests, as determined by DOE in its sole discretion, DOE may cancel the contest.

Although DOE may indicate that it will select up to several quarterfinalists, semifinalists, finalists, and winners for each contest, DOE reserves the right to only select competitors that are likely to achieve the goals of the program. If, in DOE's determination, no competitors are likely to achieve the

goals of the program, DOE will select no competitors to be quarterfinalists, semifinalists, finalists, or winners and will award no prize money.

A.12. Program Policy Factors

While the scores of the expert reviewers will be carefully considered, it is the role of the prize judge to maximize the impact of contest funds. Some factors outside the control of competitors and beyond the independent expert reviewer scope of review may need to be considered to accomplish this goal. The following is a list of such factors. In addition to the reviewers' scores, the below program policy factors may be considered in determining winners:

- Diversity in geography, technology, and subjects shown.
- Artists who have been selected as winners in more than one category; photos or videos that have been selected as winners in more than one category.
- The creative interpretation of the submission category and how it relates to WPTO's mission.
- The degree to which techniques enhance the submission's creativity, focus, presentation, etc.
- The degree to which the submission portrays new and expanding aspects of water power.
- The degree to which the submission can be used to expand awareness and education about water power technologies.
- Whether technologies are skewed through heavy retouching, filtering, and coloring in photos and/or videos.

A.13. National Environmental Policy Act (NEPA) Compliance

DOE's administration of the Make A Splash Photo and Video Contest is subject to NEPA (42 USC 4321, et seq.). NEPA requires federal agencies to integrate environmental values into their decision-making processes by considering the potential environmental impacts of their proposed actions. For additional background on NEPA, please see DOE's NEPA website at <http://nepa.energy.gov/>.

A.14. Return of Funds

As a condition of receiving a prize, competitors agree that if the prize was made based on fraudulent or inaccurate information provided by the competitor to DOE, DOE has the right to demand that any prize funds or the value of other non-cash prizes be returned to the government.

ALL DECISIONS BY DOE ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST.