

RULES OF CONTEST

“APOLOGY LETTER TO CONGO”

These contest rules apply for the contest “APOLOGY LETTER TO CONGO”

1. The Contest

The contest “APOLOGY LETTER TO CONGO” (hereafter: “**the Contest**”) is part of the campaign “SORRY IS EEN BEGIN” / “PARDON EST UN DEBUT” (hereafter: “**the Campaign**”). All participants are invited to upload a letter on the website <https://www.sorryiseenbegin.be/> and <https://www.pardonestundebut.be/> (hereafter “**the Website**”) in the name of the Belgian population to apologize for all its wrongdoings during the colonialization of Congo (hereafter: “**the Letter**”). The Contest will appoint **one winner** whose letter will be published on the Website (hereafter: “**the Winner**”). Within the participants, **40 (forty)** will be selected to participate in the masterclass copywriting organized by ACC Belgium (hereafter: “**Masterclass Copywriting**”). Out of these 40, **1 (one)** will be selected and offered a job as copywriter at Happiness Brussels. This document sets forth the rules applicable to the Contest (hereafter: “**Rules of Contest**”).

2. Organiser

The Contest is organised by Happiness Brussels BVBA (hereafter: “**Happiness Brussels**”), a limited liability company incorporated under Belgian laws with registered office at 1800 Vilvoorde, Steenkaai 42, Belgium, and registered with the Crossroads Bank of Enterprises (‘CBE’) under BE0876.054.114.

3. Who can enter

- (i) To be eligible to participate in the Contest, participants must be Belgian residents, hold a valid Belgian ID card and have reached the age of 18 years old at the time of entry.
- (ii) Employees of Happiness Brussels, their affiliated companies, and advertising and promotion agencies and the immediate family members of each of the foregoing are ineligible. The term “immediate family” includes spouses, grandparents, parents, siblings, children and grandchildren.

4. How to enter

- (i) No purchase of payment or entry fee is necessary to enter the Contest.
- (ii) Only one (1) entry per person is allowed. If Happiness Brussels receives several submissions from the same email address or receives submissions from the same person submitted through several email addresses, all submissions of the corresponding entrant will be void.
- (iii) To enter, log onto the Website, fill in all the requested details and upload the Letter. All entries are subject to acceptance of the Rules of Contest and the

[Privacy & Cookie Policy](#). The Letter must fulfil the requirements set out in the briefing which can be found on the Website. The briefing can be downloaded as from **8 April 2019**. It is the participant's sole responsibility to check whether the Letter he/she wants to upload, fulfils the requirements set out in the briefing. **All Letters should in any case be written in Dutch or French shall not contain more than 4.000 characters.** No mechanically reproduced or completed entries will be accepted.

- (iv) Participation is only valid on the condition that the participation form, which can be found on the Website, is completed with all requested mentions of the personal data of the participant (first name, last name, email address, phone number, employment status). Every participation form that (i) has been entered incomplete because, for example, incorrect or incomplete personal data or (ii) received by Happiness Brussels outside the Entry Period, will be considered invalid.
- (v) By entering, participants represent and warrant that they (i) own the content of the Letter submitted, (ii) the Letter does not infringe the rights of any third parties. No discriminating or offensive letters (as determined by Happiness Brussels in its sole and absolute discretion) will be accepted. Happiness Brussels reserves the right in its sole and absolute discretion to disqualify any entry.
- (vi) By entering and submitting the Letter the participant hereby definitively and irrevocably assigns to Happiness Brussels all present and future rights in the Letter, including intellectual property rights such as copyright and neighbouring rights, for the entire duration of protection under any applicable law in any country, including among other the proprietary rights relating to any of the foregoing and the right to use, reproduce, modify, copy, translate, communicate to the public, broadcast and exploit or allow third parties to use, reproduce, modify, copy, translate, communicate to the public, broadcast and exploit the Letter, in any present or future media, worldwide.
- (vii) The participants give Happiness Brussels permission to check that their identity and personal data match their identity card. False statements or incorrect statements from the participants in connection with their identity results in direct disqualification for participation. The information requested by Happiness Brussels must be provided within the specified period to Happiness Brussels. Happiness Brussels does not accept complaints on the organization of the competition, except in the event of serious or intentional fault by Happiness Brussels.

5. Entry Period

- (i) The Contest starts on **17 April 2019** and all entries must be received by Happiness Brussels by **3 May 2019, 23h59** (hereafter: "**Entry Period**"). All entries received after the said date and time will not be accepted.
- (ii) Happiness Brussels is not responsible for lost, late, or misdirected entries, printing errors, server unavailability, computer or any other electronic malfunction.

6. Evaluation Process

Phase 1: Initial review.

- (i) Each Letter will be reviewed by 3 independent judges out of a panel containing 9 French speaking judges or 9 Dutch speaking judges, depending on the language of the submitted Letter. The 3 selected judges will consist out of 1 judge with an academic / expertise background; 1 judge with Congolese background; 1 judge with a copywriting background.
- (ii) The identity of the judges will be communicated on the Website before the start of Phase 1.
- (iii) The Initial Review is based on 5 criteria, each of which represent 10 points out of a total of 50 points:
 - 1. The right tone: 10 points
 - 2. Empathy: 10 points
 - 3. Depth and expertise: 10 points
 - 4. Feeling: 10 points
 - 5. Grammar: 10 points**Total: 50 points**
- (iv) The 3 judges will come to an unanimous decision on the points for all 5 criteria. Based on this score, a first ranking of all the Letters will be set by **13 May 2019**.
- (v) Participants will be informed during the Initial Phase on their rankings via email.

Phase 2: Elite Jury Review

- (i) The final top 10 will appear before an Elite Jury for an oral defense on **16 May 2019**.
- (ii) The Elite Jury will consist out of subject matter experts.
- (iii) The Elite Jury will, at their sole discretion, appoint 5 participants on **17 May 2019**, whose Letter will be published on the Website and will be presented during an official press conference. The appointed 5 participants will be informed by telephone and/or email on **17 May 2019**.

Phase 3: Public Voting

- (i) The general public will be able to vote on the Website on the 5 selected Letters of Phase 2. The voting period starts on **17 May 2019** and will end on **31 May 2019**
- (ii) On **31 May 2019**, the participants whose Letter received the most votes, will be appointed as the Winner.
- (iii) The Winner will be announced and published on the Website.

- (iv) On **30 June 2019**, the Letter of the Winner will be sent to a representative of the Congolese population as a symbolic excuse.

7. The Winner

- (i) One (1) Winner of the Contest will be selected. He / she will be contacted by telephone and/or email on **31 May 2019**. His / her Letter will be published on the Website and he / she will be announced as a winner on the Website, which constitutes as the only prize for winning the Contest.
- (ii) There will be cash alternatives except at the sole discretion of Happiness Brussels. No transfer or assignment is allowed.
- (iii) The Winner acknowledges that Happiness Brussels has the right to publicize his/her name, character, likeness, photograph, voice and the fact that he/she is the Winner for promotional purposes without financial remuneration.

8. Masterclass Copywriting

- (i) When entering the Contest, every participant will be presented with a choice to potentially participate in a Masterclass Copywriting, offered and organised by ACC Belgium, the association of Belgian communication agencies. If the participant is interested in the aforesaid Masterclass Copywriting, he/she should indicate this on the participation form in the corresponding check box. Requests regarding the Masterclass Copywriting other than on the participation form and/or outside the Entry Period, will be deemed void.
- (ii) The final 40 participants, which are selected during the Evaluation Process and have indicated their interest in the Masterclass Copywriting, will be officially invited to participate in the Masterclass Copywriting by email and/or phone on **14 and 15 May 2019**
- (iii) The Masterclass Copywriting will be organised on **31 May 2019 and 7 June 2019**. If one of the final 40 participants is not able to participate in the Masterclass Copywriting or does not respond to the invitation email within seven (7) days, the participants next in ranking will be contacted and offered to participate in the Masterclass Copywriting.
- (iv) Out of the 40 selected participants, 1 (one) will be offered a job at Happiness Brussels. The selection will be based on the performance of each of the participants during the Masterclass Copywriting.
- (iv) There will be no substitutions or cash alternatives if the participant cannot participate in the Masterclass Copywriting except at the sole discretion of Happiness Brussels. No transfer or assignment is allowed.

9. Odds of Winning/Miscellaneous

- (i) The Contest is not determined by chance. Solely a jury and public voting determine the outcome of the Contest.
- (ii) This contest is subject to all applicable laws and regulations and is void where prohibited. Happiness Brussels accept no responsibility or liability in connection

with any injuries, losses or damages of any kind caused by or resulting from winning the Contest.

- (iii) Happiness Brussels cannot be held liable for any lost or stolen entries or Contest information. Happiness Brussels is not responsible for any computer or electronic malfunction, server unavailability, technological glitch, or human error relating to this contest and/or the use of short-code.
- (iv) Happiness Brussels reserves the right to make rules and Contest changes, and change the aforementioned Contest dates, except for the dates of the Entry Period. All participants will be notified by email of any changes.
- (v) By entering this Contest, each participant waives any and all claims of liability against Happiness Brussels and their respective parents, affiliates, officers, directors, employees and agents, for any and all claims, loss, damage or injury which may occur as a result of participant's participation in this contest.
- (vi) These Rules of Contest shall be interpreted and construed according to and governed by Belgian Law. The courts of Brussels have exclusive jurisdiction in the event of disputes arising out of or in connection with these Rules of Contest.