



Rules of the IV Instagram Photography Contest – Holy Week and Easter 2026

The European Network of Holy Week and Easter Celebrations hereby announces the IV Instagram Photography Contest, with the aim of promoting, through visual imagery, the cultural and social richness of these celebrations in the municipalities that form part of the Network, encompassing both Catholic and Orthodox traditions.

1. Theme

- Photographs must depict Holy Week and Easter in one of the member municipalities of the European Network, highlighting:
 - Rites and celebrations
 - Attire and ceremonial objects
 - Unique traditions
 - The social dimension of the celebration (participants, brotherhoods, associations, or the public)

Only images taken in the following municipalities will be accepted:

Croatia: Jelsa and Korcula

Slovenia: Skofja Loka

Malta: Birgu, Birzebbuga, Ghaxaq, Gudja, Hal Qormi, Hamrun, Luqa, Marsa, Marsaskala,

Marsaxlokk, Santa Lucija and Santa Venera

Italy: Caltanissetta, Enna and Palermo

Spain: Alcalá la Real, Baena, Cabra, Carmona, Écija, Lorca, Lucena, Orihuela, Osuna, Priego de Córdoba, Puente Genil, Utrera and Viveiro

Portugal: Braga, Idanha-a-Nova, Óbidos, Ovar and Santa Maria da Feira

Serbia: Loznica

2. Participants

- Natural persons of any age may participate.
- Minors may participate under the responsibility of their parents or legal guardians.
- Individuals directly involved in the organisation of the contest are not eligible to participate.

Participation is free of charge.

3. How to Participate

In order for a photograph to be considered valid, the following **four steps** must be completed:

1. Post the photograph on Instagram from a public profile.
2. Include the hashtag #PhotoContestHolyWeekandEaster2026.
3. Tag @holyweekeurope in the image.



4. Add the location where the photograph was taken.

Each participant may submit a maximum of **three photographs**, which will be assessed individually.

Videos will not be accepted.

Photographs must not contain a signature, watermark, or any identifying marks of the author.

4. Submission Period

The submission period will run **from March 29, 2026 at 00:01 until April 19, 2026 at 23:59 (CET)**.

5. Jury and Evaluation Criteria

The jury will be composed of:

- Staff members of the Technical Office of the European Network
- A professional in photography and/or communication
- Technical staff from tourism offices of member municipalities

The jury will assess:

- Technical quality
- Creativity and originality
- Relevance to the theme
- Ability to convey the distinctive emotions associated with these celebrations

Three finalist photographs will be selected, and one overall winner will be chosen among them.

The **decision will be made public on May 1, 2026** and shall be final.

The jury reserves the right to declare the prize void if deemed appropriate.

6. Prize

The **Official Holy Week and Easter 2026 Photography Award** will include:

- A **Fujifilm Instax Mini 12 instant camera**
- The book “Holy Week, a Living Tradition”

Additionally:

- The winning photograph will become the official image of the 2027 contest.
- It will be included in an online exhibition of finalists.
- It will be featured on the official website and social media channels.
- It may be used in cultural publications and promotional materials of the Network.



The organisation will contact the winner directly.

Second Prize

Official Finalist Recognition.

Third Prize

Official Finalist Recognition.

For the second and third prizes:

- Inclusion in the online exhibition of finalists.
- Publication on the official website and social media channels of the European Network.
- Possible use in cultural publications and promotional materials related to the Network.

7. Rights and Responsibilities

Participants:

- Warrant the authorship and originality of the submitted images.
- Are responsible for securing image rights for any persons appearing in the photographs.
- Grant the organisation the rights of reproduction and public communication for cultural, educational, and promotional purposes related to the Network.

The organisation shall not be held liable for technical failures, connection issues, or incidents beyond its control.

Images containing offensive or discriminatory content, or content that infringes fundamental rights, will be excluded.

8. Data Protection

Participation implies acceptance that the submitted images and related content may be shared on Instagram and on the official channels of the European Network.

9. Acceptance of the Rules

Participation in the contest implies full acceptance of these rules and of the jury's decision. Any matter not expressly provided for herein shall be resolved by the organisation.