



Prize award and examination regulations for the 'DLG Agri Influencer Award 2022'



1. Definition

The German Agricultural Society undertakes central functions in the worldwide agricultural sector, including internal and external public relations work. The 'DLG Agri Influencer Award 2022' highlights remarkable agricultural mediators and opinion-makers on the Internet and in the social media, and supports them in their communication and advertising. The award will be presented by DLG e.V. ('DLG'). Professional execution lies in the hands of an independent and international jury consisting of recognised consultants, media experts and farmers that is appointed by DLG.

'DLG Agri Influencer Award' ('AIA DLG')

The AIA DLG will be presented by DLG in three categories:

1. DLG Agri Influencer
2. DLG Agri Blogger
3. DLG Agri Newcomer

Three profiles or blogs will be nominated per category ('shortlist').

2. Participants

All farmers or farms that meet the criteria of the category for which they are applying can participate. Participation is voluntary and does not involve any additional, direct costs. The participant bears sole responsibility for compliance with all relevant statutory regulations and these DLG prize award and examination regulations.

3. Admission of the products

Applications are admitted according to the following criteria:

1. DLG Agri Influencer
Farmers or farms that maintain a profile with agricultural content in the social media and have at least 4,000 followers on their main profile.
2. DLG Agri Blogger
Farmers or farms that maintain their own blog with agricultural content.
3. DLG Agri Newcomer
Farmers or farms that started their blog or their social media profile with agricultural content in 2022.

4. Registration process

Each profile/each blog must be registered individually. Registration is carried out exclusively using the corresponding online form made available by DLG for this purpose.

Registration by post, fax or e-mail is not permissible and will not be accepted. The registration languages are German and English. Online registration will be available until midnight on the closing date for entries. The closing date for entries is 3 October 2022.

Joint registrations are not possible. The online form must be filled in carefully and completely.

Image material and other content

Application profile/blog content may be used for illustration in the media and as selection aids for the jury. All publication and reproduction rights to the images and content are thereby transferred to DLG for unreserved usage in terms of time, geography and content.

Binding registration deadline

All data must be uploaded to the online database by the specified registration deadline.

Registrations received after the registration deadline as well as incomplete registrations and registrations that fail to meet the above described requirements are excluded from participating in the AIA DLG. DLG guarantees that all of the information that is submitted, insofar as it is not required to present the profile/blog, will be handled as strictly confidential. The jury's decision will be announced in coordination with DLG's Marketing Service department.

5. Examination principles

DLG will appoint an independent, international jury consisting of recognised consultants, media experts and farmers to assess the profiles/blogs.

In addition to the jury members, external experts may also be called upon in an advisory capacity if necessary in the event of special questions. These will be obliged to maintain strict confidentiality if called upon.

The jury is subject to a code of ethics (compliance regulation) and meets the requirements of:

- Independence and neutrality
- Expertise to assess the applications
- Practical relevance

The jury carries out its assessment for the presentation of the awards based on the data that are submitted.

Assessment guidelines for the ‘DLG Agri Influencer’, ‘DLG Agri Blogger’ and ‘DLG Agri Newcomer’ awards

The awards in the categories will each be presented for a social media profile or a blog that is committed in a particular manner to public relations work for the agricultural sector. The following criteria are crucial:

- Range
- Quality of the content
- Creativeness of the profile
- Choice of topics
- Implementation of the topics in text and images
- Clear indication of the diversity of agriculture
- Balanced nature of the content
- Interaction with the community
- Use of various social media channels

6. Presentation of the awards

The jury will make its decision in accordance with the above specified assessment guidelines for the ‘DLG Agri Influencer’, ‘DLG Agri Blogger’ and ‘DLG Agri Newcomer’ awards. The jury’s decisions are binding for the participants and cannot be checked as regards correctness by the courts.

In the event that no award is forthcoming, the jury is not obliged to provide the applicants with reasons for the rejection.

Objections must be addressed exclusively to the jury chairperson via the supporting employee from DLG’s head office. None of the documents that are submitted will be returned. The award-winners will receive a certificate, a label and a trophy for each award-winning profile/blog.

Publication

The award-winners and their award-winning profiles/blogs will be published on the EuroTier website and in further publications by DLG.

- The jury’s decision will be announced to the influencers/bloggers in coordination with DLG’s Marketing Service department.
- The national and international trade and business press will also be informed about the presentation of the awards in the run-up to EuroTier.
- A picture, information and an explanatory text from the jury will be published for all of the award-winning profiles/blogs. If video or image material is to be presented in the context of the prize ceremony, DLG reserves the right to edit the material that is provided.

- All registered profiles/blogs that are assessed by the jury can be published in a separate list on the Internet and in further publications.

Award presentation

The awards will be presented to attract extensive publicity during EuroTier. The suitable framework for the prize award ceremony will be determined by the organiser in the run-up to the event.

7. Advertising with award-winning profiles/blogs

Advertising is voluntary and permissible:

- With the certificate
- With the label
- With the trophy
- With text references to the award (e.g. in press releases, adverts, on the Internet)
- With other campaign logos or communication materials defined in advance by DLG and approved for advertising

Permissible types of use

- Certificates and labels may be depicted in all sizes, whereby the width-to-height ratio must remain the same. Changes (e.g. text, colours) are not permissible.
- The production of duplicates of the certificates is not permissible.
- The labels and additional design materials defined by DLG can be obtained from DLG in the form of a four-colour or b/w image as a data set.

Advertising regulations, unambiguity

Advertising with the labels and text references to the presentation of the ‘DLG Agri Influencer Award’ is only permissible in close relation to the naming of the award-winning profile/blog. It must be clearly apparent which award the profile/blog has won and on the basis of which characteristics. The year of the prize award must be stated.

Exclusivity

Advertising is only permissible for the award-winning profile/blog. Company or image advertising divorced from the profile/blog is not permissible.

Sender information

The award-winner must be apparent.

Advertising duration

Stating the year of the award and in combination with the award-winning profile/blog, the duration of advertising is at the discretion of the award-winner.

Ban on misleading advertising

When undertaking advertising measures, it must be ensured that everything which may possibly give rise to misleading opinions is avoided. All information must comply with the law on advertising. Responsibility for this is borne solely by the participant or his/her legal successor.

8. Revocation of the awards

DLG reserves the right to revoke the presented award if the award-winner has submitted untruthful information or has seriously breached the advertising regulations (see point 7).

9. Claims for damages

Unless based on intent or gross negligence, claims for damages are ruled out. This does not apply in the event of injury to life, limb and health or the breach of cardinal obligations as a result of slight negligence.

10. Concluding provision

The prize award and examination regulations become legally binding for the participants on registration for the award online.