

PHOTO CONTEST 2026

1st Edition – 2026

COMPETITION RULES

Article 1: Organization

The Alliance Française of Dire Dawa (hereinafter referred to as “the Organizer”) is organizing a free photography contest entitled “**Heritage in Motion: New Perspectives and Gen Z Views on Harar and Dire Dawa, Yesterday and Today.**”

The contest will take place from **March 25 to October 31, 2026.**

The deadline for submitting an application is **October 31, 2026, at midnight.**

Article 2: Theme – “Heritage in Motion”

The contest invites participants to explore the relationship between youth (**Generation Z, ages 18–25**) and the cultural heritage of the cities of **Harar and Dire Dawa.**

Indicative thematic sub-axes include:

- The appropriation of historical sites by young people
- The reinterpretation of traditions and elements of intangible cultural heritage
Transmission: how ancestral knowledge, rituals, customs, and social practices are passed down between generations
- Transformations and ongoing changes in the city: heritage in the making
- Celebration
- Dance

- Dialogue between modernity and literary heritage (e.g. Rimbaud, Monfreid, Burton, Kessel)
- ... etc.

Article 3: Conditions of Participation

The contest is open to **any person residing in Ethiopia**.

Applicants must indicate **one of the four participation categories** on the registration form.

Youth / Generation Z Category: Ages 18–25, non-professional practice (smartphones allowed).

Professional / Expert / Artist Category: Established photographers or passionate practitioners using dedicated equipment.

Student Category: Students enrolled in a higher education institution (Dire Dawa University, Haramaya University, etc.).

Amateur Category: Any other person interested in photography as a creative practice.

Article 4: Submission Procedures

How to apply?

Applicants must complete the mandatory Google Form accessible via **this link** (<https://forms.gle/9GryFh4vjuf9Kj6V8>).

Photographs (**.JPG files**) must be uploaded via the same link (using Google Drive), in compliance with the following conditions:

- **Format:** High-resolution digital images (minimum **3000 pixels on the longest side**), .jpg format
- **Device types:** Digital cameras and smartphones
- **Quantity:** Maximum **10 photographs per participant**
- **Other criteria:** Image-editing software may be used **provided that AI tools are not used**

IMPORTANT – Each image must be named as follows:

CANDIDATE NAME_PHOTO NAME or LOCATION_PHOTO NUMBER_LR

Examples:

ALEMAYEHU_HARAR GATE_No.1

MEKONNEN_LYDIA AND THE TRAIN_No.3
BELETE_FABULOUS DANCERS_No.7

The Google Form is also accessible via the **QR code** displayed on the contest's communication materials.



Other methods of application:

Download the application file in **.pdf format** from the Alliance's website (section "**Photo Contest 2026**"), complete it, and send it by email to the following addresses:

directeur.aef.diredaoua@gmail.com
contact.aef.diredaoua@gmail.com

Images must be sent to the same addresses via **SwissTransfer or WeTransfer**.

A confirmation will be sent upon receipt.

Article 5: Selection Criteria

The jury, composed of photography professionals, cultural stakeholders, and representatives of the Alliance and partner institutions, will evaluate the works based on:

- Relevance to the theme
- Narrative strength and emotional impact
- Originality of the work
- Technical and aesthetic quality of the composition

AI-Generated or AI-Modified Photographs

Any photograph generated or substantially modified using **artificial intelligence tools** (image generation, AI-based retouching, etc.) is excluded from the contest.

Traditional post-production adjustments — exposure, contrast, cropping, black-and-white conversion — remain authorized.

By submitting their application, participants certify on their honor that their works comply with this rule. In the event of a proven violation, the jury reserves the right to disqualify the participant at any stage of the competition, including after the award ceremony, and to demand the return of the prize.

Article 6: Image Rights and Intellectual Property

Right to image:

Participants certify that they are the authors of the submitted photographs and that they have obtained authorization from any identifiable persons appearing in the images. The Organizer declines all responsibility in the event of disputes.

Use of images:

Winners authorize the Alliance Française of Dire Dawa to exhibit their photographs and publish them on all communication media (website, social networks, brochures) for the promotion of the contest (**2026 and 2027 editions**), with mandatory mention of the author's name.

Article 7: Awards and Prizes

Prizes will be awarded during an official ceremony at the **Alliance Française of Dire Dawa**.

1st Prize: 200,000 ETB

2nd Prize: 100,000 ETB

3rd Prize: 50,000 ETB

Public Choice Award: (to be defined)

Jury Special Prize: (to be defined)

Rimbaud Prize: (to be defined)

Additional prizes may be offered by project partners.

Article 8: Acceptance of the Rules

Participation in this contest implies full and unconditional acceptance of these rules. Any violation will result in the disqualification of the participant.

Article 9: Liability

The Alliance Française of Dire Dawa, as organizer of the contest, cannot be held liable in the event of:

Technical issues related to access to the application form, image uploads, or file transmission

Loss, delay, improper receipt, or deterioration of files sent by participants
Cancellation or modification of the contest for reasons beyond its control

Participants remain solely responsible for:

Compliance with copyright laws related to the submitted photographs
Obtaining the necessary authorizations regarding the **image rights of photographed persons**
Compliance with applicable legislation

Any participation containing inaccurate, incomplete, or fraudulent information may result in exclusion from the contest.

Article 10: Modification or Cancellation of the Contest

The Organizer reserves the right to modify, postpone, shorten, or cancel the contest if exceptional circumstances or circumstances beyond its control so require.

In such cases, no compensation may be claimed by participants.

Any modification of these rules will be communicated via the Alliance Française of Dire Dawa's communication channels.

Article 11: Personal Data Protection

Information collected as part of the contest is necessary for organizing and managing applications.

Participants' personal data (name, surname, contact details, and application-related information) is used solely for the purposes of the contest and related communication.

Such data will not be sold or transferred to third parties without participants' consent, except where legally required.

In accordance with applicable data protection regulations, each participant has the right to access, rectify, or delete their personal data by submitting a request to the **Alliance Française of Dire Dawa**.

Article 12: Disputes and Applicable Law

This contest is governed by **Ethiopian law**.

Any dispute relating to the interpretation or application of these rules must be submitted to the Organizer.

Failing an amicable resolution, disputes will be submitted to the competent courts.