

UNIVERSITY OF READING: FARMING THE FUTURE PRIZE COMPETITION

TERMS AND CONDITIONS

By entering the competition you agree to be bound by these terms and conditions.

1. **The Promoter.** The promoter is the University of Reading, a corporation with charitable status, established by Royal Charter (RC000665) of Whiteknights House, Whiteknights, PO Box 217, Reading, Berkshire, RG6 6AH, United Kingdom.
2. **Eligibility.** The competition is only open to residents of the UK or individuals studying in the UK. Employees of the Promoter, their family members, or any person directly involved in the running of the competition, are not eligible to enter the competition. The Promoter may ask the winner to provide proof of age.
3. If you are under the age of 18, you must obtain written parental or legal guardian consent to enter and claim your prize. You must ensure your parent or legal guardian have read these Terms and Conditions prior to entry. The Promoter may ask the winners to provide proof of age and/or proof of parent/legal guardian consent.
4. **The Competition.** The competition is free to enter and one entry is allowed per person. Entries on behalf of another person will not be accepted. All entries must be your own original work and must not have been published elsewhere. It is your responsibility to ensure that your entry does not infringe the copyright of any third party or any laws.
5. To enter, individuals (“Entrants”) must submit an original idea, creative vision, or conceptualisation concerning the future of farming. Entries may take the form of written content, visual artwork, poetry, or other creative media that is able to be submitted via the designated online form. Video and/or audio entries are not valid and will not be accepted. Written or drawn entries must be no larger than one side of A4. Entries which are objects must be small enough to be held in your hands (about 10 x 10 x 10 cm). If your entry is not in a format which can be submitted digitally (e.g. an object, or drawing, painting or writing on paper), a good quality photograph or scan should be submitted. Both the physical object and the digital submission (e.g. photograph or scan of the physical object) will constitute your entry.
6. Only one (1) entry per Entrant shall be accepted. In the event of multiple submissions, only the first valid entry received shall be considered. The Promoter reserves the right, at its sole discretion, to reject any entry which it deems, in its sole discretion, to be unlawful, defamatory, offensive, or otherwise inappropriate.
7. **Opening and Closing Date.** Entries can be submitted between 09:00 GMT of Monday 11th August and 23:59 GMT on 31 October 2025 (**Closing Date**). Entries received after the Closing Date, or invalid or ineligible entries, will be disqualified.
8. **Submitting your entry.** All entries must be submitted via the designated online form at the following address <https://rdg.ac/farmingthefuture> and by email to futurefarm100@reading.ac.uk along with your full name once you have completed the online form. If you do not include your full name in the email, the Promoter will not know who the entry belongs to and your entry will not be valid. Written entries must be written in the English language, submitted in Microsoft Word, PDF or image format. All competition entries must include your full name and email address, and if you are under 18 the full name and email address of your parent or

legal guardian, and be received by the Promoter by the Closing Date. Entries will not be returned.

9. If you are under 18, by submitting an entry for the Competition, your parent/legal guardian is deemed to have given permission for the entry to be created and published free of charge by the Promoter for all purposes as it wishes.
10. By entering this competition, you are giving consent to be contacted about the competition, and for your entry to be included in the time capsule, which will remain unopened until 2126. For the avoidance of doubt, if you submitted a photo or scan of your entry, the original (physical) version of your entry will be included in the capsule.
11. **Judging Panel.** All valid competition entries will be judged by a panel of three (3) judges appointed by the Promoter (the “Judging Panel”), who will select five (5) winners. The winners will be selected by the Judging Panel on the basis of the following non-exhaustive criteria: creativity, originality, clarity of vision, and relevance to the theme of the future of farming. The decision of the Judging Panel will be final and no correspondence or discussion will be entered into. The Promoter will send the full names of the Judging Panel to anyone who writes within one (1) month of the Closing Date requesting their details.
12. **The Prize.** The winners will receive:
 - a. one (1) book token to the value of twenty pounds sterling (£20); and
 - b. an invitation for each winner and one guest to attend the official time capsule burial ceremony (“Time Capsule Burial”) at the University of Reading in 2026 (date to be confirmed).
13. The prizes are non-exchangeable, non-transferable, and there is no cash alternative. The Promoter retains the right to substitute any prize with another prize of a similar value if circumstances beyond its control make it necessary to do so. The Promoter will use its reasonable endeavours to provide sufficient notice of the Time Capsule Burial to all winners. Given the nature of the event, it will not be possible to rearrange it if one or more winners are unable to attend. If the winner is under eighteen (18), the guest for the Time Capsule Burial must be their parent or legal guardian.
14. The Promoter shall not be liable for any travel or accommodation costs associated with attendance at the Time Capsule Burial.
15. **Awarding the Prize.** The winners will be notified by email as soon as practicable after the Closing Date (using contact details provided at entry) and by 30 December 2025, and must be able to follow the instructions for claiming the prize. It may be necessary to provide a postal address to claim a prize. Alternative collection or delivery arrangements may be possible by mutual agreement in exceptional circumstances. If a winner cannot be contacted or does not claim the prize within fourteen (14) days of being notified, the Promoter reserves the right to offer the prize to the next eligible entrant.
16. **Ownership of Competition Entries and Intellectual Property Rights.** Each entrant retains any copyright arising in his or her entry. However, you agree to grant the University of Reading a non-exclusive, worldwide, perpetual, irrevocable, royalty free licence for the full period of any intellectual property rights in your competition entry (both physical and digital) and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the entry (both physical and digital) and any accompanying materials for the purposes of:

- a. fulfilling the purpose of the time capsule, Time Capsule Burial, and wider 'Farming the Future' centenary project, including depositing the physical entries in the time capsule which will be buried and remain unopened until 2126, and depositing the digital entries in a digital time capsule at the Museum of English Rural Life which is intended to remain unopened until 2126;
- b. showcasing the entries in exhibitions, print and digital publications related to the 'Farming the Future' centenary project, including an exhibition at the Museum of English Rural Life and display in their digital archive;
- c. promoting the 'Farming the Future' centenary project on its website, on its social media platforms and in the press;
- d. promoting the prize competition on its website, on its social media and in the press.

You will be credited as the author unless you ask us not to do so.

17. **Details of winners.** The first name and county/country of the winner will be available on request for up to four weeks after the Closing Date by emailing. By entering the competition you agree to us sharing your name and county/country of residence as described as above, unless you expressly tell us not to do so by contacting us at the above email address.
18. **Limitation of Liability.** The Prize is provided 'as is' without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. The Promoter does not accept any responsibility for product warranty and/or product liability matters. The Promoter's total liability to you in relation to the prize draw and/or the prize(s) shall not exceed the value of the prize(s). The Promoter reserves the right to hold void, cancel, suspend, or amend the competition at any time if it becomes necessary to do so for reasons beyond its control.
19. **Personal Data.** Personal data supplied by you during this competition will only be processed by the University:
 - a) to assess your entry into the competition;
 - b) to check that you meet these terms and conditions;
 - c) to administer the competition and to contact you about the outcome of the competition, including notifying you if you are a winner; to comply with its statutory obligation to publish or make available information that a valid award has taken place (as detailed at paragraph 9 above); and
 - d) as set out in the University's privacy policy – https://www.reading.ac.uk/15/about/about-privacy.aspx?_ga=2.198889199.170924768.1520430647-308154393.1512136824 and in accordance with all relevant data protection legislation.
20. **Governing Law & Jurisdiction.** The competition will be governed by the law of England and Wales and the non-exclusive jurisdiction of the English courts.