



2023 ArcGIS StoryMaps Competition

Official Rules and Terms of Agreement

The 2023 ArcGIS StoryMaps Competition ("Competition")

1. Sponsor:

Environmental Systems Research Institute, Inc. (Esri), 380 New York Street, Redlands, California 92373 USA (hereinafter referred to individually as "Esri") and International Union for Conservation of Nature (IUCN), at Rue Mauverney 28, 1196 Gland, Switzerland (hereinafter referred to individually as "Sponsor" and collectively, inclusive of Esri, as "Sponsors").

2. Participation:

You ("Applicant") must provide Esri with the URL to your original story made with ArcGIS StoryMaps (the "Entry") per the Competition instructions set forth herein.

3. Eligibility:

This Competition is open globally to individuals at least 18 years old, except for individuals who are residents of Cuba; Iran; North Korea; Crimea Region of the Ukraine; Syria; province of Quebec, Canada; Donetsk People's Republic (DNR); Luhansk People's Republic (LPR) of the Ukraine; Russia; Belarus; and where prohibited by national, state, provincial, or any other governmental laws or regulations. Any access to Esri software, documentation, technical data and technology is subject to all applicable U.S. export control and trade sanctions laws and regulations.

Employees of Esri and its international distributors, affiliates, and sister companies, including those individuals who were former employees within the last six months prior to the announcement date of the Competition, and such employees' immediate families (spouses, parents, siblings, and children), including household members of each such employee or person, are not eligible to enter. Stories that were created for customers by Esri's distributors, or that were created in collaboration with Esri's distributors, are not eligible for the Competition.

This Competition is a trade promotion and open to Esri's user community.

Note: It is Applicant's sole responsibility to review and understand Applicant's employer's policies regarding eligibility to participate in this Competition. If Applicant is participating in violation of such employer's policies, Applicant may be disqualified from entering or receiving prizes. Sponsors disclaim any and all liability or responsibility for disputes arising between Applicant and Applicant's employer related to this matter, and prizes will only be awarded in compliance with Applicant's employer's policies.

Government Employees: As a result of government gift and ethics rules, government employees may not be eligible to receive a prize in this Competition. Prior to entering this Competition, Applicant must verify with his/her organization whether Applicant may participate in this Competition. Applicant must provide written authorization from their organization



prior to receiving any prize.

How to Enter: Entries must be submitted to one of two tracks (each a “Track” and collectively “Tracks”) through the official entry form located at esri.com/storymaps/contest.^

1. A Place-Based Story
2. A Scientific Study or Article

The Entry must be submitted during the Competition Period for consideration.

The Entry form must include, but is not limited to, the following: Applicant name, address, email address, and story title and URL.

An applicant may select a “student” checkbox to be judged against only student competition submissions. To qualify as a student, an applicant must be: (i) 18 years or older; and (ii) enrolled in a two-year or four-year institution of higher education.

Account: Entries may be created and submitted from one of four types of accounts (but not a public account):

- A student account at an institution of higher education;
- ArcGIS Creator or Professional;
- ArcGIS for Personal Use; or
- ArcGIS Enterprise.

The Entry must be able to remain publicly visible without login through at least December 2025 (i.e., two years minimum past the close of this event).

Login: Entries must be visible without requiring a login. Entries engaging “premium data” (login required, such as premium content from Living Atlas) must set the display to permit access without needing a login. See [helpful note](#).

Complete instructions for entering this Competition are available at esri.com/storymaps/contest.

NO PURCHASE IS REQUIRED TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. OFFER IS VOID WHERE PROHIBITED BY LAW.

SUBMITTING AN ENTRY INDICATES APPLICANT’S ACCEPTANCE OF THE TERMS AND CONDITIONS OF THIS COMPETITION, ELIGIBILITY REQUIREMENTS, AND ANY ADDITIONAL TERMS AND CONDITIONS THAT SPONSOR MAY INSTITUTE AT ITS DISCRETION.

Number of Entries: An applicant may enter this Competition one (1) time with a unique submission. An Applicant may be defined as an individual (or) a group of individuals submitting one Entry together.

4. Competition Period:

This Competition begins at 11:00 a.m. Pacific daylight time (PDT) on Monday, July 10, 2023, and ends at 5:00 p.m. Pacific daylight time (PDT) on Friday, October 27, 2023 (“Competition Period”). All Entries must be received during the Competition Period. Entries received after the Competition Period will not be considered. Each Entry is considered received when accepted by Sponsors.



Judging:

Sponsors will review eligible submissions and select up to ten (10) finalists and (5) student finalists for Track 1 and ten (10) finalists and (5) student finalists for Track 2. Guest Judges will select one (1) winner, one (1) runner up, and one (1) student winner for each Track.

Sponsors will select the finalists, and Guest Judges will select the winners, student winners, and runners up, in each Track based on the following criteria:

- Overall design, impact, and originality
- Innovative use of GIS and the ArcGIS StoryMaps product
- Support of the Competition theme

Individual Sponsors will select one winner for each special award category:

- *The Our Towns Community Mapping Award* by Our Towns Civic Organization. Given in recognition of a story that explains, engages, and energizes community members in local efforts for environmental sustainability and resilience, or for related projects that expand economic and civic opportunity. Special preference will be given to stories presenting approaches that could create a model for other communities around the world. The Our Towns Foundation will use its resources to publicize and highlight the winner's maps and insights.
- *Esri Native Nations Traditional Ecological Knowledge (TEK) Award* by the [Esri Tribal Governments Program](#). The Esri Native Nations TEK Award celebrates the invaluable wisdom and cultural heritage of indigenous communities in their deep understanding of the natural world. This award honors Native Nations' remarkable

dedication to the preservation of TEK, ensuring the continued vitality of their cultural identity and ancestral wisdom. It acknowledges their commitment to fostering ecological resilience, safeguarding natural resources, and promoting community well-being through the application of traditional knowledge in the modern world. The Esri Tribal Governments Program will use its resources to publicize and highlight the winner's story.

- *UCN Indigenous Peoples Governance and Rights Award* by the IUCN Protected and Conserved Areas Team. The IUCN Indigenous Peoples Governance and Rights Award recognizes the critical and long-standing role of Indigenous peoples' and their governance systems and customary laws in conserving nature. These governance institutions and customary laws are often rooted in spiritual and cultural values and have conserved nature effectively for millennia. It is only by recognizing and supporting the rights of Indigenous peoples, that they can continue to protect the planet and its precious biodiversity for years to come. The award seeks to shine a light on innovative approaches and pathways led by Indigenous peoples towards achieving the recognition of their rights and governance that can lead to transformative change. The IUCN Protected and Conserved Areas Team will use its resources to publicize and highlight the winner's story.

Entries must be "original work," conceived, created, and completed entirely by the Applicant submitting the Entry. Entries may use data or content generated by outside persons or institutions, so long as the use of such third-party data or content is used under written license or permission, within guidelines of "fair use" as described by the U.S. Copyright Act, or is in the public domain.



5. Odds:

Odds of winning will vary depending on the number of submitted valid Entries and the skill and quality of the submitted Entries based on the judging criteria described above.

Recognition: A winner, runner up, and student winner will be assigned for each Track. A winner also will be assigned for each of the special categories. All winners, runners up, and student winners will receive a 2023 ArcGIS StoryMaps Competition certificate, and the stories will be featured on the ArcGIS StoryMaps website.

The winners and student winners also will:

- be featured in an interview with Esri's StoryMaps team to be published on the [ArcGIS Blog](#); and
- receive a Special Achievement in GIS Award at Esri's 2024 International User Conference.*

A winner will also be assigned for each special award category. Those winners will receive the recognitions listed above, as well as the following additional recognitions by special award:

- The Our Towns Community Mapping Award: The Our Towns Foundation will use its resources to publicize and highlight the winner's maps and insights;
- Esri Native Nations Traditional Ecological Knowledge (TEK) Award: The Esri Tribal Governments Program will use its resources to publicize and highlight the winner's story; and
- IUCN Indigenous Peoples Governance and Rights Award: The IUCN Protected and Conserved Areas

Team will use its resources to publicize and highlight the winner's story.

Notification of Winners: The Competition ends at 5:00 p.m. Pacific daylight time (PDT) on Friday, October 27, 2023. The Competition finalists will be announced on November 15 and winners will be announced on December 14, 2023 online at esri.com/storymaps/contest.

Applicants do not need to be present to win. Winners will be required to verify their eligibility. If Sponsors are unable to reach the Applicant by email within three (3) separate attempts, the corresponding prize will be awarded to an alternate winner. Should multiple Applicants using the same email account enter this Competition and a dispute thereafter arises regarding the identity of Applicant, the authorized account subscriber of said email account at the time of submission will be considered the Applicant. "Authorized account subscriber" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address.

6. Publicity:

Except where prohibited, participation in this Competition constitutes consent for Sponsors to use Applicant's entry and description of work anonymously for promotional purposes in any media without payment or consideration. As a condition of prize acceptance, Competition winners agree to allow Sponsors to publish their name, their organization's name, and a description of the work as well in all media of communication now known or later developed. Competition winners agree to



execute an Affidavit of Eligibility and Waiver/Release of Liability and Publicity.

7. Statement of Originality and Redistribution Rights:

This Competition is intended for the free exchange of stories related to Esri's software products. By submitting an Entry, Applicant asserts that the Entry is original and has been independently produced and grants Sponsors and its agents the unconditional, irrevocable, royalty-free, worldwide right to publish, redistribute, use, adapt, edit, rebroadcast, publicly display, and/or modify such Entry in any way, in any and all media, without limitation and without consideration to Applicant, whether or not such Entry is selected as a winning Entry. Any Entry that is not produced by Applicant or that violates patent, copyright, trademark, or trade secret laws is ineligible.

BY SUBMITTING AN ENTRY, APPLICANT REPRESENTS AND WARRANTS THAT APPLICANT HAS ALL RIGHTS, TITLE, AND INTEREST NECESSARY TO GRANT SPONSORS THE ROYALTY-FREE, WORLDWIDE, IRREVOCABLE, AND UNRESTRICTED RIGHT AND LICENSE TO USE, ADAPT, PUBLISH, REDISTRIBUTE, EDIT, (RE)BROADCAST, PUBLICLY DISPLAY, AND/OR MODIFY SUCH ENTRY(IES) IN ANY WAY AND POST THE ORIGINAL ENTRY ON THE INTERNET OR USE THE ORIGINAL ENTRY IN ANY OTHER WAY, AND APPLICANT AGREES TO INDEMNIFY AND HOLD SPONSORS HARMLESS FROM ANY CLAIMS TO THE CONTRARY.

By submitting an Entry, Applicant agrees that Applicant's submission is gratuitous and made without restriction and will not place Sponsors under any obligation, and that Sponsors are free to disclose

the ideas contained in the Entry on a nonconfidential basis to anyone or otherwise use the ideas without any additional compensation to Applicant. Applicant acknowledges that, by acceptance of the submission, Sponsors do not waive any rights to use similar or related ideas previously known to Sponsors, developed by its employees, or obtained from sources other than Applicant.

8. Disclaimers:

Applicant shall assume all responsibility for ensuring that Applicant's Entry is received by Esri within the Competition Period. No liability or responsibility is assumed by Sponsors resulting from Applicant's participation in or attempt to participate in this Competition or to download any information in connection with participating in this Competition. No responsibility or liability is assumed by Sponsors for technical problems or malfunctions that may affect the operation of this Competition including, but not limited to, any of the following occurrences: hardware or software errors; computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, or hosts; garbled, jumbled, or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed, or intercepted email transmissions; lost, late, delayed, or intercepted mail; inaccessibility of the Esri Competition website, in whole or in part, for any reason; traffic congestion on the Internet or the website; unauthorized human or nonhuman intervention in the operation of this Competition including, without limitation, unauthorized tampering, hacking, theft, viruses, bugs, or worms; destruction of any aspect of this Competition; or



loss, miscount, misdirection, inaccessibility, or unavailability of an account used in connection with this Competition. Sponsors are not responsible for any typographical errors in the announcement of prizes or these official rules or for any inaccurate or incorrect data contained on the website. Use of the website is at Applicant's own risk. Sponsors are not responsible for any personal injury or property damage or losses of any kind that may be sustained by Applicant's or any other person's computer equipment resulting from participation in this Competition, use of the website, the download of any information from the website, or use of the prizes. By participating in this Competition, Applicant thereby releases and indemnifies Sponsors from any and all claims, damages, or liabilities arising from or relating to such Applicant's participation in this Competition and agrees to resolve any dispute individually, without resorting to any class action. By accepting a prize in this Competition, winners agree that Sponsors shall not be liable for any loss or injury resulting from participation in this Competition, acceptance or use of any prize, or any travel related thereto.

Applicant agrees to comply with all export laws, rules, and regulations applicable to the entry in this Competition and agrees not to submit any Entry except in compliance with such laws, rules, and regulations.

ESRI RESERVES THE RIGHT TO DISCONTINUE THIS COMPETITION WITHOUT PRIOR NOTICE OR TO NOT GRANT ANY PRIZES IF THE SUBMITTED ENTRY(IES) DOES NOT MEET THE CRITERIA SET FORTH HEREIN. ALL JUDGING IS FINAL AND IS NOT SUBJECT TO APPEAL.

APPLICANT EXPRESSLY CLAIMS OWNERSHIP OF

ANY ENTRY(IES) SUBMITTED AND AGREES TO HOLD SPONSORS HARMLESS FOR ANY CLAIMS OF OWNERSHIP OR RIGHTS TO THE ENTRY(IES) BY THIRD PARTIES. APPLICANT AGREES TO DEFEND, INDEMNIFY, AND HOLD SPONSORS HARMLESS FROM AND AGAINST ANY LOSS, LIABILITY, COST, OR EXPENSE, INCLUDING REASONABLE ATTORNEYS' FEES, THAT MAY BE INCURRED BY APPLICANT AGAINST ANY CLAIMS, ACTIONS, OR DEMANDS BY A THIRD PARTY ALLEGING THAT THE ENTRY(IES) INFRINGES THE RIGHTS OF A LEGITIMATE PATENT, COPYRIGHT, TRADEMARK, OR TRADE SECRET. IN NO EVENT SHALL SPONSORS BE LIABLE TO APPLICANT FOR COSTS RELATED TO THE DEVELOPMENT OF THE ENTRY(IES); COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOST PROFITS OR WINNINGS; LOST SALES OR BUSINESS EXPENDITURES, INVESTMENTS, OR COMMITMENTS IN CONNECTION WITH ANY BUSINESS; LOSS OF ANY GOODWILL; OR ANY INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THIS COMPETITION, HOWEVER CAUSED, ON ANY THEORY OF LIABILITY AND WHETHER OR NOT SPONSORS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

9. Privacy Policy:

Both Sponsor's privacy policy will apply to this Competition and to all information that the Sponsors receive from Applicant's Entry. By entering this Competition, Applicant gives express consent for the collection, reproduction, use,



storage, and distribution of personal information as it relates to this Competition. Each Sponsor's privacy policy can be found at esri.com/legal/privacy.html and <https://www.iucn.org/legal>.

10. Governing Law and Severability:

This Competition is governed by the laws of the state of California, United States, with venue in San Bernardino County, California, United States, and all claims must be resolved in the federal or state courts of San Bernardino County, California, United States. Laws in Applicant's country of residence may give Applicant the right to file claims before the courts of that country and may provide that some laws of that country are also applicable to this Competition. However, if any provision of the official rules or the application of any such provision to any person or circumstance is declared to be invalid, unenforceable, or void, such decision shall not have the effect of invalidating or voiding the remainder of the official rules, it being the intent and agreement of the parties that the official rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal, and enforceable while preserving its intent or, if such modification is not possible, by substituting another provision that is valid, legal, and enforceable so as to give effect to Sponsors' intent.

Questions or comments about this Competition may be sent to mthomas@esri.com.

* The prize does not include attendance fees, travel to and from, or lodging and expenses related to the Esri User Conference. Winners may accept the presentation remotely or through pre-recorded video.

^Esri reserves the right to modify an applicant's selected Entry Track.