



2021 ArcGIS StoryMaps Challenge for Restoring Our Ocean

Official Rules and Terms of Agreement

The 2021 ArcGIS StoryMaps Challenge for Restoring Our Ocean (“Challenge”)

1. Sponsors: Environmental Systems Research Institute, Inc. (Esri), 380 New York Street, Redlands, California 92373 USA, and National Geographic Society, 1145 17th Street NW, Washington, DC 20036 USA (hereinafter referred to individually as “Sponsor” or collectively as “Sponsors”).

2. Participation: You (“Applicant”) must provide Esri with the URL to your original story made with ArcGIS StoryMaps (the “Entry”) per the Challenge instructions set forth herein.

3. Eligibility: This Challenge is open globally to all high school or pre-collegiate students ages 14-18, students 18 years and older enrolled in two or four-year institutions of **higher education**, or individuals 18-24 years old:

- Who recently graduated from a two or four-year institution of higher education;
- Who works or volunteer in a GIS-related field; or
- Whose work or volunteer activities focus on conservation, sustainability, and related fields,

except for individuals who are residents of Cuba; Iran; North Korea; Sudan; Crimea; Syria; province of Quebec, Canada; and where prohibited by national, state, provincial, or any other governmental laws or regulations. Employees of Sponsors and its international distributors, affiliates, and sister companies 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 Sponsor’s distributors, or that were created in collaboration with Sponsor’s distributors, are not eligible for the Challenge.

This Challenge is a trade promotion and open to Sponsor’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 Challenge. If Applicant is participating in violation of such employer’s policies, Applicant may be disqualified from entering or receiving prizes. Sponsors disclaims 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.

How to Enter: Entries must be submitted to one of two tracks through the official entry form located at esri.com/storymaps/contest.

Track 1: High school or pre-collegiate students ages 14-18 at the time of project submission—including students in public schools, non-public schools including home schools, and clubs. For this track only, entries must be submitted by a school or club leader as the Applicant and proxy for the student.

Track 2: Students 18 years and older enrolled in two or four-year institutions of **higher education** OR individuals 18-24 years old:

- Who recently graduated from a two or four-year institution of higher education;
- Who works or volunteer in a GIS-related field; or
- Whose work or volunteer activities focus on conservation, sustainability, and related fields.

The entry must be submitted during the Challenge Period for consideration.

The entry form must include, but is not limited to, the following: Applicant name, address, email address, and story URL. Additional entries fields will vary by age, track, and academic status.

For Track 1

In order to protect the privacy rights of minor children, high school student stories must be submitted through the official entry form by a school or club leader as the “Applicant” and who is acting as a proxy for a student or students.





1. **Account:** Entries must be created and submitted from an [ArcGIS Online Organization account \(not a "public account"\)](#). Any K12 school (public, non-public, or homeschool) or formal youth club can [request for free an ArcGIS School/Club Bundle](#) (includes an ArcGIS Organization account). The entry must be able to remain visible publicly without login through at least December 2023 (two years past the close of this event), ideally longer.
2. **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](#).
3. **PII:** Schools should consider issues around and methods for not disclosing minor children's PII. See <https://esriurl.com/aqoorgsforschools> for strategies for minimizing disclosure of minor children's PII. Teachers and club leaders should help students minimize disclosure of their own PII and that of third parties, including in map, image, and text.
4. **Publicity:** Esri does not seek, collect, or accept student names for any entrants other than the winners. The winning students will have their names disclosed by Esri, but only after receiving the prior written legal signatures of parents or guardians for the winning students. The legal signatures of parents or guardians will be obtained through the Applicant and student proxy.

For Track 2

Higher education students or eligible individuals 18-24 may submit stories through the official entry form.

Higher education students

1. **Account:** Entries may be created and submitted from one of four types of accounts (but not a public account):
 - o A student account at an institution of [higher education](#);
 - o [ArcGIS Creator or Professional](#);
 - o [ArcGIS for Personal Use](#); or
 - o A free account available during the 2021 ArcGIS StoryMaps Challenge only. †The free account is only good during the Contest,

and the account and content will end once the Contest ends.

The entry must be able to remain visible publicly without login through at least December 2023 (i.e., two years minimum past the close of this event), ideally longer.

2. **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](#).

Eligible applicants 18-24

1. **Account:** Entries may be created and submitted from one of three types of accounts (but not a public account):
 - o [ArcGIS Creator or Professional](#);
 - o [ArcGIS for Personal Use](#); or
 - o A free account available during the 2021 ArcGIS StoryMaps Challenge only. †The free account is only good during the Contest, and the account and content will end once the Contest ends.

The entry must be able to remain visible publicly without login through at least December 2023 (i.e., two years minimum past the close of this event), ideally longer.

2. **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 Challenge 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 CHALLENGE, ELIGIBILITY REQUIREMENTS, AND ANY ADDITIONAL TERMS AND CONDITIONS THAT SPONSORS MAY INSTITUTE AT ITS DISCRETION.

4. Number of Entries: Applicant may not submit the same Entry more than once during this Challenge.

Track 1

Applicant may enter this Challenge as a proxy for a student or group of students submitting one (1) Entry together. Each student may submit only one (1) new and unique submission through an Applicant or proxy.

Applicant may submit more than one (1) entry if:

- The entry is a new and unique submission
- The entry represents a student or students submitted an entry for the first time

Track 2

Applicant may enter this Challenge one (1) time with a new and unique submission. An Applicant may be defined as an individual (or) a group of individuals submitting one Entry together.

5. Challenge Period: This Challenge begins at 11:00 a.m. Pacific daylight time (PDT) on Monday, August 16, 2021, and ends at 5:00 p.m. Pacific daylight time (PDT) on Friday, October 22, 2021 ("Challenge Period"). All Entries must be received during the Challenge Period. Entry(ies) received after the Challenge Period will not be considered. Each Entry is considered received when accepted by Sponsor.

Judging: Sponsors will review eligible submissions and select ten (10) finalists for a High School student track and ten (10) finalists for a Higher Education student and 18-24 year old track, for a total of twenty (20) finalists. Guest Judges will select first, second, and third-place winners from the finalists for each track.

Entries will be judged by Sponsors and Guest Judges on the basis of:

- Overall design, impact, and originality
- Effective use of GIS and the ArcGIS StoryMaps platform
- Effective communication about ocean restoration, protection, and/or restoration

Entries must be "original work," conceived, created, and completed entirely by the Applicant submitting the entry. Entries may use data generated by outside persons or institutions, within guidelines of "fair use."

6. 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 first-place, second-place, and third-place recognition will be assigned for the High School student track and one first-place, second-place, and third-place prize will be awarded for the Higher Education Student and 18-24 year old track. All six (6) winners will receive a 2021 Esri Storyteller of the Year certificate, and the stories will be featured on the ArcGIS StoryMaps website. The two (2) first and the two (2) second-place winners also will be included in educational materials for students. The two (2) first-place winners will have the opportunity to participate in a livestream session with a National Geographic Explorer.

Notification of Winners: The Challenge ends at 5:00 p.m. Pacific daylight time (PDT) on Friday, October 22, 2021 and winners will be announced in December 2021 and 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 Challenge 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.

7. Publicity: Except where prohibited, participation in this Challenge 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, Challenge 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. Challenge winners agree to execute an Affidavit of Eligibility and Waiver/Release of Liability and Publicity.

8. Statement of Originality and Redistribution Rights:

This Challenge is intended for the free exchange of stories related to Sponsor'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.

9. Disclaimers: Applicant shall assume all responsibility for ensuring that Applicant's entry is received by Sponsors within the Challenge Period. No liability or responsibility is assumed by Sponsors resulting from Applicant's participation in or attempt to participate in this Challenge or to download any information in connection with participating in this Challenge. No responsibility or liability is assumed by Sponsors for technical problems or malfunctions that may affect the operation of this Challenge 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 Challenge 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 Challenge including, without limitation, unauthorized tampering, hacking, theft, viruses, bugs, or worms; destruction of any aspect of this Challenge; or loss, miscount, misdirection, inaccessibility, or unavailability of an account used in connection with this Challenge. 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 Challenge, use of the website, the download of any information from the website, or use of the prizes. By participating in this Challenge, 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 Challenge and agrees to resolve any dispute individually, without resorting to any class action. By





accepting a prize in this Challenge, winners agree that Sponsors shall not be liable for any loss or injury resulting from participation in this Challenge, 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 Challenge and agrees not to submit any Entry except in compliance with such laws, rules, and regulations.

SPONSORS RESERVES THE RIGHT TO DISCONTINUE THIS CHALLENGE 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 CHALLENGE, 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.

10. Privacy Policy: Both Sponsor's privacy policies will apply to this Challenge and to all information that a respective Sponsor receives from Applicant's entry. By entering this Challenge, Applicant gives express consent for the collection, reproduction, use, storage, and distribution of personal information as it relates to this Challenge. Each Sponsor's privacy policy can be found at esri.com/legal/privacy.html and <https://www.nationalgeographic.org/privacy-notice/>.

11. Governing Law and Severability: This Challenge 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 Challenge. 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 Sponsor's intent.

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

