

ECO PICTURE DIARY CONTEST OFFICIAL RULES

Eligibility. Subject to the additional restrictions below, the ECO PICTURE DIARY CONTEST (the "Contest") is open to legal U.S. residents who are full time students in grades 4-8 at a public or private middle school in New Jersey. ***Students must participate as teams composed of a minimum of 3 students and a maximum of 4 students (a "Student Team").***

Sponsor: Foundation for Impact on Literacy and Learning

Promotional Sponsor: Panasonic of North America

How to Enter: The Contest Entry Period will begin on January 2, 2018 at 9:00 a.m. (EST) and end at 6:00 p.m. (EST) on April 27, 2018. The Contest will end on or about June 1, 2018 or the date judging is completed. Each Student Team, comprised of 3-4 students, must maintain an "Eco Diary". The Eco Diary must include specific details of the actions and activities to protect the environment, undertaken by the Student Team, during the time period the Eco Diary is maintained. The Eco Diary must consist of five different action items. If a classroom has more than one team, each team's diary must include different actions and activities. However, the action items can be related to the same environmental topic as others in their class.

The Eco Diary entries should include graphics and drawings as well as written descriptions of the Student Team's activities. Each Eco Diary must be the original artwork of the Student Team, must be hand drawn and typed or legibly printed in English. Judges may disqualify previously published entries or those that have won previous awards or competitions. Each Eco Team's teacher will submit the Eco Diaries with a completed entry form and mail the entry to: Foundation for Impact on Literacy and Learning, P.O. Box 8139, Newark, DE 19714-8139. All entries must be postmarked no later than April 27, 2018.

Sponsor will not be responsible for incomplete, lost, late, misdirected, or illegible entries. All entries become property of Sponsor and none will be returned.

Prizes and Odds.

1st Place: Each student team member (3-4 students) and (1) teacher will receive a Panasonic product and awards lunch at Panasonic New Jersey Headquarters. (ARV: \$400)

2nd Place: Each student team member (3-4 students) and (1) teacher will receive a Panasonic product and awards lunch at Panasonic New Jersey Headquarters. (ARV: \$250)

3rd Place: Each student team member (3-4 students) and (1) teacher will receive a Panasonic product and awards lunch at Panasonic New Jersey Headquarters. (ARV: \$150)

Panasonic will host the awards lunch in June 2018. The date shall be determined by Panasonic.

The ARV of the prizes depends on the number of members in each Student Team.

Winner Selection. A panel of qualified judges, selected by Sponsor and Panasonic Corporation of North America, will judge all eligible entries according to five (5) criteria detailed below, each of which will be 20% of the total score. The ratings scale for each criterion will range from one (1) to four (4), with 4 being the best score. Three (3) Student Teams will be selected as winners based on the highest cumulative scores. In the event of a tie, tied entries will be re-judged on the same criteria listed below. Decisions of judges and Sponsor shall be final and binding in all respects. Judging will be completed on or about June 1, 2018.

Eco Picture Diary (EPD) Scoring Rubric

This rubric will be used to evaluate the 2018 Panasonic Student Eco Picture Diary submissions. Please share the rubric with the student teams. All submissions must be the original work of and completed by teams comprised of a minimum of 3 and maximum of 4 students.

Category	20 Points	15 Points	10 Points	5 Points	Points Earned
Understanding the Issues	Students provide a clear and concise overview of what they learned about environmental issues, in their own words, with relevant examples, some from their personal experiences to defend their claims. They make a direct connection between what they learned and its application to themselves, their homes, school, community and possibly the world.	Students provide a description of what they learned about environmental issues. They do not provide a personal experience to defend their claims. They are not as clear on a connection between what they learned and its application to themselves, their homes, school community and possibly the world.	Students describe a few random and unconnected statements on environmental issues. They do not make a connection between what they learned and its application to themselves, their homes, school, community and possibly the world.	Students provide a limited description of their environmental issues, thus unable to make a determination on their understanding of the issues.	
Taking Action	Students present a focused plan of action that describes how they selected their environmental issue(s) and why it was important to them, their homes, school or community. Their actions and strategies are creative, imaginative, and workable. They show a long-term intent to be part of the solution. They report and explain results and identify specific next steps.	Students describe how they selected their environmental issue(s) they chose to address and the actions completed. They do not directly address why taking these actions is important to them, their homes, school or community. They report some results with little explanation and identify some next steps.	Students describe how they selected their environmental issue(s), but did not identify the importance to them, their homes, school or community. They propose actions and complete a few, small steps, show no results and are unclear on next steps.	Students do not provide enough information to make a determination on their actions planned or completed.	
Supporting Evidence	Students provide data collected and relevant to their environmental issue(s) as part of their project. They also give substantial examples including personal experiences to support their project and actions.	Students provide data collected and relevant to their environmental issue(s), but only a limited discussion and few or no examples on how the data supports their project and actions.	Students present some data but without context, or connection to support their project or actions.	Students present little or no data to support their project or actions.	
Supporting Illustrations	Drawings across all five action steps engage the viewer, visually tell a compelling story of the students' study and actions, clearly illustrate the written narrative and show attention to detail and impact.	Drawings across all five action steps align with the written narrative with limited visual interest and attention to detail and impact.	Drawings are inconsistent across the five action steps with some aligning more than others to the written narrative and in attention to detail and impact.	Drawings show little or no alignment with the written narrative or attention to detail and impact.	
Writing	Written narrative is descriptive, fluid and contains sufficient information and detail to tell an engaging story. They use correct words, sentence structure, and have no errors in spelling or grammar.	Written narrative is descriptive with some details. It contains some incomplete sentences and a few errors in word usage, spelling and grammar.	Written narrative is rambling and disorganized with few or no details, poor sentence structure, and a number of errors in word usage, spelling and grammar.	Written narrative is sloppy, difficult to follow with many errors in word usage, spelling and grammar.	
GRAND TOTAL OF POINTS AWARDED					

Winner Notification and Acceptance. The teachers of the winning Student Teams will be notified, by the Sponsor on or about June 1, 2018. Sponsor will contact the teachers of the Student Teams by phone at the number included with the entry form. Sponsor will call during regular business hours at the number provided on entry form. Failure to reach the respective teachers by phone, after 3 attempts, may result in disqualification of winners, forfeiture of their interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. The teachers will be required to notify each of their winning students. Winners may waive their right to receive prizes. Prizes are non-assignable and non-transferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners will be required to complete an affidavit of eligibility/liability certifying that the entrant's submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won an award or prize in a contest and has not previously been published, and that entrant has complied with the Official Rules of the Contest, and a liability and publicity release (except where prohibited by law) which must be returned as instructed. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Prizes won by minors will be awarded to parent or legal guardian who must sign any affidavit or release required by Sponsor. Except where prohibited, acceptance of any prize constitutes each winner's consent to the publication of his or her name, biographical information and likeness in any media, (including the Internet) for any commercial or promotional purpose, without limitation, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

Participation. By participating, students and teachers agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserve the right in their sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Any questions regarding the number of entries submitted shall be determined by Sponsor in its sole discretion. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party's intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience. By participating in the Contest, the entrants, winners, and their parents and legal guardians hereby release Sponsor, International Literacy Association, Panasonic of North America and each of their respective affiliated companies, and advertising and promotional agencies from any and all claims, complaints, disputes, and liabilities in connection with this Contest or the availability of or use of any prize ("Released Parties").

Copyright. By entering the Contest, each student grants to Sponsor, and Panasonic of North America an exclusive, royalty-free and irrevocable right and license to publish, print, edit, display, broadcast or otherwise use the Student Teams' Eco-Diary, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each student further agrees that if his/her entry is selected by Sponsor as a winning entry, he/she will sign any additional license or release that Sponsor or Panasonic of North America may require, and will not publicly perform or display his or her submission without the express permission of Sponsor.

Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Any disputes or complaints regarding this Contest will be governed by the laws of the Commonwealth of Virginia without regard to its choice of laws provision.

Sponsor. The decisions of Sponsor and the judges regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after June 1, 2018) or a copy of these Official Rules, visit: <http://www.foundationforimpactliteracyandlearning.org/ecocitizen/> or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), Eco Picture Diary Contest c/o Foundation For Impact on Literacy and Learning, P.O. Box 8139, Newark, DE 19714-8139. If you have any questions regarding this Contest, please contact: fillprograms@outlook.com

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.