

Enactus Best Project Photo Contest

Calling all team photographers and content creators, we are looking to profile your project photos! Enactus Canada is excited to announce the Best Project Photo Competition. Gain recognition for the amazing work your team does throughout the year promoting Enactus on campus, building your social enterprises, working with mentors, supporting your community, volunteering and so much more!

Who is eligible?

The competition welcomes submissions from any current Enactus Canada student who is registered on the Registration & Reporting (R&R) platform for the 2024-2025 year.

What type of photos are we looking for?

- **Photos That Tell a Story**
 - We're looking for photos that best showcase your projects
 - These can include, but are not limited to:
 - Engaging in the community – on and off campus
 - Projects in action – team on-location, showing how a project works, in a field, engaging with the community
 - Try for photos beyond the classroom or static environments – avoid coffee cups, or other branded drinks
- **The Enactus Experience**
 - Photos that showcase your team's culture and spirit, as well as collaboration, entrepreneurship, passion, and innovation
- **Display of Photographic Fundamentals**
 - Composition – Are the subjects properly placed in the frame?
 - Exposure – Can we see what's happening in the photo?
 - Focus – Are the subjects in the photo in focus?

What are the photo submission requirements?

- Minimum dimensions 1920x1080 – 72ppi
- The photo should be for a project being currently run by the team.
- The photo has to be taken by a member of the team – include the person who took the photo's full name for proper attribution / credit.
- Please submit two photos, one can be edited using techniques listed below but the other photo should be unedited and maximum file size
 - See “Permitted Editing Techniques” and “Non-Permitted Editing Techniques” for more information about image editing specifications.
- Signed [media release forms](#) from any non-Enactus participants. Individual forms must be signed and submitted with the photo.
- You may be subject to disqualification should any of the requirements above are missed.

How will it work?

- Teams will submit their Best Project Photo Award submission through the Registration and Reporting platform prior to the March 28, 2025 deadline.
 - This submission should include information about the photo (team, project, participant), its importance and/or significance, and relevant social handles so we can tag them accordingly, this will increase opportunities for likes/shares in the final round
 - The original photo
 - An edited version of the photo (if applicable)
 - A signed [media consent forms](#) for your project photo.
- A panel will decide the top 10 submissions based on the Judging Criteria outlined below
- These top 10 submissions will be posted on Enactus Canada Instagram in the lead-up to the National Exposition in Calgary.
- The winner will be decided based on which has the most likes and announced at the National Exposition.

Prizes

- The winning team will receive a gimbal/microphone as a prize to increase the production quality of their photo and video work and recognition during the 2025 Enactus Canada National Exposition in Calgary, AB. (Total Value ~\$180 CAD).
 - DJI Osmo Mobile SE (~\$150 CAD)
 - [Click to view Amazon Link](#)
 - CKOKC Microphone (~\$33 CAD)
 - [Click to view Amazon Link](#)

Judging Criteria

- **Enactus Mission & Values (30 pts)**
 - Enactus mission and values - conveys collaboration, entrepreneurship, innovation, passion
 - How well does the image convey the intended emotion/message?
Considering values such as creativity and emotional impact.
- **Photographic Fundamentals (20pts)**
 - How well does the image display photographic techniques such as exposure, sharpness, focus, space, and composition?
 - These factors will be taken into account solely to the degree they do or do not support or reinforce the creative vision and message of the photo.

Permitted Editing Techniques

- **All In-Camera Techniques:** Any adjustments made directly within the camera during image capture.
 - Shutter speed, aperture, ISO, white balance, etc
- **On-Camera Techniques:** Utilizing on-camera features and settings for image enhancements
 - Photo profiles, neutral density (ND) filters on lens, etc)
- **Post-Processing Techniques:** Editing the image using post-processing software. (Ex: Adobe Lightroom, Photoshop, and/or Camera RAW).

Editing Techniques Not Permitted:

- **Images without Photographic Origin:** Images that are entirely generated electronically with no photographic origin.
- **Artificial Intelligence Renderings:** Images that involve the use of Generative AI techniques are not permitted for submission, regardless of whether text prompts were used or not.
 - The inclusion of Photoshop application features, such as Firefly's AI Generative Fill and AI Expand cannot be contained in your image. Enactus Canada will take similar positions for other AI systems with these features.

Enactus Canada reserves the right to request the original photograph/RAW file to ensure the validity of the entry and disqualify a submission should it not comply with the editing techniques mentioned above.

Timeline

- March 28, 2025 – Submission Deadline
- March 31 – April 1, 2025 – Selection of Top 10 Best Project Photos
- April 7-18, 2025 – Posting of Top 10 Best Project Photos
- April 30, 2025 – Tallying of Final Engagement Metrics of Top 10 Posts
- May 6, 2025 – Winner Announced at Enactus Canada National Exposition