



Award and Test Regulations of the "DLG Agri Influencer Award 2024"



1. Definition

The German Agricultural Society (DLG) assumes central functions in the global agricultural sector, which also include public relations work both within and outside the organisation. The "DLG Agri Influencer Award 2024" highlights remarkable agricultural mediators and opinion leaders on the Internet and social media related to agricultural technology and supports them in communication and promotion. The award is presented by DLG e.V. ("DLG"). The technical implementation is in the hands of an independent and internationally staffed jury of recognised consultants, media makers and practitioners appointed by the DLG.

"DLG Agri Influencer Award" ("DLG AIA")

The DLG AIA is awarded by the DLG in six categories, all with a focus on agricultural technology content:

1. DLG Best Agri YouTuber International
2. DLG Best Agri YouTuber in German
3. DLG Best Agri Instagrammer/Facebooker International
4. DLG Best Agri Instagrammer/Facebooker in German
5. DLG Best Agri TikToker International
6. DLG Best Agri TikToker in German

One profile/channel per category will win.

2. Participant

All farmers or farms that are involved in agriculture and meet the criteria of the category for which they are applying are eligible to participate. Participation is voluntary and is not linked to any additional, direct costs. The participant bears the sole responsibility for compliance with all applicable legal regulations and these DLG award and testing regulations.

3. Admission of applications

Applications are admitted according to the following criteria:

1. DLG Best Agri YouTuber International
Farmers or farms that work in agriculture and operate a YouTube channel with non-German agricultural and agricultural technology content and have at least 1,000 followers there.
2. DLG Best Agri YouTuber in German
Farmers or farms that works in agriculture and operate a YouTube channel with German-language agricultural and agricultural technology content and have at least 1,000 followers there can participate here.

3. DLG Best Agri Instagrammer/Facebooker International
Farmers or farms that works in agriculture and have an Instagram or Facebook profile with non-German agricultural and agricultural technology content and at least 1,000 followers can take participate here.
4. DLG Best Agri Instagrammer/Facebooker in German
Farmers or farms that works in agriculture and have an Instagram or Facebook profile with German-language agricultural and agricultural technology content and at least 1,000 followers can take participate here.
5. DLG Best Agri TikToker International
Farmers or farms that work in agriculture and operate a TikTok channel with non-German agricultural and agricultural technology content and have at least 1,000 followers there.
6. DLG Best Agri TikToker in German
Farmers or farms that work in agriculture and operate a TikTok channel German-language agricultural and agricultural technology content and have at least 1,000 followers there.

In justified exceptional cases, the jury can also award social media profiles whose operators do not themselves actively work in agriculture, but publish content related to agriculture or agricultural topics.

Anyone who is active within the scope of a commissioned media cooperation with DLG in the year of the DLG AIA call for entries is excluded from participation in the DLG AIA.

4. Application procedure

Each profile must submit an individual application. Application takes place exclusively via the corresponding online form provided by the DLG for this purpose.

Application by post, fax or e-mail is not permitted and will not be accepted. The application languages are German or English. Online application will be available until midnight on the day of the closing date. **The closing date for entries is 1 September 2024.** Joint applications are not possible. The online form must be filled out carefully and completely.

Images and other content

Contents of the applications and the social media profiles may be used for illustration in the media and as a selection aid for the jury. All publication and reproduction rights to the content are thereby transferred to DLG for use without restriction in terms of time, space and content.

Binding application deadline

Full details must be uploaded to the online database by the specified closing date.

Applications received after the closing date and incomplete applications as well as applications that do not meet the requirements described above are excluded from participation in the DLG AIA. The DLG assures that all submitted information, as far as it is not required for the presentation of the profile, will be handled strictly confidentially. The jury's decision will be announced in coordination with DLG's Marketing Service Department.

5. Testing principles

For the assessment of the profiles, the DLG shall appoint an independent, internationally staffed jury of recognised consultants, media makers and practitioners.

In addition to the members of the jury, external experts can be consulted for advice on specific issues if required. These are bound to strict confidentiality when consulted.

The jury is subject to a code of ethics (compliance regulation) and meets the requirements of:

- Independence and neutrality
- Competence to evaluate applications
- Practical orientation

The jury will use the information submitted to make its evaluation for the awards.

Evaluation guidelines for the awards "DLG Best Agri YouTuber International", "DLG Best Agri YouTuber in German", "DLG Best Agri Instagrammer/Facebooker International", "DLG Best Agri Instagrammer/Facebooker in German", "DLG Best Agri TikTok International" and "DLG Best Agri TikTok in German".

The awards in each of the six categories recognise a social media profile that is particularly committed to public relations work for agriculture. The following are decisive

- Coverage
- Quality of content
- Creativity of presentation
- Choice of topics
- Implementation of topics in words and pictures
- Illustration of diversity of agriculture
- Balance of content
- Interaction with community

6. Presentation of awards

The jury will decide in accordance with the evaluation guidelines specified above for the awards "DLG Best Agri YouTuber International", "DLG Best Agri YouTuber in German", "DLG Best Agri Instagrammer/Facebooker International", "DLG Best Agri Instagrammer/Facebooker in German", "DLG Best Agri TikTok International" and "DLG Best Agri TikTok in German". The decisions of the jury are binding for the parties involved and cannot be reviewed in court for their correctness.

If an exhibitor fails to receive an award, the jury is not obliged to provide the applicants with reasons for the rejection.

Complaints are to be addressed to the chairperson of the jury exclusively via the supervising employee from the DLG main office. All documents submitted will not be returned. The winners will receive a certificate, a label and a gift and will be invited to the awards ceremony at EuroTier 2024.

Publication

The prize winners and their award-winning profiles will be informed by the DLG approximately four weeks before EUROTIER 2024 and published on the DLG website and in other publications.

- The jury's decision will be announced to the influencers in coordination with DLG's Marketing Service Department.
- In addition, the national and international trade and business press will be informed about the awards in the run-up to AGRITECHNICA.
- All winning profiles will be published with a picture, information and a text explaining the jury's decision. If video or image material is to be presented as part of the awards ceremony, DLG reserves the right to edit the material provided.
- All registered profiles that are evaluated by the jury can be published in a separate list on the Internet and other publications.

Award presentation

The awards will be presented by the DLG at the Young Farmers Party on 14 November 2024 at EuroTier in Hanover.

7. Advertising with award-winning profiles/social media channels

Advertising is voluntary and permissible:

- With the invitation to EuroTier 2024,
- with the certificate,
- with the label,
- with the present,
- with textual references to the award (e.g. in press releases, in advertisements, on the Internet),
- as well as with other campaign logos or communication materials defined in advance by DLG and approved for advertising.

Permitted types of use

- Certificates and labels may be reproduced in all sizes, but the ratio of width to height must remain the same. Changes (e.g. text, colours) are not permitted.
- The production of duplicates of the certificates is not permitted.
- The labels and other design materials defined by the DLG can be retrieved from the DLG as a data set in the form of a four-colour or b/w illustration.

Advertising regulations for clarity

Advertising with the labels and textual references to the "DLG Agri Influencer Award" is only permitted in close connection with the naming of the award-winning profile. It must be clearly visible for which award and on the basis of which characteristics the profile was awarded. The year of the award shall be indicated.

Exclusivity

Only the award-winning channel/profile may be advertised. Corporate or image advertising detached from the profile is not permitted.

Sender information

The award winner must be visible.

Advertising duration

The advertising period is left up to the award winner, stating the year of the award and in connection with the award-winning profile.

Prohibition of misleading statements

In advertising measures, care must be taken to avoid anything that could give rise to misleading perceptions. All information must comply with competition law. The responsibility for this lies solely with the participant or his/her legal successor.

8. Revocation of awards

The DLG reserves the right to withdraw the award presented if the award winner has not provided information that corresponds to the facts or serious violations of the advertising regulations are committed (see point 7).

9. Damage claims

Damage claims are excluded unless they are based on intentional or grossly negligent actions. This does not apply in the event of injury to life, limb and health or so-called cardinal obligations, which are also based on slight negligence.

10. Final provision

With the online application for the award, the award and test regulations are legally binding for the participant.