



PARTICIPATION RULES 2025

Summary

MARE and Cultura Inquieta proudly present the first edition of SEA REEL: Reel Competition for the Balearic Sea — a short video contest that celebrates the beauty of the Balearic Sea and promotes its conservation through short vertical videos.

You can submit up to three reels related to the Balearic Sea that highlight its richness and beauty or that show people's relationship with the marine environment, whether positive or negative, success stories or complaints.

In all cases, **the reels must have been recorded within the Balearic Sea** (1,000 m isobath around the Balearic Islands).

All reels must be in vertical format (9:16), of HD quality, with a duration of between 15 and 60 seconds.

A total of €3,000 will be distributed among 12 prizes, including cash and underwater experiences.

A specialised jury will select the best reels and award the prizes, except for "VIRAL", which will be awarded to the video with the highest number of "likes" on Instagram.

The winning reels will be featured on our website, social media, and YouTube channel.

The winning reels will have the opportunity to be screened at film festivals across the Balearic Islands.

Deadline for submissions: **Monday, 1st September 2025, at 11:59 pm CEST**

Participation is free.

THANK YOU FOR BEING PART OF SEA REEL!

Important

The contest organisers will contact you from the email address info@marebalear.org or from [marebalear's Instagram Direct Messages \(DMs\)](#). Please add them to your address book to avoid communications being blocked by security or anti-spam systems.

We encourage you to participate and support the conservation of the Balearic Sea.

1. REGISTRATION

1.1 WHO CAN PARTICIPATE?

Anyone over the age of 16, with an Instagram account, and regardless of their skill level or background, is welcome to participate.

However, contest organisers, members of the advisory committee, competition sponsors, current jury members, and their families are not eligible to participate.

If you are under 18 years of age, you must have the relevant authorisation from your parents or guardians.

1.2 HOW DO I PARTICIPATE?

Read the rules carefully before you start.

Participation is very simple and is done exclusively online through Instagram.

- ✓ Create your reel.
- ✓ Follow @marebalear and @culturainquieta.
- ✓ Post your reel on your Instagram account with the hashtag **#BeReelForTheSea**
- ✓ Tag @marebalear and @culturainquieta in the reel and text.
- ✓ Fill out the registration form. Register through the following link: <https://mareseareel.org>
- ✓ The deadline to submit your entries is 1 September 2025 at 11:59 pm CEST.
- ✓ Your Instagram account must be public until the contest results are announced.
- ✓ If you have any technical issues or questions about the competition, email us at info@marebalear.org or send us a DM on Instagram @marebalear.

1.3 HOW MUCH DOES IT COST?

Participation is FREE.

Calendar

Open date of the competition: **1 August 2025**

Closing date of the competition: **1 September 2025 at 11.59 pm CEST.**

Presentation and award ceremony: We will announce the date of the ceremony during the summer. The event can be followed on the website and on social media networks.

2. PARTICIPATION

2.1 GENERAL RULES AND SELECTION CRITERIA

1. **Authenticity:** We look for reels that tell stories, real stories not stories generated by AI.
2. **Creativity:** We want original and captivating stories.
3. **Message:** Show connections with the Balearic Sea, appreciation and protection.
4. **Technical quality** in both image capture, editing, and sound.
5. Reels may contain music, as long as it is **royalty-free, owned by you, or you have permission to use it.**
6. **Geographic location:** Reels must have been filmed within the Balearic Sea area (1,000 m isobath around the Balearic Islands).
7. We will evaluate the quality of the video, its ability to convey emotions and reflect the state of the sea, its fidelity to reality, its ethical practice, its naturalistic interest, its aesthetic beauty, its technical difficulty, and its originality, creativity, artistic quality, etc.
8. **Each reel submitted must be accompanied by a short text of no more than 2,200 characters including spaces (in Spanish, Catalan, or English)** that reinforces the message conveyed. This text should be informative and emotional, with clear explanations, calls to action, empathy, etc. Tell your story from your heart! Your description should invite us to watch the reel more closely or provide additional information. Captivate us! Excite us! Amaze us!
9. You can submit up to **3 reels.**
10. We accept reels that have been award winners in other competitions or previously published.
11. **In conservation reels, the process is crucial.** Review your practices!
12. We do not accept reels of captive animals, algae, or marine plants, unless they come from scientific, wildlife recovery, or reintroduction programmes. In this case, you must specify the source of the images in the text.

2.2 PREPARE YOUR VIDEOS

2.2.1 TECHNICAL REQUIREMENTS

- **FORMAT:** Vertical (9:16). Resolution 1080x1920 pixels.
- **SIZE:** HD, 4K, or higher. Even if your video is posted on Instagram at 1080x1920 resolution, if your video wins, it could be screened at a film festival. Keep the high-resolution file; if you win, your video will look even better.
- **EDITING:** Permitted.
- **SOUND:** Reels may contain music, as long as it is royalty-free, you own it, or you have permission to use it.
- **COLOUR:** We accept reels in colour, black and white, and combinations of both.

- **SUBTITLES:** If you want to add subtitles or text, they must be written in Spanish, Catalan, or English.

2.2.2 ATTACHED INFORMATION

When you register, we'll ask you for the following information, which you'll need to provide for each reel you enter into the system:

- **Name and surname**
- **Email address**
- **Instagram user ID**
- **Title** (Think about the title of your reel based on the message you want to convey)
- **Instagram link to your reel**

Additionally, when posting the reel on Instagram you must add the following:

- **Descriptive text** (related to marine conservation). Maximum 2,200 characters including spaces. All reels you publish must be accompanied by text that relates your video to the importance of marine conservation. You can submit all types of text: descriptive, scientific, philosophical, or poetic, and in any language as long as you include at least one version in Spanish, Catalan, or English.
- **Choose the tags that best represent your video, but don't forget to add #BeReelForTheSea**

3. PRIZES

We'll be awarding 12 prizes, valued at a total of €3,000, to the best reels in the competition:

AWARDS			
INSTAGRAM	JURY		
VIRAL	BLUE	SALT	SPLASH
€400	€1000	€200	Underwater experience in MPA
		€200	Underwater experience in MPA
		€200	Underwater experience in MPA
		€200	Underwater experience in MPA
		€200	
		€200	

3.1 JURY AWARDS

In this first edition we will have 11 prizes awarded by the jury, divided into 3 categories:

BLUE: First prize of €1000.

SALT: Six runners-up prizes of €200.

SPLASH: In addition, four prizes will be awarded in the form of an underwater experience in a marine protected area (MPA) in the Balearic Islands. These experiences will be tailored to the participant's level and the island chosen by the winners. A first snorkelling experience or introduction to scuba diving will be offered for those who have never done so; a two-dive package will be offered for certified divers. This experience will provide firsthand insight into the recovery that MPAs are experiencing in the Balearic Islands.

3.2 VIRAL: AUDIENCE AWARD

In addition to these 11 prizes, an extra prize of €400 will be awarded to the video with the most likes on Instagram.

The organisers may disqualify any reels they consider inappropriate, offensive, containing sexual content, or violence.

In the event of a tie in the popular vote, the contest organisers will determine the final result.

The online voting period will begin when the reel is uploaded to social media. Videos uploaded before the opening of entries will not be accepted.

WHAT RULES DO I HAVE TO FOLLOW?

Everything specified in the LEGAL ASPECTS section also applies to this category. We will not accept reels that use material not owned by the entrant. If the reel features identifiable individuals, remember that YOU REQUIRE THEIR CONSENT.

3.3 VISIBILITY OF THE PRIZES

Participants whose works win awards in this contest, and are to be exhibited in any medium, whether online, on social media, at film screenings, etc, will not be entitled to any financial compensation in the form of royalties.

4. JURY

A professional jury panel will select the award-winning videos, with the exception of VIRAL (public award).

The jury will be made up of relevant people from the world of image, marine conservation, and the scientific or environmental education field, with experience to select those works that deserve special recognition based on technical excellence, originality, exceptionality, creativity, composition, and impact.

In this first competition, the jury is composed of:

- Olivia Mandle, environmental and animal rights activist.
- Mar Leza, PhD in Biology and Professor of Zoology at the University of the Balearic Islands.
- Members of the editorial team of the cultural and creative platform Cultura Inquieta.

You can consult their bios on the contest website.

The jury's decision on all the issues is definitive, therefore, no claims or appeals will be accepted against. The jury's decision will be final.

In case of need, illness or force majeure, jury members may be replaced.

The prizes may be declared void.

5. LEGAL ASPECTS

5.1 TAXATION

Prizes will be subject to Personal Income Tax (IRPF) in accordance with current Spanish tax legislation.

- For individuals residing in Spain, prizes of an amount equal to or less than €300 are **exempt from tax withholding**, in accordance with Article 75.3.f of the Personal Income Tax Regulations.
- Prizes of more than €300 will be subject to a **19% withholding tax**.

If a prize is won by a **minor**, both the prize and the certificate and withholding will be in their name. Their parents or legal guardian must include the value of the prize on their income tax return, **provided the minor pays joint taxes with the family unit**.

For **winners who are not residents of Spain**, taxation will be subject to the provisions of the **Double Taxation Agreement** between Spain and their country of tax residence. In these cases, the applicable withholding may vary depending on the specific agreement, and in the absence of one, the regulations for non-residents in Spain will apply. It should be noted that, in the legislation applicable to non-residents, **there is no exemption for prizes under €300**, so in all cases, the corresponding withholding will be applied according to current regulations.

5.2 IMAGE RIGHTS

5.2.1. Copyright Ownership

As the author of the reels, participants will always retain the copyright to their videos, regardless of the use that MARE, Cultura Inquieta, its assignees, and/or licensees make of them as established in these rules.

5.2.2. Attribution of authorship

As the reel's creator, participants will be mentioned in all publications (analogue or digital) in which their images are used within the context of this competition.

Any inadvertent omission of their credit as author will not constitute a breach of contract. However, if detected, MARE undertakes to correct such omission in future publications whenever possible.

5.2.3. Responsibility for the image rights of third parties

Participants must guarantee that they are the author of each work submitted to the competition, that they own all rights to it, and that they assume full responsibility for any third-party claims related to image or intellectual property rights.

If identifiable individuals appear in the reel, they must have signed an authorisation. In the case of minors, the express authorisation of their parent or legal guardian is required. MARE may request this document at any time, and failure to present it may result in disqualification.

Likewise, if the video contains distinctive signs, trademarks, logos, or any other legally protected elements, participants must have the corresponding authorisation from the owners of these rights.

MARE will not assume any liability for claims arising from third parties or for unauthorized use of such elements.

5.3 NON-EXCLUSIVE AND FREE ASSIGNMENT OF USE OF THE AWARD-WINNING VIDEOS FOR SCREENINGS, EXHIBITIONS, AND PROMOTION OF THE COMPETITION BY MARE, MARILLES FOUNDATION, AND CULTURA INQUIETA.

MARE, Marilles Foundation, and Cultura Inquieta may reproduce and use the award-winning videos on a non-exclusive and free basis for the dissemination of the competition results, their promotion, and their inclusion in reports and educational and outreach projects on any existing or future media.

Every time we use winners' videos they will be accompanied by the author's credit, including their name and the edition in which they participated (for example: María Borrell / Sea Reel MARE 2025).

Any inadvertent omission of the author's name will not constitute a breach of contract. However, if detected, MARE undertakes to correct such omission whenever possible.

Under no circumstances will these videos be used for direct commercial or profit-making purposes.

5.4 RESPONSIBILITY AND DATA PROTECTION

MARE will not be responsible for any improper or illicit use of the exhibited works committed by third parties without its consent or authorisation.

However, the organisation undertakes to take reasonable measures to protect the rights of authors and prevent unauthorised use of the videos in media under its control.

Although we ask participants to enter their email address, we will never share it with anyone outside the organisation. All personal data will be treated with the utmost confidentiality by the organisation, as established in the General Data Protection Regulation (EU) 2019/679 of the European Parliament and the Council of April 27, 2016, and in Organic Law 3/2018 of December 5, on the Protection of Personal Data and the Guarantee of Digital Rights.

The data provided will be retained for the duration of the contractual relationship or for the years necessary to comply with legal obligations. The data will not be transferred to third parties except in cases where there is a legal obligation or where participants have expressly given their consent.

Participants can contact the organisation at any time to exercise their rights of access, rectification, restriction of processing, portability, objection to processing, and deletion of their data by writing to info@marebalear.org, attaching a copy of their ID in all cases. They can also exercise the right to file a complaint with the Supervisory Authority (aepd.es).

For our part, we will only contact participants in relation to MARE and for no other reason.

Participation in this competition implies full acceptance of each and every section of these rules, the jury's final decision, and the legal terms published on the participation registration form.

The organisation may resolve any situation not covered by these rules. Any decision made under this clause will be duly justified and communicated to the affected participants.