



PARTICIPATION RULES 2026

Summary

MARE and Cultura Inquieta proudly present the second edition of MARE SEA REEL: Reel Competition for the Balearic Sea. This short video contest celebrates the beauty of the Balearic Sea and the Mediterranean and promotes their conservation through short vertical videos.

You can submit up to three reels related to **the Balearic Sea or the Mediterranean** that highlight their richness and beauty. They can also show people's relationships with the marine environment, be they positive or negative, success stories or complaints.

All reels must be in vertical format (9:16), of HD quality, lasting between 30 and 60 seconds.

A total of €3,000 will be distributed among 6 prizes.

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, the Cultura Inquieta website, and social media.

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

Deadline for submissions: **Tuesday, 1st September 2026, at 11:59 pm CEST**

Participation is free.

THANK YOU FOR BEING PART OF MARE 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. If you are under 16, you may only take part if accompanied by an adult.

Contest organisers, members of the MARE 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.

Comentado [MM1]: Accompanied where? As you make the reel? And how will you know if I had my mam with me...

Comentado [AC2R1]: If they are under 16, I always phone their family: to be sure how the reel have been done, and ask for authorisation

Comentado [MM3]: Is there a form I need them to sign?

Comentado [AC4R3]: It's just to avoid legal problems.

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 own reel or enter a reel you've already created.
- ✓ Follow @marebalear and @culturainquieta.
- ✓ **Post your reel on your Instagram account with the hashtag #BeReelForTheSea.** You cannot edit an old reel to add the hashtag. For reels that have already been posted, the reel must be reposted between 1 July and 1 September 2026.
- ✓ 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 2026 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 TO ENTER?

Participation is FREE. Register through the following [link](#)

Calendar

Open date of the competition: **1 July 2026**

Closing date of the competition: **1 September 2026 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 MARE SEA REEL 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 or the Mediterranean; show appreciation and protection.
4. **Quality:** We look for technical quality in image capture, editing, and sound.
5. **Music:** Reels may contain music, as long as it is **royalty-free, owned by you, or you have permission to use it.**
6. **Geographic location:** You can enter in two different categories, depending on the geographical location:
 - a. **The Balearic Sea (entries must have been filmed within the Balearic Sea area: the 1,000m isobath around the Balearic Islands).**
 - b. **The Mediterranean Sea.**
7. **Connection to the sea:** **The reels may contain underwater and land-based images.**
8. **Evaluation:** 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.
9. **Accompanying text:** **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!
10. **Submissions:** You can submit up to **3 reels.**
11. **Categories:** **You cannot submit the same reel in both categories.**
12. **Previous publication:** **We accept reels that were submitted to the 2025 edition of MARE SEA REEL,** have been award winners in other competitions, or were previously published, but you must repost them between 1 July and 1 September 2026 for them to be valid. You cannot edit an old reel to include the relevant hashtag; they must be reposted.
13. **Conservation:** **In conservation reels, the process is crucial.** Review your practices!
14. **Not accepted:** 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.
15. **Drones:** If you film using a drone, you must comply with Royal Decree 517/2024, which regulates the use of drones in Spain and has been in force since 25 June 2024.

16. Children: To protect the dignity and privacy of children, **no reel may feature anyone under the age of 10** (at the time the video was filmed).

2.2 PREPARE YOUR VIDEOS

2.2.1 TECHNICAL REQUIREMENTS

- **FORMAT:** Vertical (9:16).
- **SIZE AND RESOLUTION:** 1080x1920 pixels, HD, 4K, or higher. Even if your video is posted on Instagram at 1080x1920 resolution, if your video wins, it will 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 for **each reel** you enter into the system:

- **Name and surname**
- **Email address**
- **Instagram user ID**
- **Category. Please indicate whether your video was filmed in the Balearic Sea or elsewhere in the Mediterranean**
- **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 6 prizes, valued at a total of €3,000, to the best reels in the competition:

Comentado [MM5]: Should the lead-ins in the previous list be in CAPS too?

Comentado [MM6R5]: And should these be numbered as the previous list was?

Comentado [AC7R5]: They are different concepts. But I have changed the typography of some words in the previous point the highlight them.

Comentado [MM8]: Earlier it was one of Spanish Catalan or English - now it's any language - which should it be?

Comentado [AC9R8]: This is the instagram text. The earlier one is the subtitle text.

MARE SEA REEL AWARDS				
MEDITERRANEAN SEA	BALEARIC SEA			
MED	BLUE	SALT		
€1,000	€1,000	€200	€200	€200
VIRAL €400				

3.1 JURY AWARDS

In this second edition, the jury will award 5 prizes divided into two different geographical areas:

1. **BALEARIC SEA** (Balearic Sea: the coastal sea between the islands that make up the Balearic archipelago, extending to a depth of 1,000 metres):

- **BLUE:** A prize of €1,000 will be awarded for the best marine conservation video submitted on the Balearic Sea
- **SALT:** Three runners-up prizes of €200.

2. **MEDITERRANEAN SEA**

- **MED:** This year, MARE SEA REEL is expanding to the Mediterranean with a prize for the reel that best captures its essence. The Mediterranean washes the shores of 21 countries and is, in turn, made up of many smaller seas. In this category, we are looking for reels filmed both in and out of the water, which tell spectacular stories about its inhabitants, ecosystems, and the ways we interact with it on its shores. We're looking for reels that inspire us and bring us closer to the reality of the 2.5 million km² of saltwater, which is both fertile and under threat. Only reels filmed within the territorial waters of the Mediterranean may be submitted in this category; **videos filmed in the Balearic Sea are excluded.** This award carries a cash prize of €1,000.

3.2 VIRAL: AUDIENCE AWARD

In addition to these 5 prizes, an extra prize of €400 will be awarded to the video with the most likes on Instagram.

Both videos filmed in the Balearic Sea and the Mediterranean will be eligible for this award.

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

Only likes received up to 1 September 2026 will be counted. Keep in mind that you can submit reels that were originally posted before the entry deadline, but you must repost them between 1 July and 1 September, and only the likes received during that period will count.

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 you do not own. 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 or screening fees.

4. JURY

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

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

The 2026 jury:

- Enrique Talledo, documentary filmmaker, cameraman, and underwater photographer.
- Abbey C. Díaz, environmental educator and communicator specialising in fauna, flora, and conservation.
- Members of the editorial team of the cultural and creative platform Cultura Inquieta.

Check out their bios on the contest website.

The jury's decision on all issues is final. No claims or appeals will be accepted.

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 IRPF Regulations.
- Prizes of €301 and above will be subject to a **19% withholding tax**.

If a **minor** wins a prize, 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 your reels, you will always retain the copyright to your 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 author of your reels, you will be mentioned in all publications (analogue or digital) in which your images are used within the context of this competition.

Any inadvertent omission of your 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

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

If identifiable individuals appear in the reel, you must have signed authorisation from them. 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, you 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 unauthorised 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.

Should you win, every time we use your winning video, it will be accompanied by an author credit, including your name and the edition in which you participated (e.g. María Borrell / MARE SEA REEL 2026).

Any inadvertent omission of your 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

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

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 you to enter your 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.

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

For our part, we will only contact you 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.

Comentado [MM10]: Is this the right place for this?

Comentado [AC11R10]: Agree. I changed it