

CULTURATI HORIZON EUROPE RIA Project

SOCIAL MEDIA AWARD

The Social Media Challenge ("Like My Way") is organized under the CULTURATI Horizon Europe RIA Project (Grant Agreement No. 101094428), funded by the European Union and coordinated by Bilkent University. The award will be financed from the project budget.

Everyone who **uses the CULTURATI app**, completes the **survey**, and **shares their experience on social media** will automatically be considered a participant in the award selection.

PLEASE READ CAREFULLY

Below are important details about **eligibility, award conditions, and prize content** that must be followed.

Eligibility and Award Selection Criteria

- Participants must be 18 years of age or older.
 - Social media posts must be shared on **Instagram or LinkedIn**.
 - Each participant may share multiple posts. However, the evaluation will be based on **the total engagement received across all posts per participant**. The person with the highest total engagement wins the award.
 - *For example:* If Participant A receives **250 likes** on **one post**, and Participant B receives **280 likes** across **three posts**, **Participant B wins**.
 - Social media posts must include a mention of the **CULTURATI experience** and the hashtag **#CULTURATILikeMyWay**.
 - Only **positive content aligned with ethical values** will be considered.
 - Posts shared on or before **October 15, 2025**, will be considered. Posts made **after this date** will not be taken into account. After this deadline, only the winner will be contacted via their social media account.
 - If the winner **cannot be reached within 15 days**, they will forfeit the award, and the prize will be given to the next eligible participant with the highest engagement. The original winner **cannot claim rights to the award after this period**.
 - If the winner is **unable to accept the award due to force majeure**, they must inform the CULTURATI project manager within **three business days**. In such cases, the award will be transferred to the next eligible participant.
-

About the Award

- The award for the winner meeting the above criteria is **a trip to Oxford, UK**, with an invitation to attend a **special celebration at Blenheim Palace**.
 - **Eligibility and Travel Notes**

Participation in this challenge is open only to individuals residing in Europe. Unfortunately, due to travel limitations, participants from long-haul destinations—such as the USA, Australia, or other non-European countries—are not eligible for the award.

▪ **Special Note for UK-Based Participants:**

Since the main award includes attendance at a celebration at Blenheim Palace in Oxfordshire, UK-based winners are still expected to join this event. However, to ensure a meaningful cultural experience, they will also be offered the opportunity to visit one CULTURATI pilot site of their choice from the following destinations:

- *Ascoli Satriano (Italy)*
 - *Porvoo (Finland)*
 - *Ankara Citadel (Türkiye)*
 - *İstanbul Rahmi M. Koç Museum (Türkiye)*
- The award is **for one person only** and is **non-transferable** to another individual.
 - The trip will take place in **January 2026**. The **exact date will be determined by CULTURATI project partners**.
 - The winner **must attend the CULTURATI Gala at Blenheim Palace** in Oxford.
 - The award includes:
 - ✓ **Round-trip flight tickets (within Europe; long-haul travel is not covered)**
 - ✓ **Travel health insurance** covering the duration of the trip
 - ✓ **3-night hotel accommodation**
 - ✓ **Transportation** from Oxford to Blenheim Palace
 - ✓ **UK visa expenses** (if required)
 - **No cash alternative will be provided** if the winner chooses not to use any of these benefits.

Get ready to share your CULTURATI experience and win an unforgettable trip to Oxford!