

Rules – "Holiday Greeting Cards" Competition

The City of Luxembourg is holding a card design competition to select the official holiday greeting cards for 2026, 2027, 2028 and 2029.

The winning cards will be sent as postcards by members of the College of the Mayor and Aldermen, and digitally by City of Luxembourg employees.

1. Participants

The competition is open to any natural person or legal entity in the Grand Duchy of Luxembourg. Each participant may submit only one entry.

2. Artistic and technical conditions

Creating the greeting card

- The greeting card must be a personal and original creation.
- The use of artificial intelligence (AI) to generate, transform or retouch the visual is strictly forbidden. This includes the use of any type of technology to automatically generate, modify, supplement or transform all or part of the visual element using an automated or generative learning model.
- All traditional or digital techniques are permitted, provided that the result is compatible with four-colour reproduction (CMYK), offset printing and RGB conversion for digital versions.
- The card may not include any text, logo or date. Personalised texts will be added by the senders later.
- The projects must not contain any elements for which the copyright belongs to a third party without their express consent.
- The final cards will be sent in A5 format (portrait or landscape)

File format

- The greetings card must be submitted in electronic format only.
- Accepted format: .pdf in high definition with a minimum resolution of 300 DPI and a maximum size of 10 MB, and a vector file (e.g. a .ai file)

Brief

The holiday greeting cards must express the joy and festive spirit of the season, whilst maintaining creativity, warmth and a contemporary feel. The aim is to convey a positive and heartfelt emotion, to create a feeling of closeness, and to celebrate the moments of togetherness which are characteristic of this time of year.

3. How to take part

Online form

To take part, each entrant must:

- complete the participation form available on the City of Luxembourg website;
- give their surname and first name, address, phone number and email address;
- read the terms of this competition, provided in PDF format;
- submit their entry no later than 17:00 on 20 October 2026;
- accept the terms of this competition by ticking the relevant box (this is essential to confirm participation).

Uploading the greetings card

- The greetings card must be uploaded directly onto the website using the online form.
- The uploaded file must be named as follows: Carte_de_voeux_2026_Surname_Firstname.

4. Judging panel and prizes

The judging panel, composed of the College of Aldermen, will select a maximum of four winners.

The panel, whose members are not permitted to enter the competition, will decide by majority vote. Decisions are final.

The panel will award a prize of €2,000 to each of the winners.

If the panel finds that the designs submitted do not meet the entry requirements and/or do not have sufficient artistic merit, it may decide to select no winners or fewer than four, and thus to award none or only some of the planned prizes.

5. Usage rights and intellectual property

The usage rights for the winning cards are assigned exclusively and in perpetuity to the City of Luxembourg free of charge.

The artists will retain their intellectual property rights.

Each participant guarantees that his or her artistic work does not constitute plagiarism.

The usage rights for non-winning entries remain entirely with their creators.

6. Publication

The City of Luxembourg reserves the right to publish and disseminate the winning cards through various communication channels (e.g. City Magazine, City of Luxembourg website, City of Luxembourg social networks, press, etc.).

7. Artificial intelligence

The City of Luxembourg reserves the right to request any probative element that demonstrates the creative process (sketches, source files, early drafts, metadata, etc.). If entrants are unable or unwilling to provide proof that their entry is their own, original work, their entry may be rejected.

Any use of AI in contravention of these rules shall result in automatic disqualification from the competition or, if discovered after the prize has been awarded, the withdrawal of the prize and the title as winner.

8. Protection of personal data

The personal data collected through this form will be used during the winner selection process for this competition, and also to inform the winners of the results. This data will also be used for the publication and distribution of the winning cards as provided for in these terms and conditions. The personal data collected through this form will be processed by staff of the City of Luxembourg's *Service Communication et relations publiques* (Communications and Public Relations Department), the College of Aldermen and the other municipal administration departments involved in the competition. The City of Luxembourg is the Data Controller. The City of Luxembourg has implemented all the organisational and technical measures required to ensure the confidentiality and protection of your personal data.

To exercise your rights in connection with the processing of your personal data by the City of Luxembourg, please refer to www.vdl.lu/en/legal-notice.