



CONTEST RULES

"The Most Average Student Challenge"

Organised by Upkot in collaboration with Tout Bien

Article 1 – Organisers

This contest is organised **by Upkot** in collaboration with **Tout Bien**.

The contest is open to participation under the conditions set out in these rules.

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Article 2 – Duration of the contest

The online campaign runs from 5 March 2026 until 15 March 2026.

The live final for the 100 selected candidates will take place on 9 April 2026 at the Wintercircuit in Ghent.

The organisers reserve the right to modify the schedule if circumstances require it.

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Article 3 – Participation conditions

To participate validly, the participant must:

- **Like and share** the contest post on social media.
- **Comment** on the contest post and tag your most average friend(s).
- **Follow both Upkot and Tout Bien** on social media.
- **Register** via the official online contest form on toutbienupkot.be.

Eligibility Conditions

Only **students in their final year of secondary education or students in higher education** may participate.

In other words, **students who will effectively be students during the 2026–2027 academic year** and will live in student accommodation.

Participants must be able to prove this:

- Higher education students: valid student card
- Final-year secondary students: proof of date of birth and enrolment

When signing the rental agreement, **a valid enrolment certificate at a college or university for the 2026–2027 academic year** must be presented.

Participation is **strictly personal**. It is not permitted to participate in the name of another person.

Employees of Upkot and Tout Bien, as well as persons directly involved in organising the contest, are excluded from participation.

Incomplete, incorrect or fraudulent entries will automatically be excluded.

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Article 4 – Selection procedure

Phase 1 – Pre-selection

Based on the registrations received via the registration form, the social media requirements (like, share, follow and comment), and the tie-breaker question, **93 participants will be selected by an internal jury** from Tout Bien and Upkot.

They will be informed by email.

Additionally, 7 extra participants will be selected through a separate initiative (for which no further details can yet be provided). The organisers reserve the right to keep further information about this initiative confidential for the time being.

In total, 100 participants will be invited to the live final at the Wintercircus in Ghent on 9 April.

The decision of the jury is binding and cannot be contested.

Article 5 – Live final

The selected participants will be invited on **9 April 2026 to the Wintercircus** in Ghent for the grand final (live event).

During this **live event** they will take part in **several challenges**.

The challenges will be explained during this live event.

The jury will evaluate performances based on pre-determined but non-public criteria.

The decision of the jury is final and not subject to appeal.

Participants take part voluntarily and acknowledge that participation may require physical and/or mental effort.

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Friends and supporters are welcome as spectators, provided they comply with the event rules.

Article 6 – Prize

The main prize consists of:

1 year of free Upkot accommodation for the academic year 2026–2027.

This includes:

- A standard room in one of the 30 Upkot projects in one of the 7 cities where Upkot operates
- A semi-furnished room including at least a bed, wardrobe, sink and desk
- Utility costs included

Not included:

- Student room guarantee
- Costs for the property inventory report

The room will be allocated based on availability and in mutual agreement. A specific project or room cannot be requested or guaranteed.

The main prize:

- Is personal
- Is non-transferable
- Cannot be exchanged for cash
- Cannot be sold or transferred

In addition to the main prize, **the winner will receive a “Tout Bien Survival Package” when moving into the room**, provided by Tout Bien. The exact contents will be determined by Tout Bien.

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Article 7 – Liability

The organisers are not liable for:

- Technical malfunctions
- Problems with social media platforms
- Incorrect or incomplete registrations
- Accidents during the event, except in cases of proven gross negligence or intentional misconduct

Participants take part at their own responsibility.

Article 8 – Behaviour during the event

The organisers reserve the right to exclude participants in case of:

- Unsporting behaviour
- Fraud
- Manipulation of the contest
- Inappropriate or harmful conduct
- Failure to follow instructions

In such cases, all rights to the prize will be forfeited.

Article 9 – Use of image material

By participating in the contest and the live event, the **participant agrees to:**

- **The taking of photographs and video** recordings
- **The use of this material for marketing and communication purposes** by Upkot and Tout Bien
- **Publication via social media, websites and other channels**

This without any right to additional compensation.

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Article 10 – Personal Data

Participants' personal data will be processed in accordance with applicable privacy legislation, including the **General Data Protection Regulation (GDPR)**.

By participating in the contest, the participant agrees that their personal data will be collected and processed by Upkot and Tout Bien for the following purposes:

- The organisation and proper conduct of the contest
- Contacting participants in connection with the contest
- Administrative follow-up
- Promotional and commercial purposes of Upkot and Tout Bien, including but not limited to **direct marketing, newsletters, promotions, commercial actions and future campaigns**

This processing may also take place after the contest has ended.

Participants **may withdraw their consent to receive commercial emails at any time.**

Participants have the right to access, rectify, erase, restrict processing, and the right to object to the use of their data for direct marketing purposes.

Unsubscribing from commercial communications can be done at any time via the unsubscribe options provided in the communication.

The winner gives Upkot and Tout Bien permission to use their name and, where applicable, photograph in communications relating to the contest.

Article 11 – Force majeure and changes

The organisers reserve the right to:

- Modify the contest
- Suspend the contest
- Terminate the contest prematurely

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- If circumstances beyond their control require it.

Article 12 – Applicable law

These rules are governed by Belgian law.

Any disputes fall under the jurisdiction of the competent courts of the district in which Upkot is established.

By participating in the contest, the participant confirms that they have read and accepted these terms and conditions.