OFFICIAL RULES AND REGULATIONS

YORÙBÁ WORD OF THE YEAR 2026

International Cultural Campaign

Organiser: AFRIŠKI KULTURNI CENTER, družba za izobraževanje in usposabljanje na področju kulture, d.o.o. (AKCS d.o.o.), operating under the trade name and trademark Oduduwa Europe.

Registered address: Planina 23, 4000 Kranj, Slovenia.

Contact email: info@oduduwa-europe.com

Publication date of these Rules: 1 November 2026.

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1. ABOUT THE CAMPAIGN

1.1. The Yorùbá Word of the Year 2026 campaign is a cultural initiative organised by Oduduwa Europe to celebrate, promote and raise awareness of the Yorùbá language, its linguistic richness and its cultural significance.

1.2. The campaign invites people from different countries and backgrounds to suggest one Yorùbá word that they consider particularly meaningful.

1.3. The submitted words will be reviewed and shortlisted for a public vote. The winning word will be chosen by the public through polls conducted on Oduduwa Europe's official social media accounts.

1.4. Participation in the campaign is free of charge and does not require the purchase of any product or service.

2. ORGANISER

2.1. The campaign is organised by AFRIŠKI KULTURNI CENTER, družba za izobraževanje in usposabljanje na področju kulture, d.o.o. (AKCS d.o.o.), a company registered in Slovenia, operating under the trade name and trademark Oduduwa Europe.

2.2. The Organiser's details are:

Address: Planina 23, 4000 Kranj, Slovenia.

Company registration number: 6057888000.

Tax identification number: SI-11060018.

Email: info@oduduwa-europe.com.

Official website: https://www.oduduwa-europe.com/

2.3. Oduduwa Europe is a trademark owned by AKCS d.o.o.

3. CAMPAIGN PERIOD

3.1. The word submission period will take place during the period announced through Oduduwa Europe's official communication channels.

3.2. In December 2026, the Organiser will review the submitted words and publish a shortlist for the public vote.

3.3. The public vote will take place in December 2026.

3.4. The winning word and the prize recipient will be announced in January 2027.

3.5. The Organiser will communicate any updates to dates or deadlines through its official channels.

4. HOW TO SUBMIT A WORD

4.1. To participate in the word submission stage, each participant must submit one Yorùbá word through one of the following channels:

The official participation form provided by Oduduwa Europe;

A direct message (DM) to @oduduwa_europe;

A direct message (DM) to @oduduwa_europe_luso.

4.2. Each participant may submit one word only during the campaign.

4.3. If the same person submits more than one word, only their first valid submission will be considered, based on the date and time recorded by the Organiser.

4.4. The submitted word must belong to the Yorùbá language. The Organiser may request clarification regarding its spelling, meaning or cultural context where necessary.

4.5. Submissions must be made in good faith and respect the Yorùbá language, culture and traditions.

4.6. Submitting a word does not guarantee that it will be included in the shortlist.

5. SELECTION OF SHORTLISTED WORDS

5.1. In December 2026, the Organiser will review the submitted words and select those to be included in the shortlist.

5.2. The selection may take into account linguistic, cultural, historical, educational and other relevant considerations relating to the Yorùbá language.

5.3. The Organiser may correct obvious spelling or presentation errors while preserving, wherever possible, the originally submitted word and its meaning.

5.4. The Organiser will publish the shortlist before the public vote begins.

5.5. The final decision on which words are included in the shortlist rests with the Organiser.

6. PUBLIC VOTING

6.1. The winning word will be selected by the public through polls conducted on Oduduwa Europe's official social media accounts.

6.2. The voting will take place through polls published on the following official Instagram profiles:

@oduduwa_europe

@oduduwa_europe_luso

6.3. Voting is open to people worldwide, provided they are at least 18 years old. It is not necessary to have submitted a word during the submission stage in order to vote.

6.4. The results of the two polls will be added together. The total number of votes received on @oduduwa_europe and @oduduwa_europe_luso will constitute the official voting result.

6.5. Each person may vote once in each poll if they choose to participate in both. Therefore, voting in both profiles is permitted, and the votes will be counted separately and added together for the final result.

6.6. The word receiving the highest combined number of votes across the two polls will be declared the winner.

6.7. In the event of a tie between two or more words, the Organiser may conduct a new public vote limited to the tied words through the same official profiles.

6.8. The Organiser may disregard votes that are demonstrably obtained through fraud, automation or improper manipulation of the voting process, to the extent that such activity can be identified.

6.9. Voting will be conducted using the features made available by Instagram. The Organiser does not have full control over the platform's systems, availability or technical records.

6.10. The final result will be announced in January 2027 through Oduduwa Europe's official communication channels.

7. PRIZE

7.1. The person who submitted the word selected as the winner by the public will receive one complimentary copy of the Yorùbá-Portuguese and Portuguese-Yorùbá Dictionary, published by Oduduwa Europe.

7.2. The prize will be awarded to the person who submitted a valid entry for the winning word.

7.3. If the winning word was submitted by more than one person, the prize will be awarded to the person who submitted the earliest valid entry, according to the date and time recorded by the Organiser.

7.4. The Organiser will contact the prize recipient using the contact details provided during participation.

7.5. The prize recipient must respond to the Organiser within 14 (fourteen) calendar days from the date the notification is sent.

7.6. If the prize recipient does not respond within this period, cannot be contacted or is unable to receive the prize, the Organiser may offer the prize to the next eligible person who submitted the same winning word, following the chronological order in which the submissions were received.

7.7. The Organiser will cover the cost of standard international shipping of the prize. Any customs duties, import taxes or charges imposed by the authorities of the destination country, where applicable, will be the responsibility of the prize recipient.

7.8. The prize cannot be exchanged for cash or another product, or transferred to another person, unless expressly decided otherwise by the Organiser.

7.9. No purchase, payment or service subscription is required to participate in the campaign.

8. RIGHTS RELATING TO SUBMITTED WORDS AND CONTENT

8.1. Words submitted by participants remain part of the linguistic and cultural heritage of the Yorùbá language. Submitting a word does not transfer any intellectual property rights in that word to the Organiser.

8.2. By participating, each person authorises the Organiser to use the submitted word for the purposes of the campaign, including its review, selection, publication, presentation in the shortlist and inclusion in public polls.

8.3. The Organiser may refer to or publish the submitted word in connection with the campaign, including in communication materials, publications and digital channels.

8.4. The publication of a participant's name, image, personal profile or other identifying personal data will require an appropriate legal basis and, where necessary, specific consent.

8.5. Participation does not grant the Organiser unrestricted permission to use a participant's image, voice or other personal content outside the scope of the campaign.

9. PERSONAL DATA PROTECTION

9.1. The Organiser will process participants' personal data in accordance with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679) and applicable legislation.

9.2. Personal data may be processed for the following purposes:

Managing registrations and word submissions;

Verifying participants' eligibility;

Recording the date and time of submissions;

Organising the selection of shortlisted words;

Contacting the prize recipient;

Arranging delivery of the prize;

Complying with applicable legal obligations.

9.3. Personal data will be processed only to the extent necessary for the purposes of the campaign and in accordance with applicable legal bases and retention periods.

9.4. Participants may exercise their rights under applicable data protection legislation, including, where applicable, the rights of access, rectification, erasure, restriction of processing, objection and data portability.

9.5. For information about the processing of personal data or to exercise their rights, participants may consult Oduduwa Europe's Privacy Policy or contact the Organiser at info@oduduwa-europe.com.

9.6. Privacy Policy: https://www.oduduwa-europe.com/privacy-policy/

10. ELIGIBILITY AND CONDUCT

10.1. Participation in both the word submission stage and the public vote is restricted to persons aged 18 or over.

10.2. The Organiser reserves the right to exclude submissions or participation that violate these Rules, are fraudulent or conflict with the cultural purpose of the campaign.

10.3. The Organiser may disregard participation involving false identities, automated accounts or other methods intended to manipulate the campaign.

10.4. Any exclusion must be based on an identifiable breach of these Rules or a relevant irregularity.

11. LIABILITY AND AMENDMENTS

11.1. The Organiser may amend, suspend or terminate the campaign in exceptional circumstances, including technical problems, platform unavailability, force majeure or other circumstances that compromise the campaign's operation.

11.2. Any significant changes will be communicated through Oduduwa Europe's official channels.

11.3. The Organiser will not be responsible for technical failures, interruptions or unavailability of Instagram or other third-party services that affect participation or voting.

11.4. The Organiser will make reasonable efforts to ensure that the campaign is conducted transparently and that the results are accurately counted.

12. INDEPENDENCE FROM INSTAGRAM

12.1. This campaign is not sponsored, administered, endorsed or associated with Instagram, Meta Platforms, Inc. or any of their affiliated companies.

12.2. By participating, each person acknowledges that Instagram is not responsible for organising or administering the campaign, conducting the vote, selecting the winning word or awarding the prize.

12.3. Information provided by participants will be made available to the Organiser and not to Instagram, without prejudice to data processing independently carried out by the platform under its own policies.

13. GOVERNING LAW AND FINAL PROVISIONS

13.1. These Rules shall be interpreted in accordance with the laws of the Republic of Slovenia, without prejudice to mandatory consumer protection provisions and other mandatory legal requirements applicable to participants in their respective countries.

13.2. If any provision of these Rules is found to be invalid or unenforceable, the remaining provisions will continue to apply to the extent permitted by applicable law.

13.3. Participation in the campaign implies that the participant has read and accepted these Rules.

13.4. Questions or requests relating to the campaign may be sent to:

info@oduduwa-europe.com

Official website: https://www.oduduwa-europe.com/

Instagram: @oduduwa_europe and @oduduwa_europe_luso

Oduduwa Europe
A cultural initiative dedicated to celebrating, preserving and promoting the Yorùbá language.