

## Leave your mark. Make a video ad for Europe

In the days between 6 and 9 June, the citizens of the 27 countries of the European Union will be called upon to elect their representatives to the European Parliament.

This is a very important moment for the future of all of us, because the Parliament is one of the pillars on which the European democratic system is based and because this institution represents the voice of all citizens of the Union, contributing to the political and legislative choices that govern many activities in the member states.

Participating in the vote is certainly a right, but it is above all an opportunity. An opportunity to say what you think about Europe, to say what you expect from Europe, to say what you want Europe to be (or not to be) in the future.

Associazione InformaGiovani, the coordinating body of an international network of youth organisations present in 14 countries, is therefore organising a competition for a video inviting citizens, especially but not exclusively young people, to take part in the vote.

The winners will be awarded prizes of between €2,500 and €1,500, as well as a high international visibility estimated at no less than 250,000 people in Europe.

To participate, videos must be sent, accompanied by the required documentation and in accordance with the technical procedures specified in the regulations, **by 10 April 2024**.

For information, please write to [videocontest@informa-giovani.net](mailto:videocontest@informa-giovani.net)

## Competition rules

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### Art. 1.

#### Motivation and context of the competition

1. The InformaGiovani Association (hereafter referred to only as "InformaGiovani") launches an international contest for the creation of videos promoting the participation of European citizens in voting, on the occasion of the elections for the renewal of the European Parliament on 6/9 June 2024.
2. The aim of the competition, which is part of a broader action to promote young people's vote, is to encourage participation, especially but not only among young people, with tools that stimulate debate and attention to European issues and values.

### Art. 2

#### Content of the videos

1. The videos, which must comply with the technical specifications set out in Article 4 below, must not show or promote any party, political or religious affiliation, and must not show scenes or images with any of the following characteristics:
  - a. violence of any kind (except for documentary purposes relating to the history of Europe and using historical images not protected by copyright)
  - b. incite hatred or violence, even in the form of ridicule, against any living being
  - c. the use of psychoactive substances, including alcohol and tobacco and their derivatives
  - d. promotion of gambling in any form
  - e. nudity
  - f. elements that may violate the property or personal rights of third parties or the law.
2. The videos must be made with original material and must not contain any images, works, materials and/or elements of any kind that are the property of third parties, except for what is stated in point 1(a) of this article.
3. The Videos may contain material belonging to the same author(s), even if it has been used previously, provided that it is not subject to a transfer of rights to third parties.

### Art. 3

#### Competition Categories

- 1) The contest is divided into two categories:
  - a. horizontal videos, open to anyone, individuals, associations, legal entities, informal groups;
  - b. vertical videos, open only to young people, whether individuals or formal or informal groups, aged 30 or under. In the case of groups, the maximum age shall be understood as the average age of the participants.

### Art. 4

#### Technical specifications

1. Videos must have the following technical characteristics:
  - a. 16:9 format (or 9:16 for vertical) with a minimum resolution of 1920x1080 (1080x1920 for vertical) and a minimum of 23 frames per second;
  - b. MP4 file transfer format;

- c. maximum video size 2.3 GB
- d. minimum and maximum duration between 45" and 112" for horizontal video and between 30" and 82" for vertical video
- e. the duration referred to in point d) does not include opening and closing credits, which will be added at the end of the first selection phase to the videos selected for the final phase.

#### **Art. 5**

#### **Use of dialogue. Use of the English language**

1. In view of the fact that the videos must be usable by audiences in several European countries, even if this is not prohibited, the use of dialogues is strongly discouraged unless they are extremely brief and easily reproduced in text form by means of subtitles.
2. If dialogues and subtitles are used, they must be in English. The captions must be placed in such a way as to allow the insertion of subtitles.
3. In the case of dialogues in English, the text transcript must be attached to the video file.

#### **Art. 6**

#### **Authorisation to use the image**

1. The author(s) of the video must be in possession of appropriate statements from each person filmed, explicitly authorising the filming and distribution of the image.
2. In the case of persons filmed under the age of 18, the authorisation must be signed by the person exercising parental authority.
3. By submitting the video, the author(s) expressly indemnify and undertake to hold harmless the InformaGiovani Association and any other funding body from any damages that may be incurred as a result of claims or lawsuits brought by third parties for reasons related to the use of the video itself.

#### **Art. 7**

#### **Assignment of Utilisation Rights**

1. The author(s) of the video must sign a declaration in which they transfer to Associazione InformaGiovani the rights to the work in perpetuity and throughout the world, while retaining their intellectual property rights.
2. These rights include, among others, the right to:
  - a. reproduce the video and/or transfer it to other formats and/or make copies of it, in whole and/or in part, in any way and/or form and by any means of reproduction;
  - b. process, modify or adapt the video, in whole and/or in part, by any means and on any medium, even without the prior consent of the author(s), provided that the original source is always cited;
  - c. communicate, transmit and/or distribute the video to the public by any means and system of remote distribution now or in the future invented, using any technology and technical instrument of terrestrial or spatial transmission, in any form and with any mode of access;
3. The commercial use, in whole or in part, of the videos produced within the framework of this competition is excluded and prohibited in any case.
4. The author(s) must expressly waive any other claim, including economic, any claim being considered satisfied by the opportunity to participate in the present initiative.

#### **Art. 8**

#### **Application procedure and deadline**

1. Videos must be submitted via the online submission system <https://send.vis.ee/> to the e-mail address [videocontest@informa-giovani.net](mailto:videocontest@informa-giovani.net) by 11.59 p.m. on 10 April.

2. At the same time as the video, the application form, completed in full, and the attached declaration of release and assignment of rights in accordance with Articles 6 and 7 must be submitted. The application form and annex are available at <https://ignet.eu/videocontest>.
3. The author(s) may indicate up to a maximum of three tags to be associated with the video in the event of passing the first selection stage, referred to in art. 9, for subsequent publication on social networks. Tags may, however, be rejected by InformaGiovani if deemed inappropriate.
4. Each participant or group of participants may submit up to a maximum of two videos.

#### **Art. 9**

#### **How the winners are chosen**

1. From all the videos received, a jury composed of the Director of the "Piano focale" Film School in Palermo, the President of InformaGiovani and the Head of Communication of InformaGiovani will select 5 videos for each category (5 vertical and 5 horizontal videos).
2. The jury reserves the right to admit a smaller number of videos to the final round if it considers the quality of the material received to be unsatisfactory.
3. The videos admitted to the final round will be published simultaneously on the social channels of the InformaGiovani Association (Facebook @EUNetworkIG and @AssociazioneInformagiovani - Instagram @ignetnetwork.youth and @AssociazioneInformaGiovani).
4. The ten videos (five for each category) will then be promoted through paid sponsorship. The same target audience will be identified for each video and the same amount of advertising and promotion time will be allocated.
5. Each video may be accompanied by a maximum of three tags chosen by the author(s), in addition to those inserted by InformaGiovani.
6. At the end of a period of 15 days from the date of publication, the two videos (one vertical and one horizontal) with the highest number of views will be declared winners and will be promoted for a further period on the same social channels and on other channels deemed appropriate by InformaGiovani.

#### **Art. 10**

#### **Awards**

1. The winner or group of winners for the most viewed video in the horizontal video category will be awarded a prize of 2,500 euros, all-inclusive.
2. The winner or group of winners for the most viewed video in the vertical video category will receive a prize of €1,800, all-inclusive.
3. In the event that the winner or winners are Italian, the statutory deductions will be applied to the prize, as governed by art. 30 of DPR 600/1973 and subsequent amendments and supplements.
4. In the event that the winner or winners are not Italian, it will be their responsibility to fulfil any tax obligations in their country of residence arising from the awarding of the prize.
5. Payment of the prize will be made by bank transfer, subject to issuance of a valid tax document. In the case of a minor winner, the bank account must be in the name of the person exercising parental authority. In the case of group winners, they must indicate on the application form the name of a person entitled to receive the prize in the event of winning.

#### **Art. 11**

#### **Privacy and Data Protection Compliance**

1. The InformaGiovani Association is committed to the processing of data and to the protection of the privacy of participants, in accordance with its privacy policy ([www.informa-giovani.net/privacy-policy](http://www.informa-giovani.net/privacy-policy)), which is considered herein in its entirety.

2. By sending their videos, the authors expressly declare that they have read and understood the content of this policy and that they accept it in full.

#### **Art. 12**

#### **Acceptance of the Rules and Jurisdiction**

1. By participating in the contest, authors fully accept all the articles of this call. In particular, the provisions of articles 2 (content of the videos), 4 (technical specifications of the videos), 5 (use of the English language and position of the written texts), 6 (authorisation to use the image), 7 (transfer of rights), 8 (method of sending the videos) and 9 (method of selecting the winners).
2. Failure to comply with any of the provisions of the articles mentioned in paragraph 1) will automatically disqualify the video from the competition.
3. Any dispute will be settled by the Tribunal of Palermo.