

EC DAY 2019

AMATEUR VIDEO COMPETITION 2019

A. Background

Interreg is an initiative specifically dedicated to helping European regions work together to find solutions to common economic, environmental, social and cultural challenges. The initiative is implemented through cooperation programmes under the European Territorial Cooperation (ETC) objective of Cohesion Policy 2014-2020. These programmes jointly tackle common challenges and find shared solutions through implementation of projects.

Interact programme aims to ensure the exchange of experience, information and innovation in order to promote best practice and make cooperation easier. We achieve this through targeted publications, tools and events.

The **European Cooperation Day**, also known as EC Day, is a campaign coordinated by Interact to promote the benefits of cooperation among regions. We commemorate the European Cooperation Day on 21 September every year. But why do we celebrate cooperation? Europe is a mix of cultures and economies that need to understand each other in order to reach their maximum potential. For this reason, the European Union (EU) encourages cooperation in different ways. One of them is through the cooperation programmes, which allocate more than 10 billion euros for the regions to work together on common challenges: climate adaptation, social inclusion, migration... How is this done in practice? Through projects involving regions all over Europe and neighbouring countries. They have helped increase cultural understanding and overcome economic disparities throughout territories.

B. Aim and context of the amateur video competition

The Interact Programme invites all Interreg, IPA and ENI programmes involved in the EC DAY campaign 2019 to organise an amateur video competition to raise citizens' attention and engage them by making them showcase their feeling towards simple but communicative videos. The aim is to capture the essence of a European spirit and feeling through a video that would 'speak' to both stakeholders and the general public.

Each competition will aim at promoting a higher engagement of people in the framework of the celebration of the EC Day.

Programmes will boost and the creation of simple amateur videos made with smartphones by participants in their local language.

The main concept of the videos should be a brief response (maximum duration 40 seconds) on why 'EUROPE IS YOU' (and why Europe benefits you), in line with the slogan of the EC DAY campaign 2019.

The main target audience is high school and university and college students.

The winning video will receive a prize/recognition.

The video competition will be take place **from 13 May to 30 June 2019**.

C. Participation of the Programmes

All Interreg, IPA and ENI programmes involved in one or more EC DAY 2019 activities can participate.

Interreg programmes can take part in this joint activity or not (it's not compulsory). All videos must be sent to the programmes that will run their own selection procedure. Each programme will use the following Terms of Reference (ToR) to set up their own selection procedure.

What has to be done by participating programmes?

1. Set-up the specific procedure, by using the Terms of Reference (ToR) provided by Interact. [SEE ANNEX 1](#).
2. Make available the written application form on the website, along with the ToR. [SEE ANNEX 2](#).
3. Check the videos and disseminate them through the social networks.
4. Organise the social media diffusion and promotion of the videos on its own programme's social media channels, after being checked previously and/or pre-selected/validated by the programme itself,
5. When disseminating the videos, the programme will include the hashtag #ECDay2019 and reference to the video's author(s) as well as the mention: @CooperationDay. Also, during May, the programme could connect this to the European elections by including: #EUelections2019 #Thistimelmvoting
6. Set-up a jury that will pre-select a group of finalists.
7. Identify the relevant place/event for the final selection of the winning video, preferably during the EC DAY local event of the programme.
8. The winning video should be voted on the day of the local EC DAY event (either exhibition or any other type of event) in order to attract people to the event and maximise the coverage of the campaign.
9. Set-up the voting procedure and awarding during the local EC DAY event. The award will be provided by Interact.
10. Communicate about the EC DAY local event/exhibition and the images developed by participants.
11. Send the relevant information and links of the winning video to Interact programme with the relevant information (if needed) and translation of the speech in English. Interact will then include the English subtitles in the video.
12. In order to participate, the applicant will send an email to the programme with the following: video + written application + authorisation (if the applicant is under 18 years old. [SEE ANNEX 3](#)).

APPLICANTS will send an email to the programme with the following:

- **Video** (if it's too heavy they can use WeTransfer or make .zip files).
- **Written application form**
- **Authorisation sheet (if they are under 18 years old)**

D. Technical specificities of the videos, eligibility and other requirements

- Any video must address the topic 'EUROPE IS YOU'
- Each video should convey a clear message that clearly relates to the concept 'EUROPE IS YOU' as promoted by the EC DAY 2019 campaign.
- Therefore, people should explain why Europe is/benefits them.
- Videos illustrating static events and meetings should be avoided, e.g. people sitting and listening to a speech/presentation.
- Videos can depict animated or/and real images.
- Aesthetic quality and creativity of the video must be assessed, too.
- All videos must be submitted by email accompanied by a written form ([SEE ANNEX 2](#)) and an authorisation, if needed ([ANNEX 3](#))
- The videos must have good quality (at least 720p in order to be able to present the video on large screen)
- Maximum length of the video is 40 seconds; shorter videos will also be appreciated by the juries.
- The video can be recorded in English or in the local language. Each programme will have to submit to Interact the English translation of the text of the winner video. Interact will then include the English subtitles.
- All videos will be checked by Programmes to make sure that they meet the competition rules before being assessed for the local competition.
- Videos that are offensive, defamatory or obscene, or that disclose unnecessary personal information or product advertisement will be rejected.
- Please, ensure that, apart from the copyrights, videos are in line with the new EU General Data Protection Regulation (GDPR). The Interact Programme and relevant Interreg Programmes will have the right to disseminate all submitted videos through their communication channels, social media and events, for strictly-related communication purposes.
- Also, in line with GDPR, participants under 18 years old must include an authorisation signed by their parents or legal tutors.
- To take part in the competition, videos must fulfil all of the above requirements.

E. Selection process

The finalist videos (3 or 4) will be pre-selected by a jury set up by each Interreg programme.

The jury's decision will be based on the following criteria:

- relevance to the competition aim.
- aesthetic quality (including music, editing, effects),
- creativity (the idea, the originality, the topic, the story, if the video keeps the viewer's attention till the last moment)

Most interesting videos must be published on programmes' media channels and the posts have to be public. Don't forget the hashtag #ECDay2019 and reference to the video's author(s) as well as the mention: @CooperationDay. Also, during May, the programme could connect this to the European elections by including: #EUElections2019 #ThistimeImvoting

F. Rewards

Interact programme will provide the participating programmes with a specific prize (smart watches) to reward the winning video at the local EC DAY event.

G. Timeline (indicative)

1. Publication of the Contest: **Before May 2019**
2. Timeline of the competition: **13 May 2019 – 30 June 2019**
3. Selection and announcement of pre-selected finalist videos: **by July 2019**
4. Social media promotion: **July 2019 – September 2019**
5. EC DAY local event and selection of the winning video: **21 September 2019 or surrounding weeks (date tbc by each programme)**

H. Contact and information

This video competition is organised by the external expert Germán Molina on behalf of the Interact programme in the framework of the joint activities for the EC DAY 2019 campaign.

Social media are not part of the competition and programmes or Interact are not responsible for any issue related to it.

For any contact and/or further information about this competition, you can contact the Interact team at ecday@interact-eu.net.

Annex 1 - TERMS OF REFERENCE TEMPLATE

Aim and context of the amateur video competition

The INTERREG Italy-Switzerland programme, in the framework of the EC DAY campaign 2019, organises an amateur video competition to raise citizens' awareness about the benefits of being part of Europe and engage them in the values of cooperation. The aim is to capture the essence of a European spirit and feeling through a video that would 'speak' to both stakeholders and the general public.

Participants will have to make a very short video (maximum duration: 40 seconds) responding very briefly to the question: "Why EUROPE IS YOU?" (how Europe benefits you), which is the slogan of the EC DAY 2019 campaign.

The competition is open to every citizen of/resident in the cooperation area, as well as high school and university/college students.

In July, the jury will select the finalist videos. The final winner will be selected by the people attending the EC Day local event in September. The winning video will receive 2 smart watches and an official award (certificate) acknowledging this recognition.

The video competition will take place from 13 May to 30 June 2019. The awarding is scheduled during the week of 21 September 2019 or surrounding weeks (date tbc)

Technical specificities of the videos, eligibility and other requirements

- Any video must address the topic 'EUROPE IS YOU'
- Each video should convey a clear message that clearly relates to the concept 'EUROPE IS YOU' as promoted by the EC DAY 2019 campaign.
- Therefore, **each participant will have to explain why Europe is/benefits them.** This can be said or it can be presented in an original way: drawing, writing, acting...
- Videos illustrating static events and meetings should be avoided, e.g. people sitting and listening to a speech/presentation.
- Videos can depict animated or/and real images.
- Aesthetic quality and creativity of the video must be assessed, too.
- All videos must be sent to interregitaliasvizzera@gmail.com accompanied by a written form ([SEE ANNEX 2](#)) and a signed authorisation in case the participant is under 18 years old ([SEE ANNEX 3](#))
- The videos must have good quality (at least 720p in order to be able to present the video on large screen)
- Maximum length of the video is 40 seconds; shorter videos will also be appreciated by the juries.
- The video can be recorded in English or in the local language. Each programme will have to submit to Interact the English translation of the text of the winner video. Interact will then include the English subtitles.
- All videos will be checked by programmes to make sure that they meet the competition rules before being assessed for the local competition.
- Videos that are offensive, defamatory or obscene, or that disclose unnecessary personal information or product advertisement will be rejected.
- Please, ensure that, apart from the copyrights, videos are in line with the new EU General Data Protection Regulation (GDPR). The programme will have the right to

disseminate all submitted videos through their communication channels, social media and events, for strictly-related communication purposes.

- Also, in line with GDPR, participants under 18 years old must include an authorisation signed by their parents or legal tutors.
- To take part in the competition, videos must fulfil all of the above requirements.

Would you like to participate? Send an email to with the following:

- **Your video** (if it's too heavy they can use WeTransfer or make .zip files).
- **The written application form**
- **Authorisation sheet (if you are under 18 years old)**

Selection process

The best videos will be pre-selected by a jury set up by INTERREG Italy-Switzerland programme.

The jury's decision will be based on the following criteria:

- relevance to the competition aim
- aesthetic quality (including music, editing, effects)
- creativity (the idea, the topic, the originality, the story, if the video keeps the viewer's attention till the last moment)

Rewards

The INTERREG Italy-Switzerland programme will award the winning project during the EC DAY local event 21 september 2019 with a specific prize (2 smart watches).

General terms and conditions

1. The contest is open to citizens from and/or living in the cooperation areas of all 2014-2020 Interreg programmes (cross-border, transnational, Interregional), Interreg IPA-CBC and ENI-CBC programmes.
2. The participants must be over the age of 18. If not, they will have to also send an authorisation signed by their parents or legal tutors.
3. Programmes must submit only proposals where they are sure that all the videos have been verified and checked.
4. All participants are responsible for any costs or expenses incurred as a result of participation in the contest.
5. Participants and winners agree that they may be required to take part in publicity or other promotional activities without further consent or payment as later determined by Interact. Such publicity may include their names, videos, as well as any contributions in the online contest. The participant hereby grants the programme and the EU institutions the rights necessary for distribution and public display of any submitted text, image, or other intellectual property rights that may arise from participation in this contest, the prizes or related publicity, and hereby grants Interact and the EU institutions the perpetual right to exclusively, royalty-free and unlimited use, to edit, reproduce, distribute, translate, and publicly display or publish any such intellectual property, for

whatever purpose, in any form or medium, either on this website or elsewhere, for promotional activities or events arranged by the programme or the EU institutions, whether locally or world-wide.

6. Any personal information, including the participant's name, age, address (including postcode) and e-mail address will be used solely in connection with this contest and will not be disclosed to any third party except for the purpose of this contest (including subsequent promotions as stated in these terms and conditions).
7. By submitting your video, you confirm that EACH identifiable person who appears in your video has granted the rights to be recorded on video in image, likeness and sound of voice.
8. The programme does not take any responsibility for late or lost entries.
9. You must supply full details as required by this call and comply with all rules to be eligible for the contest and prize(s). No responsibility is accepted for ineligible applications.
10. The videos should not contain any offensive or inappropriate language or content.
11. The video entries must be submitted in the local language or in English.
12. The prizes are as stated and are non-transferable and cannot be exchanged. No cash or credit alternatives will be offered. If, due to circumstances beyond Interact's control, Interact is unable to provide the stated prize(s), Interact reserves the right to send as substitute a prize of equal or higher value.
13. Music: please use royalty free music or original music that you have obtained the right for.
14. Your participation in the contest, including being selected to present, in no manner constitutes an endorsement or support by the programme or the EU institutions of your views, aims, or of any products or services.
15. By submitting one application, the participants accept the official rules of the contest.
16. The organisers hold the right to reject any video that does not comply with the Terms of Reference, and that is not in accordance with the democratic values of the European Union.

Annex 2 – APPLICATION FORM TEMPLATE

Submit your videos !!!

Contact details

First name:

Last name:

E-mail:

Phone number:

Script of your video

Please, write here what you say/write in the video.

Annex 3 – Authorisation (in case you are under 18 years old)

Transfer of image rights of children under 18

TRANSFER OF IMAGE RIGHTS TO THE INTERREG Italy-Switzerland programme

- Name of the minor:
- Age of the minor:
- Name of the parents or tutors:
- ID card number of the parents or tutors:

I EXPRESS AUTHORISATION for the INTERREG Italy-Switzerland programme, funded by the European Commission, to use all the images and audiovisual material (video) in which my child intervenes, and promote this video through its social channels and website in the framework of the "European Cooperation Day 2019" (EC Day) campaign, which promotes the importance of European values, cultural diversity and cooperation between regions.

This video may also be shown in the EC Day commemorative event organised by the programme.

Therefore, as follows from the previous section, this authorization grants a large territorial and temporal scope, so that the programme can use these images in different countries without geographic limitation of any kind, with the sole exception and limitation of those applications/use that could infringe the right of honour, morality and/or public order, under the terms provided in the legislation of each country.

This authorization, within terms expressed above, is understood made free of charge. The INTERREG Italy-Switzerland programme disclaims responsibility for any use that a third party may do outside the territorial scope, temporal and material subject to this agreement.

And as proof of acceptance and agreement, this document is signed by the parents or legal tutor:

(Milan, June 2019)