



Online Video Competition for Youth “PROTECTING OUR ATMOSPHERE FOR GENERATIONS TO COME”

CRITERIA & REGULATIONS

On 16 September 2012, the Montreal Protocol on Substances that Deplete the Ozone Layer will celebrate its 25th anniversary. That date coincides with the International Day for the Preservation of the Ozone Layer, the United Nations commemorative day that marks the date when the treaty was established in 1987. This September, countries around the world will organize celebrations at the national level to celebrate this global treaty, which has been described as “perhaps the single most successful international environmental agreement to date.” Additionally, the United Nations Environment Programme (UNEP) will organize an official celebration with all governments during the week of 12-16 November, on the occasion of the 24th Meeting of the Parties to Montreal Protocol. In support of that celebration, UNEP’s Ozone Secretariat and OzonAction Programme are pleased to launch an online video competition for persons 25 years old and younger to celebrate the 25th Anniversary of the Montreal Protocol.

Genres

Public Service Announcement (PSA), live-action, animated or type-driven video.

Length

30-second, 60-second or 90-second videos.

Criteria

The video should communicate some noteworthy aspect of the Montreal Protocol (e.g. science, industry, society) and how its implementation has contributed to protecting life on Earth. The video should underscore how the protection of the stratospheric ozone layer under this treaty has impacted human lives. The video can also highlight the importance in protecting the ozone layer and at the same time, contributing to mitigation of greenhouse gases.

The video should use an engaging and easily understandable style. Information presented in the video must be factually accurate.

The video can focus on local, regional and/or global points of view.

The video can provide positive solutions and perspectives.

The video should be creative and innovative with the ability to capture audience's attention.

The video can target any type of audience.

The video must be posted on UNEP OzonAction's YouTube website at: www.youtube.com/ozonaction as video response to Online Video Competition for Youth (<http://youtu.be/cHwKdV-kuAo>) For countries which do not have access to YouTube, please contact the organizer.

The video can be either in English, or in any other language with English subtitles. It can also be without words

Entrants must be able to demonstrate that they have full copyright clearance on all music, image, artwork and other audio-visual elements used in the video.

Videos must be the original work of the entrants.

While copyright of the selected videos will remain with the creators of them, UNEP OzonAction and the Ozone Secretariat must be granted the right to use the videos for communications purposes free of charge.

Open to all under 25 years of age

⇒ All individuals under the age of 25 (born on or after 16 September 1987) from all nations of the world are invited to participate in this competition.

⇒ Each person **can submit up to two videos.**

Submission

You must first setup or log in to your YouTube account. Upload your video to your YouTube account / channel in high-resolution. Become a Subscriber of the OzonAction YouTube channel, then post your video as a video response to this video <http://youtu.be/cHwKdV-kuAo>. Entries must have the 25th Anniversary in the title, as well as be tagged with "OzonAction". Submissions that do not include all required information and adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of the competition. Participants must email OzonAction Programme (mugure.kibe@unep.org) with true name, YouTube user name, birth date, mailing address, and email address to be officially entered in competition and eligible for a prize. OzonAction is not responsible for participant's failure to timely complete each step to enter the competition and submit their video. Once a video is uploaded to the competition site it is considered final and may not be modified or edited.

Closing date

15 October 2012

Jury

The Jury members will be senior media managers from countries around the world, officers of the UNEP Ozone Secretariat and OzonAction.

Prize

⇒ The First Place Winner will receive an all-expenses paid roundtrip to Geneva, the Second Place Winner will receive US\$ 500 and the Third Place Winner will receive US\$ 300. Seven short-listed Runners Up will received a UNEP certificate. The ten best videos will be shown on the UNEP Ozone Secretariat's and OzonAction websites for a year. All participants will be awarded with a UNEP Ozone Secretariat's certificate of participation.

Note

⇒ The announcement of the winner will be made on the Ozone Secretariat and OzonAction websites on 31 October 2012.

⇒ The UNEP Ozone Secretariat Executive Secretary will award the first place winner and the winning entry will be shown during the Meeting of the Parties in Geneva, Switzerland, 12-16 November 2012.