



REGIONS
AND YOUTH
FOR PLANET
AND PEOPLE



THE FUTURE WILL THANK YOU

Guidelines of the social media contest

INTRO

This social media contest is part of the project **Mindchangers - Regions and Youth for Planet and People** co-funded by the DEAR Programme of the European Commission.

The objective of Mindchangers is to create and strengthen collaborations between young people, civil society organisations and local authorities to promote youth engagement on issues related to Sustainable Development Goals, migration and climate change. To achieve this, the project carries out subgranting, capacity building, and communication activities.

Mindchangers is implemented by Regione Piemonte in partnership with Consorzio delle Ong Piemontesi ETS, GIP RESACOOOP, Staatsministerium Baden-Württemberg, Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg, Gobierno de La Rioja, Coordinadora de Ongd de La Rioja, Fédération Wallonie-Bruxelles, Universitatea din Craiova (hereinafter referred to as “the organisers”).

More information can be found on www.mindchangers.eu.

In Europe and across the world young people like you are contributing largely to a more sustainable, fairer world through their actions at individual (change of behaviour, peer influencing) and collective level (movements, collaboration with civil society organisations and local authorities).

It can be discouraging at times but you are actually making the difference. In fact, **the future will thank you** for your commitment, your actions, your energy!

We believe so much in this that we dedicated our brand new video to this concept (if you have not seen it yet, you can find it [here](#)).

Can you relate to this? Be creative and show us in a video what you are doing for climate and social justice.

Find all the info below.

1. ELIGIBLE APPLICANTS

To be eligible, applicants must:

- be citizen or legal resident of one of the 27 Member States of the European Union
- be between 18 and 35 years old
- have previously liked the Mindchanger’s Instagram page (@mindchangers_project)

Any applicant not fulfilling the eligibility criteria will not be taken into consideration in the selection process.



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2. APPLICATION PROCEDURE

The contest is open from 12/03/2024 at 09.00 CET until 03/04/2024 at 21:00 CEST. Entries after the deadline are ineligible for the contest.

The applicants will have to upload the self-created video in the application form, along with their name, surname, date of birth, nationality, legal residence, name of the Instagram account.

Link to the application form: <https://socialmediacontest.mindchangers.eu/fmgywxjyn>

Only one application per person may be submitted. The first application registered in the application form will be the only one considered in the selection process. If at any stage, multiple applications are detected, only the first application registered in the application form will be considered.

3. SUBMISSION RULES

The video has to meet the following criteria:

- in any of the 24 official languages of the EU (list [here](#))
- subtitled in English
- recorded in portrait mode in the 9:16 format (reel mode)
- saved as .mp4 with the name of the participant
- maximum 500 MB
- no longer than 90 seconds
- focused around the concept “the future will thank you” and related to climate and/or social justice
- cannot mention either private or public people
- cannot contain hate speech or any inappropriate content

Participants should ensure that they have the legal right to submit the videos and that they do not infringe on any third-party copyrights.

If the video includes private property, or trademarks, it is the participant's responsibility to obtain the necessary permissions. If the video shows recognisable people, it is the participant's responsibility to obtain the necessary consent forms; in case of people below the age of 18, the consent form must be signed by the legal guardian.

In case the video has content (written or spoken) in a language in a language other than the project languages (EN, IT, FR, ES, DE, RO) it will be checked using the software Premiere Pro or by mother tongue speakers who are part of the DEAR Programme community.

We suggest that:

- the subtitles are inserted in the so-called “safe area” (more info [here](#))
- if you use music, use copyright-free music (for example, from [this website](#))



By participating,

- you agree to comply with the rules of this contest and are aware that not complying with the said rules can lead to your exclusion from the contest
- you agree to waive all rights of appeal with regard to the terms and conditions of the contest and its outcomes, including the results and the prizes
- you certify that the video you submit is your original creation and that to your knowledge, no situation of plagiarism can be reported
- you agree that the video you submit can be published on Mindchangers Instagram page and therefore possibly shared on other related accounts
- you acknowledge that the organisers are entitled to solve any contingency not included in this document
- under no circumstances can the organisers be held liable for any accidents, costs, direct or indirect damage that might occur as a result of participation in this competition

Participants are entitled to the ownership of their creative submissions and will receive full credit on all accounts.

The organisers will ask for a copy of the identity card, passport and/or legal residence document of the winner and the travel companion in order to take care of the travel bookings. If by checking the documents the organisers detect that the winner has made a false declaration, the person will be excluded from the contest. In this case, the second ranked video is declared the winner.

4. SELECTION PROCESS

Once the submission period is closed, the selection will follow a 3-step process:

- i. Applicants will first have to pass the eligibility criteria check, based on point 1. Eligible Applicants and 3. Submission Guidelines and Rules of this document.
- ii. The submitted videos will be evaluated from 04/04/2024 to 08/04/2024 by a jury composed by Mindchangers staff and external communication expert(s). The short list will be composed of a maximum of 6 videos.
- iii. The shortlisted videos will be published on Mindchangers' Instagram page and submitted to a public vote from 10/04/2024 at 09:00 CEST to 17/04/2024 at 21:00 CEST. The person whose video will have received the most "likes" at the end of the public vote will be the winner of the contest.

The evaluation is based on the following criteria:

- TOPICS - Is the video addressing the engagement in climate and/or social justice?
- CREATIVITY - To what extent does the text of the video pick up on innovative or unconventional depiction of the addressed themes
- PRODUCTION QUALITY - Video: Was the quality of the video appropriate? Audio: Was the narrative understandable? Was the vocabulary appropriate?
- COHERENCE - Is the video in line with the guidelines of the contest?



- COMMUNICATIVE EFFECTIVENESS - Was the video interesting? Informative? Engaging? Useful? Accurate? Bias-free? Would you recommend it to a peer? Would you watch it again?
- BONUS POINTS - Diversity, global perspective on the topic

The shortlisted videos can be posted on Mindchangers Instagram page as a co-post with the participant.

The winner will be contacted by the organisers also in the following months for communication related to the participation in the Closing Event in Brussels.

5. PRIZE

The winner of the video contest will receive an invitation for 2 people to participate in the Mindchangers Closing Event, which will take place in Brussels from 23/09/2024 to 25/09/2024.

Subject to the quality of the winning video, it might be promoted through a sponsored online campaign across Europe in the months following the end of the contest, and it will be used in the events of Mindchangers programme (the programme is constantly updated, all events will be communicated to the winner).

Travel and accommodation in Brussels are included.

The winner can decide to travel with another person (hereinafter referred to as “travel companion”) or to travel alone.

The winner and the travel companion will participate in all the activities included in the programme of the Closing Event. The programme will be shared at least two weeks before the departure date.

The travel companion must comply with point 1. of these guidelines.

The winner and the travel companion should leave from their country of residence or from one of the 27 EU countries.

Travel tickets for the winner and their travel companion will be booked, purchased and delivered by the organisers. Accommodation will be arranged by the organisers. The winner and the travel companion should not, under any circumstances, book travel and/or accommodation by themselves or via a travel agency. Tickets purchased, as well as booking of accommodation, directly by the winner and/or the travel companion shall not be reimbursed.

Please note that the travel companion needs to fulfill the same eligibility criteria mentioned under point 1. Eligible applicants.

Meals in Brussels are provided by the organisers. Any meal during the 3-day trip that is not included in the programme can be reimbursed upon the presentation of the receipts.

Local transportation can be reimbursed upon the presentation of the tickets or the receipts.

6. DATA PROTECTION

Data requested will only be used to select applicants, enabling to book the travel tickets and provide them with services associated to the Mindchangers Closing Event in Brussels.



Any personal data will be processed by Consorzio delle Ong Piemontesi ETS and Fédération Wallonie-Bruxelles in compliance with their privacy policies and the GDPR.

Personal data will be automatically deleted at the end of the Mindchangers project (30/09/2024).