



## 3<sup>rd</sup> Annual ASEAN Youth Video Contest 2017

### Application Details

#### Background and Introduction

The ASEAN Senior Officials Meeting on Youth (SOMY) is pleased to announce the 3<sup>rd</sup> Annual ASEAN Youth Video contest focused on the theme of **“What does 50 Years of ASEAN Mean to Youth?”** This contest is supported by the U.S. Government through the United States Agency for International Development (USAID) and the U.S Mission to ASEAN and the ASEAN Foundation.

ASEAN is celebrating its 50<sup>th</sup> anniversary this year! To commemorate this important milestone, we invite youth citizens of ASEAN to submit a 60-second video on why they think ASEAN is important and what their aspirations and hopes are for the next fifty years of ASEAN.

Be creative! The top 10 entries will be selected to participate in an expert-led filmmaking workshop in Singapore and be eligible to win cash prizes!

Please submit your video to [www.ASEANYouthVideoContest2017.com](http://www.ASEANYouthVideoContest2017.com) before July 1<sup>st</sup>, 2017.

#### Eligibility, Rules, and Copyright

##### ***Eligibility:***

- The competition is open to amateur filmmakers (not currently employed in the video production profession), who are citizens of ASEAN Member States (AMS)—Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam—and who currently reside in his/her home country.
- The contest is designed for aspiring filmmakers and interested youth. In the past, small teams have contributed to the design, development, and staging of video entries. This is acceptable, however, if a team works to produce a video, only one member of the team will be eligible to participate in the expert training event and receive cash prizes.
- Candidates must be aged 18 to 30 years old at the time of deadline submission on July 1<sup>st</sup>, 2017.
- Finalists from previous years' contests are not eligible to participate.

**Entry and Selection Rules:**

- Each short video entry must clearly and creatively address the theme “Why is ASEAN important to youth and what are the youth’s aspirations and hopes are for the next fifty years of ASEAN” in 60 seconds or less.
- Entries depicting violence, sexism, racism, or other inappropriate content such as smoking, including messaging deemed to advocate curtailment of the rights of others, will be disqualified.
- A video production workshop for 10 selected finalists will be held in Singapore on August 2017. Only one participant from each of the selected top 10 videos is invited to participate in the workshop.
- Selected finalists attending the video production workshop must have a valid passport allowing them to travel to Singapore and must have strong proficiency in English since the training will be conducted in English.
- Entries are limited to one video per individual or team.
- Each individual or team is strongly encouraged to have a Facebook account for ease of communication with the trainer and other participants.

**Copyright:**

- By entering the contest, participants acknowledge and guarantee that the submitted video is an original work created solely by the entrant and that it does not infringe on copyrights; trademarks; and the rights of privacy, publicity, or intellectual property rights of any person or entity.
- By submitting an entry to the video contest, participants agree to grant ASEAN, the U.S. Agency for International Development (USAID), and the U.S. Mission to ASEAN the right to reproduce, distribute, display, and create derivative works of the entry in any media at any time.

**Timeline/Process**

Action	Timeframe
60-second video submitted to <a href="http://www.aseanyouthvideocontest2017.com">www.aseanyouthvideocontest2017.com</a>	<b>July 1<sup>st</sup></b>
Technical Evaluation Panel reviews video submissions	<b>July 2<sup>nd</sup> – July 14<sup>th</sup></b>
Shortlisted videos are verified	<b>July 7<sup>th</sup></b>
Top 10 finalist videos announced	<b>July 14<sup>th</sup></b>
Participant from each of the 10 selected finalist videos participates in four-day video production training workshop in Singapore to formulate and begin working on their final two-minute video submissions	<b>August 14<sup>th</sup> – 17<sup>th</sup></b>
10 finalists further refine their two-minute videos and submit	<b>August 20<sup>th</sup> – September 30<sup>th</sup></b>

Technical Evaluation Panel reviews video to determine the top three videos	<b>October 2<sup>nd</sup> – 8<sup>th</sup></b>
Final 10 videos shared for public viewing on the <a href="#">ASEAN Secretariat YouTube</a> channel	<b>October 13<sup>th</sup></b>
Top three prizes announced	<b>October 13<sup>th</sup></b>

## Final Selection and Prizes

### *Selection criteria for the video, prioritized by the judging panel:*

- **Adherence to the theme:** The video clearly and creatively represents the theme of Volunteerism in the ASEAN Community through positive youth perspectives.
- **Originality and creativity:** The content is unique and not derivative of other ideas and presents the theme in an original and compelling way.
- **Potential Viewer impact:** The video conveys personal or aspirational thoughts that are inspiring to viewers.
- **Overall execution:** The video reflects thoughtful framing and composition, presenting a clear story, is well-paced and focused, and has a clear and audible soundtrack and/or voice-over.
- **Visual techniques:** The visual content is appealing to viewers through composition and technique, using appropriate effects.
- **Duration:** The duration of final video should not exceed 2 minutes.

### *Prizes:*

- Cash prizes for the top three videos include:

1<sup>st</sup> Place: \$1,000

2<sup>nd</sup> Place: \$750

3<sup>rd</sup> Place: \$500

**CONTACT INFORMATION:** If you have questions regarding the 3<sup>rd</sup> Annual ASEAN Youth Video Contest, please contact: [aseanyouthvideo@dai.com](mailto:aseanyouthvideo@dai.com)