

EUROPEAN COOPERATION DAY 2019

The Programme launches ‘Europe Is You’ video competition

Terms of Reference

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 Interreg Cooperation Programmes under the European Territorial Cooperation (ETC) objective of Cohesion Policy 2014-2020. The Interreg programmes jointly tackle common challenges and find shared solutions through implementation of projects.

The **European Cooperation Day**, also known as EC Day, is a campaign coordinated by Interact Programme in order 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, etc. 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 Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020 in the framework of the EC DAY campaign 2019 launches an amateur video competition to raise citizens’ attention and engage them by making them showcase their feeling towards Europe and how European Union benefits its citizens.

You can make videos showing yourself talking about travelling, employment, volunteering or any other experience the European Union ensured for you, or videos that show drawing, writing, acting and similar scenes. We are looking for creative and original videos that will show the true spirit of the European Union.

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, but the competition is open to all citizens living in the Programme area.

The video competition will be take place **from 17 May to 30 June 2019**.

The video with the most original, innovative and creative way of showing what the Europe or European Union has done for you will win a Programme goodie bag including smart watch. For other finalists, the Programme has ensured some interesting awards as well.

C. Technical specificities of the videos, eligibility and other requirement

- 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 will be assessed, too.
- All videos must be submitted by email accompanied by a written form (see [ANNEX 1](#)) and an authorisation, if needed ([ANNEX 2](#))
- 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, Croatian or Serbian language. If made in local languages, the winning video will be subtitled in English language in order to be sent to Interact, the Programme responsible for European Cooperation Day 2019 campaign
- All videos will be checked by the employees of the Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020
- to make sure that they meet the video competition rules.
- Videos that are offensive, defamatory or obscene, or that disclose unnecessary personal information or product advertisement will be rejected.
- By submitting the video to the Programme, please note that Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020 and the Interact 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 slaven.klicek@mrrfeu.hr 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)**

D. General terms and conditions

- The contest is open to citizens from and/or living in the Programme area.
- 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.
- All participants are responsible for any costs or expenses incurred as a result of participation in the contest.
- 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 Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020. 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.
- 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).
- 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.
- The Programme does not take any responsibility for late or lost entries.
- You must supply full details as required by this video competition and comply with all rules to be eligible for the contest and prize(s). No responsibility is accepted for ineligible applications.
- The videos should not contain any offensive or inappropriate language or content.
- The video entries must be submitted in the local language or in English.
- 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 the Programme's control, the Programme is unable to provide the stated prize(s), the Programme reserves the right to send as substitute a prize of equal or higher value.
- Music: please use royalty free music or original music that you have obtained the right for.
- 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.
- By submitting one application, the participants accept the official rules of the contest.
- 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.

E. Selection process

The finalist videos will be pre-selected by a jury set up by the Programme during July 2019.

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 will be published on the Programme media channels and the posts will be public.

F. Rewards

The video with the most original, innovative and creative way of showing what the Europe or European Union has done for you will win a Programme goodie bag including smart watch. For other finalists, the Programme prepared some interesting awards as well.

G. Timeline (indicative)

1. Timeline of the competition: 17 May 2019 – 30 June 2019
2. Selection and announcement of pre-selected finalist videos: July 2019
3. Social media promotion: July 2019 – September 2019
4. EC DAY local event and selection of the winning video: in September 2019 in Croatian part of the Programme area (date and venue tbc by the Programme)

H. Contact and information

This video competition is organised in the framework of the joint activities for the EC DAY 2019 campaign.

Social media are not part of the competition and Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020 or Interact are not responsible for any issue related to it.

For any contact and/or further information about this competition, you can contact Programme Communication Officer at slaven.klicek@mrrfeu.hr.

[Annex 1 – Application form](#)

[Annex 2 – Authorization \(for minors only\)](#)