

## DTP VIDEO COMPETITION

The projects approved by the Danube Transnational Programme (DTP) plan to achieve valuable results to improve economic, territorial and social cohesion in an area which is as complex as it is diverse.

We are sure that this time you can show your project results through videos!

The Danube Transnational Programme invites all institutions involved in the DTP projects to participate in this video competition to show through one or two videos the transnational cooperation activities and results that have been implemented or will be implemented soon and illustrate best the project topics. The aim is to capture the essence of a project through a video that would 'speak' to both stakeholders and the general public.

### Participation

Any institution involved in one or several DTP funded projects can participate. All videos must be submitted using the **DTP Video Competition form**. Each DTP project can submit up to two videos. The **submission is only possible between 18<sup>th</sup> of March until the 18<sup>th</sup> of April 2019** when the form is available.

### How to submit?

Fill the form available on our website. Include there the link to your video (your video can be uploaded on Facebook (your project/project partner fan page) and/or YouTube).

**Submission is the requirement for taking part in the competition.**

### Eligibility of videos and other requirements

Any video depicting a DTP-funded project is eligible. The video must show the topic and/or achievements gained or to be gained by the project including, for instance, joint activities or cooperation results. Videos illustrating static events and meetings should be avoided, e.g. people sitting and listening to a speech/presentation. Projects which already created some videos in the past, can take part in the competition with those already made videos. Since the maximum length of the videos is 2 minutes, the projects which created longer videos, can shorten them.

### Quality and other specifications:

Each video should convey a clear message that clearly relates to the project aims and achievements and that is easily recognizable. The transnational dimension and/or DTP/EU support should be highlighted.

Aesthetic quality and creativity of the video will be assessed too.

### **Technical specifications:**

- Up to 2 videos can be submitted per DTP project
- All videos must be submitted using the **DTP VIDEO COMPETITION FORM** including a short description of each video and contact details. In the submission form, there is a space to paste the link to the video which must have been previously uploaded on Facebook and/or Youtube.
- The videos must be uploaded in high quality (at least 720p in order to be able to present the video on large screen)
- Videos can depict animated or/and real images
- Maximum length of the video is 2 minutes, shorter videos are appreciated by the jury
- The video has to be either recorded in English or with the English lector or subtitles
- Video has to contain the project logo and the reference to the EU funds.

### **To take part in the competition, your video has to fulfil all of the above requirements.**

All videos will be checked to make sure that they meet the competition rules before being assessed for the DTP Video 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, your videos are in line with the new EU General Data Protection Regulation (GDPR). The DTP will have the right to disseminate all submitted videos through its communication channels and events, for strictly-related programme purposes.

### **Selection process**

The best videos will be selected by a jury composed by members of the DTP Joint Secretariat staff. In the selection, the jury will also consider the amount of likes received by each video on Facebook (explained below). The likes received in Youtube by each video will not count.

We strongly encourage to upload the videos on the project Facebook page (or project's partner Facebook page) to collect the likes. This is not mandatory, however the chance to win the competition with your video published on Facebook is bigger.

The jury's decision will be based on the following criteria: aesthetic quality (including music, editing, effects), creativity (the idea, the topic, the story, if the video keeps the viewer's attention till the last moment) and relevance to the competition aim (if it clearly illustrates DTP transnational cooperation spirit and project achievements).

### **How do we count the Facebook likes?**

If the project decides to publish the video on Facebook, the post has to be public. What is more, the post **has to** contain the **hashtag #dtpvideocompetition and the acronym of the project**. The Jury will appreciate if projects mention the DTP Facebook page in their posts to increase visibility and interaction: @Danube Transnational Programme.

The earlier you publish – the better, because it’s more time to collect likes. The Jury will consider **ONLY the likes received in posts published during the submission period: 18<sup>th</sup> of March - 18<sup>th</sup> of April**. If you want the likes received in your Facebook posts to be taken into consideration by the Jury, you must **include the link to your video published on Facebook in the submission form**.

**We will not consider your likes if:**

- The post doesn’t include the project acronym
- The post doesn’t include the hashtag #dtpvideocompetition
- The video is not posted on Facebook between 18 of March and 18 of April AND the submission form has not been submitted during that period of time
- You didn’t paste the link to the video uploaded **on Facebook** in the submission form.

**Rewards**

The best videos will be awarded during the 7<sup>th</sup> EUSDR Annual Forum, 27-28 of June in Bucharest. Moreover, the DTP will disseminate the best videos at programme level through its communication channels and during other activities and events, which will bring a lot of visibility to the project.

**More information**

DTP VIDEO COMPETITION is organized by the DTP JS/MA.

Facebook is not part of the competition and is not responsible for any issue related to it.

For any further questions on the DTP Video Competition, please email [eloy.gomez@interreg-danube.eu](mailto:eloy.gomez@interreg-danube.eu) or [aleksandra.gierat@interreg-danube.eu](mailto:aleksandra.gierat@interreg-danube.eu).