



Short Video Competition

Showcase your impact

#NSRimpact

Highlighting the value of your project in an effective way can seriously boost its impact. This competition is meant to inspire you to communicate your project and its positive impacts in an innovative and fun way which helps you to reach your target audience.

What are we looking for?

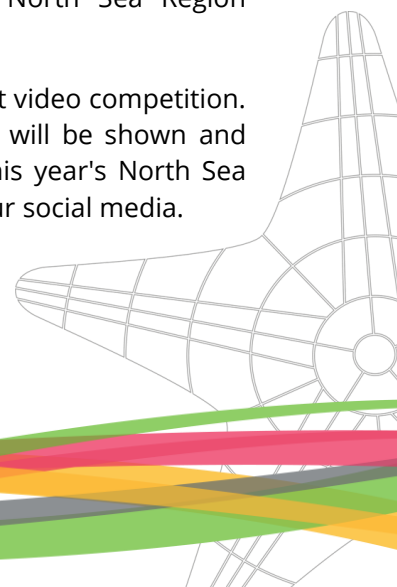
We invite videos which visualise existing or future impacts of your project activities and use novel or exciting ways to show and tell others how your project will make a difference in the North Sea Region. Video entries should illustrate what your project has or intends to influence/change and ideally with a focus on the longer term.

We encourage you to think outside of the box and make creative videos which are quick to make the point and grab the attention of the audience. We are looking for tangible impacts conveyed in a clear way, preferably with a focus on those people and groups who will ultimately benefit from your project results. We are also looking for captivating content that triggers people's emotions, curiosity, or sense of humour.

A chance to showcase your project!

Apart from promoting your own project and achievements, you will be helping to demonstrate the importance of transnational cooperation and more specifically the North Sea Region Programme. We will feature all submitted videos meeting the eligibility criteria (below) at our YouTube channel and use them at every opportunity when communicating the impact of North Sea Region Programme and its projects in the coming year.

All videos submitted by ongoing North Sea Region projects will also enter a short video competition. Two winners will be selected (one first and a runner-up). The winning videos will be shown and presented with an award at an evening ceremony 14 June 2018, as part of this year's North Sea Conference. The winning videos will also be posted on our website and across our social media.





Selection of winning videos

A jury will be selected comprised of Secretariat staff and programme stakeholders. The jury will consider the entries and select the winning entries in May.

Eligibility criteria

Your video must meet the following criteria:

- The core focus is on impact
- It is no longer than 3 minutes
- It uses English language and/or includes subtitles in English for any spoken parts
- It meets all relevant [programme and EU publicity requirements](#)
- You own or have full copyright to any music or visuals included.

Selection criteria

The jury will evaluate the quality of entries according to the following criteria:

- *Strength of the impacts conveyed:* We are looking for clear, tangible, and significant impacts on areas that are crucial to the positive development of the North Sea Region.
- *Level of creativity:* This includes the idea behind the video and the means used to tell your story.
- *Quality of execution:* How well is the video structured – does the story come together nicely, and do visuals and sounds underpin the main storyline? Does the sound work properly?
Note: In this respect, it matters less if your video has been produced by professionals or has been done with simple equipment such as a smartphone.

Submit your video

You may enter up to three videos per project. For each entry, please send your video and a short introduction text (max 1,000 characters) including the title and acronym of your project and your contact details to Lise Espersen at the Joint Secretariat lise.espersen@northsearegion.eu via We Transfer <https://wettransfer.com/>. Please mark the entry "NSR Video Competition 2018".

Submission deadline: 30 April 2018 at noon

Note: *Former projects are also invited to submit videos; however they are not eligible for the video competition. Instead they will be used as part of a broader promotional initiative about impact. For these projects, the short videos should be no longer than 5 minutes.*

