



## Short Video Contest

We invite short videos using novel and exciting ways to show and tell others how your project is making a difference in the North Sea Region. We want to inspire you to communicate your project in an innovative and fun way using video to reach your target audience.

### What are we looking for?

- Captivating content that trigger people's emotions, curiosity, or sense of humour. Videos need to give a clear and unique message, but should also be straightforward, intriguing, entertaining, and leaving the audience wanting more.
- Story-focused entries rather than a series of facts about the project. Tell a story or create a scenario which best depicts what your projects seeks to change and / or showing who will benefit or gain from it in the long run. If you use people or groups in your video choose those who benefit from your project, its activities and results rather than colleagues of the project who describe the project contents and /or its technical details.
- Keep it short. The first 10 seconds is everything<sup>1</sup>. An astonishing 20 percent of people who watch videos will close the video within the first 10 seconds. When a video reaches the 30 second mark, about 1/3 of the original viewers won't be watching the video anymore. By one minute, 45 percent of the viewers are gone and roughly 60 percent by two minutes.

### 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 about the North Sea Region Programme and its projects in the coming year.

Two winners will also be selected (one first and a runner-up). The winning videos will be shown and a representative from the project presented with an award at an evening ceremony as part of this year's North Sea Conference in June. 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:

- A maximum of 2 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:

- *Level of creativity:* This includes the idea behind the video and the means used to tell your story.
- *Existing or expected impact (s):* Telling the story of why your project matters to the citizens living in the North Sea Region.
- *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 one video per project. 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](mailto:lise.espersen@northsearegion.eu) via We Transfer <https://wetransfer.com/>. Please mark the entry "NSR Video Competition 2019".

### Submission deadline: 03 May 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 3 minutes.*

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<sup>i</sup> <http://www.visiblemeasures.com/2010/09/29/benchmarking-viewer-abandonment-in-online-video/>.

