

EAT NEAT VIDEO FEAT

EAThink Video Advert Competition

RULES & REGULATIONS

Today, over 800 million people go hungry every day, while in the richer countries food is wasted more than ever before. The current food system has many negative impacts on the environment and health, with political and financial interests often threatening farmers and consumers' rights.



But what can you do?

The Video Competition: EAT NEAT VIDEO FEAT

Come up with an idea for a social advertising video and communicate it to us visually in a 30 second to 1 minute video.

I. Three topics to choose from:

1. Consumption: how to reduce our impact on natural resources in Malta and worldwide in our food-related choices
2. Sustainable Agriculture and its importance in the local and global food production (e.g. organic, water conscious agriculture)
3. Food Waste: its impact and what we can do to avoid it



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II. Who can participate?

The competition is open to all Maltese Secondary schools.
Single classes can participate in the competition.

III. How to go about it:

- Videos have to be a minimum of 30 seconds and not longer than one minute.
The chosen winning video will be edited to 30 seconds.
- Videos may be recorded in English or Maltese.
- Videos must be submitted in .mp4 or .mov format.
- Entries must be submitted online through a cloud service like [Dropbox](#), [WeTransfer](#) or [Google Drive](#) or through a private link of a video uploaded to [Vimeo](#) or [Youtube](#). Links to the videos have to be sent to eathink@kopin.org. Alternatively, video entries can be submitted in the formats mentioned in point 3 on a USB stick at Kopin, 195 Naxxar Road, San Gwann, SGN9029 by closing date at 4pm.
- Each entry has to be accompanied by a signed application form as well as a signed release form authorising the use of the submitted material.
- Separate signed release forms must be submitted for each identifiable person visible in the video, if any. The clearance form for any minors visible in the video should be signed by the parents or legal guardians. **It is not advised to show faces in the video** so be creative and use alternatives (text, fingers, materials, landscape).
- Videos can be filmed with a mobile phone or a professional camera, without the need for the final product to look too professional - the important thing is to communicate your idea!



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IV. When?

The deadline for submission is Friday 24th March.

V. The winner:

- The winning class will have its video professionally produced by a professional Maltese media company and broadcast on National TV!
- The video will also feature on social media, online channels and the website of the project.
- The winning class will get a prize: a cool and interactive visit to a local farm!
- The National winning video will be submitted to an EU-wide competition and the creators will get the chance of having their video and creativity promoted throughout 12 European countries!

The winning entry will be selected by a jury made up of professionals in the fields of media, communication and global education. The decision taken by the jury are final and cannot be disputed. The evaluation of the video entries is based on the following equally weighted criteria:

- a. Clearness and effectiveness of the video advert;
- b. Innovation, originality, and impact passing on a message in a fresh way, appealing to a broad and diverse audience, and encouraging further thought and action.

The finished audio-visual product will not be returned to the participant and will become part of Kopin's archive.

Who are we?

[Kopin](#) (VO/0200) is a Maltese non-profit non-governmental organisation (NGO) working in fields related to development, human and children's rights, namely education, refugee support and sustainable development. This competition forms part of the European project 'EAThink-Eat Local Think Global', which is co-financed by the EU Commission.

For **further information** about the project, please visit www.eathink2015.org or <https://www.facebook.com/eathinkmalta> **Contact us** at eathink@kopin.org

