

Official Contest Rules of the video competition

1. Background

The INTERACT Programme promotes and supports good governance of European Territorial Cooperation Programmes (Interreg). It has a wide geographic scope covering cooperation programmes in all 28 EU Member States, Liechtenstein, Norway and Switzerland and the candidates and neighbouring countries.

Full details regarding the aims, objectives, coordination framework and operational strategy for the Programme can be found in the INTERACT Operational Programme 2007-2013 (OP) available for download at www.interact-eu.net.

The INTERACT ENPI project¹ provides the 13 ENPI CBC programmes with practical assistance and guidance on management and implementation issues. Further information on the project is available at <http://enpi.interact-eu.net/enpi/>.

2. Aim and context of the video contest

Since 2012, INTERACT has been coordinating a Europe-wide campaign called European Cooperation Day with the aim of highlighting results of European Territorial Cooperation and neighbouring programmes and projects. Each year, the campaign is celebrated on 21 September and its surrounding days; in 2013, 173 events took place in 32 countries. The target group of this initiative is the general public and non-EU experts. More information can be found on the campaign website: www.ecday.eu

European Cooperation Day will be celebrated again on 21 September 2014 and the kick-off event held under the Italian EU Presidency. On this occasion, INTERACT is launching a video contest among European projects, programmes (cross-border, transnational, interregional, Instrument for Pre-Accession (IPA) and European Neighbourhood and Partnership Instrument (ENPI CBC), and individual film-makers to share their videos highlighting the results and benefits of cooperation in Europe. The theme for the video competition is '**border issues, border solutions**'. The videos should relate to programme or projects financed in the programming period 2007 - 2013 and should not exceed the maximum length of 3 minutes. They may be professional or amateur.

3. Selection Procedure

Categories:

1. The first category is for videos from CBC, IPA CBC, transnational or interregional programmes or projects;
2. The second category is for videos from ENPI CBC programmes or projects.

¹ Where INTERACT is mentioned within this document it shall refer to both the INTERACT Programme and INTERACT ENPI project.

Timeline:

1) The video competition opens on **19 May 2014**. Participants must register on the European Cooperation Day website (www.ecday.eu), fill out the form and give the url of their video (the video must be available on Vimeo or Youtube and the url of the Vimeo or Youtube video should be provided on the European Cooperation Day website). The form will also allow participants to upload the original video (required for a valid registration). Registration will be open **from 19 May until 15 July (23:59)**. Only after the closure of the registration will videos be displayed on the European Cooperation Day website for voting.

2) Subsequently, between **16 July** and **15 August**, public voting will take place on the European Cooperation Day website: People will have to click on a 'vote' button in order to vote for their favourite video. The video that receives the most votes from the public in each category wins the **people's choice prize**.

3) At the same time, a jury composed of members of INTERACT, the European Commission and programme communication officers will select their favourite video for each category. These videos will receive the **jury prize**.

4) Winners will be contacted between **15 August** and **5 September 2014** and will be invited to an award ceremony during the week of **15 September 2014**, coinciding with the official kick-off event of this year's European Cooperation Day in Milan, Italy.

4. Winners

There will be four awards:

- Two public people's choice awards (one for the CBC, IPA CBC, transnational or interregional programmes or projects category and one for the ENPI CBC programmes or projects category): winners will be selected by public voting and invited to Milan to present their work at the award ceremony.
- Two jury awards (one for the CBC, IPA CBC, transnational or interregional programmes or projects category and one for the ENPI CBC programmes or projects category): winners will be selected by the jury and invited to Milan to present their work at the award ceremony.

The winners will be invited to the award ceremony as part of the kick-off event of the European Cooperation Day which will take place during the week of 15 September 2014 in Milan, Italy. Travel and accommodation costs will be covered by the INTERACT programme for one person representing each video receiving an award.

5. Evaluation criteria (only for jury prizes)

1. Video clearly depicts the **challenges of European borders**;
2. Video clearly shows **how cooperation has helped/helps overcome these challenges (at least one challenge)** to the benefit of the border population and area;
3. Originality of the video, level of creativity and artistic approach;
4. Adherence to the contest rules

6. Technical specifications

Format: AVI, WMV or MPEG (including MPEG-4)

Length: max. 3 minutes

Resolution: minimum resolution 1280x720 (720p) at 25 frames per second. Higher resolutions and frames per second are accepted but should always guarantee the rate 16:9

7. Terms and conditions

- The competition is open to representatives of European projects or programmes (cross-border, transnational, interregional, IPA or ENPI CBC) and individuals over the age of 18 with the exception of the employees of the European institutions, INTERACT, their hosting institutions and their relatives.
- All video entries must first be uploaded to YouTube or Vimeo and then be embedded to the European Cooperation Day website by submitting the url of the video on this website: www.ecday.eu. Please note that the uploaded videos are not visible on the website instantly - only after 15 July will the videos be accessible for viewing.
- All participants are responsible for any costs or expenses incurred as a result of participation in the competition.
- 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 INTERACT. Such publicity may include their names, videos, as well as any contributions in the online competition. The participant hereby grants INTERACT 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 competition, the prizes or related publicity, and hereby grants INTERACT and the EU institutions the perpetual right to exclusive, 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 INTERACT 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 competition and will not be disclosed to any third party except for the purpose of this competition (including subsequent promotions as stated in these terms and conditions).
- By submitting their video to the European Cooperation Day website participants 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.
- INTERACT does not take any responsibility for late or lost entries.
- Participants must supply full details as required by the registration form and comply with all rules to be eligible for the prize(s). No responsibility is accepted for ineligible entries.
- As submissions are received, INTERACT will check all entries for suitability of content matter. Once accepted, from 16 July onwards, candidates will be able to share and promote their

video entry and mobilise their friends and relatives to vote for their video on the European Cooperation Day website.

- The videos should not contain any offensive or inappropriate language or content.
- The video entries must be submitted in English or with English subtitles.
- Only one video per participant is allowed.

The prizes are as stated and are non-transferable and cannot be exchanged. No cash or credit alternatives will be offered.

- If music is used, please use royalty free music or original music that you have obtained the right for.
- If a winning entrant is unable to be contacted after reasonable attempts have been made to do so, INTERACT reserves the right to offer the prize to the next best entry.
- Contest winners outside the EU who require a visa to travel to the final award ceremony are responsible for securing their own visas and should begin with this process immediately after having been notified that they have won. INTERACT will assist by providing the necessary documents for the visa application.
- Participation in the contest, including selection to receive a prize, in no manner constitutes an endorsement or support by INTERACT or the EU institutions of the views, aims, or of any products or services of the participants to the competition.
- By registering for the competition, the participants accept the official rules of the competition.