

UNWTO GENERAL ASSEMBLY

30 NOVEMBER - 3 DECEMBER 2021

MADRID

VIDEO COMPETITION GUIDELINES



GENERAL INFORMATION

The Video Competition for the 24th General Assembly will feature two categories:

1. Promotion and the Decade of Action

This category looks for remarkable examples of how Member countries are linking their promotional videos either directly or indirectly to the 2030 Agenda for Sustainable Development through references to one or several of the 17 Global Goals.

2. Exceptional Stories of Sustainable Tourism

This category looks for remarkable examples which showcase the human face of tourism and make clear the positive social impact the sector can have through generating optimism and opportunities for all.

WHO CAN TAKE PART?

Videos published between 1 January 2020 and 30 September 2021 may be considered for the Competition.

- **Member States** are encouraged to submit videos for both categories, thereby contributing to further positioning tourism as a key sector for the economy, business opportunities, jobs and overall sustainable development.
- **Affiliate Members** are encouraged to submit videos for the new “Exceptional Stories of Sustainable Tourism” category.

The winners will be announced during the 24th session of the UNWTO General Assembly (30 November - 3 December 2021).

Tips for content - 3 rules of engagement

- Capture the viewer’s attention immediately: Viewers are increasingly selective about where and how they focus their attention. Make sure that the beginning of any visual piece is **engaging** enough to keep them watching.
- Make it last: use the power of **storytelling** to showcase the identity of the destination beyond what meets the eye.
- Be truly helpful: Always try to be “**user centered**”- what are viewers interested in, as opposed to what do you want to promote? Provide the answers before the questions are asked. Finding the middle way will help you select the best visual product.
- Inspire **action**: Foster a sense of urgency, promote the desire to experience/engage/care with a destination, as well as to give something back to that same destination.

DEADLINE FOR SUBMISSIONS IS
TUESDAY 14 NOVEMBER 2021

SPECIFICATIONS

Technical information:

- Full HD (1920x1080)
- Codec: H264 (MP4)
- File size minimum 128 MB

Extension:

- Min. 1 minute to maximum 5 minutes

Sending method:

PLEASE FILL IN THE SUBMISSION REGISTER FORM

TERMS AND CONDITIONS

By entering the UNWTO Tourism Video Competition for the 24th session of the General Assembly (the “Competition”), participants agree to the following Terms and Conditions:

1.1 ENTRY CRITERIA

- a. This contest is open to Member States and Affiliate Members.
- b. To enter the contest, all participants must send an email to comm@unwto.org. No postal submissions will be accepted.
- c. One entry per category may be submitted by any one participant.
- d. The opening date for entries to the Competition is 20 October 2021 and the closing date is 14 November 2021 (23:59, Central European Time).
- e. UNWTO reserves the right to extend the duration and closing date of the contest or to cancel the contest if an insufficient number of quality entries are received.
- f. The duration of the video must be from 1 to 5 minutes. Longer or shorter videos will not be accepted.
- g. A submission in any official UNWTO language is welcome. However, an English, French or Spanish translation should be included if parts of the submitted material are in a language other than English, French or Spanish. The translation must be faithful to the original. The English, French or Spanish versions will be the one judged.
- h. Participants are responsible for the quality and appearance of their submission. The judges will make their decisions based on how it appears on a computer screen. No responsibility can be taken by the organizers for entries that are incorrectly submitted.

- i. UNWTO reserves the right to disqualify any entry that contains hurtful, misleading, libelous or vulgar content, or that contains any material that could constitute or encourage conduct which would be considered a criminal offence, give rise to civil liability, or otherwise violate any national or international law or UNWTO standards.

Only videos that meet the following criteria will be eligible for this Competition:

- Videos that capture the viewer’s attention immediately: Make sure that the beginning of any visual piece is engaging enough to keep them watching.
- Make it relevant: use the power of storytelling to showcase the identity of the destination beyond what meets the eye.
- Always try to be “user centered”: what are viewers interested in, as opposed to what do you want to promote? Provide the answers before the questions are asked. Finding the middle way will help you select the best visual product.
- Inspire action – Human angle: Foster a sense of urgency, promote the desire to experience/engage/care with a specific coverage of the issues related to the impact of the COVID-19 pandemic on the tourism sector.

1.2 WINNERS

- The winning entries, as well as other top entries, will be featured on the UNWTO’s website, UNWTO social media sites, and may be used in future UNWTO workshops, trainings and events.
- The winners of the Competition agree that their name and winning entry will be used in post contest publicity and training material developed by the UNWTO.
- Decisions on the awards are final and without appeal.

1.3 JUDGE - PANEL COMPOSITION AND JUDGMENT CRITERIA

- UNWTO will conduct a preliminary review and screening of the entries. Selected media representatives will compose the judging panel.
- In addition to ensuring that competition submissions respect the requirements in section 1.1 on “Entry Criteria” and section 1.4 on “Intellectual Property”, submissions should also be aligned with the basic ethics of journalism. All submissions will be judged on the following criteria:

a. Creativity:

- The video narrates a short story: Display of information on the situation of the Tourism sector. The focus can be on different aspects of the tourism sector, whether a success story, or a tourism worker; a touristic destination, or an industry within the tourism sector, etc,
- Visually appealing: Showcase an innovative fashion. Helps combat stereotypes, xenophobia or discrimination in the tourism sector through the use of terminology which conforms to the correct standards and values and by avoiding to report based on stereotypes.
- Sends a clear message: In particular, with respect to the thematic area of UNWTO. It must illustrate the UNWTO values and relate to the SDG´s and the 2030 Agenda.
- Audio and visual quality: Gathers material using firsthand and/or secondhand sources that are properly referenced.
- Level of motivation in the video: Underline the impact on human development of tourism.
- Compelling idea: Presents creative solutions to match tourism and sustainable development.
- Attention to detail: Includes an English, French or Spanish translation which must be faithful to the original meaning if parts, or all, of the submitted entry are in another language.

b. Protection and non-discrimination:

- Protects individuals or groups in vulnerable situations, sources and other sensitive components of the story by not providing unnecessary information that could risk harming them (including visual identities, names, locations etc.);
- Audiovisual pieces should be non-discriminatory and/or promote non-discrimination.

c. Benefits of tourism:

- Highlights the benefits of tourism in a destination and/or raises awareness of the risks and dangers of unsustainable, irresponsible and inaccessible tourism.
- Portrays tourism's contribution to the social and economic development of society, facilitating cultural exchange, innovation, protection of biodiversity and habitat, cultural respect, skills and economic ties, and contributing to job creation.

1.4 INTELLECTUAL PROPERTY

- All intellectual property rights in the submissions will remain vested in the participant.
- The participants hereby grant the UNWTO a non-exclusive, worldwide, permanent, irrevocable and royalty-free license to use, reproduce, adapt, publish, distribute, and otherwise disseminate all submissions under this Competition in connection with the UNWTO's activities.
- Participants warrant to be the author of the submitted entries. The participant declares that any images or footages involved in the submissions were taken by it or that it received permission to use them in its submissions, and that the images and footages may be used by the UNWTO as provided for in these Terms and Conditions.

- The participant declares that it has directly received valid consent from the subject(s) appearing in any image or footage that covers the use of their image as part of this contest. Where the participant is using any images or footages taken by a third party in accordance with the preceding paragraph, the participant declares that it has received written confirmation from that third party that such valid consent has been received. In all cases, where the subject(s) in the images or footages do not have the capacity to consent on their own, the participant declares that this permission has been given by an authorized person (e.g., parents or legal guardians of the subject(s)) and is valid in accordance with applicable laws.

1.5 RESPECT OF LEGISLATION AND RULES OF PROFESSIONAL CONDUCT

- The participants warrant that they have abided by any applicable laws and by the rules of conduct of their respective professional association or society in the creation and submission of the entries.

1.6 DISCLAIMER

- Except where expressly stated, the views and opinions expressed in the submissions posted on UNWTO's website and associated social-media platforms are those of the authors and do not necessarily reflect those of UNWTO.

1.7 GOVERNING LAW

- These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law.

1.8 PRIVILEGES AND IMMUNITIES

- Nothing in, or relating to, these Terms and Conditions or the Competition will be deemed a waiver of any of the privileges and immunities of the UNWTO.

1.9 LIMITATION OF LIABILITY AND INDEMNITY

- Under no circumstances shall the UNWTO be liable for the content of submissions.
- Participants agree to indemnify and shall defend and hold UNWTO harmless from any action, claim, loss, damage, liability and/or expense arising from or in connection with this Competition, including, without limitation, any infringement of the intellectual property rights, personal data or other rights of any third party with respect to the submissions.

