**INTERREGIONAL CAMPAIGN ”BRINGING GREEN IN MY REGION”**

**Campaign RULES**

**Video Contest ”Green Agenda”**

**Photo Contest ”Virtual Gallery of My Green Region”**

**Participation deadline: 29th of October 2021**

The interregional campaign ”Bringing Green in My Region” is part of the international activities organized by Europe Direct Center from Maramureș during 2021, in partnership with Jász-Nagykun-Szolnok (Hunagry) and Panevėžys (Lithuania) Europe Direct Centres, under the umbrella of cooperation relations established by Maramures County Council with the two twin regions.

**Campaign objectives**:

- Increasing the level of involvement of young people in the community, positively impacting daily life conditions;

- Stimulating team work, developing social and digital competences within exchanges of experience, stimulating fair competition spirit, essential in the future personal and professional development of young people;

- Facilitating interregional interaction in order to stimulate networking and partnerships for the future common projects.

The present campaign reflects current EU priorities like: Green Deal and Digital Europe.

**Activities within ”Bringing Green in My Region” Campaign:**

**1. ”Green Agenda” Video Contest**

**2. ”Virtual Gallery of My Green Region” Photo Contest**

**3. ”Closer while Distancing” exchange of good practices**

**1. ”Green Agenda” Video Contest**

Teams of students and teachers from from each region will develop short video materials that will present their green projects or initiatives in their schools or in their community. One school can submit one project within in this contest. The projects should be implemented in the period 2018-2021.

**RULES for the video contest**:

* **PARTICIPANTS**: Teams from schools/high schools from the 3 partner regions (Maramureș, Jász-Nagykun-Szolnok and Panevėžys) composed of: 1 coordinating teacher + 3 students over 12 years of age.
* **THEME**: Promoting in an innovative manner, a successful project that is / has been implemented by their school targeting environment protection, circular economy, encouraging actions that prolong product lifespan, sharing, re-using, recycling, promoting renewable energy and energy resources.
* **LANGUAGE**:the narration will be in the own official language (respectively, Romanian for participants from Maramures – RO/ Hungarian for participants from Jász-Nagykun-Szolnok – HU/ Lithuanian for participants from Panevėžys – LT) accompanied by subtitles in English – EN. Alternatively, the narration can be in English accompanied by subtitles in the own official language (RO for participants from Maramureș/ HU for participants from Jász-Nagykun-Szolnok/ LT for participants from Panevėžys).
* **SCRIPT**: The video material will introduce the initiator of the project, duration, other involved actors that have impacted the project, accompanied by interviews, testimonials that present personal experiences, team work, the impact on the community. The last scene will include the slogan: “This material has been developed for ”BRINGING GREEN IN MY REGION” Campaign, organized by Europe Direct Center from Maramureș during 2021, in partnership with Jász-Nagykun-Szolnok (Hungary) and Panevėžys (Lithuania) Europe Direct Centres”.

***WARNING: The video materials will promote decent behaviour, non-defamatory and non-discriminatory attitudes!***

* **DURATION: maximum 5 minutes**.
* **Technical Requirements**: the format of the video will support publishing on different communication channels of Europe Direct (website, social media, YouTube): MP4, Full HD (1920x1080), format 16:9.

**2. ”Virtual Gallery of my Green Region” Photo Contest**

Teams of students and teachers will enrol in the photo contest by setting up a virtual photo exhibition that is visually storytelling the efforts undertaken by students and their schools ”to bring more green” in their region. A school can submit one project within in this contest (it could be the same project submitted within the video contest, or other green project). The project should be implemented in the period 2018-2021.

**RULES for setting up the photo gallery**:

* **PARTICIPANTS**: Teams from schools/high schools from the 3 partner regions (Maramureș, Jász-Nagykun-Szolnok and Panevėžys) composed of: 1 coordinating teacher + 3 students over 12 years of age.
* **THEME**: the photo gallery is visually storytelling the efforts of students and schools ”to bring more green” in their region.
* **Technical Requirements** of the **photo gallery**:
  + A suggestive title of 160 characters max (in EN and RO/HU/LT);
  + Storytelling (the story of the project they promote is visually presented in an intuitive way);
  + The gallery will consist of 10 pictures in the format: jpg, 1200 x 900 px, maxim 4 MB, numbered;
  + The list of the photos in the gallery will include data regarding: the school, the country, short description of the project (EN and RO/HU/LT); the listing of the photos included in the gallery and its consequent number, title of the (EN and RO/HU/LT); author.

**COPYRIGHT**: Each school enrolled in ”My Green Region” campaign will make sure that the following conditions are met in what concerns the videos and photos used in the contests:

* + The usage rights have been awarded to the project promoter;
  + Are original and reflect reality;
  + Can be presented by Europe Direct Center Maramureș, CDIMM Maramureș Foundation, Maramureș County Council, Europe Direct partner Centres and their host structures and mass-media, in public non-commercial purposes, using the info provided in the registration form.

**REGISTRATION CONDITIONS FOR VIDEO AND PHOTO CONTEST**:

* Each team will fill in the registration form of the video/photo contest (see attached); a team can register for the both contests.
* The registration form will be completed in WORD and the videos/photos will be sent directly to the Europe Direct Centre from the region. For the teams from Maramures the mentioned materials will be sent by wetransfer.com, by email: [europedirect@cdimm.org](mailto:europedirect@cdimm.org) or can be sent by email at the Europe Direct Centre in their region, or can be handed in by person at Europe Direct Centre in their region, in electronic format, DVD support.
* The registration deadline for both contests is the **29th of OCTOBER 2021**.

**HOW WILL THE CONTESTS TAKE PLACE**:

* All video and photo materials registered in the contests will be uploaded on Europe Direct Maramureș Centre’s Facebook page, within 2 distinct events created for the video contest, and for the photo contest.
* Each Europe Direct Centre will be in charge with the promotion of the two contest at local level.
* The voting process for videos and the photo galleries will take place between the **08th - 21st of November 2021**.
* Participating teams from each region will be invited to the ”Green CaMMp” workshop, organized by Europe Direct Centre from Maramureș in December 2021. Taking into consideration the pandemics conditions the workshop will be organized in hybrid format (with the physical presence of the teams from Maramures and online participation for the rest of the teams) or totally in online format. The event will be held in English, using the educational resources that are provided by the “Sustainable Energy Educational Demonstration Centre – SEED Centre" from Maramureș.
* **The winners will decided based on the public online voting**. The team that has obtained the highest number of votes on the Facebook page of Europe Direct Maramureș will be declared as winner. Each region: Maramureș (Romania), Jász-Nagykun-Szolnok (Hungary) and Panevėžys (Lithuania) will have a winner both for the video contest category and for the photo gallery category.
* **The prizes will be awarded by** Europe Direct Maramureș Centre during ”Green CaMMP” workshop. The teams that have been declared winners, will be rewarded with prizes in value of 150 euro/ region for each category: photo and video. The prizes will not be awarded in cash. For the partner regions the prizes will be sent by post, within the care of Europe Direct Maramureș Centre. All participants will receive a participation certificate.
* The cooperation between regions is encourage, consequently the implementation of different good practice examples concerning remote learning methods is being rewarded with of prize consisting in 100 euro, for the schools that assume the implementation of a working procedure/ successful initiative from the other partner regions, as these have been introduced during **”Closer while Distancing” exchange of good practices** seminar. Further info regarding this seminar will be available in October.
* All video and photo materials will be promoted by the Europe Direct partner Centres in line with the copyright policies.

**For further information, please contact the Europe Direct interregional activities responsibles: Mrs. Margareta Capilnean and Mrs. Noemi Ganea from Maramures County Council, by email:** [**bri@maramures.ro**](mailto:bri@maramures.ro)**, tel: +40 0262.211.544 or Europe Direct Maramures Centre, by email:** [**europedirect@cdimm.org**](mailto:europedirect@cdimm.org)**.**