



The YEPP IRC

ENTREPRENEURSHIP

VIDEO CONTEST 2013

Find out more in the video contest guidelines

Deadline 31st August 2013!

## Guidelines

We are happy to invite all young people of the YEPP Community Network to participate in the "YEPP IRC ENTREPRENEURSHIP - Video Contest 2013". The idea is to get you to think, work and have fun in a creative way and win great prizes!

### WHO CAN PARTICIPATE?

The participants should be teams/groups of young people (2-5 people) from YEPP Local Sites. (Several groups from each YEPP Local Site can participate)

### TOPIC

As you might know, the YEPP - theme of the year 2013 is **Entrepreneurship**. Therefore, the produced video for this contest should be about:

*An entrepreneurial project or idea YOU have or...  
... any interesting entrepreneur or entrepreneurial project in your community*

Some interesting questions to answer in this video:

- Where is the project located? (presentation of your community)
- Who are the people behind the entrepreneurial idea/project?
- What are the idea/project's positive aspects and benefits to the community?
- What are the challenges and difficulties?



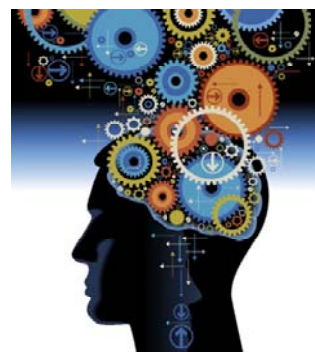
### RULES & PROCEDURES

- Produce a video of 1 to 5 minutes & upload it on YouTube
  - In YouTube, write a short description explaining what your video is about (in "About")
  - Also mention who is part of the video group: the participants' names & age and their role in the making of the video
- Send the link of the video to: [jochen.schell@yepirc.org](mailto:jochen.schell@yepirc.org) **Deadline: 31<sup>st</sup> August 2013 !!!**
- Share the video through Social Media with your contacts and friends so they can "Like" it and give comments
- Videos sent after the deadline, not applying to the rules and procedures as well as videos containing obscene, offensive, racist and/or disrespectful to others or in any way inappropriate content will be disqualified!

**VIDEO GENRE** Documentary, animation or fiction

### SELECTION CRITERIA

- |  |     |
|--|-----|
| 1) Cohesion with the proposed topic ENTREPRENEURSHIP | 30% |
| 2) Quality of film making                            | 30% |
| 3) Involvement of young people in the making         | 30% |
| 4) Number of "likes" & comments received in You Tube | 10% |



### THE JURY:

A jury of 3 specialists in Media and Entrepreneurship decide on the winners based on the above criteria.



**Andrea Serafini** - Turin, Italy

Media specialist, film producer - *EmpowerMediaNetwork*

Full profile: <http://www.yepp-community.org/yepp-irc/yepp-irc-team>

**Susanne Richter** - Berlin, Germany

Media pedagogue, film producer - *Anthro Media, Kijufi*

Full profile: <http://www.kijufi.de/?q=node/5>

**Madi Sharma** - London, UK

Entrepreneurship specialist - *Madi Group, European Economic & Social Committee*

Full profile: <http://madisharma.org/>

**The winners will be announced on the 15<sup>th</sup> of September 2013**

### PRIZES:

In order to reward the groups of young people with the best videos, the prizes you can win are video cameras and equipment for your future filmmaking and media work.

#### 1<sup>st</sup> PRIZE:

A Full-HD Video camera SONY HDR-CX220EB



#### 2<sup>nd</sup> PRIZE:

A Video camera PANASONIC HC-V 100



#### 3<sup>rd</sup> PRIZE:

Lightfox HISY03 Profi Studiolights & Reflectors



### USEFUL TIPS FOR VIDEO MAKING:

If you have little experience in video making, look for help and try to find someone in your community who can help. Below you will also find some useful tips for video making.

<http://www.makeuseof.com/tag/10-simple-tips-to-record-great-looking-home-videos/>

<http://smartblogs.com/social-media/2010/07/26/11-tips-for-creating-better-online-video/>

<http://www.sigmaxwebmarketing.com/blog/bid/121985/10-Video-Tips-Making-Video-for-YouTube>

<http://vimeo.com/videoschool/101>

For further questions about this contest please contact Jochen Schell at [jochen.schell@yeppirc.org](mailto:jochen.schell@yeppirc.org)