

User-Generated Video Contest on Combating Desertification

1. Purpose

- o To recognize and promote the work of private companies and NGOs in combating desertification to celebrate the 10th anniversary of the Changwon Initiative and the 2021 Desertification and Drought Day.
 - The winning videos will be widely used at relevant international events

- 2. Target participants:** private companies or NGOs that have participated in or supported activities to combat desertification including land and forest restoration.

3. Video Requirements

- o The video must be 2 to 3 minutes in length.
- o The video must include the logos of the UNCCD and the KFS at the end of it.
- o The participating organization must have experience in participating in or supporting anti-desertification activities or land and forest restoration.
- o **The video should be submitted in Korean or English. If the video is not in English, it must have English subtitles.**

4. Judging Process

1) Online Vote:

The organizer will narrow down the video submissions based on the YouTube video view count and the number of likes on YouTube.

2) Jury Vote:

A jury will judge the selected videos and make an assessment.

5. Application

1) Application period: June 17 (Thurs), 2021 - Sept. 30 (Thurs.), 2021, 23:59 (Korean Standard Time)

2) Application form: Please see below (Annex 1).

3) How to apply:

① Upload your User-Generated Content video to your YouTube channel

-Add the following hashtags: #KoreaForestService, #ChangWonInitiative, #UNCCD, #CombatingDesertification, #WFCKorea) to your YouTube video. And provide a link to your video in your application form.

② Submit required documents including a completed application form (Korean or English) and your entry video file to **10thunccd@gmail.com**:

- Required materials for submission: a completed application form, a completed Sworn Statement, organization biography, description of major anti-desertification activities and project results/outcomes.

- The entrant may also upload videos via Google Drive (The videos should be downloadable for offline review)

6. Judging & Awards Ceremony

- o Judging criteria: commitment of the organization, aesthetics (artistic merit), project results and impacts, communication of the message
- o The decisions of the contest jury are final and cannot be appealed.
- o Awards ceremony: Oct 15, 2021 (Fri) at the 10th anniversary event venue in Korea

Classification	Unit
UNCCD Executive Secretary Award	2
KFS Minister's Award	1
SG Province* Governor's Award * South Gyeongsang Province in Korea	3

- ※ The contest will provide six awards (Please see the awards table below). At least two of the six awards will be offered to Korean entrants.
- ※ The award will be mailed to the winners, if they are unable to attend the awards ceremony.
- ※ The date of the awards ceremony may be subject to change depending on the circumstances.

7. Things to note before registration

- o The submitted video must not contain material that violates or infringes another's rights. This includes but is not limited to privacy, publicity or intellectual property rights. It must not contain any material that constitutes copyright or license infringement.
- o Each entrant grants the KFS and the UNCCD secretariat the right to use their submitted videos free of charge, for non-commercial purposes, especially to promote efforts to combat desertification and restore degraded lands and forests
 - ※ The winners may be requested to provide unedited videos or additional materials to be used for promotional purposes.
- o The details of the contest may be subject to change.

8. Contact & registration

- o For registration, please contact the registration team at 10thunccd@gmail.com.
 - ※ We will send entrants registration confirmation emails at the end of each month during the application period.
 - ※ For further information, please contact the KFS at +82-42-481-8890 or the UNCCD secretariat at +91 228 815 2871 / 2846.

[Appendix 1]

User-Generated Video Contest Application Form

Organization/ Agency Name		
A designated representative of organization		
Contact person	Contact person1: (Tel) (Email address) (Organization name)	Contact person2: (Tel) (Email address) (Organization name)
YouTube Video Link URL		
Biography of the agency & organization	(5 sentences max)	
Previous activities	(Summary of major activities in the past five years)	
Video synopsis		
Required documents (Please submit in attachments)	<input type="checkbox"/> Video <input type="checkbox"/> Promotional materials about the organization/agency <input type="checkbox"/> Documents on project results/outcomes <input type="checkbox"/> Other related materials	
<input type="checkbox"/> I hereby certify that the entry video does not contain any unauthorized copyrighted material (e.g. images, music, video clips or font).		
Date: _____ Signature _____		

A Sworn Statement

Printed Name of Designated Representative:

Date of Birth of Designated Representative:

By entering the User-Generated Video Contest on Combating Desertification (“Contest”) to celebrate the 10th anniversary of the Changwon Initiative, hosted by the Korea Forest Service (KFS), I, _____, being duly sworn, depose and say:

(Print the designated representative’s name)

1. I certify that I **own the rights to the entry video** submitted and that the entry does not violate any law, regulation or any right of any third-party, including rights of copyright, trademark, publicity and/or privacy.

2. I certify that the submitted video **has not been submitted previously** in any contest of any kind, **nor won any award**.

3. I agree that I am **fully responsible for any legal or moral responsibility** arising from my participation in the Contest or in connection with the submitted entry.

4. I understand that all entries and all materials submitted with the application to the Contest will become the property of the KFS and will not be returned. I also agree that all the rights to the entry video are **jointly owned** by me and the KFS. The rights include but not limited to the derivative work right, adaptation right, or the right to display the entry video online and in any media now known or hereinafter developed.

5. I agree to grant the KFS and UNCCD secretariat **the right to use the submitted video and other materials without limitation, free of charge, for non-commercial and promotional purposes**, in particular, to promote the importance of combating desertification as well as of lands and forests.

6. I understand that this contest is **governed by the laws and regulations of the Republic of Korea**.

7. By signing below, **I certify all the information** I provided on and in connection with this form is **true and correct** to the best of my knowledge. I also understand and agree that any false statements, untruths or plagiarism, including submitting someone else’s work as my own after editing it, will result in disqualification and I will be required to return immediately upon demand by the KFS any award or prize that has been provided to me.

Date _____

Signature (Designated Rep.) _____