

RESPECT

When we show our respect for other living things, they respond with respect for us.

-Arapaho Proverb-

What is respect and why is it important?

How do you show respect, and how do you earn it?

Where does it come from and how do you measure it?

When do you feel respected and who/what do you respect most?

IF YOU ARE AGED 14 TO 25

IF YOU ARE AN INDIVIDUAL OR A GROUP OF UP TO 5 PERSONS

IF YOU WANT TO TAKE THIS UNIQUE OPPORTUNITY TO...

...EXPRESS YOUR VISION OF RESPECT

You can submit your contribution in one of the following sections:

A. Video

- spots, short animations 30s/1min
- videoclips, documentaries, fictions & animations max. 7min

B. Words & Images

- posters, flyers, postcards, stickers
- graffiti, paintings
- comics, photostories

C. Audio

- talking & singing ringtones max. 15s
- jingles max.30s
- audio advertisements max. 1min
- short podcasts, short comedy talks, short stories max. 3min

...CREATE AN AWARENESS CAMPAIGN ABOUT RESPECT

You can participate in the following section

D. Awareness campaign

submit contributions for each one of the above mentioned sections, that is

- at least 1 Video production,
- at least 1 Words & Image production
- at least 1 Audio production.

The contest **deadline** is **April 30th, 2009**.

You will find the registration form (and further information on how to submit your contribution, selection criteria, prices, etc) on:

www.mediattivo.com

LOCAL SELECTION

SECTIONS A, B and C

Considering the following criteria

- originality of the contribution (50%)
- technical quality (50%)

a team of expert judges will review each submission and determine the winners of each section in two age categories (14-19, 20-25).

SECTION D

Considering the following criteria

- originality of the contribution (25%)
- technical quality (25%)
- communication skills (25%)
- overall coherence of the campaign (15%)
- number of media products submitted (i.e. more than 1 contribution per section) (10%)

a team of expert judges will review each submission and determine the winners in one age category (14-25).

Contestants will be notified of their status by **May 20th, 2009**.

WINNERS OF SECTIONS

A - D

will

be awarded during the
LOCAL AWARD EVENT

be invited to a fabulous
MEDIA CAMP IN DÅNEMARK

participate in the
**"EUROPEAN RESPECT"
AWARD**

WINNERS OF SECTION D

will

contribute - with their works - to
an

**AWARENESS CAMPAIGN
AT NATIONAL LEVEL**

ALL WINNERS' WORKS

will

be included in the
_____ **WEBSITE**

participate in the
**"VOTE OF THE PUBLIC"
AWARD**

EUROPEAN SELECTION

The **COUNTRIES** participating in the 2009 European selection are:
Bulgaria, Dänemark, Germany, Hungary, Italy, Latvia, Poland, Spain, United Kingdom

The winners' works will participate in 2 awarding processes:

“VOTE OF THE PUBLIC” AWARD

- It is based on an online vote to be implemented through the website
- All the locally awarded works will be visible on the website (All works will be translated into English, in order to permit the comprehension by all online voters)
- The vote will be possible from June 1st to the beginning of the Media Camp
- The online vote will have no criteria, except for that of personal taste

THE NAMES OF ALL WINNERS

will

be published on the
CONTEST'S WEBSITE

“EUROPEAN RESPECT” AWARD

Vote of the Jury

Considering the same elements of the local selection

- SECTIONS A-C: Originality of the contribution (50%) and technical quality (50%)
- SECTION D; Originality of the contribution (25%), technical quality (25%), communication skills (25%), overall coherence of the campaign (15%), number of media products submitted (10%)

a team of expert judges will review the submission selected at a local level and determine the winners for each section in one age category (14-25).

The Jury's vote will count 50% of the total.

Participants' Vote

During the first day of activity at the Media Camp, participants will attend a session in which they will view all the works that won at a local level. After that, they will express their personal vote for each section, in one age category (14-25).

The Participants' vote will count 50% of the total.

ALL WINNERS OF SECTIONS A - D

will

be awarded during the
EUROPEAN AWARD EVENT
taking place during the Media
Camp

The best works will then contribute to the creation of an Awareness Campaign about RESPECT at a European level.