



Video contest: **Standards make cities smarter**

How to participate?
(official rules)

1. **Eligibility.** Anyone can enter the competition, except for staff, directors, and officers of the organizers, and their respective spouses, parents, siblings, and children. Submissions from both individuals and teams are accepted.
 - *Winner/s:* Once selected the winner/s will be required to send their **full name, country of origin, a short biography** and a **photo** to be used in the promotion of the competition. You will also need to send us additional information to transfer the prize money.
 - *Under 18s:* If you are under 18 you are eligible to participate in this Contest or appear in a video only if you obtain your parents' or legal guardians' express permission to participate. Proof of express permission may be requested.
2. **Organizers.** The organizers of this contest are the International Electrotechnical Commission (**IEC**), the International Organization for Standardization (**ISO**), and the International Telecommunication Union (**ITU**) through the World Standards Cooperation.
3. **Deadline.** The Video Contest closes on Monday 14 August 2017 (UTC 23:59). Submissions received after this time will not be considered.
4. **Prizes.** The winning team will receive CHF 1 500.
5. **Length and format.** Your video should be a maximum of 15 seconds long, and be the standard YouTube format (16:9 aspect ratio).
6. The video should illustrate how International Standards help make cities smarter. Read the entire competition theme statement here.
7. The video should play the following clip for 4 seconds at the end.
8. Videos should either be in English, or contain accurate English subtitles.
9. Your video entry should be uploaded to a YouTube account and set to "public". The video description on Youtube should include:
 - team member **names**
 - a very brief **explanation** of what the video is trying to show and the relation to the theme "Standards make cities smarter"
 - a statement along these lines: This is our entry to the **#WorldStandardsDay2017** video competition (www.worldstandardscooperation.org).
 - an **email** address where we can contact you



10. Submit your entry. To submit your entry, send a **tweet, Instagram** post, or **Facebook** message stating this is your entry, for example: “Here is my entry to the standards make cities smarter video competition #WorldStandardsDay2017.” Don’t forget to include the **link to your video on YouTube** and the **hashtag #WorldStandardsDay2017**. The same team (or any individual from a team) can submit up to 3 videos to be considered as separate entries. Once we receive your entry we will add it to a playlist on our YouTube channel.
11. Countries where YouTube is blocked: An exception is made for residents of countries where YouTube is blocked. You can submit your video a compressed MPEG file less than 4MB to wsd2017@worldstandardscooperation.org. Children under 18 should use their parents’ email account, with their agreement.
12. IEC, ISO and ITU will select and announce their top 10 videos by 25 August 2017. **Voting** will begin on **28 August** and end on **3 September**.
13. Filming others. Always get express permission from anyone who will appear in your video, in its original form as submitted and also in any (derivative) form the Organizers may later make of the video consistent with these rules (for children under 18 this must be in written form from their parents).
14. Don’t film other companies’ logos. Do not include any logos, trademarks, designs, or other intellectual property or commercial property in your film other than the clip provided by us for the contest. You may not use the video for commercial solicitation or other promotional material, advertisements or personal solicitations, including referencing your or someone else’s company contact details.
15. Anything mean will be taken down. No offensive or sensitive content is tolerated, that includes religious or anti/religious, racial, political, obscene, violent, or pornographic content.
16. Only your work. You may only submit films that you have worked on yourself. Use of others’ work without permission will automatically disqualify a submission.
17. IEC, ISO and ITU will get full rights to the video(s) you submit. By submitting your entry to this Contest, you grant the Organizers (jointly and severally) a worldwide, royalty-free, perpetual, non-exclusive right and license to copy, distribute, and display each submitted entry, in any media including posting in an online gallery, publication(s), and various marketing materials, and with right to use, copy, modify, edit, and create derivative works therefrom, and agree to execute documents confirming such right and license at the Organizers’ reasonable request. By entering or permitting your child to enter, you understand that your/their entry (or portion thereof) may be (re-)posted online, in the Organizers’ sole discretion, to be viewed by members of the general public.
18. Don’t do something illegal or film something illegal. Do not film any criminal or other illegal activity, or provoke others to do something illegal on your film.



19. Waiver. By participating in this Video Contest, you agree that the Organizers will have no liability whatsoever (jointly and severally) for, and will be held harmless by the entrant team (jointly and severally) for any liability for any bodily injury, violation of personality or personal data, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from your creation, use, or intended use of your entry, participation in this Contest, and the acceptance, possession, use or misuse of the prize. This Contest and these Official Rules shall be exclusively governed by the substantive laws of Switzerland, without regard to its conflicts of law provisions.
20. Disputes. Any dispute, controversy or claim arising out of, or in relation to, this contract, including the validity, invalidity, breach, or termination thereof, shall be resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers' Arbitration Institution in force on the date on which the Notice of Arbitration is submitted in accordance with these Rules. The number of arbitrators shall be one. The seat of the arbitration shall be Geneva, Switzerland. The arbitral proceedings shall be conducted in English.
21. Twitter.com, Instagram and Facebook are not affiliated with the Contest in any way and are not responsible for the administration of the Contest or the awarding of the prize.
22. By entering the Contest, including permitting your child to enter this contest, you hereby represent and warrant that you have read these Rules and are fully familiar with its contents.

Questions? Send an email to: wsd2017@worldstandardscooperation.org