Video contest: **Standards make cities smarter**

**Specifications**

Format: standard YouTube format (16:9 aspect ratio)

**Rule 1 – 15 seconds max please.**

Keep it short! Focus on just one short example of how International Standards help make cities smarter.

**Rule 2 – Add the clip. Don’t forget to add this clip on the end of your video.**

All videos in the World Standards Day (WSD for short) competition should include this clip which shows the WSD message and the logos of the 3 organizations that are participating. The total running time of your video, including the clip, should no more than 15 seconds.

**Rule 3 – Upload your video on YouTube, and tweet, instapost, facemessage us with the hashtag #WorldStandardsDay2017**

All video submissions must be uploaded on YouTube (make sure it’s not set to private), and the link shared on social media with the hashtag #WorldStandardsDay2017. You can either tweet the link to the video, message us on our Facebook page or Instagram it, just don’t forget to tag your message or we won’t find it.