



**International Short Film Competition**  
*1 of 7 billion*

***OFFICIAL RULES – NO PURCHASE NECESSARY***

The International Short Film Competition, 1 of 7 Billion, was created to raise awareness of issues concerning human rights, population and development, poverty and inequality, gender, young people, environment, reproductive health, ageing and urbanization. The competition will accept audiovisual works in any digital format. Films must focus on one of the 7 key issues of the 7 Billion Actions initiative (as described below). The maximum length of each short film is 10 minutes, including credits. The competition will award prizes according to the following rules and criteria:

**Objective**

The **International Short Film Competition 1 of 7 billion** is a platform for digital work that educates society on the importance of human rights, population and development, poverty and equality, gender, young people, environment, reproductive health, ageing and urbanization. Therefore, entries should focus on one or more of the 7 key issues of the *7 Billion Actions initiative*:

**a) Poverty and Inequality – Breaking the cycle:**

In the poorest countries, extreme poverty, food insecurity, inequality, high death rates and high birth rates are linked in a vicious cycle. Reducing poverty by investing in health and education, especially for women and girls, can break this cycle. As living conditions improve, parents can feel more confident that most of their children will survive. Many then choose to have smaller families. This allows for greater investment in each child's health care and education, improved productivity and better long-term prospects – for the family and for the country. This helps break the poverty cycle.

**b) Women and Girls - Empowerment and Progress:**

In a world of 7 billion, every person should enjoy equal rights and dignity. We

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cannot afford to lose the full potential of half the world's population. Investing in women and girls is cost-effective and essential to solving the world's most challenging problems. When women are healthy and educated and can participate fully in society, they trigger progress in their families, communities and nations.

**c) Young People - Forging the Future:**

Energetic and open to new technologies, history's largest and most interconnected population of young people is transforming politics and culture. People under 25 make up 43 per cent of the world's population, but the percentage reaches 60 per cent in the least developed countries. When young people can claim their right to health, education and decent working conditions, they become a powerful force for economic development and positive change. Investing in adolescent girls is one of the smartest investments a country can make.

**d) Reproductive Health and Rights – The Facts of Life:**

Ensuring that every child is wanted and every childbirth safe leads to smaller and stronger families. Individual decisions determine global population growth. However, some 215 million women in developing countries lack access to effective family planning and are not able to exercise their reproductive rights. Too many women give birth too young, too often or with too little time between pregnancies to survive: every day 1,000 women die giving life, one every 90 seconds.

**e) Environment - Healthy Planet, Healthy People:**

All 7 billion of us depend on the health of our planet. The paramount challenge of this century is to meet the needs of 7 billion human beings now – and the billions to come – while protecting the intricate balance of nature that sustains life. Demands for water, food and fossil fuels will only increase as world population grows. Impoverished people, who contribute the least to climate change, are likely to suffer the most from its effects and many will seek a better future elsewhere. We should invest in greener technology.

**f) Ageing - An Unprecedented Challenge:**

Lower fertility and longer lives add up to new challenges worldwide: ageing populations. Smaller percentages of people in their prime working years, relative to older or younger dependents, skew social and economic structures. When fertility drops below replacement level, labour shortages may result, because the number of retiring workers each year will eventually exceed the number of new workers coming into the labour market. Yet, healthy older workers represent a growing reservoir of unrealized human capital.

**g) Urbanization – Planning for Growth:**

The next two billion people will live in cities. We need to plan now. While cities concentrate poverty, they also provide the best means of escaping it. Cities have long been engines of economic growth. Densely populated areas can be more environmentally sustainable than sprawling communities and allow for more efficient provision of services.

**Eligibility requirements**

This competition is open to all those who are legal residents of their country of origin, 15 years of age or older who are committed to upholding the rights of

others and maintaining a sustainable environment. Film professionals and amateurs, individuals or legal entities, are invited to participate. Employees of UNFPA and the Foundation 10.12.48 (“Sponsors”) and their affiliates, subsidiaries, divisions and advertising, promotional and judging agencies and the immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each, are not eligible to participate or win. Void where prohibited by law and subject to all federal, state and local laws.

### **Timeline and submission instructions**

Entries may be submitted through the website of *7 Billion Actions* ([www.7billionactions.org/film](http://www.7billionactions.org/film)), the *Foundation 10.12.48* ([www.fundacion101248.org](http://www.fundacion101248.org)), and Facebook ([https://www.facebook.com/7billionactions?sk=app\\_238945266162007](https://www.facebook.com/7billionactions?sk=app_238945266162007)) beginning at 12:00 am *Greenwich Mean Time (GMT)* October 31, 2011.

The deadline for submissions is 9:00 p.m. *Greenwich Mean Time (GMT)* February 15, 2012.

All entries must be submitted in digital format.

There is no entry fee.

### **Technical requirements and content of the short films**

All films/videos must be submitted in one of the following digital video formats: AVI, MOV, WMV, MP4, MPEG, FLV, 3GP, and 3G2.

All films/videos must not exceed 100mb.

The maximum length of each film/video is 10 minutes, including credits.

All entries should be presented in their original form and with English subtitles if the film is in another language.

The producer is responsible for the authenticity of the work.

The use of copyright materials (music, images, etc.) is not allowed, unless you own the copyright or have a license to use the material for this competition.

The Sponsors disclaims all liability in relation to the submitted works. Each entry must focus on one or more of the 7 key issues of the *7 Billion Actions* initiative.

Content must comply with all local and national laws of the country of origin and the United States. Content must not 1) promote illegal behavior; 2) support racial, religious, sexual or other invidious prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy of any person; 6) be otherwise inappropriate as determined by the *7 Billion Actions* initiative and the *Foundation 10.12.48*.

An online entry form must be submitted to participate. It is the responsibility of each person or group submitting a film/video to specify who will be the recipient of the prize if winner. The *7 Billion Actions* initiative and the *Foundation 10.12.48* will assume that this designated person has rights over the film presented and, therefore, will have no responsibility over issues of ownership.

The online entry form requests information about the work, the producer and the crew. It must include a synopsis of the work presented, the message the film hopes to convey, a resume and photograph of the filmmaker (who will be deemed the prize recipient), and two frames of the work. Each team or individual may submit one or two short films. Each film must be accompanied by its own online entry form. Entry must be complete to be eligible.

### **Jury and deliberation**

The Sponsors of the competition will appoint a jury of people working in the audiovisual sector, in human rights advocacy, and in promoting cultural events. Jury members will be selected based on their independence and impartiality. The jury will choose a final selection of ten (10) short films announced on February 26, 2012, based on the following judging criteria (weighted equally): Content Clarity: Does the short film clearly make the connection between the 7 key issue and the chosen topic? (35%), Accuracy: Is the information included in the short film correct and recent? (10%), Persuasiveness: How well does the short film draw in the listener and keep his/her interest? (20%), Creativity: Is the short film original and something we haven't seen before? (20%), and Production: What is the overall quality of production (including visual and sound elements)? (15%). In the event of a tie, tied films will be rejudged based 100% on the criteria.

Online voting will determine the top three short films from the ten films selected by the jury. Voting will take place from 9:00 p.m. GMT February 26, 2012 to 9:00 p.m. GMT March 6, 2012 through the websites of the 7 Billion Actions initiative ([www.7billionactions.org](http://www.7billionactions.org)), the Foundation 10.12.48 ([www.fundacion101248.org](http://www.fundacion101248.org)) and Facebook ([https://www.facebook.com/7billionactions?sk=app\\_238945266162007](https://www.facebook.com/7billionactions?sk=app_238945266162007)). Limit: One (1) vote, per entry, per person, per day.

Any attempt to use multiple e-mail accounts or other tactics to enter or vote more than the stated limit may result in disqualification and all associated videos and/or votes will be void. Entries or votes generated by script, macro, bot, commercial Contest subscription, vote-swapping sites, voting software, entering service sites or any other automated means and entries or votes by any means that subvert the entry/voting process or do not conform to the spirit of these Official Rules will void the entry/votes and may disqualify the entrant/team.

The short film with the most votes will be deemed the winner. If two or three films receive the same number of votes, the jury will make the final decision, in their sole discretion.

### **Prizes**

1st Prize: USD\$4,000

2nd Prize: USD\$2,000

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3rd Prize: USD\$1,000

All prizes are subject to retentions and taxes determined by the relevant jurisdiction. Prize will be awarded as checks.

### **Obligations of the participants**

Winners may be required (U.S. residents are required) to execute and return an affidavit of eligibility/release of liability/liability release (where legal)/assignment of rights within 10 days of notification attempt or prize will be forfeited and an alternate winner may be determined. Prizes will be awarded and winners will be notified via phone/email/mail.

In order to promote the campaign, participants grant the *7 Billion Actions* initiative and the *Foundation 10.12.48* the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.

Participants also grant the *7 Billion Actions* initiative and the *Foundation 10.12.48* the right to use, reproduce, reprint, distribute, perform, and/or display the entrant's project video without further compensation or notification to the participant.

The *7 Billion Actions* initiative and the *Foundation 10.12.48* have the right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, at conferences, or at any other venues.

The use of copyright materials in a submitted film (music, images, etc.) is not allowed, unless the producer of the film owns the copyright or has a license to use the material for this competition. Organizers disclaim all liability in relation to the submitted works.

The producers are responsible for the authenticity of the work. The producers also affirm that they have not contracted or will contract any kind of commitments that infringe or violate the rights granted to the *7 Billion Actions* initiative or the *Foundation 10.12.48*, as provided in these rules.

The organizers disclaim any liability for possible plagiarism or other violation of current legislation.

The films submitted to the competition will become part of the film catalogs of the *7 Billion Actions initiative* and the *Foundation 10.12.48* and will remain the property of the two Sponsors of the competition.

By accepting prizes, winners agree to ensure that employees of both the *7 Billion Actions initiative* and the *Foundation 10.12.48* are protected against any and all claims and liability arising out of use of such prizes. The winners assume all liability for any injury or damage caused from participation in the competition or use/redemption of any prize.

Entrants agree to be bound by the official competition rules and decisions of the

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judges.

Winners of the competition agree to refer to it in all advertising and press materials, using the logo of the *7 Billion Actions initiative* and the *Foundation 10.12.48*, and specifying the prize.

### **Obligations of the Sponsors**

Sponsors are 7 BILLION ACTIONS, 605 Third Avenue, New York, New York 10158 USA, and Fundación 10.12.48, Calle S. Vicente de Paul, 13-4 4600 Valencia, Spain (“Sponsors”).

The winning short films will be announced on March 8, 2012. A complete list of winners, along with the winning videos, will be posted at [www.7billionactions.org](http://www.7billionactions.org) and [www.fundacion101248.org](http://www.fundacion101248.org) after March 8, 2012.

The winning film(s) may be shown at UN-related events as well as in international human rights film festivals. Organizers may consider screening any other short films submitted to the competition.

Promoters will include the logo or name of the producer of the film in any communications to publicize the pieces submitted to the competition. Promoters will not use the films submitted for commercial purposes.

### **Additional information**

For additional information, please visit [www.7billionactions.org/film](http://www.7billionactions.org/film) or [www.fundacion101248.org](http://www.fundacion101248.org).