

# International contest for live action and animated video spots



## What is the idea behind the “Feeling Good – Feelin’ Bad” contest?

On the 20<sup>th</sup> of November of last year, the world celebrated the **25<sup>th</sup> anniversary of the Convention on the Rights of the Child**. State representatives of nearly all countries in the world declared the global community’s dedication to respect and protect the rights of children, as was promised over 25 years ago.

## What is the Convention on the Rights of the Child about, and where does its importance lie?

The Convention on the Rights of the Child contains an entire bundle of children’s rights: beginning with the right to life and survival, the right to responsible parental care for the child,

the child’s right to its own opinion and to express its free will concerning affairs relating to it, to the right of every child to absolute protection from any form of violence, emotional or physical harm and especially absolute protection from sexual abuse and exploitation.

A year ago, hundreds of children and adolescents participated in a contest for a “Children’s Rights Spot” with impressive entries:

<https://www.youtube.com/channel/UCAIXMaFTniDvb3f277H1Gfw>

This year, there will be another creative contest to produce a live action or animated video spot under the motto “Feeling Good – Feelin’ Bad”.

## „Feeling Good – Feelin’ Bad“

... children and youths are invited to produce and send in either a live action or animated video spot about this subject.

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# INVITATION TO TENDER **live action** and **animated video spot** contest

International Children's Rights Day 2015 – A childhood free of violence around the world 2016

## Task

In this creative contest, children and youths are invited to produce a **live action** or **animated video spot** under the motto "Feeling Good – Feelin' Bad". The **spot** should illustrate in sight and sound how children feel, when they ... grow up in a family environment of happiness, love and understanding, as imagined by the Convention on Children's Rights.

While some **live action** or **animated video spots** will depict moments of happiness and enjoyment of life, others will deal with worries, sadness and feeling unhappy, while still others will explore the to-and-fro of carefree happiness and feelings of suffering.

A third category of **live action** or **animated video spots** shall document the concept – which has been formally legalized in most countries, including Austria – of a legally protected, violent-free childhood and carry it out into the world and to the state representatives of those countries, that do not (yet) have a legal **right to a childhood free of violence!**

## Subject Area

The **video spots** created in this contest should deal with one of the following subject areas:

**Category 1:** Who is afraid of "Children in power"?

**Category 2:** A childhood free of violence: dream or reality?

**Category 3:** Moments of unbelievable happiness or unhappiness

**Category 4:** On deserved happiness or undeserved unhappiness

## Eligibility

Children and youths ages 10 to 25 are eligible to participate as either individuals, groups or school classes.

## Technical Requirements

The **live action** or **animated spots** should not exceed 30 seconds. The spots should preferably be filmed in FullHD.

### Accepted formats:

Preferably: Apple ProRes, MOV

Alternatively: MP4 with a data rate of at least 10Mbit

Audio: Stereo

The video must be free of third party copyrights. "Free music" is available, for example, at: [www.cayzland-music.de/preise-und-nutzung.php](http://www.cayzland-music.de/preise-und-nutzung.php)

## Background Information

More information on the subject of prohibition of violence in child-rearing and children's rights is available at [www.kinderrechte.gv.at](http://www.kinderrechte.gv.at)

- Brochure "Children have Rights"
- Convention on Children's Rights
- Wording of the Federal Constitutional Law on the Rights of Children
- Prohibition of Violence by Law
- "No child may be shamed – appreciation for every child!"

## Admittance of Contest Submissions

In order to be admitted and judged by the contest jury, all submissions must

- arrive on time at the designated submission office address
- and fulfill the formal criteria for consideration.

Disclosure of the responsible person along with contact data is required.

## Submission Deadline

**30<sup>th</sup> of April, 2016<sup>1</sup>**

## Evaluation

The following criteria apply during the evaluation and judging of contest submissions:

- contextual persuasiveness
- thematic accuracy
- aesthetics
- technical quality

This order does not constitute any order of priority or importance.

## Contest Jury

Evaluation and judging of the entered **spots** will be carried out by an independent contest

jury. The contest jury comprises children and youths, as well as adults with diverse professional backgrounds, such as children's rights, media, journalism, pedagogy, psychology, child and youth healthcare, literature, art and sports.

## Prize Money

Out of all on time submissions, one **live action** and one **animated spot** each, per each of the four categories, will be awarded by the contest jury.

*The prize money per category is*  
**2,000 Euro**

Winners will be notified in writing. Prizes will be awarded in person by the Federal Minister for Family and Youth Affairs along with cooperation partners.

## Copyright and Right of Use

The goal is to broadcast the winning spots on television, social networks, new media and websites.

The transferral of prize funds constitutes the unconditional transferral of legal right of use to the contest facilitators. Copyright of the **video spots** remains with the individual producer.

## Submission of Competition Entries

In order to submit your competition entries, please use the link

<http://www.kinderrechte.gv.at/kinder-rechte-spot-einreichung>

Please enter the required data and then proceed to transfer the video file.

## Submission Office for Competition Entries

Bundesministerium für Familien und Jugend  
Abt. 6, Familienrechtspolitik und Kinderrechte  
Untere Donaustraße 13-15, 1020 Wien  
Mail: [POST.116@bmfj.gv.at](mailto:POST.116@bmfj.gv.at)  
[www.bmfj.gv.at](http://www.bmfj.gv.at), [www.kinderrechte.gv.at](http://www.kinderrechte.gv.at)

<sup>1</sup> The winning spots will be awarded during the high level conference "Childhood free of corporal punishment – changing policies and legislation" in June 2016 in Vienna.