



City of
Philadelphia

GLOBAL *Meet the World Here*
PHILADELPHIA



2021 International Video Production Competition **Philadelphia Guidelines**

Every two years, the Organization of World Heritage Cities (OWHC) holds an international short video competition. Young people, ages 14-21, are invited to submit 5-minute videos about their World Heritage City reflecting on the year's theme. The videos are evaluated in two age groups, 14-17 years old and 18-21 years old, and cash prizes are awarded to the winners.

The competition is held in two stages: a local stage overseen by Global Philadelphia Association (GPA) and an international stage overseen by the OWHC.

Local Stage: Young people in the Philadelphia region are invited to submit their videos to GPA. One local winner is chosen in each age category. The local winners are then submitted to the OWHC to represent Philadelphia in the international competition.

**The deadline to submit your video for consideration at the local stage is
MAY 1, 2021.**

International Stage: The OWHC evaluates the videos submitted by each World Heritage City, including Philadelphia. One international winner is chosen in each age category. International winners are announced during the OWHC World Congress in Québec, September 7-10, 2021.

Prizes: The international competition winners are awarded cash prizes by the OWHC, their videos are published on the OWHC YouTube channel, and the winning Cities are recognized at the 2021 OWHC World Congress in Québec.

- Age 14-17 Prize: \$1,500 CA (about \$1,180 USD)
- Age 18-21 Prize: \$3,000 CA (about \$2,360 USD)

2021 Theme: "New beginning. New vision. New city."

In this particular pandemic context, we all have to take a different look at what surrounds us. We have more time to explore our neighborhood, our city and all the little treasures and unusual details they contain. This context offers a golden opportunity for a new beginning, for a new way of seeing and appreciating our World Heritage. Take this opportunity to show us your new vision of your historic city. Has your city changed since the pandemic? How is it different? How will your city's heritage be protected and enhanced when life returns to normal?

Eligibility & Submission Guidelines

Video submissions must meet the following requirements to be considered:

- ❑ **Age requirement:** Videos must be created by someone that is 14-21 years old, as of May 1, 2021. (Videos created by teams of young people are eligible. All team members must meet the age requirements and teams split any prize money won by the team.)
- ❑ **Video content requirements:**
 - ❑ Video cannot exceed 5 minutes.
 - ❑ Video must feature Philadelphia and directly address the 2021 theme.
 - ❑ Video must have a full title, which is not copied from the competition title or theme.
 - ❑ Video must present visual elements of the city; sound effects and music are also allowed.
 - ❑ Video must include some text and/or narration in English. Videos submitted without text or narration will not be accepted by the OWHC.
 - ❑ Do not include images or audio created by others if you do not have the rights to them. You can search images available for free, public use [HERE](#) or [HERE](#).
- ❑ **Other video requirements:**
 - ❑ If you are under 18 years of age, a letter of permission from a parent or guardian must be submitted to melissa.stevens@globalphiladelphia.org.
 - ❑ The video cannot have been created earlier than September 1, 2020 (applies to majority of footage recorded for submission; some earlier footage is allowed).
 - ❑ Acceptable video formats: .wmv (Windows Movie Maker, Windows Media Player, etc.), .avi (Audio Video Interleave), .mov (iMovie), .mp4 or mpeg4 (Quicktime video format)
 - ❑ Videos must be submitted by the deadline: 11:59 PM on May 1, 2021.

Video Evaluation Criteria:

- Quality of the production (20%)
- Content of video - how it address the theme (40%)
- Originality and creativity (40%)

HOW TO SUBMIT YOUR VIDEO:

1. Upload your video onto YouTube (check out this [helpful tutorial](#)). You will submit your video as a YouTube link in the Video Submission Form.
2. Submit the online [Video Submission Form](#) by the deadline of May 1, 2021 (before 11:59 PM EST).
3. You will be notified if your video has been selected to represent Philadelphia in the international competition by May 21st. If selected, you will be instructed to submit the original video file by May 26th, in one of the acceptable video formats listed above.

Questions? Contact Global Philadelphia Association World Heritage Program Manager Melissa Stevens at melissa.stevens@globalphiladelphia.org.