



ISPI

Planet needs YOUTH

Vademecum Competition

INTRODUCTION

You must create an **innovative awareness video-campaign** on one of the following topics:

- **the impact that conflicts have on young generations;**
- **risks or benefits of the digitalization;**
- **the opportunities of the green transition.**

VIDEO FORMAT AND GUIDELINES

The project must be realized via video, according to the specifications below:

- **MP4 format;**
- **Full HD (1920 x 1080 pixels)**
- **Filmed horizontally;**
- **Maximum length of 3 minutes;**
- **In English**

- You can upload the video online using either WeTransfer, Google Drive, Dropbox, OneDrive or similar services and enter the link **in the form** (making sure that the share function and link are activated).
- The video can be accompanied by a brief description to also insert into the appropriate form of maximum 150 words.

TEAM

It is also possible to create and submit the video as a **team of maximum 2 people** (both must be **among the 500 participants selected** to take part in Planet Needs Youth).

When uploading the project, you must also enter and indicate the name of your **team**

- **partner** (only only 1 submission per team will be needed).
- If you wish to participate as a team but don't know who to partner with, we have created a **LinkedIn group** in which you can exchange your ideas and find your fellow team.

HOW TO MAKE THE VIDEO?

Below you will find additional guidelines for the realization of your awareness campaign. In the realization of your video, you will choose:

1. A theme

Identify a **specific problem** concerning one of the three proposed themes - possibly (but not necessarily) the one you indicated at the time of your first application (the impact that conflicts have on young generations; risks or benefits of the digitalization; the opportunities of the green transition). You can decide if your campaign aims to provide possible solutions to the problem you have identified, or if you want it to be a tool to help improve the understanding of your target (see below) of how crucial addressing this problem is. The way you choose to do this is up to you.

2. The scope of action: who is your audience? (examples)

- **International:** is your campaign aimed at addressing the international community? Is it aimed at institutions like the EU or other international organizations? Etc.

- **National:** is your campaign aimed at the population and territory of your home country?
- **Local:** is your campaign aimed at your region, your municipality, the reality in which you live? Etc

3. A target (examples):

Who are you addressing: international officials; European representatives; the government of your country; prominent members of civil society; a multinational; or your grandparents, family or peers?

4. The contents

Video format is the way to present the contents of your project. You can realize this in the way you deem most appropriate as to convey your message to the target audience you have chosen. The possibilities are endless: you can make a monologue, a reportage, a musical, an animated video, an interview or a mini-documentary (etc.). **The choice is yours.** We remind you that, when sending your video, you can add a few lines of description to accompany your campaign or to give justifications for your choice (maximum 150 words).

DEADLINE AND JURY

You will have until **May 9th at 11:59 pm CEST** to upload your project. A jury composed of some ISPI experts and partners of the initiative will judge your awareness campaigns.

ISPI G20 Simulation Game

In view of the **simulation of the G20** and the **Global Policy Forum**, we are providing you with a provisional calendar, still being defined of the appointments (May/June).

Preparatory sessions for the G20 Simulation Game (**on Zoom; time: 6:00 – 7:30 pm CEST**)

- **May 19th**
- **May 30th**
- **May 31st**
- **June 6th**
- **June 8th**

G20 Simulation Game and Global Policy Forum (Milan): June 20-23rd