



Circular Goals for My City Video Contest

Information Pack

The Competition

The inaugural *Circular Goals for My City Video Contest* aims to empower the next generation of leaders to rethink the structure of their cities. Global Initiatives, in consultation with Metabolic, invites youths to study their city's ecosystem holistically and propose 3 ideas on how their city can transition towards a circular economy. The top submissions will be **presented at the upcoming [Responsible Business Forum](#)** and distributed through a **global network**, potentially turning ideas into catalysts that close the loop.

The Prize

The top 3 videos will be featured at the upcoming [Responsible Business Forum \(RBF\) on Sustainable Development in Singapore](#), in front of an audience of over 300 business and sustainability leaders from around the world. Top 10 entries will be shared on the official Responsible Business social media channels while winning written entries will be shared in the RBF Outcome Report - reaching an estimated audience of over 100,000 individuals.

Submissions Steps

1. Create an original 1-minute video message outlining three key circular goals for your city.
2. Upload the video on YouTube and include the video link in the submission form. (hyperlink form).
 - a. Explain in 300 - 500 words, the methodology and process of coming up with 3 circular economy goals.
3. Submit your entries [here](#) by November 12, 23:59 GMT +8.

The Technicalities

1. Submissions must contain one video clip and an accompanying text of 300 - 500 words.
2. Even if you have no experience making videos, we encourage you to form a team and enter the competition. Many university libraries provide access to audiovisual recording equipment and editing software.
3. Video: The submitted clips must be 45-60 seconds long. Submissions exceeding 60 seconds will be disqualified. Videos must be uploaded to YouTube as one single file in the highest quality (HD 1080p) and if applicable, with suitable sound quality.
 - a. Please upload your video in .MP4 formats.
 - b. Videos with 1080p of standard frame rate (24, 25, 30) should have a video bitrate of 8 Mbps while videos of high frame rate (48, 50, 60) should have a video bitrate of 12 Mbps. Videos should be in 16:9 aspect ratio, with encoded resolutions of 1920x1080. For a full list of recommended upload encoding settings, please refer to YouTube (<https://support.google.com/youtube/answer/1722171?hl=en>).
 - c. For audio, please upload with MP3 or AAC format, 44.1 kHz sampling rate, with no less than 192 kbps bitrate.
4. The description of a submitted video must contain the phrase 'Circular Goals For My City 2019'.

The Guidelines



1. The competition is open to students studying in Institutes of Higher Learning (IHL) globally. All participants must be 16 or older. By entering this competition, you agree that you are over the age of 18 years, or you have consent from your parent(s) or legal guardian(s) if you are under 18.
2. Each team should consist of 1 to 5 participants. Each participant, or participants in a team, may submit a maximum of one entry (an entry consists of one video clip). As each entry will be handled separately, each team must fill out an official competition entry form.
3. Competition submissions must not include any endorsements of products or services, or any unlawful, obscene, violent, racist or defamatory content. Videos must not include personal information of individuals, including names and addresses (physical or e-mail). Incomplete entries or entries that do not comply with the formal specifications will be automatically disqualified.
4. Participants must confirm that their submitted video has not been previously screened or published or submitted in any other competition, and that the video will not be screened or published or submitted in any other competition until after the submission deadline.
5. Videos must only contain original works (including but not limited to music, texts, artworks, graphics, photographs, and video footage) created by the participant, works licensed to the participant or public domain works. Only credible sources of data or materials should be included (e.g., journals, computers, software, references, websites, books, etc.) and must be properly cited in the video. Permission to use any figures, tables, or images from external sources must be obtained by the team. Students should consult their Faculty Advisor for guidance on whether information is considered proprietary. By entering a submission, participants warrant they have received all required consent for the filming and display of the content of their submitted video. This consent includes, but is not limited to, the privacy rights of individuals contained within the film.
6. Submissions will also not be accepted into the contest if the video spot in the entry features an identifiable individual who has not given their consent to appear, or if the image features advertising or trademarks which would otherwise require Global Initiatives or its partners to obtain permission to use.
7. The organisers will not be liable for any death, injury, damages, expenses, or loss whatsoever (whether direct or inconsequential) to persons or property as a result of any person entering into the Competition or accepting or using any prize, including without limitation non-receipt of any prize and damage to any prize in transit.
8. Global Initiatives will not use or disclose personal information for any purpose other than as advised on this competition site and take every precaution to protect personal data.
9. Participants are solely responsible for ensuring that their video is submitted and received in compliance with these rules and regulations.

Judging Criteria

The Judging Panel will comprise of Global Initiatives and Metabolic. The exact composition of the Judging Panel will be determined by Global Initiatives. Entries will be judged with the following criteria for content:

1. Level of understanding of the city's current situation
2. Ability to identify relevant leverage points
3. The level of involvement of city stakeholders
4. Feasibility and measurability of the goals
5. The opportunities created by the goal



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#CIRCULARITY2030

TOWARDS ZERO WASTE.
NEXT GENERATION LEADERS.
CIRCULAR ECONOMY JOBS OF THE FUTURE.

SINGAPORE, 18 & 19 NOVEMBER 2019



The entries will be judged with the following criteria for delivery and presentation:

1. Creativity
2. Clarity and conciseness
3. Persuasiveness

The organisers and judges reserve the right to remove any entries from the competition that they feel may breach any of the competition rules, the Terms and Conditions or may bring the competition into disrepute. Such entries will be disqualified.

The use of submitted videos by Global Initiatives

The copyright of the materials submitted for this competition remains with respective participants. However, each entrant grants Global Initiatives and its partners the right to use the submitted materials without further notice or compensation. By submitting a contest entry, each participant grants, approves, and authorizes Global Initiatives a perpetual, irrevocable, royalty-free, fee-free, worldwide, non-exclusive licence (including a right of sublicense) to reproduce, adapt, publish, perform in public, broadcast, and communicate in public the submitted video and its content in all media forms for marketing purposes or for any other purpose. Global Initiatives will endeavour to credit authorship if content if the video is used subsequent to the competition.

Disclaimers

The video may not contain any text, speech, conversation or voiceover that the participant does not hold copyright for. Sound effects and music may be used as long as the participant has the right to use and disseminate it.

By entering the competition, participants have to acknowledge compliance with the rules - including all eligibility and copyright requirements. Participants agree to comply with the YouTube Terms of Service (<http://www.youtube.com/t/terms>) and with the YouTube Community Guidelines (http://www.youtube.com/t/community_guidelines)

About Global Initiatives

Global Initiatives (GI) advances partnership solutions to global sustainability challenges through multi-stakeholder forums, communication and consulting. GI also work closely with corporates to design bespoke events that engage all the right stakeholders and deliver meaningful outcomes for all. GI works with clients the world over to create powerful, inspiring video content to tell the stories of the people, partnerships and initiatives that are integral to their purpose and sustainability journey. By sharing knowledge and best practices and calling on all stakeholders to take action, GI address some of the greatest challenges facing the world.

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