Europass viral video competition 2014

Guidelines to participants

Objective of the competition

The aim of this video competition is to create a short film (viral video) highlighting the benefits of Europass. You can choose any style: documentary, drama, comedy – let your imagination run free.

Any media can be used: illustration, animation, live action… Anything you can think of.

A link to Europass can be obscure: the key to a successful video is that it is memorable and striking enough to make people want to share it to their friends.

Technical specifications of the video

Maximum file size: 100mb
Maximum duration: 180 seconds
Minimum resolution: 320x240 pixels
Recommended format: MPEG-4 format at 640x480 resolution with MP3 audio (MPEG, 3GPP, MOV, AVI, WMV and FLV formats will also be accepted)

Deadlines

Competition will be open from 01.09.2014 to 30.11.2014, 24:00 (GMT).

Mandatory elements

The video must display the Europass logo and the URL of the Europass web portal (http://europass.cedefop.europa.eu) at some point.

Prohibited elements

Do not use music or any material that will violate copyright or privacy (read also the Terms and Conditions). For the list of websites that offer Creative Commons licensed music, go to http://creativecommons.org/legalmusicforvideos.

Who can participate?

Any citizen over 18 years old residing in one of the participating countries:

Austria, Belgium (Flemish Community and French Community), Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Latvia, Lithuania, Luxembourg, Norway, Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Switzerland, United Kingdom.

All videos will be reviewed by the selection committee, which will assess their compliance with the recommendations, and decide to make them available online or not. All the videos approved shall be visible and available on the website.

If more than 3 videos from each country are submitted, only the videos selected by the coordinators of the National Europass Centres will progress to the voting stage of the competition.

Hints
Some catch-phrases to inspire you to make the best viral video on Europass ever! You can freely pick and choose, mix and match – or create your own.

Europass yourself!

- Move, eat, learn… Discover Europe with Europass!
- Be mobile, be yourself, be visible… with Europass!
- Dream, travel… open your mind!
- Europass - Your passport to your dream city!
- Mobilise yourself!
- Europass - Europe is yours!
- Write your own future!

Europass: Europe is waiting for you!

- Europass: Cross the borders
- Study and work abroad with Europass
- Become a European citizen with Europass
- Europass – a tool for Europeans
- Europass - Ready for Europe!
- Europass for you in Europe
- Need a CV in any EU-language? Go with Europass CV!

Use Europass – and the world is your oyster…

- Everyone can use Europass. Literally – everyone. (Could a baby use Europass? What would a pop singer write in a Europass CV?)
- When everything is a mess, you can rely on Europass
- Same from afar, quite different inside
- Crossing borders without Europass is like graduating without diploma…

Competition's application form (from 01.09.2014 to 30.11.2014, 24:00 (GMT).

Read more about Europass: https://europass.cedefop.europa.eu