



Video Guidelines for the Student Innovation Challenge Contest

2021 Official Video Creation & Submission Requirements

USE OF VIDEO CREATIONS TO ACCOMPANY THE CONTEST ENTRY:

The Student Innovation Challenge Contest (the “Contest”) Rules are outlined in detail in the 2021 Official Rules and Guidelines document. The details below apply specifically to students or class groups planning to submit their entry in the form of a short video.

VIDEO SUBMISSION REQUIREMENTS

Videos entered to this contest **MUST**:

- Be a maximum of one hundred & twenty (120) seconds and a minimum of sixty (60) seconds in length and be saved in a format that Vimeo accepts (.avi, .wmv, .mov, etc.); videos that cannot be uploaded to Vimeo or exceed the time limit will be disqualified. The video itself can also be sent via Google Drive or Dropbox (file transfer) or via a suitable alternative.
- Be the Entrant’s original creation (modification of a previously work shall not be considered).

Videos **MUST NOT**:

- Be less than 60 seconds or longer than 120 seconds in play time.
- Include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property. All music featured in any video must be available to publicize and broadcast on a **license-free, no compensation basis**. For popular songs, you must submit copies of express written consent from both the publisher and the record company which state your name, the name of your production, the title of the song, the names of the composer, performer and publisher and any specific limitations on the use of the song. To use images from books, newspapers, television, videos, video games etc., you must have written

permission – unless they are incidental to the shot (see below). Material available on the internet is **not** considered to be in the public domain. Material is only in the public domain if it is older than 50 years, and/or the copyright holder has explicitly given up all rights to the material.

This means you must source music you know you have rights to! Make your own, use music from a friend's band, contact the musician for permission and give them credit, or use royalty-free and copyright free music! We provide links to royalty- and copyright-free music resources for your video on the Take A Stand for Conservation website, takeastandforconservation.com (see under Contest).

COPYRIGHT INFORMATION MUST BE INCLUDED WITH YOUR APPLICATION AS NECESSARY, and by entering the Student Innovation Challenge contest, you are declaring that the material in your production is either entirely original or, you obtained proper, legal permission to use someone else's copyrighted material.

- Contain material that violates or infringes another's rights, including but not limited to: material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, Video Submissions must not prominently include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures. This is important, because we don't want to violate the copyright of musicians and artists. ***This means avoid shooting videos with obvious or recognizable company logos (including on clothing or gear), photographs, or other copyrighted artwork or designs. However, visuals that are incidental to the shot are exempt from having to provide permissions. E.g. Branded clothing that people are wearing as a natural part of their everyday wardrobe, cars that appear in the shot, products that people use, images that people are watching on TV that are incidental to the shot.***
- Include third parties as film characters, including but not limited to minors, celebrities and friends who have NOT expressly authorized Entrants to display their image, likeness or voice in any submitted video or otherwise use such image, likeness or voice in accordance with these Official Rules. ***This does not apply to any person or thing in public space – people and objects in public settings can be filmed or photographed without permission and used commercially. This means that you're in the clear to shoot video in public spaces, but you need permission to use the image or voice of, for example, specific celebrities, TV personalities, or copyrighted characters.***
- Contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing. ***This means keep videos family-friendly!***

Legal Details:

By entering, each ENTRANT represents and warrants that their entry (as well as Raincoast Conservation Foundation and Take a Stand: Youth for Conservation and its designees' use thereof) does not and will not defame or otherwise violate the rights of any third party and does not and will not violate any Federal, Provincial, or local laws or ordinances.

Take a Stand for Youth Conservation and Raincoast Conservation Foundation reserves the right to determine in its sole discretion to disqualify any entry that it believes violates any of the Video Submission Requirements, does not otherwise comply with these Official Rules, or that it is not consistent with the spirit and theme of the Contest.

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