



Youth for a Sustainable World – NOW  
**International Contest**



# Project Guidelines & Regulation

## Introduction:

**Some excerpts from the UN Transforming our world: the 2030 Agenda for Sustainable Development** (Adopted by the General Assembly on 25th September 2015)

Page 12

### “A Call for action to change our world

(...) We can be the first generation to succeed in ending poverty; just as we may be the last to have a chance of saving the planet. The world will be a better place in 2030 if we succeed in our objectives.(...)

(...) What we are announcing today – an Agenda for global action for the next 15 years – is a charter for people and planet in the twenty-first century. Children and young women and men are critical agents of change and will find in the new Goals a platform to channel their infinite capacities for activism into the creation of a better world. (...)

(...) Millions have already engaged with, and will own, this Agenda. It is an Agenda of the people, by the people and for the people – and this, we believe, will ensure its success. (...)

(...) The future of humanity and of our planet lies in our hands. It lies also in the hands of today’s younger generation who will pass the torch to future generations. We have mapped the road to sustainable development; it will be for all of us to ensure that the journey is successful and its gains irreversible.(...)”



## Article 1 - Aims and Objectives

- 🌍 If not Now, When?
- 🌍 If not All of Us, Who?

These two basic questions are the igniting force for the Development of a more **balanced, peaceful, harmonious and caring World** through **Sustainable Change**, implemented and enforced directly by today's Youth, who will eventually be the Leaders of a New Way in the very near Future.

One thing is feeling this Passion inside, being the driving force of innovation and inspiration to make these changes real. Another thing is motivating Youth at large to embrace this same Vision and make it happen sooner than later.

The aim of this contest is to foster clear pathways towards making the 17 UN Sustainable Development Goals a reality, through creative, simple and practical cooperation, where the whole is much more than the sum of its parts.

**Our challenge** to you is: create a team, choose one of the 17 UN SDG's and choose which targets from that Goal your team's project will be fulfilling. Your project can bring change to your neighbourhood, area, village, town or city, country, continent or globally – you choose the scope of your reach and adjust it to what makes sense to you. Now your team needs followers – a tribe that will help you implement your vision wide and far. How well can you communicate your vision, inspire others to follow it and ignite a passion for making it come true? **This is what your team will be competing for:** the best institutional marketing campaign across social media, TV and radio.

Now go ahead and blaze your trail. We can't wait to see the power of your vision change the world in infinitely beautiful, practical and meaningful ways!

## Article 2 - Categories

- 🌍 1 General Category: 9th to 12th Grade Students (aged 13/14 to 18/19).

## Article 3 - Conditions and Guidelines for Participation

🌍 Choose **one of the 17 Sustainable Development Goals** and explore the **targets** proposed by the UN for that Goal.

🌍 Choose **one or several related targets** and **develop one way** of making them come to life through your Project.

🌍 Create an **Institutional Marketing Campaign** (see Competition Deliverables for specifics), in which you **Educate, Motivate** and ultimately **involve your peers** to join you towards making the chosen goal and related target or targets come true.



🌈 **Target Audience for the Campaign:** youngsters the same age as each Team entering the Contest.

🌈 **Campaign to be featured across Social Media (3 platform to be chosen by each Team); TV; radio channels for youth.**

🌈 **Teams: 4 to 8 Youngsters with a balanced number of Boys and Girls fitting Gender Parity as much as possible. Diverse backgrounds, gender identities, ethnicities, religions and faiths, in an all-inclusive spirit are encouraged.**

**Note:** in the case of Single Gender Colleges, in either case the students are required to pair up with students of the opposite gender from another School, in joint collaboration, creating mixed teams. In this case, the number of Boys will never exceed the number of Girls in the Team.

🌈 **Maximum 5 Teams per School – same applies for joint School collaborations.**

**Note:** Teams can be formed out of the school system, which means youngsters can spontaneously create their own Teams, whilst respecting the same Guidelines as all others.

🌈 **The campaign will be in English whenever this is the country's main language or both in English and in the national tongue when necessary.**

## Article 4 - Registration and Deadlines

🌈 **Send in Application:** from 3rd of September to 10th of October 2018.

– fill in [Application Form](#).

🌈 **Send email to [info@institutolindaschool.com](mailto:info@institutolindaschool.com), confirming you have filled in Application Form**

🌈 **Send in Final Project:** by 20th January 2019

(Website Link + PDF document re- requested in Article 6).

**Note:** Question and Answer Sessions: between September 2018 and January 2019, there will be a monthly Informative Session in order to help the teams with the elaboration of their projects, facilitating a space for enquiries and exchange of ideas. These sessions will be held on a videoconferencing platform called Zoom ([Zoom.us](https://zoom.us) for PC or [Zoom App](#) for Mobile) on the following days: 7th September, 5th October, 9th November, 7th December and 4th January at 4 pm GMT (Continental Portugal time). In order to access the session/s, please send an email to the above mentioned address, requesting the Zoom link.

## Article 5 - Project Presentation

🌈 **Presentation will be held in two Phases.**

🌈 **Phase one: Online (Contest's Global Platform).**

🌈 **Phase two: at the International Finals, 22nd to 24th March 2019, Tomar, Portugal.**

**Note 1:** Only the two finalists of each country will present their projects at the Finals. Each country's Organizing Committee will ensure sponsorship (whenever possible) of students' air fares to attend the Finals. If there is only one or two competing Teams for any given country, the International Organizing Committee reserves itself the right to define whether



the Team's entry qualifies for the finals, depending on the quality of the Campaigns. The International Organizing Committee will ensure accommodation and food during the Event, as well as free attendance of the Women Economic Forum Event itself.

**Note 2:** When the finalist Teams are unable to come to Tomar, Portugal to present their Project at the WEF Event, they will send in a video no longer than five minutes, where the Team presents their work in the same way as would be done on stage. This video will be streamed during the Event so the work can be voted and the three final winners can be chosen.

**Note 3:** Teams can showcase their work as they are creating their project, across any media they choose to, from the 10th October onwards. However, their work will only be voted between the 31st January and the 12th February 2019.

## Article 6 - Specific Team Requirements

### Outline the Project:

- Send Goal and Target or Targets chosen in a document separate from the Campaign material itself, as well as approach and way of making it happen. Also outline campaign, which can be viewed fully on Team's website. This document will be in PDF format and will contain no more than 20 A4 pages; written in any font style; but no more than 12 Font size, except for titles which can exceed this size. No specific requirements for spacing.

**Note:** Please consult the [2030 Agenda for Sustainable Development](#).

(the full UN "Transforming our world: the 2030 Agenda for "Sustainable Development" document will be sent upon request or can be downloaded at the above link – essential to read from pages 14 to 27)

### Create a Website

- This website should be created on a free server and should contain the whole campaign and a form of contacting the Team, so that the public can join the cause.

### Create a Social Media Campaign

- Video (no more than three different videos and no more than one minute each in length);

- One of these videos will be fit to be featured as a TV Advertisement as well as across Social Media.

- Images (no more than five different images – with text) to circulate across three Social Media Platforms that youngsters use.

### Create a Radio Spot (no more than one minute long).





## Article 7 - Specific School Requirements

Teachers in the IT, English and any other Subject Department relevant to the Sustainable Development Goals, will support the students who will create the Project in their own time, using their own resources.

The School will appoint a Project Coordinator to interface between the School Teachers, Team/s, Jury and the General Coordination of the Project internationally.

If the School deems it appropriate, this project can be made part of the curriculum, in which case there will be Team Representatives but the Project can be developed by a whole class.

**Note:** We remind candidates that independent extra-school Teams can Register.

## Article 8 - Voting and Jury

Online voting available from 31st January to 12th February 2019.

The voting will be held on an online Platform where all of the teams from all of the countries will be featured and voted for by the public. For this, the teams will share their corresponding link from the voting platform, in order to raise interest and votes from the public. The two teams with the most votes for each country are the finalists.

National Winning Teams to be announced: 15th February 2019.

International finals in Portugal voted by all contestants who entered the Project (online or in presence), public present at the event venue and jury containing 5 members selected by the General Organizing Committee in Portugal. The contestants' and public's votes are worth 30% each for the final count and the jury has a quota of 40%.

The five members of the Jury will be selected amongst representatives of the public and/or private sectors or individuals who are relevant in business, academically or otherwise, that by their actions have proven relevance to the contests' aims.

The International Organizing Committee will define whether the Projects and Campaigns sent in up to the 20th of January 2019 are relevant to the aims hereby proposed and will confirm whether the Team's participation is valid or not, up to 3 days after reception. When necessary, the International Organizing Committee will make suggestions towards improving a Team's materials so as to allow them to participate.

## Article 9 - Evaluation Criteria

- Innovation in Communication 15%
- Coherence of Communication 15%
- Relevance of Message, according to Project's aims and Target Audience 15%
- Quality of Communication 15%
- Sustainability of Project 20%
- Economic, social and environmental impact of Project 20%



**Note:** During the First Phase of the Contest, these Criteria cannot be ensured, since voting depends on the public, but a recommendation to follow these criteria will be published on the main Contest's website.

## Article 10 - First Phase and Second Phase Results

🌍 International Finals: 22 - 24 March 2019 WEF Portugal, Tomar.

🌍 National Finals and announcement of the 2 Winning Teams of each country on the 15th of February 2019, will be held either at a Venue or virtually, depending on each Country's National Organizing Committee's choice.

🌍 The First Phase results will be announced online, on the International Contest's page and on the International Contest's Facebook Page.

## Article 11 - Prizes

🌍 There will be a First, Second and Third Place, to be publicly announced on day 3 of the Women Economic Event: 24th of March 2019.

🌍 Prize for First Place International Winning Team:

- **Five-day Un-Box your World Mentorship revolving around non-linear and transversal thinking and Change Boost Experiential learning Programme towards implementing the Team's Project, with the collaborative participation of the following projects: Focus School, by Linda's School, InPassion Coaching and International Organizing Committee – includes travel expenses, accommodation and meals, for 4 members + 2 months of videoconferencing Mentorship, for all.**

🌍 Prize for Second Place International Winning Team:

- **The same as the First Prize, for 2 members only + 2 months of videoconferencing Mentorship, for all.**

🌍 Prize for Third Place International Winning Team:

- **The same as the First Prize, for 1 member only + 2 months of videoconferencing Mentorship, for all.**

**Note:** The remaining members will be able to attend the Mentorship Programme as well, by arranging sponsorship for the expenses or can also attend some of the classes online, together with the other Team Members who are present at the location. All can attend the remaining 2 months of Online Mentorship.



🌍 Gift for all teams coming to the Finals from all countries: free presence at the event, including meals and accommodation; Award/ Certificate.

🌍 All contestants from all countries will receive a Certificate of Participation and Recommendation Letter.

## Article 12 - Organizers

🌍 This Project is part of Linda's School **Art in Motion** body of work, through which this Language School in Portugal promotes and implements Educational Collaborative Projects to develop a vast array of soft skills in today's youth, as well as language skills and above all, it is this School's active contribution to making the Sustainable Goals possible, tangible and feasible. This particular project is developed in partnership with Tomar's Municipality (Portugal), ALL Ladies League Tomar Chapter (Portugal), the Women Economic Forum (India/International) and the Elegant Grind (Zimbabwe/International), Children With Nature (Kenya/International), Women Entrepreneurs Worldwide (USA /International).

## Article 13 - Legal Authorizations

🌍 Each Team is responsible for guaranteeing any necessary legal authorizations pertaining their participation in this Contest and the implementation of their Projects.

## Article 14 - Final Considerations

🌍 The Youth for a Sustainable World NOW International Contest's Organizing Committee guarantees the confidentiality of the whole Contest's process and all information shared in this context.

🌍 The International Organizing Team reserves itself the right to make any necessary changes to this Regulation, whenever it proves essential.

🌍 The Jury's decisions are sovereign and cannot be contested.

🌍 If any Teams choose to quit the contest, other runners up can be re-integrated.

🌍 For any doubts emerging from this Regulation, our Organizing Committee will deliberate and inform accordingly.

## Article 15 - Code of Honour

🌍 Upon Registration all Teams are bound by the following Code of Honour:

a. All Team Members are capable and willing to actively engage and participate in the Project's development, respecting each other's differences and uniqueness.





b. All Team Members follow through with their tasks, respecting the Team's own deadlines and rhythm.

c. Though Teams can be supported and guided by adults and other youngsters, the work itself will be done only by Team Members.

d. When it is a whole school class participating, the whole class can and should actively work on the Project, whilst the supporting Teachers are only Mentors, not executors.

e. The Team will make sure they are not plagiarizing anyone else's creations.

f. When the work is found to have been done by others who are not part of the Team or class involved in the Project, the Team will be disqualified.

g. When plagiarism is detected, the Team will be disqualified.

h. When entering the Contest, the Teams commit to developing and implementing the Projects they are creating, doing the best they can to make them come to fruition.

## Conclusion:

The final aim of this Contest is for each one to be the change they wish to see in the world, contributing actively to make it a better place for All.

Always keep in mind that you are not competing to be better than anyone else or against each other, but to be the best you can possibly be, wholeheartedly and fully committed to the consciousness shift you are creating with your project.

It is a path of togetherness rather than separation and all competing Teams have the same final aim, which means that together you can ignite a flame so strong, nothing can extinguish it.

Stay positive, inspired and determined. Trust your heart's dream and always believe that it is worth it. When you put your heart and soul into something, with complete passion and commitment, there is no knowing what amazing things will come to pass in the world, as a result of your inspired dedication.

Remember:

- **Everything is possible.**
- **Challenges are not obstacles, but rather learning opportunities.**
- **Circumstances lead to the growth you allow.**

