

Attachment

Entry Information for The Second Belt and Road Short Video Competition: Footprints and Memories

I . Brief Introduction

Organized by China Public Diplomacy Association, News Center of the State-owned Assets Supervision and Administration Commission of the State Council (SASAC) and Global Times Online, the second “Belt and Road Short Video Competition: Footprints and Memories” started on July 15, 2020.

II . Schedule

Time for submission: From 00:00 on July 15, 2020 to 24:00 August 31, 2020.

Time for voting: From 00:00 on September 7, 2020 to 24:00 September 14, 2020

Time for Expert Evaluation: September 15 to September 22, 2020

Announcement of Results: September 28, 2020

Award Ceremony: November 6, 2020

III. Participants

Foreign builders of the Belt and Road Initiative (BRI) and people of countries along the BRI routes are welcome.

IV. Application Details

1. Video Content

The videos may include the builders’ participation in the BRI projects. The builders can also share the BRI’s influence on local people’s life and social and

economic development, as well as their stories with their Chinese friends.

2. Video Format

The short video should be about 60 seconds, as required by the video platforms Kwai and Tiktok. The resolution of the videos should be no less than 1280×720 , and the format should be MOV and MP4. Recording videos in landscape mode is greatly advised. If the videos are recorded in other languages instead of Chinese, please add accurate Chinese subtitles accordingly.

3. Registration Process

Step 1: The participants can upload the videos to any of the following video platforms such as Kwai, Tiktok, Facebook, and YouTube, with the hashtag “WorldKaleidoscope”.

Step 2: After completing Step 1, send a compressed file, including the original video, registration form as well as the introduction of the video in a Word document, to video@huanqiu.com. If a participant has more than one video, please send a compressed file including all the original videos, registration forms as well as introductions. The file name of the original video and introduction shall be named after the videos in the submitted form.

For example, the name of the video in the registration form is *Source of Electricity*, the original video and the introduction shall be named after *Source of Electricity*. After registration, the Organizing Committee will notify participants regarding the registration results by mail within 3 working days.

4. Other Information

Please refer to Schedule 1 and 2 for details of the registration form and works

introduction form. Registration form and samples can also be downloaded in: brisvc@163.com, password: ydyl2020.

Reference to Previous Works:

Originality Award: <https://v.qq.com/x/page/o0849lj6hu6.html>

Chinese Enterprise's Great Story Award: <https://v.qq.com/x/page/o0849vuacvn.html>

Friendship Envoy Award: <https://v.qq.com/x/page/q0849597ftv.html>

V. Award Setting

Each of the following awards, including Cultural Communication Ambassador, Originality Award, Outstanding Editing Award, Outstanding Contribution Award, Popularity Award, Anti-epidemic Award, and Overseas Popularity Award, will be awarded to five participants. The Most Beautiful BRI Co-builders Award will be awarded to ten participants. Outstanding Organizer Award will be awarded to two participants. And Excellent Works Award will be awarded to 20 participants.

Each video can only be granted with one award.

VI. Selection Criteria

1. The award will be evaluated in two steps. A vote in the hashtag of “#Footprints and Memories#” will be set on the platform Kwai. The works with the top 100 votes will be evaluated by senior media experts and the representatives of the organizers.

2. The number of votes, likes, comments and views of the videos will be used as reference. The Organizing Committee will award the winners with certificates,

trophies and other prizes.

3. Videos posted with the hashtag on Facebook will be in competition for the “Overseas Popularity Award”. The award will go to the five most-viewed videos.

4. “Outstanding Organizer Award” will be selected and evaluated according to the number and quality of videos submitted by one unit.

VII. Award Ceremony and Press Conference

After the results of the contest are announced, the Organizing Committee will invite officials from the Ministry of Foreign Affairs, SASAC News Center, foreign embassies in China, and experts and heads of media outlets to present the awards to the winners. Chinese and foreign mainstream media reporters will also be present. The award ceremony and press conference are scheduled to be held in Beijing in November. Details will be revealed later.

Schedule 1

Registration Form for the Second Belt and Road Short Video Competition: Footprints and Memories

| Sequence number | Contestant (Signature of Certificate) | Title of Works | Country of Participant | Publishing Platform | Works Link | Contact | Contact Number | Registration Mailbox |
|-----------------|---------------------------------------|----------------|------------------------|---|------------|---------|----------------|----------------------|
| 1 | Example: XXX XXX XXX | 《XXX》 | | /facebook/youtube Kuaishou/Douyin/Facebook/YouTube | | | | |
| 2 | | | | | | | | |

Instructions for filling in the form:

1. The contestants can be individuals or groups. If there are more than 3 participants (excluding 3 participants) in the same unit, the name of the group shall be filled in.
2. In order to ensure the timely transmission of contest information, the above form must be filled in accurately. Once submitted, the organizer will not accept any form of modification. The contest will be affected by the wrong information submission, and the consequences will be borne by the submitting party.

Schedule 2

**Introduction to the Second Belt and Road Short Video Competition: Footprints
and Memories**

| Sequence Number | Title of Works | Content Introduction (about 200 words) | Notes |
|----------------------------|--|---|--------------|
| 1 | It must be consistent with the name in the original video and registration form | | |
| 2 | | | |
| | | | |

Instructions for filling in the form: The content of this form involves the secondary dissemination of the organizers on the works, so it must be based on real situation.