



Tsunami United

Connecting the next generation to build coastal resilience

GUIDELINES Indian Ocean Youth Tsunami Awareness Campaign 1 July – 17 September 2024

IMPORTANT LINKS

- Tsunami United Website: <https://tsunamiunited.uinspire.id/>
- Tsunami United Tsunami Awareness competition: <https://tsunamiunited.uinspire.id/competition/>
- Registration for Tsunami Awareness Campaign: <https://tsunamiunited.uinspire.id/?fluent-form=4>
- Submission of Tsunami Awareness Campaign materials: <https://tsunamiunited.uinspire.id/submission>
- Letter of Consent form: [Download here](#)

BACKGROUND

The 2004 Indian Ocean earthquake caused a series of massive tsunami waves throughout many Indian Ocean Coasts. Communities along the coasts were severely affected, and the tsunamis killed an estimated 227,898 people in 14 countries, making it one of the deadliest natural disasters in recorded history. This year, 2024, marks the 20th Commemoration of the 2004 Indian Ocean Tsunami. In response to this anniversary, it is meaningful to trigger conversations and educational initiatives among young students in the Indian Ocean Member States aimed at fostering tsunami hazard awareness and preparedness.

The Tsunami United initiative conducted a series of virtual and meaningful discussions among high school students on Tsunami and risk communication topics. The students shared their knowledge and information related to the 2004 tsunami and the progress on tsunami preparedness and mitigation in their respective countries. The students were also exposed to examples of risk communication and learned how to connect with the relevant stakeholders, craft a good story, and creative and innovative risk communication techniques.

The next step of the Tsunami United initiative is to motivate and encourage the students to work together in collaboration to be risk communicators through creative and innovative tsunami awareness, preparedness, and education campaigns.

OBJECTIVES

The specific objectives of this Tsunami Awareness Campaign are to:

- a) Motivate, encourage, and increase the Tsunami United youth's interest in Tsunami Awareness and Preparedness
- b) Initiate the Tsunami United youth's engagement as risk communicators in the school, the community, and the country.
- c) Sparks the Tsunami United youth mind in the creation of creative and innovative storytelling ideas on the topic of Tsunami Awareness and Preparedness.
- d) Contribute to the commemoration of the 20th year of the 2004 Indian Ocean Tsunami and celebrate World Tsunami Awareness Day.

REQUIREMENTS AND SUBMISSION

A. Campaign Theme:

Community Tsunami Awareness and Preparedness.

B. Competition Groupings

The competition will be divided into four groups:

- **Region1 - Eastern Indian Ocean region:** Open for youth from Australia, Indonesia, Malaysia, Thailand, Myanmar, Bangladesh, and Sri Lanka.
- **Region2 - Northwestern Indian Ocean:** Open for youth from India, Pakistan, Iran, Oman, United Arab Emirates, and Yemen.
- **Region 3 - Indian Ocean Small Island States:** Open for youth from Comoros, Maldives, Mauritius, Singapore, Seychelles, Timor-Leste, and France La-reunion.
- **Region4 - Western Indian Ocean region:** Open for youth from Kenya, Tanzania, Mozambique, South Africa, and Madagascar.

C. Participant Criteria.

All participants should meet the following criteria:

- The school is registered as a participant of the TSUNAMI UNITED Initiative
- One school can submit up to two entries. Submission of more than two entries from one school will be disqualified.
- The campaign must be the result of the collaborative work of students (teamwork).
- A team should consist of at least 3 students and at least one student should be a registered Tsunami United student whom the school nominated.
- A team can be guided by one teacher.
- To promote gender equality, a group should have at least one female or male student, except for All boys or girls' schools. All boys and Girls schools can invite another gender member from another school with the approval from the parents or teacher.

D. The campaign formats.

The campaign can be in the form of music, performing arts, poems, documentary videos, posters, social media infographics, products, photography, painting, and others.

Submission format:

- Music can be submitted in audio or video recording format (format MP3 or MP4).
- Performing Art, Documentary Video, and Animated Video should be submitted in a video format (720p. 1280 x 720 with at least 30 FPS)
- Poem, Poster, Painting, Photography, and Social Media Infographic should be submitted in a PDF format (Printing Quality – 150dpi, size A0 paper)
- Product items could be submitted in the form of several photos or images of the product from different angles (high resolution of 150 dpi - minimum size 600x500 pixels and maximum size of 1200X1000 pixels)

E. Language

The Tsunami Awareness result (materials/output/product) can be in local, national, or English language.

- For Music, if it is in a local or national language, also submit the translation of the lyrics in English separately in MS Word or PDF.
- For Performing art and products, also submit the concept, story, meaning, and/or message of the performance in English separately in MS Word or PDF.
- For Documentary or Animation Video if it is in a local or national language, also include subtitles in English or submit the translation of the script in English separately in MS Word or PDF.
- For Poetry, Poems, Posters, Paintings, Photography, Illustration, and Social Media Infographics if it is in a local or national language, if possible, also make it in the English language, or submit the translation of the text in English.

F. Campaign Submission

- Register your interest to submit a campaign through this link: [Registration Form](#). The registration link will be opened on 1 July 2024 and closed on 16 August 2024. Submission of a campaign without complete registration information will not be considered.
- Submission of a campaign should include a consent form. Download the letter of consent form here: [Letter of Consent Form](#)
- The campaign should be submitted through this link: <https://tsunamiunited.uinspire.id/submission>

G. Letter of Consent

- The letter of Consent acknowledges the school and/or the students retain the ownership of the submitted tsunami awareness campaign.
- The Letter of Consent will allow the organizer to use the submitted tsunami awareness campaign:
 - For promotional, educational, and/or informational purposes, not for commercial purposes.
 - In exhibitions and/or events such as the 20th commemoration of the 2004 Indian Ocean Tsunami in Banda Aceh 2024, or for the World Tsunami Awareness Days.
 - on the website, social media accounts, in photographs or videos, in printed materials, or other media.

H. Evaluation and Review

All artworks: Video, Performing art, Products, Poetry, Poems, Posters, Paintings, Photography, Illustration, and Social Media Infographics should have the concept and thinking behind their artistic work. Therefore, in addition to submitting the artistic work, also submit the concept and thinking behind the work to be reviewed and evaluated based on the below criteria.

1. Content (30%)

- Accuracy and relevance of the facts and information related to tsunami awareness and preparedness.
- Clarity and effectiveness of the message conveyed.
- Consideration of the target audience and potential to engage viewers or listeners.

2. Originality and Concept (30%)

- Uniqueness of the ideas and story.
- Connection of the concept to the theme of the competition.

3. Creativity and Artistic Presentation (20%)

- Creativity in conveying the message.
- Aesthetic appeal and artistic quality of the output.

4. Technical Execution (20%)

- Quality of the technical aspects such as sound, lighting, editing (for videos), layout and design (for posters, infographics), or melody and lyrics (for music).
- Complexity and proficiency in the chosen medium.

I. Review Process

- The jury will review, evaluate, and decide on the best campaign result (materials/output/product).
- The jury will select the best three Tsunami Awareness campaigns of each regional group.
- The organizer will announce the best Campaign result (materials/output/product) in early October 2024.
- The organizer will showcase the best campaign result (materials/output/product) at the 2nd UNESCO-IOC Tsunami Symposium on the 20th Commemoration of the 2004 Indian Ocean Tsunami in Banda Aceh, Indonesia on 11-14 November 2024.

J. Jury for Campaign

A team of the jury will consist of representatives from:

1. UNESCO-IOC (tsunami hazards)
2. UNDRR (disaster risk reduction)
3. Pacifico (risk communication)
4. U-INSPIRE (representing youth)
5. Invited external artisan (creativity and artistic).

K. Best Campaign Winner

- There will be 3 winners (1st, 2nd, and 3rd) of each region (for regions see slide 3).
- The school, teachers, and all students who registered and submitted their campaign will receive a certificate of participation.
- The winning result (materials/output/product) will be featured on the Tsunami United website as well as the social media of UNESCO, UNESCO/IOC, IOC Tsunami Program, and IOTIC website and social media.
- The winning school, teachers, and students will receive a special certificate of achievement as the Best Tsunami Awareness Campaign.

Additional Prizes and Incentives are still under discussion with the sponsors.

IMPORTANT DATES

- The opening date for registration: Monday, 1 July 2024
- Closing date for registration: Tuesday, 17 September 2024
- Last date for submission: Tuesday, 17 September 2024
- Announcement of winners: Second Week of October 2024

MORE INFORMATION

All enquiries should be sent by email to UNESCO/IOC IOTIC through: iotic@unesco.org with **Subject: Tsunami Awareness Campaign**

Examples of previous Short Video competitions:

1. **Indian Ocean Youth Short Video Competition on Tsunami Awareness 2021:** <https://uinspire.id/iogyvc-2021/>
2. **The 2020 World Water Day short video competition in Indonesia:**
 - Muhammad Iqbal (IPB University, Bogor): https://www.instagram.com/p/B_UYq7TDYbo/?igshid=xu79bmv8hkey
 - Muchlas Abrar (Hasanuddin Makassar University): https://www.instagram.com/p/B_Uf_IshkmX/?igshid=ig2h55pafiel
 - Mitha Afrida Khairunnisa (Senior High School No. 1 Bekasi, West Java): https://www.instagram.com/p/B_Uc268leGC/?igshid=1derji4u3ng11
3. **Short-Silent Video Competition for youth 2021 for Southeast Asia**
 - <https://en.unesco.org/news/unesco-calls-students-participate-environmental-sustainability-video-competition>
 - See all submitted videos of this competition in Instagram using the Hashtag: #unescojakshortsilentvideocompetition2021

We encourage you to post your Tsunami United activity and Tsunami Awareness Campaign on your Social Media Accounts.

Please mention and tag the accounts of:

@unescojakarta, @iotsunami, @ioc_unesco and @uinspire.indonesia and

Please use the hashtags:

#wearetsunamiready, #ioyouthvideocompetition, #IOTIC, #iotsunami, #Internationalyouthday
#InternationalDRRday, #WTAD, #TsunamiDay, #worldtsunamiday, #worldtsunamiawarenessday, #DRRDay,
#oceandecade20212030, #uinspire, #uinspiresunamivideocompetition

RELEVANCE TO GLOBAL FRAMEWORKS

