

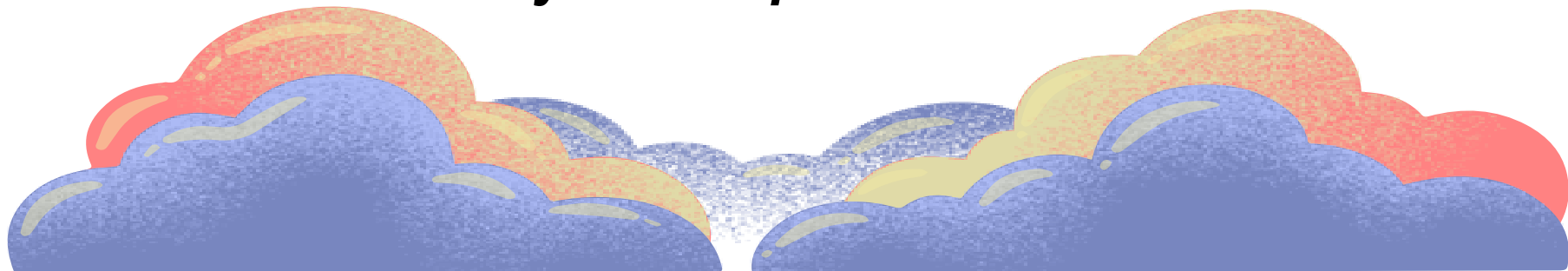


TSUNAMI UNITED

Connecting the next generation to build coastal resilience

GUIDELINES Indian Ocean Youth Tsunami Awareness Campaign

1 July – 17 September 2024





Important Dates

- The opening date for registration: Monday, 1 July 2024
- Closing date for registration: Tuesday, 17 September August 2024
- Last date for submission: Tuesday, 17 September 2024 **24:00 Jakarta time (GMT +7).**
- Announcement of winners: First Week of October 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](#)





Campaign Theme:

Community Tsunami Awareness and Preparedness.

Region Divisions



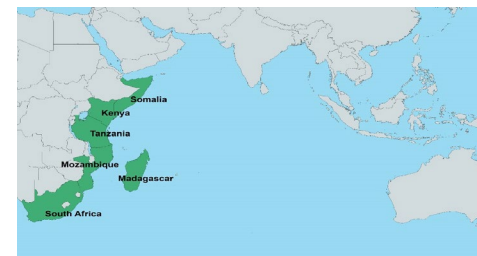
Region 1: Eastern IO
Australia, Indonesia, Malaysia, Thailand, Myanmar, Bangladesh, and Sri Lanka.



Region 2: Northwest IO
India, Pakistan, Iran, Oman, United Arab Emirates, and Yemen.



Region 3: IO SIDs
Comoros, Maldives, Mauritius, Singapore, Seychelles, Timor-Leste. and France La-reunion.



Region 4: Western IO
Kenya, Tanzania, Mozambique, Somalia, South Africa, and Madagascar



Participation Criteria

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.*





Campaign Formats

The campaign can be 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)
- Poe,, 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)

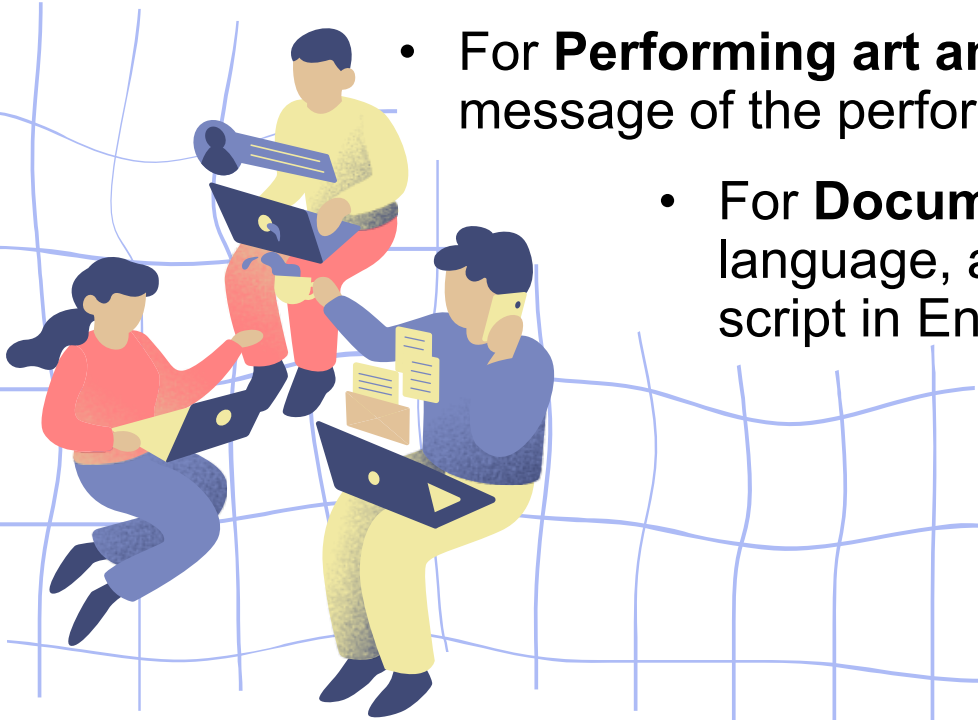




Language

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.





Campaign Submission

1. Register your interest to submit a campaign through this link:<https://tsunamiunited.uinspire.id/competition/>. The registration link will be opened on 1 July 2024 and closed on 17 September 2024. Submission of a campaign without complete registration information will not be considered.
2. Submission of a campaign should include a consent form. Download the letter of consent form here:
<https://tsunamiunited.uinspire.id/?fluent-form=4>
3. The campaign should be submitted through this link:
<https://tsunamiunited.uinspire.id/submission>





Letter of Consent

1. The letter of Consent **acknowledges the school and/or the students retain the ownership of the submitted tsunami awareness campaign.**
2. 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.**





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 criteria: Content, Creativity and Artistic Presentation, Originality and Concept, and Technical Execution.

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.

Creativity and Artistic Presentation (30%)

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





Evaluation and Review

Originality and Concept (20%)

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



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.



Review Process

1. The jury will review, evaluate, and decide on the best campaign result (materials/output/product).
2. The jury will select the best three Tsunami Awareness campaigns of each regional group.
3. The organizer will announce the best Campaign result (materials/output/product) in early October 2024.
4. 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.





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 (Youth Perspective)
5. Invited external artisan (Creativity and Artistic).





Best Campaign Winner

1. There will be 3 winners (1st, 2nd, and 3rd) of each region (for regions see slide 3).
2. The school, teachers, and all students who registered and submitted their campaign will receive a certificate of participation.
3. 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.
4. 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





Social Media

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:

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

Please use the hashtags:

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

