



ASIAN INTERNATIONAL CHILDREN FILM FESTIVAL 2013

A Video Contest for High School Students

For the past six years, the Asian International Children Film Festival has been bringing together students with passion for film making. Students from Asian countries such as Philippines, Thailand, Vietnam, Cambodia, China, Korea, Laos, Malaysia, Mongolia, and Myanmar are invited to take part in the competition and visit Japan, strengthening international relations among the youth in these Asian countries. Last year, the Philippines won the **2nd Place Minister of Foreign Affairs Award** in the Asian International Children's Film Festival 2012 held in Awaji, Japan last November 24, 2012. Student film makers **James Francis Conda** and **Kyle Robert Vergara** of **San Beda College Alabang** are the brains and heart behind the winning 3-minute short film entitled "Footbridge". There were 156 entries from Japan and 31 entries from the 11 participating countries and region.

This year, the film festival is focusing on the theme "**Bullying**". Students can choose to explore the different aspects of bullying (*example: how to talk about bullying, prevention of bullying at school, how to reach out to people who are being bullied, etc*) as the topic of their video, as long as the content honours the main theme of the festival.

The top three finalists from the Philippines will be sent to Japan to compete in the international leg of the contest. All expenses will be borne by the Government of Japan through the recently launched JENESYS 2.0. The JENESYS 2.0 is designed to create camaraderie among the Southeast Asian youths and Japanese counterparts through intensive interaction, workshops, cultural exchanges, and structured exchanges of view.

VIDEO CONTEST INFORMATION:

The aim of the Contest is to encourage students from high schools all over Asia to interpret and capture in video the theme "**Bullying...**". Students can choose to explore the different aspects of bullying (*example: how to talk about bullying, prevention of bullying at school, how to reach out to people who are being bullied, etc*) as the topic of their video, as long as the content honours the main theme of the festival.

OFFICIAL CONTEST RULES:

TERM

The Asian International Children's Film Festival 2013 begins on August 12, 2013 and ends on September 2, 2013. Information on how to enter and prizes form part of these official rules ("Official Rules"). By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.

WHO CAN PARTICIPATE?

The contest is open to all high school students in the country, except those who have been to Japan under the Asian International Children's Film Festival 2012. Students may opt to submit their entry individually, or as a group provided that each group does not consist of more than three (3) people. Furthermore, students must be Filipino citizens, and hold Filipino passports.

ENTRIES, FORMAT AND LENGTH:

- (a.)** To enter the Contest, you must submit a video with the theme: **“Bullying...”**
- (b.)** The content of your video (not including the opening or closing credits) must be three minutes (3:00) in length. Videos longer than 3 minutes will be disqualified.
- (c.)** Submissions can be in any style or genre of live action video, including, but not limited to, drama, narrative, comedy or documentary.
- (d.)** Each participant or group can only submit one (1) entry.
- (e.)** Entries must be submitted in popular video formats (avi., mp4., mpeg, etc)
- (f.)** Participants must submit 3 copies of their entries, all properly labelled.
- (g.)** Only students may be involved in each step of making the video entry (from pre-production to post-production). Entries found to be produced with the assistance of adults may be disqualified from the contest.
- (h.)** All participants are required to complete the Application Forms provided by the Contest upon submission of entries.
- (i.)** Each submission must be original and created entirely by the participant/s, from pre-production to post-production of the video. Submissions must not include anything that violates any law or the copyright of any third party, including the use of music. Entrants are advised to remove or obscure labels/brand names from any commercial products used in their videos. The Organizers may, at its discretion, disqualify any submission it believes incorporates materials without permission from the owners or are not otherwise in the public domain. Likewise, the Embassy of Japan will not provide any editing tools or assistance to participants.
- (j.)** Entries will not be returned.
- (k.)** Entries may be in English or Filipino, but subtitles must be avoided.
- (l.)** By submitting an entry, you agree to let the Organizers use it in future promotion material.

SUBMISSION OF ENTRIES:

Entries may be delivered via courier or hand-delivered to:

Japan Information and Culture Center
Embassy of Japan
2627 Roxas Boulevard
Pasay City, 1300

Properly label your DVDs with your name/s, title of the video, and contact number/s.

DEADLINE:

Deadline of submission of video entries is on **September 2, 2013**.

SCREENING COMMITTEE

The screening committee will be composed of five (5) judges divided as follows: two (2) from the Japan Information and Culture Center, two (2) from the National Youth Commission, and one (1) media professional.

JUDGING CRITERIA

A panel of judges will determine the award winners based on understanding of the sustainability themed/topic, the clear expression of ideas, production values, originality and creativity.

A Screening Committee will evaluate each entry and score it based on the following:

○ Originality & Creativity	30%
○ Impact	30%
○ Thematic Focus	30%
○ Production Value	<u>10%</u>
	100 %

I. Selection of Entries

- The Screening Committee will choose the TOP 3 entries to compete in Japan for the Asian International Children's Film Festival 2013. The initial decision of the judges regarding which entrants become Finalists shall be final and binding in all regards.
- The Top 3 Finalists will be notified through phone call or e-mail by the National Youth Commission (NYC).
- The Top 3 Finalists will be given an all-expense paid trip to Japan to compete in the Asian International Children's Film Festival 2013. The entire trip will be shouldered by the Government of Japan, including air fare, accommodations, meals and transportation in Japan. Please note that Finalists are also scheduled to tour the Tohoku Region, among other places, to observe the on-going rehabilitation efforts of Japan in the wake of the March 11 disaster last year.
- Finalists without passports are requested to obtain one before joining the Contest.
- Finalists are scheduled to leave for Japan by the last week of November and will stay in Japan for around 10 days. The Asian International Children's Film Festival will be held on November 30, 2013 in Japan.

JUDGING

Contest consists of two (2) rounds of evaluation:

In Round One, the Judges will select three (3) entries among all eligible entries based on the following criteria ("Judging Criteria"): (1) Originality & Creativity; (2) Impact of the story; (3) relevance to the theme; and (4) production value. The entries selected in Round One will proceed to Round Two.

In Round Two, the three (3) selected finalists will travel to Japan under the JENESYS 2.0 program to compete at the finals of the Asian International Children's Film Festival 2013, on November 30, 2013.

**PLEASE REFER TO THE LINK BELOW TO SEE OFFICIAL WEBSITE OF THE CONTEST AND PAST
WINNING VIDEO ENTRIES**

<http://www.city.minamiawaji.hyogo.jp/soshiki/shougai/eigasai2012.html>

ASIAN INTERNATIONAL CHILDREN'S FILM FESTIVAL 2013
Application Forms

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| Form I. | Entry Form |
| Form II. | Endorsement Letter from School |
| Form III. | Parents' Consent Form |
| Form IV. | Student Agreement to Contest Terms and Conditions |

All forms must be accomplished upon submission of entries. Forms can be downloaded from the Embassy of Japan website (<http://www.ph.emb-japan.go.jp/>).

Form I

ENTRY FORM

Please use a black or blue ball-point pen. Application documents and forms may also be downloaded and completed by PC.

1. FULL NAME (as written in your passport)				PHOTO 3.5cm×4.5cm	
Surname Given Name					
2. ADDRESS FOR CORRESPONDENCE •					
LANDLINE			MOBILE NO.:		
E- MAIL ADDRESS					
3. NAME AND ADDRESS OF PERSON TO BE NOTIFIED IN CASE OF EMERGENCY:					
LANDLINE		MOBILE NO.:		RELATIONSHIP TO YOU: (mother, father, etc.)	
4. DATE OF BIRTH			5. AGE		6. SEX
Date	Month	Year			<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
7. MARITAL STATUS		8. NATIONALITY		9. RELIGION	
<input type="checkbox"/> SINGLE <input type="checkbox"/> MARRIED					
10. NAME OF SCHOOL OF CURRENT ENROLLMENT			ADDRESS		TELEPHONE
11. TITLE OF VIDEO					
12. BRIEF DESCRIPTION OF VIDEO CONTENT					
13. ENTRY STATUS			14. IF GROUP, PLEASE INDICATE NAMES OF GROUP MEMBERS		
<input type="checkbox"/> SINGLE <input type="checkbox"/> GROUP			A.		
			B.		
			C.		

Personal information contained in application documents will be used for [1] all manner of contact from application to contest completion and return to home country, and [2] creating statistical documents that summarize the results of the contest.

Form II

ENDORSEMENT LETTER

To: Japan Information and Culture Center
Embassy of Japan
2627 Roxas Boulevard
Pasay City, Philippines 1300

Date

Student's Name
Student's Home Address
Student's Date of Birth

I am writing to you to endorse _____, a student duly enrolled here
at _____ to join the ASIAN International Children's Film Festival 2013.

Respectfully yours,

School Principal's Name and Signature

Name of School _____
Address of School _____

Form III

PARENTS' CONSENT

To: Japan Information and Culture Center
Embassy of Japan
2627 Roxas Boulevard
Pasay City, Philippines 1300

We, _____ and _____, parents of _____, do hereby give our consent for him/her to join the ASIAN International Children's Film Festival 2013. Through this letter, we would like to inform the organizations involved in this contest that we understand and agree to the Terms and Conditions set for the competition. Furthermore, we are fully aware of the upcoming trip to Japan, should our child be selected as one of the Finalists for the competition.

Respectfully yours,

Name of Father and Signature

Name of Mother and Signature

Date

Form IV

STUDENT AGREEMENT TO TERMS AND CONDITIONS OF THE CONTEST

To: Japan Information and Culture Center
Embassy of Japan
2627 Roxas Boulevard
Pasay City, Philippines 1300

I, _____, do hereby agree to abide by the Terms and Conditions set by the Embassy of Japan in the Philippines and the University of the Philippines Film Institute, for the Selection of Finalists for the Asian International Children's Film Festival.

By entering the competition, I agree:

- a. To abide by the Contest's Official Rules.
- b. To grant permission to the Embassy of Japan, National Youth Commission, and the Asian International Children's Film Festival organizers, to use my video entry as needed for the promotion and publicity of the event, and as a reference material for future contests.
- c. That my entry is original and does not violate any copyright laws of any third parties, and that my entry does not contain any offensive themes.

Furthermore, if I am chosen as a Finalist in the Contest, I agree to adhere to the following:

1. I will observe the laws of Japan and the rules of the organizations behind the Asian International Children's Film Festival 2013, and behave myself as a good participant.
2. I will follow the instructions and decisions of the organizing groups.
3. I will promptly return to my country after the prescribed program ends, and I will utilize the knowledge and experience I have gained to actively disseminate such information to my friends, family, and local community.

Name of Student and
Signature

Name of Parents and
Signature

DATE: