

BE SMART. BE SAFE

WHAT YOU POST ONLINE, YOU POST TO THE WORLD

Have you watched a video clip about internet safety and thought, “Hmm I can do better” ? Here’s your chance...

What?

We need you help to raise awareness among young people about internet safety.

To do this you need to get creative and tell us your idea for a 30 second animated video that will get young people to pay attention and think about their safety as they surf the web.

We are asking you to come up with the IDEA (concept) for the video – and not the video itself. You can capture your idea by writing it down or through film, photo, drawing, or even song.

We’re looking for creativity and originality – an idea that will catch the attention of those who see it.

Why?

One concept will be selected by a panel of judges from UNICEF, ITU and MasterCard. The video will be promoted on UNICEF Voices of Youth and ITU Child Online Protection website and social media channels. We’re also going to use the winning video as part of our campaigns on internet safety.

When?

All concepts need to be submitted by Monday 16 September. The winner will be announced on Monday 30 September.

How?

Check out the detailed information, as well as rules and regulations, on the next page to find out exactly what you need to do.

For more information:

web www.voicesofyouth.org

twitter [@voicesofyouth](https://twitter.com/voicesofyouth)

[BYND2015 Google+ community](#)

#BYND2015

www.itu.int/cop

COP Website



Here are some steps you should follow to help you come up with your concept:

CHOOSE A THEME

Firstly – choose ONE theme out of these four. These are the themes that will be discussed and debated during the Be Smart Be Safe session at the Global Youth Summit 2013:

- Cyberbullying
- Self-exposure
- Grooming & online reputation
- Privacy and information protection

Think about the theme you have chosen. Do some research about, ask your friends how they feel about the issue.

YOUR MESSAGE

With the theme in mind, think about the message you want to get across in your concept. The message should be simple, for example, if your theme was ‘cyberbullying’ you may want your message to be this: “every young person can help to stop cyberbullying by not forwarding photos/stories that are being spread to hurt or humiliate someone”.

FROM MESSAGE TO STORYLINE

Once you have an idea of your message start thinking about a storyline that will get your message across. When you’re coming up with the storyline think about the characters – who are they, what is the action?

AUDIENCE: WHO IS THE MESSAGES FOR?

Don’t forget to think about your audience. Your audience will be young people, male and female, from all parts of the world. Think about how your video can be made appealing for this audience? HINT: think about what you liked/didn’t like about the videos we’ve shared.

GIVE US YOUR VISION

You can include as much information about the characters, style, and format that you’d like to see in the final product. You can include information about whether your central character is male or female, how old he or she is, who the other characters are, whether your action takes place in a particular country or place, whether it takes place in school or at home (or both) etc.

HOW TO SUBMIT A VIDEO

Once you have recorded a video, you can post it on the [BYND2015 Google+ community](#) under the tab “Be Smart Be Safe Video Competition”. Therefore, it is necessary to create a [Google +](#) account before posting your video.

Video concepts will be judged on the following criteria:

- Originality
- Clarity (your concept should be easy to understand)
- Suitability for a youth audience (make sure your concept is aimed at young people)

RULES & REGULATIONS

The competition is open to all young people aged 14-25.

Concepts can be submitted in English, Spanish and French.

There is no monetary prize. The winning concept will be used by UNICEF to produce a 30 second animated awareness raising video.

One concept will be selected by a panel of judges from UNICEF, ITU and Mastercard. The judges’ decision is final.

The top 10 concepts will be featured on the Voices of Youth website and the [BYND2015 Google+ community](#) for a period of one week before the winner is selected.

Concepts will be judged on originality, simplicity and suitability.

The video will be available on UNICEF Voices of Youth and ITU Child Online Protection website and social media channels.

The creator of the concept (the winner) will be credited for his/her role in developing the concept in the video description.

The final sign-off on the actual animated video will be made by UNICEF.

The creator of the concept (the winner) may be asked to be featured on the UNICEF Voices of Youth website and social media platforms.

All video concepts must be submitted by 16 September 2013. All concepts need to be submitted via the [BYND2015 Google+ community](#)

The winner will be contacted via their [BYND2015 Google+](#) account. The winner will be announced on 30 September 2013.