



# Fifth Regional Platform for Disaster Risk Reduction in the Americas

March 7 - 9, 2017 | Montreal, Canada | #SendaiAmericas



Towards Risk Informed Sustainable Development

Are you between the ages of 18 and 34?

Do you understand what disaster risk reduction is and how to implement it?

Accept the Youth Video Challenge!

Tell us:

*How would you improve disaster risk reduction in your community? Be a DRR Change Agent!*

#BeaDRRChangeAgent



## **The challenge**

"I always wondered why somebody doesn't do something about that. Then I realized I was somebody." – Lily Tomlin

Consider this hypothetical scenario: Imagine that your community has been impacted by a disaster. You need to make a change. You need to ensure that disaster risk is reduced and that this doesn't happen to your community again.

What would you do? How would you help? How would you #BeADRRChangeAgent? Would you shed light on a project that can be used to mitigate disaster risk? What are some disaster reduction concepts that have gone unnoticed but should be explored?

Whatever your idea is, think about turning it into a video that can be showcased and presented to High-level authorities across the Americas. You could be invited by the United Nations Office for Disaster Reduction (UNISDR) to Canada to present your video in person!

Accept this challenge and demonstrate how youth can contribute to serious domestic, hemispherical and global discussions on disaster risk reduction.

## **What do you need to do?**

You'll need to create a 30 second–1 minute video that answers the following question: *How would you improve disaster risk reduction in your community? Be a DRR Change Agent!*

Your video should explain your idea using everyday language. It should be creative, informative and look and sound great!

The challenge, should you accept it, is to be as creative as possible and to try to get as many views as possible! The videos that are the most creative and/or popular could be viewed by HighLevel Delegates such as Ministers and High Level Decision-Makers! The most popular and creative videos could be played on the United Nations' ISDR website and during the Fifth Regional Platform for Disaster Risk Reduction in the Americas (RP17) in Canada on March 7-9, 2017 where close to 1,000 delegates from across the Americas will be discussing policies and programs relating to disaster risk reduction. If you submit the most creative video, you could be invited to Canada to present your video in person at the Regional Platform!



## How to participate

- If you are between the ages of 18 and 34 and reside in the Americas (see list of countries/territories) you must submit your video through YouTube by February 15<sup>th</sup>, 2017.
- Upload your video to your own YouTube channel and as part of your video's title use the hashtags #BeaDRRChangeAgent #SendaiAmericas (If you don't have a channel, create one)
- Click "share" and send your video by email to [rpa@eird.org](mailto:rpa@eird.org)
- Share and promote your video as much as possible!
- By sharing your video with us you agree to the Terms and Conditions below.

## Rules and regulations

### Eligibility:

1. The Youth Video Challenge is open to anyone residing in the Americas including, North, South and Central America and the Caribbean who are between the ages of eighteen (18) and thirty four (34) years old.

### Video criteria:

1. The video must answer the following question:
  - *How would you improve disaster risk reduction in your community? Be a DRR Change Agent!*
2. Videos must not exceed one (1) minute in length.
3. Submissions must be uploaded to YouTube with the hashtags #BeaDRRChangeAgent and #SendaiAmerica and the link must be sent to [rpa@eird.org](mailto:rpa@eird.org).
4. Only videos whose link was submitted to the RP17 email ([rpa@eird.org](mailto:rpa@eird.org)) will be considered.
5. Entries can be submitted in English, French or Spanish.
6. UNISDR will not accept any videos that are offensive to an individual or an organization, rude in tone or abusive. UNISDR reserves the right to refuse, edit or remove any of the following:
  - racist, hateful, sexist, homophobic, slanderous, insulting, or life-threatening content;
  - serious, unproven, unsupported, or inaccurate accusations against individuals or organizations;



- abusive, aggressive, coarse, explicit, vulgar, violent, obscene or pornographic content;
  - content that encourages or suggests illegal activity;
  - announcements, solicitations, advertisements, or endorsements of any organizations or corporations;
  - attempts to defame or defraud any individual, group or agency; or
  - unintelligible or irrelevant content.
7. Videos may be screened on TV, used for publicity purposes or shown at other events. UNISDR does not commit to using the videos for any of the purposes listed.
  8. Only videos displayed on the UNISDR YouTube channel will be considered for voting.

#### **Challenge period and entry:**

This Youth Video Challenge is led by UNISDR and for which is solely responsible.

By submitting your video through [rpa@eird.org](mailto:rpa@eird.org) you agree to the "rules and regulations". Participants must submit their video by email between **December 23, 2016 and February 15<sup>th</sup>, 2017 at 11:59 p.m., Eastern Standard Time**. It is the sole responsibility of each participant to ensure all videos are received by the UNISDR before the closing date and time.

#### **Privacy and intellectual property:**

1. The Submission must be an entirely original work created by the participants and must have all necessary rights in and to the Submission.
2. The Submission must not infringe upon or violate any laws or any third party rights, including, but not limited to, copyright, patent, trademark, trade secret or other proprietary rights and must not constitute material that would be considered libeling, defamatory, a privacy violation, tortious or a contract breach.
3. The Participants must obtain, and make available to UNISDR's request, all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties (including but not limited to all copyright holders and all individuals appearing in the video) necessary to use the video, in whole or in part, in any way, including, without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the submission worldwide, by any means.



4. In the event the video contains any reference to or likeness of any identifiable third parties, the Participants must obtain, and make available to UNISDR request, consent from all such individuals and their parent/guardian if they are under the age of majority in their jurisdiction of residence.
5. Participants must grant, irrevocably and in perpetuity, to UNISDR and the hosts of the Regional Platform for Disaster Risk Reduction in the Americas, the right to use the video, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish and broadcast the video worldwide (by any means) and to authorize others to carry out such acts as listed above in this section without compensation.
6. Participants, to protect their own privacy and the privacy of others, must not include personal information including, but not limited to, phone numbers, social insurance numbers, banking information, resumes or email addresses in their video. Any videos that appear to contain such personal information may be deemed ineligible.

## **Terms and Conditions**

"By participating in the video challenge, all participants yield the rights and permissions for use, reproduction and dissemination of their video to UNISDR for use on social media, in audiovisual, print and electronic media as well as television, at the global level and in all countries of the world, as well as use by UNISDR in public or private exhibitions nationally or internationally including the Regional Platform for Disaster Risk Reduction in the Americas and the Global Platform for Disaster Risk Reduction in Mexico in May 2017, for an unlimited time. Videos could also be part of a video playlist for possible use in publications, for advertising and resource mobilization or any other purpose other than commercial purposes while respecting the credit of the videographer.

Participants ensure that UNISDR has the necessary permission of the person who appears in the video, and understands international policies on child protection. Videos that do not respect the rights or dignity of children will be disqualified immediately (for example: videos of children with alcohol, or without clothing).

Videos submitted through this challenge will be used respecting the identity and integrity of the participants by including the respective credits each time the photo is used."



### List of countries

Antigua and Barbuda	Dominica	Panama
Argentina	Dominican Republic	Paraguay
Bahamas	Ecuador	Peru
Barbados	El Salvador	Saint Kitts and Nevis
Belize	Grenada	Saint Lucia
Bolivia	Guatemala	Saint Vincent and the Grenadines
Brazil	Guyana	Surinam
Canada	Haiti	Trinidad and Tobago
Chile	Honduras	United States
Colombia	Jamaica	Uruguay
Costa Rica	Mexico	Venezuela
Cuba	Nicaragua	

### List of territories

Puerto Rico	Turks and Caicos Islands
Guadeloupe	Saint Martin
Martinique	British Virgin Islands
Curaçao	Caribbean Netherlands
Aruba	Anguilla
US Virgin Islands	Saint Barthélemy
Bermuda	Saint-Pierre et Miquelon
Cayman Islands	Montserrat
Greenland	Falkland Islands
Sint Maarten	French Guiana