Contest Rules & Regulations

1. Eligibility:

The contest is open to any full-time or part-time registered college or university student, or group of students in Canada that are willing to take up the challenge!

2. What can you create:

We are looking for you to submit either a short video or an animation clip (Ex: PowToon, GoAnimate, etc.).

3. The goal of the competition falls under three main themes:
   1) General awareness of the costs and consequences of corruption on businesses and society
   2) Business-focused message that could be used by industry to support their ABC compliance and ethical training and messaging.
   3) Business focus messaging on how a robust compliance program is now a competitive business advantage.

4. All entries will be judged by a panel of 5 anti-corruption and compliance experts from academia and industry. Entries will be assessed based on the following four categories:
   1) Impact
   2) Creativity
   3) Messaging
   4) Likelihood to change perception and influence behavior

5. Content rules
   a) Entries must be original productions and focus on messaging that inspires, challenges and motivates change and improvements in anti-corruption and compliance.
   b) Your video will NOT be accepted if it demonstrates or purports to attack a company, industry or particular individuals.
   c) Although highlighting the costs and consequences of corruption is allowed and encouraged (ie. TI, UN or OECD stats), the focus should be on practical ways for people, companies and government to collectively and pro-actively deal with the issues of corruption.

6. More rules about content and length (Yes we know – Too many rules but these are important!)
   a) Your video / animation clip should be between 30 seconds and 3 minutes in length.
   b) Basically, look at making a short commercial or a short vignette that emphasizes the point(s) or issue(s) you wish to focus on. Remember that the video will be used to support and enhance anti-corruption outreach and training efforts in public and private organizations.
It should stand by itself in terms of clarity and focus of the message but can easily be integrated and used by others to add impact and value to their own messaging.

d) **Important:** you must ensure that should music be used, it must be royalty free and all proper credits and IP rules must be respected. Same IP rules for any images you may use.

7. **Viral effect**

Top entries will not only receive prize money and bragging rights but their videos will be promoted by the CCEAC and used by private and public institutions as training and awareness tools.

8. **IP and use of videos**

Although the authors retain IP, all participants will provide, by submitting their video clip, full and unencumbered use and redistribution rights to their video for use by CCEAC for training, awareness and promotional purposes in perpetuity. Private and public organizations will also be granted use and redistribution rights to use the videos for training and awareness purposes.

9. **Prizes:** Prizes for winning entries are to be provided by the official sponsor Barrick Gold in an official ceremony in Ottawa during the week of March 24, 2018.

1\textsuperscript{st} prize $1,000.00 (plus bragging rights!)

2\textsuperscript{nd} prize: $500.00

3\textsuperscript{rd} Prize: $250.00

10. **Submitting your video or animation clip**

You simply need to upload your clip to YouTube and provide us the URL in the submission form found online at: [www.continue.uOttawa.ca/cceac/contestform](http://www.continue.uOttawa.ca/cceac/contestform)

11. **Contact Information:**

For any questions regarding the contest, please e-mail us: [continue@uOttawa.ca](mailto:continue@uOttawa.ca)