



## 2 Seas Project Video Awards 2022

### FACTSHEET

#### What is it about?

"2 Seas Project Video Awards 2022" is a campaign which aims at **increasing the visibility of achievements** obtained by projects co-financed by the Interreg 2 Seas 2014-2020 Programme.

Following the successful video competition of 2019, where more than 1000 people joined the voting, we are organising a new campaign this year to promote project videos.

Where the 2019 campaign saw many project videos presenting the project ambitions and activities, the 2022 campaign wants to go a step further. This time, we will focus on the actual achievements and their potential to inspire future developments. The Video Awards 2022 campaign aims to demonstrate the potential of 2 Seas partnerships to reach new heights, building on the capacity of the cooperation activities of the 2014-2020 programming period.



Participating projects will see their video published on a voting platform early June. This will announce the start of their individual promotion campaign aiming to collect votes for their video. After summer, the voting platform will close and the 5 projects that will have collected the most votes for their video will be celebrated during the closure session of the Annual Event on 30/09/2022. As a token of appreciation, all candidates will be given a certificate.

#### How to participate?

**Participating is very simple!** All you need to do is select the project video that best complies with the requirements as presented on the following page of this factsheet and submit it to the 2 Seas Joint Secretariat ([videoawards@interreg2seas.eu](mailto:videoawards@interreg2seas.eu)) **before 29 April 2022**.

You are of course free to produce a new project video as well. However, bear in mind the strict deadline for submitting your video. Videos submitted after this deadline will not be able to compete in this campaign.

#### Why should you participate?

The 2 Seas Project Video Awards offer projects a unique opportunity to gain visibility and as such potential interest from other organisations within the 2 Seas community. The campaign will promote existing (and new) project videos and as such support the dissemination ambitions of 2 Seas projects. Joining the campaign can provide your project with the visibility needed to reach new heights and to take further steps in future developments.





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#### What are the requirements for my project video?

*Note that videos that do not comply with the following requirements, both content-related and technical, will not be deemed eligible to join the voting competition.*

##### **CONTENT-RELATED requirements**

The video needs to demonstrate:

- how the project partners benefit from 2 Seas cooperation and;
- one or more project achievements that have the potential to inspire future development (in terms of synergies or transferability)

Videos which focus solely on current project activities and ambitions will not be deemed eligible for this competition, as we are searching to promote project achievements delivered and how these achievements can lead to future development and as such “reach new heights”.

##### **TECHNICAL requirements**

- The video shall not be longer than 5 minutes.
- The video shall be available on YouTube (in order to facilitate its publication on the voting platform).
- The video shall comply with the Programme visibility rules and as such make sure to present the correct logo (the project standardised logo or the Interreg 2 Seas Programme logo) at the beginning and/or the end of the video.

#### Tips for participants that want to produce a new project video

The Project Video Awards 2022 first aim to capitalise on existing project videos, since far too often such existing videos have required a lot of efforts by the projects, and are worth receiving extra promotion at Programme level. However, in case you do not have a suitable project video, but you believe you have a strong message that could compete in this campaign, we invite you to accept the challenge to produce a new project video.

- The campaign is not limited to professional videos! You can easily produce a new project video, using a smartphone or other mobile device.
- Creativity is highly encouraged, but make sure that your message gets across. Do not over-complicate the style of your video.
- Keep It Short and Simple (KISS), but make sure your message will interest the 2 Seas audience, or at least a specific part of this audience.
- Do not be afraid to google around and watch tutorials on basic sound and lightning principles. You will find out that applying such principles will significantly improve the quality of your project video.