



CDM10 Youth Online Competition

Overview

Introduction

The CDEMA Coordinating Unit (CU) is sensitive to the impact that disasters and climate change have on vulnerable populations including the youth. CDEMA is, therefore, aware of the contribution that this grouping can make to disaster risk reduction and the future of disaster management programmes in the region. To this end, the CDEMA CU coordinates a Youth Session each year during the Comprehensive Disaster Management (CDM) Conference, demonstrating its commitment to educating and empowering youth and helping them to understand the risks they face and ways to manage them.

Objective and Expected Result

The objective of the online challenge is to raise awareness among the youth population on disaster preparedness and disaster risk reduction. The intended result is to produce a video that could further sensitize persons through simple and effective messages of how to be prepared for and ways to reduce risks to disasters. This activity will also contribute to enhancing the visibility of the CDEMA's brand particularly among the youth while promoting the CDM approach with regards to identifying risks and building a culture of resilience.

Concept

This challenge will require the production of a short video, jingle, poem or monologue (60 seconds) showing how one prepares and ensures the safety of family, friends and community during disasters. It will also require participants to employ their creativity in answering the question, "How can I ensure the safety of myself, family, friends and community during disasters?"

Deadline for applications is **October 27th, 2017 at 11:59PM (EST)**

Participating Requirements

- The competition is open to children and youth between the ages of 7-24
- There will be two competing age groups; ages 7-13 and 14-24
- This competition is open to citizens and permanent residents of CDEMA Participating States

PARTICIPATING STATES

Anguilla, Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, Saint Lucia, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Virgin Islands



Submission Specifications

- Send entry to the CDEMA CU at conferencecoordinator@cdema.org
- Upload videos to any of the popular social media platforms (Facebook, Twitter or YouTube). Each uploaded video MUST tag CDEMA on Facebook [@cdemacu1](https://www.facebook.com/cdemacu1) and Mention on Twitter [@cdemacu](https://twitter.com/cdemacu)
- All submissions must not exceed 60 seconds in duration (for videos and jingles). Submissions exceeding 60 seconds will be disqualified.
- A contestant may submit a maximum of two submissions of different types (e.g. 1 short video, 1 jingle)
- All submissions must be original work of the person.
- Submissions must not contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age or any other factor prohibited by law), illegal, offensive, threatening, profane, or harassing
- Submissions must not be previously or recently licensed to any publisher, printed and distributed in hard copy or circulated through the internet.
- The hash tags: [#CDM10Youth](https://twitter.com/CDM10Youth) or [#CDMConference2017](https://twitter.com/CDMConference2017) should be used with each submission via social media
- Get as many likes as you can to earn extra points!

Criteria for Judging

Selection Process

The recipient will be selected by a panel of judges whose decision will be final. Each submission will be judged based on the following criteria:

- Creativity
- Message clarity and relevance
- Motivation and inspiration
- Engagement
- Overall impact

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Prize

- The winner from each age group will receive a high definition tablet.

Material use and ownership

All submissions will become the property of the Caribbean Disaster Emergency Management Agency (CDEMA) and may be used for promotions or presentations, at the sole discretion of the agency.

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