

# 2024 NYCU United Nations Sustainable Development Goals Action Short Video Contest

## Contest Overview

Since the United Nations introduced the 2030 Sustainable Development Goals (SDGs) in 2015, sustainability has become a focal point of global attention and is closely intertwined with our daily lives. The SDGs encompass three major areas—social, economic, and environmental—with the aim of promoting global equality, harmony, and sustainable development. As global citizens, each of us can contribute to sustainable development through concrete actions, such as using e-invoices to reduce paper waste or participating in

In 2024, National Yang Ming Chiao Tung University ranked 50th globally in the World University Impact Rankings presented by Times Higher Education. As an outstanding university covering diverse academic fields, the school actively encourages every student and faculty member to explore global issues from multiple perspectives and to creatively use popular short video formats to showcase their actions and thoughts, contributing collectively to the promotion of sustainable development.

## Description

This competition is centered around the **United Nations' 17 Sustainable Development Goals (SDGs)**. Participants are encouraged to refer to the content of these 17 SDGs ([reference link](#)) and reflect on how concrete actions can be taken within the National Yang Ming Chiao Tung University campus to achieve energy conservation, carbon reduction, and the SDGs across various aspects of life, including clothing, food, housing, transportation, education, and recreation. Participants are expected to showcase their creativity by producing a short video of no more than 90 seconds.

## Objective

This event aims to encourage all members of National Yang Ming Chiao Tung University to be creative and connect their professional development with the United Nations Sustainable Development Goals (SDGs). By combining the popular trend of short videos with concise and impactful visual and auditory presentations, the event seeks to broaden the horizons of students and faculty in a global context. It encourages them to reflect on the relevance of these issues to their own lives, thereby inspiring more concrete actions and innovative thinking to contribute to global sustainable development.

## Participants

1. All current students and faculty members of National Yang Ming Chiao Tung University who are interested in sustainable development are welcome to participate, either individually or as part of a team. Teams are limited to a maximum of six members, and cross-departmental and interdisciplinary collaboration is encouraged.
2. For team registrations, please appoint one person as the representative.
3. Each participant can upload multiple videos.

# Entry Specifications

1. **Video Creation Format:** There are no restrictions. Any form of creation or expression is welcome, whether explicit or implicit, narrative or informative, rational or emotional. All types of short videos or animated works using various presentation methods are encouraged to participate in the competition.
2. **Video Submission Format:**
  - Video Resolution: 1280x720 (720p HD quality) or higher.
  - File Size: Within 100 MB.
  - After completing the video, please upload it to YouTube and include the following hashtags:  
#NYCU, #NYCU\_SDGs, #2024\_NYCU\_SDGs短影音競賽, #NYCU\_永社辦.
  - Additionally, complete the online registration ([registration link](#)).
3. **Video Length:** Within 90 seconds.
4. **Background Music Selection:** Please comply with the legal licensing of the music used.
5. Any unlawful activities, such as purchasing likes, are strictly prohibited. If confirmed, such actions will result in disqualification.
6. The content of the video must not contain any inappropriate language or misleading implications. Violators will be disqualified from the competition.

## Dates

1. **Submission Period:** From now until Nov. 25, 2024.
2. **Announcement of Winners:** The results will be announced on Dec. 10, 2024, on the website of [NYCU SDGs](#).

## Selection and Reward Method

1. Selection Criteria
  - **Relevance: 10%**  
How well the video content aligns with the themes of sustainability and the SDGs.
  - **Creativity: 30%**  
Whether the video content is innovative, useful, and satisfying.
  - **Narrative: 50%**  
How engaging the story is and the ability of the visuals to tell the story.
  - **Technical Skill: 10%**  
Evaluation of the techniques used in filming, composition of shots, etc.
2. Reward Method
  - **Judges' Award**  
The evaluation of this competition will be conducted by scholars and experts in relevant fields appointed by the Office for Promoting Sustainable Development and Social Responsibility at NYCU.
    - i. Special Award: Up to 1 winner / Prize of NT\$20,000.
    - ii. Excellence Award: Up to 2 winners / Prize of NT\$10,000 each.
    - iii. Merit Award: Up to 3 winners / Prize of NT\$5,000 each.
    - iv. Honorable Mention: Up to 4 winners / Prize of NT\$3,000 each
  - **Online Popularity Award**

The competition period runs from the start of registration until December 9, 2024, at 12:00 PM. The top 10 videos will be determined based on the number of likes on YouTube.

- i. 1st Place: Prize of NT\$10,000.
- ii. 2nd Place: Prize of NT\$8,000.
- iii. 3rd to 5th Place: Prize of NT\$3,000 each.
- iv. 6th to 10th Place: Prize of NT\$2,000 each.

## Registration Method

**This event adopts online registration. Please complete the following steps in order:**

1. Please upload the short video entries to YouTube during the submission period and ensure they comply with the following regulations:
  - a. The video can be in portrait or landscape format, with a resolution of 1280x720 (720p HD quality) or higher.
  - b. The video length must be within 90 seconds.
  - c. If the video contains subtitles, they must be in both Chinese and English.
  - d. The title must be set as “NYCU SDGs 短影音競賽 - Video Title,” with the title limited to 12 characters.
  - e. Include all specified hashtags in the description:  
#NYCU, #NYCU\_SDGs, #2024NYCU\_SDGs短影音競賽, #NYCU\_永社辦.
  - f. Explain your creative concept (limited to 150 words) in the pinned comment.
  - g. Winning videos must be retained on the YouTube platform for three years. If removed without valid reason, the organizers reserve the right to revoke all awards.
  - h. The winner must disclose specific promotional actions and YouTube analytics data to the organizer.
2. Please fill out the registration form ([Google Form](#)) during the submission period. Once you have completed the form and uploaded it, your registration will be considered complete.

## Rules

1. The submitted work must be the original creation of the participants and should not involve any acts of borrowing, plagiarism, or imitation. Violators reported will have their awards publicly revoked and will be required to return their prizes; no replacements will be provided. Individuals featured in the video content must have given consent to avoid infringing on their right to publicity.
2. Participating teams agree to grant the organizers or co-organizers a non-paid license to capture video footage or photographs during the event, or to request teams to provide related photos or dynamic images for documentation, promotion, and marketing purposes related to this and other relevant activities. The aforementioned photos or dynamic images can be published in any form.
3. All photos, music, and graphic materials used in the submitted videos must be properly credited and legally authorized, such as under Creative Commons licenses. If any music produced by others is edited or remade, winners must obtain authorization from the copyright owner before receiving their awards; otherwise, it will be regarded as a forfeiture of the award. If a winner is reported for violations after the

announcement, their award will be revoked, and the prize must be returned; no replacements will be provided.

4. Participants must carefully read the relevant rules and explanations of the event. If there are any discrepancies in eligibility, inaccuracies in the work, violations of copyright laws, or other regulations, the organizers may cancel their participation, nomination, or award eligibility, and remove them from the platform, reclaiming any prizes awarded. Participants will not have any objections, and no replacements will be made. Should this cause any losses or legal liabilities to third parties, participants will bear full legal responsibility.
5. The submitted work must be publicly presented for the first time, and works that have participated in other competitions and won awards cannot enter this competition.
6. The content of the submissions must not involve pornography, violence, malicious defamation, personal attacks, or violate existing laws and the regulations of National Yang Ming Chiao Tung University.
7. Participation in the competition signifies agreement to the organizers' requests and regulations, and participants should respect the professional judgments of the judges. There will be no objections to the evaluation results. If the number of submissions is insufficient or does not meet evaluation standards, awards may be left unawarded.
8. The copyright of the awarded works remains with the participants; however, participants agree to grant the organizers and authorized units a permanent, non-paid license to reproduce, publish, or use in any legal form for all activities related to this competition to present or showcase the winning works, or compile (including digital editing and cutting) them into any form of collection for non-profit promotion, broadcasting, or viewing. Within this authorized scope, participants agree to provide the organizers with relevant introductions and explanatory information about the winning works. The registration form will serve as proof of consent without the need for separate documentation.
9. If participants fail to complete their basic information or provide incorrect contact details, or if their work specifications do not match the competition requirements or the files are unreadable, it will be considered a waiver, and the organizers will not be able to notify or process their submissions.
10. Participants may use "generative AI models" to assist in their submissions, but the work cannot be solely generated by AI models without human input. Participants must invest effort into the creation and keep a record of the collaboration process with the AI model. If the work utilizes a generative AI model, it must be clearly stated in the description, such as: (1) This video was produced in collaboration with Midjourney (AI model) and Wang Daming (participant); (2) Some materials in this video were generated by Stable Diffusion (AI model) and then edited manually.
11. The organizers reserve the right to modify, change, suspend, or terminate the content of this event at any time. Any other matters not specified will be announced later on the Data Center website.
12. This competition is an extension of the 2023 NYCU United Nations Sustainable Development Goals (SDGs) paper and poster competition.

## Organizer

Office of Sustainable Development and University Social Responsibility (OSS).

If you have any questions, please contact Miss Chen at [jingfang@nycu.edu.tw](mailto:jingfang@nycu.edu.tw).