

**Department of Trade & Consumer Affairs
Nevis Island Administration**

SHORT VIDEO COMPETITION

ABSTRACT

Each year, World Consumer Rights Day is celebrated on the **15th of March** as a means of raising global awareness about consumer rights and needs. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected, and to object to market abuses and social injustices which undermine those rights.

AIM

To develop knowledge and to create an awareness for the rights and responsibilities of a consumer. The competition, which is in its inaugural stage, will give the youths an opportunity to craft their audiovisual skills while challenging their ability to critical and analytic thinking.

Rules and/or Guidelines

1 ELIGIBILITY: All students ages 12 to 17. Any student of public or private high school with in the age range and resides on Nevis.

Participants could be sole, in pairs, or a team of a maximum of 4 members.

Participants must submit a video of no less than **60 seconds** nor more than **90 seconds**.

Videos must be in .mp4 format and can be uploaded or hand delivered to the office.

2. RULES OF THE CONTEST

Create a short video that captures the theme “**EMPOWERING CONSUMERS THROUGH CLEAN ENERGY TRANSITIONS**”. It can be a skit, it can be musical, it can be spoken words or anything you can think of.

BE CREATIVE AND HAVE FUN! Must include one of the Principles of Consumer Rights and of Consumer Responsibilities.

I. DELIVERY

An Mp4 format of the video must be presented by the deadline, **Friday April 28th, 2023**. It can be emailed/uploaded to consumer.affairs@niagovkn.com or hand delivered to the office located in the Solomon Arcade on Main Street. Must be in English.

II. LENGTH:

Video should be no shorter than **60 seconds** and no longer than **90 seconds**.

PENALTY: Points will be given if the video is between 60 to 90 seconds. If under 60 seconds or over 90 seconds, the video is automatically disqualified.

III. ADDITIONAL RULES

Anyone found infringing on others' copyright will be disqualified from the competition. All qualified submissions will be eligible for the judging round. All entries will become

the property of the Department of Trade and Consumer Affairs. The winning videos automatically become the intellectual property of the Department and the participant cannot exercise any right over it.

IV. CONTEST FORMS, RULES/GUIDELINES

All applicants must complete the registration/entry form.
All must obtain a copy of the rules/guidelines.

V. CRITERIA

Scoring Rubric for video

	Possible Marks	Actual Marks
Content	35	
<ul style="list-style-type: none"> Shows relevance to theme. Must include one Principle of A Consumer Rights Must include one Principle of A Consumer Responsibilities Must be catchy. 	1 – 10 1 – 10 <u>1 - 10</u> <u>1 - 5</u>	
Creativity	25	
<ul style="list-style-type: none"> Shows originality Must be innovative and well-motivated 	1-15 1-10	
Appearance	20	
<ul style="list-style-type: none"> Must appeal to the theme Must be within the time limit Actions and interactions are consistent with the message 	1-5 1-5 1-10	
Grammar	20	
<ul style="list-style-type: none"> Sentences show good command of language. Use of punctuation. Appropriate intonation. 	1-5 1-10 1-5	
TOTAL	100	

VI. JUDGING

Video will be judged anonymously by a panel of judges.
The Department will be in touch with the winners on or before
26th May, 2023.