

CELEBRATING  
**20<sup>+</sup>**  
YEARS



## Short Film Competition - Youth



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***It's  
Our  
Time!***

Total Award Prize

**\$25,000**

Winners

**33**

**1st** January 2020 to **31st** March 2020

A close-up, low-angle shot of a person's head and shoulders from behind, looking through the viewfinder of a professional video camera. The camera is black with a large Panasonic monitor attached to the top. The monitor displays a scene with two people. The person is wearing a dark jacket. The background is dark and out of focus.

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## Background

The EAC has celebrated its 20th anniversary and to mark this important milestone, a year-long citizens' engagement campaign has been launched dubbed "The EAC i Deserve".

The campaign, among other activities, includes a youth videos and animations competition in our six Partner States of Burundi, Rwanda, Uganda, South Sudan, Kenya and Tanzania. The videos and animations competition period is between January 1, 2020 and March 31, 2020.

Life in East Africa in the past 20 years has changed tremendously through our joint efforts, creating more employment opportunities for the youth and improving the quality of life for our citizens.

As we celebrate what we have so far achieved, we wish to get your stories on the impact we have made to your world and the future EAC you want. The youth account for over 65 per cent of the total population in East Africa, and we wish to capture their dreams and aspirations through this competition.



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— The **EACi** Deserve —





## Theme

Real life stories about the benefits EAC has had on citizens' lives;

Narrate challenges EAC citizens are facing that we can jointly address;

Capture your aspirations of the future EAC you want.

## Genre

Entrants may use any genre to produce the video or animation, the length has to be between 30 and 59 seconds.

## Eligibility

- ++ Youth aged between 18 and 35 years
- ++ An East African citizen
- ++ Individual or group submissions

## Winning Criteria



Popularity



Creativity



Clarity



Quality



Persuasiveness



Originality



Relevance



Entertainment Value



Advancement of the  
integration agenda



# Evaluation, Selection and Notification to Winners

A team of digital experts will review the submissions. Digital media monitoring tools will be used for tracing and analysing them and winners will be notified via email in April 2020.

## Submission Process

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Produce and submit as many videos or animations as you wish.

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Upload on your Facebook, YouTube, Twitter or Instagram accounts.

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Include the campaign hashtag **#TheEACiDeserve** in all your postings on digital channels with immediate effect.

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Visit [www.theeacideserve.com](http://www.theeacideserve.com) and upload your videos along with a descriptive text of maximum 1,000 characters in English or Kiswahili.

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Match video file name with title on the entry form. Your surname or of the lead youth should be part of the video file name (e.g. James-my-future-my-choice.mov)

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Submission deadline is March 31, 2020, 23.55 hours.

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# Awards



**First Prize**

**USD 5,000**



**Second Prize**

**USD 3,000**



**Third Prize**

**USD 2,000**



**30 other winners**

**USD 500 Each**





## Copyrights

Copyrights must be honoured. It is the law! The copyright of the materials submitted for this competition remains with respective entrants. However, the entrants grant the EAC and Partner States the right to use the submitted materials, crediting the copyright owners.

By submitting an entry, all entrants confirm that they have full rights to the submissions, and entries do not violate any prior copyright interests of any person or institution.

## Chat with Us

**Facebook:** [theeacideserve](#)  
**Twitter:** [@theeacideserve](#)  
**Instagram:** [theeacideserve](#)  
**Website:** [www.theeacideserve.com](http://www.theeacideserve.com)



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