

The logo consists of a solid purple square. Inside the square, the text "Think before you pour" is written in white. "Think" and "before" are in a smaller, sans-serif font. "you" is in a larger, bold, sans-serif font. "pour" is in a smaller, sans-serif font. Below the word "you" are three white wavy lines representing water.

**Think Before You Flush** is a public awareness campaign about the problem sanitary products and other items can cause in our marine environment and our wastewater systems if they are flushed down the toilet. The campaign also places emphasis on **Think Before You Pour** which highlights the problems which can occur by pouring Fats, Oils and Greases (FOGS) down the drain. The campaign is operated by An Taisce's Clean Coasts programme and is supported by Irish Water.

The Think Before You Flush team invites third level students to join us in promoting a better understanding of the campaign by submitting a 1-2min campaign video for the 'Think before You Pour' initiative. The competition is run by Clean Coasts (An Taisce Education Unit) and Irish Water. The first prize for this competition is €1000, second prize is €500 and third prize is €250. There is also a People's Choice Prize, of €500, that will go to the video with the most public views. The winners will attend a prize giving dinner in Dublin and stay overnight in a city centre hotel.

## **RULES FOR ENTRY**

### **Who is eligible**

All students enrolled in third level colleges in the Republic of Ireland. Entrants may be asked for prove of current enrolment to a third level institution.

One entry per entrant.

### **What kind of video is allowed**

Submitted videos must promote the teachings of the 'Think Before You Pour' campaign. Please visit [thinkbeforeyouflush.org](http://thinkbeforeyouflush.org) and go to the 'Think Before. Please ensure you are clear on this campaign and its message before embarking on making the video as only videos who convey this message will be considered.

Videos can be presented in any genre.

The video must be between one and three minutes in running time, including titles and credits. Any submission longer than three minutes will not be eligible.

## **Format Guidelines**

### Codecs: H.264 / AAC

A codec is the format in which your video should be *encoded*. Different codecs have different features and varying quality. For best results please use **H.264** (sometimes referred to as MP4) for the video codec and **AAC** (short for Advanced Audio Codec) for the audio codec.

### Frame rate: 25 FPS

If there is an option that says "current," it is best to just go with that. Otherwise, please go with **25 fps**. If there is an option for **keyframes**, use the same value you used for framerate.

### Data rate: 5000 kbits/sec (HD)

This setting controls both the visual quality of the video and how big the file will be. In most video editors, this is done in terms of kilobits per second (kbits/sec or kbps). Use **5000 kbits/sec for high definition** footage.

### Resolution: 1280x720 (HD) or 1920x1080 (HD)

If you have the option to control the pixel aspect ratio (not display aspect ratio) make sure it's set to "1:1" or "1.00", also sometimes called "**square pixels**."

### Deinterlacing YES

If you have this option, enable it.

### Audio 320 kbps / 44.100 kHz

Choose AAC for the audio codec. Please set **the bit rate to 320 kbps** and the **sample rate to 44.100 kHz** if possible.

### Format MP4

Please submit your video as **MP4** if at all possible. However, we can generally accept these formats: .mov, .mpeg4, .avi, .wmv.

### **Deadline for submission**

The deadline for submitting the video is no later than **5:00 pm GMT on Friday November 3rd, 2017**.

Videos can be submitted via Dropbox or email ([thinkbeforeyouflush@eeu.antaisce.org](mailto:thinkbeforeyouflush@eeu.antaisce.org)) or by posting entrants on USB/DVD to

‘Think Before You Pour’ Video Competition, Clean Coasts, Unit 5a, Swifts Alley, Francis St, Dublin 8.

The following details must be submitted with each entry:

1. Title of the video
2. Short description of video and methods used in filming
3. Name of filmmaker and contact details
4. Third Level Institute he/she is attending
5. A statement that the material in the video does not violate any copyright or privacy protections

Please note: In submitting your entry to this competition you agree to all this entry be posted on Clean Coasts Youtube channel and used to promote the ‘Think Before You Flush’ and ‘Think Before You Pour’ campaigns by Environmental Education Unit of An Taisce and Irish Water.

### **Criteria for winning entry**

The winning entry will be judged on the quality and originality of the ideas and the way in which the ideas are visually represented in the video, including the following criteria:

- ☐ Accuracy of information and ideas presented
- ☐ Originality of video, creativity and imagination
- ☐ Innovation
- ☐ How well the video communicates with the audience
- ☐ The effectiveness and appropriateness of the technology used

Shortlisted entries will be displayed on the Clean Coasts YouTube channel and the video with the most views will be awarded the People’s Choice Award.

### **Prize**

One video will be chosen as the winners of the first (€1000), second (€500), third (€250), People’s Choice Prize (€500), prizes will be awarded by a panel of judges representing or chosen by the competition organizers.

The winners will attend a prize giving dinner in Dublin and stay overnight at a city centre hotel.

The competition organizers reserve the right to reject any entry deemed unsuitable.

The Judges’ decision is final.

Winners will be notified by phone/email and the results from the competition will be posted on Clean Coasts social media pages.

**Other Rules and Conditions for the Contest:**

You must have created your film yourself and you are responsible for obtaining all written 'clearances' e.g. actors' permissions, copyright, trade mark and privacy permissions in connection with it. If your film contains contributions from other people or material that you have not created, you are fully responsible for obtaining written permission to use such work. For example, if you want to use music by a musicians, you must obtain their written permission to use their work or you cannot use that music if it is protected by copyright laws.

Nothing in your film should be sexually explicit, misleading, blasphemous, harassing, obscene, defamatory or otherwise unlawful. It should not feature any personal details about other people or any brand names, or in any way invade the privacy of anyone.

Entry to the competition constitutes full and unconditional acceptance of these Terms and Conditions.