

The banner features the SEAMEO logo and a 57th anniversary emblem. The main text reads "2ND SEAMEO YOUTH ACTION (SEAYA) CONTEST ON VUCA WORLD". Below this, it says "CALL FOR ENTRIES" and "How will our youth thrive in a VUCA world?". It is open for VDO clips submission (3-5 mins) in the form of VLOG, STORYTELLING, or DANCE & SONG. The deadline is 11 October 2022. Contact information includes seaya@seameo.org and hashtags #2ndSEAYA and #SEAMEOYouthAction. The graphic shows silhouettes of people dancing and a camera on a tripod, with various social media icons like a play button, speech bubble, and smiley face.

Concept Note and Guidelines

A. BACKGROUND

The Southeast Asian Ministers of Education Organization (SEAMEO) will mark its 57th Anniversary on 30 November 2022. This year, the SEAMEO Secretariat organises series of impactful activities for its 57th celebration encompassing the theme “**SEAMEO CARES: Building Forward Stronger (BFS) in SEAMEO Member Countries**”.

SEAMEO is honored to invite all **youth aged 15 to 23 of Southeast Asian nationalities** to present their creative ideas and sensational findings in the **2nd SEAMEO Youth Action (SEAYA) Contest** which is in line with the theme “**VUCA World**”.

B. OBJECTIVES

- Provide an inspirational knowledge management platform and experiences exchange among youth and individuals in the region
- Identify the challenges and opportunities faced by the youth and capture their ideas parallel to the VUCA World; and
- Share the ideas and voices of the youth to policy makers and educators in the region to upgrade digital education in the region

C. THEME: VUCA World

VUCA stands for **V**olatility, **U**ncertainty, **C**omplexity, and **A**mbiguity. The COVID-19 pandemic has showed that we have a VUCA World. A VUCA world has impacts to our **life, work or studies**. However, we need to adapt and cope with the rapid changes in this VUCA world.

In line with this, SEAMEO would like to explore young people’s responses on how they will thrive in a **VUCA world** by providing them a platform to showcase their thoughts and solutions through vlog, storytelling, dance and song in 3-5 minutes.

D. CATEGORIES OF CONTEST

All youth aged 15-23 years old with the Southeast Asian nationalities are invited to create and submit a short video clip of 3 to 5 minutes maximum with authentic creative contents presenting their positive responses on how they will thrive in a VUCA world. The three accepted content categories of the creative video clips are as follows:

1. Vlog (video blog)
2. Storytelling
3. Dance and Song

E. QUALIFICATIONS OF THE APPLICANTS

- Applicant can be an individual or a team (maximum 10 people/team).
- Age 15-23 years old
- Southeast Asian nationality, namely Bruneian, Burmese, Cambodian, Filipino, Indonesian, Laotian, Malaysian, Singaporean, Thai, Timorese, Vietnamese
- One applicant/group can apply for one category only.

F. GUIDELINES FOR VIDEO CLIPS PRODUCTION

Interested applicants must follow the rules and guidelines as follows to be eligible to join the contest.

- Applicants should follow/subscribe to the SEAMEO Secretariat's social media channels.
 - YouTube: <https://www.youtube.com/user/SEAMEOsecretariat>
 - Instagram: <https://www.instagram.com/seameosecretariat/>
 - Facebook: <https://www.facebook.com/seames/>
- Applicants should like and share the #2ndSEAYA post on the SEAMEO Secretariat's Facebook to the applicants' Facebook and set as a public post.
- One applicant can apply for one category only.

Video Content

- An individual or a team can perform in the video.
- The acceptable file format is MP4
- The video length is limited to 3-5 minutes.
- The content should be relevant to the theme, original, and creative.
- The message in the video should provide solutions in addressing the VUCA Word.
- It is recommended that you compose the song on your own related to the theme particularly for the singing category.
- The content should be in **English**. A non-English video clips should contain an **English subtitle** and ensure that the voice and the text are **synchronized**.
- Contents promoting/containing any malicious, violent, and similar contents (both video and audio) that are against the laws and moral norms will be disqualified.

Video Introduction and Closing

- Add an opening scene for the video clip of vlog, storytelling, dance and song.
- You can make your credit title containing all of the casts and crews at a closing scene.

Copyrights Regulation

- The applicants acknowledge and guarantee that their original work was created solely for this contest. It does not infringe on copyrights, trademarks, and the rights of privacy, publicity, or intellectual property rights of any person or entity.
- If you are using other people's content, make sure it is free-license content.
- Concerning that, all of the video clips will be uploaded on the *YouTube* site. Therefore, all of the video clips should be defined clearly according to the Creative Commons license to avoid being taken down by YouTube.
- As for License and Legal on YouTube, you can read at https://bit.ly/youtube_legal.
- The SEAMEO Secretariat shall use your video for educational/non-commercial purposes only. Your video will be one of the SEAMEO Secretariat contents. The SEAMEO Secretariat shall follow the attribution in your video clips.

G. HOW TO SUBMIT?

1. Upload your video clip (MP4 format) on YouTube and,
2. Submit the YouTube link to the SEAMEO Secretariat by using the following google link or scan the QR Code below



<https://link.seameo.org/SEAYA2022/Submission>

The submission deadline is on **11 October 2022** at 23.59 hrs (GMT+7/Bangkok Time)

H. JUDGING CRITERIA

Judging shall be based on the following criteria:

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| 1. Relevance to the theme and provide Clear Solutions in the message | 40% |
| 2. Clarity and Creativity of the message | 40% |
| 3. Technical Execution | 20% |

TOTAL	100%
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The decision of the judging committee shall be final.

I. AWARDS

The judging committee will select the 1st winner and two (2) runners-up for each category (Vlog, Storytelling, Dance and Song).

Category	Ranking	Prize
1. Vlog	1 st Winner	USD 200 + e-Certificate of Recognition
	2 nd - 3 rd Winner	USD 100 + e-Certificate of Recognition
2. Storytelling	1 st Winner	USD 200 + e-Certificate of Recognition
	2 nd - 3 rd Winner	USD 100 + e-Certificate of Recognition
3. Dance and Song	1 st Winner	USD 200 + e-Certificate of Recognition
	2 nd - 3 rd Winner	USD 100 + e-Certificate of Recognition

The winning videos will be announced by 25 November 2022.

All participating applicants (exclude the winners) will receive an e-certificate of participation.

J. IMPORTANT DATES

Activity	Timeline
Call for Entries	16 September 2022
Submission Deadline	11 October 2022
Evaluation by Judging Committee	October-November 2022
Announcement of the winners	25 November 2022

K. CONTACT INFORMATION

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