

JANUARY 2019

## **ECOVISION SHORT FILM COMPETITION PUBLIC SERVICE ANNOUNCEMENT (PSA) EDITION**

Epson Philippines Corporation in partnership with the DENR-Environmental Management Bureau and GREENducation Philippines hold the first-ever Epson EcoVision Short Film Competition Public Service Announcement (PSA) Edition, which aims to tap the artistry of Filipino students to raise public understanding of the environment and its conservation through informational or public service announcement videos.

### **Qualifications:**

1. Entrants (including production members) must be bona fide students, at any year level and degree or course, of colleges or universities in NCR, Region III, and Region IV-A during the period of the competition.
2. Entrants must be capable of traveling to the press conference/festival venue in Metro Manila should his/her entry be chosen as a finalist of the Epson EcoVision PSA Competition. However, the management will not shoulder any travel and accompanying costs for the finalists.
3. Relatives of employees from Epson Philippines Corporation (EPC) and Publicity, Relationship-Building and Communications, Incorporated (PRC, Inc.), up to second degree of sanguinity, are disqualified from joining the competition.

### **Mechanics:**

All PSA entries must be in line with the theme, “Green Solutions for Everyday Life at Home, School or Office.”

1. Both live action and animated videos are allowed to participate.
2. The PSA can be shot and edited using any device provided that the resolution should be acceptable for cinematic viewing (at least 1080p.)
3. Entries must have a minimum running time of 2 minutes to a maximum of 5 minutes. The running time should include the PSA title cards and the credits.
4. English (US-standard) subtitles must be embedded in the final output.
5. Entries that have been exhibited in other competitions are allowed to participate.
6. Teams may submit multiple entries per category (home, school or office).



**Submission of Entries:**

1. Entrants must fill out the submission form (“Form”) which can be downloaded at: [epson.com.ph/ecovision](http://epson.com.ph/ecovision).
2. Entrants must upload a high-definition copy of their EcoVision Short Film PSA videos (in mp4 format) via Google Drive.
3. All entries with accomplished Forms must be emailed to [ecovision@epc.epson.com.ph](mailto:ecovision@epc.epson.com.ph) with the subject: EcoVision Category–School (ex. *EcoVision Home–PUP, Sta. Mesa*)
  - Teams who intend to submit multiple entries in a single category should send their entries in separate emails with the subject: *EcoVision Category (Number of Entry)-PUP, Sta. Mesa* (ex. *EcoVision Home (1<sup>st</sup>)-PUP, Sta. Mesa*)
3. The e-mail entry should include the following attachments (“Submission of Entries”):
  - completed Form (in word or PDF format)
  - a shareable and downloadable Google Drive link of the PSA video entry (mp4 format) indicated in the body of the email
  - scanned copy of student ID
  - scanned copy of school's endorsement letter signed by the Dean, Department Head, or the School Head
  - Two (2) hi-resolution PSA entry screenshots WITHOUT black borders (in JPEG format)
4. By submitting the Form, you hereby agree that Epson Philippines may collect, obtain, store and process your personal data that you provide in this form for the purpose of receiving updates, news, promotional and marketing mails or materials pertaining to the Competition.

You hereby give your consent to Epson Philippines to:

- Store and process your Personal Data;
  - Disclose your Personal Data to the relevant governmental authorities or third parties where required by law or for legal purposes.
5. Entries shall only be considered complete if all the items under *Submission of Entries* are submitted. Incomplete entries will not be considered.
  6. The submission period is from **January 1, 2019 to February 19, 2019 (until 11:59PM only)**. Late entries will be considered null and void.



7. Entrants shall receive a notification via email after 1-3 working days to inform them if their submitted entry satisfies the submission requirements and qualifies for the competition.

### **Selection Process for the Finalists**

1. From all the entries, the Festival will select the top 10 finalists to be included in the Competition's Official Selection.
2. There will be a Selection Committee, comprised of DENR-EMB and Epson representatives, who will judge the submissions according to the following criteria:
  - A. **Story/Content (40 points)** – Overall excellence in storytelling, accuracy in information; and
  - B. **Adherence to the Theme (60 points)** – How the PSA effectively depicts the theme selected by the entrant and how it clearly makes a connection between the population and the chosen topic
3. The Competition's Official Selection will be announced through Epson Philippines' official Facebook page (@EpsonPhilippines.) The 10 finalists will also be notified via e-mail and a call from the Epson team on February 12, 2019.
4. Once the entry has officially been announced as part of the finalists for Epson EcoVision PSA Competition, the entrant may then share it on any social media platform or in any way the entrant sees fit.
5. All finalists may only release their own announcements after Epson Philippines has made its own.
6. The finalists will also receive an E-mail from Epson Philippines providing an official approval to promote their videos. Finalists will also be invited during the Awards Night on March 15, 2019 (venue to be announced on Epson Philippines' social media pages), where the winners for various awards will be announced.

### **Selection Process for the Final Award Winners:**

From the top ten (10) finalists, a new set of Board of Judges, composed of three members of the Selection Committee, a filmmaker and a screen writer, will select three winners for the EcoVision PSA Competition based on the following criteria:

- **Adherence to the Theme (50 points)** – How the PSA showcased Green Solutions for Everyday Life at Home, School or Office



- **Story and Content (30 points)** – Overall excellence in storytelling, measured by how well the PSA draws in the viewer and keeps his/her interest
- **Cinematic Attributes and Technical Execution (15 points)** – Creative and technical approach in all departments including writing, directing, acting, editing, production design, cinematography, sound, and music.
- **Aggregated number of Social Media engagements (5 points)** – Total scores garnered in social media (Likes and Reacts).

**Computation Process of the Aggregated Social Media Engagements:**

1. The Finalists’ trailers will be posted on Epson’s official Facebook page to determine their scores for the social media engagement.

1 Like is equal to 1 point  
1 Share is equal to 1 point

2. The Social Media Engagements will be monitored starting from **February 26, 2019 (12AM) to March 10, 2019 (11:59PM)**, only.

**Prizes:**

1. The winners of the competition will receive the following:

Champion	Php100,000* and Epson product/s for the school
1st Runner Up	Php50,000* and Epson product/s for the school
2nd Runner Up	Php25,000* and Epson product/s for the school
Special Awards <ul style="list-style-type: none"> <li>• Best Production Design</li> <li>• Best Cinematography</li> <li>• Best Sound Editing</li> </ul>	Plaque of Award

\*Tax-free

2. For the avoidance of doubt, the Special Awards categories shall also be extended and applicable to the winning entries for consideration (Champion, 1<sup>st</sup> Runner Up, 2<sup>nd</sup> Runner Up)

**Claiming of Prizes:**

1. All prizes must be claimed personally by the winners or a representative during the Awards Night on March 15, 2019 (venue to be announced on Epson Philippines’ social media pages). An Authorisation Letter signed by the winner to authorize the representative shall be produced during the prize collection. In the event that no such Authorisation Letter is produced, EPC reserves the right not to allow any claim of the prizes.
2. In the event that the winner or a representative cannot claim the prize on the Awards Night, the finalist must send a written notification to [ecovision@epc.epson.com.ph](mailto:ecovision@epc.epson.com.ph) to notify Epson Philippines. Prizes may still



be claimed personally at the Epson Philippines Corporation (EPC) office, *8th Floor, Anson's Center, 23 ADB Ave, Ortigas Center, Pasig, 1605 Metro Manila*, until April 15, 2019.

3. The last date to claim the prizes is 15<sup>th</sup> April 2019. Any claim of prizes after 15<sup>th</sup> April 2019 shall not be entertained and such prizes shall be deemed to have been forfeited.

**Terms and Conditions:**

By submitting an entry to the Epson EcoVision PSA Competition, the entrants acknowledge that they agree to the following terms and conditions:

1. The Entrant owns the copyright of the original work created and is duly authorized to submit the PSA video to the Epson EcoVision PSA Competition.
2. Epson Philippines hereby grants the Entrant to use the Epson logo and the official EcoVision logo for the purposes of the PSA competition.
3. DENR-EMB and Greenducation hereby grants the Entrant to use the DENR and Greenducation logos for the purposes of the PSA competition.
4. If chosen as an Official Selection, the Entrant grants Epson Philippines, DENR-EMB and Greenducation non-exclusive screening permission for unlimited showings to showcase its CSR efforts and for any related marketing initiatives on the ground or online.
5. Epson Philippines reserves the right to copy and use the PSA material (including stills or PSA segments) for non-commercial promotional purposes and for archival material, at no additional cost.
6. If chosen as an Official Selection, the Entrant grants Epson Philippines, DENR-EMB and Greenducation the right to use the PSA videos for the purposes stated.
7. The Entrant shall ensure no infringement of any intellectual property rights ("IPR") of third parties and agrees to defend, indemnify and hold harmless EPC and its parent company, subsidiaries, affiliates, associated companies, and their respective directors, officers, shareholders, employees, against any and all actions, proceedings, liability, claim, damage, expenses (including court costs and legal fees on a full indemnity basis) or loss of whatever nature arising out of any third party claims for any alleged and/or actual infringement of any IPR which arises or would arise as a result of Epson EcoVision PSA Competition's copy and use of the PSA video.
8. EPC will also not be liable for untoward incidents that may occur during the production of the PSA video.