

COP26: Youth Priorities Competition

On 9 September 2021, the British Council launched the Global Youth Letter on Climate Action, a call for action from young people globally, directly addressing the leaders attending COP26 – the 26th UN Climate Change Conference, in Glasgow, November 2021. It concluded that young people around the world unanimously consider climate change to be the biggest threat facing the planet but many struggle to engage in meaningful action and have their voices heard.

Now, in partnership with the British and Italian Embassies in Madrid, we are launching a competition to encourage young people throughout Spain to add their voices and set out their priorities for world leaders heading to COP26 next month.

How can you take part?

We're inviting schools within the Ministry of Education and Vocational Training and the British Council's Bilingual Education Programme, the British Council School in Madrid and the Italian Schools in Madrid and Barcelona, to encourage their students to produce '**digital postcards**' - short videos to explain their priorities for tackling the climate crisis. The competition is open to students in 3^o and 4^o ESO or equivalent and each school should select one 'winning entry' to send on to the British Council in Madrid.

Of all the winning entries, a panel formed by the British Council, British Embassy and Italian Embassy will select a shortlist of the Top Ten videos. A second panel comprised of the Director of the British Council in Spain, the British Ambassador and the Italian Ambassador will then judge the Top Ten to select an overall winner.

What is the prize?

The overall winner will get the chance to come to Madrid for a day of bespoke activity on COP26 and the climate crisis. They will have the chance to meet with the British and Italian Ambassadors to discuss their priorities and other climate action. We also aim to set up some external calls on the climate crisis, including with representatives of the Spanish Government.

The winner will also have the chance to conduct a 'social media takeover' of the British Embassy's social media channels @UKinSpain to explain what they're doing in Madrid and talk more about their priorities.

What are the rules?

The video:

- Must be individual, not a team effort
- Must be no longer than 30 seconds
- Must be produced in landscape/horizontal format
- Must start with the words "Dear World Leaders, the most important thing to stop the climate crisis is..."
- Must be in English (either spoken or written)

Plagiarism is not accepted under any circumstances. The video must have been specifically made for this Competition.

You are not allowed to use copyrighted video and/or audio.

N.B. Any videos that do not meet the criteria above will be automatically excluded.

Videos should be submitted via WeTransfer.com to education@britishcouncil.es. All videos submitted must be accompanied by the completed authorisation form found in Annex 1 of this document.

Judging Criteria

The panels will judge videos on the following criteria:

- Relevance
- Clarity of message
- Originality of message
- Originality of presentation
- Creativity - Emotion, Energy, Passion

Students may choose how to produce their videos. For example, their entries may be spoken, sung, danced, animated, text-based...it's their choice. Please see some additional guidance on how to make great videos.

A score out of 5 will be awarded for each category, giving a total mark out of 25 points. The winners will be the videos with the highest scores. In the event that scores are even, the judging panel will reconsider videos with the same score to decide the stronger candidate.

What will happen to the videos?

All of the Top Ten videos will be released as 'digital postcards' with subtitles in Spanish and presented to the public around COP26 (5 -12 Nov) via the social media channels of the following:

- British Council Spain (<https://www.facebook.com/BritishCouncilEspana>, [Twitter @esbritish](#) and [British Council Spain - YouTube](#))
- British Embassy Madrid (@UKinSpain – [Twitter](#), [Instagram](#), [Facebook](#) and [YouTube](#))
- Italian Embassy Madrid (@ItalyinSPA – [Twitter](#) and [Instagram](#))
- British Ambassador to Spain (@HughElliottUK – [Twitter](#) and [Instagram](#))

The videos will also be available to view as part of a 'video wall' hosted through the British Council website.

All social media and other online posts will feature the student's first name, the name of their school, and their autonomous region / city. They will also feature a number of # to help connect the videos to other youth activity on climate. These include:

- #cop26
- #globalyouthletter
- #youth4climate
- #TheClimateConnection

We encourage schools to promote their videos, and those of other schools, as well as the winner they submit for onward judging.

Intellectual Property rights

Participants will retain copyright of the entry material that they submit to the British Council. By entering the competition each participant grants the British Council and its partners, free of charge, permission to use the entry material (including, without limitation, modifying and adapting it for operational and editorial reasons) in any media worldwide for purposes connected with the competition.

Participants who win the prize grant the British Council, and its partners, further permission to publish and exhibit their entry material (including, without limitation, modifying and adapting it for operational and editorial reasons) in print and any media worldwide for any British Council purpose. Each participant confirms that the entry material is their original work, is not defamatory and does not infringe any English or local laws if applicable, that they have the right to give the British Council, and its partners, permission to use it for the purposes specified above, and that all necessary consents for the submission of the entry material have been obtained.

Timelines

- Entries must be received by the British Council no later than Wednesday, 27 October at 16:00 hours CET.
- Judging to identify the 10 finalists will take place on 28 -29 October.
- The 10 videos produced by the finalists will be shared in line with Youth Day on 5 November and promotion will continue through the rest of COP26
- The overall winner will be announced on 12 November
- The video wall will run from 12 November will remain available for viewing until 12 December.
- The prize day in Madrid will be agreed between the winning student, the British Council and participating Embassies to take into account existing commitments and maximise availability for a rewarding day of events.

Terms and Conditions

At the British Council we believe that the care and welfare of children is paramount, and that all children have the right to be protected from any threat.

All our projects are advised by our Safeguarding Lead whose role is to identify potential risks in advance and put in place measures to reduce them. An environment in which children feel comfortable and safe is essential to ensure the success of any activity. For any questions, suggestions or to report an incident, we are at your disposal at protecciondelainfancia@britishcouncil.es

Given that the winning entrant will be under 18 years old, they must be accompanied by an appropriate adult during their visit to Madrid and with the permission of their relevant legal guardian.

The British Embassy Madrid will fund economy class travel for both the winning student and their chaperone. The British Embassy Madrid will also fund two nights' hotel accommodation in Madrid (at a cost consistent with the British Embassy's approved rates) and an allowance for meals where they are not provided within the visit programme. Any travel in and around Madrid during the visit programme will also be covered by the British Embassy Madrid.

Annex 1. Permissions form for video use as per competition guidelines

Descripción del proyecto

Con motivo de la conferencia anual de Naciones Unidas sobre el cambio climático (COP26), British Council y la Embajada Británica en Madrid han convocado un concurso para los colegios del programa bilingüe, en el que invitan a los alumnos de 3º y 4º de la ESO o equivalente a elaborar una “postal digital” (video personal de 30 segundos) donde expliquen sus prioridades sobre la crisis del cambio climático, para que los líderes mundiales puedan escucharlos.

Cada centro bilingüe e instituto seleccionará un vídeo en representación de su colegio y lo enviará al British Council quien, en colaboración con la Embajada Británica y la Embajada Italiana, elegirán 10 videos finalistas y un video ganador del concurso. El ganador/a podrá disfrutar de un día de actividades programadas por los organizadores en Madrid. Encontrará más información en las bases de este concurso publicadas en la página web del British Council en España <https://www.britishcouncil.es/climate-connection/cop26>

Finalidades, destinatarios y plazos de conservación

British Council, como responsable de tratamiento, compartirá los videos que reciba de los centros educativos, con la Embajada Británica y la Embajada Italiana para elegir los 10 videos finalistas y el ganador del concurso, y los utilizarán para su máxima difusión en la web, publicaciones electrónicas y redes sociales del British Council, la Embajada Británica y la Embajada Italiana.

En concreto, British Council editará los 10 videos finalistas como Postales Digitales y estas postales aparecerán publicadas con el nombre del alumno, su colegio y la región, durante la Conferencia del Cambio Climático (5-12 noviembre) en las siguientes redes sociales:

- British Council Spain (<https://www.facebook.com/BritishCouncilEspana>, [Twitter @esbritish](#) and [British Council Spain - YouTube](#))
- British Embassy Madrid (@UKinSpain – [Twitter](#), [Instagram](#), [Facebook](#) and [YouTube](#))
- Italian Embassy Madrid (@ItalyinSPA – [Twitter](#) and [Instagram](#))
- British Ambassador to Spain (@HughElliottUK – [Twitter](#) and [Instagram](#))

Además, estos videos se colgarán en un videowall de la página del British Council durante un mes.

El ganador del concurso tendrá la oportunidad de gestionar la red social de la Embajada Británica @UKinSpain para hablar más sobre sus prioridades.

Consentimiento

Usted autoriza a British Council a utilizar la imagen de su hijo/hija en el video que reciba de su centro educativo para participar en este concurso, sin recibir compensación alguna, en su formato inicial, editadas, adaptadas o modificadas, para su difusión con los fines promocionales descritos en la sección anterior, incluidas las redes sociales.

Usted autoriza a British Council a fotografiarle/grabarle durante la visita a Madrid para recibir el premio, si resulta ganador del mismo.

Usted autoriza a British Council a que ceda su imagen y video, incluyendo su nombre, a la Embajada Británica y la Embajada Italiana, para estos fines.

Sus derechos

Tiene derecho a solicitar el acceso a sus datos personales, su rectificación, si son inexactos, o su supresión, enviando un mensaje a DPOSpain@britishcouncil.es, verificando su identidad.

Además, puede retirar su consentimiento, escribiendo a esta misma dirección de correo electrónico, aunque dicha retirada no tendrá efecto retroactivo y no afectará en ningún caso a la licitud del tratamiento basado en el consentimiento otorgado, previo a su retirada.

Asimismo, puede solicitar la tutela de la Agencia Española de Protección de Datos (www.aepd.es)

<i>IMÁGENES TOMADAS A MENORES DE 18 AÑOS: Como padre/madre/tutor legal, doy mi consentimiento en los términos establecidos en este documento</i>	
<i>Nombre del menor:</i>	
<i>Nombre del padre/madre/tutor legal:</i>	
<i>Nombre Instituto:</i>	
<i>Comunidad / Ciudad Autónoma:</i>	
<i>Firma:</i>	<i>Fecha:</i>