

## **TERMS AND CONDITIONS**

### **“Sh@re the Cultural Heritage of YOUR Region” Cross-border VLOG competition**

#### **A. Background**

The cross-border region of Bulgaria and North Macedonia is renowned for its unique cultural and historical assets (i.e. churches and monasteries, festivals, carnivals, crafts, authentic ethnic-ambiences, diverse and preserved traditions and local folklore). These assets provide excellent opportunities for sustainable development of different forms of tourism and could play an essential role in the promotion of the current tourism offer of the region. However, many of those assets remain somewhat hidden for both the people that live in the region, but also to the visitors and tourists. From another perspective, it is particularly important to involve young people in the process of preservation and promotion of the common cultural heritage of the region because they represent the natural multipliers of cultural traditions.

In order to address these challenges, the Association Tourist Union – Strumica (North Macedonia) in partnership with the Association Business Information and Consulting Center of Sandanski, Bulgaria implement the project “Young people – the new promoters of the cultural identity of the cross-border region”. The project is a 15-month initiative, funded through the Interreg - IPA Cross-border Cooperation Programme between Bulgaria and North Macedonia.

The present Cross-border VLOG Competition titled “Sh@re the Cultural Heritage of Your Region” is organised as part of the diverse work programme of the project with the aim to gather innovative and non-standard ideas of young people (aged 16-29 years) for the promotion of the unique cultural heritage of the common cross-border region of Bulgaria and North Macedonia.

#### **B. Terms and conditions**

##### **General information**

- Association Tourist Union – Strumica shall be the partner responsible for organising the Competition in the Republic of North Macedonia.
- Association Business Information and Consulting Center – Sandanski shall be the partner responsible for organising the Competition in the Republic of Bulgaria.
- For the purpose of the competition, the eligible cross-border region of Bulgaria and North Macedonia shall include the District of Blagoevgrad (Republic of Bulgaria) and the Southeast Planning Region of Republic of North Macedonia.
- The participation in the Competition shall be free of charge.
- The Competition is opened to individual participants or teams (up to 3 participants).
- All participants should send their applications to the contact emails provided in Section H. Due to size limitation VLOGs should be uploaded on a Cloud or a file sharing service (i.e. Google

Drive, Dox.bg, WeTransfer, Dropbox, etc.). The link to the file should be included in the email along with mandatory information for the applicant (s).

### Technical requirements for participating VLOGs

- For the needs of the Competition, participants should prepare and send a VLOG. VLOG shall be considered as an online video which records an individual to deliver information that they intend to introduce to people
- Participants should use their smartphone or a video camera to prepare a VLOG (i.e. short video) to describe their idea of a project or activity for the promotion of the unique cultural heritage of their hometown, community or a region.
- The VLOG should be related to the promotion of the cultural heritage of the eligible cross-border region of Bulgaria and North Macedonia.
- The maximum length of the VLOG shall be 3 minutes. There is no minimum length requirement.
- In addition to the typical VLOG, participants can include external images, graphics or video to further boost the presentation of their idea.
- There are no particular requirements for the quality of the VLOG. However, each VLOG should be recorded with sufficient quality as it can be easier for the jury to understand the idea and the message that the participant is trying to conceive.
- There are no particular requirements to the scenario or the topic of the video. It is recommended that participants use their personal smart phones to record the VLOG. The format of the VLOG should be 16:9.
- The VLOG can be recorded in the local language, i.e. Bulgarian or Macedonian.
- VLOGs that contain offensive or discriminatory language will be rejected.
- Advertisement of a particular product or a service is not allowed.
- The organisers of the Competition are not liable to cover any expenses that have incurred in the process of shooting and/or producing the video.

### Requirements to participants

- The Competition is opened to individual participants or teams (up to 3 participants).
- The participant(s) in the competition should be between 16 and 29 years of age.
- Participants under 18 years old must include an authorisation letter signed by a parent. A template for the authorisation letter will be provided via email upon request.
- A participant or a team could participate in the Competition with one VLOG only.
- The participants in the competition should have their address of permanent residence in one of the settlements and municipalities, part of the eligible cross-border region of Bulgaria and North Macedonia.

## C. Evaluation and selection process

The jury will evaluate the VLOGs on the basis of the following criteria:

| Evaluation criteria  | Maximum score |
|--|---------------|
| <b>Relevance to the aim of the competition</b><br><b>Disclaimer:</b> Relevance of the idea to the objectives of the competition. Is the presented idea coherent with the main aim and the overall concept of the Competition?  | 20            |
| <b>Presentation of the idea</b><br><b>Disclaimer:</b> The presentation style of the VLOG. Is the idea presented in clear and understandable manner? The utilised presentation / promotional techniques of the applicant (s) are appropriate and applicable to the aims of the competition. | 10            |
| <b>Creativity and practical application of the idea</b><br><b>Disclaimer:</b> The creativity of the idea and the approach to be applied by the applicant. Is the idea/activity/project applicable in terms of necessary resources and the local needs of the community/region?             | 30            |
| <b>Cultural heritage element (i.e. physical object, tradition, etc.) selected</b><br><b>Disclaimer:</b> Selection of the cultural heritage element. Is the cultural heritage element relevant? Does it bring added value to the local community/region?                                    | 30            |
| <b>Technical and presentation requirements respected</b><br><b>Disclaimer:</b> The coherence of the VLOG to the technical requirements of the Competition. Does the VLOG comply with the technical requirements of the Competition?  | 10            |
| <b>Total score</b>   | <b>100</b>    |

## D. Rewards

The winning VLOGs will receive certificates for participation, as well as awards provided by the organisers of the Competition. The awards will feature the opportunity for participating in the Youth Cultural Promoters Camps – a comprehensive training and networking experience that will be organized as a series of three capacity building and networking events for young people from Bulgaria and North Macedonia. The authors of the winning VLOGs will receive the following awards:

1. Certificates and recognition for attendance in the Competition.
2. Free of charge participation in a four – days training titled “Young Cultural Promoters Camp Level 1” in Bulgaria / North Macedonia with fully covered transport, accommodation and subsistence costs.
3. Mentoring and training by renowned experts / local influencers in the field of marketing, innovative online and multimedia technologies, social media, etc.
4. Free of charge participation in a three – days networking event and training “Young Cultural Promoters Camp Level 2” in North Macedonia with fully covered transport, accommodation and subsistence costs.

## E. Timeline

1. Official announcement of the competition: **10 January 2020**
2. Period for acceptance of applications (VLOGS): **3 months**
3. Deadline for receiving of VLOGs – **29 May 2020**
4. Selection and announcement of the winning VLOGs: **15 June 2020**
5. Informing the winners: **15 June 2020**
6. Start of the YouthCamps: **July / August 2020.**

## F. Miscellaneous

The VLOGs should be sent through an email with the following information:

- Subject: Participation at the Cross-border VLOG Competition “Sh@re the Cultural Heritage of YOUR Region”
- Short information of the participant (s), i.e. names, place of residence, age, the title of the VLOG and a short description of the idea presented.
- A link to the VLOG itself, uploaded on a Cloud or a file sharing service (i.e. Google Drive, Dox.bg, WeTransfer, Dropbox, etc.).
- An authorisation letter if the participant is under 18 years of age.

For more information on the Competition, please contact the organisers, using the contact details provided below:

- **In North Macedonia:** Contact person: Dragan Gonev, Association TU – Strumica,  
Email: [turistickisojuz@gmail.com](mailto:turistickisojuz@gmail.com), tel.: +389 78 400 642.
- **In Bulgaria:** Contact person: Plamen Todorov, BICC – Sandanski,  
Email: [office@bicc-sandanski.org](mailto:office@bicc-sandanski.org), tel.: +359 74630549.

Tourist Union – Strumitsa and BICC – Sandanski will process and use the personal data of each participant solely for the needs of the Competition. The data will not be provided to third parties and will be removed from the data archives of both organisations after the completion of the project.

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