

Land for Life Youth Social Media Activist Challenge: “Are You the ONE?”

Application Guidance Notes

About the Challenge

Youths constitute an important group that will play a decisive role in shaping the future. The UNCCD recognizes that, to achieve 2030 SDG 15, we will need the young people to be aware of the importance and benefits of conserving and restoring land resources; and thus take actions to support sustainable land management (SLM) and related activities.

The Land for Life Youth Social Media Activists Challenge: “Are you the ONE?” campaign aims to further promote awareness of young people about land and environmental issues and engage them in SLM related activities through direct and indirect involvement via social media.

The Challenge aims to recognize active, passionate and dedicated young people who are currently active in conserving natural resources and promoting such actions to their peers and local communities via social media. Through this challenge their initiatives, success stories, experience and /or challenges encountered, ideas or solutions to overcome such challenges will be communicated through UNCCD’s various communication tools such as social media platforms and website.

It is therefore a big opportunity for individual and community projects to get access to valuable networks and gain recognition from a worldwide audience.

Eligibility

- Open to young people who are aged between **16 to 40** years old, and belong to the group of young people who will play a decisive role in shaping the future
- Young people who are passionate, dedicated and actively working to promote environmental justice; sustainable land management; natural resource management;
-

and/or land conservation via different social channels such as Facebook, Twitter, Instagram, websites, YouTube, blogs, flicker, and other related social channels.

- Bloggers, YouTubers, Journalists, Young Leaders, Teachers, Students, Artists, Celebrities, or young people who are active in social movements, community organizations, and are currently active promoting environmental issues
- Young people or young activists who have been directly contributing to sustainable land management or environmental initiative and has inspired others to do the same through social media platforms

Important Information

Dates

- Deadline for submission: **31 October 2016**
- Selected nominees / applicants open for public voting: **14 - 27 November 2016****
- Selection of 5 finalists by the UNCCD secretariat: **28 November - 10 December 2016**
- Announcement of Top 3 Winners: **15 December 2016**

Submission must include:

- Filled application form*
- Record of stories or work that demonstrate innovative and significant contribution to promote and raise awareness about environmental issues through social media
- Links to social media platform(s) where the stories or work were uploaded*
- Records of number of followers and briefly describe how you target your audience
- Video clips and/or photographs of your stories or work
- Two recommendation letters showing a positive feedback on the work. This is **OPTIONAL**.

*Application must be submitted in English to L4L@unccd.int before the deadline

* The web content and /or social media content must be in English or one of the UN languages (French, Spanish, Russian, Chinese, Arabic and English). If the content is NOT in English, please also provide translation in English.

****Nominee selection, Voting and Scoring Process**

- Nominees are determined by the UNCCD Secretariat based on their body of work on social media in January 2015- August 2016.
- Selected nominees will be announced at the beginning of the voting period.
- Voting on nominees will open on **14 November 2016** and close on - **27 November 2016 11:59 PM UTC**.
- Users can vote once per day per influencer by clicking “Vote” on the provided website. Users also share their vote on Twitter and Facebook through the UNCCD website for an additional one vote per social network, per day, per influencer. Each person may only create one user account for purposes of voting.
- Once voting has closed, the top 10 finalists will be determined by an algorithm that ranks nominees based on combination of number of votes from the public and scores from the Real Time Academy.
- The UNCCD secretariat will decide the top three winners.

Judging Assessment

Description
<p style="text-align: center;">Innovation</p> <ul style="list-style-type: none"> - Is the initiative unique? - Does the activist’s work demonstrate an eloquent communication style with an original, unique ‘voice’? - Does the activist demonstrate creative and fresh thinking in outreaching audience using social media platform?
<p style="text-align: center;">Inspiration</p> <ul style="list-style-type: none"> - Shows leadership and inspires other youth to actively engage in conserving natural resources - Track record of engaging with environmental issues through environmental reporting on social media platforms - Track record of active participation in environmental volunteering activities
<p style="text-align: center;">Impact</p> <ul style="list-style-type: none"> - Is there any significantly increasing awareness on environmental related activities in particular sustainable management of land resources in the local



United Nations Convention
to Combat Desertification



- community, and /or country?
- Is there a significant measurable outreach to public especially youths
- Has the work been widely quoted, cited or discussed on other media / publication platforms?
- Does the work have the potential to mobilise real and meaningful improvements in the environmental situation, e.g. by influencing changes in public policy or business practices?

Campaigning and Auditing

- Selected nominees can campaign and encourage friends and followers to vote for them to become finalists.
- We reserve the right to disqualify voters or nominees that do any of the following: violate trademarks, infringe copyrights, impersonate others, invade privacy, make threats of violence, promote illegal activities, pornography, or hate speech, spam others, use bots, scripts or other automated means for voting, engage in abusive behavior, promise payment in exchange for votes, or otherwise violate the friendly spirit of the awards.
- The Secretariat uses several algorithms to automatically disqualify voting activity that appears to be intended to game the system or come from suspicious accounts. Suspicious accounts include ones that use bots, scripts, issue repetitive automatic votes, appear to have been created specifically for the challenge voting, or exhibit other behavior that violates the spirit of the challenge.

Terms and Conditions:

1. **“Environmental issues”** includes, but is not strictly limited to: water, climate change, biodiversity, energy, land degradation, air quality, ozone depletion, depletion of marine, forest or mineral resources, waste management, green living, environmental policy, green manufacturing, corporate environmental responsibility, green investments, ethical banking, environmental insurance, green consumerism, greening service industries (e.g. F&B, hospitality, tourism), Green IT, environmental marketing, environmental design and innovation, and green jobs and employment
2. There are no application fees for the Land for Life Youth Social Media Activists Challenge.
3. Applicants can submit their application as long as they meet the relevant criteria.

4. A high standard of working English is a requirement for all applicants and the application form should be filled out in English. If the original article is in another language, a certified English translation is required.
5. The applicant warrants that he/she is the sole owner of all intellectual property rights (including copyright) to the photograph and the intellectual property rights have not been licensed or assigned to any other person.
6. The applicant grants to the UNCCD Secretariat a non-exclusive, royalty-free and transferable right to use (including the right to reproduce, edit or distribute) all photographs and stories submitted to be distributed to partners and clients, and for the UNCCD's publicity of awareness raising activities. The applicant will be acknowledged accordingly when their photograph or story is used.
7. Incomplete applications will not be considered. All supporting documents, where applicable, must be submitted with the application form.

8. The judges' decision is final, and no further correspondence on their decision will be entertained.
9. The UNCCD Secretariat reserves the right to change these terms and conditions at any time, at its sole discretion, without prior notice.

United Nations Convention to Combat Desertification (UNCCD) is a United Nations body whose work focuses on global partnership to reverse and prevent desertification and land degradation and mitigate the effects of drought through sustainable land management in order to support poverty reduction and environmental sustainability.