



Application and film festival rules for second edition in 2021

By applying to the **Health for All Film Festival** (the "film festival"), you are deemed to have read and consented to these rules in their entirety.

Your application must comply with the terms of <https://filmfreeway.com/> ("FilmFreeway") and these rules. These rules, and the terms of FilmFreeway, govern your submission and participation in the film festival in all respects. In the event of any conflict between these rules and the terms of FilmFreeway, these rules control.

Submissions not in line with these rules may not be considered for selection and may be rejected by the World Health Organization ("WHO"), which is under no obligation to inform an applicant of this rejection (though WHO may provide such information at its discretion).

You may withdraw your entry at any time on written request to WHO via FilmFreeway.

1) General terms of participation

i) If you are otherwise eligible, you may submit one video only to the film festival for consideration, free of charge, through the online platform on FilmFreeway at <https://filmfreeway.com/HealthForAllFilmFestival>, subject to these rules.

ii) The period for submissions is from 24 October 2020 through 30 January 2021.

iii) Only videos created between 1 January 2018 and 30 January 2021 are eligible.

iv) The content of all submissions must address health issues experienced by an individual or a

local, national or international group or population. In that respect, according to WHO's Constitution, health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. The content of proposed videos could therefore include or address the social or environmental determinants of health.

v) Every submission must meet one of the three categories outlined below.

2) What type of videos can be submitted?

The competition categories for the second **Health for All Film Festival** reflect WHO's main global goals for public **health**. In submitting a short film, the copyright owner must choose one category from the three listed below. For these three **grand prix** categories, candidates can submit short documentaries or fiction films of 3 to 8 minutes in length; short videos specifically crafted for social media; or animation films of 1 to 5 minutes in length.

- **Category 1 - Universal health coverage (UHC)** – films about mental health, noncommunicable diseases (NCDs) and other UHC stories linked to communicable diseases not part of emergencies;
- **Category 2 - Health emergencies** – films about health emergencies, for instance COVID-19, Ebola, other infectious disease outbreaks, disaster relief and health in war-zones;
- **Category 3 - Better health and well-being** – films about environmental and social determinants of health, such as nutrition, sanitation, pollution, gender, and/or about health promotion or health education.

3) What are the technical requirements for submissions?

i) Every video submitted must be a final edited product: rough-cuts will NOT be considered for the selection.

ii) Submissions need not have been previously distributed to be eligible.

iii) A submission can be in any language; if it is not in English, English subtitles must be included.

iv) Every submission must be in horizontal format of a full HD (1920 X 1080 pixels) compressed with MP4 codec, data-rate of 10 MB/s. If a video is produced in square or vertical formats, the file should be inserted in the horizontal full HD format as described with black bands on left and right sides.

v) WHO takes no responsibility for submissions that are lost, delayed, misdirected or incomplete

or cannot be delivered or entered for any technical or other reason. Proof of delivery of the entry is not proof of receipt.

4) What are the awards for winning submissions?

i) Each of the three categories will have a jury made up of external advisers drawn from the arts as well as WHO technical experts. The jury will watch a maximum of 15 selected videos for each category. These shortlisted videos will be announced in March 2021 and screened online for public viewing, likely in the spring and/or early summer. (See section 7-i below). The WHO Director-General will choose the final winners in each category based on the juries' recommendations. Winners will be informed confidentially in April or early May, prior to a public announcement.

ii) Each prize will include a trophy and a grant as follows:

(1) There will be three **GRAND PRIX**, one for each category described in section 2 above. Each GRAND PRIX will be a grant of US\$ 10,000.

(2) In addition, juries can nominate special prizes (listed below) for short-listed videos not receiving a **GRAND PRIX**. From this pool, the Director-General can choose up to three special prizes, each receiving a grant of US\$ 5,000.

The winners of **GRAND PRIX** are not eligible for special prizes. In addition, there will be only one special prize per candidate.

2-1 **STUDENT PRIZE:** for videos of 3 to 8 minutes long produced by students who are legal adults in their country and enrolled in formal education, including audio-visual and film-making schools.

2-2 **HEALTH EDUCATIONAL FILM AIMED AT YOUTH:** for videos of 3 to 8 minutes long produced with a specific educational goal.

2-3 **VIDEO DESIGNED SPECIFICALLY FOR SOCIAL MEDIA PLATFORMS,** with a length of 1 to 5 minutes.

iii) Note: There might be a 'public choice' process in which members of the public are invited to choose their favorite video through an online promotion/selection process. This would likely be during the May-June 2021 time frame.

5) Who can apply for the festival?

- i)* Submissions may be made by production companies or individuals 18 years or older. Individuals under 18 years of age may participate with the permission of their parents or legal guardians. If the film of an entrant under 18 years of age is chosen as a semifinalist or finalist, and written parental or guardian permission cannot be provided, WHO has the right to reject the entry. In the event an applicant is a minor (under 18), the term “you” in these rules refers to the applicant’s legal guardian.
- ii)* Every application must name the individual (or group of individuals), as the author(s) of the video.
- iii)* In case of a group of authors, all names and ages of all authors must be listed. This group will be considered as a single applicant in the copyright rules described below, as well as for the grant/ prize for winners, and in this case the term “you” in these rules refers to each such applicant as an individual and as a group of applicants.
- iv)* Every applicant or group of applicants can submit only one video to this festival. Videos may be submitted in only one of categories one, two, and three.
- v)* If you wish to be considered for **the student prize**, you must provide proof of your enrolment in a high school or educational institution during the period when the submitted video was made.
- vi)* Applicants cannot be the staff of (or the family members of such staff) any United Nations system organization (including WHO); nor can they have any direct ties (employment, or otherwise) to the tobacco or arms industries.

6) What are the content requirements applicable to a submission to the festival?

- i)* Your submission must be your own work, must not be copied, must not contain any third-party materials and/or content (including background music) that you do not have permission to use, must not promote your own or third party goods or services or include any trademarks (other than those belonging to WHO), and must not show inappropriate or dangerous behaviour, or otherwise be obscene, defamatory, distasteful, offensive, or in breach of any applicable legislation or regulations, or in breach of any confidentiality obligations owed by you to third parties. If WHO has reason to believe your entry is not your own work, if a person

objects to the inclusion of a video in which they are featured being included in the film festival, or if your entry otherwise breaches these rules, then we may not consider it and may disqualify it.

ii) In submitting an application to the film festival, you warrant that:

- you have not and will not grant licences of your submission to companies dealing with military, arms, tobacco, alcohol or pharmaceutical products or services, or for advertising of commercial products or services.

- your submission has not been produced with funds or any kind of support from the above-mentioned industries.

- your submission has not been produced with funds from WHO or related programmes, nor from other United Nations institutions or programmes.

7) What are the legal terms and conditions applicable to a submission to the festival?

i) In submitting an entry for the festival, you agree, and agree to ensure that all production and distribution companies involved in your submission shall also agree, to give a non-exclusive, transferable, fully paid up, perpetual, license to the World Health Organization **for its public screening during the festival events**, in case your video will be part of the festival selection. In addition, you agree that WHO may extend this license if necessary due to restrictions in the organization of a public screening, to the creation by **WHO of online events** dedicated to highlight the official selection of the film festival, with a written notice to you.

ii) In addition, **if you are a winner of the film festival, you agree**, and agree to ensure that all production and distribution companies involved in your submission shall also agree, **to extend the scope of the above-mentioned license** to all distribution of your submission by WHO in its various social media, digital and web platforms, as well as for additional screenings at national or international events in which WHO will have an official participation, and further for WHO's activities relating to public health, consistent with its mandate, and beyond the scope of the film festival. This extension of agreement will grant to WHO a perpetual, non-exclusive, sub-licensable, world-wide license to reproduce, publish, disseminate, exhibit, and in any other manner use and deal with the video in any format and in any media whatsoever, without any additional payment or authorization to be made between the parties.

iii) By submitting an application, you warrant to WHO that your submission is your original work and in no way a violation of any existing copyright not declared in above mentioned

certificates, and that they have the power to grant the license/permission described above, and to the extent the submission is not your original work, you have obtained all required permits and licenses to provide the licenses to WHO described above.

iv) You further warrant that consent has been obtained regarding the name, likeness, biography, picture and clinical details related to any person, including any deceased person, figuring in your submission. Copies of any such permission and consent shall be provided to WHO together with the submission.

v) You will indemnify and hold harmless WHO for legal liability incurred by it on the grounds that the video proposed would be a violation of the terms of these rules and any of the above warranties.

vi) WHO may exclude your application from the film festival if you breach these rules, breach any applicable law, or take any act or are party to any act or thing prejudicial to WHO's goodwill, reputation, or overall public image.

vii) If your film is selected by WHO, for either the shortlist or a prize, you are authorized to mention this selection in your communications, without using the WHO logo.

viii) Any use by WHO of a submitted video will acknowledge the authors.

ix) Entering the film festival does not guarantee that you will win a prize or derive any other benefit. WHO accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you because of entering the film festival or accepting any prize. WHO further disclaims liability for any injury or damage to you or any other person's computer relating to or resulting from participation in or downloading any materials in connection with the film festival. WHO reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, this film festival and the prize competition, with or without prior notice, including due to reasons outside its control. The decision of WHO in all matters under its control is final and binding.

x) Any dispute relating to the interpretation or application of these rules or any other aspect of the film festival shall, unless amicably settled, be subject to conciliation. In the event of failure of the latter, the dispute shall be settled by arbitration. The arbitration shall be conducted in accordance with the modalities to be agreed upon by the parties or, in the absence of agreement, with the rules of arbitration of the International Chamber of Commerce. You and WHO shall accept the arbitral award as final. Nothing contained herein shall be construed as a waiver of any of the privileges and immunities enjoyed by WHO under national or international law, and/or as submitting WHO to any national court jurisdiction.