



INTERNATIONAL FILM FESTIVAL

of socially-oriented short films,
videos and social advertising
eng.lampakino.ru

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RULES AND REGULATIONS for LAMP International film festival of socially oriented short films, videos and social advertising.

The main subject is «Human. Act. Choice»

1. GENERAL CONDITIONS

- 1.1. These Regulations determine the goals, objectives and procedures of carrying out and implementation of «LAMP» International film festival of socially oriented short films, videos and social advertising (hereafter – the film festival), its organizational and methodological support, the procedure of film submission and selection of winners.
- 1.2. The main idea of the film festival is to create a unique platform in order to build up such a system in the information space for promoting ideas of social activity, patriotism, volunteering and charity with help of cinematographic means of artistic expression.
- 1.3. The film festival is designed to unite creative efforts of both beginners and professional filmmakers. It opens up new heroes of civil society, tells real stories about the solving of social problems in the local community, inspires to make a difference and manage social challenges.
- 1.4. The founder of the film festival is ANO «Organization «Vector of Friendship».
- 1.5. The organizers of the film festival are: ANO «Organization «Vector of Friendship», National Association for Education Development «Notebook of Friendship», «Film Studio URAL-Film» Ltd. with the support of stakeholders.
- 1.6. The general management of the preparation and holding of the film festival is carried out by the Organizing Committee, which consists of representatives of the organizations mentioned above.
- 1.7. The official website of the film festival – <http://eng.lampakino.ru/> (hereafter – the website of the film festival)

2. OBJECTIVES OF THE FILM FESTIVAL

- 2.1. Developing a system in the information space, which promotes ideas of volunteering and charity, social activity of children and youth, resolving of social problems of the local community with the help of cinematographic means of artistic expression.
- 2.2. Searching for «new heroes» who are capable of social achievement beyond the call of duty, who set moral guidelines and solve social problems of those, who found themselves in a difficult life situation.
- 2.3. Creating conditions for establishing of amateur and professional cinematographic studios for children and youth.

3. CONDITIONS OF PARTICIPATION

- 3.1. Participants of the film festival are determined on the basis of the Competitive Selection of socially oriented short films, videos and social advertising (hereafter – the Competition).

- 3.2. The Competition is open to everyone who wishes to participate (individually or groups) without age restrictions, who submitted all necessary documents in accordance with terms and conditions of the Competition.
«Special focus» - exclusive nomination for children and youth between 10 and 18 years old.
- 3.3. Entries are to be submitted through the website of the film festival. Each entry should be accompanied by a completed application. The application is a document, which is necessary to include film in the general list of entries.
- 3.4. The relevant content of chosen topics is to comply with the nominations of the Competition.
- 3.5. One participant (group) can submit no more than 5 entries in any nominations.
- 3.6. Entry should be a socially oriented dramatic or documentary short film with a duration of no more than 20 minutes, social video clip with a duration no more than 3 minutes, social advertising with a duration no more than 1 minutes.
- 3.7. **All entries are to comply with the main subject of the film festival - «Human. Act. Choice».**
- 3.8. **Films with non-English dialogue must be submitted with English subtitles.**
- 3.9. The Organizing Committee has the right not to include any material in the Competition without explaining the reasons.
- 3.10. All submissions must follow the regulations of the Russian Federation, including the law of the Russian Federation «On narcotic drugs and psychotropic substances», the law of the Russian Federation «On the mass media» and the law of the Russian Federation «On advertising».
- 3.11. The Organizers of the film festival reserve the right to use entries, submitted to the Competition, before the official announcement of the winners (with the obligatory indication of author's name) without paying a monetary reward to the author. Once materials have been sent, they will not be returned and reviewed. The Organizing Committee is not responsible for any complaints from the persons and (or) organizations appearing in submitted entries, in case of showing or online publishing and distribution in mass media.
- 3.12. All submissions are free of charge.

4. NOMINATIONS. REQUIREMENTS FOR ENTRIES

- 4.1. The nominations are following:
 - 4.1.1. **«Social video clip»** – a short video sketch, demonstrating the subject of the film festival in the original and artistic way. The video should be concise, have an unambiguous interpretation, an optimal combination of image and text. The video can be filmed using any device.
 - 4.1.2. **«Social advertisement»** – an advertising message, containing the popularization of the leading universal values, attracting the society attention to socially significant problems, contributing to the shaping of public opinion on challenges of social significance. The entry, its content, a plot, acting persons and characters must not contradict the laws of the Russian Federation (the Federal Law of 13.03.2006 No. 38-FL «On Advertising») and these Regulations:
 - the text is meant to be short, concise, unique;
 - the presence of emotional coloring, which are colors, lights, printing type, illustrations and etc.;
 - the absence of information that does not correspond to reality (invalid date);
 - 4.1.3. **«Short film»** (documentary or dramatic format) – a full-length short film with a certain meaning, storyline and characters.
- 4.2. Requirements for entries: codec (preferably) H.264, container — MP4, MPEG. Video resolution is preferably 1920*1080 (Full HD, 1080), not less than 720x576. The frequency of sound from 24 kHz and more. Compression of sound in video clips: MP3, WAV, AAC.

- 4.3. It is obligatory for each entry to have captions: first and last names of all participants of the project (including the people involved), and the date of publication.
- 4.4. Entries must be posted on the «YouTube» service in the mode of «Open access» or «Access by link» until the results of the film festival are announced. The link to the contest video has to be placed in the film festival application.
- 4.5. All entries submitted in time are allowed to be selected for the Competition if their content complies with declared nominations and topics of the film festival, mentioned in these Regulations.
- 4.6. All submissions should be life-asserting, calling for creation, partnership, desire to change personal views and the way of life towards positive actions. Submissions should morally and spiritually enrich the audience, promote patriotic ideas, cultural and historical heritage, social activity, volunteering and charity, change the values towards kindness and tolerance.
- 4.7. Examples of awarded submissions of previous years are available at the website of the film festival <http://eng.lampakino.ru/>.

5. ARRANGEMENT PROCEDURES OF THE FILM FESTIVAL

- 5.1. The Competition is held in 4 stages:
 - 5.1.1. First stage – **Preliminary** (May14 – September 30, 2017), includes information sharing on the Film Festival, films submissions.
 - 5.1.2. Second stage – **Selection** (October 1 – October 20, 2017), is carried out by the Organizing Committee of the Film Festival, procedure of work of which is determined additionally.
 - 5.1.3. Third stage – **Final** (October 20 – November 1, 2017), summarizing of the results, at the end of which the winners are determined.
 - 5.1.4. Forth stage – **The Awards Ceremony** (November 30, 2017).
- 5.2. Submission is open until 00.00 hours (MSC) October 20, 2017 at the website of the film festival <http://eng.lampakino.ru/>. One application is for one contest film.
- 5.3. Entries submitted after the deadline will not be taken for the consideration.
- 5.4. The Selection Committee (Jury of the Competition) summarizes results no later than 30 days from the deadline.
- 5.5. The Selection Committee (Jury of the Competition) is approved by the Organizing Committee of the film festival.

6. THE ORDER OF WINNERS DETERMINATION

- 6.1. The Organizing Committee of the film festival confirms the Selection Committee (Jury of the Competition) in order to determine the winners of the Competition and judge the entries.
- 6.2. The Selection Committee (Jury of the Competition) is formed from the Organizers of the film festival, invited experts in the field of social advertisement, representatives of NGOs, representatives of mass media and film industry.
- 6.3. The Selection Committee (Jury of the Competition) assesses each entry on a 10-point scale in accordance with the criteria (see Appendix №1)
- 6.4. The Selection Committee (Jury of the Competition) has the right to decline submissions if they do not meet the requirements of these Regulations.
- 6.5. The Selection Committee (Jury of the Competition) will determine winners on the base of the assessment and expertise of the submissions.
- 6.6. The results of the Competition will be placed on the website of the film festival and on the website of the International forum «Volunteer of Russia 2017» <http://www.dobrovolec-rf.ru/>.

7. AWARDS

- 7.1. Winners are determined for each nomination according to the results of the Competition.
- 7.2. At least 3 winners will be determined in each nomination.
- 7.3. All winners of the Competition will be awarded with Diplomas, valuable prizes from the Organizers and Partners of the film festival.
- 7.4. The best submissions will receive organizational and informational support, and will be recommended for practical implementation.
- 7.5. Works of winners will be placed in the mass media with mandatory indication of the authors.
- 7.6. Awarding of the film festival winners will be held at the Awards ceremony within the framework of Closing ceremony of the International forum «Volunteer of Russia 2017» in Perm, Russia.

8. OTHER TERMS AND CONDITIONS

- 8.1. The Organizing Committee has the right to use entries for non-commercial purposes and without paying a monetary reward to the author (the group of authors), but with the obligatory indication of author's name (co-authors); to hold film companies on the territory of Russian Federation based on the submitted works (online catalog, Internet resources); to distribute video production in general education institutions and vocational education and training institutions; to present entries for the needs of the Competition and for the purposes of its advertising, while carrying out socially significant events on the territory of Russian Federation. Also, it has the right to broadcast entries on the television and on the Internet, use them fully or partial for educational and other purposes.
- 8.2. Additional information, comments on competitive nominations and topics are published on the official website of the film festival.
- 8.3. The submission of entry by participant in order to take part in the Competition means full and unconditional consent of the participant to these Regulations.

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Award criteria of submissions

Nomination «Social advertisement»

- compliance of the purpose of the offered solution with the advertising message;
- understandability of the purpose of the entry, demonstrated in the advertisement, the expected effect (change of behavior, opinion, shaping of new vision, the desire to display an active attitude and etc.);
- motivating power of the advertising message;
- compliance of both language and style of the advertisement with the target audience to which the film is addressed;
- quality and professionalism of the embodiment of the idea.

Nomination «Social video clip», «Short film», «Special focus»:

- compliance with the declared genre;
- distinctiveness of the concept and performance ;
- technical implementation (video quality, video editing, performance complexity);
- artistic positive characteristic (sustained style, design, completeness of composition);
- content of the film (story building, completeness of the plot, the presence of the title shot) colour composition);
- means of expression (the presence of accompanying sound, video effects, justified by the concept of the content).