

V-ENGAGE: VOTER MESSAGING COMPETITION 2017

Background

The [V- Engage challenge](#) is a flagship activity to support voter education efforts of the Independent Electoral and Boundaries Commission (IEBC), encourage youth participation in the electoral process and to encourage choices that will shape our communities.

*Every vote really does count –
it is not just something people say –
and if you don't believe it, come to a recount.*

This challenge seeks to find innovative, creative, motivational ideas and messaging developed by young people for young people (ages 18 – 35) to encourage each other to [Get out the Vote](#) in August 2017. Further messaging from this challenge will inform Voter Education messages for reaching out to the youth throughout the electoral period.

The initiatives feature hands-on activities that seek to enhance knowledge and understanding of how Kenya's democracy works, role youth play in it and have youth depict it in their own way.

The theme of this challenge is [V2Engage](#) encouraging all young people to be engaged and come out to the polls on August 8, 2017.

Key Dates

The challenge opens on [May 9, 2017](#) and runs up to [July 13, 2017](#).

Challenge Question

On August 8, 2017 Kenyans will be heading to the elections to cast their ballots to elect their 5th president. We want to know:

- [Are you motivated to cast your ballot?](#)
- [Do you know your leaders?](#)
- [What message will encourage you to go to your polling station come August?](#)
- [Do you have ideas on how to encourage your friends to come out and vote?](#)
- [Do you have ideas for encouraging young women to come out to vote?](#)

If the above speaks to you, then we are looking for you to be part of the [V2Engage](#) program.

Challenge Question

Send video clips/images/artwork/messages/memes/GIFs that will encourage your friends to engage with the electoral process.

1. [Video Clips](#) – short messaging that speaks to why you are going to vote in August,
2. [Artwork/Imagery/Photography/Crossword puzzles](#) – comics strip with a theme name / thought provoking messages/puzzles that can be used to depict any electoral process you are familiar with/share your story about the elections and why we should participate peacefully/can also be for campaign poster design
3. [Mememes/GIFs](#) – how do we make this fun? What are those memes and GIFs that will encourage you and your friend to share the message and get you into action!

CHALLENGE RULES

I. Eligibility criteria

- a. The challenge is open to all Kenyans aged between **18 – 35**.
- b. The Challenge will run from **May 9th – July 13th, 2017**.
- c. All entries can be emailed to IFES kenyainfo@ifes.org for the duration of the competition.
- d. Make sure have your contact details included in your entry.
- e. You can enter any category of your choice and with different entries.
- f. The size of all submissions must not exceed one gigabyte. All entries must be in MP4, WMV, MPG or Windows AVI format, and images must be in JPG, PNG or GIF format.
- g. Top entries in each category will subjected to a public vote and you will be required to rally your friends to like and share the entry as many times as possible.
- h. Two Entries with the highest number of likes and shares (one general and one with a focus on women's participations) will be awarded a top prize of a tablet.
- i. Entries must not contain material that is or promotes any activity that is unlawful, that violates the *Kenyan Constitution and related laws/regulations* and or that is harmful, threatening, abusive, harassing, tortious, pornographic, defamatory, vulgar, obscene, libellous, invasive of another's privacy, hateful, discriminatory, deceptive, biased or otherwise inappropriate, unsuitable or offensive – all as determined by IFES in its sole and absolute discretion.
- j. Entries must not be politically partisan. Entries that suggest a political affiliation, bias or designation or that highlight one political party over another will be considered politically partisan, as determined by IFES in its sole and absolute discretion.
- k. Entries should not display any third-party trademarks, brands and/or logos. In such cases and where possible, IFES reserves the right to blur out such content and render it unrecognizable. IFES may, at its sole discretion disqualify the entry where it is impossible to blur such content.
- l. Entries in the Video category must feature only music that is originally written, performed and produced by you or that is royalty-free and rights-free.
- m. You must have the authorization of all persons connected with the production of the image or video, and all other persons whose names, photographs, likenesses, materials and voices, as the case may be, were used in the image or video, to use their names, photographs, likenesses, materials and voices in connection with the distribution, advertising, publication, posting on the Internet, broadcast, promotion and use of the image or video.
- n. IFES and any of its legal representatives, employees and agents shall assume no liability resulting from claims, demands, damages, actions or causes of action in connection with the administration of the Challenge.

II. Procedure for the Evaluation and Selection of Winning Entries

- a. All entries that comply with these Challenge rules will be judged by representatives of IFES and/or IEBC based on the following evaluation criteria:
 - Originality/Creativity (25%)**
 - i. How unique is the submission's approach to the Challenge theme?
 - ii. Does the submission show originality?
 - iii. Is the submission presented in an original way?
 - iv. Does the submission grab the viewer's/reader's attention?

- v. Is the subject matter pictured in a unique way? Is the image captured from an interesting point of view?

Inspire/Audience Appeal (25%)

- vi. Does the submission inspire the viewer/reader?
- vii. Does the submission make the viewer/reader think?
- viii. Does the message have an impact on the viewer?
- ix. Does the viewer/reader come away with new insights on how to be ready to vote?

On Target (25%)

- x. Does the submission demonstrate learning about Kenya's electoral process and realistic ways for Kenyans to get ready to vote?
- xi. Is the content relevant to the Challenge theme?
- xii. Does the submission answer, tell a story related to or directly interpret the Challenge theme?
- xiii. Does the viewer/reader come away with concrete and realistic ideas on how to be ready to vote?

Technical, Composition and Organization (25%)

VIDEO/GIF

- xiv. Is the video well produced?
- xv. Is the video well structured?
- xvi. Do technical elements add to or detract its presentation and effectiveness?

IMAGE/ARTWORK/MEMES

- xvii. Does the image/artwork bring together visual elements to illustrate and express a clear message, purpose and content?
 - xviii. Is the image/artwork in good taste, not overdone?
 - xix. Does the image/artwork reflect artistic skill?
 - xx. Is the image/artwork technically well presented (i.e. photograph in focus, with good use of colour, contrast; artwork that has a strong technical composition)?
- b. IFES will select weekly finalists for each category (including one that specifically targets young women) based on the evaluation criteria identified above.
 - c. All finalists will be subjected to a public vote on social media. The winning entries will be used for voter education to support the V2Engage activities and will be entries with the most likes/shares on social media.
 - d. In the event that two or more finalists from the same category have the same score, IFES will refer these entries to a panel of representatives from IEBC/and or partner organisations who will re-evaluate them based on the evaluation criteria outlined in Section a.
 - e. IFES will notify the selected winners for each category in November 2016 by telephone and by e-mail (the "Notice").
 - f. Winners must sign a **Declaration** (the "Declaration") attesting to their compliance with these Challenge rules and granting IFES a licence related to the intellectual property rights in their entry.
 - g. Winners who fail to comply with the requirements outlined above will be disqualified from the Challenge. In such circumstances, IFES reserves the right to select another winner based on the evaluation criteria outlined in a above.

III. Prizes

- a. All winners will receive various prizes of varying specifications and value
- b. Winners will work with IFES designers to finalise artworks for use in voter education
- c. Prizes must be accepted as awarded. No substitutions will be made, transfers permitted or refunds allowed, cash or otherwise. If any prize cannot be awarded as described in these Challenge rules, IFES reserves the right to substitute a prize with another of comparable value.
- d. IFES will contact all winners and award them at a ceremony to be identified.

IV. Intellectual Property

- a. By submitting an entry, you agree to grant IFES a worldwide, perpetual, non-exclusive, royalty-free licence to use, copy, reproduce, display, distribute, modify and create derivative works based on the entry for the purpose of any activities or initiatives carried out by IFES and/or IEBC to fulfil its mandate.
- b. By submitting an entry, you agree to waive any moral rights in such entry.

V. Privacy

- The personal information you provide will be used solely for administering the Challenge. Personal information may also be used for other outreach activities and to seek your participation in the same.
- IFES will publish the name, age, city, of residence and photograph of winners in a news release on the relevant channels available
- By providing your **personal information**, you agree that it may be used and disclosed for the stated purposes.