

YRE GUIDELINES FOR A SUCCESSFUL ENTRY 2020-2021

DISSEMINATION WILL BE VERY IMPORTANT THIS YEAR

A total of 10 points may be awarded for dissemination through the following channels:

- Personal Sphere = 1 Point
- School Community = 1 Point
- National Operator Organisation = 1 Point
- National Media (Newspaper, TV, radio) = 2 Points
- YRE Hub = 1 Point

International Media Outlet = 4 Points

Files of entries must be submitted to the Dropbox link provided no later than 25th March 2021.

<https://www.dropbox.com/request/VnToYeD1Qj2Ww8mOSjd3>

Please get in touch with YRE National Operator email to: francesca.dipalo@keepnorthernirelandbeautiful.org

Photograph (Three types of photographic entries)

- 1) *Environmental Campaign*: Requires only a **title** alongside the photograph
 - 2) *Single Reportage (1 photo)*: Requires a caption of **no more than 20 words**
 - 3) *Photo Story (3-5 photos)*: Requires a caption of **no more than 55 words**
- **Photographic entries** must either tell a story or, if it's a reflection piece, the text attached to it must make sense of what the photo is in relation to and be accompanied by a title and/or a short caption (dependent on submission types) to explain the link with environmental sustainability and/or a solution to the problem and/or issue.

The purpose of the **Single Reportage Photo** is to tell a story through a photograph that truthfully and accurately captures the reality of a situation, event or issue. The photograph should be candid, i.e. not be posed, or manipulated. An environmental lens or perspective is required.

The purpose of the **Environmental Campaign Photo** is to raise awareness of an issue, promote certain values, and/or inspire positive action through a photograph. The photograph can be staged, and the subject can be posed with the intention of sending a message to the viewers. An environmental lens or perspective is required.

The purpose of a **Photo Story (3-5 Photographs)** is to tell a story through a series of photographs to help the viewer better understand environmental issues, events or phenomena. Like photo reportage, a photo story aims to tell a truthful and accurate story through a series of candid photographs.

- Photographs must be submitted digitally as .JPG, .PNG, format with a preferable resolution of not less than 150-300 dpi.

Written Article

- Written submissions **must not exceed 1,000 words** (after translation) in length and may include illustrations and photographs (**max. 2**). The source of all non-original illustrations must be given.
- Title that fits the best, of **no more than 55 words (or 140 characters)**, is recommended for compatibility with Twitter.
- Articles must be sent digitally in Microsoft Word or .pdf format
- It must contain 1-3 original photographs and/or images (illustrations, graphs, infographics, etc.), which should also be sent separately (see in what format under photographs section).

Video

Reportage Video: similar to mini-documentaries. It is based on news, events, history, facts etc., and use elements of direct observation, research, interviews and documentation.

Environmental Campaign Video aims to raise awareness of an issue, promote certain values, and/or inspire positive action through live images. The campaign story can be staged with the intention of sending a message to the viewers.

- Videos must be **no more than 3 minutes** long and in documentary, reporter/interview style (recommended) or public service announcement (PSA) is allowed.
- A video must be accompanied by a title (**no more than 55 words**).
- The format must be compatible with supported [YouTube](#) file formats (MP4 is the recommended format).
- This video **must** be disseminated to a local audience via Twitter, Facebook, Instagram (link in bio), YouTube or Vimeo, etc.

For reference please visit the website provided in the link below to see entries for YRE 2019-2020

<https://yrecompetition.exposure.co/>