

What does the EU mean to YOU?

Information on the "EU Matters"
video competition



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EU MATTERS: VIDEO COMPETITION

Stand up, raise your voice, and *contribute* to a peaceful and prosperous *Europe!*

Human dignity, freedom, democracy, equality, rule of law and human rights are the European Union's founding values. They are presenting what Europe stands for across its member states. Now more than ever, these values need to be protected.

The citizens are the ones creating the European Union. The citizens are the ones gatekeeping its values. The citizens' voice matters. What does your voice sound like?

Our call: *EU Matters!*

The E³UDRES² European University Alliance aims to raise awareness about EU-related topics, as well as highlight the significance of the upcoming elections of the European Parliament. We support the EU's motto "United in Diversity", signifying how Europeans have come together in the form of the EU to work for peace and prosperity, enriched by the continent's many different cultures, traditions, and languages.

Let's engage and promote the European values by raising our voices, shedding light on issues that matter to us, and creating new ideas how to maintain the "European way of life".

There's many aspects that are important to society today, and many questions we are asking ourselves:

- What is the role of the new generation in creating and shaping the European identity and its values?
- Who should be represented within the European Union, and how?
- What is the core of the European Union for you?
- What is the common European identity of our diverse European cultures?
- In today's context, is it not paramount to prioritize the protection of European values, including human dignity, freedom, democracy, equality, the rule of law, and human rights?
- Isn't it crucial to focus on the ongoing development of a collective vision and shared objectives for a strong and united Europe?
- Why does the citizen participation matter for a functioning Union, and how to make sure the citizens feel heard and listened to?
- How can your region contribute to the European identity?
- **and many more...**



Got inspired by these (and other) questions connected to the European Union? **Share your perspective with us and make your personal contribution to the positive development of European values and ideas!**

Your effort: *Contribute* to our video competition!

STEP 1

Produce a short video showcasing your thoughts, viewpoint or story connected to the European Union. If you'd like to get inspiration for what your video can be about, you can refer to the above-mentioned questions - but don't limit yourself to them, there's many more aspects your video can address! You are free to create the video on your own or within a group. However, please note that the prize money does not change depending on the number of contributors.

Your video contribution should revolve around the following topic areas:

European values, identity, unity, representation within the European Union, the role of the new generation, citizen participation, and leveraging the diversity of European regions for the benefit of a common European identity and quality of life.

Optional: Upload your video to YouTube or any other social media channel to spread the EU message among your community! Be sure to tag the E³UDRES² social media accounts (find them on the bottom of our [LinkTree](#)).

GUIDELINES FOR CREATING YOUR VIDEO

- **Length:** 00:30 - 02:30 minutes
- **Format:** .mp4 or .mov
- **Orientation:** Vertical or horizontal
- **Style:** All styles are permitted, e.g. personal statement, short interview, report, collage, animation, explanatory video, etc.
- **Language:** All European languages are possible and desired. In principle, the video should be understandable across Europe (e.g., with English subtitles). You can also choose to make your video without spoken language.



STEP 2

Submit your video to us by filling out the [submission form on the EU Matters website](#), making use of a file sharing service (we recommend [WeTransfer](#)) and providing us with the link to download your submission.

Submissions are possible until **15 April 2024** (extended deadline).

Get *visible*, get rewarded!

We increase the visibility of your viewpoint by including your video in our YouTube playlist of the “Europe Matters” initiative, and will distribute selected videos via the E³UDRES² social media channels.

A jury of experts will evaluate all videos and select the winners. The originality, uniqueness, or universality of the approach to the subject matter are equally crucial factors in the final selection process. The jury acts completely independently and is free to make its own decision.

The top three submissions will receive a prize money, and the jury has the option to also select a few honorable mentions. Additionally, all participants, whether they get selected for a prize or not, will receive a certificate for their attendance.

We award three cash prizes donated by private individuals:

- 1st prize: 750 euros
- 2nd prize: 500 euros
- 3rd prize: 250 euros

The winners will be announced via the E³UDRES² social media accounts on 22 April 2024.

Furthermore, E³UDRES² will showcase the winning videos as part of the [33rd EURASHE Annual Conference at the St. Pölten University of Applied Sciences](#), the Austrian campus of the E³UDRES² European University Alliance, on 22 – 23 May 2024!



Eligibility

The competition is open to everyone passionate to share their views on the European Union. It is not necessary to be a staff member or student of one of the E³UDRES² membering institutions.

Our initiative: *Stronger Together*

The "EU Matters" initiative is organized by the E³UDRES² European University in cooperation with [EURASHE](#), the voice of applied higher education institutions in Europe.





Uniting for a **stronger European Union**

E³UDRES²

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