

附件

# 第二届“一带一路”百国印记 短视频大赛参赛须知

## 一、大赛简介

由中国公共外交协会、国务院国资委新闻中心和环球网联合主办的第二届“一带一路”百国印记短视频大赛于2020年7月15日正式开启。本届大赛主题为“心手相连 守望相助”。

## 二、活动日程

征集时间：2020年7月15日0时至2020年8月31日24时。

投票时间：2020年9月7日0时至9月14日24时

专家评选：9月15日至9月22日

公布结果：9月28日

颁奖典礼：11月6日

## 三、参赛对象

“一带一路”外籍建设者或“一带一路”共建国家民众。

## 四、申报方式

### 1. 视频内容

记录亲身参与“一带一路”项目建设的片段，“一带一路”建设给自身以及当地民众生活、经济社会发展带来的变化，期间与中国友人的真实故事等。

### 2. 视频格式

录制 60 秒左右（时长契合快手、抖音等视频平台特点）的短视频，文件格式不低于 1280\*720 格式为 MOV/MP4，横屏拍摄效果更佳。如使用外文参赛请配准确字幕。

### 3. 报名流程

步骤 1：参赛方可将作品上传到以下任意视频平台：快手、抖音、B 站添加“#百国印记#”标签，Kwai、Tiktok、Facebook、YouTube 等海外视频平台添加“#WorldKaleidoscope”标签。

步骤 2：完成步骤 1 之后，将原视频和报名表格以及作品介绍 word 版打包发送至 video@huanqiu.com。如同一参赛方有多个作品参赛，请将原视频、报名表和作品介绍统一打包发送。原视频、作品介绍的文件名以报送表格中作品名称为准。

例如：报名表中作品名称为“《电力之源》”，则原视频、作品介绍均需命名为《电力之源》。

报名后，组委会将于 3 个工作日之内，以邮件方式通知报名结果。

### 4. 其他说明

报名表和作品介绍表，请详见附表 1 和附表 2，也可在邮箱中（brisvc@163.com 密码：ydy12020）下载表格和样片。

样片参考下方链接。

往届作品：

创意短片奖：<https://v.qq.com/x/page/o0849lj6hu6.html>

中企好故事奖：<https://v.qq.com/x/page/o0849vuacvn.html>

友谊使者奖：<https://v.qq.com/x/page/q0849597ftv.html>

## 五、奖项设置

文化传播大使、创意短片奖、优秀剪辑奖、突出贡献奖、人气短片奖、同心战疫奖、海外人气奖各 5 名

“一带一路”最美共建者 10 名

优秀组织单位 2 个

优秀作品奖 20 个

注：每个作品只可以获得一个奖项。

## 六、评选标准

1. 奖项将分两步评出，组织方将在“快手”平台“#百国印记#”标签中开设投票；网友投票票数排名前 100 的参赛作品将由资深媒体专家及组织单位负责人进行评分。
2. 参赛作品的票数、点赞、评论和播放量将作为专家评分的参考项。最终大赛组委会将用证书和奖杯等奖品对获奖者和企业进行鼓励。
3. “海外人气奖”将在脸书（Facebook）上对带话题发布的视频帖文的观看人气进行评选，视频播放次数前 5 位的作品可直接获得该奖项。
4. “优秀组织单位”则根据同一单位报送的作品个数及作品质量评出。

## 七、颁奖仪式暨新闻发布会

大赛公布结果后，组委会将邀请外交部官员、国资委新闻中心官员、外国驻华大使馆官员、以及媒体专家领导等向获奖者/获奖单位代表颁发奖项，中外主流媒体记者也将到场进行报道。颁奖仪式暨新

闻发布会拟定于 11 月在北京举行。详情将另行通知。

附表 1

## 第二届“一带一路”百国印记短视频大赛报名表

序号	参赛者（证书署名）	作品名称	对象国别	发布平台	作品链接	联系人	联系电话	报名邮箱
1	例：XXX XXX XXX	《XXX》		快手/抖音 /facebook/ youtube				
2	.....	.....						

## 填表说明：

1. 参赛者可以为个人或者团体，同一单位内超过 3 人参赛（不含 3 人）则需要填写团体名称。
2. 为保证大赛信息及时传达，上表填写必须准确无误，一经提交，主办方不接受任何形式的修改，因信息报送错误影响比赛，后果由报送方承担。

附表 2

## 第二届“一带一路”百国印记短视频大赛作品介绍

序号	作品名称	内容介绍（200 字左右）	备注
1	需要和原视频、报名表中的名称一致		
2			
.....			

**填表说明：**本表内容涉及到主办方对于参赛作品的二次传播效果，因此需要根据真实情况填写。

Attachment

# **Entry Information for The Second Belt and Road Short Video Competition: Footprints and Memories**

## **I . Brief Introduction**

Organized by China Public Diplomacy Association, News Center of the State-owned Assets Supervision and Administration Commission of the State Council (SASAC) and Global Times Online, the second “Belt and Road Short Video Competition: Footprints and Memories” started on July 15, 2020.

## **II . Schedule**

Time for submission: From 00:00 on July 15, 2020 to 24:00 August 31, 2020.

Time for voting: From 00:00 on September 7, 2020 to 24:00 September 14, 2020

Time for Expert Evaluation: September 15 to September 22, 2020

Announcement of Results: September 28, 2020

Award Ceremony: November 6, 2020

## **III. Participants**

Foreign builders of the Belt and Road Initiative (BRI) and people of countries along the BRI routes are welcome.

## **IV. Application Details**

### **1. Video Content**

The videos may include the builders’ participation in the BRI projects. The builders can also share the BRI’s influence on local people’s life and social and

economic development, as well as their stories with their Chinese friends.

## 2. Video Format

The short video should be about 60 seconds, as required by the video platforms Kwai and Tiktok. The resolution of the videos should be no less than  $1280 \times 720$ , and the format should be MOV and MP4. Recording videos in landscape mode is greatly advised. If the videos are recorded in other languages instead of Chinese, please add accurate Chinese subtitles accordingly.

## 3. Registration Process

Step 1: The participants can upload the videos to any of the following video platforms such as Kwai, Tiktok, Facebook, and YouTube, with the hashtag “WorldKaleidoscope”.

Step 2: After completing Step 1, send a compressed file, including the original video, registration form as well as the introduction of the video in a Word document, to [video@huanqiu.com](mailto:video@huanqiu.com). If a participant has more than one video, please send a compressed file including all the original videos, registration forms as well as introductions. The file name of the original video and introduction shall be named after the videos in the submitted form.

For example, the name of the video in the registration form is *Source of Electricity*, the original video and the introduction shall be named after *Source of Electricity*. After registration, the Organizing Committee will notify participants regarding the registration results by mail within 3 working days.

## 4. Other Information

Please refer to Schedule 1 and 2 for details of the registration form and works



introduction form. Registration form and samples can also be downloaded in: brisvc@163.com, password: ydyl2020.

Reference to Previous Works:

Originality Award: <https://v.qq.com/x/page/o0849lj6hu6.html>

Chinese Enterprise's Great Story Award: <https://v.qq.com/x/page/o0849vuacvn.html>

Friendship Envoy Award: <https://v.qq.com/x/page/q0849597ftv.html>

## V. Award Setting

Each of the following awards, including Cultural Communication Ambassador, Originality Award, Outstanding Editing Award, Outstanding Contribution Award, Popularity Award, Anti-epidemic Award, and Overseas Popularity Award, will be awarded to five participants. The Most Beautiful BRI Co-builders Award will be awarded to ten participants. Outstanding Organizer Award will be awarded to two participants. And Excellent Works Award will be awarded to 20 participants.

Each video can only be granted with one award.

## VI. Selection Criteria

1. The award will be evaluated in two steps. A vote in the hashtag of “#Footprints and Memories#” will be set on the platform Kwai. The works with the top 100 votes will be evaluated by senior media experts and the representatives of the organizers.

2. The number of votes, likes, comments and views of the videos will be used as reference. The Organizing Committee will award the winners with certificates,

trophies and other prizes.

3. Videos posted with the hashtag on Facebook will be in competition for the “Overseas Popularity Award”. The award will go to the five most-viewed videos.

4. “Outstanding Organizer Award” will be selected and evaluated according to the number and quality of videos submitted by one unit.

## VII. Award Ceremony and Press Conference

After the results of the contest are announced, the Organizing Committee will invite officials from the Ministry of Foreign Affairs, SASAC News Center, foreign embassies in China, and experts and heads of media outlets to present the awards to the winners. Chinese and foreign mainstream media reporters will also be present. The award ceremony and press conference are scheduled to be held in Beijing in November. Details will be revealed later.

Schedule 1

## Registration Form for the Second Belt and Road Short Video Competition: Footprints and Memories

Sequence number	Contestant (Signature of Certificate)	Title of Works	Country of Participant	Publishing Platform	Works Link	Contact	Contact Number	Registration Mailbox
1	Example: XXX XXX XXX	《XXX》		/facebook/youtube Kuaishou/Douyin/Facebook/YouTube				
2	.....	.....						

**Instructions for filling in the form:**

1. The contestants can be individuals or groups. If there are more than 3 participants (excluding 3 participants) in the same unit, the name of the group shall be filled in.
2. In order to ensure the timely transmission of contest information, the above form must be filled in accurately. Once submitted, the organizer will not accept any form of modification. The contest will be affected by the wrong information submission, and the consequences will be borne by the submitting party.

Schedule 2

**Introduction to the Second Belt and Road Short Video Competition: Footprints  
and Memories**

<b>Sequence Number</b>	<b>Title of Works</b>	<b>Content Introduction (about 200 words)</b>	<b>Notes</b>
1	It must be consistent with the name in the original video and registration form		
2			
.....			

**Instructions for filling in the form:** The content of this form involves the secondary dissemination of the organizers on the works, so it must be based on real situation.