

## "Reel the Site" National Video Contest

### Terms and Conditions for the "Reel the Site" National Video Contest on European Union-funded projects/initiatives.

The national video contest "**Reel the Site**" is an initiative to promote Albanian cultural heritage, sustainable tourism, and raise awareness of European Union support in Albania. The contest invites Albanian junior videographers and influencers through video as a form of visual art. The contest invites young videographers and influencers to create original short travel video/vlog that reflect the rich traditions, nature, and identity of Albania, with a focus on locations supported by EU-funded initiatives/projects.

The competition invites audiovisual enthusiasts to participate in two 2-days sessions at designated cultural heritage sites or EU-funded projects. These sessions, led by the film director *Lorin Terezi*, will offer participants the opportunity to learn, practice and improve the art of storytelling through video.

This competition is organized by European Union Delegation to Albania and Europe House, a project funded by the European Union.

### Eligibility

- Open to Albanian citizens aged 18-35.
- Applicants must have basic experience or a strong interest in video, storytelling, or digital content creation.
- Participants must be available to attend one of the two 2-day sessions on-site at designated locations:
  - 11–12 July 2025
  - 18–19 July 2025

### Application Process

- The national call will be launched on the social media platforms of the EU Delegation to Albania.
- Applicants must register through the official link provided in the call.
- There is a limit of 20/25 people per session.
- The interested applicants must register through the published link.

Selected participants will be notified via email and social media by 2 July 2025.

## Preliminary Workshop

Before the travel weekend, all selected participants will be provided with an **optional workshop** led by the film director Lorin Terezi, along with the Europe House social media team. The mentor will provide support on visual storytelling and video production techniques.

The tentative date for the workshop is 7 July 2025 (participants will be notified via email).

The workshop will focus on:

- Storytelling and filming techniques
- Communicating EU support in Albania
- Social media best practices

## Contest Theme and Guidelines

Participants will be required to create a video (up to 90 seconds) based on:

- EU impact on Albanian citizens' daily lives
- Albania's path to EU membership
- Cultural heritage, tourism, and local culinary experiences

Videos must:

- Include at least one EU-funded site or project
- Be filmed during the designated travel weekends
- Be delivered within 10 days after the trip
- Submitted videos must be original and created by the participant.
- Videos should reflect the themes of:
  - Cultural heritage
  - Sustainable tourism
  - EU support in Albania
- Content must not include hate speech, political propaganda, or discriminatory language.
- Videos must be suitable for public sharing and comply with community guidelines of major social media platforms.

## Application must be done through the published link and include:

- Name/Last Name (required)
- Age (required)
- Email (required)
- Phone Number (required)
- Upload a video which you are proud of, up to 3 minutes long (optional)

### Notes

- As the trip involves accommodation and meals, please specify any food allergies in the application.
- The accommodation will be provided in single rooms.

## Video Format

- Format: Free choice
- Length: Up to 90 seconds
- Language: Albanian (with optional English subtitles)
- Content must be original and respectful of copyrights
- Videos should be submitted in .mp4 format with HD resolution (minimum 1080p).

## Evaluation Criteria

All videos will be judged by a 3-member jury:

- The well-known film director **Lorin Terezi**
- A representative from the **EU Delegation to Albania**
- A representative from **Europe House**

*Judging criteria:*

- Creativity and originality
- Narrative strength and storytelling
- Visual and technical quality
- Relevance to theme

Date of the Session	Visited Sites	Delivery Deadline
11-12 July 2025	Kukes Municipality	22 July 2025
18-19 July 2025	Diber Municipality	29 July 2025

Each participant can submit their best videos from each session for evaluation to this email: [info@europehouse.al](mailto:info@europehouse.al), no later than the date specified above. The maximum number of submitted videos is 1 video. In case of multiple sessions participating, only 1 video may compete.

In the e-mail, the participant must provide the following information:

- Name surname:
- Phone number:
- A brief description of the video:

The video/s must be of high resolution.

Videos must not have watermarks on them.

Winners will be notified via email by September 12, 2025.

## Prizes

**The prizes will be withdrawn through vouchers at Neptun to buy mobile phones/video accessories within the limits of vouchers' budget.**

- First Prize: **A Voucher of 1300 Eur**
- Second Prize: **A Voucher of 900 Eur**
- Third Prize: **A Voucher of 700 Eur**

If any winner does not respond within 10 days of the announcement, the prize will be awarded to the next eligible participant based on the jury's scoring.

## Exhibition and Awards Ceremony

An award ceremony will be organized at Europe House during September 2025.

## Copyright and Usage Rights

By submitting video/s, participants grant Europe House and European Union Delegation to Albania the right to use the videos for promotional purposes.

## Judging

The jury's decision is final and binding.

## Liability

The organizers are not responsible for any loss or damage to the videos submitted.

## Data Protection

Personal data provided by participants will be used solely for the purpose of administering the contest and will be handled in accordance with applicable data protection laws.

## Contact Information

For any inquiries or further information, participants can contact the organizers at [info@europehouse.al](mailto:info@europehouse.al)

The award ceremony will be documented and made public on the official websites of the European Delegation in Albania on Facebook, Twitter, LinkedIn, YouTube and Instagram.

This contest is supported by the European Union.

By participating in Video Contest "**Reel the Site**", participants agree to these terms and conditions.