

## Student Video Contest



## Official Rules and Regulations

### (1) GOAL OF THE CONTEST

The primary goal of the contest is to enhance general awareness among students of how their institutions' district energy systems and their operators provide a **reliable, economic, efficient and environmentally sound** means of heating, cooling and powering their campuses. By posting the winning entries on the IDEA website, YouTube page and social media (see "How the Winners Will Be Selected" on the next page), submissions will help to educate the general public about district energy and its role in campus sustainability.

Entrants will create three-minute maximum length videos about their campus energy systems with a central focus on the role of district energy in their institutions' sustainability efforts. Videos may include content that:

- Illustrates how their institution is supporting a sustainable future using its present and/or planned district energy infrastructure;
- Educates other students about the unique attributes and innovations that are part of their campus' district energy system; and/or
- Documents the roles and responsibilities of personnel who operate and maintain these systems.

These guidelines are not restrictive — we are looking for creative entries! Submissions can be serious or humorous, but should be informative, thoughtful and original. Submissions must be submitted during the contest period. IDEA reserves the right to reject any submission that does not conform to the official rules detailed in this document or the Site Usage Agreement as determined by IDEA in its sole discretion. Limit one (1) submission per person during the contest period.

### (2) ELIGIBILITY

- (a) Entrants must be students enrolled full-time or part-time in colleges and universities that are Members in Good Standing of the International District Energy Association for calendar years 2022-23.
- (b) Entrants' submissions must be approved by an individual who is on the Facilities or Utilities staff of their institution.

- (c) All submitted video entries will remain the property of the International District Energy Association and all entrants must allow IDEA permission to use their submission for public education.

### (3) SUBMISSION REQUIREMENTS

Videos may be submitted in one of the following ways:

**Option One:** Send your video as an .mp4 file to **jason.idea@districtenergy.org** with 'CampusEnergy2023 Student Video Contest' in the subject line. If your file is over 10MB, please send via file transfer service like WeTransfer.

**Option Two:** Mail your completed entry form and a hard copy of your video on a CD, DVD or flash drive to:

CampusEnergy2023 Student Video Contest  
International District Energy Association  
1800 West Park Drive, Suite 350  
Westborough, MA 01581

### SUBMISSION DEADLINE – Wednesday, December 14, 2022

We will contact you to confirm that we have received your submission and it has been posted on our YouTube page. Once we have contacted you, there are some final steps for you to complete.

- (1) Follow the International District Energy Association on LinkedIn, Twitter, YouTube and Instagram (we will provide you with all necessary URLs).
- (2) Create a post on any social media platform about your submission and tag IDEA! We encourage you to link the post to your video – posted on the IDEA YouTube page – in order to achieve one of the main goals of the contest: spreading awareness about district energy systems.
- (3) Encourage your friends to "like" your YouTube video that IDEA has posted. **You have until 5:00 pm on Friday, December 30 to achieve as many likes as possible (PLEASE NOTE: The only "likes" that will be counted for voting are those made on your video posted on the IDEA YouTube page).**

#### (4) HOW THE WINNERS WILL BE SELECTED

A video evaluation committee consisting of senior IDEA Members will select the winning videos. The videos will be selected primarily on the basis of content, educational value and production quality. The secondary criteria in the selection process will be the success of your social media campaigns to spread awareness about district energy and its role in campus sustainability.

##### Primary Selection Criteria

- Content
  - Educational and informative content
- Message
  - Power and clarity of message
  - How well the content is conveyed
- Quality
  - Originality and creativity of content
  - Production quality

##### Secondary Selection Criteria

- Social Media Campaign
  - The number of “likes” received by your video on the IDEA YouTube page will be recorded
  - Engagement on other social media platforms to direct viewers to the YouTube video

Winners will be notified by the close of business on Friday, January 13, 2023. The top three winners will be announced at CampusEnergy2023, which is being held in Grapevine, TX from February 27 - March 2, 2023.

#### (5) PRIZES

The contest is designed to give entrants the opportunity to submit videos that respond to the goal. The prizes will be awarded to the entrants who submit the best entries as determined in accordance with these official rules.

##### GRAND PRIZE

- The student(s) who created the winning video will receive \$500 and paid airfare + lodging to attend CampusEnergy2023 in Grapevine, TX from February 27-March 2, 2023, where you will have the opportunity to meet with members of the IDEA Board of Directors and key business leaders in the District Energy Industry.
- The Facilities or Utilities department of the entrant’s institution will receive 1 free conference registration and paid lodging for up to 4 nights to attend the IDEA2023 Annual Conference in Chicago, IL on June 5-8, 2023.
- The entrant’s College/University will receive public recognition from IDEA through social media and a formal press release for their commitment to **reliable, economic, efficient and environmentally sound** means of heating, cooling and powering their campuses.

##### SECOND PLACE

- The student(s) who created the second place video will receive \$250.
- The entrant’s College/University will receive public recognition from IDEA through social media for their commitment to **reliable, economic, efficient and environmentally sound** means of heating, cooling and powering their campuses.

##### THIRD PLACE

- The student(s) who created the third place video will receive \$100.
- The entrant’s College/University will receive public recognition from IDEA through social media for their commitment to **reliable, economic, efficient and environmentally sound** means of heating, cooling and powering their campuses.

#### (6) SPECIFIC REQUIREMENTS

- (a) Each submission must be a maximum of three (3) minutes long.
- (b) Each submission will be tied to one “primary” entrant. In the event that a group of students work together on a submission, the submission will be entered under the name of the primary entrant. It will be the responsibility of the primary entrant to distribute the prize among the winning group. It is important to note that only one prize will be given to each primary entrant.
- (c) The submission must be original work, created solely by the entrant; it must not have been previously published, released or distributed in any form; must not have won any award; and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity.
- (d) Music used in the submission must be original and/or not require any additional clearances for IDEA to use or post on public websites or to use in public forums of any kind.
- (e) The submission should avoid reference to any names, products or services of any company or entity or to any third party trademarks, logos, trade dress or promotion of any brand, product or service.
- (f) If any persons appear or are referred to in the submission, the entrant is solely responsible for obtaining consent and release, prior to submitting the video.
- (g) Formal submission of your video will represent any required institutional and other applicable clearances. In the event where clearances are not covered, video (submission) will be disqualified from the competition.
- (h) Submissions should be in good taste. Submissions that contain inappropriate content or objectionable material may be rejected at any time at IDEA’s discretion.
- (i) Should entrant include personally identifiable information about yourself in your submission, you acknowledge and agree that such information will be disclosed publicly and you are solely responsible for any consequences thereof.

- (j) You may not be, nor may you work with parties in conjunction with your submission who are:
  - (i) represented under contract (e.g., by a talent agent or manager) that would limit or impair IDEA's ability to display your submission in any media form;
  - (ii) subject to an acting or modeling contract that would make your/their appearance in the submission a violation of any third-party rights; or
  - (iii) under any other contractual relationship, including but not limited to guild and/or union memberships, that may prevent IDEA from being able to use the submission worldwide in all media in perpetuity on a royalty-free basis, without any payment or fee obligations.
- (k) IDEA reserves the right to disqualify any submission that it believes violates or potentially violates any of the foregoing requirements or otherwise fails to comply with any provision of these Official Rules or the Site Usage Agreement for the Site. The decisions of IDEA on this and all matters pertaining to the contest shall be final and binding.
- (l) Entrants agree to indemnify and hold IDEA harmless from and against any suits, claims, losses, damages and expenses, including reasonable attorney fees that may arise from or in connection with any entrant's submission and the use and or display of the entrant's submission.
- (m) Entrants should retain a copy of their submission in its original format. An entrant selected as a winner will need to provide the submission in its original format. Failure to do so may result in disqualification and the selection of an alternate winner. By entering the contest, entrants agree, acknowledge and understand that all submissions may be posted by IDEA for viewing by the general public and otherwise used by IDEA in its sole discretion. IDEA does not guarantee the posting of any submission and reserves the right not to post a submission for any or no reason. All submissions become the property of IDEA.

## (7) GRANT OF RIGHTS

All entrants grant IDEA the right to display their submissions online for purposes of this contest. Finalists further grant IDEA the right to display their submissions on third party sites such as YouTube.com and districtenergy.org for promotional purposes. Winners hereby grant IDEA a royalty free license, without geographic or time limitation, geographic or time limitation to display his or her submission for promotional or advertising related purposes in any and all media. The use of the submissions after the contest is complete for advertising and promotional purposes will be attributed to the entrant. Winners agree to sign any documents that may be necessary to affect the assignment of licensing rights.

## (8) CONDITIONS OF PARTICIPATION

- (a) **Conduct:** IDEA reserves the right in its sole discretion, to modify the terms and conditions of the contest, cancel, terminate, and/or suspend the contest and to disqualify any entrant that

tampers with the entry process, violates these official rules, or acts in a disruptive or unsportsmanlike manner.

- (b) **Incidents:** Without limiting the foregoing, IDEA may modify, cancel, terminate, and/or suspend the contest if, in IDEA's sole opinion, an incident of any kind occurs to corrupt or impair the administration, security, integrity, fairness or play (as intended) of the contest, including without limitation: (i) earthquake, flood, fire, storm or other natural disaster, act of God or (ii) labor controversy or threat thereof, civil disturbance or commotion, disruption of the public markets, war or armed conflict (whether or not officially declared).
- (c) **Release:** By participating in this contest all entrants agree to release, indemnify and hold harmless IDEA from and against any liability, injury, death, loss or damages to entrant or any person or entity, including without limitation damage to personal or real property, caused in whole or in part, directly or indirectly, by reason of their participation in this contest (or related activities) or their acceptance, possession or use/misuse of a prize.
- (d) **Publicity:** Except where prohibited, entrants hereby grant IDEA the right to use their names, likenesses, voices, opinions and biographical information for publicity or promotional purposes.
- (e) **Entry Errors/Internet:** IDEA is not responsible for lost, late, incomplete, damaged, stolen, invalid, unintelligible or mis-directed information. IDEA is not responsible for lost or late entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions or failure to receive entry information by IDEA or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of IDEA which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this contest, IDEA reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the contest. IDEA reserves the right to select winners from eligible entries received as of the termination date. If there is a dispute as to the identity of the entrant, the prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned.

## (9) SEVERABILITY

If any provision(s) of these official rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.