

CoM East Journalists' Selective Contest

Rules and Conditions

Covenant of Mayors East as a part of the EU flagship initiative has increased the quality and quantity of news coverage on key energy efficiency and climate change issues in Signatory cities of targeted countries.

GENERAL PROVISIONS

This Provision sets out Journalists' and Media Contest (hereinafter – the Contest) conditions for best highlighting the CoM initiative implementation in the EaP Countries.

I. CONTEST ORGANIZERS

The Contest Organiser is the EU-funded CoM East project.

II. CONTEST AIMS AND OBJECTIVES

The purpose of the Contest is to select approximately 5 journalists from Armenia, Azerbaijan, Belarus, Georgia and Moldova each and 25 journalists from Ukraine highlighting the energy efficiency and environmental issues to take part in the Covenant of Mayors workshop for journalists. The Contest is aimed at encouraging journalists of printed, e-media, radio and TV to develop stories about the CoM Signatories' contribution into the sustainable energy development, promote the new Covenant and increase awareness about the EU initiative in the EaP region.

III. CONTEST PARTICIPANTS

Journalists of TV companies, radio stations, print and internet news resources, bloggers, own correspondents of national, regional or local media and students of journalism in the EaP countries are invited to take part in the Contest. The contest is open for entries in the form of articles/news stories authored by journalists specifically for this Contest. The journalists should be based in the EaP countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

IV. CONTEST RULES AND PROCEDURES

4.1. The Contest procedure requires provision of the following:

- for printed and internet media: original article in Word format (maximum length of 7000 symbols without spaces);
- for TV and radio: video of the program or story (on disk), and also encrypted text of the program or story in Word format.

4.2. All entries should be submitted only via e-mail by **October 30, 2017** to the following e-mails:

For Armenia: Tatiana Derevyankina (tatiana.derevyankina@eumayors.eu), Artem Kharazyan (artem.kharazyan@eumayors.eu) and Anush Begloian (abegloian@gmail.com);

For Azerbaijan and Georgia: Tatiana Derevyankina (tatiana.derevyankina@eumayors.eu), George Abulashvili (george.abulashvili@eumayors.eu) and Liana Garibashvili (l.gari@eecgeo.org);

For Belarus: Tatiana Derevyankina (tatiana.derevyankina@eumayors.eu), Ivan Shchadranok (ivan.shchadranok@eumayors.eu) and Anton Radniankou (radniankou@eu-belarus.net);

For Moldova: Tatiana Derevyankina (tatiana.derevyankina@eumayors.eu), Irina Plis (aeer.moldova@gmail.com) and Lilia Curchi (liliacurchi@gmail.com);

For Ukraine: Tatiana Derevyankina (tatiana.derevyankina@eumayors.eu), Oksana Kysil (oksana.kysil@eumayors.eu) and copy to Andriy Kyrchiv (andriy.kyrchiv@eumayors.eu).

The entries submitted after October 30, 2017 will not be considered for the Contest.

4.3. To qualify for the contest, the entries should be provided in the form of original storytelling technique (through a hero) focused on key energy efficiency and climate change topics in the journalists' countries and cover the following Covenant-related topics but not limited to:

- development of local energy and climate policies;



- success stories of the Signatories;
- new Covenant targets for EaP countries;
- description of best practices implementation in the cities;
- role of Covenant National or Territorial coordinators;
- local initiatives on the climate change mitigation and/or adaptation, reduction of CO2 emissions;
- importance of energy efficiency for sustainable local development;
- renewable energy for citizens;
- impact of new Covenant on improving the living conditions and quality of life;
- benefits of energy efficiency measures implementation for citizens living in Signatories, etc.

4.4. Each entry for participation should include:

- Full name, job title, pen-name (if available in the contest materials);
- Name of the media or the internet resource;
- E-mails and phone number.

4.5. A signed statement indicating the author of the original article agrees that CoM East can post the article on its website and Facebook page.

4.6. All entries that satisfy conditions of the Contest will be published on the CoM East Facebook page: www.facebook.com/CovenantOfMayorsEast?fref=ts

4.7. If the entry is submitted in a national language of participating countries, an English or Russian translation must be provided.

4.8. An applicant can submit no more than three entries on the topic of the Contest.

4.9. Materials received for participation in the Contest are not referenced and not returned.

V. CONTEST JURY

5.1. The entries will be judged by a Jury in each of the above mentioned counties. Each Jury will consist of the CoM East project team, international media experts and representatives of the Covenant National Coordinators.

5.2. The Jury's decision will be final and non-contestable.

VI. SELECTION CRITERIA

Entries will be judged based on the following criteria:

- relevance to the Covenant of Mayors theme is the primary criterion;
- the basic requirements to the article as per above;
- the quality of reporting, accuracy of information provided;
- benefit to society in terms of public impact;
- logical analysis of reported material;
- clarity to complicated subjects;
- style of writing, which should demonstrate exemplary storytelling technique developing the topic through a hero/people/community...
- the number of "likes" and comments to the entries published on the CoM East Facebook: www.facebook.com/CovenantOfMayorsEast?fref=ts will be considered as an additional evaluation factor.

SELECTION AND AWARDING

6.1. Judging will take place during the period from October 31 to November 3, 2017.

6.2. Contest results shall be announced no later than November 6, 2017 in each country via the CoM East website and Facebook page. Only selected journalists will be informed individually.

6.3. As a result of the contest, the selected journalists will have an opportunity to take part in the Covenant of Mayors workshop for journalists. The 2-day media workshop will tentatively take place in Ukraine on November 21-22, 2017 – for national and regional journalists from Ukraine, and in Moldova on November 29-30, 2017 – for the journalists from Armenia, Azerbaijan, Belarus, Georgia and Moldova.