



## Engineering for You Video Contest

A contest highlighting how engineering will create a more sustainable, healthy, secure and/or joyous world by addressing the NAE Grand Challenges for Engineering

### COMPETITION RULES AND REQUIREMENTS

#### What are the Entry/Submission Requirements?

Participants will create and submit a 1 to 2 minute video focused on one or more of the 14 National Academy of Engineering (NAE) Grand Challenges for Engineering. Videos should show how achieving one or more of the NAE Grand Challenges for Engineering will lead to a more sustainable, healthy, secure, and/or joyous world.

Short videos ("Submissions") must focus on at least one of the 14 NAE Grand Challenges, however, submissions may include up to all 14 Grand Challenges. The total duration of the video must not exceed 2 minutes (including titles and credits) and videos between 1 and 2 minutes are expected.

The complete list of the NAE Grand Challenges for Engineering is available below and at [www.engineeringchallenges.org](http://www.engineeringchallenges.org). Please note there is no particular order to the challenges listed. Additional information on each of the challenges can be found on the "The Grand Challenges for Engineering" tab

- Make Solar Energy Economical
- Provide Energy from Fusion
- Develop Carbon Sequestration Methods
- Manage the Nitrogen Cycle
- Provide Access to Clean Water
- Restore and Improve Urban Infrastructure
- Advance Health Informatics
- Engineer Better Medicines
- Reverse-Engineer the Brain
- Prevent Nuclear Terror
- Secure Cyberspace
- Enhance Virtual Reality
- Advance Personalized Learning
- Engineer the Tools for Scientific Discovery

Video Submissions may utilize all production techniques and genres (e.g., animation, documentary, drama, experimental or artist video, and hybrid work) at the discretion of the contestant, and must be entirely uploadable to **YouTube**. Videos uploaded to YouTube before January 5, 2015 are not eligible to compete. You must select upload options on You Tube that will give NAE permission to use the Submission via You Tube's Embeddable Player. The NAE reserves its right in its sole discretion to select all or part of any Submissions made to YouTube to use or display on the NAE's website via YouTube's Embeddable Player. Information on YouTube privacy settings can be found here: <http://www.youtube.com/watch?v=YeBA-Btcdxs> Entrants are reminded that by uploading their Submission to YouTube, they are subject to the specific Terms of Service and Privacy policies of YouTube. The YouTube privacy policy can be viewed here: <http://www.youtube.com/static?template=terms>.



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If you remove your submitted video from YouTube after entering the contest but before contest winners have been announced, NAE will deem you to have withdrawn from the contest.

Non-English language entries or any sections containing non-English dialogue must include English subtitles.

Submissions will be accepted from an eligible individual or from the designated individual representative of a team. Each entrant is solely responsible for the information, data, text, software, music, sound, photographs, graphics, video, messages, tags, and other materials included in the Submission, whether publicly posted or privately transmitted. A Submission must be original and the entrant must (1) hold all necessary rights to all the materials, images, videos, graphics and information in the Submission or (2) have permission from the holder of such rights, or (3) the materials, images, videos, graphics and information in the Submission must be in the public domain. Winners will have to ensure that they have all rights necessary to permit them to transfer ownership of the video, including transfer of any permissions and rights obtained from third parties, to the NAE.

A Submission may not contain offensive, libelous, sexually explicit, disparaging or other inappropriate content and may not defame or otherwise violate the rights, copyrights, trademarks, or rights of publicity, privacy, or reputation of any third party. A Submission may not contain any material to promote sale of a product or service.

**To submit a video, entrants must complete the online Entry Form at [www.E4Uvideocontest.org](http://www.E4Uvideocontest.org). Entrants must provide a link to their video on YouTube.**

**Non-US entrants who do not have access to YouTube should email [e4uvideocontest@nae.edu](mailto:e4uvideocontest@nae.edu) for assistance with submitting their video.**

**The Competition opens January 5, 2014, and will close at Noon (12:00 PM) March 2, 2015, U.S. Eastern Standard Time. All entries must be received prior to this date and time in order to be considered.**

### **Who Is Eligible to Compete?**

The competition is open to all individuals or teams in the following four competition categories:

1. Middle School Students and Younger (grades K-8)
2. High School Students (grades 9-12)
3. Tertiary Education Students (2-year college through graduate school, part- or full-time)
4. The General Public

Employees of the National Academies or ExxonMobil and their immediate families or those living in the same household as a National Academies or ExxonMobil employee are not eligible to enter this competition.



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Entrants may participate in one Submission in one of the four competition categories. Entrants must select one competition category at the time of their entry. Each individual contest participant is restricted to one Submission only, whether an individual or as part of a team. If the ages of team members pertain to more than one category, the team should select the category that reflects the age of the oldest member of the team.

### **How Will Entries be Judged and by Whom?**

Submissions will be judged by a panel appointed by the President of the National Academy of Engineering (NAE) that includes professionals from various engineering fields and the film and media industries. Members of the judging panel will consider the following criteria in making their selections:

1. Creativity in the content selection and presentation;
2. Anticipated breadth of public appeal and interest; and
3. Effectiveness in highlighting how engineering will create a more sustainable, healthy, secure, and/or joyous world by addressing at least one of the 14 NAE Grand Challenges for Engineering.

The decisions of the judges are final and incontestable.

### **What are the Prizes and How will They be Distributed?**

The "Best Video Overall" will be awarded \$25,000.

Top Submissions in each contestant group will be eligible for a Category Award of up to \$5,000.

The winner of the "People's Choice Award" will receive \$5,000. The judges for the E4U2 Video Contest will select from all submissions a subset of videos to compete for the People's Choice Award. The winner of the People's Choice Award will be determined by the number of YouTube "likes" a video receives between January 5, 2015 12:01 AM EST and the deadline for the People's Choice Contest, August 3, 2015 at 12:00 PM EDT. It is anticipated that the subset of videos selected by the judges to compete for the People's Choice Award will be announced on the E4U website by June 1, 2015. These People's Choice Award finalists will be informed of their status via email by June 1, 2015. The selection of the People's Choice finalists will be at the sole discretion of the judges.

Except as otherwise provided above, whether any Submission is selected as a winner, and the final amount of any Category Award, will be at the sole discretion of the judges.

Winning Submissions will be featured on the NAE web site and the NAE contest website and will be shown at the 2015 National Academy of Engineering Annual Meeting in October 2015.



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Prize funds will be distributed to an individual winner (or the winner's parent or guardian, if the winner is under 18 years old), to the designated representative of the winning team (or that representative's parent or guardian if the representative is under 18 years old) or to an organization designated by the team representative. Any federal, state, and local taxes, and all similar fees and assessments, are the sole responsibility of the prize recipient.

By submitting the video for a team, the team representative (or that representative's parent or guardian if the team representative is under 18 years old) stipulates that he or she has the approval of the team members (or team members' respective parents or guardians for team member's under 18 years old) to represent them. Such stipulation once made shall be irrevocable and unchangeable. NAE accepts no responsibility for apportioning winnings or for adjudicating disputes of any kind among team members.

### **Additional Requirements and Disclaimers**

By entering this competition, each individual entrant and each team member (and for individuals and team members under 18 years old, the individual or team member's parent or guardian ) grants the NAE a worldwide nonexclusive, royalty-free, transferable license to use the video, or any portion thereof, for NAE purposes, and grants NAE a world-wide, non-exclusive, royalty-free, transferable license to use the entrants' names, likenesses, photographs, voices, sounds and/or biographical information for advertising, publicity, and promotional purposes.

If selected as a winner, each individual and each team member (and for individuals and team members under 18 years old, the individual or team member's parent or guardian) hereby agrees to irrevocably grant and assign exclusively to the NAE all rights, including copyright interests in the videos, under all laws, treaties and conventions throughout the world, in all forms, languages and media, now or hereafter known or developed without limitation. Use, publication, or dissemination by winners of their respective video may be permitted at the discretion of NAE, as approved in writing in advance by the NAE.

Submitting a video to this competition does not guarantee that the Submission will be displayed or used by NAE.

Use by NAE of a Submission does not necessarily reflect the views of the NAE, and in no event shall NAE assume or have any responsibility or liability for any Submission, in whole or in part, or for any claims, damages, or losses resulting from the use and/or appearance of any Submission or the contents thereof.

NAE reserves the right to refuse any Submission in its sole discretion. NAE also reserves the right at any time during the competition to remove or disqualify any Submission when it believes in its sole discretion that the entrant has: (i) infringed any third party's copyright; (ii) failed to comply with these Terms and Conditions; or (iii) failed to obtain the necessary consents as set out in these terms and conditions.



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YouTube is not affiliated in any way with NAE, and NAE does not assume any responsibility or liability for an entrant's participation in or use of any third-party website.

NAE shall not be liable for any claims, costs, liabilities, damages, expenses, and losses arising out of (i) NAE's use of the Submission; (ii) the entrant's participation in the competition; (iii) technical failures of any kind including but not limited to problems or delays arising from software or equipment malfunctions or computer viruses; and (iv) any events outside NAE's reasonable control.

By entering this competition, each individual entrant, each team and each team member (and for individuals and team members under 18 years old, the individual or team member's parent or guardian) represents and warrants that: (i) the team and its members are the sole authors, creators, and owners of the Submission; (ii) except for material used by permission, none of the intellectual property rights in the Submission, or any portion thereof, has been assigned or transferred to anyone that is not a member of the team; (iii) the Submission, through its creation and its submission as an entry, does not violate any applicable laws; (iv) the Submission, through its creation and its submission as an entry, does not infringe upon or violate intellectual property rights held by any third person or party; and (v) individual entrants and team members will abide by and are in compliance with all intellectual property protection requirements of YouTube.

Any entrant (individual or team) who supplies false information, enters the NAE E4U Video Contest by fraudulent means, or is otherwise determined to be in violation of the eligibility criteria or terms of E4U Video Contest shall be ineligible for any prize and shall be required to forfeit any prize obtained based on such information or means.

By entering a Submission in the Contest, each individual entrant and each team member (and for individuals and team members under 18 years old, the individual or team member's parent or guardian) agrees to comply with and be bound by the official rules and decisions of NAE.

All references to NAE contained herein refer to the National Academy of Sciences on behalf of the National Academy of Engineering.

Winners will be notified in writing via email by September 1, 2015. A list of contest winners may be obtained by submitting a request in writing to: E4U2 Video Contest, National Academy of Engineering, 500 Fifth Street, NW, Washington, DC 20001.

This Contest is void where prohibited. The Contest shall be governed by, construed and enforced in accordance with the laws of the District of Columbia.