



YOUNG GLOBAL CHANGERS RECOUPLING AWARDS

Important Tips for a Successful Application

HOW TO WRITE A GOOD PROJECT DESCRIPTION:

- **Time management:**
Make sure that you allow yourself enough time to both consider and develop your entry. Plan ahead. Keep the criteria in mind when preparing your project description. You may need to request certain data from others which may take time to collect. Make sure that you send in your application form in time – don't wait until the last minute in case of any last minute IT/Internet issues. Check out the deadlines and put the dates in your calendar now. Applications have to be submitted via the application form which you can find on the Global Solutions website.
- **Preparation:**
Make sure you read the *Terms and Conditions of Participation* before you begin your application and that you have a look at the criteria for the *Assessment of Applications*. This way you will answer the questions being asked and not the questions you think are being asked!
- **Think about your audience:**
Be convincing. Consider who will be reading your entry. Imagine you are one of the judges and think about what you would want to read in order to be able to judge an entry. Describe your project in a way, that makes it easy for the jury to understand what you are doing. Highlight innovative aspects and make it clear why your project is unique - visualize interesting aspects of the initiative or project and highlight your core mission. Describe how your project fosters recoupling. The quicker the panel understands the unique features of your product, the better. Avoid using marketing phrases.
- **Keep it simple:**
Focus on the criteria. Don't just fill your submission with the contents of existing sales and marketing materials – instead address the questions being asked. Make sure your submission is short and sweet, clear and easy to understand.



HOW TO MAKE A GOOD PITCH VIDEO:

Please make sure that the video version of your project presentation is no longer than 5 min.

1. Feel Free to Use Existing Video Material:

If you feel like your existing image video, pictures that you have, slides or graphics represent what you are trying to achieve with your project feel free to use this material in your video. If you do record additional material, please make sure to read the instructions below.

2. Check Your Setting:

Please use a well illuminated room with white, grey or beige wall colors. The contrast ratio between foreground and background should be low. Please avoid patterned decorations in the background.

3. Check Your Audio Quality:

Speak loudly and clearly towards the camera or microphone. Please check your recording volume in advance by making a test recording in the specified setup. Listen to the test recording to make sure that your voice is audible and clear. Record in a low-noise room and minimize background noise (remove loud devices, close windows facing noisy streets, check printers, air conditioning or switch off, if necessary, close doors).

4. Check Your Lighting:

Light from the front or diagonally from the front is best (good lighting prevents image noise). No shadows should fall on the background. Please avoid any backlights (light sources in the background). Soft light from indirect lighting would be beneficial.

5. Check Your Device:

Camera Position - Use a table or camera tripod or ask someone to hold the camera. Please note the correct field of view (see below). Choose the right distance to the camera to determine the perfect image section.

Camera Setting - The camera must record the video in horizontal (landscape) format. Please do not use portrait mode.

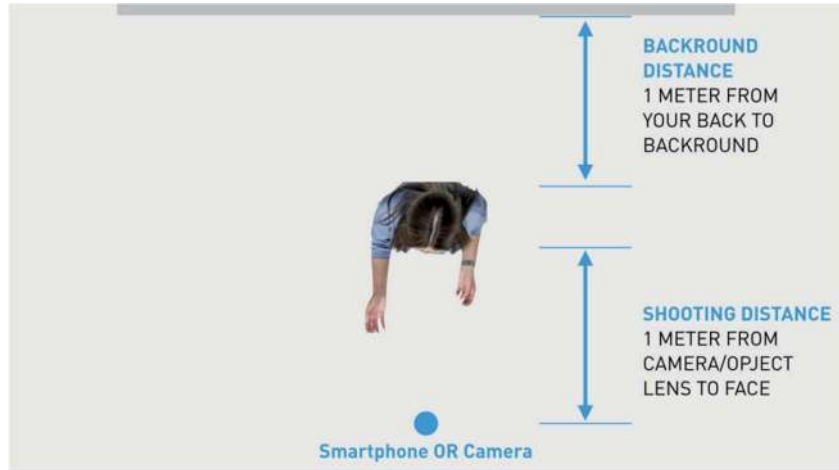
6. Final Check and Upload:

Please check your final record. The storage format should be mp4 or mov.
Size: max. 32 MB

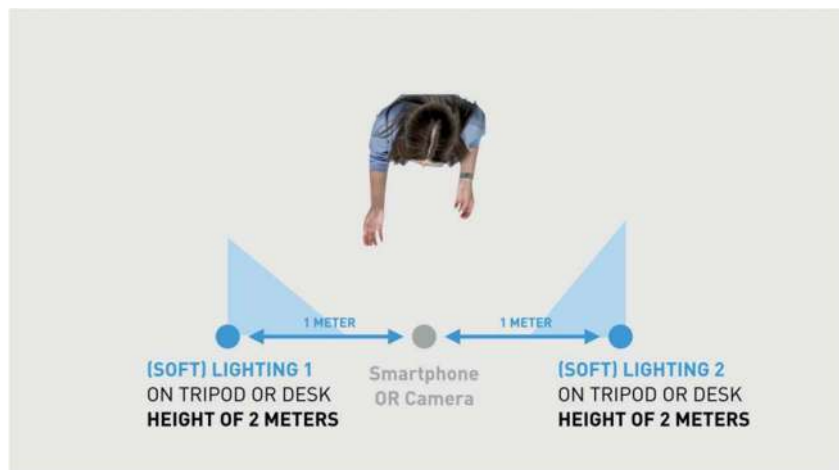


HOW TO MAKE A GOOD PITCH VIDEO:

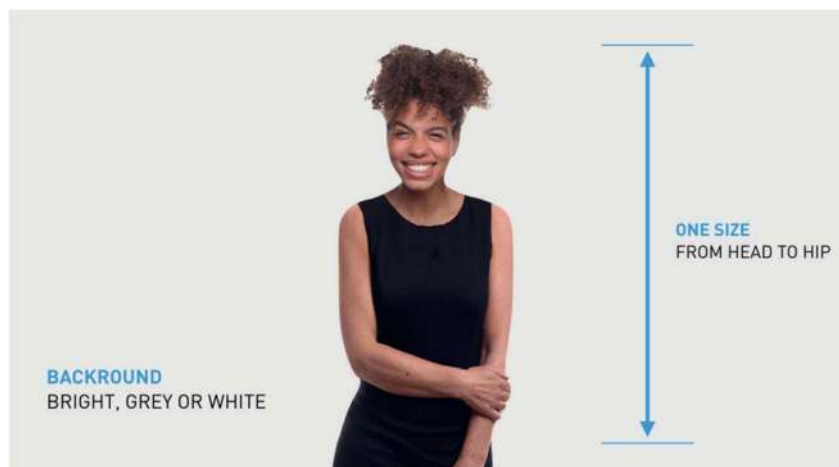
Camera / Person / Background Distance



Camera / Light Position



Correct Field of View and Format (16:9)





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