



Les Césars de la Francophonie 2017

Video competition

Go Green with "Déchets d'oeuvres" !

Create your own video to help preserve the environment

Rules and regulations

A. Aims

This video competition is organized by the AFLE (Association Française Langue Etrangère de Hong Kong et Macao – The Association of Teachers of French in Hong Kong and Macau) and the Consulate General of France in Hong Kong and Macau. It aims at providing Hong Kong Secondary school students, aged 12 to 17, with the opportunity to use the French language in a fun and creative way, and to display their high level of achievement in French.

B. Eligibility

1. Participants must be registered as full-time students in a Hong Kong secondary school (any status : local, international, ESF, etc.), and aged between 12 and 17.
2. Participants must be learning French in their school or any other institution at the time of the application.
3. Participants must apply via their French teacher, who must be a member of the AFLE.
4. Participants must NOT be native speakers of French.
5. Participants must be able to join the 2-week linguistic stay at the St Denis International School (Loches, France) in July 2017.

C. Video Clip

1. Each individual participant must submit one digital video clip on the theme: “Go Green with "Déchets d'oeuvres" ! Create your own video to help preserve the environment.”
2. The video clip must be 1 to 2 minutes long, not including the 10 second title screen (see #3). Videos shorter than 1 minute or longer than 2 minutes will be disqualified.
3. All entries should begin with a 10 second full-screen “title screen” that includes the following information:
 - a. Participant’s name
 - b. School’s or French learning institution’s name
 - c. Title of video
 - d. Total running time (not including the 10 second title screen)
4. The video should be directly uploaded by the student’s teacher on the AFLE YouTube channel.
5. The video clip must include a commentary and/or a dialogue in French. This commentary and/or dialogue must last for at least 30 seconds. The person speaking on the video clip must be the participant. In case of a dialogue, the participant must speak for at least 30 seconds.
6. Musical background and/or subtitles (in French) are allowed.
7. The participants authorize the organizers to use and broadcast their video, in part or in its entirety, on their websites or elsewhere, in a non-commercial framework, without further notification nor compensation (see declaration form).

D. Evaluation Criteria

For the jury (50%)

1. French language (15%): pronunciation, syntax and vocabulary;
2. Videography (35%): alignment with the theme, originality, creativity and interest of the story, originality, variety and relevance of the filming technique;

For the public (50%)

1. Number of likes on YouTube (50%)

E. Prizes

1. First prize: An intensive 2-week-long linguistic stay at the St Denis International School in Loches (Loire Valley, France) in July 2016, including tuition fees, accommodation in student hall, meals, activities and visits as well as transportation from Hong Kong to Loches and back. (Prize offered by the St Denis International School and the AFLE).
2. Other prizes will be announced at a later date.
3. All participating schools will receive a selection of books from the “Lecture facile” series (offered by Clé International).

F. Calendar

- Dec. 17, 2016 : Launch of the competition.
- Jan. 27, 2016 : Last day for participants to fill in the online registration form, as well as give the title of their video .
- Feb. 17, 2017 : Last day for participants to upload their video on the AFLE YouTube channel via their French teacher.
- Mar. 18, 2017 : Viewing of the best entries and prize-giving ceremony during “Les Francophonistes” festival.

G. Participation process

- Step 1: Inform your teacher of your willingness to participate in the competition and fill in the online registration form.
- Step 2: Fill in the online registration form on or before Jan. 27, 2017. Do not forget to add the title of your video!
- Step 3: In the meantime, start writing your scenario; do the shooting and editing of your video.
- Step 4: When your video is ready, give it to your French teacher, who will upload it to the AFLE YouTube channel (on or before Feb.17, 2017).
- Step 5: The winners and their French teachers will be informed by email in early March so that they can attend the prize-giving ceremony. All participants and their French teachers are invited to attend the ceremony as well (Mar. 18, 2017).