



Rio+20 Global Youth Music Contest

Call for Music "Let the music talk!"

The **Rio+20 Global Youth Music Contest** is a global competition for young people organized by the [International Association for the Advancement of Innovative Approaches to Global Challenges \(IAAI\)](http://www.glocha.info) with a wide number of partners and youth networks in the context of the forthcoming [Rio+20 United Nations Conference for Sustainable Development](http://www.glocha.info) to be held in June 2012 in Rio de Janeiro, Brazil. **Rio+20 Global Youth Music Contest** encourages youth to express their hopes, concerns and thoughts on future of our earth through the universal language of music as a powerful expression that incites commitment for sustainable development. The contest will collect musical messages from global youth exploring solutions for sustainable development challenges faced by present and future generations and the winners will be **rewarded a trip to Rio de Janeiro to participate in the Rio+20 UN Conference** in June 2012 and make the voices of global youth heard through their music.

This is **your chance** to inspire, connect and mobilize yourself to energize effective global governance for sustainable development and support the work of the United Nations system.

Be creative! Think global! Have your say now! Let the music talk, let the rhythm play and let the world know what the youth have to say!

Deadline to submit your music video online is **15 February 2012** at midnight GMT.

For more information please visit <http://www.glocha.info/index.php/glocha-initiatives/gcsw> and join us on [Facebook](#) and [Twitter](#)

We believe in your creativity to make the world a better place for all to live!

Why a Rio+20 Global Youth Music Contest?

The problem of environmental degradation continues to increase throughout the world. Like urban pollution; health problems caused by lack of effective waste management; forests' exploitation causing the loss of biodiversity, and climate change that is now considered as one of the greatest threats of our time, the consequences affect people from all social classes. Scientists have proven that extreme weather events resulting from destruction of our environment are increasingly attributed to human activity, especially emissions of greenhouse gases such as CO₂. Many actors nowadays address these urgent problems including Individuals, Civil Society, Governments, Businesses but also

Children and Youth. To ensure the survival of our planet, we need to ask ourselves at what level are children and youth informed? Do they have a voice? Can they contribute? How can they influence decision-making? These are challenging questions for youth who consider a safe future as an important global common to be saved and shared in order to achieve a sustainable world for all. Today the young generation is affected by unsustainable development patterns and slow decision-making processes despite the fact that the United Nations, in its Agenda 21, acknowledges the important role children and youth could play to achieve sustainable development and encourages all stakeholders to facilitate their participation in international decision-making. Thus, a new generation of children and youth is seeking to encourage our world leaders with constructive ideas to agree on practical global solutions for sustainable development at the Rio+20 United Nations Conference for Sustainable Development. The conference will focus on how the implementation of sustainable development could be improved around the world.

In this context the **Rio+20 Global Youth Music Contest** is organized to inspire, engage and mobilize young people to support sustainable development through music as an universal language that facilitate dialogue, bring global people together and strengthen effective global governance as well as the work of the United Nations system. So, in order to provide Rio+20 UN Conference with important added value, participating youth are encouraged to use the Rio+20 Global Youth Music Contest to communicate to a global audience, innovative and specific ideas regarding the way the world organizes environmental protection, sustainable development and international cooperation.

How was the Contest developed?

A first outline of the Rio+20 Global Youth Music Contest idea has been presented at a IAAI side event during the UN High Level Meeting on Youth on 25 July 2011 (<http://www.glocha.info/index.php/latest-news/137-rio-2012-youth-song>) and consensus has been reached there with representatives of UN system and other youth-led organizations, that this initiative has a strong rationale and great potentials to inspire and energize UN Conference for Sustainable Development by giving youth a voice in global sustainable development governance through their music.

The contest was launched on 15th September 2011 in Klagenfurt, Austria, at the international conference "[Knowledge, Youth and Global Commons](#)", after an [International Preparatory Workshop](#) that brought together more than 30 participants from over 25 different countries. Participants designed the contest details and signed a Group Statement to be handed over to the Secretary-general of the United Nations, [Mr. Ban Ki-Moon](#) and the Secretary-general of the Rio+20 United Nations Conference for Sustainable Development, [Mr. SHA Zukang](#).

Who can participate?

The contest is open to **children and youth** from all nationalities, regions, sex, background and religions of the world, who care about their contribution to achieve a sustainable world and their role to energize the work of the United Nations. We are seeking for students, activists, leaders, young professionals and other children and youth who strongly believe in the transformative power of non - formal educational means of communication like music and creative arts. The contest is organized in two different categories:

a. Children: Children and school classes aged up to 14 years by the 31st June 2012 are eligible to participate and submit a music video. They can be mentored by teachers, artists, activists, musicians, and others. Schools are encouraged to use Rio+20 Global Youth Music Contest in the context of UN Decade for Education for Sustainable Development.

<http://www.unesco.org/new/en/education/themes/leading-the-international-agenda/education-for-sustainable-development/>

b. Youth: Young people from all backgrounds aged from 15 to 30 years by the 31st June 2012 are eligible to participate in the contest. If you are over 30 years of age you can still support the contest by encouraging young people in your region, your country, your city or your community to participate.

How to submit music and in which format?

The **content of the music** video must be related to at least one of the pillars of sustainable development (environment, economic or social) and we strongly encourage each applicant to link the submission with the Rio+20 United Nations Conference for Sustainable Development. The music should encourage all Governments and other Stake holders attending the Conference to adopt a common agreement that will ensure an effective implementation of sustainable development and avoid the ongoing degradation of our common environment. It is recommended to connect local realities and global policies with the principle of 'think global, act local'. Children and youth could be key contributors on behalf of many others.

All submissions must be in **original** form and should not have **been published before**.

The **length** of the music video to be submitted for the contest is limited to two (2) minutes minimum and five (5) minutes maximum.

All submissions are **individual** and each applicant will submit only **one** music video in the appropriate category (Children or Youth).

For each category, a **Group** of any size can also participate. However organizers of Rio+20 Global Youth Music Contest can only provide resources for 3 representatives to attend events and activities related to awards. The group will also designate one official representative who will submit the music video on its behalf and will serve as the contact person with the organizers.

The submission could use **any genre** and **any technical arrangement**. Applicants are encouraged to be as creative as possible and to use all technical means to produce/make their music video. However we advise them to at least ensure a minimum good quality so that the jury is able to watch and evaluate the submission and increase their winning chances.

Music videos can be submitted in **any language (national or local) applicants feel competent with**. However each submission **must be accompanied by a short summary** of up to 100 words in English explaining the music video, its theme, its main message and how this is related to the topic of the global contest and the Rio+20 UN Conference. The summary should be added to the online submission form in the appropriate space.

Participants are encouraged to use the **online resources** provided below. Students are advised to work with their classmates and ask assistance from their teachers. Applicants can seek support from Regional or National Coordinators near them before submitting their music online. A complete list of these Coordinators will be published online soon.

Submission of music video will be possible only **online**. By mid-November a direct submission form will be provided at: <http://www.glocha.info/index.php/riogymcresources>. Applicants are therefore advised to visit the website at that period to upload their music before the deadline. Please note that applicants will be required to fill in an online form to provide their personal information including names, age, nationality, country of residence, profession, mailing address, phone number and email.

Children are required to send a **signed letter of approval** from at least one of their parents stating that they agree on the participation of their child to the contest and will allow their participation to the next steps if they are Finalists or Winners. The approval form is to be sent by email to

jeanpaul@glocha.info. Template forms can be obtained by sending an email request to the above address with "Template of Approval Form" as subject of the message.

Deadline for submission is **15th February 2012** at midnight GMT. Submissions received after this date and time will not be considered.

Selection of the Contest Winners

The selection of the Winners will take place in 3 phases:

Phase one will be the selection of three (3) National Finalists in each category from each participating country. A National Coordinator for the contest selected by IAAI will facilitate this process and form a National Jury that will evaluate all submissions and select finalists.

Phase two. Here all National Finalists in each category from all participating countries in the same continent will compete with each other. A Regional Jury will work to select the three (3) best music videos from the region (continent). The winners will become Regional Finalists and the Regional Coordinator selected by IAAI will facilitate this process and form the selecting jury. A full list of participating regions continents and countries can be found at: http://en.wikipedia.org/wiki/United_Nations_Regional_Groups)

Phase three. All Regional Finalists selected by their respective jury will then compete at the global level for a place in the winners. There will be three (3) Winners in each category. They will be selected through an online voting process and voting by mobile phones. The winning entries in each category will be those with the most votes from registered online voters. The online voting process will be launched in March 2012 in New York in the context of an intersessional meeting for the preparation of Rio+20 United Nations Conference for Sustainable Development and will close in May 2012 (exact dates will be announced soon). All the six (6) winners will be notified and contacted in May 2012 by IAAI through the contact details provided online.

The decision taken by the jury is final and not subject to dispute or change.

Selection criteria

All submissions will be evaluated according to their relevance with the theme of the contest. Other selection criteria are originality, creativity, clarity of ideas and the relevance of proposed examples addressing the Rio+20 Conference topics from applicant's personal experience. Technical quality of submissions will not be a key selection criterion, because applicants could lack technical capacity or equipment to create high definition music video. However the music video must at least ensure a clear image and a clear sound.

Awards and Award Ceremony

The three (3) Winners from both categories will all attend the **Award Ceremony** which is planned to take place in July 2012 in Austria in the format of a Global Challenges Song World Cup Gala Night 2012 which shall be broadcasted live on TV globally and raise awareness of outcomes of Rio+20 Conference. The winners can expect to receive **broad recognition** of their music and work through various networks. All expenses related to travel, accommodation and visa will be covered by IAAI.

From 4th to 6th June 2012 the first place Winner of each category will participate in the Rio+20 United Nations Conference for Sustainable Development in Rio de Janeiro, Brazil, and will perform during a **Rio+20 Global Youth Music Concert**. They might also meet with the Secretary-general of the United Nations, Mr. **Ban Ki-Moon**, and be mentored by some **United Nations Goodwill Ambassadors**. All expenses related to travel, accommodation and visa will be covered by IAAI.

Learn more about Sustainable Development and Rio+20

We strongly encourage you to take your time to learn more about sustainable development and the Rio+20 United Nations Conference for Sustainable Development before submitting your music video online. There are useful online resources that can help you. We also advise you to get in contact with the Focal Point of your Government at the United Nations Commission on Sustainable Development who can be found at the Ministry of Environment of your country or its equivalent. This might help you to link your music with the national and/or global policies for example while the online resources could enable you to think about concrete ideas on how our world leaders can achieve a sustainable world with youth contribution.

For **useful online resources** please visit:

Official website of the UN Commission for Sustainable: <http://www.un.org/esa/dsd/>

Official website of Rio+20 UN Conference for Sustainable Development: www.uncsd2012.org

What is Rio+20 Conference? <http://www.roadtorioplus20.org/what-is-rio20>

Rio+20 Brochure: <http://www.uncsd2012.org/rio20/content/documents/Rio20Brochure.pdf>

UNDPI NGO Conference: <http://www.un.org/wcm/content/site/ngoconference/pid/16700w>

UNDPI Final Declaration: <http://www.un.org/wcm/content/site/ngoconference/lang/en/resources/final>

Road to Rio+20 Global Youth Mobilization: <http://www.roadtorioplus20.org/>

Rio+20s Youth NGO Leading Global Youth at Rio+20 Conference: <http://rioplustwenties.org/>

UNCSD Major Group of Children and Youth official Website: <http://www.youthcaucus.net/>

United Nations Framework Convention on Climate Change official Website: <http://www.unfccc.int>

Earth Charter: <http://www.earthcharterinaction.org/>

Stakeholder Forum: <http://www.earthsummit2012.org/>

Brazilian Civil Society Mobilization to Rio+20 and the Peoples Summit for Sustainable Development: <http://rio20.net/en/iniciativas/call-for-participation-for-the-peoples-summit-for-sustainable-development>

Blog on the Road to Rio+20: <http://www.uncsd2012.org/rio20/index.php?menu=41>

UN High Level Meeting on Youth: <http://social.un.org/youthyear/high-level-meeting.html>

Support the Contest and Rio+20 UN CSD Conference

There are many ways you can support the successful implementation of the **Rio+20 Global Youth Music Contest** by the International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI) and its partners and youth networks around the world.

a. Join our Social Networks

You can now join us on [Facebook](#) , [Vimeo](#) and follow us on [Twitter](#). You can also spread the word as much as possible and encourage others to join our social networks and pledge their support to the contest. Follow our updates and activities at www.glocha.info You are also encouraged to subscribe to [UNCSD \(Rio+20\) Facebook page](#), [Twitter account](#) and spread the word about the importance of making Rio+20 and UN led global work on sustainable development a success!

b. Become a Regional or National Coordinator

In order to successfully develop the global contest, IAAI is looking for young activists and young professionals who believe in the transformative power of non formal education to achieve sustainable

development, to become Regional Coordinators (RC) and National Coordinators (NC) of the **Rio+20 Global Youth Music Contest** in their respective continents and countries. Selected youth will work closely with the Global Coordinator, the Outreach Coordinator and IAAI. If you are interested to apply please send an e-mail to jeanpaul@glocha.info to receive more detailed information on this call. Note that application deadline is **20 October, 2011** at midnight (00:00) GMT. The regions in question with their countries are **Africa** (including Somaliland and the two Sudan), **Asia**, **Europe** (including the UK and Russia), **Middle East** (including all Arab countries), **North America**, **South America** and **Oceania** (including Australia and all Pacific Islands).

c. Donate

If you would like to financially support the global contest and make a donation please contact IAAI at:

International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI)

Linke Wienzeile 246, At 1150 Wien-Vienna (Austria)

Dunajska 104, SI 1000 Ljubljana (Slovenia)

Tel: +43 664 4203648 / +386 (0)1 5684168

Fax: +386 1 568 4169

E-mail: office@glocha.info Website: www.glocha.info

Bank details:

Account holder: IAAI-Vienna-Ljubljana

Bank name: Posojilnica-Bank Pliberk / Kreditbank Bleiburg

Bank Address: Völkermarkter Straße; At 9150 Bleiburg/Pliberk, Austria

Account number (IBAN): AT19 3911 7010 0712 1411

BIC: VSGKAT2K117