



2024

International Day for the Conservation of the Mangrove Ecosystem

Video submissions – competition

The IORA Blue Carbon Hub is teaming up with [Carbon Ethics](#) to celebrate The International Day for the Conservation of the Mangrove Ecosystem on the 26th of July to hold a video campaign to highlight the importance of these extraordinary ecosystems.

This International Day was designated by the General Conference of UNESCO in 2015 and it was first held in July 2016.

Mangroves are unique, remarkable, and abundant ecosystems located at the boundary of land and sea. These exceptional ecosystems significantly enhance the wellbeing, food security, and safety of coastal communities around the world. They harbor diverse species and offer essential nursery habitats for fish and crustaceans. Furthermore, mangroves act as natural barriers against storm surges, tsunamis, rising sea levels, and erosion. Their soils are highly efficient at absorbing carbon, making them vital carbon sinks.

We want to hear about your local mangroves!

We want you to tell us in a short video (2-minute or less) what your local mangroves mean to you and why they are so important.

The winner will receive an IORA Blue Carbon Hub and CarbonEthics prize pack and have their video featured on the IORA Blue Carbon Hub website and YouTube channel!

How to enter

Send your video to IORA.BlueCarbonHub@csiro.au

Entries will be accepted from **24th July 2024** and close **31st August 2024**. No late entries will be accepted after 31st August.

Please include the following in your email entry:

- First name:
- Last name:
- Affiliation:
- Country:
- Email:
- Subscribe to IORA Blue Carbon Hub Newsletter? Y/N/I'm already signed up!

Please find below:

1. Video recording guidance
2. Guidance questions and prompts for the video
3. How to send the video
4. Terms and conditions

For more information visit the [IORA Indian Ocean Blue Carbon Hub](https://www.iora.org/) website or contact lauren.hardiman@csiro.au.

Join us in showcasing untold stories for-Mangrove Ecosystems!

1. Video recording guidance

- Film in landscape – film the video horizontally and in high definition (at least 720p)
- Centre yourself in the middle of the shot – ensure there is space on either side of you and there is space above your head, with the shot from around your middle up
- Keep the video under 2 minutes – this ensures the ability to use on social media. We may need to edit these clips.
- Stabilise your recording device – ensure that it does not topple over or moves
- Appropriate location – ensure there is a solid background (white preferably), no clutter or personal items in the frame, and no background noise or movement
- Make sure it is in focus – ensure camera is in focus, a test recording will help with this
- Speak clearly and at a normal pace – ensure there is no echo, outside noise etc.
- Check your lighting – ensure you are not backlit, there is enough light to clearly see your face and wear solid clothing. Check for reflections if you wear glasses
- Don't zoom – ensure that you are close enough so that you don't have to zoom in
- High quality – ensure your device is filming in at least 720 p to help with quality standards
- Record a test video – recording a test video will help you ensure all of the guidance is followed and the video looks and sounds good

2. Guidance questions for the video.

1. Hi, I'm [name], from [country].... (Introduce yourself.)
2. I am a... / I do.... (Say a bit about what you do e.g. I am a fisherwoman / I research blue carbon ecosystems)
3. These are my local mangroves, and they are important to me because.....

3. Sending the video

Once you are happy with it, please send the final video through www.wetransfer.com to IORA.BlueCarbonHub@csiro.au

International Day for the Conservation of the Mangrove Ecosystem

Video submissions

Terms and Conditions:

These terms and conditions govern the video competition run by the Promoter (**Competition**). By entering the Competition, each entrant agrees to be bound by these terms and conditions.

Promoter: The Commonwealth Scientific Industrial Research Institute (**CSIRO**).

Entry eligibility: This is open to videographers, amateurs, and enthusiasts. An entrant must be an individual and not a company or organisation.

Submission period: The submissions are opens on 27th July and closes on 31st August 2024 (**Period**). Any entry received before or after the Period will be deemed invalid.

Entry procedures:

- The submission is free to enter.
- Entries must include the information stated in 'How to Enter' above.
- Please re-name your videos to the following format: First name_Last name_country.
- You may only enter the once.

Licence: By submitting your entry to the Promoter, you grant the Promoter a non-exclusive, royalty-free, irrevocable, sublicensable, perpetual licence to adapt, reproduce and communicate your entry, in whole or in part, to the public on the Promoter's the IORA Blue Carbon Hub's websites, CarbonEthics, and social media pages, and in IORA Blue Carbon Hub educational or promotional material such as presentations and webinar events.

Privacy: You agree that the CSIRO may use your personal information provided in your entry in relation to the submission, in accordance with the [CSIRO Privacy Policy](#).

Warranties: You warrant that:

- all information provided with your entry in the submission is complete, accurate and true;
- the video is an original image, taken by you;
- you have all necessary rights and licences to grant the rights and licences set out in these Terms and Conditions;
- the exercise of the rights and licences granted to the Promoter will not infringe any rights of any person (including any intellectual property rights).

Note: All copyright in the video submission remains with the videographer.

Many thanks for your kind contribution to this IORA Blue Carbon Hub project.

#IORABlueCarbonHub

#CarbonEthics