

Reels video campaign rules

1. The purpose of the game

Online, playful, attitude shaping campaign for students of PTE for energy efficiency and energy saving. The videos participating in the game are shared and published on the applicant's own and the Green University Program's Instagram platform. The goal is to collect as many likes as possible during the measurement period of the game. After the end of the measurement period, **all applicants will receive an award**, and those with the **most likes will receive a special award** as well.

2. Who can participate in the game

All UP **students with an active student status in 2022-2023** can participate in the game.

One profile can upload only one video.

3. Technical implementation of the game

Participation in the game is subject to registration. The first step is to log in to the site (after clicking on the login button in the upper middle third of the page, enter your Neptun/EHA code and the corresponding password, then the registration interface will be available under the brief)! Fill out the form that appears and accept the data protection agreement! And the shooting can begin!

In the game, the participants make a **reels video of a maximum of 1 minute** in their own environment (e.g. own room at home, dormitory, university, administrative rooms) on the subject of energy saving in order to develop a responsible behavior that can be implemented and applied in everyday life, and can even be achieved just by changing personal attitudes. Instagram's online platform provides the basis for uploading videos. Accordingly, the student participating in the game must have an Instagram account. The account serves a dual purpose: this is where the created video is uploaded and where the likes are collected.

Point to be used on the Instagram platform: **Collaboration**. This ensures that the video will be available both on the applicant's own platform and on the Green University Program's as well. This way, the given content appears in two places at the same time, the target audience immediately sees the post on both sides, so the reach also increases.

The participant can upload the reels video according to the following patterns:

1. The participant must follow the Green University Instagram page
2. After creating the reels video, click the + (upload) button
3. Select the video and go to Next
4. There is also a way to edit the video (filter, edit lights)
5. If this has also happened, click the Next button again
6. **Edit cover** of your video (optional)
7. Tap Tag People, then select **Invite Collaborator**
8. Search for the Green University profile and select it

9. Create a catchy title,
10. Share the content, then wait for the Green University to approve it, so that the video will be uploaded to both profiles at the same time.

The videos will be published at the same time by the Green University after the upload deadline on Instagram, thereby ensuring that all participants start with the same chances in competition.

Only those videos that are approved by the Judging Committee consisting of employees of the Relations Directorate, the Operations and Procurement Directorate and the Green University Program can attend the game.

The video must comply with the governing ethical code of the University. On the basis of the code of ethics, but especially with regard to the following, **the video will be excluded if:**

- contains obscene expressions;
- shows the intimate areas of the body;
- carries acts dangerous to life;
- capable of violating human dignity;
- does not comply with the requirement of equal treatment, as well as the prohibition of all forms of discrimination, racist expressions and harassment;
- does not comply with the basic behavioral standards of European and international civility and coexistence;
- carries political goals, violates political and religious convictions;
- shows the PTE in a negative light;
- presents content that is incompatible with university's ethical standards.

The ethical rules are detailed in point 9 of the "Communication and Conduct Manual" of the PTE. The policy available at:

https://adminisztracio.pte.hu/sites/pte.hu/files/files/Adminisztracio/Szabalyzatok_utasitasok/KoMaKe/magatartasikezikonyv20151001.pdf

Some help in the thinking process:

Tips for saving electricity:

- unplug the phone charger if you are no longer charging the device
- disconnect devices in standby mode at night or at the end of the working day
- if you can, use the stairs instead of the elevator
- where possible, use LED table lighting instead of general room lighting fluorescent lamps
- if several devices are available, use the energy-saving one

Tips for optimizing heating:

- pull the curtains and let the sunlight in
- ventilate briefly and intensively, so that the walls and furnishings do not cool down. The window, which is always kept slightly open, cools the room
- close the blinds and external shades at night because it improves thermal insulation

- if the radiators are cold, tell the repairman
- Does your window not close properly? Use window cushions

4. **Timing of the game**

- Period of announcing the game and making the videos: **February 1 - February 12, 2023.**
- Closing date for receiving videos: **February 12, 2023, midnight**
- Decision on the videos and their sharing on the Green University's Instagram interface: **February 13, 2023.**
- Publication of videos and measurement period of likes: **February 13 - 28, 2023.**
- Closing of the game: **February 28, 2023, midnight**

5. **The evaluation process**

Likes received on videos shared on the Instagram page of Green University and the student who made the video on his own Instagram platform will be sorted according to the numbers realized based on a screenshot taken on February 13.

The evaluation and notification process

Notification of the participants is expected according to the following parameters:

Among the students who submit videos, the Judging Committee decides which videos meet the requirements described in the Game Rules. After that, everyone will be notified of the decision in the form of an e-mail. In the case of rejected videos, we will send a message with reasons, so that the student still has time to modify the details of the activity presented in the video accordingly. Students who's videos have passed and became posted will also be reached via Instagram Story - highlighting that the Like campaign period has begun. The winners will be announced in the form of an Instagram Story *and* email, followed by an official award ceremony. (See below)

6. **Closing the game and awarding prizes**

The participants will be notified, and the prizes will be handed over in person after the end of the game. The **final prize-giving event** will be open to the press, for which we expect all participants to appear, considering that **all participants will receive an award**. The participants will receive souvenirs with PTE image elements, **those who collect the most likes will receive a special prize, which will be handed over by the Chancellor in a ceremonial setting**, depending on the number of participants in the game. The organizers will inform the participants about the date of the event after the end of the game.

If you have further questions or comments e-mail us at: zoldegyetem@pte.hu