



International school competition

“When sound creates image”

2024-2025 Edition

THEME: “Listening to one another”

Presentation

The competition “When sound creates image” is back with a new edition!

The deadline for submitting your film is: **February 15th 2025** at midnight.

Description of the activity

Organized by the association “*The Week of Sound*”, NGO in official relation with UNESCO the competition invites students attending UNESCO Associated Schools Networks to create a short film solely based on a soundtrack of 1 minute and 42 seconds, created by the French musician Thomas Dutronc.

This soundtrack is available on the website of The Week of Sound along with the rules and the [application form](#).

Rationale

In our contemporary world, we are surrounded by sounds of all kinds and intensity. When sounds become excessive they can be harmful to a person’s health and well-being and negatively affect the wildlife. Loud sounds can be from road traffic, construction sites, or fed directly into our ears by earphones, etc.

According to the World Health Organization (WHO), early childhood development and education can be impaired because of noise with enduring effects on children’s development, physical and mental health. Recent research on the impact of continuous exposure to aircraft noise on children has found that it can even harm their cognitive performance and educational achievement.

But poor health is not the only adverse effect of “sound pollution”. Excessive and poor sound can limit our ability to interact with others in harmonious ways. Indeed, our sound environment also affects our individual and collective behaviour as it determines our ability to hear and listen to ourselves, others and the world around us with discernment. Our sense of hearing also determines our other senses and works hand in hand with the sense of vision, smell, touch and taste to shape our understanding of the world.

Focusing on the sense of hearing and vision, this project, aims to allow learners to appreciate the richness and diversity of our sensory abilities in new ways and develop a range of cognitive, social and emotional skills which are critical to engage in the world as responsible and compassionate global citizens.

Learning objectives

More specifically, through this competition and an exploration of the multiple relationships between “image” and “sound”, the organizers aim to :

- Raise awareness among learners of the importance of “sound” in their lives and their environment;
- Learn to listen to better understand your environment and to better understand one another;
- Foster among young people the capacity for critical engagement with digital content, self-reflection and creativity and in particular ‘attentive listening” as a trigger for visual creativity;
- Encourage the effective use of culture and arts education by teachers and schools in order to improve the quality and relevance of education.

The 2024-2025 theme

This year’s theme is : **“Listening to one another”**.

Participants

The competition is open to students attending ASPnet schools from early childhood care and education (kindergarten) to upper secondary (high school).

A school can send in several videos as long as the students authoring the videos are different.

The jury

The international jury is composed of representatives of The Week of Sound, personalities from around the world working in the audiovisual industry, UNESCO representatives and the composer of the soundtrack.

The jury will deliberate after the submission deadline of **February 15th, 2025**, and communicate its results **to the laureates** no later than **15 March 2025**.

The results will then need to remain confidential until the Award Ceremony.

While the jury reserves the right not to award any prize, in principle, 3 (three) prizes will be awarded:

- The Grand Prize
- The Jury Prize
- A special mention

The 2024–2025 prize money will be awarded by The Week of Sound as follows:

- The Grand Prize (500€)
- The Jury Prize(300€)
- A special mention (100€)

The winning short films will be presented during an award ceremony taking place in the city of Cannes on 15 May 2025 and to the extent possible, in the presence of the laureates of the Grand Prize and the Jury Prize and their teachers should they be minors.

The criteria used to assess the films are defined in Article 6 – The Jury.

Lesson to be learned from the experience

After the submissions have been registered (ie. After 15 February 2025), participating teachers will be invited to :

- 1) Send to the International Coordination Unit of the ASPnet at UNESCO the lesson plans used to accompany the students during the competition. The lesson plans should reach UNESCO by 1 March 2024. These lesson plans are being collected for future

inspiration and in view of developing a pedagogical resource for teachers interested in exploring the topic of “sound” in our contemporary using video.

- 2) After the Award Ceremony in May, participating teachers and a few students will be invited to an online debrief webinar to discuss lessons learned from the experience and document outcomes.

Pedagogical resources

The following resources can help you prepare your lesson plans and submissions.

<p>Interview with Christian Hugonnet, EURONEWS, President of the association “La Semaine de Son”</p>	<p>https://www.euronews.com/culture/2023/01/27/unesco-week-of-sound-we-find-ourselves-in-a-crucial-situation (French with English sub-titles)</p>
<p><u>Global Citizenship Education (GCED) Clearinghouse of educational resources, curated by the UNESCO-APCEIU</u></p>	<p>https://www.gcedclearinghouse.org (Resources available in all UN languages)</p>
<p>UNESCO Framework for Culture and Arts Education (10 pages)</p>	<p>https://www.unesco.org/sites/default/files/media_fichiers/2024/02/WCCAE_UNESCO%20Framework%20for%20Culture%20and%20Arts%20Education%20EN.pdf (English) https://www.unesco.org/sites/default/files/media_fichiers/2024/02/WCCAE_UNESCO%20Framework%20for%20Culture%20and%20Arts%20Education%20FR.pdf (French)</p>
<p>“Noise pollution”, news article written by National Geographic (grades 5 to 8)</p>	<p>https://education.nationalgeographic.org/resources/noise-pollution (English)</p>
<p>UNESCO Cities of Film from around the world came together to discuss film education and share knowledge and good practice and help each other to use the power of the moving image as a key tool to inspire and empower young minds. (3hours)</p>	<p>https://citiesoffilm.org/collaborative/forum2020/ (Original in English, French and Spanish with English subtitles)</p>

Timeline

September 2024	<u>Launch of the 2024-2025 Competition</u> Official start of the competition.
15 February 2025, midnight (CEST time)	<u>Submissions deadline</u> Final deadline for participants to submit their short films using the specific “submission form”. Films must be in high definition and comply with the established rules. No prior registration is required.
January–February 2025	<u>Jury deliberation</u> The international jury reviews the submitted films and deliberates.
1 March 2025	<u>Lessons plans</u> Teachers from participating schools send their lesson plans to the UNESCO ASPnet Unit (aspnet@unesco.org) in view of documenting how teachers worked with the students on the topic and linked it to the programme.
15 May 2025	<u>Award Ceremony</u> Award ceremony for the winning films at the Alexandre III Theater, Cannes, France.
June 2025 (exact date TBC)	<u>Debrief webinar</u> Online meeting with participating schools of 2023-2024 and 2024-2025 editions of the Competition to the exchange good practices and lessons learned with experts in the field.

COMPETITION RULES

Article 1 : Organization of the Competition

Organizer :

The association Loi 1901 N° 98/4290, SIRET 45257706700013 APE 9499Z

The Week of Sound headquartered in Paris (52 rue René Boulanger, 75010 - France).

Email : lasemaineduson@orange.fr

The Week of Sound approved by the French Ministry of Education organises the competition "When sound creates image" with no purchase obligation, in association with the UNESCO **ASPnet** (UNESCO associated schools Network) - 7 place de Fontenoy, 75007 Paris

Article 2 : Duration

The competition is officially open on 13 September 2024. Its closing date is February 15th, 2025.

Short films submitted outside this period will not be admitted to the competition.

Article 3 : Conditions of participation

The competition is open to pre-primary, primary, middle and high school students attending ASPnet schools. Only schools of the ASPnet are allowed to participate in this competition. A school can submit several videos, but the students should be different.

Article 4 : Terms of participation

Failure to comply with these rules will exclude the participant and his/her creation from the competition.

Respect of the original soundtrack and the copyrights

1) Respecting the original soundtrack is the *sine qua non* rule of the contest. The soundtrack lasts 1 minute and 42 seconds. Its composer has decided to make it available to The Week of Sound, within the unique framework of this competition. In view of the inalienable nature of this sound creation, whose copyright belongs to Thomas Dutronc, contest participants:

- **may not change, cut, shorten or lengthen it;**
- **may not add recorded sounds (music, sounds, lyrics, sound effects);**
- **may not add subtitles or any other textual narrative element explaining the content of the short film.**

In terms of sound, the film must feature only the soundtrack created by the composer and delivered by The Week of Sound.

2) **The author of the soundtrack must be explicitly mentioned** in the **credits of the short film** produced by the participant.

Name of the soundtrack composer :**Thomas Dutronc**

- 3) All images used must be original. If pre-existing images are used, participants must be able to provide proof of authorization to use them. All genres are accepted (fiction, documentary, animation, etc.).
- 4) The use of artificial intelligence (AI) is formerly prohibited.

Production of the images

- The duration of each short film is limited to the length of the soundtrack. It must imperatively last 1 minute and 42 seconds (1mn42s, including the credits, unless the credits are silent).
- All filmmaking techniques are authorized: HD camera, film camera, mobile phone, etc.

- Only short films that are not illegal, do not contravene any current French legal provisions and do not contain any elements that are contrary to the law may be entered and broadcast:

- Infringing the intellectual and industrial property rights of a third party,
 - pornographic, pedophilic, shocking, violent, coarse, offensive to human dignity, insulting or defamatory to others,
 - aimed at harassing, threatening, embarrassing others, glorifying crimes against humanity, inciting hatred, discrimination or violence against a person or group on the grounds of race, nationality, ethnic origin, religion, gender, sexual preference, disability or any other difference.

Submission of the video creation

- The participant agrees to make his or her short film available to the competition organizers in high-definition format. Any short film that wins a prize but cannot be broadcast at 720p will be eliminated.

- Authorized formats for transmitting video files are : mp4, mov, avi.

- The short film must be sent **using the form issued by The Week of Sound. Any other form will not be taken into account.** Any work not accompanied by **a fully completed form** will not be taken into account.

- Collective creations are authorized to participate in the competition

Article 5 : Grants

The Week of Sound grants 3 money awards (three).

- The Grand Prize (500€)
- The Jury Prize (300€)
- A special mention (100€)

The Grand Prize will be awarded to the best production and will receive a prize of five hundred euros (500€) by bank transfer or cheque. The Jury Prize will be awarded in the amount of three hundred euros (300€) by bank transfer or cheque. The Special Mention will receive one hundred euros (100€) by bank transfer or cheque.

The winning short films will be screened during the award ceremony that will take place in Cannes on May 15th, 2025. The prizes will be awarded to the winners during this ceremony.

The prizes will be accepted as announced. No change for any reason whatsoever may be proposed by The Week of Sound. Notwithstanding the foregoing, The Week of Sound reserves the right, in the event of events beyond its control and if circumstances so require, to replace the prizes with prizes of equivalent value and similar characteristics.

Under no circumstances will The Week of Sound be held responsible for the delay in delivering the prizes to the winners, or in the event that the winners are unable to benefit from their prizes due to circumstances beyond the control of The Week of Sound (e.g. loss and/or deterioration of prizes by any shipping service provider). The Week of Sound expressly declines all responsibility for any incidents or prejudices of any nature that may arise as a result of the possession, enjoyment or use of the prizes, which the winners expressly accept. The Week of Sound cannot be held responsible in the event that the winners cannot be reached by telephone or e-mail for any reason whatsoever.

Article 6 : Jury

Entries are examined by a jury made up of leading figures from the audiovisual industry and UNESCO. It is responsible for evaluating the audiovisual productions submitted, according to the following criteria.

- Compliance with the Contest's technical guidelines ;
- Relevance of the storyboard; effectiveness to convey a message, in line with the theme of the competition
- quality creativity/originality and sensitivity of the short film produced.

The Jury will announce the results to the laureates no later than 15 March, 2025. The Jury reserves the right not to award any prize.

Article 7 : Identification of the authors of the prize-winning works

Participants authorize verification of their identity. Failure to comply with the rules and regulations, as well as any fraud or attempted cheating, regardless of the method used, will result in the elimination of the participant.

Article 8 : Information Technology and Freedom

Nominative information concerning participants collected as part of this competition will be processed in accordance with the French Data Protection Act of January 6, 1978, as amended.

In application of this law, all participants have the right to access, rectify or delete data concerning them, by writing directly to The Week of Sound.

Article 9 : Copyrights

The present competition respects copyright and does not include any transfer clause other than the transfer of rights for the publication of the prize list and the promotion of the competition.

Entries not respecting image or copyright rights will be eliminated.

The authors of the winning films authorize The Week of Sound and its aforementioned partners to broadcast their creation free of charge for *The Week of Sound's* communication needs (on the website and social networks of The Week of Sound and its aforementioned partners). Only the winning short films will be distributed via the above-mentioned communication channels. **The Week of Sound undertakes not to make any commercial use of the videos.**

The creation of the video becomes a work of art in its own right.

The original soundtrack composed by Thomas Dutronc (composer) remains the intellectual and artistic property of its creator. It is reminded that the **author of the soundtrack must be explicitly mentioned in the credits of the short film** produced by the participant.

Article 10 : Dispute

Participation in the contest implies acceptance of the present rules. Any complaint will be handled by The Week of Sound which is solely responsible for organizing the contest, and whose decision and that of the jury are final.