

# If I were...

## Global Youth Photo/Video Contest

Mobilizing young people for the International Decade for the Rapprochement of Cultures (2013-2022)

What would your life be like if you were somebody else? Have you ever imagined stepping into someone else's shoes? What if that person was living next door? How would you feel? How would you react to a given situation?

Through this contest, you can choose who you would like to be: you can choose to be anyone from your prime minister to your next door baker, and this only with a simple camera.

"If I were..." invites you to experiment with

somebody else's life through a **video film (1 minute maximum)** or a **powerful photo** made by yourself to illustrate your feelings if you were this person. Change your perspective and express yourself differently.

A life-experience that you will never forget!

The **10** winners will get:



1 mini iPad



1 invitation to the "Second International Conference on Youth volunteering and dialogue: Preventing violent extremism and strengthening social inclusion" at UNESCO, in Paris, 12-14 April 2017 (travel and accommodation covered by UNESCO)



An international recognition and exposure of your work on UNESCO's website

Win the contest and receive your award on stage during the exceptional prize-giving ceremony of the Conference!

# Participation guidelines

## *How to proceed*

**Step 1.** Think about a person different from you, from a different cultural or social background. Pick someone that you know or invent a character that you could meet in your neighborhood, your city or country.

**Step 2.** Conduct research (interviews, on the web, reading, etc.) to understand, without being judgmental, her or his context.

**Step 3.** Take a digital camera or a mobile phone and use your creativity and flexibility to show your capacity to empathize in such a situation through a **powerful photo** or a **video** (1 min-maximum). Put your character in an everyday situation and reflect her/his feelings through a meaningful visual art expression. The narrative, if any, should be in English, French, Spanish or Arabic. If you are among the winners, you will have to subtitle your video in English.

**Step 4.** Fill up the application in which you will attach your photo or video link.



Don't forget that your photo or video must comply with the international copyrights and authors' regulations that UNESCO promotes. If you are to be selected, a permission rights form will have to be completed and signed by you, allowing UNESCO to use your material.

You have total creative freedom. However, you must keep in mind the international position of UNESCO and avoid any specific reference which might counter the values promoted by the Organization. See more about UNESCO's values on [UNESCO's website](#).

### Key dates:

|                                   |  |
|-----------------------------------|--|
| February 2017                     | Contest kick off   |
| 12 <sup>th</sup> March 2017       | Submission deadline  |
| March 2017                        | Announcement of the 10 winners on UNESCO's website   |
| 12-14 April 2017<br>Paris, UNESCO | Award ceremony at the "Second International Conference on Youth volunteering and dialogue : Preventing violent extremism and strengthening social inclusion" |

## Who can join?

If you are between 21 and 30 years old, then you are eligible to participate.

*Note:* All national or private institutions, organizations, and civil society networks working with Youth such as the UNESCO Associated Schools–ASPnet, UNESCO Clubs, UNITWIN and others, are welcome to encourage their members to participate in the Contest.

## Why is UNESCO launching this contest?

As lead agency in the United Nations system for the International Decade for the Rapprochement of Cultures (2013-2022), UNESCO aims to promote “intercultural competencies<sup>1</sup>” as driving forces for reconciliation, respect and understanding between peoples. Intercultural competencies are skills and abilities which help us to embrace cultural diversity and skillfully interact with the diverse people composing our world.

The concept of *If I were...* Which is seeing life through somebody else’s eyes is an exciting way to develop empathy and flexibility, and to take a step towards others. By living such an experience, you

envisage new realities and new rationales; you help fight prejudice. As a result, you develop some intercultural competencies.

The contest is launched globally in cooperation with the King Abdulaziz Center for National Dialogue (KACND) through the *King Abdullah bin Abdulaziz International Programme for a Culture of Peace and Dialogue*, which has been set within the framework of the International Decade for the Rapprochement of Cultures (2013-2022).

### *The International Decade for the Rapprochement of Cultures*

The International Decade for the Rapprochement of Cultures (2013-2022 - IDRC) is led by UNESCO within the United Nations system. The Decade was proclaimed by the United Nations General Assembly in December 2012. Its Action Plan was adopted by UNESCO’s Executive Board in 2014.

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<sup>1</sup> [Intercultural Competences: Conceptual and Operational Framework](#) (2013)

## *Some examples for choosing your character:*

The character of your choice could live next door. This does not mean that you really know where she/he is from, what she/he thinks, or what her/his cultural references are.

It could also be a person who temporarily faces specific problems of social integration. Your task is to understand why. Your character could evolve in a multicultural family, or be facing labor discrimination. She/he could be a refugee, a migrant or an asylum seeker. She/he could be also a young adult suffering from social isolation or any other situation. In these life situations, acquiring intercultural competencies i.e. being able to step into somebody else's shoes proves to be essential to fostering acceptance and mutual respect.

## *Need more help?*

Have a look at the following documents developed by UNESCO. They present the Organization's and its partners' actions, vision and missions.

- [Action Plan for the International Decade for the Rapprochement of Cultures \(2013-2022\)](#)
- [Agree to Differ](#) (2015)
- [From Words to Action](#) (2014), which includes:
  - [Defining Tolerance](#) (2014)
  - [UNESCO's Programme of Action for a Culture of Peace and Non-Violence, a Vision in Action](#) (2012)
  - [Intercultural Competences: Conceptual and Operational Framework](#) (2013)
- [Key arguments for a strong commitment to cultural diversity and intercultural dialogue: aide-memoire](#) (2011).
- [UNESCO Universal Declaration on Cultural Diversity](#) (2001)