

Video Challenge Competition 2022, | FAQ

1. ABOUT THE CHALLENGE & ESTORIL CONFERENCES

1.1 What is this challenge about?

Technology increasingly impacts all our professional and personal lives, yet none more so than the young generation. The youth of today have only known a world in which technology is deeply embedded in all aspects of their lives and it is the generation destined to be most affected by its ever-expanding use. And while technology has created numerous opportunities, it similarly raises numerous ethical challenges, on both an individual and societal level. This competition aims to canvass the duality of the issues raised and explore practical resolutions. The Estoril Conference Video Engagement Competition is a cross-school initiative. We invite all CEMSies from the 2019/2020, 2020/2021 and 2021/2022 cohorts, whether students or 'recent' alumni to participate.

1.2 What is the objective of this challenge?

The goal of the submissions is to create understanding and youth awareness of a specific issue and to come up with a detailed plan to develop an implementable 'resolution' and/or amelioration of the issue and ethical concerns raised. Ultimately the video should increase the youth generation's desire to deeply engage in the issue and other related Technology & Ethics topics.

1.3 What is the topic of the challenge?

The video engagement competition focuses on one of the six main areas to be debated in the Conference: **Technology and Ethics**. See 3.10 for sample topics.

1.4 What are the Estoril Conferences?

The Estoril Conferences form an international platform that, since 2009, has brought to Portugal some of the most well-known world and national leaders to debate global issues. With over 9 000 participants from 100 different nationalities and more than 300 world-renowned speakers, the Estoril Conferences have encompassed several Nobel Prize laureates and more than 30 current and former Heads of State. Speakers have included Tony Blair, Frederik De Klerk, Edward Snowden, Joseph Stiglitz, Mary Robinson, Mohamed Elbaradei, Rajendra Pachauri, Sergio Moro, and Fareeda Khalaf. It is a disruptive, open, intergenerational, and impactful dialogue platform, which brings high-profile international leaders to inspire new generations to take an active role in the future. In this way, the Conferences endeavor to build an intergenerational dialogue that contributes to solutions for the world's most pressing challenges, leading towards a more sustainable and inclusive common future.

1.5 What is the theme of the Estoril Conferences?

"The Purpose Generation: Becoming the Changemakers of Tomorrow" is the main theme of the 7th edition of the Estoril Conferences. It will take place on September 1st and 2nd, 2022 at Nova School of Business & Economics' Campus in Carcavelos, Portugal. The preliminary agenda covers the following topics:

- Politics & Trust | If no one cares, who will decide where to go?
- Economy & Purpose | How to reshape and expand our business and economic models to better serve society?
- Health & Wellbeing | Are we able to globally join forces to lay resilient healthcare systems?
- **Technology & Ethics | What to do now that we have the power to reach anyone, anytime, anywhere?**
- Inclusion & Access | Are we finally equal enough to protect and foster our uniqueness?
- Education & Skills | Can we build the skills for the future and make them accessible to all?
- Climate & Action | Is this the right climate for change?

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1.6 How are CEMS students contributing to the Estoril Conferences?

The CEMS Global Alliance for Management and Education aspires to develop and prepare the leaders and changemakers of the future. In this spirit, the CEMS Alliance and the Estoril Conferences Academic Board have come together to invite the CEMS Student community to contribute to the issues raised by the Conference.

1.7 Why should I join the challenge?

We invite to the stage the purpose generation and all of those who want to change and impact the world, and you as CEMSies are most certainly part of that generation! Join us in making the difference, with all you have to say, with all you have to share and be part of the Purpose Generation.

2. PARTICIPATION REQUIREMENTS

2.1 How can I participate?

The Video Challenge Competition is open to all CEMS Students. We invite all CEMSies from the 2019/2020, 2020/2021 and 2021/2022 cohorts, from all CEMS Schools, whether students or 'recent' alumni, to participate.

Submissions are:

- To be submitted by groups of 3 to 5 members, from the 2019/2020, 2020/2021 and 2021/2022 cohorts [multi-school and multi-cohort groups are welcome]
- Consist of a 5-minute (maximum) video presentation, whereby students will select a specific issue within the Technology & Ethics field, to both describe and provide a detailed proposal of how to address this issue from a business and policy standpoint.
- Some sample Technology & Ethics issues are delineated in 3.10 further on in this document, however a group can select an unlisted issue that in their understanding falls into the Technology & Ethics area.

2.2 How many videos can I submit?

You should submit 1 video per team.

2.3 Can I team up with students from different schools?

Yes. The video must be submitted by groups of 3 to 5 members, from the 2019/2020, 2020/2021, 2021/2022 and 2022/2023 cohorts [multi-school and multi-cohort groups are welcome]. Hence, you can team up with members from all different CEMS schools.

2.4 Can I team up with students from different year groups?

Yes. You are welcome to participate with members from other cohorts /years, as long as all team members are from the 2019/2020, 2020/2021 and 2021/2022 CEMS cohorts.

2.5 How will the winners be selected? What criteria will be looked at during the evaluation?

The selection process consists of three different stages:

- **Stage 1:** All Video submissions will be evaluated by a group consisting of CEMS Academic Directors, CEMS Program Managers & Corporate Relations Managers, CEMS Communication Directors, members from the CEMS Global Office, members from the CEMS Student Board, CEMS Alumni representatives and relevant CEMS Corporate Partners. Each video will be assessed by at least 4 reviewers.

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Stage 2: The 10 best videos will be evaluated by a Jury composed of Estoril Conference Academic Board members who are simultaneously professors in CEMS Schools, and the Estoril Conference Executive Director.

Stage 3: Two to three Groups with the most effective and persuasive video submission will be selected to personally (or virtually if unable to travel) attend the Conference and present their proposal in the session that will follow the Technology & Ethics Panel (same audience). The in-person participation (flight & hotel) will be supported by the CEMS and EC budgets.

2.6 Will submitted videos be published?

Submitted videos will be used for promotional purposes by Estoril Conferences, CEMS and Nova SBE, in social media and other publications related to the video challenge competition.

2.7 Can people outside of CEMS participate?

No, this challenge is meant for CEMS students solely.

3. GENERAL REQUIREMENTS (DESIGN & CONTENT OF THE VIDEO)

3.1 How do I obtain information about the issue?

You can use all different kinds of sources to find more information about your topic: tv, newspapers, google, journals, articles etc. There is no limitation, and every source can be used. It is mandatory to have the Estoril Conferences logo in the video (in the beginning or at the end). Please go to <http://www.estorilconferences.org> to download Estoril Conferences Logo and animation.

3.2 How can I choose the topic?

Teams have to choose their specific topic within the broader Technology & Ethics field. The specific technology as well as the specific ethical issues raised should both be clearly delineated, before groups move into their proposed resolutions. Videos should reflect a thoughtful and thorough analysis of the specific issue selected and proposed resolutions should directly link to the concerns raised.

3.3 Am I allowed to shoot anywhere?

Yes. There is no specific requirement regarding the background of the video.

3.4 Am I allowed to use pictures, videos and music that I did not produce myself?

Yes, but we advise to use free images with no copyright associated.

The organization will not support any cost related with image or copywrite rights. The responsibility is fully from the producers of the video (i.e., student group).

3.5 What are the format specifications?

The Video Format needs to be exported in MP4 format (file extension) 60 FPS (frames per second), recorded in landscape in Full HD minimum quality - 1920px (width) x 1080px (height) resolution. Overall runtime is 5-minute (maximum) video presentation.

Please allow a time of a few seconds (3 to 5) in the beginning and end of the video to carry out editing needs.

For the submission process all videos must be submitted and available on VIMEO platform to be analyzed by the jury.

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3.6 Where do I send in my video?

Share your video link by filling out the submission form available [HERE](#) in accordance with the requested specifications.

3.7 I don't have any experience with videography. Where can I find help?

That is no problem at all. The content is more relevant than the design, and the video does not need to look fully professional. However, the presentation and illustration of the topic is relevant for the understanding and evaluation criteria: The video needs to be clear and easy to follow.

3.8 Do all team members have to be in the video?

No. There is no requirement to show all team members. So, you can be as creative as you'd like with the format and design of your video.

3.9 What happens if I don't follow the guiding questions?

Videos should be organized in two parts: part 1 is the explanation of the topic raised and part 2 covers the proposed solutions. Hence, if you focus on only one part, it will impact the evaluation of your video negatively.

3.10 What additional questions can help me in finding a concrete topic?

Here you have some sample topics within the field of technology and ethics:

- **Rapid Dissemination of Information, Development of Information Silos, Including False and/or Inflammatory Statements:**
 - What is false (i.e., fake news)? How is the standard of true and false to be determined? What happens for example, when scientists are not unanimous? Are there concerns with accepting the 'majority' view? What becomes of the role of 'dissent' in society? What is inflammatory?
 - What is free speech? What is censorship? What is the role of free speech and censorship in society? Is free speech impinged when there is a monitoring of the veracity of statements? Who monitors the monitor?
 - What is intolerance? How do we identify it? How do we curb intolerance and rather promote respectful tolerance of a diversity of views?
- **The Role/Impact of Tech/AI on Humans: (i) Employment (ii) Professional (iii) Interpersonal Relations among humans as well as between humans and AI:**
 - AI interacting with customers?
 - AI replacing employees?
 - AI empowered to make decisions affecting humans in their pursuit of 'life, liberty and happiness' – in law enforcement, in hiring, in assessment? With what level of oversight?
 - What happens when AI makes a mistake – how identify, how inform and how remedy the mistake?
 - Impact of AI programmers' embedded views/ethics?



**Join us in a debate about Technology & Ethics
and make your voice heard on the
Estoril Conferences' global stage!**

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- Relations Between Humans and Institutions/Corporations (public & private service providers):
- Violations of employee, customer, citizen rights/dignity/privacy?
 - Monitoring issues
 - Issues related to individual's privacy rights: E.g., What are the bounds of use of individual's financial/ health/ professional data, including students and/or employee's biometrics/ skills/ alleged past indiscretions, etc.
 - Issues related to government / society's monitoring rights
 - Issues related to corporations' disclosure obligations: What real opt-out choice must individuals be offered by corporations?
 - Issues related to monitoring and enforcement: E.g., with the numerous networks/crosses of information among corporations, how to determine and assign responsibility?

3.11 In which language do the videos have to be?

The language of the video needs to be English (including subtitles, if needed)

4. VIDEO UPLOAD AND AWARDS

4.1 When is the deadline for submissions?

All the videos must be submitted until the 24th April, 2022 (until 00:00 Lisbon, GMT)

4.2 Am I allowed to upload my film to YouTube & Co.?

No. For submission purpose you need to upload your video on Vimeo and provide us with your Vimeo link which you upload [HERE](#) in accordance with the indicated specifications on 3.5 of this document.

[SUBMISSION FORM](#)

4.3 Is there a certificate for participation?

The top 10 teams will receive a certificate. Moreover, the groups with the most effective and persuasive video submissions will be selected to personally (or virtually) attend the Conference and present their proposals to a live (as well as virtual) audience.

4.4 Who can travel to the award ceremony?

All members of the selected groups will be invited to present their proposals in person at the Estoril Conferences 2022 held at Nova School of Business & Economics - Portugal on September 1 and 2, 2022. Participation (flight & hotel) is organized and supported by the CEMS and EC budgets (Winning teams should not book their flight and hotel themselves).

4.5 When does the award ceremony take place?

CEMS student groups with the best submissions will be invited to present their proposal in person at the Estoril Conferences 2022, held at Nova School of Business & Economics - Portugal on September 1 and 2, 2022 in accordance with the events agenda.

CONTACTS

For further details and doubts please contact estorilconferences@novasbe.pt.