

Contest rules

Through the project Defensa y Yo 2.0, **esglobal**, the main digital publication on global affairs in Spanish, in collaboration with the **Embassy of the United States in Spain**, seeks to reinforce the **knowledge and understanding of NATO and the culture of security and defense** in general. This project constitutes a continuation of the effort developed throughout the 2020-2021 academic year with the first edition of the same project – [Defense and Me](#) – organized, in addition to the Embassy, with the participation of various Spanish public universities. The objective is to know and understand the changing nature of security threats, especially within the framework of the next NATO Summit in Madrid (June 29 and 30, 2022). There, a new Strategic Concept will be debated and approved, which is a magnificent opportunity to promote awareness and knowledge of the Organization, especially among young people.

PARTICIPATION REQUIREMENTS

To participate in the contest, all students – including the participants in the first edition of [Defense and Me](#) – must have previously registered for **at least two debates**, for which they must fill out Google forms that will be sent to them by invitation.

The **theme** to be developed in the project must be the same as the one of the debate in which the university, to which the student is enrolled, participates as speaker.

PRESENTATION OF PROJECTS

The works will be presented individually and the participants are responsible for the comments and opinions that are reflected therein. Therefore, they **do not represent the United States Embassy in Madrid or esglobal**. Along these same lines, the organizers reserve the right not to admit projects to the contest that, due to their content or quality, do not reflect the essence and purposes of the contest.

Projects may be prepared and presented in Spanish or English and must be completely unpublished works. In this way, those works are **excluded**:

- those whose publication rights are or have been committed to any institution or media outlet.
- those that have been submitted to another competition, pending ruling.
- those who have won a prize in other national or international competitions.

- those that have been published in some media.

The **delivery format** of the work can be written, as well as (audio) visual or illustrative. For each format, the following requirements must be followed:

- **Written work**

- Length: maximum of 800 words.
- The text can be in English or Spanish.
- Maximum inclusion of three bricks (to segment the text and facilitate reading).
- The inclusion of references and mentions to original sources must be through hyperlinks.

- **Video**

- Maximum duration: three minutes.
- The speech and texts of the video (if any) can be in English or Spanish.
- The images and music that are included must be free of rights or the author of the video must own the rights to them.

- **Podcast**

- Maximum duration: five minutes
- The speech can be in English or Spanish.
- Any audio tracks included must be royalty-free or the author of the podcast must own the rights to the podcast.

- **Illustrations, maps and infographics**

- Extension: it can consist of a single piece or of several that make up a series.
- The text included can be in English or Spanish.
- The inclusion of references and original sources of the data must appear in the legend and through hyperlinks.

DELIVERY OF PROJECTS

The projects submitted to the contest must be sent to the email address **esglobal@esglobal.org**. The **deadline** for submitting the projects would be open until **May 20th**.

Participants must specify '**Defense and Me Contest 2.0.**' in the subject of the email and provide the following information in the body of the email:

1. Name, surnames, email and telephone number of the participant.
2. Degree and name of the University to which they belong.
3. Title and brief description (no more than 100 words) explaining the project.
4. Optionally, participants can provide their accounts on social networks so that they can be mentioned in the event that they are finalists.

Depending on the format chosen to make the proposal, the work will be presented in a certain **format** or following the steps explained below:

- If the work is written, it must be sent in PDF format.
- If it is a video, the link of the video must be sent, which must be previously uploaded to YouTube in hidden mode.
- If it is a podcast, the audio file must be sent in MP3 format.
- If they are illustrations or infographics, they must be sent in PDF format.

SOCIAL MEDIA DISSEMINATION

The projects selected by the jury will be published on esglobal.org and will be disseminated through social networks in the following way:

1. Using the hashtag **#DefensayYo2**.
2. Always citing the **Embassy of the United States** on [Twitter](#), [Facebook](#) and [Instagram](#) and **esglobal** on the corresponding network: [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#)
3. Link to the project at esglobal.org.

EVALUATION CRITERIA

The evaluation criteria will be the following and will be scored on a maximum level of 10 points:

- Presentation (4 points): originality and creativity of the product. The image, sound or text must be of quality. A dynamic and authoritative presentation will be positively valued.
- Content (4 points): easy understanding and affinity to the proposed topics.
- Impact (2 points): degree to which it contributes to creating a culture of defense and security.

JURY

The jury that evaluates the proposals presented will be made up of members of the United States Embassy in Madrid, the [esglobal](https://esglobal.org) team, as well as professors from the participating universities. In no case, the professors will evaluate the students of their own university. Once the winners are published, the full panel of people who have made up the contest jury will be made public.

The finalist projects will be submitted to a final public vote that will be disseminated through esglobal.org and social networks. The project that obtains the highest number of votes will receive a special mention.

PRIZE

The award consists of a trip to the NATO headquarters in Brussels, as well as a visit to institutions related to culture and defense. One student per university will be selected, so that a total of 15 students will be able to enjoy the award.

Students will be given a certificate of participation in the contest, as well as a diploma for those who end up being finalists.

To return to the main page, click [here](#).

The “Defensa y Yo” contest is organized by Esglobal with the collaboration of the United States Embassy in Spain.



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