



8 Billion: A World of Infinite Possibilities

Video competition!

The UN Department of Economic and Social Affairs projects the global population will reach 8 billion on November 15, 2022. This is a milestone for humanity. Advancements in health care and reductions in global poverty have led to lower maternal and child death rates and longer lifespans, culminating in a world with more people in it than ever before!

A world of 8 billion represents infinite possibilities.

UNFPA Sri Lanka is conducting a video competition for you to creatively share your solutions to the challenges that our society is facing. Your ideas can contribute towards building an equitable, sustainable world for us all.

About the competition

Open to anyone residing in Sri Lanka.

To enter:

1. Choose one of the competition topics
2. Research and identify a specific issue under the chosen topic, and develop your sustainable solution
3. Make a 1–2-minute video describing the issue and your solution
4. Upload your video on YouTube
5. Submit the YouTube link using the online entry form
6. Share your video and get more likes

Entries are accepted in 3 categories:

1. Children - Individuals below the age of 18 years to submit a video individually or in a group.
2. Open - Individuals above 18 years of age to submit a video individually or in a group.

Group entry should have a minimum 2 to maximum of 3 members.

Submission deadline

- **5.00 p.m. on 15 January 2023!**

How to submit your entry

- Upload the video on your YouTube channel
- Submit the online entry form (https://bit.ly/8Billion_Possibilities) with your information and the link to your YouTube video.



Competition topics

1. Population ageing

The global population is ageing fast as a result of declining fertility and increasing life expectancy. By 2050 nearly one in five people in developing countries will be over the age of 60.

Sri Lanka is transitioning to an ageing society more rapidly than most other developing countries. Between 1981 and 2012, the proportion of the population aged 60 years and above, has increased from 6.6% to 12.4% and is projected to increase to 22.1% in 2037. This change in the age composition will affect the political, economic and social structure of the society and require changes to the pattern of resource distribution.

As the population ages it will change the available labour force with implications to productivity. People are living longer but traditional employment models have not adjusted to this change. The loss in income for older people can lead to poverty and increase their dependency on their families and government through pension, social assistance or saving schemes. Older people are the poorest age group in the country with the highest headcount ratio of 17.9% as of 2019.

Older people face many adversities in their daily lives. The prevalence of non-communicable diseases is rising among older persons and a large number of older persons are living with some form of disabilities resulting from ill health. Many also face mobility restrictions caused by age-related health conditions. Difficulties in accessing transportation and inappropriate housing can result in increased isolation and loneliness which can have serious impacts on their ability to carry out basic daily activities, thereby reducing their independence, autonomy and quality of life. Ageism, a widely prevalent phenomenon, also impacts older people's participation and contribution to society and can result in marginalization and exclusion.

We need to find solutions to unlock the potential of the ageing population. We need to creatively rethink work, health, social protection, cities, housing, transport etc. to improve the quality of life and protect the rights of older people and ensure their contributions to our society.

2. Gender equality

Gender equality - equal rights, responsibilities and opportunities of women and men and girls and boys - is a fundamental human right. Women make up nearly half of the world's population and continue to face discrimination throughout their lives despite the progress made over the last few decades. In Sri Lanka, women make up 52% of the population and live longer than men. Yet, they are facing social, economic and legal barriers that are limiting them from exercising their rights and reaching their full potential. Though more girls and women are completing education in Sri Lanka, their participation in the workforce and representation in leadership has remained low. In 2021, female labour force participation rate was 31.8%. Female representation in parliament is only 5.3%. Women and girls continue to carry the burden of unpaid care work. Prevailing gender and social norms, lack of affordable and quality childcare services, lack of support in sharing household work, workplace culture, lack of safety and security are some of the factors that hinder women's empowerment and engagement in the economy.

Women's limited participation in the workforce leaves them without access to pensions, savings etc. which increases their poverty and dependency in their old age. This is specially concerning as Sri Lanka is transitioning rapidly to an ageing society, one in which women will continue to make up the majority of the population.

Gender and social norms continue to be barriers to women's empowerment. In Sri Lanka, 1 in 5 (20.4%) women have experienced sexual and/or physical violence by an intimate



partner in their lifetime; and 1 in 4 women (24.9%) have experienced sexual and/or physical violence since the age of 15 (Women's Wellbeing survey, 2019). Evidence also shows that 90% of Sri Lankan women and girls have faced sexual harassment in public buses and trains at least once in their lifetime. This violence undermines the health, dignity, security, and autonomy of women and girls, yet it remains shrouded in a culture of silence.

The realization of sexual and reproductive rights is vital for achieving gender equality. When a woman can plan her family, she can plan the rest of her life. Protecting and promoting her reproductive rights – including the right to decide the number, timing and spacing of her children – is essential to ensuring her freedom to participate more fully and equally in society. Having access to sexual reproductive health information and services helps reduce health risks related to early and multiple pregnancy. In Sri Lanka sexual and reproductive health related knowledge among youth was not satisfactory as nearly 50% were unaware about most aspects of basic SRH issues and 66% of girls are not aware of menstruation until menarche. HIV infections have increased in the age group of 15 - 24 years. Data shows that use of contraceptives is slowing down in the country. 35% of married women in 2016, indicated no use of contraceptives and 29% of women who began to use contraceptives had discontinued the use (Demographic and Health Survey report, 2016). Contraceptive use has dropped in the younger age group (15 - 34 years). Over 650 unsafe abortions happen every day in Sri Lanka despite the legal restrictions and over 80% of them are accessed by married women over the age of 30. The incidence of unsafe abortions also suggests there are constraints on women exercising their full sexual and reproductive rights.

Empowered women contribute to the health and productivity of families and communities leading to economic growth. For our society to thrive, we need to ensure that women and girls have equal access to basic services, employment, social protection, a life free from discrimination and violence so that they can make informed decisions and live decently.

Competition rules

- The video should be 1-2 minutes including titles and credits.
- Participants need to choose one of the two competition topics, research and select a specific issue, develop a sustainable solution and create a video.
- A submission may not contain offensive, libelous, sexually explicit, disparaging or other inappropriate content and may not defame or otherwise violate the rights, copyrights, trademarks, or rights of publicity, privacy, or reputation of any third party. A submission may not contain any material to promote sale of a product or service.
- Any video production techniques and genres can be utilized (e.g., animation, documentary, drama, experimental or artist video, and hybrid work)
- Entries must be uploaded to YouTube.
- Entries can be submitted in any local language. English subtitles are encouraged.
- No copyrighted materials (music, images, video clips, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest.
- Written permission must be obtained and provided upon request for all copyrighted materials.
- Entries must be submitted using the online entry form by 5.00 p.m. on 15 January 2023. Submissions received after the deadline will not be considered.
- The online entry form should be submitted with a link to the video on YouTube and your list of sources (links to sources would be sufficient).
- Submissions should be original and present your own work. If your work is found to be not original your entry will be disqualified.



- When uploading submissions to YouTube, entrants must select privacy/sharing settings that enable UNFPA to download, link to, or embed submissions to UNFPA website or other media in connection with the video contest. Submitting a video to this competition does not guarantee that the submission will be displayed or used by UNFPA.
- Entries may be submitted as individuals or groups of up to three individuals.
- Each individual competition participant is restricted to one video submission only, irrespective of category or competition topic.
- If ages of a team submission pertain to more than one category, the team should select the category that reflects the ages of the oldest members of the team.
- Any people in the video who can be visibly recognized must sign an Official Photo/Video Release Form before the entry is submitted - minors must have parent or guardian signatures.

Judging

The judging panel will consider the following criteria in making their selections:

- Originality of the content and the idea.
- Overall presentation of the idea.
- Visual design and look and feel of the video (animation or live action).
- Message comprehension and impact on the audience.
- Number of likes the YouTube video has received. Winner will be selected based on the most number of likes received by 19 January 2023.

Entrants agree to be bound by the official contest rules. The decisions of the judges are final and incontestable.

Prizes

Prizes will be awarded to two winners from each category based on topic (6 prizes in total).

- Children: GE, Ageing, Most liked (3 prizes)
- Open: GE, Ageing, Most liked (3 prizes)

Prizes include gift vouchers (up to 100,000 LKR) and computer tablets.

Winners will be notified by 30 January 2023 via email.

Tips for your Video

- Pick one from the two competition topics that you are most interested in and excited about.
- Research the topic and select a specific issue. Population ageing and gender equality are broad topics that have many issues under them. It is best to research and identify a specific issue you want to focus on.
- Develop a solution. Make sure your solution solves the issues you have identified.
- Plan your video. You can use a storyboard.
- Be clear and concise in your video. Use the best information and not all the information you find to support your solution.
- Make sure to shoot your video in landscape mode. Check your lighting to make sure there are no shadows. Check your sound to make sure the sound is clear.
- Uploading your video to YouTube early would be advantageous in gaining Likes.



Contact

For any questions about the competition, please email: srilanka@unfpa.org

Please ensure to send your queries with the subject: 8 billion - online video competition.