

STUDENT VIDEO COMPETITION RULES

UCMs UNCOVERED – A Global Student Video Challenge

Organized by UN Special Rapporteur on the negative impact of unilateral coercive measures on the enjoyment of human rights

1 October 2025 – 31 January 2026

OVERVIEW

This global competition invites university students to create short animated or live-action videos to raise awareness about the humanitarian impact of unilateral coercive measures (UCMs). The challenge is a part of the outreach strategy of the UN Special Rapporteur on the negative impact of unilateral coercive measures on human rights and aims to promote engagement with the Mandate's work and its Monitoring and Impact Assessment Tool. Participants will select from one of ten predefined topics.

OBJECTIVES

- Raise awareness about the humanitarian impact of unilateral sanctions, means of their enforcement and over-compliance
- Promote the work and visibility of the Mandate of the Special Rapporteur
- Engage students and young professionals in the global human rights discourse
- Produce animated or live-action videos on selected themes aligned with the [Monitoring Tool](#) and broader [Mandate activities](#)
- Highlight youth voices and perspectives on sanctions, justice, and human dignity
- Provide a meaningful platform for creative digital storytelling in support of international advocacy

TOPICS

Participants will select one of ten official themes prepared by the Mandate team. Examples include:

- What are unilateral coercive measures?
- The role of over-compliance in humanitarian impact of unilateral coercive measures
- Impact of unilateral coercive measures and over-compliance on the right to health
- Impact of unilateral coercive measures and over-compliance on the right to food
- Impact of unilateral coercive measures and over-compliance on education
- Impact of unilateral coercive measures and over-compliance on my country
- Impact of unilateral coercive measures and over-compliance on housing
- Impact of unilateral coercive measures and over-compliance on children
- Impact of unilateral coercive measures and over-compliance on youth
- Impact of unilateral coercive measures and over-compliance on future and development

ELIGIBILITY

- Open to all university students globally (undergraduate and graduate level)
- No restriction on field of study
- Submissions may be individual or team-based (up to 3 members per team)

VIDEO REQUIREMENTS

- Language: English (multilingual versions or subtitles are encouraged but not required)
- Format: animation or live-action, any creative style
- Duration: 2–4 minutes

- Must follow one of the official themes and be based on reliable data or official documentation
- Format: *.mp4
- Send the video file via [Tresorit](#) - please consult the [Tresorit send](#) document

EVALUATION CRITERIA

- Relevance to selected theme and clarity of message
- Creativity and originality
- Technical quality (editing, visuals, sound)
- Human rights impact and storytelling strength

TIMELINE

- Launch: 1 October 2025
- Submission Deadline: 30 November 2025
- Evaluation: December 2025
- Winners Announced: January 2026

JURY COMPOSITION

- Members of the UN Mandate team
- OHCHR staff

AWARDS & RECOGNITION

- One winning team per theme (10 winners total)
- One additional "jury's choice" award for creativity or innovation
- The List of all participants will be published on the [Mandate's Youth Video Competition block](#).
- Each winning team will receive two Mandate publications signed by the Special Rapporteur.
- Selected videos may be used in official OHCHR and Mandate platforms, international events, awareness campaigns, and public exhibitions.
- Video submissions may also be used as part of future content challenges and creative visual campaigns supporting the Mandate's work.
- Author of the best video will be invited to participate in the Conference "HUMANITARIAN ACTION, EFFECTIVE REMEDY AND RESPONSIBILITY IN UNILATERAL SANCTIONS ENVIRONMENT" in April 2026

RIGHTS AND ATTRIBUTION

- All submitted content must be original and copyright-compliant
- Participants retain authorship, but grant OHCHR and the Mandate non-exclusive rights to use, adapt, and publish submitted videos for non-commercial, advocacy, and educational purposes
- The Mandate Secretariat will cover shipping costs for delivery of prizes and certificates

DISCLAIMER

- No monetary prizes will be awarded
- All participants must adhere to submission and thematic guidelines
- Use of copyrighted material (e.g., music or footage) is prohibited unless royalty-free

SUBMISSION DETAILS

All video entries must be submitted to hrc-sr-ucm@un.org

Use "UCMs uncovered" in the email subject line

Each submission must include:

- Full name(s) of participant(s)

- Name of university, faculty, and academic program
- The secure link to the video file – please consult the [Tresorit send](#) document.
- Short statement of intent (max 100 words)

We look forward to receiving your videos and seeing youth creativity in action for global human rights advocacy.