

# UP WE GO MZANSI CREATIVE COMPETITION



As part of this campaign we are launching a nationwide Up We Go Mzansi Creative Competition, calling on talented youth to **create entries that will motivate and inspire all people living in South Africa, to harness our collective talents and strengths and **MOVE SA UPWARDS TOGETHER.****

We believe that the answers for a better future lie with YOU, our young people, and that your talent can help us spark the motivation that will lead to fireworks of positive change across our country.

## GET CREATIVE TO INSPIRE...

We'd like to hear how YOU believe we can together create the South Africa that YOU want to live in and feel you want to belong to. **HOW CAN WE MOVE SA UPWARDS TOGETHER?**

After watching the 2 video clips in the "Get Talking" section on "Speeches that changed our World" and using the Talk Group Guide to discuss these topics, send us your own inspirational **song, dance, spoken word, and/or artwork.** First prize is R25 000 per category!

Follow these **Entry Guidelines** to enter the Up We Go Mzansi Creative Competition:

### Entry guidelines: Read before entering

Participants:	Entries are accepted from youth age 13 – 34. All participants must be living in South Africa.
Creative Challenge and Purpose	<p>Use your creative talents in one of the 4 creative categories:</p> <ul style="list-style-type: none"> <li>- <b>SONG</b></li> <li>- <b>DANCE</b></li> <li>- <b>WORD (spoken word: speech/poem/story)</b></li> <li>- <b>ART (any form of artwork/photography)</b></li> </ul> <p>Create your entry to inspire and motivate people living in South Africa to be the power of one, and to take the necessary steps to move themselves, others and our country upwards together!</p> <p>Your entry must reflect our mission statement: "Up We Go Mzansi" is a movement calling every person in South Africa to harness our collective strengths and talents, and to move South Africa upwards together.</p> <p>As much as possible, keep the following goals in mind to inform your thinking. The overall goal of the Social Cohesion Advocates Programme is to mobilise society in its entirety, to work together to build a caring and proud society, based on shared values and a vision informed by:</p> <ul style="list-style-type: none"> <li>● Advancing constitutional democracy, human rights and equality;</li> <li>● Promoting non-racialism, non-tribalism, non-sexism, ubuntu and social solidarity;</li> <li>● Building unity in diversity amongst South Africans, as well as with the region, continent and the international community;</li> </ul>

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	<ul style="list-style-type: none"> <li>• Encouraging healing of individuals and communities, and more intercultural and intercommunity cooperation;</li> <li>• Improving inclusivity and a sense of belonging for all, and striving for transformation, redress and social justice in all areas of society;</li> <li>• Inspiring empowered, inclusive and active citizenship that will define our National consciousness and identity.</li> </ul>
<p>Creative Categories &amp; Submission Methods</p>	<p><b>When planning your entry, imagine that you have the power to influence the entire country with what you are creating. Perhaps YOU WILL!</b></p> <p>Competition entries are accepted in 4 categories:</p> <ul style="list-style-type: none"> <li>• <b>SONG Category</b> <ul style="list-style-type: none"> <li>- recorded audio or video file of performed piece, as well as written document with lyrics.</li> <li>- No longer than 4 minutes. Max <b>12MB</b> file size</li> <li>- Enter your composition that motivates us to move SA upwards together, meeting the creative challenge (above section)</li> </ul> </li> <li>• <b>DANCE Category</b> <ul style="list-style-type: none"> <li>- recorded dance choreographed to any song that promotes Social Cohesion, or to the Up We Go Mzansi anthem, "Bayete Mzansi" downloadable on our home page for free, or available on all major music sites. You may also re-mix the song if it serves your dance piece better.</li> <li>- No longer than 4 minutes. Max <b>12MB</b> file size.</li> </ul> </li> <li>• <b>SPOKEN WORD Category [Speech/poetry/story]</b> <ul style="list-style-type: none"> <li>- recorded audio file and written document.</li> <li>- No longer than 4 minutes in length. <b>Max 12 MB file size</b></li> <li>- We want you to inspire people to move SA upwards together with your speech, poem or story. How will we further overcome and move SA upwards together?</li> </ul> </li> <li>• <b>ART Category</b> <ul style="list-style-type: none"> <li>- digital image of your original finished artwork to be submitted, no bigger than <b>8MB</b> in .pdf or .jpeg format.</li> <li>The original must be kept safe as it may be physically required or collected, if you make the finals.</li> </ul> </li> </ul> <p><b>Note: Words utilised in any entry, will be welcomed in all languages spoken by people living in South Africa, including sign language.</b></p>

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Dates	<p>The competition opens for submissions on 3 May 2021 and will close at midnight on 31 July 2021.</p> <p>The winners and placements in each category will be announced on or before Heritage Day, 24 September 2021.</p>
Submission	<ul style="list-style-type: none"> <li>• <b>Entries should be submitted through either our WhatsApp line +27 61 543 7290 or emailed to <a href="mailto:contest@upwego.org.za">contest@upwego.org.za</a></b></li> <li>• Each entry will be received, scanned for anything offensive and if content receives a high enough judges rating, may be uploaded by us onto Up We Go Mzansi's Facebook and Instagram Stories. <i>Note: We are subject to all Facebook and Instagram rules.</i></li> <li>• Entrants are encouraged to upload their entries to their own social media platforms as well and hashtag accordingly. Hashtag your category: #upwegoSONG #upwegoWORD #upwegoDANCE #upwegoART General Hashtag: #upwegomzansi</li> </ul>
Prizes	<p>Prize money allocations are as follows per category:</p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> place = R25,000 prize money per category</li> <li>• 2<sup>nd</sup> place = R12,500 prize money per category</li> <li>• 3<sup>rd</sup> place = R5,000 prize money per category</li> </ul> <p>Prize money to be paid within 6 weeks of winners being announced, and will be paid into winners' specified bank account. The organisers may insist that each winner provide us their bank account details using the cellphone number or email address that they used to enter the competition with.</p>

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Submission Rules	<p>Make sure your entry follows the submission guidelines below.</p> <ol style="list-style-type: none"><li>1. The submission must be relevant to the “Creative Challenge and Purpose” outlined above.</li><li>2. All entries must be ORIGINAL pieces. Plagiarism will not be accepted in any form. You can use existing songs/dances/speeches/art pieces to inspire you. It is your responsibility to ensure that your work is original.</li><li>3. Entrants may submit entries in more than one category but each work will be considered as a stand-alone entry.</li><li>4. Every submission must be submitted with the following contact details (in WhatsApp or email)<ul style="list-style-type: none"><li>- Applicant's name (a single contact person for a group entry),</li><li>- Contact phone number 1</li><li>- Contact phone number 2 (backup)</li><li>- Email address</li><li>- Physical address</li></ul></li><li>5. Up We Go Mzansi cannot be held responsible for lost or poorly named files that fail to be included in the judging process.</li><li>6. Entries can be submitted by a group but one contact person must be assigned to apply on behalf of the group. Should a group win any prize money, this money will be sent to the contact person who will have full responsibility to share the prize money with their group according to their internal agreement. The Competition organisers will bear no liability once prize money has been sent to the contact person who handled the entry.</li><li>7. All entrants give permission for their submissions to be displayed and utilised in all media forms related to the Up We Go Mzansi campaign. These submissions will form part of this campaign to get people watching, reading, hearing and talking about how we come together to take ourselves, others and South Africa forwards and upwards. While entrants will retain ownership</li></ol>
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	<p>of their entries, on entry, they give permission for their submissions to be posted on media and utilised for the duration of the Up We Go Mzansi campaign without expecting payment.</p> <p>8. Up We Go Mzansi is a campaign being run by volunteer activists called Social Cohesion Advocates (SCA). These SCAs were invited by the Minister of DSAC to serve voluntarily to assist reach the Social Cohesion goals as laid out in the National Development plan Outcome 14. While the DSAC has powered this campaign, by entering, you indemnify the Social Cohesion Advocates Programme and individuals involved, <b>gold</b> Youth Development Agency and the DSAC of any claim against them arising from this competition.</p> <p>9. On submitting your entry to <b>contest@upwego.org.za</b> or <b>+27 61 543 7290</b>, you are agreeing to the Terms and Conditions of this competition. Please read these Terms and Conditions on the Competition page of the website.</p>
<p><b>Judging criteria:</b></p>	<p>Entries will be judged against the following criteria:</p> <p><b>1. Relevance to inspirational content and themes:</b></p> <ul style="list-style-type: none"> <li>• Promotes unity and cooperation to make a difference for South Africa's future</li> <li>• Inspires individuals to awaken their personal power to make a difference where they are</li> <li>• Promotes non-racialism, non-sexism, equality and solidarity</li> </ul> <p><b>2. Tone and attitude:</b></p> <ul style="list-style-type: none"> <li>• Conveys hope, positivity and self-belief</li> <li>• Is inspiring and uplifting</li> <li>• Is accessible and understandable to diverse audiences</li> <li>• Highlights empathy, compassion and servant leadership</li> </ul> <p><b>3. Creativity and Quality</b></p> <ul style="list-style-type: none"> <li>• Quality of creativity in chosen art form – language, tone, visuals, writing, dance etc.</li> <li>• Usability as nationwide promotion for Up We Go Mzansi campaign</li> </ul> <p><b>4. Language and physicality:</b></p> <ul style="list-style-type: none"> <li>• Language used should not be offensive, derogative, or discriminatory</li> <li>• Dress in videos should be appropriate and not sexually revealing</li> <li>• Should show a unifying objective</li> <li>• Promote morality, respect and understanding</li> <li>• Embrace diversity</li> </ul>
<p><b>Judging process:</b></p>	<ul style="list-style-type: none"> <li>• In the week(s) following the closing of the entries, the finalists will be announced per category.</li> <li>• Keep an eye on Up We Go Mzansi social media pages for info relating to the judging and voting process.</li> <li>• A Voting line will be opened to receive public votes for the finalists per category.</li> </ul>

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	<ul style="list-style-type: none"><li>• On closure of the Voting line, the public votes will determine the final score per entry.</li><li>• The top 3 place winners per category will be announced before or on 24 September 2021</li><li>• Should there be any technical or operational impediments, the judges will be called upon to make the final placement decisions.</li><li>• The judges' decision will be final and cannot be contested.</li></ul>
<b>Indemnity</b>	<p>To the extent permitted by law, on entering the Up We Go Mzansi Creative Competition, you hereby indemnify and holds harmless the Department of Sports, Arts and Culture and/or the Social Cohesion Advocates Programme (SCAP) and/or Gold Youth Development Agency, and their parent, subsidiary and affiliated companies, their officers, agents, directors, volunteers and employees against all liabilities, costs, expenses, damages and losses (including, without limitation, indirect or consequential loss or damage or loss of profits) arising out of or in connection with and arising from you entering into this competition or the breach by Department of Sports, Arts and Culture and/or Social Cohesion Advocates Programme (SCAP) and/or gold Youth Development Agency, and their parent, subsidiary and affiliated companies, their officers, agents, directors, volunteers and employees of any warranty, representation or other material term of or obligation they may have in terms of this competition.</p>