



Organic and Biomolecular Chemistry Division (Div III)
Chemistry and Human Health Division (Div VII)
Chemistry Education Committee (CCE)

A Video Contest for Undergraduate Students



COMPETITION GUIDELINES

Thank you for your interest in the video competition! Hereafter you can find a comprehensive guide with all the information you need to participate. You can find other supporting documents in the competition webpage and also by clicking on the hyperlinks within the text.



PARTICIPANTS AND TARGET AUDIENCE

The video competition is open to undergraduate students* from around the world. Applicants can be eligible as long as the expected graduation falls after July 2026. You can record your video by yourself or get a team of 2 (max) undergraduate students. Participants should produce their own Universities' automated confirmation of student status.

*Students in the first four years of their academic degree are considered undergraduates



VIDEO CONTENT

The main goal of the video is to be able to explain, discuss and/or demonstrate How Chemistry can Make the Difference in Human Wellness and Environmental Sustainability. You can also use any sources of information, but please note that “supporting documents” are available in the section of our project website (<https://iupac.org/project/2024-007-4-300/>) to base your videos on!



MARKING CRITERIA

The videos will be given marks according to the following criteria: scientific content (40%), video structure (10%), Creativity, originality (20%), quality of production (10%), impact (15%). The remaining 5% is attributed by keeping within the time limit, the use of subtitles, appropriate citations, and clarity of the message.



STRUCTURE, LENGTH AND FORMAT

The video must contain an intro and credit screens using the format provided. All videos should have a duration from 1 min to a max of 3 min (from the intro to the credit screens). The video format must be recorded from 720p up to 1080p, in MOV or MP4 format.

We would like to make these videos as accessible as possible, so English subtitles must be included. When uploading your video, please include both the hashtags **#howchemcan** **#videocompetition** and **#IUPAC**



ADDITIONAL INFORMATION REGARDING CONTENT

All information presented in the video must be cited, giving credit to the original source. Plagiarism of any kind will result in disqualification. Be aware that the work submitted for the competition should be your own unaided work, except where explicitly indicated otherwise. Video content must not promote illegal behavior, support racial/religious/ sexual or other discriminatory prejudice, advocate sexual or violent exploitation, violate rights established by law or agreement or invade the privacy of any person.

A disclaimer document signed by the participants for each video submitted will be required upon submission. Content accuracy will have a considerable weight in the video evaluation criteria. In the event where the winning video contains some degree of inaccuracy, the video may be post-processed before it is uploaded onto IUPAC channel. In this case, we might ask for the original video file to be sent to the competition organizers.



JUDGING AND PRIZES

The judging panel is composed of members of the IUPAC division or Committee (Division III, Division VII and International Younger Chemists' Network. IYCN) and a representative of the chemistry education committee (CCE). They will score the videos according to the following criteria: scientific content, artistic quality/aesthetics, technical quality, clarity of the message, creativity/originality and impact.

One of the main objectives of this competition is to disseminate the content developed by IUPAC's Division III (Organic and Biomolecular Chemistry Division) and Division VII (Chemistry and Human Health Division) to a larger audience, especially to undergraduate students, and at different educational levels. Therefore, the link to IUPAC Divisions document(s) may support you in the video conceptualization.

A total of 5 winning videos will be announced in the competition webpage and through the IUPAC division's social media. All winners will receive an e-mail from the competition organisers with detailed information on the awards procedure.

Electronic certificates of participation will be given to all individuals who partake in the competition.

The **5 winning videos** will be showcased in the Montréal IUPAC world congress conference and will be uploaded on the IUPAC YouTube Channel. In addition, they will be awarded the following prizes:

THE AWARDS			
<i>1st Ranked Video</i>	<i>Individual Certificate</i>	<i>An invitation and free registration for the 51st IUPAC Word Chemistry Congress (Montréal 2027)</i>	2000 USD as contribution for travel & accommodation to attend the meeting (per team) or alternatively, 1500 USD (per team)
<i>2nd Ranked Video</i>	<i>Individual Certificate</i>		500 USD (per team)
<i>From 3rd to 5th Ranked Videos</i>	<i>Individual Certificate</i>		400 USD (per team)



COPYRIGHT INFORMATION

- 1) Participants should keep at least one copy of their video. The organizer is not responsible for any videos that are lost, damaged, or that do not upload properly.
- 2) Ownership of the underlying intellectual property of the video remains with the authors of the video, however the video(s) submitted to the competition will be shared under the CC-BY licence, where licensees may copy, distribute, display, perform and make derivative works and remixes based on it only if they give the author or licensor the credits (attribution) in the manner specified by these.
- 3) Participants grant IUPAC the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.

- 4) Participants also grant IUPAC the right to use, reproduce, reprint, distribute, perform, and/or display the entrant's submitted video without further compensation or notification to the entrant.
- 5) IUPAC maintains the right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, at conferences, or at any other venues.
- 6) Participants are encouraged to include in the video their Institution's logo; the IUPAC logo should not be used.
- 7) By accepting the prizes, winners agree to hold IUPAC and all IUPAC organizing committee/members harmless against any and all claims and liability arising out of use of such prizes. Winner assumes all liability for any injury or damage caused from participation in the contest or use/redemption of any prize.
- 8) Participants agree to be bound by the official contest rules and decisions of the judges.

Great! Now that you've read the rules you can get creating! We hope you enjoy taking part this project and we are glad to receive and watch your videos!



To give you a little bit of help, here's a quick guide on what you need to do:

- ◆ **CHECK** you or your team are eligible
- ◆ **BROWSE** the IUPAC document to better understand the goal of the competition
- ◆ **PREPARE/RECORD** your video following the competition guidelines
- ◆ **UPLOAD** your video on Instagram, Facebook, TikTok, YouTube, X or WeChat
- ◆ **INCLUDE** all the proper tags (**#howchemcan** **#videocompetition** and **#IUPAC**)
- ◆ **FILL** the application form <https://link.iupac.org/howchemcan2025> and submit your entry
- ◆ **SHARE** your video on your preferred social media platform



DEADLINE FOR SUBMISSION 01 MARCH 2026

CONTACT

Follow us on:

- Bluesky : <https://bsky.app/profile/iupac.org>
- LinkedIn: <https://www.linkedin.com/company/iupac/>
- Youtube: https://www.youtube.com/channel/UCKq5DzBtxwnB45S3PRcX_qw
- X (Twitter): <https://x.com/iupac>
- E-mail: info.howcanchem@gmail.com

and check our project website (<https://iupac.org/project/2024-007-4-300/>) to keep updated on the competition.