



### **Criteria for 2020 Campaign:**

The 2020 Voices of SDG16+ Campaign will judge participants video submissions based on the following criteria:

- ***Clear References to SDG16+***
  - Videos should make clear references to SDG16+, and link to the individual or organisation's activities on SDG16+, and illustrate a connection between their work and SDG16+, or how SDG16+ supports their work.
  
- ***Impact in Community***
  - Videos should show the contribution the work being showcased is making towards Peaceful, Just and Inclusive societies, particularly demonstrating local engagement, grassroots action, and/or connection to national policy makers on SDG16+ issues.
  
- ***Long-term Engagement and Sustainability***
  - The video should highlight plans for long-term engagement, or describe the ways in which the work contributes to sustainable change in their communities, and outline their commitments for taking their work forward in the future.
  
- ***Inclusivity***
  - The work showcased should ensure that it makes efforts to reach marginalised and excluded groups, highlight unheard voices and/or new perspectives, and that it reaches out those typically blocked from participation in decision-making on around SDG16+ issues – in particular related to a focus on gender and youth engagement.
  
- ***Connecting and Responding to COVID-19***
  - Videos should connect COVID-19 to local efforts to advance SDG16+, highlight how COVID-19 has affected their work and how the actor/organisation has responded/adapted to these distinct challenges. They should also describe how COVID-19 creates new challenges or opportunities toward achieving SDG16+.