

#KeppelRISEChallenge

Social Media Competition



INTRODUCTION

Keppel Land is a wholly-owned subsidiary of Keppel Corporation, a Singapore flagship multinational company, which provides solutions for sustainable urbanisation, focusing on energy & environment, urban development, connectivity and asset management.

Keppel Land delivers innovative and multi-faceted urban space solutions that enrich people and communities. Its sterling portfolio includes award-winning residential developments, investment-grade commercial properties and integrated townships. It is geographically diversified in Asia, with China, Singapore and Vietnam as its key markets, while it continues to scale up in other markets such as India and Indonesia.

ABOUT THE COMPETITION

Reaching out to the public, especially school children;

Initiating conversations and engagement;

Sharing of information and ideas;

Encouraging the public and school children to take climate action

Objective of #KeppelRISEChallenge:

- Empower students to be environmental advocates
- Encourage schools to play a key role in sustainability practices
- In line with the national sustainability agenda under the Singapore Green Plan 2030, the Ministry of Education (MOE) will work with schools and education institutions to promote sustainable living, empower

students to play their part for the environment, and strengthen our green efforts. Find out more [here](#).

QUALIFYING ENTRANTS

This competition offers two categories; Category A is open to Primary School students. Category B is available to students studying in Secondary Schools and Junior Colleges. All students must be residing in Singapore and studying in local Primary, Secondary Schools and Junior Colleges at the date of participation.

How to enter:

- Form a team of two to five (supervised by a teacher-in-charge)
- Identify & record a video of school's climate action initiatives or environmental projects (ongoing/completed/future)
- Put together the video into a 2-minute IG Video
- Upload on Instagram and tag #KeppelRISEChallenge & @terravillage
- Provide a maximum 100-word write-up caption explaining the video
- Submit application with attached video (& caption), with participant details and acknowledge terms & conditions

Students are only to carry out shoots within school compounds for safety reasons.

Contact details of teacher-in-charge will be used as the main form of communication between Organiser & participants.

Teacher-in-charge is responsible for ensuring that video submissions comply with their respective school's standards and are approved by the school to be published on a public platform.

By submitting the videos, the participants and people involved in the video have consented for the content to be used for marketing purposes or other reasons by the Organiser.

DELIVERABLES & REQUIREMENTS

Submissions should include:

- 2-minute IG Video
- 100-word write-up caption explaining video
- Participant details
- Terms & Conditions acknowledgement

Video Content:

1. Introduction
 - Name of School
 - Name of Group
2. Content
 - School's climate action initiatives or environmental projects (ongoing/completed/future)
 - Call-to-action

ASSESSMENT RUBRICS

Best Impact	Criteria	10 points	20 points	30 points	40 points	Total
	Level of Enthusiasm / Motivation	Little effort in displaying sustainability drive.	Content is sufficient to meet the basic requirement.	Enthusiasm is expressed in video.	Motivation level depicted in video is outstanding.	/40
	Level of Emotion / Inspiration evoked	Leaves viewers with minimal to cogitate about.	Video has standard messaging.	Video is inspirational & moving to audience.	Video evokes strong emotion towards audience.	/40
	Criteria	5 points	10 points	15 points	20 points	Total
Strength of Call-to Action	No call-to-action provided.	Call-to-action is baseline tier.	Call-to-action is creative and remarkable.	Call-to-action leaves a strong impression and is memorable.	/20	

Best Innovation	Criteria	10 points	20 points	30 points	40 points	Total
	Ease of Implementation	Implementations are minimal in addressing environmental advocacy.	Implementations reasonably address environmental advocacy.	Implementations are generally feasible in addressing environmental advocacy.	Implementations are impressive in addressing environmental advocacy.	/40
	Originality	Projects are generally rudimentary and common.	Projects/practices mentioned are generally rudimentary.	Projects/practices mentioned are original.	Projects in the video are unique and distinctive.	/40
	Criteria	5 points	10 points	15 points	20 points	Total
Sustainability	Projects are not durable for a long period of time.	Projects are contemporarily practical.	Efficacy of projects can potentially be enhanced over the long run.	Projects have economical and sustainable model to maintain over a long period of time.	/20	

PRIZES

Best Impact: \$1000

Best Innovation: \$1000

Most Liked: \$1000

TERMS & CONDITIONS

1. INTRODUCTION

1.1 By entering this competition, participants agree to be bound by these competition rules. Violating any rule or not following instructions may eliminate participants' eligibility. Keppel Land (the Organiser) & Terra SG have the right to disqualify and/or exclude any entries from the competition, at any time for any reason at its sole discretion.

1.2 This is a video competition for Primary, Secondary School and Junior College students to demonstrate their school's sustainability efforts in a 2-minute IG Video.

2. QUALIFYING ENTRANTS

2.1 The competition is open to students studying in local Primary, Secondary Schools and Junior Colleges at the date of participation.

2.2 Participants warrant and represent to the Organiser that as at the date of participation, they are enrolled in local Primary School, Secondary School and Junior College. Otherwise, the participant's parent/guardian has consented to the participant's involvement in the competition after reading and agreeing to all the terms and conditions herein which shall be binding on both the participant and the parent or guardian. Participants shall indemnify and hold harmless the Organiser and its affiliates from and against any claim, action, damage, loss, costs and expenses arising from undertaking and representation herein.

3. HOW TO ENTER

3.1 The competition will be held from 22 August

2022 to 25 November 2022 at 23:59 hours. All competition entries must be received by Terra SG no later than the closing date. Late submissions will not be considered.

3.2 To enter the competition:

3.2.1 Participants can enter with a minimum number of two & maximum of five people per group. Ensure the submission from groups is submitted only ONCE.

3.2.2 Submissions are to be submitted on the link provided in our microsite (<https://www.terra.sg/keppelrisechallenge>). Submissions of an entry in person and/or in hard copy are NOT allowed.

3.2.3 Entry is free for this competition.

4. SUBMISSION & PARTICIPANT TERMS

4.1 Submissions must be in the English language or, in the event of another language, to include English translations.

4.2 The video length of the uploaded submission must not exceed 2 minute. The caption should include #KeppelRISEChallenge.

4.3 Only one submission per group will be accepted. If a team makes multiple submissions, only the latest submission received by the closing date and time will be finalized and all earlier submissions by the same participant will be forfeited.

4.4 Only one prize will be awarded regardless of group size, with a maximum of five people per group. All group members must be studying in a local Primary, Secondary School or Junior College.

4.5 Group submissions are to include names and details required of all participants. Submissions can be done any time from the start to the end date of the competition.

4.6 Submission must meet all the relevant acceptance criteria and eligibility requirements.

4.7 Submissions must not have been previously published or submitted for any other competition.

4.8 Participants should retain a copy of the final submission.

4.9 By submitting a competition entry, you agree to be bound by the terms and conditions stated.

5. ELIGIBILITY

5.1 By entering this competition, you confirm that you are eligible to do so. Keppel Land & Terra SG may require you to provide official proof of your identity in the form of a copy of your student identification (ID) card.

5.2 Keppel Land & Terra SG reserves all rights to disqualify you if your conduct is contrary to the intention of the Competition.

6. NOTIFICATION OF WINNERS

6.1 The winning groups will be selected by a panel of judges.

6.2 The winning groups will be notified through email after the closing date through the appointed teacher-in-charge. Acknowledgement is required. We will send at least 2 reminders within the first 7 days from the first notification. However, if the potential winner does not respond to the notification after the 7 days, then the said winner will be forfeited and the next best performing submission will be selected based on the judging criteria.

7. INTELLECTUAL PROPERTY

7.1 Participants agree that all submissions are of their own creation and do not infringe the intellectual property of others.

7.2 Submissions become the sole property of Keppel Land & Terra SG and may be used for Keppel Land & Terra SG purposes, by all means, in any kind of medium and format.

7.3 Keppel Land & Terra SG shall have the right to modify or use the winning submission as part of any marketing purposes or purposes that are deemed appropriate.

7.4 If the winner is determined to have violated the rules, then such winner will be required to forfeit or return the prize, even if the determination is made after receiving the prize.

8. DATA PROTECTION

8.1 By entering the competition, you agree that any personal information provided by you to Keppel Land & Terra SG may be held and used by Keppel Land & Terra SG, to administer this competition. All personal information will be safeguarded and processed in accordance with the requirements of the Personal Data Protection Act 2012 for the time being in force.

8.2 You further agree to participate in any reasonable publicity required by Keppel Land & Terra SG.

9. GENERAL

9.1 Keppel Land & Terra SG are not responsible for lost, late, incomplete entries, including entries that are unusable due to computer, internet or any other electronic issues.

9.2 Keppel Land & Terra SG reserve the right to modify or cancel the competition upon any circumstances that arise out of their control.

9.3 In the event the potential winner has provided an invalid, incorrect or outdated contact information, Keppel Land and Terra SG are not liable for the

absence of winner and prize notifications.

9.4 The Terms and Conditions shall be interpreted in accordance and governed by the laws of Singapore and each participant submits to the exclusive jurisdiction of the Singapore Courts.