

Eligibility, Evaluation Criteria:

- **Eligibility:** The video addresses a topic related to inequalities within the UN SDGs framework, and the competition guidelines are followed.
 - a. Is the topic discussed related to inequalities within the framework of the SDGs? (YES/NO)
 - b. Does the video state the SDG within the first 30 seconds? (YES/NO)
 - c. If the audio is not in English, are there clear English subtitles? (YES/NO)

- **Importance and Creativity:** The topic addressed is important, the video addresses the topic creatively, and the video's style is inclusive.
 - a. Is the research question creative and original?
 - b. Can the study answer an interesting question?
 - c. Is the video design creative and original?

- **Communication:** The clarity of the video's message and its effectiveness in communicating to wide audience.
 - a. Is the audio in the video clear and easy to hear?
 - b. What is the quality and resolution of the video?
 - c. Is the video clearly linked to an UN SDG?
 - d. Does the video explain a specific problem (with statistics, examples or facts)?
 - e. Does the video clearly present a solution or analysis for the problem?
 - f. Is the video understandable without additional information?
 - g. Are the graphs/tables/statistics appropriate for displaying and summarising the data?
 - h. Are there enough graphs/tables/statistics from different perspectives?
 - i. Do each table/graph/statistic add value to the video?
 - j. Are the graphs/tables/statistics correctly addressed and explained?
 - k. Are the statistical tools used for analysis clearly stated and explained?
 - l. Is the video effective in clearly conveying its message?

- **Data and Statistical Literacy:** The selection and presentation of appropriate data and statistical methods to support the video's central message.
Data Literacy
 - a. Are the data presented/analysed appropriate for answering the research question? (clarification on possible limitations that arose in the data gathering process).
 - b. Are the data collection methods (i.e. accuracy of measurements, sample size, reliability of sources, etc.) clearly stated in the video?
 - c. Are the data sources mentioned in the video and/or abstract?

Statistical Literacy

- a. Are the data analysed according to the research question or hypothesis?
- b. Is the analysis appropriate to the data collected?
- c. How is the research question answered?
- d. Are the conclusions supported by the data and data analysis?