



Republic of the Philippines
Department of Science and Technology
Technology Application and Promotion Institute

DOST TAPI Administrative Order No.: 003
Series of 2021

**Guidelines for the Conduct of WACAS
Online Audience Generated Content Contests**

Section I. Rationale

As the Department of Science and Technology's (DOST) marketing and commercialization arm, the Technology Application and Promotion Institute (TAPI) has created various programs to support its mandated functions in the areas of technology promotion, transfer and commercialization through technical and financial assistance and services.

In order to make its programs and services more accessible to stakeholders, the Institute is continuously conducting massive promotional strategies to highlight the activities, initiatives and accomplishments of its programs, projects and services. Part of these strategies is the conduct of "Week-long Accomplishment and Culminating Activity of Special Projects" or WACAS. This virtual event aims to establish DOST-TAPI's vital role in the overall innovation ecosystem and promote its various programs and services that are designed for Filipino inventors, innovators, researchers and tech-based entrepreneurs.

Specifically, WACAS shall disseminate the various accomplishments of the following special projects:

1. The "Support to the Commercialization of 500 DOST-Generated Technologies and Strengthening the Country's Intellectual Property (IP) and Technology Portfolios" or DOST 500 assisted the commercialization of technologies through the creation of IP database, IP portfolios, valuations, and freedom to operate reports.
2. The Technology Transfer Day showcased the Department's portfolio of market-ready technologies.

In order to further boost this week-long celebration and encourage the public to participate, engage and support its cause, a series of audience-generated content contests shall be conducted. This campaign strategy is expected to provide the marketing hype necessary to attain better reach and promotional engagement.

Section II. Objectives

To provide additional platform for the massive promotion of DOST-TAPI's advocacies, programs, and services through a series of online contests that encourage public engagement and interaction.

Section II. Contest Description

The Audience Generated Content Contest is a pre-event campaign for WACAS, which will be composed of the following:

1. **Talk and Techs** - an online contest that encourages netizens to publicly post and share a minute-video featuring their discoveries or realizations on everyday life in relation to science, technologies and innovations that have or will have significant influence/impact to economy, environment and communities.
2. **TechPhrasis: Pagsulat ng Dagli** – an online caption contest that encourages netizens to provide a narrative to select photos that will be posted in the DOST-TAPI official social media page. Photos will include captured moments from Technology Transfer Day and DOST 500 activities.
3. **Tech-a-Minute**– an online pitching contest that encourages netizens to publicly post and share a minute video pitching one of the DOST-TAPI's featured technologies during the Technology Transfer Day celebrations. The list of technologies could be accessed in DOST-TAPI's online and social media platforms.
4. **Sanay-Sci** – an online photo-essay contest that encourages netizens to publicly post and share a throwback photo with a caption, which narrates a personal anecdote/insights as to how science, technology and innovation have at some point in their life influenced/enriched their experiences, perspectives, dreams, advocacies, or their community.

Section IV. Criteria for Judging

All submitted entries each contest will be judged based on the following criteria:

Originality/Creativity	30%
Relevance to the theme	25%
Delivery / Execution	25%
Audience Impact/ Engagement	<u>20%</u>
	100%

Engagement is based on the number of reactions, shares, and comments.

Section V. Prizes

Winners will get Certificates of Recognition and Special Prizes.

DOST-TAPI Organizer will coordinate with the winners for the sending of prizes. Unclaimed prize and certificate beyond five (5) months after the event due to incomplete mailing address, unreachable phone number, bounced email and the likes, will be automatically forfeited.

Section VI. General Mechanics

1. The contest is open to all Filipino netizens and must have an active Facebook account. For shortlisted entries to be uploaded in DOST-TAPI official Facebook Account, the minor participant should submit/email a parental consent allowing the Institute to upload their entry. Failure to do so, would disqualify the minor participant.
2. Participants should join the contest individually and must follow DOST-TAPI's Facebook Pages at facebook.com/DOST.TAPI and facebook.com/iINVENTPH to be eligible.
3. Participants may freely use English or any Filipino language or a combination of both. Except for English and Tagalog language, participants must incorporate the necessary translation.
4. Except for "TechPhrasis", all entries will be uploaded by the participant in their respective Facebook social media account. The entry's privacy setting should be fixed to public, with proper hashtag for monitoring and screening. Top five entries based on set criteria will be selected on July 23, 2021 and will be uploaded in DOST-TAPI official Facebook account on July 26, 2021.
5. Validation/counting of online engagements will end on July 28, 2021. Except for "TechPhrasis Contest", winners will be announced during the celebration of WACAS from July 29-30, 2021.
6. Entries deemed lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous or otherwise inappropriate, offensive or objectionable, as determined/decided by DOST-TAPI in their sole and absolute discretion, will be disqualified.
7. Participants committing dishonesty or cheating, plagiarizing, violating the IP law, or using Facebook/social media platform bots will be disqualified.
8. DOST-TAPI employees and their direct relatives are disqualified from winning any prizes.
9. The results and decision of the judges/committee is final and irrevocable.

Section VII. Entry Requirements per Contest

1. Talk and Techs

- a. Video must be related to science, technology, and innovation;
- b. Participants must start with the opening line/text **"I just discovered that"** (*insert science and technology realizations/dialogue*) and end with statement/text **"Check out DOST-TAPI's WACAS for more S&T trivia"**;
- c. The portrait-sized video must not exceed a 60-second running time and the caption should contain the hashtags #SaWACASMagsisimula #DOSTTAPITalkAndTechs and must tag/mention three (3) Facebook friends to join; and
- d. One (1) winner will receive a tablet and two (2) runners-up will each receive an external hard drive.

2. TechPhrasis: Pagsulat ng Dagli

- a. Four (4) photographs will be posted in the DOST- TAPI's official Facebook Page on set intervals;
- b. Participants must provide a maximum of 150 words, engaging caption that captures the essence of the photo;
- c. Participant should also like and publicly share the photo using the hashtags #SaWACASMagsisimula #DOSTTAPITechPhrasis and must tag/mention three (3) Facebook friends to join;
- d. Participants could only win once for this contest;

- e. Winner for each photo will be announced on a pre-determined schedule; and
- f. One (1) winner for each photo will receive an external hard drive.

3. Tech-a-Minute

- a. Participants must pitch one of the DOST-TAPI's featured technologies in the technology transfer day;
- b. List of technologies is accessible in the DOST-TAPI online and social media platforms; and
- c. The portrait-sized video must not exceed 60-second running time and the caption should contain the hashtags #SaWACASMagisimula #DOSTTAPITechAMinute and must tag/mention three (3) Facebook friends to join; and
- d. Two (2) winners will each receive a smartphone.

4. Sanay-Sci

- a. Only one (1) throwback picture should be uploaded per entry/post;
- b. Participant may have more than one (1) entry but could only win once for this contest;
- c. The photo could be digitally-enhanced but not altered. Enhancement is limited to basic adjustments in exposure, contrast, shadow, saturation, highlights, and vignette;
- d. The photo should contain a title and insightful/inspiring caption, total of both should not exceed 400 words;
- e. The caption should provide the context of the photo or a personal anecdote, narrative or insights related to science, technology and innovation;
- f. Participant should ensure his/her ownership of the photo and should secure permission if there is/are identifiable person/s in the material.
- g. The caption should contain the hashtags #SaWACASMagisimula #DOSTTAPISanaySci and must tag/mention three (3) Facebook friends to join; and
- h. One (1) winner will receive a tablet and two (2) runners-up will each receive an external hard drive.

Section VII. Effectivity

This Order shall take effect immediately upon posting on the DOST-TAPI website at www.tapi.dost.gov.ph and/or filing at the University of the Philippines Law Center.

Taguig City, Philippines, 28 June 2021


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