



VSL COMPETITION STRUCTURE

The competition is structured as follows:

1st Stage: Content Development

In the first 2 months of the competition, participating law clinics will carry out relevant research, develop content and submit a 15-minute video.

2nd Stage: Learning, Participation & Engagement Stage

NULAI will upload the submitted entries on the NULAI YouTube channel and Participating law clinics will be required to carry out social media campaigns and drive engagement and interaction to their respective videos on the channel.

Engagement includes, views, likes, comments, shares, subscription to the channel etc. Clinicians will interact with their audience by answering/posing questions and providing feedback where necessary.

Advancement to the 3rd stage will depend on each school's ability to meet the minimum engagement metrics specified as follows: Each video must generate a minimum of 3,000 likes, 5,000 views, 2000 Subscribers, 100 relevant comments, questions and feedback focused on learning.

3rd Stage: Judges Review & Selection of Finalists

NULAI will set up a panel of judges drawn from diverse professional fields to review and score the videos.

Videos will be scored on a scale of 1-5 based on the following:

- Proof of learning, engagement and interaction: (Proof of learning means that the comments from the viewers must show that they learned something from the video, while engagement and interaction refers to the likes, views, subscriptions etc generated by the videos.)
- Creativity and innovation: (Participants are encouraged to employ creative approaches in passing their message across, as this will be evaluated. Such approaches may include the use of pidgin English, skits, visual aids, animations etc)
- Simplicity and ease of understanding: (This refers to the participants ability to break down legal concepts into everyday language that's clear and easy to comprehend in their videos).
- How it addresses key provisions of specific laws relevant to the theme:(the videos should be able to identify the specific provisions of the law that apply to the theme and explain how they are relevant to the issues they have identified in the video)
- Relevance of real-life examples of how the laws have been used within the Nigerian context, negative or positive: (To qualify as relevant, the examples should be clearly related to how the laws have been used in light of the theme of the competition. Examples may include real

court cases, current events, or societal issues in Nigeria where these laws have had an impact.)

- Practicality of proposed action by law clinics to contribute to addressing identified challenges: (The proposed intervention must be one that the law clinic can easily implement and see results)

4th Stage: Implementation of proposed Project by winners/finalists