**Korean Food Storytelling Contest 2021: Call for submissions**

The Korean Food Promotion Institute is proud to host the Korean Food Storytelling Contest, as a response to the post-COVID-19 era, under the theme “Korean Food, Joy of Eating.” The purpose of this contest is to discover PR content on Korean food that can be distributed in contactless ways both in Korea and overseas. Everyone is welcome to apply!

September 8, 2021

**Chairperson, Korean Food Promotion Institute**

1. **Contest outline**

❍ Contest name: Korean Food Storytelling Contest

❍ Theme: Korean Food, Joy of Eating

❍ Submission period: Sept. 8 to Nov. 7, 2021 (by 24:00)

❍ Prerequisite: anyone of Korean or non-Korean nationality who loves Korean food

**2. Contest components, formats, and plan for use of winning entries**

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| --- | --- | --- |
| **Component** | **Format of submission** | **Use of winning entries** |
| **Written work contest** | Free format  (essay, children’s story, poem, scenario for movie/play/musical, etc.)  \* Word limit: up to \*\*\* words (10,000 characters if written in Korean) | - Original and/or secondary copies will be posted to the KFPI’s social media accounts and published on the KFPI’s website or may be used in designing merchandising products.  - Exhibitions/productions related to KFPI projects, etc. |
| **Drawing contest** | Free format  (illustration, web poster, webtoon, folk painting, etc.)  \* Photographs not accepted |

\* For further information, please refer to the KFPI’s website ([www.hansik.or.kr](http://www.hansik.or.kr)).

❍ No. of submissions: no limit (One person can submit to both components. In this case, however, he/she will be eligible to receive an award for only one component.)

❍ Language of submission: any language

**3. How to submit**

❍ Submit a written or illustrated work that reflects this contest’s theme along with the application form and confidentiality pledge to the email address specified below. (All items must be submitted in one compressed file. The file must be named as follows: “(Title)\_(Name of submitter)”.)

※ Send submissions to: bapdol@hansik.or.kr

**4. Information on screening process**

❍ Method of screening/evaluation

|  |  |  |
| --- | --- | --- |
| **Type** | **Round 1: KFPI screening** | **Rounds 2 and 3: Evaluation by internal and external experts** |
| **Content** | Check whether submission conforms to contest’s theme, accepted format, and whether it can progress to Round 2 | Assessment of submission based on four categories |

❍ Four categories according to which Rounds 2 and 3 (expert evaluation) will be conducted

|  |  |
| --- | --- |
| **Category** | **Content of evaluation** |
| **Sophistication of plan/design** | Are the advantages and attractions of Korean cuisine adequately represented? |
| **Creativity and originality** | Is the story original and/or fun? |
| **Resonance of submission** | Does the story resonate with the viewer? Does it have the potential to be remembered by consumers for a long time? |
| **Potential to be used as or incorporated into cultural content** | Does it have the potential to be used in future KFPI PR content? |

**5. Awards and cash prizes**

❍ No. of awards given: 78 (39 each to Koreans and non-Koreans) / Total prize amount: KRW 40 million

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Type** | | **Awards and cash prizes (prize amounts are per person)** | | | | |
| **Grand Prize**  **(KRW 3 mil.)** | **Excellence Award**  **(KRW 2 mil.)** | **Outstanding Award**  **(KRW 1 mil.)** | **Encouragement Award**  **(KRW 500,000)** | **Participation Award**  **(KRW 100,000)** |
| **Korean** | **Written work contest** | 1 person | 1 person | 3 people | 5 people | 10 people |
| **Drawing contest** | 1 person | 3 people | 5 people | 10 people |
| **Foreigner** | **Written work contest** | 1 person | 1 person | 3 people | 5 people | 10 people |
| **Drawing contest** | 1 person | 3 people | 5 people | 10 people |

❍ Announcement of results: Nov. 23, 2021 / 16:00 (tent.)

※ Depending on the screening results, it is possible for no submissions to be selected for a particular award.

❍ Presentation of awards: by Nov. 30, 2021 (tent.)

**6. Precautions**

❍ All submissions must be accompanied by an application form and confidentiality pledge. Please note that if one or both of these documents is missing, the submission will be dropped from consideration.

❍ The applicant is responsible for paying the tax and utilities charge for cash prizes.

❍ If an award recipient is a non-Korean citizen residing outside of Korea, the prize money will be wire transferred in the currency of the country of residence.

❍ Submissions should not be linked to any legal issues (e.g. image rights, intellectual property rights). All civil and/or penal responsibilities resulting from legal disputes are the sole responsibility of the applicant. In this case, if the submission was selected to receive an award, the award will be revoked and the prize money confiscated (if already paid).

❍ The KFPI may use a winning submission, with the consent of the submitter, in publications in reproduced form. Such reproductions may also be used in PR materials distributed to the general public.

❍ Submissions must be original creative works. If a submission was previously submitted to a different contest; plagiarizes, illegally cites, or copies another artwork, either in whole or in part; or otherwise violates any of the above-mentioned precautions, it will be dropped from consideration. If it has already received an award, the award will be revoked and the prize money confiscated.

❍ The content of and all other issues related to the screening/evaluation process will be kept confidential. Applicants may not object to or file an official complaint about the screening or evaluation process.

❍ The number of awards and/or prize money amount may be changed depending on the screening results. If there are no submissions that satisfy the screening committee’s criteria for a particular award, the award may not be given at all.

**7. Inquiries**

❍ KFPI employee responsible for Korean Food Storytelling Contest 2021

☎ +82-2-6300-2070 (Hours: Monday-Friday, 10:00-17:00 (KST))

☑ Email: bapdol@hansik.or.kr