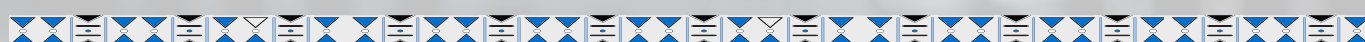




Concept Paper: National Video Competition Demystifying Metrology

*Theme: Mainstreaming Metrology in Health, Manufacturing
and Trade to Enhance Consumer Protection*



INTRODUCTION

Metrology, the science of measurement and its applications, is foundational to quality, safety, innovation, and fair trade. This competition leverages 90 seconds short-form video to demystify metrology for East African university and college students, showcasing its practical relevance in health, manufacturing, trade, and consumer protection.



CONFERENCE ALIGNMENT

This edition is aligned with the Regional Metrology Conference scheduled for 16–19 March 2026 under the theme: 'Mainstreaming Metrology in Health, Manufacturing and Trade to Enhance Consumer Protection.' Winning videos will be showcased during the conference, and awards will be presented at the Gala Dinner on 18th March 2026 as part of the RMC Awards.

OBJECTIVES

- To educate and engage students on metrology's role in health, manufacturing, trade, and consumer protection.
- To promote creative storytelling that simplifies complex measurement concepts.
- To align youth engagement with the Regional Metrology Conference and Gala Dinner awards.
- To generate reusable outreach content for colleges and universities within the East African Community

PRIZES & RECOGNITION



1st Prize: \$ 1,000+ Trophy + Recognition at RMC Gala Dinner + Sponsorship to attend the conference.



2nd Prize: \$ 800 + Certificate + Recognition at Gala Dinner + Sponsorship to attend the conference.



3rd Prize: \$ 500 + Certificate + Recognition at Gala Dinner + Sponsorship to attend the conference.

Special Mentions: Certificates; social media features.

TIMELINE (2026)

- Launch: Early January 2026
- Submission deadline: 23rd February
- Evaluation: February 30th February
- Conference Showcase: February 16–19, 2026
- Awards Gala: March 18, 2026, during RMC Awards

SUBMISSION GUIDELINES

1. The videos will be posted on various social media platforms: TikTok, X, YouTube, LinkedIn, etc.
2. The participants will then share the link to their content to KEBS via:
<https://forms.office.com/r/SFWQveeFFm>



Submission Flow (Participant View)

Participants post their videos on any public social media platform.

Post must include:

Official hashtag: #RMC

Secondary hashtag: #WhyMeasurementMatters

SCORING SHEET TEMPLATE

Use the table below to score each video entry. Maximum score: 100 points.

Criterion	Weight (%)	Score
Creativity & Storytelling	35	
Accuracy & Clarity of Metrology Content	15	
Relevance to Theme (Health Manufacturing, Trade)	30	
Technical Quality (Audio/Visual)	10	
Engagement Potential	10	

Total Score: _____ / 100

Participant submits the link via the official form.

