



the Indigenous Community being portrayed. Filmmakers should provide proof of consent and clearance with the communities and with the NCIP. Films without consent from the community with the intervention of NCIP will not be accepted.

A8. At the heart of our festival are the twenty (20) Filipino Values. Short film entries must depict one or more of the following these values listed below:

A. Love for the Family and Community (Pagmamahal sa Pamilya at Pamayanan) - is considered the highest value for Filipinos. Many of the respondents still hold the traditional view of the family such as the Traditional concept of the father as haligi ng tahanan (foundation of a home) and the mother as ilaw ng tahanan (guiding light of a home).

B. Attaining Education (Pagkamit ng Edukasyon)- Filipinos see education as important. Through education, they gain knowledge, learn values, and become aware of life around them. Education ensures a brighter future.

C. Faith (Pananampalataya) - refers to a belief, reliance, and relationship to a Higher Being such as God, Allah, Kabunian, and others. This is also interpreted as a sense of deep connection or spirituality. Expressions of faith as seen in religious practices are often mentioned (e.g., going to church, attending bible studies, reading the Qur'an, etc.).

D. Health & Wellness (Kalusugan at Kagalingan)- refers to physical and psychological health. This also includes living a healthy lifestyle and the ability to handle stresses in life.

E. Addressing Basic Needs (Pagtugon sa Pangunahing Pangangailangan)- refers to food, clothing, shelter and may include even medicine. It includes the desire to provide security for oneself and one's family. Attainment of this value gives a sense of fulfillment.

F. Self-development or self-improvement (Paghubog ng Pagkatao/Sarili)-values of the self pertain to the qualities of personality, character, or pagkatao, or the real "you". A major value construct attributed to the value of self is self-worth or self-esteem.

G. Ensuring Work & Livelihood (Pagtiyak sa Kabuhayan)- the value of ensuring work and livelihood refers to a person's having a career or source of living that allows him to sustain personal and family needs.

H. Peace & Development (Kapayapaan at Kaunlaran) - refers to having an orderly community, free from crime and warfare. Freedom and justice can also ensure peace. Peace begins from the self and extends to the society. Development is a by-product of peace and refers to growth of the community.

I. Honesty & Integrity (Katapatan)- pertains to upholding the truth and being just and fair towards others. It also includes sincerity and faithfulness. Honesty can be applied in various situations and may work at a personal level (e.g. relationships) or social level (e.g. maintaining integrity in government service/work).

J. Resilience (Katatagan)-pertains to upholding the truth and being just and fair towards others. It also includes sincerity and faithfulness. Honesty can be applied in various situations and may work at a personal level (e.g. relationships) or social level (e.g. maintaining integrity in government service/work).

K. Life & Purpose, Happiness (Buhay at Tunguhin, at Kaligayahan)-pertains to the existence of a person in the world. It includes having meaning, direction and fulfillment of one's goals. Included under this value is achieving a quality of living and ensuring the preservation of life.

L. Respecting & Upholding Human Rights (Pagalang at Pagtaguyod sa Karapatang Pantao) - pertains to the existence of a person in the world. It includes having meaning, direction and fulfillment of one's goals. Included under this value is achieving a quality of living and ensuring the preservation of life.

M. Care for the Environment (Pangangalaga sa Kapaligiran)- refers to aspects of the physical world such as mountains, rivers, seas, plants and animals, etc. For indigenous peoples this is related to the ancestral domain. Concern for the environment is included in this value. Others may state this as problems (mining, logging, etc.) or as solutions (protection, reforestation, etc.).

N. Love for Country (Pagmamahal sa Bayan)-caring for the nation and sacrificing one's needs in the service of the country.

O. Pakikipagkapuwa (Shared responsibility for the Common Good)-refers to relationships towards others outside the family. Thus it encompasses one's neighbor, community and to a larger extent, society. Traits and other values cluster around the value of kapwa such as pakikipagkapwa, bayanihan, utang na loob, sensitivity, compassion, care, respect, selflessness, service, etc.

P. Valuing Culture, Arts, & Sciences (Pagpapahalaga sa Kultura, Sining at Agham)-refers to culture and all its related domains such as language, arts and sciences. Culture is expressed through heritage, such as tangible and intangible heritage. It includes the concern to preserve and safeguard heritage.

Q. Good Governance (Mabuting Pamamahala)-refers to effective delivery of services by the government. This includes the exercise of good leadership, along with adherence to what is good and true.

R. Upholding the rule of law (Pagtaguyod sa mga panuntunan ng batas)-refers to effective delivery of services by the government. This includes the exercise of good leadership, along with adherence to what is good and true.

S. Creative Excellence (Pagkamalikhain)-refers to the drive for creating something of value. This is seen in the input, process and output. Excellence means aiming for perfection. Artists, creatives, and scientists often articulate this value. Passion and sacrifice are subsumed under creative excellence.

T. Lifelong learning and adaptability (Pang-habang buhay na pagkatuto at kakayahang umangkop)-this is the desire to learn at all stages in one's life. It is also being open to new avenues of learning. Lifelong learning is seen as essential to developing flexibility, hence, NEDA has identified this as a value separate from the values of attaining education that should be pursued and developed among Filipinos

A9. Films must have a total running time (TRT) between 5 minutes (minimum) and 15 minutes (maximum) including opening & closing credits. (Please note that films with running times 4:59 min and below; and 15:01 min and more will not be accepted.)

A10. Films must be in any Filipino language with grammatically correct English subtitles.

A11. The story and script must be original and free from third party claims. Sine Halaga, NCCA and NCF will not be responsible for any claims related to your film.

A12. Production team must be composed of Filipino citizens including actors unless a foreign character is introduced in which case, the filmmaker declares this in the provided form when selected. Film's Cast and crew must have no criminal record.

A13. All music, artwork, photography or the likes used in the film must be original. NCCA and NCF shall not be liable for any costs related to claims of rights of any kind. The entry will be disqualified if the organizers receive such claims.

A14. Music must be original. If not, it should be without copyright or credit requirement from source. All competing films will automatically be uploaded to the Sine Halaga YouTube channel and in the NCCA / Sine Halaga official website. The film will be disqualified once it receives an online strike and it remains unresolved because of copyright or credit issues.

A15. Promotions and campaigns are crucial to the success of the film entries. Once selected, filmmakers are required to attend online or face to face meetings (following health protocols) related to the selection, marketing and promotion of their films. Uncooperative filmmakers will be subject to two warnings before disqualification of their entry.

A16. Screening rights of the winning films belong to the filmmakers, NCCA and NCF. Sine Halaga is an educational resource film festival for all Filipinos and, by joining, the filmmaker gives NCCA and NCF the right to screen the film free of charge in events and platforms for educational and cultural purposes. Like in Sine Halaga's first edition, the films are available to the public for the use of teachers, students and out-of-school youths in Sine Halaga websites and social media pages. Filmmakers are highly encouraged to discuss this with producers and executive producers before joining.

A17. If selected, film entries cannot be withdrawn from the festival once announcements have been made.

A18. If a film is submitted as entry in other festivals, Sine Halaga shall temporarily geo-block its online sites to allow the filmmaker to compete and/or join international film festivals.

A19. The NCCA and NCF reserve the right to, without additional financial compensation, make copies of all the short films, produce film clips and video stills of the films, and use them for promotional use via internet, TV, and other forms of media. If the winning film receives an invitation for paid screenings and streaming opportunities, Sine Halaga may mediate, however, the filmmaker or his/her appointed representative will separately deal with the third party for any financial compensation and/or earnings related to streaming and the screenings.

A20. Sine Halaga prioritizes a World Premiere status but will accept films that have premiered in other festivals on the condition that Sine Halaga is their second screening. If the film entry has been screened in three or more Philippine festivals, SH shall prioritize new material over it. This rule is

only related to Philippine film festivals.

A21. Sine Halaga shall not accept films that have been posted/uploaded online and made available to the public.

A22. All film entries shall be judged by a Selection Committee or Preliminary Jury. Pre-Selected films shall be judged by the Final Board of Jury composed of filmmakers, educational experts and/or film practitioners. Both juries are appointed by NCCA and NCF.

A23. While Sine Halaga will always push for exact number of awarded/winning films, the competition acknowledges that the Final Board of Jury may collectively agree not to award specific winners if the body deems that no film would be worthy. The same Board of Jury may decide on more winners than the prescribed number.

A24. The decisions of all juries are final, irrevocable and shall not be subject to any form of protest or appeal. Jury decisions are determined by way of deliberations. Sine Halaga shall not entertain protests of any kind and justify the winning films as judged by the Preliminary and Final Juries.

A25. Films directed by two or more filmmakers are required to assign one representative for purposes of correspondences on who shall be responsible for fulfilling the requirements of the group/collective.

A26. Deadline for the submission of films is on September 30, 2022 (12 midnight) via the official Sine Halaga online submission platform.

A27. By clicking/submitting the online entry forms and the final printed forms, the filmmaker and their producers give Sine Halaga, NCCA and NCF the right to screen the film entries at all festival venues, online platforms; post online and print all film-related stills, director's photo, BTS photos and film's one sheet (poster) for festival promotions and the promotion of the film.

A28. Any film will be disqualified if they don't conform to the rules and regulations set by Sine Halaga.

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