General rules for the European stage of the European Statistics Competition (ESC) 2027

1. About the ESC

The ESC is a competition organized by Eurostat and volunteering National Statistical Institutes addressed to secondary education students with the purpose of encouraging students to get familiar with statistics and official statistical sources.

The competition is structured in two stages: national and European. The winners or finalists of the national stage of each country are eligible to take part in the European stage. It is necessary to take part in the national stage to be eligible to participate in the European stage.

The language of the national stage is the national language while the European stage is in English.

Detailed information about the national stages can be found on the national websites.

Information about the development of the current edition and the previous editions of the ESC can be found on the website https://www.statscompetition.eu.

2. Registration

The European stage of the European Statistics Competition (ESC) 2027 is open to teams that were winners or finalists in their national ESC stage and nominated by their country to participate in the European stage.

There are two categories of participation: A and B. As a reference, category A comprises students in the final two years of secondary education (students aged approx. 16-18) and category B includes all other students in secondary education (students aged approx. 14-16 years). More information about the categories can be found in the rules of the national stage. All students in a team must be from the same school and category.

Each country may nominate up to **two** teams per category to participate in the European stage.

The national organizers of each country handle registration for the European stage.

3. Assignment

Participating teams must prepare: a video of their creation, a ‘making of’ pdf, and a transcript of the video.

- **Video**. Participating teams must create a video in which they will have to select, present and reference official statistics to support their message on a given topic. The topic of the video will be published in December 2026.
  - Videos should not exceed a total length of 2:10 minutes, distributed as 2:00 minutes maximum of content + 10 seconds maximum of sources.
  - The video narration may be recorded in English or in any official language of the participating country. The language used in the audio is not considered when assessing the videos, so it is highly advisable that teams prepare their videos in a language they feel comfortable with.
  - Any written text in the video must be in English.
  - For accessibility reasons, the use of subtitles in English is mandatory.
  - Teams must include references for all data sources and other materials used in their videos (such as music, images, etc.). References can be summarized at the end, including a final screen showing all general sources used across the video.
  - In addition, each graph/figure in the video must mention the data source on which it is based.
  - There is no limitation in the format of the video.

- **"Making of" pdf document**, in English, explaining the creation process of the video, including the users they would like to reach, the techniques used (and the reasons to use them), the decision-making process, etc.
  - Teams must include references for all data sources and other materials used in their video (such as music, images, etc) in the pdf document. References must be presented in full detail, following the rules provided in the guide accompanying the pdf template. References must include a specific section for graphs and figures, to facilitate the checking of the sources on which these elements are based.
  - All materials used in the video (images, music, text, etc.) must have licenses that allow their reuse and distribution, and participants must ensure compliance with the copyright.
  - The use of Artificial Intelligence (AI) is allowed. However, any use of AI must be properly disclosed. A disclaimer must always be added indicating that the content/image/video/etc. has been created using AI.
  - The pdf document must contain a maximum of two pages of content plus one pages of sources. Longer pdf documents will be penalized during the evaluation process.
  - Participating teams will receive a template to be followed for the creation of the pdf document.

- **Transcript of the video**. Participants must provide a full transcript of everything that is said or appears as text in the video, in pdf format. The

transcript should be accurate. If the language spoken in the video is not English, then the transcript must also be translated into English. It will help with the reviewing and verifying of the content.

Finally, teams should deliver one final compressed file (7z, zip, etc.) containing the video, the pdf document and the pdf transcript through an online platform. A detailed guide will be provided with instructions on how to compress files.

The online platform will be made available for the teams at https://www.statscompetition.eu.

4. Evaluation criteria

When evaluating the selected videos, the jury of the European stage of the ESC will take into account:

- The style and creativity of the video
- The clarity of the message of the video and the effectiveness of the video to get its message across
- The selection, use and presentation of appropriate statistical data to support the message
- The "making-of" pdf document
- Proper referencing of data sources, proper disclosure of AI use, and proper crediting of other materials used (music, images, etc.) at the end of the video and in the pdf document itself.

5. Awards

The jury will select and rank five finalists per category (1st to 5th).

Each member and the tutor of the two winning teams of the European stage (one from each category) will receive the following prizes:

- A gift card (400€)
- A set of promotional material from Eurostat
- A winner diploma
- A trophy

Trophies will also be awarded to second- and third-placed teams.

All finalists receive custom diplomas mentioning the place they obtained. Other participants receive diplomas of participation.

The award ceremony will be held in person. The arrangements will be announced at a later stage.

Travel and accommodation expenses for the tutors and the students of the two winning teams will be covered by the organizers of the ESC.

For students under 18 in the winning team at the time of the trip to the ceremony, the tutor must act as the approved guardian of the minors in his or her team and will take full responsibility for the minor students during the trip and their stay at the place of the award ceremony.

The award ceremony may be live-streamed and the recording of the ceremony may be published.

In case there are two or more winning teams with the same tutor, the latter will only receive one prize.

6. Calendar

Each country will set and communicate the calendar for the national stage.

Regarding the European calendar:

- **Final deadline** to submit the videos: **5 May 2027**.
- **Announcement of the 24 best videos: early June 2027**.
- **Announcement of the winning and finalist teams:** at the award ceremony.
- **Award ceremony**: week of 21 June in Luxembourg.

7. Publication of videos

The videos participating in the European stage will be published at https://www.statscompetition.eu. Through their participation in the European stage of the ESC, participants consent to the publication of their names and videos. They may revoke their consent at any time to the processing of their personal data arising from their participation in this contest, without prejudice to any other right available to them, in accordance with the applicable law.

Videos must not infringe any third-party copyright or trademark, nor violate the rights of any person or entity. Teams need to be sure to only use content in their video that they are authorised to use, including, without limitation, music, images, film clips and other intellectual property. Organizers might ask teams at a later stage for clarifications concerning copyright issues.

The inclusion of advertising or promotion of companies or products in the videos is not accepted. The appearance of watermarks as a result of the use of free software to create the video is not considered advertising or promotion.

For minors who appear in the video, the team must send to the organization of the ESC, along with the video and the pdf document, authorizations to appear in the film signed by the legal guardian of each minor. Lack of authorizations will disqualify the video. Teams can ask the organization in their countries to provide them with an authorization form.

Teams must sign a video license agreement in order to allow Eurostat to use the videos in the winners' announcements and other ESC promotion activities.

All the materials presented at the European stage of the ESC may be published by the European Statistical System (ESS).

It is important to note that the winner and finalist videos in the European Statistics Competition are produced by secondary school students in the context of a school contest. Minor inaccuracies in the use of data cannot be excluded.

8. Reservation of rights

The organization of the European stage of the ESC reserves the right to change the terms and conditions of the European stage of the ESC, in particular the dates announced in the calendar, or even its possible cancellation, when there is a justified cause. Any changes will be announced at https://www.statscompetition.eu.

9. Acceptance of the rules of the European stage of the ESC

Participation in the European stage of the European Statistics Competition (ESC) assumes the acceptance of the above-mentioned rules.