**Motivation Submission Guidelines**

The nominated candidate is required to submit a personal motivation. This can be in **any format**: you may choose to submit a **written letter** (maximum of 2 pages) or a **video** (maximum of 2 minutes).

To help guide your motivation, the jury offers the following questions for reflection:

* What has your journey to university/higher education looked like? What challenges have you faced, and what achievements are you proud of?
* What drives you to make a social contribution to society?
* How would you like to fulfill your role as an ECHO Ambassador?
* How do you see your role within the broader movement for social justice?
* How would winning the ECHO Award further enable you to turn your vision into impact?

**Tip:** Don’t be too modest in your personal motivation. All information helps the jury gain a fuller picture of who you are. Good luck!