

International Open Access Week, Mon 20th – 24th Oct., 2025

Empowering Student Voices: The Ultimate Open Access Quiz
Challenge & Media Campaign

A Brief to the Guild Cabinet:

Theme: Our Campuses, Our Community, Our Knowledge: Opening
Access for Ugandan Solutions

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What is Open Access Week?

A Global Movement, A Local Impact.

Key Points:

- A worldwide event to celebrate and promote free, immediate access to research.
- This year's global theme: "Who Owns Our Knowledge?"
- Our Busitema answer: We do! And we're sharing it for Ugandan solutions.

Why It Matters to You: This is about the value and impact of the knowledge YOU create at Busitema.

Activity 1: The Ultimate Quiz Challenge: An Overview

Test Your Knowledge, Represent Your Campus, Win Big!

The Goal: A thrilling inter-campus competition on Open Access, research, and Busitema's impact.

The Structure:

- **Phase 1:** Campus-wide pre-test to select the top two students from each campus.
- **Phase 2:** The six campus teams compete in the Grand Finale.
- **The Grand Finale:** Thursday, 23rd October 2025, broadcast live from the Main Campus to all libraries.

How to Enter the Quiz Challenge

Your Pathway to the Quiz.

Step 1: Express Interest (Deadline: Friday, 11th October)

- Send an email to flugya@busitema.ac.ug
- Include: Name, Student Number, Programme, Campus, Year of Study, Phone Number.

Step 2: Take the Pre-Test

- Dates: Monday, 13th & Tuesday, 14th October 2025.
- Format: 50 Multiple-Choice Questions on Open Access themes.
- Venue: Your respective Campus Library (Physical attendance required).

Incentives: What's in it for You?

Fully Facilitated with Fantastic Prizes!

For the 12 Finalists:

- Full Facilitation: Transport, accommodation, and meals provided for the finale at Main Campus.
- Certificate of Participation for every finalist.

Monetary Prizes & Trophies:

- Winner: UGX 450,000 + Trophy
- 1st Runner-up: UGX 350,000 + Trophy
- 2nd Runner-up: UGX 300,000
- 3rd Runner-up: UGX 200,000

Your Role as Guild Leaders (Quiz Ambassadors)



We Need You to Mobilize!

Your Mission:

- 1. Amplify the Message:** Use your official channels (WhatsApp, noticeboards) to inform all students about this opportunity.
- 2. Clarify the Process:** Help students understand how to send the Expression of Interest email.
- 3. Encourage Participation:** Motivate students to see this as a chance to shine and win for their campus.

Next Step: A promotional flyer with all details will be shared with you for circulation by the end of this week.

Activity 2: Amplifying Our Voice - #BusitemaOpenKnowledge2025



Be a Star for a Minute, Share Your Solution!

What is it? A university-wide social media campaign on Wednesday, 22nd October 2025.

The Question: We will be asking students and staff: "What Ugandan problem does your research/project/assignment solve?" "Who should benefit from your findings?"

The Format: Short, 1-minute video interviews recorded live on all campuses.

Goal: Record and share over 300 videos to showcase Busitema's impact.

The Big Picture: Why Your Participation Matters

This is More Than Just a Week of Events.

For Students: Build your profile, gain visibility, develop communication skills, and contribute to a national conversation.

For Busitema: We collectively demonstrate how our knowledge solves real problems in our communities.

Together, we answer: Who owns our knowledge? WE DO. And we are putting it to work for Uganda.

Next Steps and Q&A

Summary of Actions:

- ❖ **Guild Leaders:** Circulate the flyer. Mobilize your campuses for both the Quiz and Media Day.
- ❖ **All Students:** Watch for the flyer. Send your Expression of Interest for the Quiz. Pre-register for the video campaign.
- ❖ **Contact:** flugya@busitema.ac.ug | University Library
- ❖ **Hashtag:** [#BusitemaOpenKnowledge2025](https://twitter.com/BusitemaOpenKnowledge2025)

Thank You!

Q&A Session