

CLIMATE-RELATED 2 MINUTE IMPACT VIDEO CONTEST



WHAT

Create and submit a high-impact 2 minute video focused on one or more climate-related challenges that will promote understanding of issues, impacts, and inspire action.

Videos should help viewers empathize with the issues, solutions, and connect them emotionally to inspire change.

Videos should be clear, concise, and compelling.

WHY

Throughout history, science has advanced civilization from the way we connect with each other, to the way we heal, to how we get around, and how we interact with our environment. Society faces major climate-related challenges that need viable, innovative solutions. Scientists and communicators are teaming up to help people understand that this issue is impacting lives now, in our own communities, and the stories aim to motivate communities as well as individuals to take positive action to build resilience and mitigate the effects of climate change now.

WHO

The next generation of problem solvers and change-makers (grad or undergrad students) from any FCI university. See <https://floridacclimateinstitute.org/>. We encourage you to work in teams that cross disciplines and combine hard sciences with social sciences, the arts, law, and health.

THE CHALLENGE

- Form an interdisciplinary/creative team (min. 2 disciplines) to address a climate-related challenge and solutions
- Illustrate how science informs solutions but communicate a story in a new/novel way (look at what is currently out there!)
- Show evidence of the challenge and the significance of the challenge to society
- Explain how adaptation and/or mitigation strategies will help society and better lives in a way that a non-scientist would fully understand. Potential audiences would include civic leaders, public health professionals, environmental advocates, neighborhood associations, developers, residential property owners, industries/polluters, teachers in grade school, middle or high school, engineers and architects, professional organizations.

JUDGING

Submissions will be judged by a panel of faculty in the science and communications fields at the university to which the students submit. Top 2 videos chosen at the university level will compete in a state-wide competition. Members of the judging panel in the state-wide event will be from different FCI universities, municipalities, agencies or businesses who work on climate-related issues. The panel will consider the following criteria in making their selections:

1. Creativity in the content selection and presentation;
2. Anticipated breadth of public appeal and interest and the degree to which it inspires empathy and action; and
3. Effectiveness in highlighting how achieving solutions to this complex climate-related issue will lead to a more healthy, secure, and/or prosperous world.

HOW TO PRODUCE/SUBMIT

Video Submissions may utilize all production techniques and genres (e.g., animation, documentary, drama, experimental or artist video, and hybrid work) at the discretion of the contestant, and must be entirely uploadable to YouTube.

Submissions will be accepted from an eligible individual or from the designated individual representative of a team. Each entrant is solely responsible for the information, data, text, software, music, sound, photographs, graphics, video, messages, tags, and other materials included in the Submission, whether publicly posted or privately transmitted. A Submission must be original and the entrant must (1) hold all necessary rights to all the materials, images, videos, graphics and information in the Submission or (2) have permission from the holder of such rights, or (3) the materials, images, videos, graphics and information in the Submission must be in the public domain.

REWARD:

Winning 2 submissions will be presented at the South Florida Regional Climate Compact Summit December 14-16 and receive cash prizes of \$500 and \$250.

IMPORTANT DATES:

October 20, 2017: Latest date on which to submit to your FCI executive director or designee. See <http://floridaclimateinstitute.org/about/executive-board>.

October 27, 2017: Judging concludes and winners from each university notified. Top 2 videos from each university will be entered into a statewide competition to be judged by broader panel.

November 10, 2017: Statewide winners announced and top 2 videos sent to Compact for showing at summit December 14-16.