

PRME Carbon Literacy Video Competition (COP26)



CARBON CHAMPION
ACTIVATION CHAMPION
CREATIVE CHAMPION

What Is It About?

The world and all of us individuals need to commit to and engage with climate action to secure a liveable future for everyone.

Whether you have completed a carbon literacy course or not, get ready to explain and share the changes you have made in your life via a short video to demonstrate your commitment and to inspire and motivate others.

This carbon literacy video competition is part of a global movement of individuals and communities to initiate wider climate action.

- Ready: Get your smartphone
- Set: Reveal your carbon action
- Go: film *Your Selfie Video* competition and submit to the PRME Carbon Literacy Chain and Selfie Video Competition webpage.

Award Criteria

Generally, we look at the videos with three criteria in mind: commitment to and action towards high impact solutions; the activation potential and appeal of your message encapsulated in your video; and how creative your video is.

- Highest impact (“Carbon Champion”)
- Engagement and messaging (“Activation Champion”)
- Creativity and audio-visuals (“Creative Champion”)

Award Categories

Your video does not need to be fantastic along all criteria as we while awarding overall winners, we will also be recognising achievements along the three individual criteria and regional awards.

- 1 Main category (best across all criteria)
- 3 Sub-categories (best in each criterion)
- Regional categories (best for each region/continent)

Recognition/Prizes

While all video submissions are making a splash by being posted on our online world map, we will bring award-winning videos on the big stage: an COP26 PRME online event on 11 November!

- Shown at COP26 [11 November 8:00 – 9:00 am](#) ET PRME event
- Award promotion on PRME social media
- Certificate of recognition

Submission

Submission to be made via VideoAsk on [Carbon Literacy Chain \(CLC\) webpage](#), hosted by the PRME website

- Required submission information

- Full name & email
- Location (postal code, city, country)
- Brief written statement what the carbon action is (max. 30 words)
- Short bio (max. 30 words)
- Social Media handles (Twitter/LinkedIn)
- Guidelines
 - Max two submissions per person
 - Completed Carbon Literacy Training not required!
 - Authorisation for PRME to collect and use the video submissions in accordance with the [United Nations Global Compact Privacy Policy](#).
 - Your video should be informative and not promotional in tone. We are seeking videos with content that can be understood by and appeals to a broad general audience. We will not accept works containing violence or profanity. Additionally, as a non-profit institution, we require that videos do not include commercial logos, messages or URLs directing viewers to external businesses.

Timeline

Deadline to submit your video via the [CLC Webpage](#) is 15 October 23:59pm GMT-4 (New York time).

Award Committee

Award committee will include members of the PRME community from the Secretariat, PRME Working Group on Climate Change and the Environment, and other selected members (TBD).

Your selfie video kick-start guide

Be authentic.

Engage your community.

Activate Carbon Literacy.

- The Selfie video should be 30 sec (can be shorter but not longer than 40 sec).
- Video resolution: 1080p is enough (also avoids very large file size of your video).
- The opening shot should be in selfie mode and introduce yourself
 - *who are you and where are you?*
- Reveal your carbon action, e.g.
 - what has been your most important action?
 - how can others be inspired/activated?

Selfie video crash course:

You don't need any equipment beyond a smartphone. If you think you need a tripod, build one using toilet paper rolls. (No panic buying though!) If you think you need a microphone

other than the one on your smartphone, just use any pair of headphones as most have a microphone included.

Choosing the right app

- Free video editing apps are *VN Video Editor* or *Splice Video Editor*
- *Adobe Spark Video* works on iOS or as web app and has great story templates
- Pro apps for editing: *Luma Fusion* or *Adobe Rush*
- Pro apps for filming: *FiLMiC Pro*

Some more ideas: Sound rolling, camera rolling... and action

- Write a script and time yourself
- Practice what you want to say before you record your video
- Break your video into sequences @ 10 secs. For a 30 sec video you might only need one to three locations
- If you need a quick intro to storytelling check out this storytelling template:
<https://youtu.be/Re5T1GXMVLU>
- Consider your background. What does your location say about your carbon action?
- If you want to use music, make sure this is not copyrighted or you get permission. Creative Commons is a great option.
- Try to film in a quiet location (consider sounds around you)
- Hold your smartphone steady.
- Check your light sources – Try to have the sun or light behind your smartphone camera.
- You can film your video in one take or consider creating a sequence of about 3x10 sec.
- Keep it simple: No titles.
- The only limitation is your imagination.
- Be COVID-19 safe.
- Anyone that appears in the video gives her/his permission to do so and needs to be happy to be part of the competition.