

## VIDEO COMPETITION “GREEN PUBLIC EVENTS”

### CONTEXT OF THE PROJECT “GREEN PUBLIC EVENTS”

Living sustainably is something that everyone should practice. It requires us to change our everyday habits but also our habits when participating at PUBLIC EVENTS such as concerts, festivals, self-organized picnics, excursions, etc. While enjoying beautiful music, good company, food or simply landscapes we also often damage the environment around us and leave wasted resources behind.

Did you know that the most significant environmental impact factors at public events are transport, waste, energy usage (e.g. generators), water usage, as well as compaction of soil and noise pollution?

The “Green Public Events” Video Competition is a part of the Estonian-Latvian cooperation project called “Green public events – raising awareness on saving resources and reducing waste at public events in Latvia and Estonia”. The project is funded by the Interreg Program of the European Regional Development Fund.

### WHAT DO WE EXPECT FROM THE VIDEOS?

#### VIDEOS SHOULD HAVE AN ENVIRONMENTAL NARRATIVE:

- What kind of environmental problems, good/bad practices related to public events have you noticed?
- What solutions would YOU suggest in order to tackle the environmental challenges connected to public events?
- What is your green message to co-Estonians/co-Latvians, to the world?

It’s important to note that we are not only interested in things that happen during the event, but also during the preparation for the event, getting to the grounds, leaving the event and everything that happens after the event has ended while observing the following aspects: transportation, energy and water usage, waste creation and management, responsible purchase, choice of food, etc.

**NB! We recommend to keep in mind both public outdoor and indoor events. The video solution does not necessarily have to consist of shots at actual events - the videos can also be animated, staged, etc.**

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**Keep your mind and eyes open, use your imagination and put together a video!**

The competition is looking for Public Service Advertisements and Short Films. Public Service Advertisements give a rather short overview of a specific topic – a good visual to go along with a longer text. Short Films are useful to give a more deep insight of a subject and might

only need a few sentences to go along with since the video speaks for itself.

The videos participating in the competition will be used in order to spread the message of the campaign.

## TERMS & CONDITIONS

- Video makers can submit their videos in two categories: **Film Student** or **Film Enthusiast**.
  - The Film Student category is for videos that have at least one author who is studying/has studied filmmaking (in Estonia BFM, EKA animation, etc.).
  - The Film Enthusiast category is for youngsters interested in making a video, no matter their field of study or their previous experience. The key to a successful video is a good idea and some hard work!
  - In both categories the age limit is up to 30 years old.
- Length of the video: Public Service Advertisement (max 1 minute) or Short Film (1-5 minutes).
- Submission deadline: **May 14, 2018**.
- Contest is open to individuals and teams.
- One author/team may present a maximum of 2 videos.
- Presented video has to be made by the author(s) him/herself. When using other authors' creation (e.g. music) it has to be done in accordance with good practice and copyrights.
- Submitted videos must have a title and a few sentences describing the video content.
- Videos may be recorded in Estonian and Latvian, but English or Russian subtitles are encouraged. Subtitles should preferably be generated within the video (not by YouTube).
- Videos may not have entered any other contests before or during the competition.
- Video submissions must be uploaded (preferably in the highest quality FHD 1920x1080 resolution, but no larger than 1 GB) to a file sharing platform such as Dropbox, Google Drive, WeTransfer, etc., where the competition organizers could download the video(s). The link to the file to be downloaded must therefore be sent to the competition organizers.
- The video(s) can also be submitted on a USB stick or on a DVD where the video can be found as a file that can be copied. In that case the video(s) should be submitted to the office of the NGO Estonian Green Movement at Tiigi 8-24, 51003 Tartu.
- The video(s) must have a widespread file format (e.g. mov, avi, mpeg, mp4, wmv, etc.).
- Submit the application via this [Google form](#).

\* Organizers have the right to remove videos that do not meet the objectives or the conditions of the competition.

\*\* By submitting their video authors are giving the competition organizers permission to share it on their websites and social media platforms and to edit the video in cooperation

with the author(s).

## PRIZES

The main prize in both categories is **2 tickets to POSITIVUS 2018 FESTIVAL + 2 tickets to VILJANDI FOLK MUSIC FESTIVAL 2018**. In addition, different prizes for the best from both video categories. More information will be available soon.

Prizes are awarded in two separate categories: Film Student and Film Enthusiast. If there is at least one member in the team who is a film student, the video must go under the category of Film Student.

### JUDGING CRITERIA:

- Content: clearness and effectiveness of the video in narrating an environmental story, promoting action, and/or offering new solutions.
- Innovation, originality, impact: telling an environmental story in a fresh and unusual way, appealing to a broad and diverse audience and encouraging further thought and action.
- Creativity and technical skills: camera operation and sound quality, editing skills and how strong the script is.

Best videos will be picked out by a jury consisting of Estonian and Latvian experts. (More information coming up soon!)

Winners will be announced by the latest on June 14, 2018.

**PARTICIPATE** send your video and contact information [HERE](#).

## Contact

If you have questions regarding the video competition, its eligibility requirements or submission process, please contact Eliisa Saksing - [eliisa@roheline.ee](mailto:eliisa@roheline.ee) / Agita Pusvilka - [agita.pusvilka@homoecos.lv](mailto:agita.pusvilka@homoecos.lv) .