

**Young Women Leaders
Middle School
Earth Day Video Competition**



"The Climate Crisis Is Real. What Is Your Solution?"

The Challenge: create a three-minute YouTube video that promotes environmental awareness and activism in a category that most interests you.

Sample Ideas:

1. Create and then review eco-friendly cleaning supplies or feminine products.
2. Design and demonstrate inventive technology like an app that tracks your carbon footprint.
3. Explain a science fair project and how your solution could help people around the world combat climate change.
4. Discuss a little-known climate-related issue OR discuss a well-known one and how some countries/companies are solving it.

Who Can Participate: All 6th - 8th grade students who reside within the boundaries of the Morgan Hill Unified School District, regardless of what school they attend.

Instructions:

1. Videos may be the work of one individual or a group no larger than five people.
2. Videos longer than 3 minutes will be disqualified.
3. To submit your video, "share" it on Google Drive with:
climatechangevideo2020@gmail.com.
4. When sharing your video, include the following for each person on your team:
 - a. Name
 - b. School / Grade
 - c. Email address / cellphone
5. The work must be your own intellectual property.
6. If you are working in a group, the prize money will be split amongst your members.
7. Your video must be submitted by **midnight on April 30th, 2020.**

Prize Money:

- First place: \$250.00
- Second place: \$150.00
- Third place: \$100.00

Winners will be announced at a time and location TBD.

Rules:

1. The student(s) should create a video **no longer than three minutes** that promotes environmental awareness in an area that interests them.
For example: creating and then talking about eco-friendly art supplies or packaging; designing/showing eco-friendly tech (designing apps that track carbon footprint)
2. The submission must be an **original** work created solely by the student(s) involved; must be the student(s)' own intellectual property.
3. The Sponsor, AAUW and AAUW's Young Women Leaders, are in no way legally responsible for the mitigation of any disputes over an individual's ownership of a group project occurring before or after the Competition.
4. Entries that are submitted in connection with the Competition will only be eligible if such entries:
 - a. Are in English, including all scripts and voiceovers.
 - b. Do not contain content that is unlawful (including any infringement or potential infringement of Intellectual Property Rights), or, hateful or obscene, as determined by the sole discretion of the Sponsor.
 - c. Do not include any identifiable individual(s) other than the individual participants unless prior express consent is obtained from such individual(s), or such images are in the public domain. Only those entries that meet all of these criteria, as defined by the Sponsor, will be accepted.
5. Prize money
 - a. Three winners will be selected from the entries submitted.
 - b. If a submission is produced by a group, the prize money will be evenly divided amongst the individuals of the group.

Judges: Five community members will serve as judges.

Judging Criteria:

- **Environmental Focus** - Does the video discuss a problem and/or provide a viable solution to an issue that exists in the current climate crisis?
- **Engagement** - Did the video capture the viewer's interest? Did the viewer want to keep watching the video to the end?
- **Illumination** - Did the video explain the subject matter clearly, allowing the viewer to develop a genuine understanding of the video's content? Did the video demonstrate a rigorous understanding of the subject matter?
- **Creativity** - Did the entrant make an effort to approach the subject matter in an innovative or creative way?
- **Difficulty** - The video should not be too complicated to understand or too simple. The target audience should be middle school students through adults.

Members and families of YWL committee members are not eligible to compete.

Videos are to be put on Google Drive and shared with:

climatechangevideo2020@gmail.com

by midnight, April 30th, 2020.