



Call for videos from young YRE professionals – Promotion of Global Forest Fund

Introduction

Foundation for Environmental Education ([FEE](#)) is looking for young professionals, especially from the network of the Young Reporters for the Environment ([YRE](#)) programme, to create videos for Global Forest Fund ([GFF](#)).

The aim of the videos is to support the Global Forest Fund's efforts to become the number one online travel carbon offsetting scheme globally, hence mitigate the negative impacts of climate change and loss of biodiversity.

FEE is the world's largest environmental education organisation, with members in 77 countries. Through our five ground-breaking programmes, FEE empowers people to take meaningful and purposeful action to help create a more sustainable world. As support for its programmes, FEE re-launched the Global Forest Fund in 2019 as a unique carbon compensation initiative that allows businesses and individuals to reduce their carbon footprint by providing valuable resources and environmental education to communities around the world. Travellers can use the Global Forest Fund web platform to calculate their carbon emissions across a range of transport options, and compensate for those emissions by donating to tree-planting and environmental training projects, that help mitigate climate change and protect global biodiversity.

Young Reporters for the Environment (YRE) programme aims at empowering youth to raise awareness about environmental issues such as climate change, loss of biodiversity and pollution. YRE will use the opportunity to create awareness amongst YRE network on the issue of travel related emissions.

The call

YRE proposes an international video competition with the theme "Global Forest Fund – Makes the World a Better Place" open for YRE individuals or groups of students of 16 years of age and older. It aims to produce a set of 10 high-quality videos (1-2 minutes in length) promoting the GFF making it an attractive tool for people, organisations and businesses wanting to offset their carbon emissions.

The procedure for the competition will be as follows:

1. The call for videos is announced **7th September 2021**.
2. Interested candidates will submit a concept note (Annex 1) for either a campaign or a story-telling video **by 29th September**. The concept note should be sent to shimon@fee.global and include "Global Forest Fund Makes the World a Better Place"

in the Subject of the e-mail.

3. YRE International will review and contact the 10 best applicants **by 15th October**.
4. YRE International will conduct a webinar medio October to introduce the applicants to the task whereafter the 10 applicants will receive 200 EUR each to work on the video production.
5. The applicants will work on their videos independently.
6. YRE International will conduct 1-3 meetings with each applicant to discuss details of the video.
7. Applicants will submit their videos **by 30th November 2021** on Podio with the help of the YRE National Operator in their country.
8. YRE staff from YRE International will review the videos according to Annex 2 and award 700 EUR for the best three **by 20th December 2021**.
9. The videos will be disseminated to the wider public by YRE staff through the GFF and YRE websites and social media channels.

The videos – scope

Two types of videos can be submitted to the competition, both aim to raise awareness of climate change, promote the values of responsibility and accountability and inspire the use of GFF as a solution for carbon offsetting.

30 seconds to one-minute campaign video – a video that focuses mainly on attracting viewers to the GFF website for making a donation. It does so by direct advertisement of the GFF that is based on attractive title and description, a clear call to action – go to the GFF Website and engage!

Two-minute story-telling video – a video that focuses mainly on telling the story of the GFF, promote GFF values (Branding it) and ends in a call for visiting the GFF website to know more and use the calculator. This video should evoke positive association feelings towards the GFF among viewers. Similar to mini-documentary, the story-telling video is based on news, events, history, facts etc., and may use elements of direct observation, research, interviews and documentation.

Further information

Please contact Shimon (shimon@fee.global) or Gosia (gosia@fee.global) should you have questions about the competition. This information is also available [here](#).

Annex 1: Concept note for videos promoting the GFF

Concept note for videos promoting the GFF	
Name of applicant(s):	
Age:	
Contact details (E-mail and Tel.):	
Why did you apply? (Word limit 150 words)	
Describe your experience with making videos (up to 300 words; You can attach links and files if any)	
What type of video will you be making? (Campaign or Story-telling)	
Describe the concept of the video (up to 300 words; Length, technic, format, what will be in each scene of the video)	

Annex 2: Criteria for assessment of videos promoting the GFF

Story-telling Video

a video that focuses mainly on telling the story of the GFF, promote GFF values (Branding it) and ends in a call for making a donation through the GFF website. This video should evoke positive association feelings towards the GFF among viewers. Similar to mini-documentary, the story-telling video is based on news, events, history, facts etc., and use elements of direct observation, research, interviews and documentation.

Format & Structure	
Format & Structure	1. Video must be no longer than 2 minutes. This does NOT include credit roll.
	2. Must have a title of no more than 140 characters.
	3. Must be submitted to the National Operator in a file format supported on YouTube .
	4. Must be technically and artistically of good quality. This includes composition, lighting, colour, sharpness, and subject.
	5. Can include 2D or 3D motion graphic
	6. Recommended to have an introduction and conclusion, use a documentary or reporter/interview style and answer the questions of who, what, where, when, why and how. Use of music should be done with care
Unbiased Presentation	
Unbiased Presentation	1. Facts, statistics, and scientific information must be supported by credible sources.
	2. Any quotes used must be from real and credible sources.
	3. Sources used in the video must be cited either in a credit roll at the end of the video or with a bibliography in MLA format.
	4. It is recommended that approximately 70% of the video should be made up of students' own original images, video footage and audio. If additional images (photographs, illustrations, diagrams, etc.), video footage or audio is used, the original author/source must be cited.
	5. The video is a fair and truthful representation of reality and the subject(s) and/or scene(s) have not been manipulated or altered.
	6. The messages conveyed should be aligned with the GFF values
Perspective	
Perspective	1. The video should highlight in a constructive way how the GFF can be used to fight climate change and loss of biodiversity.
	2. The video should have a clear call for action.
Creativity	
Creativity	1. The video should stand out from similar videos.
	2. The video should be engaging and evoke feelings of positive association with the GFF.

Environmental Campaign Video

A video that focuses mainly on attracting viewers to the GFF website for making a donation. It does so by direct advertisement of the GFF that is based on attractive title and description, a clear call to action, preferably without sound (use text on the video/captions instead of sound) and with high value to the viewer.

Format & Structure	<ol style="list-style-type: none">1. Video must be no longer than 1 minute. This does NOT include credit roll.2. Must have an attractive title of no more than 140 characters.3. Must be submitted to the National Operator in a file format supported on YouTube.4. Must be technically and artistically of good quality. This includes composition, lighting, colour, sharpness, and subject.5. Can include or be solely based on 2D or 3D motion graphics
Unbiased Reporting	<ol style="list-style-type: none">1. Facts, statistics, and scientific information must be supported by credible sources.2. Any quotes used must be from real and credible sources.3. Sources used in the video must be cited either in a credit roll at the end of the video or with a bibliography in MLA format.4. It is recommended that approximately 70% of the final video should be made up of students' own original images, video footage and audio. If additional images (photographs, illustrations, diagrams, etc.), video footage or audio is used, the original author/source must be cited.5. The messages conveyed should be aligned with the GFF values
Perspective	<ol style="list-style-type: none">1. The video should highlight in a constructive way how the GFF can be used to fight climate change and loss of biodiversity.2. The video should have a clear call for action.
Creativity	<ol style="list-style-type: none">1. The video should stand out from similar videos.2. The video should be engaging and evoke feelings of positive association with the GFF.