tvebiomovies 2016

Globaler Kurzfilmwettbewerb für junge Menschen zu den *Planetary Boundaries*

Abschlussbericht

für die

Deutsche Bundesstiftung Umwelt, DBU

Februar 2017

Inhaltsverzeichnis

- Verwendung des DBU-Logos

- Media Pack "Planetary Boundaries"

Zusammenfassung

Einführung

tvebiomovies 2016 ist der siebte Durchgang unseres erfolgreichen weltweiten Filmwettbewerbes. Dieses Jahr haben wir unsere „vlogging" Kategorie, die „Global Youth Video Competition on Climate Change" und unsere Kategorie für Kurzfilmvorschläge fortgesetzt.

Wir haben auch zwei neue Wettbewerbe ins Leben gerufen. Der eine ist ein Kurzfilmwettbewerb auf Instagram, bei dem es um unter dem Titel #savethatdrop um das Thema „Wasser sparen" geht. Der zweite Wettbewerb dreht sich um den Bau nachhaltiger Welten in Minecraft.

Die vier Bereiche des Wettbewerbes liefen parallel zueinander, wobei alle von der erfolgreichen Marke **tve**biomovies, der gemeinsamen Webseite und *Cross-Promotion* durch Geldgeber, Partner und Veranstaltungen profitierten.

Förderer

Zusätzlich zur Unterstützung durch den Hauptsponsor DBU hat **tve** Unterstützung durch die folgenden Organisationen erhalten:

- Die Lighthouse Foundation für den Preis *Ozeane und Meere*;
- Die Global Environment Facility (GEF) für die Preise *Wälder* und *Biodiversität*;
- Der International Fund for Agricultural Development (IFAD) für den Preis *Bäuerliche Landwirtschaft*;
- Die United Nations Framework Convention on Climate Change für die Global Youth Video Competition on Climate Change;
- *Connect4Climate* für den Minecraft Wettbewerb.

Zusätzliche Unterstützung für die Veranstaltung erhielten wir von Racing Heart Films für die Bearbeitung und Promotion und Grace Brian für das Sponsoring eines Kurzfilmbeitrages aus China.

Alle Projektunterstützer wurden besonders bedeutend auf der Projektwebsite, in Zeitungsartikeln und im Abspann der Filme gewürdigt.

Zusammenfassung der Schlüsselerfolge

- **460.234** Filmaufrufe bis heute
- **53.189** Webseitenaufrufe bis heute
- **241** Kurzfilmvorschläge aus
- **106** verschiedenen Ländern
- **181** Videotagebucheinsendungen
- Websitebesucher aus **189** verschiedenen Ländern
- mehr als **80** weitere Webseiten bewerben **tve**biomovies

Aufbau des Wettbewerbes

Die gesamte **tve**biomovies Projekt wurde in vier Kategorien gegliedert

- Die *Global Youth Competition on Climate Change*
- Der Kurzfilmwettbewerb
- Der Wettbewerb *Sustainable Worlds* in Minecraft
- *#stopthatdrop* auf Instagram

Die einzelnen Kategorien werden im Bericht detailliert beschrieben.

Verlauf des Wettbewerbes

Am Projektstart wurden alle vier Kategorien von **tve**biomovies beworben. Aufgrund der unterschiedlichen Anforderungen wurden jedoch die Abgabefristen für die einzelnen Kategorien über das Jahr verteilt.

Start des Wettbewerbes

tvebiomovies 2016 startete am 20. Mai 2016 in Bonn auf der Konferenz zur Klimarahmenkonvention der Vereinten Nationen (UNFCCC). Die Website ging am selben Tag online. Innerhalb der nächsten Wochen wurde sie auf Englisch, Spanisch, Französisch, Deutsch und Arabisch verfügbar gemacht.

Wir haben zwei Filme für den Start und als Werbung in Auftrag gegeben. Diese wurden von bekannten Youtubern produziert und auf deren Kanälen hochgeladen, um ihre Abonnenten und regelmäßigen Zuschauer zu erreichen. Ein Film wurde auf Spanisch produziert, um unsere spanische und lateinamerikanische Zielgruppe zu erreichen. Der andere Film wurde auf Englisch produziert. Innerhalb kurzer Zeit wurden die Filme tausendfach aufgerufen. Beide Filme führten die Zuschauer zur **tve**biomovies Website.

Werbung

Wir haben alle Teilnehmer aus den Vorjahren, sowie weitere Medienkontakte (über 2.000 Kontakte) direkt kontaktiert und auch Pressemitteilungen an über 870 Empfänger verschickt. Weitere Pressemitteilung wurden im Laufe des Wettbewerbes verschickt, um die verschiedenen Phasen anzukündigen.

Wir haben auch mit **tve**s globalen Partnern in Kenia, Simbabwe, Malawi, Uganda, China, Mexico, Peru und dem indischen Subkontinent (Indien, Nepal, Bangladesch, Pakistan und Sri Lanka) zusammengearbeitet, um Zugang zu lokalen und regionalen Netzwerken zu bekommen.

tve hat umfangreichen Gebrauch von sozialen Medien gemacht, um unsere Zielgruppe über entscheidende Eintrittsbedingungen, Filmstarts und Abstimmungsphasen zu informieren. Wir haben Twitter, Facebook und zum ersten mal auch Instagram benutzt.

Final Report tvebiomovies 2016

Contents

Summary

introduction /

tvebiomovies 2016 is the seventh iteration of our successful global film competition. This year we continued our vlogging category, the Global Youth Video Competition on Climate Change, and our short film proposal categories.

We also piloted two new challenges, a short video clip competition on Instagram around the theme of water saving, #stopthatdrop and the Sustainable Worlds on Minecraft competition.

The four aspects of the competition ran alongside each other, each benefiting from the successful **tve**biomovies brand, the shared website, and cross promotion from funders, partners and events.

summary of key achievements /

- **460,234** total film views to date

- **53,189** website views to date

- **241** short film proposals entered from

- **106** unique entrant countries

- **181** video diary entries

- website visitors from **189** unique countries

- **80** + other websites promoting **tve**biomovies

competition structure /

The overall **tve**biomovies project was split into four distinct competitions

- The Global Youth Video Competition on Climate Change
- The Short Films Competition
- The Sustainable Worlds on Minecraft Competition
- #stopthatdrop on Instagram

Detailed reports on each of the separate competitions is given below.

competition timeline /

The initial project launch promoted all four of the individual competitions within **tve**biomovies. However due to the specific requirements, subsequent deadlines for the sections differed over the year. Key milestones and deadlines for each of the challenges are given in appendix i.

competition launch /

tvebiomovies 2016 was launched in Bonn at a joint press conference with the UNFCCC on 20 May 2016. The website was launched that same day and over the next few weeks was made available in English, Spanish, French, German and Arabic.

We commissioned two launch and promotional films, produced by popular You Tube users which were uploaded on the creators' channels in order to appeal to their subscriber base and their regular audiences. One film was in Spanish to appeal to our Spanish and Latin American audience and the other in English. Within a short space of time, the films had attracted thousands of views. Each launch film drove viewers to the **tve**biomovies website.

Matu Garces

566,461 subscribers
www.youtube.com/user/matugarces

75,723 **tve**biomovies 2016 video views

Victorious Sponge

71,830 subscribers
www.youtube.com/user/VictoriousSponge

6,493 **tve**biomovies 2016 video views

promotion /

8

We directly contacted all entrants from previous competitions as well as other media contacts (over 2000 contacts) and also sent out press releases to over 870 recipients. Additional press releases were sent out during the competition to announce the various stages. These are listed in appendix viii.

We also worked with **tve**'s global partners to further access local and regional networks in Kenya, Zimbabwe, Malawi, Uganda, China, Indonesia, Mexico, Peru and the Indian subcontinent (India, Nepal, Bangladesh, Pakistan and Sri Lanka). Further information on partner networks is given in **appendix v.**

tve made extensive use of a range of social media channels to inform our key audiences of the competition milestones in terms of entry deadlines, film launches and voting stages. We utilized Twitter, Facebook and for the first time, Instagram. Further details of these activities and results are shown below.

Global Youth Video Competition on Climate Change

the competition /

The 2016 Global Youth Video Competition on Climate Change (GYVCCC) built on the pilot category which was run in 2015 in partnership with the United Nations Framework Convention on Climate Change (UNFCCC) and expanded to two categories, climate action and public awareness activities. The format was a three-minute video diary (vlog) which addressed key questions:

Climate Action: Open for videos explaining how each entrant's activities have helped to address climate change. Example submissions include:
- the implementation of climate-friendly development activities, including clean energy, energy efficiency and adaptation projects;
- contribution to implementation of specific climate policies on a local or national level.

Public Awareness: Open for videos showcasing each entrant's efforts to raise public awareness around climate change. Example submissions include:
- carrying out awareness-raising activities to convince parents, teachers, schools, employers or local/national governments to take climate action;
- formal/non-formal mechanisms/spaces that enable dialogue between young people and companies or government representatives on climate action;
- ways the entrant has contributed to the development of climate-friendly policies or regulations;
- how the entrant has organised a successful divestment campaign.

entries /

In total 181 films were received from 77 countries. Compared to 2015, this is a 36% increase in the number of film entries and a 28% increase in the number of countries. A number of these entries misinterpreted the requirements of the task and produced information videos about the *problems* of climate change rather than activities to *combat* climate change.

Entry was restricted to entrants between the ages of 18 and 30, the entry form restricting access to people outside this range. This eliminated the number of ineligible entries compared to 2015.

The average age was just over 23 with 19-year-olds being the largest group.

The full list of all submitted films are available in two hidden playlists on You Tube.

Climate Action:

https://www.youtube.com/playlist?list=PLYT7vD5He2VBx-leXGuHyP87Juj5YG1yL

Public Awareness:

https://www.youtube.com/playlist?list=PLYT7vD5He2VDm7ID8dapb3k5r8ysd-43K

The selection process was amended from 2015 selection mechanism. In 2016 the winner from each category was chosen entirely through the public viewing, so this time there was no judges' selection of a winner. Representatives from **tve**, UNDP and UNFCCC viewed all

of the films to decide on a shortlist of twenty videos for each category. These were then added to playlists on You Tube for public viewing.

Climate Action:
https://www.youtube.com/playlist?list=PLYT7vD5He2VD7pSWnv8O7WiN1P8ljmiuB

Public Awareness:
https://www.youtube.com/playlist?list=PLYT7vD5He2VDv7Drpa1hj5JT1owdCsWDC

online voting /

On 13 September, the 40 shortlisted films were launched on You Tube and promoted extensively through our contacts and partners as well as with the help of the project funders. The entrants were also given advice on how to promote their own films and the overall competition.

The films were set up in a You Tube playlist which automatically progresses to the next video in the sequence. However, videos near the top of the list have an inherent advantage as viewers could leave the site before viewing the entire playlist. In order to prevent this advantage skewing the results, the order of videos was rotated every few days so all videos had a chance to be near the top of the list, and thus prominently displayed to viewers.

We also embedded an interactive Google map on the website page showing all the shortlisted videos, which again provided a way to showcase all of the films on an equal basis.

At the request of the UNFCCC the entry stage of the competition was extended from 17 August until 30 August, which gave extra time to receive video entries. The judging stage was also delayed further which affected the date on which we could launch the voting.

The voting ran for 11 days from 13 September until 23 September and views totalled 227,932 – a considerable increase on the 2015 viewing figures. However, the comparison with 2015 is not straightforward as both the number of films and the voting periods were different.

	Close of voting	Videos	Voting period	Average views per film per day
2015	118,469 views	25	25 days	190
2016	227,932 views	39	11 days	531

The top views in each category were close, but there was a clear winner for each category. A full listing of the shortlist results is given in **appendix iii**.

The voting system remained the same as in previous years, which is 1 view = 1 vote. This system encourages filmmakers to publicise their films and the wider competition among their own networks. Many of our filmmakers worked extremely hard to secure viewers for their films.

Faouzia Badhoul, 23, Tunisia
Climate Action category
20,999 votes

Phuong Vu Hoang, 21, Viet Nam
Public Awareness category
54,312 votes

Since the close of the competition, views have continued to rise for all the videos in the shortlist – Faouzia now stands at 21,781 and Phuong has now 54,635 views.

award ceremony /

The prize for the two winners was to attend the climate change talks in Marrakech in November and contribute to the work of the UNFCCC media team. The UNFCCC held an award presentation day as part of Youth and Global Futures Day at COP22, on Thursday 10 November which included presentations for the Global Youth Video Competition and the Connect4Climate film competition.

Photo courtesy of UNFCCC (participants listed left to right): Max Thabiso Edkins, Communications Officer Connect4Climate; Mark Terry, Youth Climate Report; Nick Turner, Manager, digital projects, Television for the Environment; Nick Nuttall, UNFCCC Spokesperson; Kaia Rose, USA, winner of Connect4Climate 'Put a price on carbon' award; Phuong Vu Hoang, winner of Public Awareness category; Faouzia Badhoul, winner of Climate Action category; Delfin Ganapin, Global Manager of the GEF Small Grants Programme; Ahmad Alhendawi, UN Secretary-General"s Envoy on Youth; Adriana Valenzuela, focal point for Action for Climate Empowerment (ACE) with UNFCCC; Angelica Shamerina, Environmental Specialist at UNDP, GEF Small Grants Program.

filmmakers /

In addition to catalysing the video entries, **tve**biomovies also encourages the competition entrants to continue to share their stories and inspire change. We give the filmmakers advice and tips on social media promotion, and generating interest in the competition. Many of the filmmakers themselves were successful at attracting audiences to their films, as demonstrated by the high numbers of views on You Tube. Entrants shared some of their promotional activities with us.

Jayson, 27, from the Philippines wrote about his efforts to promote the video and his competition. He was interviewed and filmed by local media, including newspapers and video to share his climate message.

http://www.sunstar.com.ph/network/feature/2016/09/25/pinoy-video-among-38-entries-shortlisted-un-tilt-499142

Other entrants had set up blogs or Facebook groups around their actions, which further helped to encourage others to start similar actions.

Angy from Chile visited local schools and companies to talk about his work, and also received support from the Mayor of his city

Kayla's entry from Lebanon was reported in local news, on TV and radio, and was even tweeted buy the ex-Prime Minister

Kayla from the USA was interviewed on local media and appeared in local newspapers.

Short Film Competition

the categories /

The Short Film Competition featured five short film proposal categories, established in consultation with each of the project funders. The details for each category are shown in appendix vii.

entries /

A total of 241 film proposals were entered into the competition across the five categories:

Category	Proposals	Countries	Ages
Biodiversity	44	25	15-53 (av. 23)
Forests	68	34	15-58 (av. 25)
Family Farmers	23	17	18-37 (av. 24)
Oceans and Seas	33	23	13-57 (av. 23)
Recycling and Reusing	73	37	13-57 (av. 22)
Overall	241	67	13-58

All of the proposals were appraised and shortlisted by an initial selection team and graded according to creativity, attraction, relevance and feasibility. The best 10-11 proposals in each category were shortlisted.

judging /

Groups of judges from **tve** and individual funder organisations selected the finalists from the shortlists.

commissioning /

The judging panel chose their top three proposals in each category, and two extra stand-by films in case selected entrants were unable to produce a film. In a number of cases, we had to get in contact with these options.

The films were commissioned at the beginning of September with a deadline of 23 October to receive the films. Each filmmaker or team received US$300 to help turn their idea into reality, payable on delivery of the film.

online voting /

The films were received and posted on the You Tube site for public voting on 31 October and promoted extensively with the help of funders, and through our contacts and partners. The entrants were also given advice on how to promote their own films and the overall competition.

The voting ran from until 15 December, just under 8 weeks, during which time, viewing figures climbed steadily. The voting system remained the same as in previous years, which is 1 view = 1 vote. This ensured that the filmmakers were incentivized to increase the viewership of their films.

results /

During the voting stage the seventeen films were viewed a total of 123,388 times on You Tube and sites where the films were embedded. Details of each of the films and their individual voting results are seen below:

Recycling and Reusing	Filmmaker(s)	Country	Age	Result
Reuse Ravishingly	Hemanta	Nepal	21	6,537
Masterpiece of Reuse	Elena-Violeta	Romania	22	5,032
Reducing e-waste	Paula	Uruguay	18	1,905

Oceans and Seas	Filmmaker(s)	Country	Age	Result
The Swap	Markus	Estonia	16	3,338
A Sea Story	Joeffre	Philippines	20	3,040
The Difference	Michael	New Zealand	19	2,844

Family Farmers	Filmmaker(s)	Country	Age	Result
Climate change towards women	Hongwei	China	28	5,284
One Day	Hana	Kosovo	25	2,684
Meet Christina Kaba	Kate & Hannah	South Africa	22	1,989
Maogo Farm	Unelker	Kenya	21	1,909

Biodiversity	Filmmaker(s)	Country	Age	Result
The Tiger Troll	Sudan	Nepal	21	2,948
Missing harmony	Peter	Hungary	38	2,097
We need to stop wildlife trafficking	Hernan	Colombia	23	1,958

Forests	Filmmaker(s)	Country	Age	Result
Video Justicia	Marisol	Colombia	30	34,407
The Killer Dad	Sandeep	Nepal	20	40,378
Adjusted figure (see below – monitoring fairness)				23,406
Imagine a Tree Gives wifi Free	Amrit	USA	20	5,039
Worth of a tree	Erosh	Nepal	23	2,052

monitoring fairness /

Using You Tube analytics we examined the source of visitors to the channel and check if any paid advertising was unfairly used to boost the viewing figures. Any votes found to be generated by paid advertising were discounted.

winners /

Hemanta Panthi, Nepal
Recycling and Re-using

Hongwei Liu, China
Family Farmers

Markus Trasberg, Germany
Oceans and Seas

Marisol Galindo, Colombia
Forests

Sudan Bhandari, Nepal
Biodiversity

Short Films playlist

All seventeen of the shortlisted entries are available on our You Tube channel:

https://www.youtube.com/playlist?list=PLYT7vD5He2VAqbdfTBaNrXN4NwWs6JmzL

The films have continued to be seen by visitors to our websites and You Tube channel. At the time of this report **the total views now stand at 136,930**.

public screenings at international conferences /

tve worked with partner organisations to screen the films at meetings and major international conferences:

- The films were shown at the Climate Change COP22 in Marrakech at the UNDP pavilions on 12 November.

- Selected films were shown at the Cambridge Festival of Change on 12-13 November.

- The finalists were shown at the Convention on Biological Diversity COP 13 in Cancun on 6 December, where we are very pleased that they were introduced by Ms Margarita Astralaga, IFAD's Director of Climate and Environment.
  https://www.cbd.int/cepa/fair/2016/

Sustainable Worlds on Minecraft

the pilot /

A new competition based around the Minecraft computer game was a piloted as part of **tve**biomovies 2016 as a new way to reach younger audiences with whom the game is currently popular. In 2016 we decided to move beyond just film and designed this

competition to engage with gamers and Minecrafters around the topics of environment, climate change and sustainability.

the competition /

The task was to use the Minecraft game to create a sustainable island using as much innovation, creativity and imagination as possible.

To complete their entry, competitors had to submit screenshots of their world alongside a written explanation of how the features of sustainability were demonstrated,

entries /

11 entries were submitted with 10 of them fully completing the entry requirements but one not submitting the full details of their Minecraft world. Despite Minecraft's popularity with young people, the age of entrants ranged from 9 to 39. The average age was just over 18.

Three finalist entries were chosen by the judges and invited to further develop their worlds and submit their files. The game-files were made available to download and play by anyone who has the Minecraft software.

We realised that installing the game-files requires a number of steps and technical ability which many people might be comfortable doing. Additionally, people who might want to vote may not have access to the software.

To overcome these barriers, entrants were also asked to make a walkthrough video which would be easier to promote, be more accessible and would direct people to the website to cast their votes.

online voting /

On 6 October, the three shortlisted films were launched on You Tube and promoted extensively with the help of funders, and through our contacts and partners. The entrants were also given advice on how to promote their own films and the overall competition.

The voting ran for 8 weeks from 6 October until 31 November.

results /

The three finalists' walkthrough videos were viewed a total of 988 times on our You Tube channel and sites where the films were embedded. The entries received a total of 321 votes. Details of the each of the films and their individual results are seen below:

	You Tube views	Votes
Hauke and Finne	326	93

Michael	365	103
Nyasha	297	125
	988	321

The films have continued to be seen by visitors to our sites and have now reached 1,046 views.

#stopthatdrop on Instagram

the pilot /

tvebiomovies 2016 also piloted an Instagram-based competition. Instagram is a photo sharing app and site which is growing in popularity especially in the age range of 16-24 year olds. This demographic is a key target age-group for biomovies and for funders, who aim to present information about global challenges to this group. The site has recently expanded to allow posting of short video clips and so the platform is an ideal fit for our competition.

the competition /

The challenge was to create and post a 30-second video clip showcasing innovative ideas and information for saving water. Each entrant posted their video under their own profile, but used hashtags to tag the content according to the stipulations of the competition. Each entry was required to use the competition tags #stopthatdrop and #tvebiomovies, and also select other environmental tags such as #climatechange or #savingwater. The tags enable users to find themed content, such as https://www.instagram.com/explore/tags/stopthatdrop/

entries /

The competition received 41 entries. Some users have since taken down their content – as the entry is posted under a user's own account, we have no way of saving or storing the content.

views /

At the close of the competition on 30 August the videos had received a total of 4,168 views with 440 likes.

judging /

The winners of the competition were selected by the judging panel, made of the **tve**biomovies funders. Each funder was given the opportunity to select their top videos and from these choices three winners were selected to each receive prizes of US$100. The panel also made a selection of four to receive special mention, with no prize money. Instagram provides very little information about individual users and so it is not possible to provide a breakdown of the entrants or viewers in terms of their age or locations.

dayanapgc

claymated_shorts

Gaelfotso

Distribution and impact

coverage /

Below is just a small selection of the many websites which promoted the wider biomovies competition during its call for proposals and during the voting period. We achieved widespread promotion of the project, with an online and social media campaign including networking through project funders, partners and the competition entrants themselves.
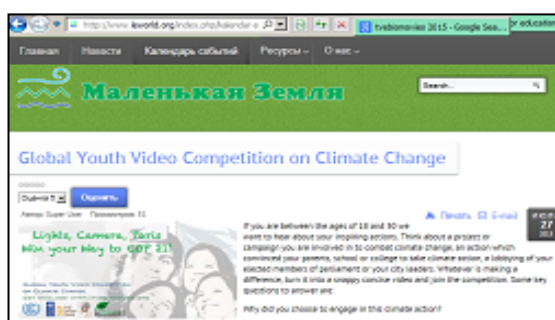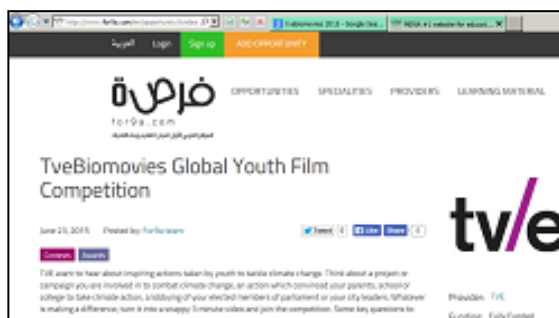
website visitors

The biomovies.tve.org website received over **29,000** visits with more than **53,000** page hits from 189 countries. The biomovies web page within **tve**'s main site, tve.org/biomovies website received a further **2,900 hits**.
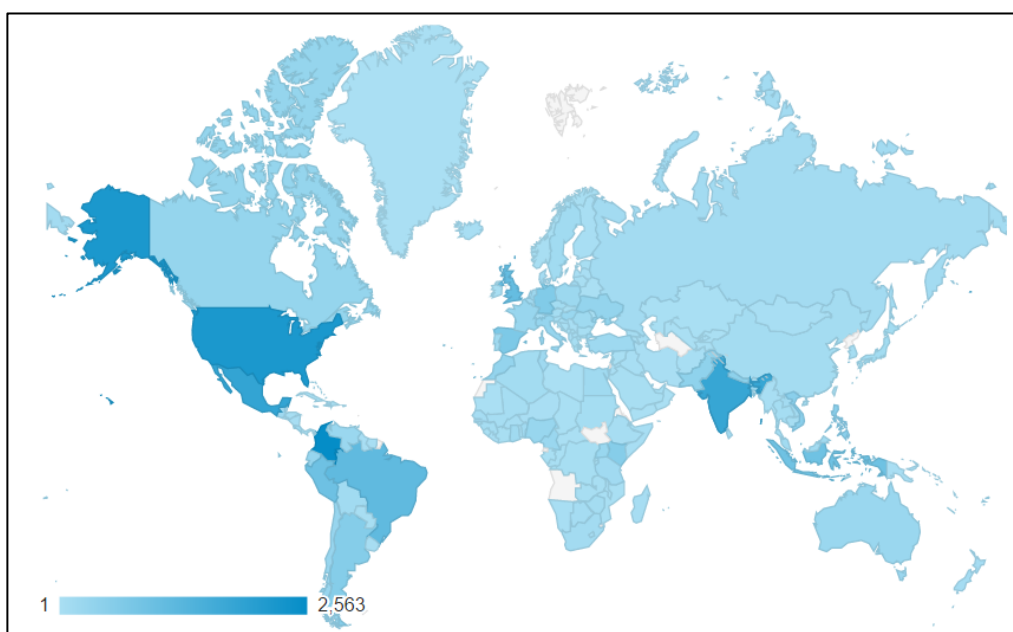
demographics

The majority of visitors were between 18 and 24 with a slightly higher ratio of male to female.
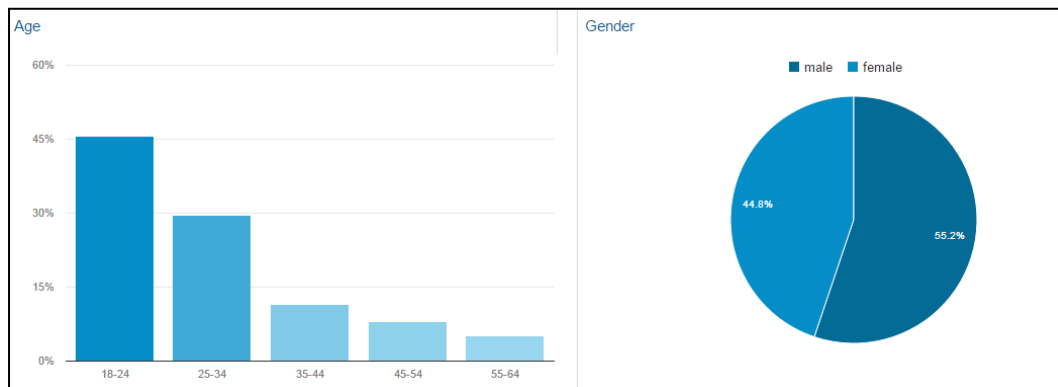
twitter

tve tweeted regularly about the key milestones of the competition. Our @tveinspire account has over 1100 followers, many of whom actively re-tweet our messages to a wider audience. Partners and funders also spread the word about **tve**biomovies in addition to many of the organizations who were contacted – a list of some of the groups who posted is given in **appendix v**.

For the various challenges of the competition we sent out individual tweets encouraging participation in the online voting. These tweets linked to specific films or aspects of the competition.

tve @tveinspire · Sep 17
share the #climate message. Phuong in Viet Nam uses graphic design #cop22 biomovies.tve.org youtube.com/watch?v=QyZ6L9…
View Tweet activity
458

tve @tveinspire · Sep 18
what #climateaction will you do? Sobita builds eco houses in Nepal #cop22 biomovies.tve.org youtube.com/watch?v=dKyUDQ…
View Tweet activity
457

tve @tveinspire · Oct 12
How can we combat climate change? View entries to the @Connect4Climate #Sustainable Worlds on #Minecraft competiton. biomovies.tve.org/en/connect4cli… pic.twitter.com/b2dvTd67LU
View Tweet activity
2,366

tve @tveinspire · Dec 8
tvebiomovies: 4 #youth films about family #farmers - 1 week to decide the winner! youtube.com/watch?v=uFkezq… #poverty #food #women #environment
View Tweet activity
962

facebook

tve has been active on [Facebook](#) since 2010 and has built up a strong following. Our fans are mostly within the 18-34 age bracket with slightly more male than female followers.
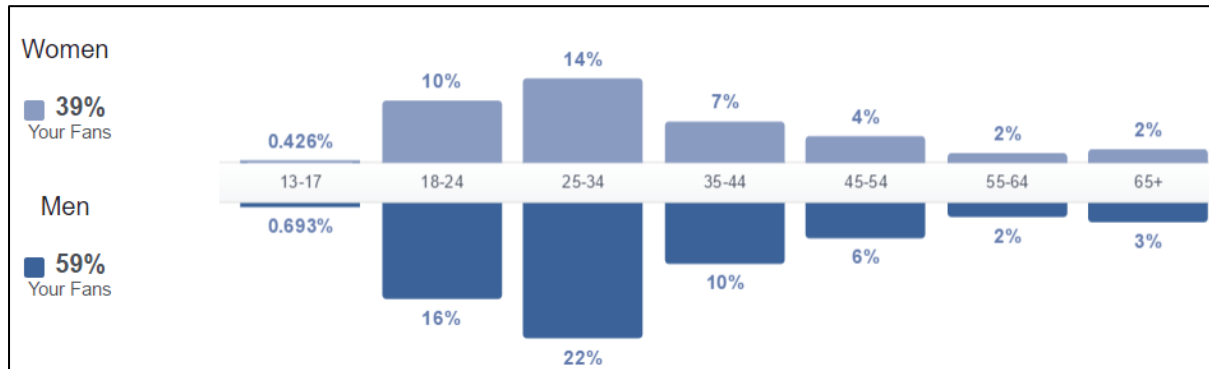
All stages of the competition were posted on our page with the **tve**biomovies posts achieving many thousands of views.
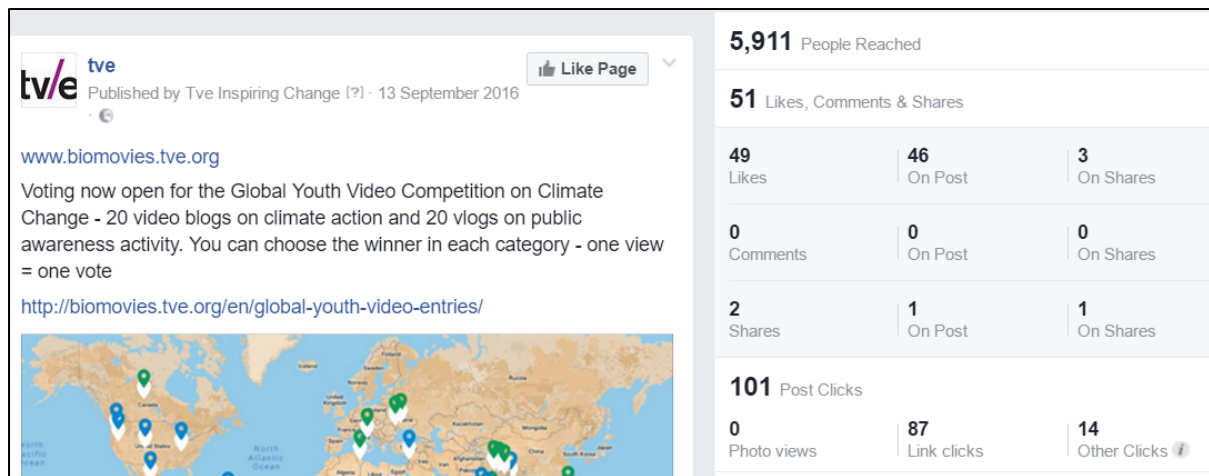
For the Sustainable Worlds on Minecraft challenge we produced a short promo video which was promoted on Facebook, Instagram and You Tube.
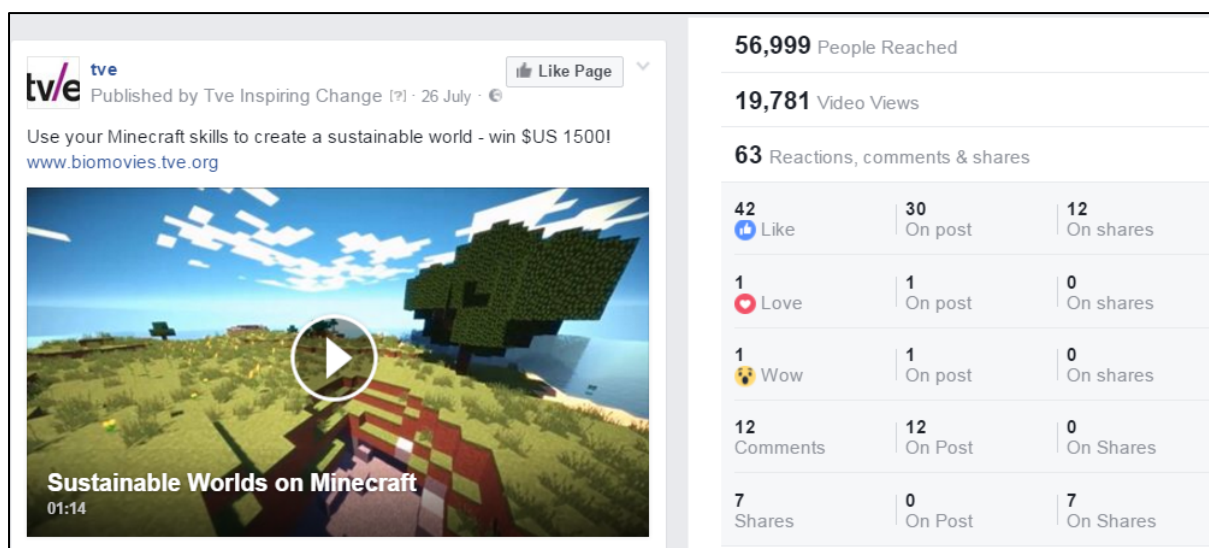
youtube viewers

Across all of the films, our audience ranged from 13 to 65+ with the majority of viewers between 18 and 35. There were some interesting variations in audience across the different aspects of the competition.

For the Global Youth Video competition there was a marked difference between the two playlists, with more female viewers of the Public Awareness category, with a larger number of 13-17 year olds. In general there were slightly more males than females.
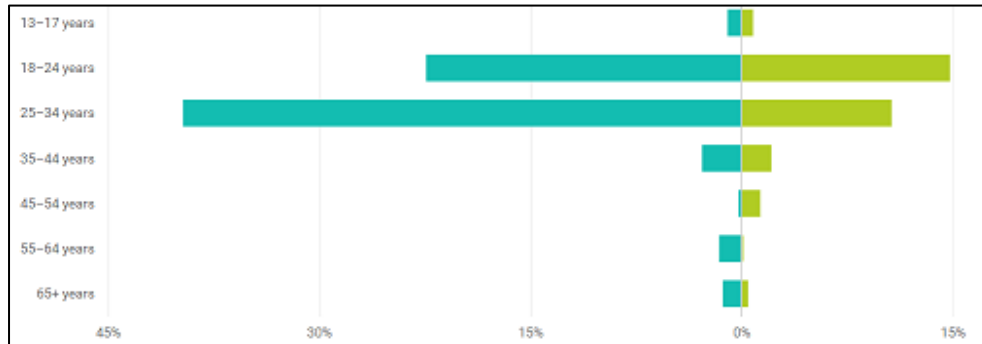
Climate Action
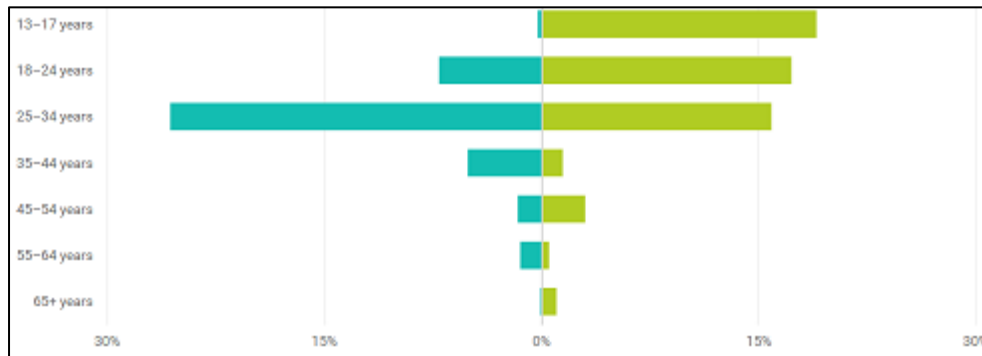
Public Awareness

The Minecraft competition attracted younger males, but older females.
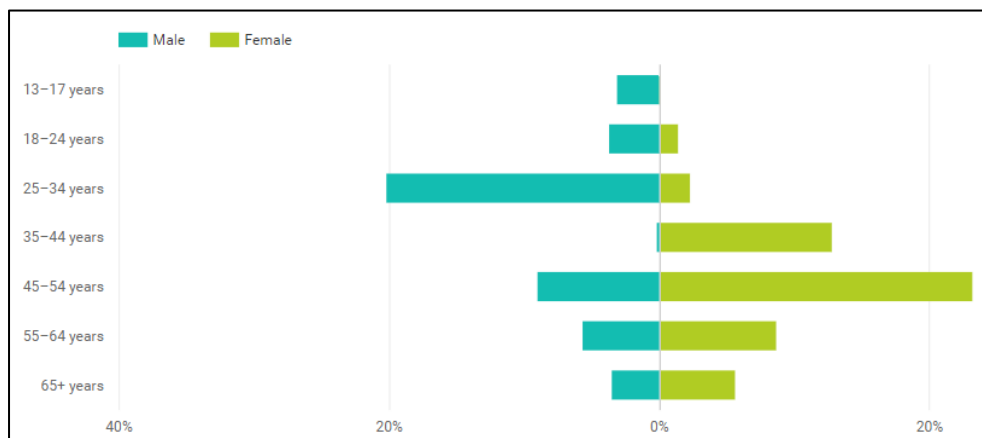
Minecraft

The competition engaged a truly global audience with the films being viewed in 119 countries. The top 10 countries were Nepal, the UK, the US, the Philippines, Indonesia, Peru, Costa Rica, Vietnam and Tunisia.

The number of people accessing the videos on mobile devices has grown significantly compared to 2015 - up from 29% to 62% in 2016.

23

media pack

This was the first year that we have produced a media pack for **tve**biomovies. Images and graphics were produced for major social media sites and distributed to our partners for a consistent message. They images were also made available to download from our website to enable visitors to contribute to the promotion.

google maps

This year we piloted the use of google maps to display the locations of the short listed entries for the Global Youth Video Competition. This was a useful way to show the global spread of entries, and also a non-linear method to lead people to view films which was not in an ordered playlist.
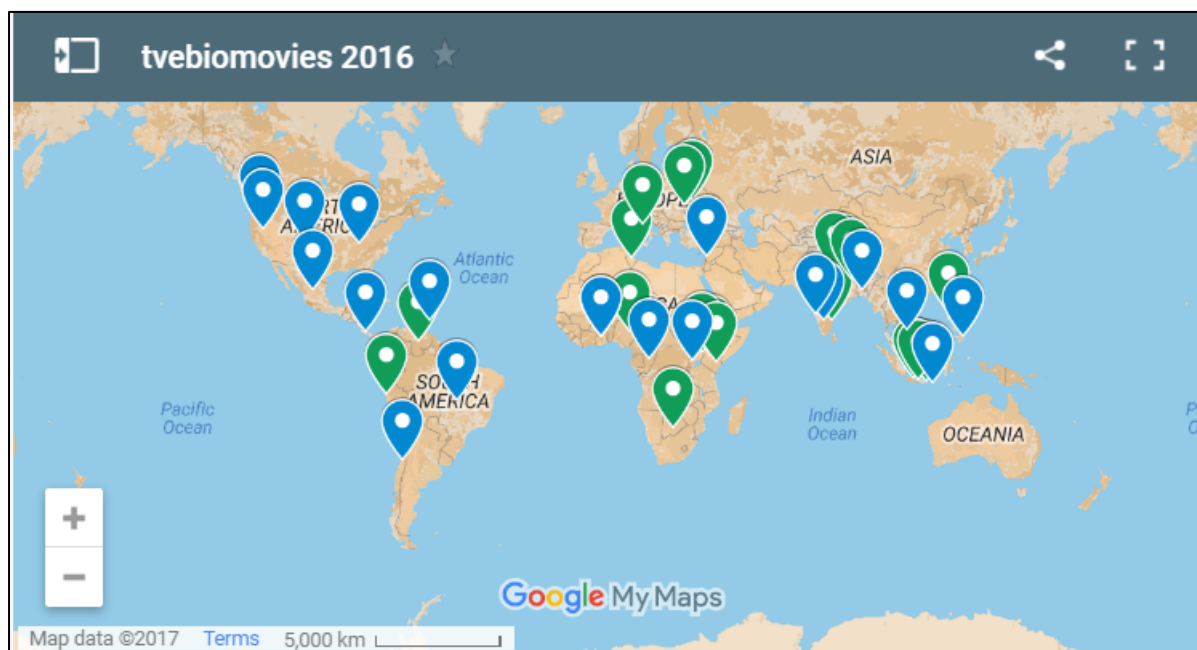
We also worked with Mark Terry from the Youth Climate Report project to share the video links to incorporate them into their **Youth Climate Report Geographic Information System Video Map.**

Impact and engagement /

audience reach

the films across all sections of the 2016 competition combined, have received more than 455,000 views to date.

anecdotal feedback

The finalist films together received over 400 comments on YouTube. Many were in the typical one or two word style of YouTube exchanges but there were also a number of more detailed comments, many expressing a wish to join in or take similar actions themselves.

> "Participating in any effort to make a change is really commendable. Big or small, collectively, these efforts will reap positive results sooner or later. Thank you for sharing this video and showing us how we can contribute in small practical ways!" - a comment on a video by Jayson from the Philippines.

> "I am happy that you practice green lifestyle and do something to help the environment. Every one of us can help the environment. Also, it's good that you educate and inspire them because the more people informed, the more they act and help the environment. Keep it up." - a comment on the video by Rama in India.

"From now on, I'll think 'renewable' and look for more ways to help the environment, by going green and making my lifestyle greener. Keep it up." - a comment on the winning video by Faouzia in Tunisia.

documented impact

We received many messages from entrants to the competition documenting that the experience was a very rewarding one for those concerned.

"It was my utmost pleasure and honor being participating in such a wonderful global contest. Looking forward to taking part in the future" – Arafat, Kenya (Global Youth Video)

"I am very happy to have participated, thank you very much was a beautiful experience" - Angy, Chile (Global Youth Video)

"The pleasure was all mine, I really enjoyed taking part in this competition, so thank you..." – Livia, Moldova (Global Youth Video)

"I have appreciated the opportunity to take part in this competition, and importantly, thoroughly enjoyed the whole process." - Michael, USA (Minecraft)

"Now, I am again in my new energy to complete the movie which will bring some change in the society so that they will save the forest thinking that they are saving the life." – Sandeep, Nepal (Short Film Competition)

Many comments also expressed their thanks for the opportunity to share their stories and make a difference to their region, their people and the problem of climate change.

"I wanted to thank you for this amazing opportunity that this competition has given me to reach out to so many people and raise awareness about climate change and activities that can be done to mitigate it - Fatimah, Lebanon

"Thank you so much for all the efforts. Let's continue to let people aware about climate change issues." - Lydia, Uganda

"Thanks for giving each of us a platform to raise awareness on climate action and to inspire people all over the world. We'll continue this advocacy for our generation and for the future." – Jayson, Philippines

lessons learned /

voting

Each year we have attempted to allow more time at each stage of the competition. Unfortunately, for the Global Youth Video Competition, due to other constraints, there was only 11 days allowed for the voting stage. Despite this there was an almost 280% increase in the number of votes if calculated per film/per day. A longer voting period would enable many more people to watch the important messages in the videos.

Google Maps

We piloted the use of Google Maps this year and found it was very beneficial in presenting the entries to the voting public. We intend to develop the capabilities of using alternative ways to share the competition and entries,

languages and locations

We were able to launch the website in five languages this year, which helped us connect with a wider YouTube audience particularly in Arabic speaking countries.

It was exciting to receive entries this year from countries not previously reached, particularly in the Middle East/North African region (Tunisia, Morocco, Jordan and UAE). We also received our first entries from China and South Korea. We have a new partner is China who will be helping us to reach more Chinese entrants in the next competition.

media pack

Partners and media multipliers benefited from having easily sharable materials about the competition. We included a media pack for the first time in 2016 to great effect and intend to develop this more fully in 2017.

pilots

We ran both Minecraft category and an Instagram challenge in 2016 to engage with younger people around the issues. We intend to run these two areas again in 2017 and build on the success we achieved this year.

survey

Following the close of the competition we set up a feedback survey which was sent to all recent and previous contestants, and also publicised through our social media channels. This has given some insight into how our contacts felt about the competition. The results are still coming in and will be looked at more closely when planning for 2017, but initial feedback is below:

- Respondents are very happy about the competition, and that it encourages people to engage with the issues and express ideas from all parts of the world.
- The voting system concerns many, with a view You Tube views can be skewed. Some suggestions were for regional prizes, or winners decided by judges rather than being a 'popularity content'.
- Most respondents said they either 'would', or 'may' enter the competition again.

Appendices

appendix i / competition milestones

May 2016

20: **tve**biomovies launched at a press conference with the UNFCCC in Bonn

August 2016

30: Deadline for proposals, video entries and Instagram postings

September 2016

05: Judging process for shortlisting and selection of Instagram winners

13: Launch of voting for Global Youth video entries

23: Close of voting for Global Youth video entries

October 2016

06: Launch of voting for Sustainable Worlds on Minecraft

24: Launch of voting for Short Film entries

November 2016

10: Young and Future Generations Day - Award ceremony for Global Youth Video Competition at COP22, Marrakech

12: Showing of Short Film finalists at COP22, Marrakech

12-13 Showing of Short Film finalists at the Cambridge Festival of Change

13: Showing of Minecraft finalists at COP22, Marrakech

30: Close of voting for Sustainable Worlds on Minecraft

December 2016

06: Showing of Short Film finalists at Convention on Biological Diversity COP13, Cancun

15: Close of voting for Short Film entries

January 2017

05: Short film winners announced

18: Minecraft winners announced

appendix ii / entries by country

Entries to the Global Youth Video Competition on Climate Change:

Country		Country		Country		Country	
Afghanistan	4	El Salvador	1	Liberia	2	South Africa	2
Algeria	3	Ethiopia	2	Malaysia	3	South Korea	1
Argentina	10	Fiji	1	Maldives	1	Spain	2
Australia	2	France	5	Malta	1	Sri Lanka	4
Bangladesh	9	Gambia	3	Mauritius	2	Sudan	2
Benin	4	Georgia	1	Mexico	44	Sweden	1
Botswana	2	Ghana	2	Moldova	3	Thailand	1
Brazil	9	Guatemala	7	Morocco	3	Togo	1
Burkina Faso	3	Guinea	3	Nepal	8	Tunisia	2
Cameroon	9	Guyana	2	New Zealand	1	Turkey	1
Canada	2	Haiti	5	Nicaragua	4	Uganda	8
Chile	3	Honduras	3	Nigeria	14	Ukraine	1
China	1	Hong Kong	2	Pakistan	5	UK	2
Colombia	18	Hungary	1	Panama	1	USA	11
Comoros	1	India	30	Peru	7	Venezuela	3
Costa Rica	1	Indonesia	13	Philippines	9	Viet Nam	7
Cote d'Ivoire	2	Italy	7	Saint Vincent	1	Zambia	3
DR Congo	6	Kenya	16	Senegal	3		
East Timor	1	Laos	8	Sierra Leone	1		
Egypt	2	Lebanon	2	Somalia	1		

Entries to Short Film competition:

Country		Country		Country		Country	
Afghanistan	4	El Salvador	2	Luxembourg	1	Somalia	1
Algeria	3	Ethiopia	2	Malawi	2	South Africa	3
Argentina	14	Fiji	3	Malaysia	3	South Korea	1
Australia	2	France	5	Maldives	1	Spain	5
Austria	4	Gambia	5	Malta	1	Sri Lanka	4
Bangladesh	15	Georgia	1	Mauritius	2	State of Palestine	2
Benin	5	Germany	4	Mexico	59	Sudan	3
Bolivia	2	Ghana	2	Moldova	3	Suriname	1
Botswana	3	Guatemala	9	Morocco	4	Sweden	3
Brazil	28	Guinea	3	Nepal	26	Switzerland	1
Brunei	1	Guyana	2	New Zealand	2	Tanzania	4
Bulgaria	1	Haiti	5	Nicaragua	4	Thailand	1
Burkina Faso	5	Honduras	3	Niger	1	Togo	2
Cameroon	15	Hong Kong	2	Nigeria	17	Tunisia	2
Canada	6	Hungary	5	Pakistan	5	Turkey	1
Chile	4	India	41	Panama	2	UAE	1
China	4	Indonesia	19	Peru	12	Uganda	14
Colombia	38	Israel	1	Philippines	13	Ukraine	1
Comoros	1	Italy	7	Poland	1	UK	4
Costa Rica	2	Japan	1	Portugal	1	Uruguay	1
Cote d'Ivoire	2	Kenya	26	Puerto Rico	2	USA	24
Cuba	3	Kosovo	1	Romania	6	Venezuela	5
Czech Republic	1	Laos	8	Rwanda	3	Viet Nam	9
DR Congo	6	Latvia	1	Saint Vincent	1	Zambia	5
East Timor	1	Lebanon	2	Senegal	3	Zimbabwe	2
Ecuador	2	Liberia	2	Sierra Leone	1		
Egypt	2	Lithuania	1	Slovenia	1		

appendix iii / viewing figures

Entries to the Global Youth Video Competition:

Public Awareness

Name	Country	Views
Phuong	Viet Nam	54,654
Angy	Chile	41,131
Kayla	USA	24,335
Durgesh	India	5,384
Michelle	Mexico	3,855
Fatimah	Lebanon	3,643
Jacob	USA	2,065
Laura	USA	1,831
Claudio	Costa Rica	1,504
Dillon	St Vincent	1,200
Cristian	Brazil	1,112
Shashank	India	1,087
Elorm	Ghana	1,011
Mandhara	Indonesia	846
Sadam	Uganda	573
Breech	Philippines	494
Evans	Ghana	387
Tommy	USA	271
Alfred	DR Congo	230
Sohara	Bangladesh	189

Climate Action

Name	Country	Views
Faouzia	Tunisia	19,742
Rama	Nepal	16,797
Jayson	Philippines	11,833
Sobita	Nepal	8,835
Angeline	Indonesia	6,134
Eyitayo	Nigeria	3,347
Samantha	Peru	2,839
Sophia	Indonesia	2,329
Sanskriti	Nepal	2,320
Valentyna	Ukraine	1,831
Adriana	Venezuela	1,115
Mabedi	Botswana	1,087
Lydia	Uganda	1,014
Elena	Italy	947
David	Canada	586
I Made	Indonesia	403
Arafat	Kenya	265
Siddhartha	India	240
Livia	Moldova	235
Leroy	Kenya	231

Entries to the Short Film Competition:

Name	Category	Country	Views
Elena-Violeta	Recycling and Reusing	Romania	5,032
Paula	Recycling and Reusing	Uruguay	1,905
Hemanta	Recycling and Reusing	Nepal	6,484
Markus	Oceans and Seas	Estonia	3,338
Michael	Oceans and Seas	New Zealand	2,844
Joeffre	Oceans and Seas	Philippines	3,040
Kate and Hannah	Family Farmers	South Africa	1,989
Unelker	Family Farmers	Kenya	1,909
Hana	Family Farmers	Kosovo	2,684
Hongwei	Family Farmers	China	5,284
Hernan	Biodiversity	Colombia	1,958
Sudan	Biodiversity	Nepal	2,948
Peter	Biodiversity	Hungary	2,097
Marisol	Forests	Colombia	34,407
Amrit	Forests	USA	5,039
Sandeep	Forests	Nepal	40,378
Erosh	Forests	Nepal	2,052

appendix iv **/** a selection of twitter profiles promoting **tve**biomovies 2016

- Challenge:Future
- EBRD
- Action Climate
- Radio Mozambique
- Jordan Pioneers
- Global Changemakers
- PLURAL+
- Jungle Run Indonesia
- Ace Communications
- Fern
- WRAP
- Centre for Environmental Change & Human Resilience

- Project 4 Digital Design
- Television for Development
- JSPA
- TV Cultura
- CICEANA
- Guarango
- Jungle Run
- Word Oceans Day
- Global Ocean Trust
- The National Forest Foundation
- Media for Development Trust

- Food Tank
- World Farming Organisation
- The Earth Institute
- IFAD News
- Media Kenya
- Garden Pool
- World Merit Zimbabwe
- Eurodesk TR
- GEF
- Agro-Youth Centre
- UK Young Ambassadors
- Young Professionals for Agricultural Development

appendix v / reports from partners

Project 4 Digital

Promotion to more than 2000 visitors in Malawi and Southern Africa through Facebook and social media including youth hubs and tech/gaming websites.

Television for Development

Promoted the competition through youth groups, national organisations, young media broadcasters and government ministries in Uganda and East Africa.

Guarango

Reaching thousands of users on their Facebook page and those of their partners. Coordination with partners: cinema schools, distribution groups and youth organizations in Peru and South America.

Ciceana

Promotional posts reaching many thousands of users on their Facebook page throughout central and Latin America, in their monthly newsletter, and to their website and Twitter account by redesigning the content to appeal to their fans.

Media for Development Trust

Social media and mailing list promotion in addition to distribution of flyers to educational institutions and hangouts such as café's and clubs in Zimbabewe.

TV Cultura

The television network promoted the competition under their ECP Reporter branding to its viewers in Sao Paola and throughout Brazil.

Jordan Pioneers

Promoted competition through Facebook and to film sites including flyers in film shops, coffee shops and other local hangouts in Jordan.

South Asia

Promotion throughout South Asia including social media sites and relevant organization including film making and environmental groups. Flyers were also posted through major Indian universities.
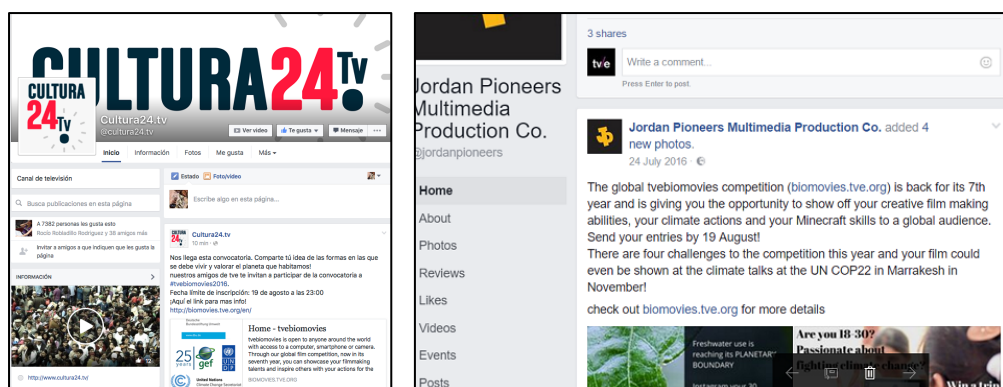
appendix vi / entries by region

Sub Saharan Africa

Kenya	26
Nigeria	17
Cameroon	15
Uganda	14
DR Congo	6
Zambia	5
Gambia	5
Burkina Faso	5
Benin	5
Tanzania	4
Sudan	3
South Africa	3
Senegal	3
Rwanda	3
Guinea	3
Botswana	3
Malawi	2
Liberia	2
Ghana	2
Ethiopia	2
Cote d'Ivoire	2
Suriname	1
Somalia	1
Sierra Leone	1
Niger	1
Comoros	1
	135

Central Asia

Afghanistan	4
Georgia	1
Turkey	1
Ukraine	1
	7

South Asia

India	41
Nepal	26
Bangladesh	15
Pakistan	5
Mauritius	2
Maldives	1
	90

Latin America / Caribbean

Mexico	59
Colombia	38
Brazil	28
Argentina	14
Peru	12
Guatemala	9
Haiti	5
Venezuela	5
Chile	4
Nicaragua	4
Honduras	3
Cuba	3
Costa Rica	2
El Salvador	2
Guyana	2
Panama	2
Bolivia	2
Ecuador	2
Puerto Rico	2
Saint Vincent	1
Uruguay	1
	200

Middle East / North Africa

Morocco	4
Algeria	3
Egypt	2
Lebanon	2
Tunisia	2
State of Palestine	2
UAE	1
Israel	1
	10

South East Asia

Indonesia	19
Philippines	13
Viet Nam	9
Laos	8
Sri Lanka	4
Malaysia	3
Thailand	1
Brunei	1
	58

East Asia

China	4
Hong Kong	2
South Korea	1
Japan	1
	8

South Pacific

Fiji	3
Australia	2
New Zealand	2
Togo	2
East Timor	1
	10

North America

USA	24
Canada	6
	30

Europe

France	5
Hungary	5
Italy	7
Malta	1
Moldova	3
Spain	5
Sweden	3
UK	4
Austria	4
Bulgaria	1
Czech Republic	1
Germany	4
Kosovo	1
Latvia	1
Lithuania	1
Luxembourg	1
Poland	1
Portugal	1
Romania	6
Slovenia	1
Switzerland	1
	23 57

appendix vii / short film categories

The GEF Prize for Biodiversity

Biodiversity (biological diversity) describes the variety and variability of life on earth. The variety of plants, animals and organisms within ecosystems on earth is an essential component of nature. We depend on nature for clean water, climate stability, food, building materials and medicines.

Within industrial times, there has been a great loss in the levels of biodiversity across the planet. Animals and plants are becoming extinct as habitats are lost, pollution increases and modern farming and fishing techniques lead to loss of healthy soil and fish depletion. Figures suggest that biodiversity has dropped to 84% in some areas of the world. How can you show examples of biodiversity and how important it is to maintain the variety of plants, animals and habitats around the world?

Films in this category will address these or similar questions:

- What is biodiversity? Why is it important to you?
- Have you ever thought about plants or animal species disappearing? Why is it important to you to keep diversity (culture, nutrition, conservation, sustainability, ecosystems, etc)?
- How can we influence people and communities to encourage diversity in their gardens, in their landscapes, on their farms, in forests, and in their diets?
- How does biodiversity connect with world issues – with people, our planet and our food?

The GEF Prize for Forests

Across the planet, forests, wetlands and other vegetation types are being converted to agricultural and other uses impacting freshwater, carbon and other cycles, and reducing biodiversity. Land-use change is one of the major man-made sources of carbon dioxide.

Forests cover a third of all land on earth, providing habitat and benefits to much of the world's plant and animal life. They provide oxygen, shade from sun and wind, keep soil and manage water flows. They also provide food, materials and medicine for our benefit. And who doesn't enjoy a walk in the forest, marvelling at the scale and history of magnificent trees!

But many forests are being reduced and cut to provide land for other purpose, overproduction of wood and other products. How can you show the benefit of protecting forests and how important they are to the healthy life of the planet?

Films in this category will address these or similar questions:

- Why are forests important to healthy life on the planet?
- Have you ever thought about forests and trees disappearing? Why is it important to you to keep the forests and woodland near you?
- How can we encourage people and communities to value the forests and not destroy them to use the land for other purposes?

The Lighthouse Foundation Prize for Oceans and Seas

Earth's oceans are what give our planet its identity – the blue planet, the watery globe. They support the greatest variety of life we know. They are an irreplaceable source of food, and the engine of the earth's climate. The oceans determine the nature and quality of life on planet earth – far beyond their coastlines. But the oceans are under threat from human pressures: overfishing; pollution; building development on our coastlines; and temperature change.

Films in this category will address some or all of the following questions:

- Is there a future where humans can live in harmony with the oceans? We cannot strip the oceans of their wildlife and expect the oceans to go on thriving forever.
- Do the oceans belong to people or wildlife?
- Can we live without sea life?

The IFAD Prize for Family Farming

Seventy-five per cent of the world's poorest people – 1.4 billion women, children and men – live in rural areas in developing countries and depend on agriculture and related activities for their livelihoods.

Over the centuries, these family farmers have learned to adjust to environmental change and climate variability. But the current speed and intensity of climate change are outpacing their capacity to adapt.

Crop failures and livestock deaths are causing economic losses, raising food prices and undermining food security with ever-greater frequency, especially in parts of sub-Saharan Africa.

- Their access to suitable agricultural land is declining
- The ecosystems on which they rely are increasingly degraded
- Their forest resources are increasingly depleted
- Many produce on marginal rain fed land, with increased water scarcity
- Declining marine resources threaten essential sources of income and nutrition
- Global population is growing rapidly and to meet its needs, agricultural production must double by 2050

Films in this category will address these or similar questions for smallholder farmers in developing countries:

- How does the need to protect biodiversity help or hinder the actions of family farmers in feeding their family?
- What impact does climate change have on family farmers?
- How can the problems of water scarcity be overcome by family farmers?
- How does the issue of fuel affect family farmers
- What role do women play in family farming?

Prize for Recycling and Reusing

We live in a throw-away world. Many goods are cheap to replace and people are keen to update their products, throwing out their old items when they break or new ones become available. The hidden story to this is the use of natural resources, the energy costs and the transportation costs to move goods around the world.

Reusing and recycling help to preserve the scarce resources of our planet – innovative ideas can be used to bring about change. The design and production of goods can be changed to make it easier to reuse or recycle items when we have finished with them. Consumers can be clever, too, in thinking of ways to use items for a different purpose instead of throwing things away.

Films in this category will address these or similar questions:

- How can products be better designed to allow better use of resources (minimizing material, durability, repair friendliness, recyclability)?
- How can consumers think about reusing items rather than throwing them on the rubbish heap?
- What innovative ways can you promote to further reuse materials?
- How can we raise awareness of and education about the production and use of sustainably designed goods?

- In what ways can we help people to buy more environmentally friendly goods?

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May 27, 2016

tve inspires vloggers and animators, Minecrafters and Instagrammers to turn their creativity to our planetary boundaries

Media charity **tve** has launched its biggest ever **tvebiomovies** competition. It is the 7th year that **tve** has challenged the online community around the world to turn its creativity and imagination to the environment. This year, for the first time, the competition includes four different media strands including new challenges to Minecrafters to build a sustainable world and to Instagrammers to save water with '#stopthatdrop', as well as the existing short films and vlogging strands.

This year there are nine different topic challenges which are supported by the Deutsche Bundestiftung Umwelt (DBU), the Lighthouse Foundation, United Nations Framework Convention on Climate Change (UNFCCC), United Nations Development Programme, the Global Environment Facility, Connect4Climate and the International Fund for Agricultural Development (IFAD). We are also grateful to Racing Heart Films for supporting **tve** with the competition.

Anyone participating in **tvebiomovies** can submit their ideas to any of the four strands of the competition via the website at biomovies.tve.org

The four strands are:

The Global Youth Video Competition on Climate Change supported by the UNFCCC – vloggers between 18 and 30 can enter 3 minute films into two categories focusing on climate related activities.

The Short Film Competition invites proposals into five categories including the GEF Prize for Biodiversity; the GEF Prize for Forests; the Lighthouse Foundation Prize for Oceans and Seas; the IFAD Prize for Family Farmers; and the Prize for Reusing and Recycling;

The Connect4Climate Sustainable Worlds in Minecraft category inviting the creation by Minecrafters of a sustainable eco-island

#stopthatdrop inviting Instagrammers to share 30 second videos with their water saving tips

Notes to editors:

About tve: **tve** creates and enables others to create powerful, effective communications about the environment and development. Through online content, documentaries, animation, debate and social media, we inspire change.

From experienced filmmakers and aspiring vloggers telling environmental stories, to business innovators showcasing cutting-edge sustainability, we help to give a voice to a new generation committed to a greener and fairer world. www.tve.org

July 29, 2016

tve**biomovies opens call to entries from China**

Now in its 7th year, **tve**biomovies seeks entries to the 2016 competition from young people throughout China. The competition aims to raise awareness of global sustainability issues around the theme of planetary boundaries, of living within the earth's limits. Entries from China are open to two challenges:

The Global Youth Video Competition on Climate Change in partnership with the United Nations Framework Convention on Climate Change (UNFCCC) seeks video diaries showcasing either climate action or public awareness activity from anyone aged 18-30. The prize for two individual winners from around the world is a trip to the COP22 climate talks in Marrakesh, Morocco in November 2016.

The short film competition asks for proposals in five different categories: biodiversity, forests, recycling, ocean and seas, and family farmers. Entrants need to submit a short explanation of their films using video or text. Three ideas in each category will be chosen from global entries and commissioned to make their one-minute films, with a top prize for each category of US$1500. The competition is open to participants globally, but a special commission will be given to one of the short film proposals from China.

tve is looking forward to hearing from young people in China about their actions on climate change and their short film proposals. We are grateful to the support of Grace Bian, Chairman of the China International Culture stock exchange, and vice-president of **tve**'s Global Sustainability Award 2016 in opening the competition to young people throughout China.

More information on the competition is available on our website, biomovies.tve.org

*Grace Bian, Cheryl Campbell, **tve** executive director and Nick Turner, **tve** manager, digital projects / Photo: Lucy Walmsley*

September 13, 2016

Voting opens to select the winners of the tvebiomovies Global Youth Video Competition

With 40 videos of inspiring action now live for viewing, the 2016 **tve**biomovies Global Youth Video Competition, supported by UNFCCC, has now moved into its final exciting phase.

The competition received an overwhelming response, with over 180 entrants from 77 countries submitting short video reports on their personal climate actions and public awareness activities. The stories range from developing cycle routes in Ukraine and generating solar energy in Lebanon, to creating rain water systems in Venezuela and climate boot camps in Uganda.

With 20 shortlisted entries in each of two categories, Climate Action and Public Awareness, and each view counting as a vote until 23 September, the viewing public will now select the winning films. The prize for each of the two finalists is an invitation to Morocco to attend the UN climate meeting as youth reporters.

Notes to editors

The Global Youth Video Competition on Climate change is supported by the UNFCCC, the United Nations Framework Convention on Climate Change and is part of **tve**biomovies 2016, the seventh successful year of the online film initiative competition. Alongside the Global Youth Video category, the competition invited entries for short film proposals in the following categories: The GEF prize for biodiversity, the GEF prize for forests, the Lighthouse Foundation prize for oceans and seas, the IFAD prize for family farmers, and the **tve** prize for Reusing and Recycling. The final six films, three in each category, are now being commissioned and will be streamed online and open for voting from 16 October. Three sustainable worlds have also been commissioned for the Sustainable Worlds on Minecraft competition supported by Connect4Climate.

Over 40 entries were received in the #stopthatdrop water-saving short film competition on Instagram. The three winners are now available on our website, www.biomovies.tve.org

tve creates and enables others to create powerful, effective communications about the environment and development. Through film, animation, documentaries, debates and social media, the media charity reaches global audiences, giving a voice to a new generation committed to a greener and fairer world. www.tve.org

4 October 2016

Winners of COP22 Youth Climate Video Competition Announced

Two young climate activists from Tunisia and Vietnam who shared their inspiring stories of climate action and public awareness activity have been selected as the winners of the 2016 Global Youth Video Competition on Climate Change, part of tvebiomovies 2016.

The winners, chosen through an online vote, are Faouzia Bahloul from Tunisia and Phuong Vu Hoang from Vietnam. They will travel to the UN Climate Change Conference in Marrakech in Morocco in November and work with the communications team of the UN Framework Convention on Climate Change (UNFCCC) in covering highlights of the meeting.

The video "Think Renewable" by Faouzia Bahloul presents the need to increase the use of renewable energy, and showcases the work she has been doing to increase efficient production and use of biogas.

In his video entry, Phuong Vu Hoang talks about the vulnerability of Vietnam to climate change. He explains how he uses his graphic design skills to produce posters to better inform the public about more sustainable lifestyle choices.

UNFCCC Spokesperson Nick Nuttall said: "In Marrakech, countries will be celebrating the entry into force of the historic Paris Climate Change Agreement, and taking the next crucial steps towards low carbon and resilient societies. As they do so, they can be heartened by the enthusiasm and commitment of young people working on concrete ways to reduce greenhouse gas emissions and to adapt to the impacts of climate change. The video contributions underscore the fact that governments are not alone in constructing a more sustainable world – civil society, cities, businesses, investors and not least young people around the world are intensely engaged in helping to construct greener, safer and more prosperous societies and envision a better world for their communities and for the globe."

Young people between the ages of 18 and 30 were invited to take part. Entries were submitted from young people in 77 different countries, from France to Fiji. The competition was launched by Action for Climate Empowerment (ACE), UNFCCC secretariat, in partnership with **tve** and supported by the Global Environment Facility's Small Grants Programme, which is run by the UN Development Programme.

All of the entries to the competition can be viewed on the tvebiomovies website

Notes to editors

About tve

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About the UNFCCC

With 197 Parties, the United Nations Framework Convention on Climate Change (UNFCCC) has near universal membership and is the parent treaty of the 2015 Paris Climate Change Agreement. The main aim of the Paris Agreement is to keep a global average temperature rise this century well below 2 degrees Celsius and to drive efforts to limit the temperature increase even further to 1.5 degrees Celsius above pre-industrial levels. The UNFCCC is also the parent treaty of the 1997 Kyoto Protocol. The ultimate objective of all agreements under the UNFCCC is to stabilize greenhouse gas

concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system, in a time frame which allows ecosystems to adapt naturally and enables sustainable development.

About GEF – Small Grants Programme

Established in 1992, the year of the Rio Earth Summit, the GEF Small Grants Programme embodies the very essence of sustainable development by "thinking globally acting locally". By providing financial and technical support to projects that conserve and restore the environment while enhancing people's well-being and livelihoods, SGP demonstrates that community action can maintain the fine balance between human needs and environmental imperatives.

October 6, 2016

Voting now open to select the best sustainable world created on Minecraft

Media charity **tve** today announces the shortlist for a competition to create the best sustainable world created by users of the gaming platform Minecraft.

The first ever "Sustainable Worlds on Minecraft" competition – sponsored by Connect4Climate – sees entrants use the Minecraft game world to showcase features of sustainability including energy systems, food production and habitat to encourage Minecrafters to think about sustainable lifestyles and climate change.

The three finalists were selected by the judges from entries to **tvebiomovies** 2016, featuring film and video competitions around the planetary boundaries framework, living within the earth's boundaries. The worlds are now available for download to play and explore on the Minecraft platform. Three walkthrough videos are also online, narrated by the Minecrafters themselves as they show off their creations.

Hauke and Finne from Germany utilise solar and wind energy to power their world, featuring modern housing and a market place for trade with other lands.

Michael from the USA collects rainwater, uses natural energy and has a system of recycling.

Nyasha from the UK uses cutting edge thinking and design to help reduce climate change on her island world.

Voting is open until 30 November, and the world with the highest votes will win the prize of $US1500.

Notes to editors

The Sustainable Worlds on Minecraft competition is supported by Connect4Climate and is part of **tve**biomovies 2016, the seventh successful year of the online film initiative competition. **tve**biomovies 2016 includes three other challenges:

- the Global Youth Video Competition on Climate Change gives two winners the opportunity to become youth reporters at the UN Climate Change Conference which takes place in Marrakesh, Morocco in November. Winners and shortlisted entries are now online.

- #stopthatdrop on Instagram showcases short, water-saving ideas with three winners now available to view on our website.

- the Short Film proposal competition invited ideas for short film in five categories: Biodiversity, Forests, Oceans and Seas, Family Farmers, and Reusing and Recycling. The final 15 films, three in each category, have now been commissioned and will be streamed online for voting from 16 October.

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October 31, 2016

Voting now open – choose the winning entries in tvebiomovies 2016 short film competition!

17 specially commissioned short films by film makers in the **tve**biomovies 2016 competition are now live on YouTube – voting is open to select five winners by 15 December. Two hundred and forty film makers from 67 countries submitted proposals for **tve**'s annual green short film competition this year, aiming to engage with young people around the theme of planetary boundaries, and living within the earth's limits.

The finalists come from six continents, Asia, Europe, North America, South America, Africa and Australasia. The films include drama, animation and documentary and use personal stories, humour and creative imagery to address the five categories – biodiversity, forests, oceans and seas, family famers, and reusing and recycling.

The films which receive the highest number of views in each category on our You Tube channel by 15 December will each win $1500! And it's up to the public to view the films and share their favourites to spread the messages within the films, and help choose a winner – one view = one vote.

Now in its seventh successful year, **tve**biomovies 2016 launched on 20 May in Bonn. Film-makers were invited to submit film proposals in five languages – French, German, Spanish, Arabic and English. Each of the short-listed finalists has been awarded US$300 to make their films over the last seven weeks.

The **tve**biomovies 2016 competition also included:

• The 'Connect4Climate Sustainable Worlds on Minecraft' competition which is open for voting until 30 November to select the best example of a sustainable world using the Minecraft game as a platform.

• The Global Youth Video Competition on Climate Change – a vlogging category (video blogging) asking young people between 18 and 30 to send videos of their personal actions on climate change. Forty shortlisted films have been viewed more than 220,000 times to date on You Tube. The two winners will now be going to Marrakesh in November to become youth reporters at the COP22 UN Climate Change conference.

• #stopthatdrop on Instagram received many entries from around the globe with 30-second videos of ways to save water.

Notes to editors

tvebiomovies is in its seventh year. Films from previous competitions have received over 4 million views on You Tube. **tve**biomovies 2016 is supported by the Deutsche Bundesstiftung Umwelt DBU (German Federal Environmental Foundation), the International Fund for Agriculture (IFAD) for the Family Farmers category, the Global Environment Facility (GEF) for the Biodiversity and Forests categories, the Lighthouse Foundation for the Oceans and Seas category, and the Global Video Competition on Climate Change vlogging category with Action for Climate Empowerment (ACE), the UNFCCC secretariat, and supported by the Global Environment Facility's Small Grants Programme, which is administered by the UN Development Programme.

tve has been producing and coproducing films about the environment and development for over 30 years, broadcasting to millions of viewers across the world and distributing films through DVD, internet and community screenings to hundreds of thousands more

every year. Find out more at www.tve.org

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November 17, 2016

tve joins UNFCCC to present Youth Climate Awards at COP22

17 November 2016: Midway through the global climate talks in Marrakech, **tve** has showcased winning entries to the Global Youth Video Competition on Climate Change at the UNFCCC's Youth Awards Ceremony. The two winners of the Global Youth Video Competition on Climate Change, part of **tve**biomovies 2016, received awards and **tve**'s Nick Turner presented highlights of the youth film competition including a fast-paced, two-minute trailer, to an audience of 400. The awards took place at a UNFCCC side event at the COP22 international climate meeting.

Two inspiring stories of climate action and public awareness produced by Faouzia Bahloul from Tunisia and Phuong Vu Hoang from Vietnam, were chosen by viewers in an online vote.

As well as being invited to Marrakesh to receive their awards, both winners have spent the week working with the UNFCCC's communications team as youth reporters covering highlights of the meeting through their twitter accounts, @SkyRedcatss and @Faouzia Tunisia.

Entries were submitted from young people in 77 different countries, from France to Fiji. The competition was launched by Action for Climate Empowerment (ACE), UNFCCC secretariat, in partnership with **tve** and supported by the Global Environment Facility's Small Grants Programme, which is administered by the UN Development Programme. The two winners and the other shortlisted entries to the competition can be viewed on the **tve**biomovies website

Entries to **tve**biomovies 2016 were also shown at two other events at COP22 in Marrakech. Seventeen finalists for the Short Film competition were showcased at an event hosted in the UNDP Pavilion on Saturday 12th and the three walkthrough videos from our Sustainable Worlds on Minecraft challenge were shown at an event run by Connect4Climate on Sunday 13th in Marrakech.

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naturally and enables sustainable development. Click here to keep up with all the activities of Action for Climate Empowerment ACE.

About GEF – Small Grants Programme
Established in 1992, the year of the Rio Earth Summit, the GEF Small Grants Programme embodies the very essence of sustainable development by "thinking globally acting locally". By providing financial and technical support to projects that conserve and restore the environment while enhancing people's well-being and livelihoods, SGP demonstrates that community action can maintain the fine balance between human needs and environmental imperatives.

Photo courtesy of UNFCCC – left to right – Max Thabiso Edkins, Communications Officer, Connect4Climate; Mark Terry, Youth Climate Report; Nick Turner, Manager, digital projects, Television for the Environment; Nick Nuttall, UNFCCC Spokesperson; Kaia Rose, USA, winner of Connect4Climate 'Put a price on carbon' award; Phuong Vu Hoang, winner of Public Awareness category; Faouzia Badhoul, winner of Climate Action category; Delfin Ganapin, Global Manager of the GEF Small Grants Programme; Ahmad Alhendawi, UN Secretary-General"s Envoy on Youth; Adriana Valenzuela, focal point for Action for Climate Empowerment (ACE) with UNFCCC; Angelica Shamerina, Environmental Specialist at UNDP, GEF Small Grants Program

January 5, 2017

tvebiomovies 2016 short film winners announced

After six thrilling weeks, the tvebiomovies 2016 short film competition came to an end on Thursday 15 December. The 17 finalist films have been featured on tve's YouTube channel, with each view counting as one vote. Together the one-minute films have clocked up more than 130,000 views over 45 days of voting.

The **tvebiomovies 2016** short film competition winners are:

- **'The Tiger Troll'** – a drama by Sudan Bhandari from Nepal for the GEF Biodiversity Prize;

- **'Video Justicia'** – a drama by Marisol Galindo from Colombia for the GEF Forests Prize;

- **'Climate change towards women, adapt or change'** – a documentary by Hongwei Liu from China for the IFAD Family Farmers Prize;

- **'The Swap'** – an animation by Markus Trasberg from Estonia for the Lighthouse Foundation Oceans and Seas Prize;

- **'Reuse Ravishingly'** – a drama by Hermanta Panthi from Nepal for the **tve** Reusing and Recycling Prize;

The winners will each receive a prize of US$1500. All of the finalist films can be watched on tve's YouTube channel.

Now in its seventh successful year, **tvebiomovies 2016** was themed around planetary boundaries and invited film-makers to submit film proposals in five languages – French, German, Spanish, Arabic and English, to one of five individual categories – 'Forests', 'Biodiversity', 'Family Farmers', 'Oceans and Seas' and 'Reusing and Recycling'. Each of the short-listed finalists was awarded US$300 to make their films.

Notes to editors

tvebiomovies is in its seventh year. The latest competition was launched at a press conference at the United Nations Framework Convention on Climate Change (UNFCCC) in Bonn in May 2016. tve also commissioned two films from popular You Tubers to promote the competition. The films, by matugarces and VictoriousSponge are streaming on the **tvebiomovies** website. The **tvebiomovies 2016** short film competition received 240 entries from 67 countries, from entrants aged 13 to 57.

tvebiomovies 2016 is supported by the Lighthouse Foundation, the Deutsche Bundesstiftung Umwelt DBU (German Federal Environmental Foundation), the Global Environment Facility (GEF), the International Fund for Agricultural Development (IFAD) and Connect4Climate, an initiative of the World Bank.

tvebiomovies 2016 also included for the second year running the Global Youth Video Competition on Climate Change in partnership with the United Nations Framework Convention on Climate Change (UNFCCC). 181 video diaries were received with 40 shortlisted entries in two categories, Climate Action and Public Awareness, being seen by over 230,000 times in a 'people's vote' on You Tube. The two winners, Faouzia Bahloul from Tunisia for the Climate Action category and Phuong Vu Hoang from Vietnam for the Public Awareness category, were flown to Marrakech to be part of the media team

reporting from the climate talks in November 2016.

tvebiomovies 2016 featured two new challenges in 2016: the Connect4Climate Sustainable Worlds on Minecraft competition asked entrants to use the Minecraft game platform to design a sustainable world. The winner, Nyasha from the UK, outlined how cutting edge technology can help us to live within the earth's limits; the #stopthatdrop video competition on Instagram received over 40 short films giving water saving advice.

January 18 2017

Winners of Connect4Climate Sustainable Worlds on Minecraft competition announced

Nyasha Duri from the UK has been voted the winner of the inaugural Sustainable Worlds on Minecraft competition. Of the three finalists the 20-year old received the most votes from the viewing public, in a closely fought contest.

The competition which forms part of **tve**biomovies 2016 has been supported by Connect4Climate, the World Bank Group's global partnership program that empowers people to act on climate change. Young people were invited to use the Minecraft gaming platform to design a sustainable world, and to showcase their innovative ideas on transport, food production and renewable energy.

"There is no doubt that climate change is a global challenge, and young people's passion, imagination, and creativity are powerful drivers for collective climate action," said Lucia Grenna, Program Manager of Connect4Climate. "The winners show sustainable islands in Minecraft that reflect the desire of young people to build sustainable worlds and be part of the climate solution."

Nick Turner of **tve** said, "The judging panel were very impressed by the knowledge and creativity of all the entries. The finalists' worlds use Minecraft in a unique way to help explain how we can build a sustainable world and help combat climate change."

The winning entry by Nyasha features hydroponics and vertical farming, multiple sources of renewable energy, electric transport and a smart water grid system. Two other finalists were by a team from Germany, Hauke and Finn, and from the USA, Michael, the youngest entrant at 9 years old.

The three finalists submitted a walkthrough video explaining the sustainability features of their world, and also their game data, which are available as a download pack for Minecraft to allow viewers to explore.

Notes to editors
tvebiomovies is in its seventh year and consists of four challenges around the framework of the planetary boundaries, engaging young people around the issues of sustainability and living within the earth's limits. Besides the three Sustainable Worlds on Minecraft finalists, 17 short film entries on Forests, Biodiversity, Oceans and Seas, Family Farmer, and Reusing and Recycling were presented for public voting, two winners from the Global Youth Video Competition on Climate Change in partnership with the UNFCCC reported from the COP22 climate conference in Marrakech, and three winners were selected in the #stopthatdrop on Instragram video challenge.

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About Connect4Climate

Connect4Climate is a global partnership program based at the World Bank Group, dedicated to climate change communication. It is supported by the Italian Ministry of Environment, Land and Sea, the German Federal Ministry for Economic Cooperation and Development and the World Bank Group, along with more than 450 partners including civil society, media networks, international organizations, academic institutions, youth groups and the private sector. For more information, please visit: connect4climate.org.

Finalist videos

Nyasha, UK - https://youtu.be/cX5gW-dhnX4

Michael, USA - https://youtu.be/yeptWsaGGKk

Hauke and Finn, Germany - https://youtu.be/BGQ7j9KKo9o

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