



## Earth Reel 2014

### A project that directs youth cameras to 'Green Cities'

Films are recognized as strong mediums that help viewers vividly understand concepts. With this in mind, Earth Day Network and Centre for Environment Education, supported by Bichitra Patshala propose a film competition for youth that will have youth focus their camera lenses on 'Green Cities' to capture the 'real' world in the 'reel' world.

The competition, titled Earth Reel 2014 is partnered by Centre for Environment Education and UNDP/SGP - GEF. Earth Reel 2014 consists of two parts: (a) the making of a short environmental film that is based on a personal idea/experience, and (b) the film maker to understand what he/she is depicting as those short-listed would need to explain the environmental issue they have filmed.

The screening and presentation of the competing films and the Awards Ceremony will be held in November, 2014.

With Earth Reel, our aim is to reach out to Delhi's youth to encourage them to engage in constructive ways to build awareness about the many environmental concerns Indian cities face - what makes a city environment friendly, and what takes away from the city being green. These include: air, water and ground pollution (India ranks 4<sup>th</sup> in global pollution levels), rise in carbon footprints (India ranks 5<sup>th</sup> in global Carbon Dioxide emissions), etc. As Delhi has a very large youth population, the awareness built with Earth Reel will, we anticipate, benefit all of us.

### Competition Particulars

**The completion is open to students in the following age groups:**

- Group 1: 10-13 years of age
- Group 2: 14-17 years of age

**Number of participants:**

Entries could be either individual (1 person) or team (maximum of 3).

**Students will be required to make a short film on any ONE of the following topics:**

- (a) Efficient Energy Use
- (b) Water Conservation
- (c) Pollution Control
- (d) Cleaner and Improved Public Transport
- (e) Waste Management, or
- (f) Greening Urban Spaces.

### **Films to be made under any ONE of the two categories:**

Category A: Public Service Announcement (Duration 30 secs to 1 min only)

Category B: Short film (Fiction or non fiction, live action or animation): Duration 3 min – 10 min only

### **Guideline for production:**

- i. As far as possible, the films should be based on the personal experience of the students.
- ii. Use of non professional equipment for shooting and editing is highly encouraged.
- iii. At least 80 percent of the visuals in the respective films should be captured or generated by the students themselves.
- iv. Films largely compiled with visuals downloaded from the Net will be disqualified.
- v. The original source of downloaded visuals, if used (not more than 20 percent), should be acknowledged.
- vi. Films can have partly live action and partly animation footage or partly fiction and partly reality footage.

### **Format:**

- i. All films must be submitted as DVDs in a format playable on a DVD player
- ii. The film's name and the name/s of submitters to be clearly marked on the DVD
- iii. Films in vernacular languages need to be subtitled

### **Short listing:**

Maximum of 25 films will be shortlisted for the final competition. Those whose films are short-listed will be notified by *the* last week of september, so that their presenters can prepare to speak about the environmental concept on which the film he/she made is based.

### **Judging of shortlisted films:**

- i. Eminent film and documentary makers will judge the final selections.
- ii. Individual/team would be marked out of 100.
- iii. Out of which ,70 marks for the production of the film and the remaining 30 marks for verbally explaining the environmental issues filmed and for suggestions on what can be done to solve the issue .

## Timeline:

Date	Events
22 <sup>nd</sup> April , 2014	Announcement of Earth Reel Event Start Of Registration for Entries
30 <sup>th</sup> August ,2014	Closing Of Registration
First Week of September onwards	Collection of Entries
30 <sup>th</sup> September , 2014	Last date of Collection of Entries
October ,2014	Jury Process ( will depend on number of entries- if number is large then we would require Jury at different levels)
November, 2014	Screening of Award Winning Films and Award Ceremony

## Background Notes

### **Earth Day Network** (<http://www.earthday.org/>)

Growing out of the first Earth Day, Earth Day Network (EDN) works with over 22,000 partners in 192 countries to broaden, diversify and mobilize the environmental movement. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world.

**Bichitra Patshala** is an organization that promotes learning with moving images. We design lesson plans based on film clippings, conduct workshops with teachers and students to popularize our methodology We also bring good cinema to students and encourage them to be critical consumers of media. Visit our blog: <http://www.toolsinschools.blogspot.com>

**Centre For Environment Education**, established in August 1984 is a Centre of Excellence supported by the Ministry of Environment and Forests, Government of India. A national institution with its headquarters in Ahmedabad, has a mandate to promote environmental awareness nationwide.

CEE is affiliated to the Nehru Foundation for Development and inherits the rich multi- disciplinary resource base and varied experience of Nehru Foundation for Development.

CEE is committed to ensuring that due recognition is given to the role of Education in the promotion of sustainable development.

**Read More** : <http://www.ceeindia.org/cee/index.html>

**GEF-SGP** : Small Grants Programme (**GEF UNDP/SGP**) globally in 122 countries is funded by Global Environment Facility (**GEF**) . In India the program is hosted through the Centre for Environment Education (**CEE**) as the responsible party for the **GEF** Small Grants Programme which is being implemented under a full scale project of the GEF by Ministry of Environment & Forest, (**MoEF**) Government of India (**GoI**) and executed through the United Nation Development Program (**UNDP**). **GEF UNDP/SGP** seeks to support initiatives, which demonstrate community-based innovative, gender sensitive, participatory approaches and lessons learned from other development projects that lead to reduce threats to the local and global environment problems.

**Read More** : <http://www.sgpindia.org/>