**Making A Difference for Central Otago Video Competition**

**Young Adults Communicating their Changing Behaviour ​ in support of environmental sustainability**

Being a young adult means you are at a stage in your life where you are transitioning from a worldwide view imposed on you by family members to a worldwide view that you have shaped yourself and will communicate to your peers as you move out of school and into the big wide world.

The goal of this project is to encourage you to think critically about your life choices concerning sustainability and protection of New Zealand's environment. Your video must address issues of sustainability and climate change, and the need for real changes in actions at a personal level. Videos will be judged by a panel on their effectiveness in communicating the effects of the change in behaviour to the target audience. .

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| **What you need to do** *Bring together a small team (3-4 members) to create a 5-10 minute video that demonstrates some change in your behaviour that you have made in response to this project and that leads to reducing the impact of climate change, improving sustainability and/or leads to better protection of New Zealand's unique environment.* ***Step one****: Design, implement and complete a project that leads to a change in behaviour in your team, or in others, and that promotes sustainability and/or protection of New Zealand’s environment. ​* ***Step two****: Document your project and its outcomes in a video format* |

**Rules**

● If you feel like you need help we have people available to assist you with any aspect of your project: telling your story, using equipment, best ways to get good results on the big screen. Give Clair a call or email to make a time for one of our people to visit.

● You must focus on new behaviours supporting wise resource use rather than on making judgement on existing behaviours. This would include realistic actions that reduce greenhouse gas emissions, promote change that extends beyond your team’s immediate lives (e.g. that might have national or global relevance), alternatives which demonstrate balancing quality and endurance against quantity in all facets of life.

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| Prizes:$3000 for the winning film team and $3000 for their school!  |

**Important Dates:**

 Videos will need to be submitted by **10 May 2017**. We would prefer that videos are posted on a memory stick to the address below. If you would like us to provide you with a memory stick for this purpose please contact Clair Higginson, details listed below. Videos will then be judged and the top 10 will be displayed at cinemas in Central Otago. The winner will be announced on the occasion of the showing of the videos.

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| *Any queries please contact**MAD4CO video competition**Clair Higginson**sustainability@coreap.org.nz**p 03 4486115 or m 0211022182**Central Otago REAP**Alexandra Community House**14 – 20 Centennial Avenue**ALEXANDRA*[***http://www.bodekerscientific.com/mad4co-video-comp***](http://www.bodekerscientific.com/mad4co-video-comp) |

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*This is the form for year 12/13 students in Central entering in the* ***MAD4CO Video competition: communicating changing behaviors in young adults***

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| ***Team members (first and last names)***  | ***Year level (12 or 13)*** |
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| ***Contact email address:*** |  |
| ***Contact phone number:*** |  |

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| *Video Title:* |  |
| *Brief description of project and the impact it has had:* |  |

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| *I agree to the terms and conditions of the cc license*  |  |

*Signed:*

*Date signed:*