



HOLLAND-HOPE COLLEGE

SUSTAINABILITY INSTITUTE

2015 Video Challenge Guidelines

Theme: Create a video highlighting one (or all) of the energy saving SUPER tips to educate and ENERGIZE the Holland community!

Did you know as part of **Holland's 40-Year Community Energy Plan**, we are looking to reduce the amount of energy we all use? As of January 1, 2015 the **City of Holland** is competing with 49 other communities around the country for \$5 million in the Georgetown University Energy Prize (GUEP). GUEP is a national competition that aims to dramatically improve America's energy standing; and we want your help to educate the community about the importance of energy efficiency. Holland's team created **five SUPER tips** to help community members save money and help us win \$5 million and **CHANGE!** To see more information about the **SUPER Tips**, please follow this link. (HollandEnergyPrize.com)

Be creative as you develop and film your video.

Use original thinking and innovative ideas.

Communicate a message that is relevant, interesting, and compelling.

1. PLEASE MAKE SURE YOUR VIDEO FOLLOWS THESE GUIDELINES

- Video runs 60 to 120-seconds. There is a 2-minute time limit (any video longer than this will not be considered).
- Video does not use any copyrighted materials.
- Safety measures must be taken during the filming of the videos (example, If there is a person on a ladder, there must be another person stabilizing the bottom).
- Video is supervised/approved by one Holland area teacher or youth program leader before submission.
- Students may be a part of up to 3 videos/teams. A supervisor may approve up to 10 videos.

2. UNDERSTANDING OF THE THEME

SUPER Tips can be found at: <http://hollandenergyprize.com/take-action/quick-energy-saving-tips/>

- superb understanding - 4 points
- adequate understanding - 3 points
- little understanding - 2 points
- did not show understanding - 1 point

BONUS points if video answers any of the questions listed below:

- What is the [Holland 40-Year Community Energy Plan \(CEP\)](#) and how does home energy efficiency help with this goal? 2 points
- How are you reaching out to family, friends, and the community about energy efficiency? 1 point
- What have you done in your home(s) to help save energy? 1 point
- How can this change our community if everyone followed your lead? 1 point
- Why should people in the Holland community care about energy efficiency? 1 point
- All five questions are answered 2 points.

3. CREATIVITY (4 POINTS MAXIMUM)

- exceptionally creative - 4 points
- creative - 3 points
- somewhat creative - 2 points
- not creative - 1 point

4. VIDEO QUALITY: AUDIO, LIGHTING, EDITING (4 POINTS MAXIMUM)

- cohesive video presentation – 4 points
- satisfactory – 3 points
- subpar quality - 2 points
- poor video quality – 1 point

5. BONUS

- video is motivating, with relevant, interesting and compelling information – 3 points
- video is moderately relevant, interesting, or compelling – 2 points
- video is fairly relevant, interesting, or compelling – 1 point

Total Points _____

How to enter? Post your video on YouTube and then complete the [form](#) on the www.HollandsEnergyFuture.com website.

Deadline? September 30, 2015 at 11:00PM.

Prize? Yes! A \$100 WEST COAST CASH Gift card will be awarded to the video production team with the highest points in each of the following groups:

7th-8th grades 9th-10th grades 11th-12th grades

The teacher or youth program leader supervising/approving the winning teams video will win a NEST Thermostat (approximately \$249 value). NEST thermostats will also be awarded to the video that receives the most “views” by October 6, 2015 at 11:00PM (so encourage your friends and family to visit the videos). *Up to four NESTs for the winning video.

Winners will be announced at the

Holland-Hope College Sustainability Institute’s Annual Community Event- Energize You!

Thursday, October 8, 2015 6:00-8:30PM

Midtown Center (96 West 15th Street, Holland, MI 49423).

You must have a member of the team present to win.

For Questions and Additional Details Visit: HollandsEnergyFuture.com or contact Michelle Gibbs gibbsm@hope.edu