



STAFF REPORT INFORMATION ONLY

GreenSceneZToronto

Live Green Toronto Youth Video Challenge

Date:	October 9, 2008
To:	Parks and Environment Committee
From:	Director, Toronto Environment Office
Wards:	All
Reference Number:	P:\2008\ClusterB\TEO\PE08012

SUMMARY

The purpose of this report is to provide information on GreenSceneZToronto – a video challenge designed to give Toronto's youth an opportunity to express their passion for the environment and inspire Torontonians to live green.

Youth in Grades 7 through 12 at Toronto schools are invited to submit their idea for a 30-second video on a storyboard. Six winning teams will have the opportunity to work with professional filmmakers at Planet in Focus to turn their great green message into a 30-second video.

The Toronto Environment Office has partnered with Planet in Focus, the Toronto District School Board and the Toronto Catholic District School Board in the delivery of this new program as part of the Live Green Toronto program.

Financial Impact

The budget for the video production camp run by Planet in Focus during March Break 2009 is \$33,000. At the camp approximately 30 students will receive professional instruction and use of video materials and equipment to produce their videos.

Funds for this project will be drawn from the Toronto Environment Office's Live Green Toronto account which is included in the 2009 Operating Budget submission.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

GreenSceneZToronto is an initiative of Live Green Toronto, a program to engage all Torontonians in taking action to reduce energy use and the greenhouse gas emissions which contribute to climate change, in support of the City's Climate Change, Clean Air and Sustainable Energy Action Plan, unanimously endorsed by Council in July 2007. <http://www.toronto.ca/legdocs/mmis/2007/ex/decisions/2007-06-25-ex10-dd.pdf>

COMMENTS

Youth in Grades 7 through 12 at Toronto schools are invited to submit their idea for a 30-second video on a storyboard; no previous video or filmmaking experience is required. Six winning teams will have the opportunity to work with professional filmmakers at Planet in Focus to turn their great green message into a 30-second video.

Planet in Focus is a non-profit organization that promotes the use of film and video to frame and explore social and ecological focal points, and as a catalyst for awareness, discussion and action.

Planet in Focus' environmental video production camp provides a unique and creative opportunity to learn about the environment, get practical, hands-on video making experience and the creation of environmental video projects.

Winning videos will premiere at the 2009 Green Toronto Awards.

The deadline to enter is December 15, 2008. Details and entry forms are available at livegreentoronto.ca. Winners must be available to attend a video production camp during March Break, from March 16 – 20, 2009.

Eligibility

- Students in grades 7 through 12 are eligible to participate in teams.
- Each team must consist of three to five students, and each team must enter with the support of a teacher or other adult advisor.
- Each team may submit ONE entry in one of these categories:
 - Category A: grades 7 and 8
 - Category B: grades 9 through 12

- Team members must reside in the City of Toronto or participate in GreenSceneZToronto through a Toronto-based school or other organization.
- Winning teams must be available to attend a video production workshop at Planet in Focus during March Break (March 16 – 20, 2009).

How to Enter

Entries will be accepted in storyboard format only (no videos please) and can be submitted by mail or email. Entries must be received by Friday, December 15, 2008.

Key dates

December 15, 2008:	Deadline to enter
January 15, 2009:	Winning teams notified
March Break 2009: (March 16 – 20)	Winning teams attend video production workshop at Planet in Focus
April 2009:	Videos premiere at 2009 Green Toronto Awards

Selection process and assessment criteria

Submissions will be reviewed by a committee comprised of film and environmental professionals.

A total of six winning teams will be selected; three teams in each category (A and B). Entries will be assessed on the following criteria:

Innovation / Creativity/ Inspiration (50%)

Is the core message and imagery creative, original and powerful? Does it have wide appeal? Will it inspire Torontonians to live green?

Relevance (25%)

Is the message relevant to the people of Toronto? Will it encourage people to take action to reduce greenhouse gas emissions and live more environmentally friendly lifestyles, and thereby support the objectives of the City's Live Green Toronto?

Video-friendly (25%)

Is the message easy to convert to a 30-second commercial length video? Can the setting, props and action sequences be easily replicated and filmed?

Prizes

Winning teams will attend a video production workshop at Planet in Focus during March Break and learn video-making skills through workshops and demonstrations.

Videos will premiere at the 2009 Green Toronto Awards in April 2009.

Videos will also be posted on the City's Live Green Toronto website (www.livegreentoronto.ca).

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ATTACHMENTS

GreenSceneZToronto promotional postcard.