REGULATION



CLOSE THE TAP

Visual competition
on Climate Change

1° Edition 2021

Prospettive Sostenibili in Evoluzione

Contents

1 PRESENTATION OF THE AWARD 2

1.1 INTRODUCTION TO THE "CLOSE THE TAP" AWARD 2
1.2 AWARD 3
1.3 AWARD PROMOTER 3
1.4 GOAL AND OBJECTIVES 3
1.5 TARGETED AUDIENCE 4

2 RULES OF PARTICIPATION 4

2.1 THE VISUAL TOOL 5
2.1.1 Live action video 5
2.1.2 Animated video 5
2.2 TOPICS 5
2.3 LANGUAGE 6
2.4 DEADLINE 6
2.5 MODALITY FOR SUBMISSION 6

3 EVALUATION SYSTEM 7

3.1 THE JURY 7
3.2 CRITERIA AND SCORING SYSTEM 8

1 Presentation of the award

1.1 Introduction to the "Close the tap" award

"Close the tap" is a free participation competition, launched by Aequilibria S.r.l. SB and aimed at promoting awareness on the issue of Climate Change and action for an effective transition to a low-carbon society.

The scientific community, the social players and part of the political and economic world are asking us to *close the gap* between the need and urge of a drastic cut of the emissions and the actual efforts currently deployed in this respect.

The atmosphere is often represented as a bathtub in which the CO_2 accumulated over time symbolizes the rising water level. For this reason, it is necessary to act with a view to *Close the tap* in order to avoid a dangerous spillage.

This competition is aimed at rewarding an engaging visual tool composed of two videos able to provide knowledge and a call for action to both professional and common citizens and raise awareness about Climate Change, its causes, consequences and urgency.
The videos to produce can belong to one of two independent categories:

a) a live action video (made through real shooting and images – maximum 3 minutes),
b) an animated video (made with digital images and animations – maximum 2 minutes).

By submitting the videos to the competition, it is implicitly accepted that the award promoter is authorized to share them free of charge (citing the author) and for not-for-profit purposes, on social networks, during meetings, technical workshops or training courses. For example, they could be presented at the opening of meetings with public and private representatives, or during conferences and technical training on these subjects.

1.2 Award

The awards are proposed as follows:

	Category	
	Live action video	Animated video
1° prize	1.000 €	1.000 €
2° prize	300 €	300 €

There is also a special Jury Prize of 400 €, which can be assigned regardless of the categories.

1.3 Award promoter

Aequilibria S.r.l. SB* created, promotes and manages the award "Close the tap".
(*a description of Aequilibria S.r.l. SB is provided at the end of this document).

1.4 Goal and objectives

The goal of this contest is to motivate citizens, politics, economy and all stakeholders, professionals and public authorities to work together for climate change mitigation and adaptation. Through the videos we want to stress that all stakeholder (civil society, users' associations, associations, companies, economic operators in the fields of carbon management, etc.) can play a role in copying climate change alongside government institutions, by following mandatory legislative frameworks as well as standards.

It is a change of culture that the visual tool must promote to encourage awareness about it.

Thus, the visual tool has several objectives:

- increase and improve information on climate change;
- share the need for collective action in which everyone must have an active role;

- promote actions of change.

The visual tool should present these relatively complex concepts in an easily understandable form and/or demonstrate the usefulness of their implementation.

1.5 Targeted audience

The target audience for these videos can be extremely diverse, including:

- common citizens, not necessarily expert about climate change
- organizations willing to start a path towards sustainability
- national authorities (ministries, agencies) and other regional or local institutions (local authorities...)
- professional players (e.g. environmental associations, etc.)
- local or national stakeholders (e.g. academics, scientists, etc.)
- public authorities (transport, tourism, defence, etc.)
- decision-makers, managers, socio-economic actors, climate change professionals, civil society, scientists, etc.
- any other interested party to climate change.

When creating the video, the applicant must have in mind the chosen targeted audience, and this must be indicated when filling up the application form, so that the jury is made aware about it.

2 Rules of participation

It is possible to apply for both categories, as well as for only one of them; that is, it is possible to realize only one video as well as two videos (one per category).

The participation to this contest automatically implies the authorization to grant the diffusion of the videos to the award owner for a free, not-for-profit use on the web and in private activities without additional charges. Therefore, Aequilibria S.r.l. SB acquires the right for a free use of all the videos received, by reporting anyway the name(s) of the creator(s) when diffusing them. The applicants must sign the authorization for a free use of their videos without additional charges when filling up the application form.

2.1 The visual tool

Authentic ideas will be appreciated, but in terms of evaluation, narratives that avoid fear-based registers will be preferred, promoting instead the involvement of the public in order to increase their awareness, in a proactive way towards an action of change. In fact, we are looking for videos that capture the attention and can impress the viewer by presenting the facts through lightweight tones and entertaining narratives, despite climate change being a terrifying problem.

2.1.1 Live action video

A. Styles

The live action videos can be produced using all kind of techniques and styles.

B. Duration

The duration of the live action video must be 3 minutes maximum.

2.1.2 Animated video

A. Styles

The animations can be produced using all kind of different techniques. 2D animations, 3D, stop motion, mixed media and traditional animations are more than welcomed as long as there is an understanding of the basic principles of animation.
All styles will be considered equal in regard to the evaluation, even if styles that are more time-consuming will be granted a bonus.

B. Duration

The duration of the animated video must be 2 minutes maximum.

2.2 Topics

Two possible topics are assigned for the development of the videos:

A. ONE FOR ALL AND ALL FOR ONE:

The mobilization of individuals is growing to force politics from below to make choices that are as difficult as crucial to tackle climate change…indeed, individuals often form groups able to make the difference

B. WE EAT THE CLIMATE CHANGE:

The role of food choices is often underestimated, but the table is an important battleground against climate change, where the consumption of animal products, especially meat, plays a leading role.

The applicant is allowed to choose between topic A or topic B for the development of each video: this means that both topics are suitable for both the live action video and the animated video.

2.3 Language

The audio of the videos can be registered in both Italian and English.
Subtitles in videos are a welcome option, in order to facilitate the fruition of deaf people.
Speechless videos are accepted too (i.e. no talking, only music).

2.4 Deadline

The deadline for the submission of the videos is midnight on the **31st of October 2021**.

2.5 Modality for submission

The definitive live action video and animated video should be sent through *WeTransfer* or equivalent platform in a **.mp4** format (max **1,5 GB**) to **info@closethetap.it**, writing in the subject «Close the tap Award».

3 Evaluation system

3.1 The jury

The jury is composed of the following three experts:

- **Daniele Pernigotti**, Expert on climate change:
  CEO of Aequilibria S.r.l. SB, he's the Chair of CEN/TC 467 "Climate change", Vice-president of UNI/CT "Ambiente" and Convenor of GL15 "Cambiamento climatico". He is the Italian delegate at ISO/TC 207/SC7 "Climate change", Convenor of ISO/TC 207/TG2 "Circular Economy", member of ISO/TC 207 Strategic Leadership Group (SLG) and he has been the Convenor of ISO/TC 207/SC7/WG8 for the development of ISO 14067, on Carbon Footprint of product. Daniele is Technical Advisor of Accredia for climate change accreditation schemes and works in the same area for ANAB (USA), ONAC (Colombia) and RvA (the Netherlands). He is actually member of the International Technical Working Group on Avoided Emissions (NetZero Initiative), the Advisory Board of the "CLICKSON Project" (ABC) and the Advisory Board of the "Carbon neutrality empowered by handprint" (VTT). He published several books about climate change.

- **Marco Toffanin**, Expert on live action videos:
  Marco Toffanin is in charge of the multimedia unit at the Digital learning and multimedia office at the University of Padova. Along the years, he has focused on multimedia production in the area of education, research and communication.
  He has been creating hundreds of multimedia contents and wrote several scientific articles on the matter. He teaches multimedia communication at the University of Padua.

- **Chiara Cant**, Expert on animated videos:
  creative director and founder of Italy based animation studio The Magic Collective, whose aim is to create an impact through visual storytelling.
  She focuses on creative visual essays and commercials for big clients and small charity organizations. In between keyframes and animations, she tries to influence social and environmental change. Her videos have been screened at the most

important International Environmental Film Festivals, the European Parliament and Venice Film Festival.

Marco Toffanin chairs the live action video category, while Chiara Cant chairs the animated video category. The chair of each category has the right for a double scoring during the evaluation procedure of the videos. A single score is attributed to the "no chair" members of the Jury and a single score is expressed globally by the Aequilibria S.r.l. SB employees group.

The jury holds full and unquestionable responsibility for the final judgment with respect to the evaluation of the videos and the winners.

The overall analysis of the applications will not be shared with the applicants. The jury may inform candidates of their own scores upon request.

The jury will inform all applicants about the final winners via e-mail by the 15th of Dicember 2021, as well as through publication on the website of the competition, which will be available to visit from the first days of September (www.closethetap.it).

3.2 Criteria and scoring system

The evaluation will assign points to each proposal that meets the requirements in this Regulation for a maximum of **20** points on the base of compliance with the following criteria:

- Creativity and originality of the video
- Quality of the execution
- Interpretation of the project and effectiveness of the video
- Technical/scientific accuracy of the message.

For each category, the proposal which will gain the highest amount of point will be selected.

It is not possible to object to the assignment of the points, which is responsibility of the jury only.

Aequilibria S.r.l. - SB presentation:

Aequilibria S.r.l. SB is an italian environmental consultancy and training firm, specialised in carbon management, operating at national and international level founded by Daniele Pernigotti in 2002.

The motto of Aequilibria S.r.l. is "Sustainable perspectives in evolution", because the driving force of its work is the belief that sustainability is a pathway to be undertaken while considering the varying context. In the nowadays context, we can't think about sustainability apart from coping Climate Change.

The purpose of the company indeed is to support the organizations in their pathway and strategy towards a low-carbon economy with a sustainable perspective, since the opportunity of applying carbon management tools today will be a vital necessity in a near future.