



# I've got the power!

Eco-Schools 25<sup>th</sup> Anniversary Video Campaign  
Campaign Guidelines

© 2019 Foundation for Environmental Education



## Key Dates Global Campaign Action

---

6 March 2019	Eco-Schools Global sends out campaign package to Eco-Schools National Operators
11-15 March 2019	Eco-Schools National Operators send out the campaign package to all registered Eco-Schools
11 March	The campaign begins! Videos can be submitted on the <a href="#">Entries page</a> .
15-30 April	Campaign peak time! Videos re-posted, shared, campaign promotion via social media
3 May	Campaign ends. Entries page is closed.
4 May-31 May	Eco-Schools Global identifies best campaign videos and shares on the global website and social media.

## MAKING AN IMPACT

In 2019, Eco-Schools celebrates 25 years of excellence in the field of Environmental Education and Education for Sustainable Development.

The Eco-Schools programme is contributing to ensuring that the environment is recognised as a critical element – the most important public good on which Quality of Life is dependent. Since 1994, we have, all together, strived to make our programme a globally well-established vehicle for positive actions, student engagement, and sustainability education through deep experiential learning to prepare generations of active citizens who take the public responsibility to not only conserve the environment but through their handprint reverse the challenges before humanity. The 25<sup>th</sup> Anniversary Declaration of Eco-Schools pledges to reach every child with Education for Sustainable Development as an important Human Right.

The Eco-Schools 25<sup>th</sup> Anniversary Video Campaign aims to involve each and every actor within the Eco-Schools global network – students, teachers, school and University administration, school staff, volunteers, other organisations, and our institutional and corporate partners – to voice a message to the global community; that it only takes an idea told out loud to engage ourselves and our political leaders in positive actions! This is also showcases the empowerment that the programme has been able to bring about in youth.

### In line with Global Action Days 2019!

The video campaign runs from 11 March – 3 May and is part of Eco-Schools' outreach strategy for the upcoming FEE Global Action Days on 15-22 April – an opportunity to showcase the amazing work carried out by everyone participating in the FEE network.

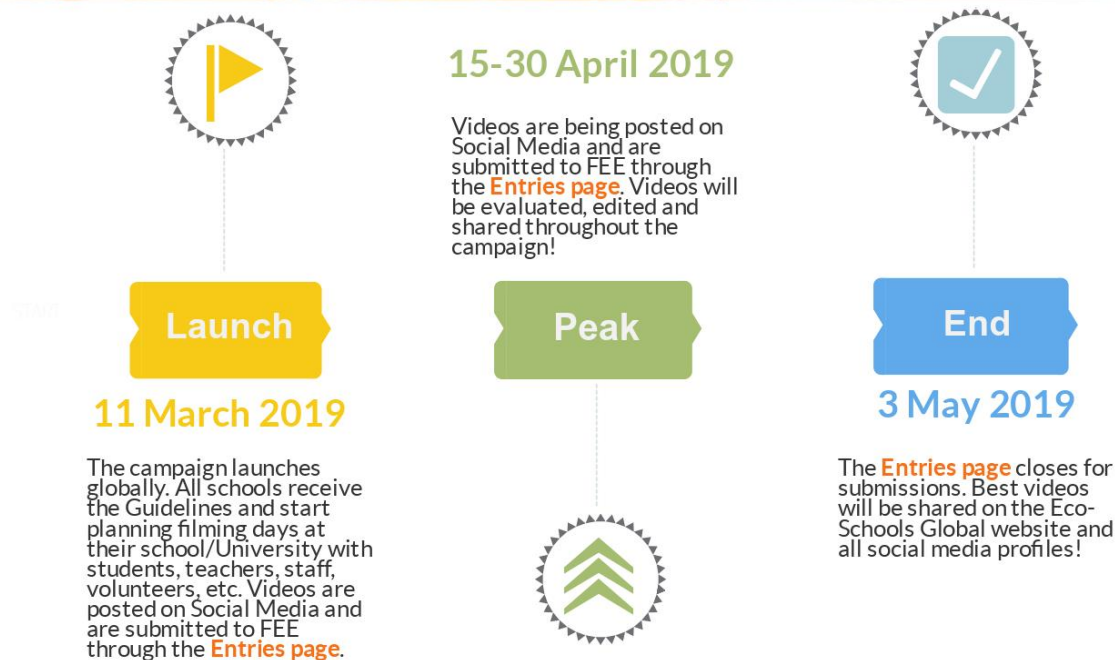
During this week, FEE Head Office will run the campaign using social media through sharing and promoting the positive actions organised around the globe. Eco-Schools Global will be focusing on the promotion of the campaign and the entries received to date, and in the process will also raise awareness on the 25-year programme legacy, the global nature of our network, and how everything our community does contributes to the implementation and achievement of the Sustainable Development Goals (SDGs).

The National Operators are requested to support and disseminate the global campaign at the national level. In the coming pages you will find all the information about the campaign, the timeframe, objectives, how to record a video, key messages, social media guidelines, how to submit your entry and some examples of videos to help inspire you.

## OUR CAMPAIGN OBJECTIVES

- Communicate ideas and powerful messages from within the Eco-Schools community on what are the crucial issues that matter to the youth today.
- Inspire communities, and especially global and local leaders to listen and act on the most pressing issues of our time and contribute to achieving sustainable development.
- Strengthen the sense of a unified community of Eco-Schools around the world.

## TIMEFRAME



#ecoschools25 #ivegotthepower

## HOW TO

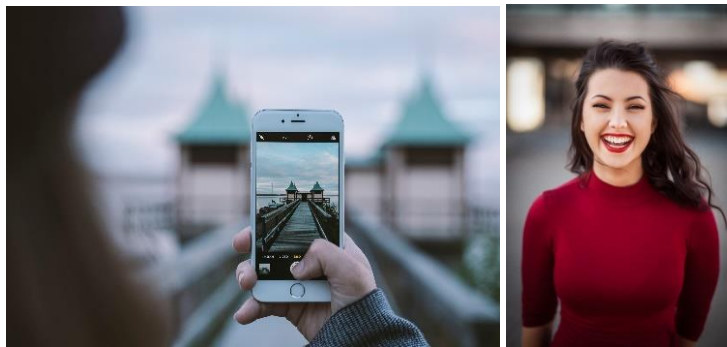
The main asset of the video campaign is that it can work simply using a smartphone for recording the video submissions.

### Length

15-60 seconds

### Layout

Directly talking to the camera in portrait position (example below).



### Use the campaign statements

- *If I was the Prime Minister I would ... / If I was the President of my country I would ...*
- *If I was a Superhero I would ...*
- *Every day I ... (positive action description).*


If you are feeling creative while filming and have a different idea, we are happy to see it! Please submit both a version aligned with the campaign slogans above and your own.

### Languages

Videos that are not in the English language will **only be accepted with a translation in the form of transcribed text submitted with the entry**. All languages are accepted.

### DOs

- People being filmed can be sitting down or standing but always talking to the camera.
- Ideally they can say their whole message in one take.
- Sound must be clear and audible. Test the image and audio before you record your final product.
- Natural lighting is best – the video can be shot outside as well. If you have to turn the lights on then it is the wrong room to be filming in.
- If you have an SLR video camera please be encouraged to use this!
- Go and film some examples to start with to see what works and what does not.
- Choose the people you record wisely, as those who are not relaxed in front of the camera will be less likely to deliver their messages.

- 
- When filming remember to do a test run first, to see how it looks and sounds. Remember you can always ask people to do it again if you feel they could do it in a more compelling way.
  - Make sure they take their time and do not rush saying their message.
  - Shoot as many versions till you are happy with your media product!

### **DONT's**

- Reading from a paper in front of you – it can put off the viewer. Look into the eyes of the viewer/into the camera!
- Filming on a location with background noise (e.g. school yard in the middle of a break, gym, etc.) might affect the recorded audio.

## **KEY MESSAGES**

### **Our legacy**

In 2019, the Eco-Schools programme entered its 25<sup>th</sup> year of engaging young people in taking positive actions that transform them for life. Eco-Schools aims at providing every child with the opportunity to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future by integrating priority sustainable development issues into teaching and learning. The video campaign is an opportunity to showcase the quality and depth of learning through Eco-Schools and make verbal commitments to sustainable development.

**Keywords:** legacy; education; sustainable future; 25 years

### **Our global network**

Over the years the programme has grown to have an outreach of over 52,000 schools in 68 countries that engage 19 million students, who are supported by 1.4 million teachers. All of us are part of a great and growing global sustainability movement!

**Keywords:** global network; 52,000 schools; 19 million students; 1.4 million teachers

### **Eco-Schools hand in hand with the Sustainable Development Goals (SDGs)**

With the enormous challenges before humanity, there is an important need for taking positive action. Our images of the future define and limit our performance. The Sustainable Development Goals (SDGs) provide us with a vision of our common future. They set before us an Agenda to engage with for a sustainable Earth. ESD has the power to help more people share the same positive image of the future we want. The role of any Quality Education is to prepare for the societal norms and needs. The SDGs agreed by all the nations are a societal expectation on how we would like to see the development of humanity in harmony with other life forms on Earth.

**Keywords:** SDGs; Education for Sustainable Development; education; positive actions



## PRESS PACK / SOCIAL MEDIA SUPPORT

All social media (Facebook, Twitter, Instagram) resources are available on the [Campaign Google Drive folder](#), including:

- Sample campaign videos
- Social media post copy
- Social media postcards
- Social media banners
- Video about Eco-Schools
- Media Consent form

### Tags

Facebook: @ecoschools.global

Twitter/Instagram: @ecoschoolsint

### Hashtags

#ecoschools25 #ivegotthepower #ecoleaders

### Campaign Taglines

I've got the power!

..Join the generation that acts!

*\*Please edit and adapt to suit your language and culture requirements.*

## SUBMIT YOUR ENTRY

1. Go to: [Entries page \(www.ecoschools.global/ive-got-the-power\)](#)
2. Download and fill in the [Media Consent form](#) (mandatory).
3. Fill in the details and attach your media file and Media Consent form.
4. Submit.
5. Download your 25<sup>th</sup> Anniversary Certificate of Participation upon submission.
6. Share your video on your social media using the campaign hashtags and taglines.

Video Post copy – Sample 1:

I'm part of the generation that acts and I'm fighting for a world full of positive actions  
#ecoschools25 #ivegotthepower #sustainabledevelopment #countryname

More samples in the [Campaign Google Drive folder](#).



## Quality control

All videos have to be uploaded on the [Entries page](#). The best videos chosen by Eco-Schools Global will be edited and shared on the Eco-Schools Global website, social media, and part of a release of a campaign video compilation.

## SAMPLE VIDEOS

Saved on the [Campaign Google Drive folder](#).

## CONTACT

For any questions or technical errors, please contact:

**Nicole Andreou**

International Eco-Schools Coordinator

E: [nicole@fee.global](mailto:nicole@fee.global)

T: +45 6113 6475 (Mon-Fri: 10:00-15:00 CET)

