



Bamboo



Recycled Paper



Car Pooling



Jute Bags



Green Shopping



Organic food



Organic clothing

SHORT FILM CONTEST 3.0

anvaya

catalyzing positive action for environment अन्वय

GREEN PRODUCTS GREEN LIVING

Background

Anvaya (meaning positive action in Sanskrit) is a short film competition initiated by Ekconnect Knowledge Foundation (Ekconnect). Visit www.ekconnect.net. The program was launched with an aim to bring to the fore, positive and innovative solutions to critical environmental issues.

Anvaya 1.0 covered the theme of Waste to Resource and Anvaya 2.0 was on the theme of No Water No Life. For Anvaya 3.0 we will be focusing on the theme of Green Products Green Living.

Objectives of Anvaya

- Awareness raising & encouraging citizen involvement in issues of environment
- Sensitizing citizens and promoting action through a creative medium such as short videos/films
- Dissemination of films created through citizen groups, professionals and municipal corporations to showcase innovative solutions on various environmental issues in their locality
- Creating a platform for like-minded citizens to network and action for a better environment

Some Facts & Figures

- Each year, an estimated one third of all food produced – equivalent to 1.3 billion tonnes worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices
- If people worldwide switched to energy efficient lightbulbs the world would save US\$120 billion annually
- Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.

It is reported that natural resource consumption by humans has increased to 125% of global carrying capacity, and could rise to 170% by 2040.

About the Theme

Global consumption patterns and trends are putting unsustainable and increasing stress on:

- The Earth's ecosystems
- The supply of material resources needed for industrial growth
- Human social systems and well-being

To reverse the current unsustainable trends, all stakeholders specifically consumers, need to be informed and convinced that their corrective actions would make a positive difference.

People need to be educated about alternative lifestyle choices and changes they can make with regard to their purchase and consumption habits. It would help to provide them knowledge about environmentally friendly and socially responsible products and services; 'greener' alternatives that will help lower their overall carbon footprint.

Through Anvaya 3.0, Green Products Green Living, we hope to spread awareness about Sustainable Consumption & Production and trigger behavioral change among people, helping them adopt low carbon lifestyles to help improve the current situation and prevent impending environmental disasters.

Anvaya 3.0 : Green Products Green Living Topics



Anvaya 3.0 - Categories

Anvaya 3.0 will be launched on World Environment Day (WED) 5th June 2016. We are calling out to individuals and organizations inviting and encouraging them to showcase both 'green products' (manufacturers) & 'green living' (users of green products).

Green Products/Services:

Who can apply : Manufactures, Designers & Service providers.

Example: Paper, Pharmaceuticals, Electrical Appliances, Water coolers & purifiers, Office furniture, Mobile phones, Public works & many more

Green Living:

Who can apply : Consumers / Users

Example: General public shifting to greener options, Green food consumption, Corporates using Green procurement services etc.

Eligibility Criteria

- ✓ The contest is open to all the citizens residing in India aged 15 years and above
- ✓ Employees from sponsor organizations are NOT eligible to participate in this contest
- ✓ Professionals from the media or film making industry with experience in film making or photography are NOT eligible to participate
- ✓ A maximum of 8 members are allowed in a group

Quality & Technical Requirements

- ✓ Time duration allowed i.e. 10 minutes (after final editing)
- ✓ All regional, national and international languages are acceptable. Must have English subtitles
- ✓ The content must be original and recent. Films completed before the launch are NOT eligible
- ✓ The message conveyed should be relevant to the theme and sub topics as indicated
- ✓ The final submission should be of High definition (HD) or similar quality. (Max. file size: 500MB)
- ✓ Evaluation criteria will be shared with the applicants in advance and will also be posted on our website
- ✓ Any non-compliance with the above mentioned requirements will lead to disqualification.

How to Register?

All individuals/ organizations applying to register will be required to go through a process as per the category as follows:

- ✓ For green products/services: **GPNI's peer rating survey**
- ✓ For green living: **Ekonnect's 'Low carbon living' index survey**
- Both the above processes will be conducted at no charge.
- Each will provide the applicants a rating on a scale by assessing performance against pre-determined criteria.
- Suggestions will be made to improve the performance to more environmentally conscious and socially responsible.



Films made by applicants could showcase the growing number of movements, initiatives, entrepreneurs and new business models that aim to facilitate sustainability in the way we consume, live and move.



Criteria for Shortlisting of Films:

- ✓ **Creativity:** Use any medium i.e. cartoon, animation, puppet (3D), documentary, interviews, etc.
- ✓ **Originality:** Idea / concept should be as original as possible, innovative ways to storytelling will come in good use here.
- ✓ **Make a case for Green Living/SCP:** Highlight eco solutions demonstrating the potential for impact through converting to alternative, greener options & lifestyle choices.
- ✓ **Attention grabbing/long lasting impact:** Stimulate change in the mindsets & lifestyles of people.
- ✓ **Professionalism:** All the rules & regulations of the program will need to be followed. Delay in submission of films and non-adherence to rules may lead to disqualification

Obligation & Rights to Use:

- ✓ All submissions will be given credits and will be appropriately acknowledged
- ✓ Makers give full permission to Ekonnect and the media partner to use their submissions by placing the video on their website and disseminating through Ekonnect's digital media channels
- ✓ All the films will include a cover slide with details about the organizers and sponsors of the contest
- ✓ The videos will not attract any commercial value and will not be priced

Timeline



One Day Training Program

As with all Anvaya programs, this too includes a one day training program conducted in partnership with the partnering media and communication institute. The training will be a balanced mix of both 'film making' and knowledge about the theme in this case Green Products, Sustainable Consumption & Production and Low Carbon Lifestyles.

The first half of day will comprise of sessions on the background of Anvaya, GPNI, the peering process, the 'low carbon living' index and the topics of green products, sustainable consumption & production and green living. The second half of the day will involve hands on training on film making processes, techniques to help the applicant make their film.

All throughout the film making stage, applicants are encouraged to keep connected to the teams for a constant mentoring and support on both the domain and the skill.

Highlights of Final Screening Day: Exhibition, Discussions & Awards

The final screening day will comprise of the following:

- Screening and judging of the shortlisted films
- Exhibition of the green products
- Panel discussion on the topic of SCP
- Personal carbon footprint calculation and exhibition of climate change resource tool kit
- Announcing of winning films and awards presentation ceremony

What we wish to achieve through Anvaya 3.0

Producers/Businesses

- Development of sustainable products and services at a competitive price
- Organic food production and consumption
- More business innovation for sustainable production such as eco-efficiency measures, product innovation and design and production and supply chain management

Consumers

- Developing a preference for local/eco/social food and products/services
- Creating a demand for sustainably produced food and products/services
- Use regionally and seasonally produced foods and locally produced (low footprint) goods
- Use minimally processed and ecologically packed products

Anvaya 1.0 Snapshot

Theme Waste to Resource Management	14 Entries	3 Categories	3 Winners
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Anvaya 2.0 Snapshot

Theme No Water No Life	20 Entries	2 Categories	2 Winners
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Sponsors and Partners

We are looking for sponsors and partners who would be interested in being a part of Anvaya 3.0. The program is innovative and provides high potential for branding building, generating goodwill as well as a channel for allocation of CSR spend.

Please contact Sonal Alvares or Disha Mahajan on email sonal.alvares@ekonnnect.net / disha.mahajan@ekonnnect.net

Stay Connected



ABOUT EKONNECT KNOWLEDGE FOUNDATION

Mainstreaming environmental management & sustainability through education and training is the raison d'etre of Ekonnnect Knowledge Foundation. Fuelled by the vision of Dr. Prasad Modak, who has made environmental education the work of his life. As faculty at the Centre for Environmental Science and Engineering (CESE) at IIT Bombay, Dr. Modak developed a strong passion and sense of commitment towards nurturing and mentoring students & young professionals in Environmental Management.



Engaging with stakeholders ranging from students, young professionals and educational institutions, to government bodies and corporates, Ekonnnect has delivered a range of training services including face-to-face and blended learning training, training of trainers (ToT), curriculum design and career counselling in this domain. All programs are supported by Environmental Management Centre LLP, an environmental management consultancy in Mumbai.

To know more, visit www.ekonnnect.net

ABOUT ST PAUL'S INSTITUTE OF COMMUNICATION EDUCATION (SPICE)

SPICE, an autonomous educational unit under the aegis of the Bombay St Paul Society Trust, is an undertaking of the Society of St Paul, an international religious congregation. SPICE uses various means of communication such as the press, cinema, radio, television and other audio-visual and digital media for building a better society.



Located in Bandra(West) in Mumbai, SPICE is a fast-growing media school in India, offering a comprehensive Post-Graduate Diploma in Journalism that trains students for a career in print journalism, television journalism and digital journalism.

SPICE also offers an innovative Post-Graduate Diploma in Advertising & Integrated Marketing Communication. The programme immerses the students in a simulated creative department to learn about ideation, art direction, copy writing, marketing and digital communication.

To know more, visit www.stpaulsice.com