

Video Project Organizer

Congratulations on deciding to create a video for the World of 7 Billion student video competition! We need people like you to inspire us all to make the world a better place. This contest will give you a platform for sharing your concerns about our world’s future and proposing strategies to make the world a better place.

This Video Project Organizer will help guide all stages of the video preparation process: beginning with choosing an issue and continuing through writing a script. For more guidance and suggestions on filming, check out this resource [here](#).

Typical Video Outline:



Videos typically start with a description of the Global Challenge as well as the specific issue you will discuss. They explain the connection to population growth, and then propose a sustainable solution. Lastly, they give us hope that their solution will tackle the problem effectively and make the world a better place.

As you can see, introducing the issue and connecting it to population growth takes up about half of the video. The solution portion often takes up the other half of the video. Use this general timeframe to make sure your own video is on pace to address all contest requirements.

Now that you’re ready to dive in, flip to the next page and start brainstorming issues for this year’s contest!

STEP I: Choosing an Issue

The best videos pick a specific issue and suggest specific solutions. Tackling an issue like “pollution” would be too big and complex for a one-minute video. However choosing something like “microplastics in rainfall” would be more focused and effective.

Circle the Global Challenge you will tackle:

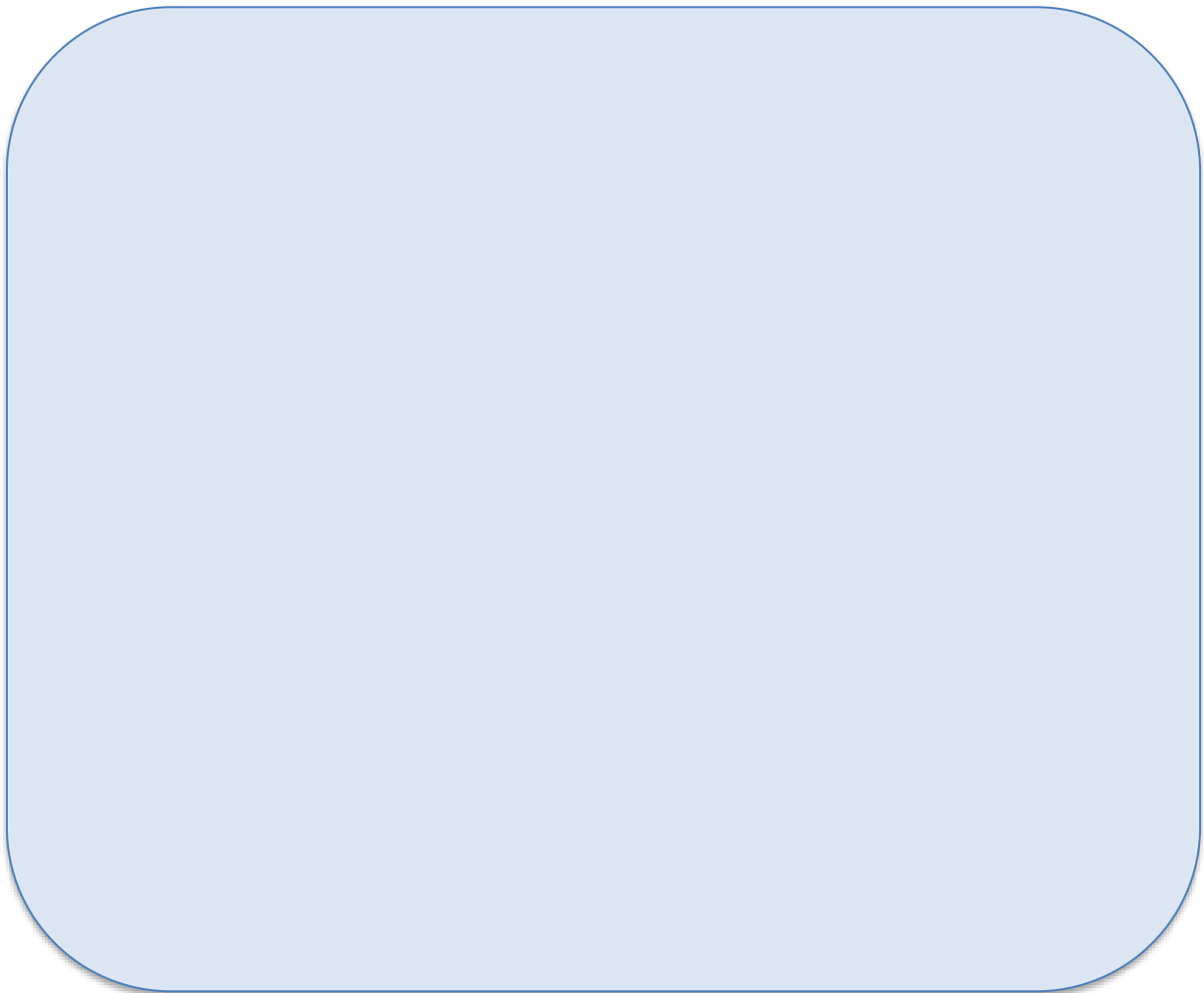
Ocean Health

Urbanization

Food and Agriculture

Brainstorm Issues:

- Do you have a personal connection to your Global Challenge? What difficulty related to your Global Challenge have you experienced or has impacted your life?
- What issues related to these Global Challenges exist in your community? Region? Country?
- Do a quick internet search of key words related to your Global Challenge. What issues come up?
- Visit the contest [webpage](#) to see some ideas for issues within each Global Challenge.



Narrow the Field:

Choose one of the issues from the brainstorm box that you find interesting. Use that issue for the next step in this organizer.

Reflect:

Do you like your issue? If not, repeat the brainstorm for the other *Global Challenges* on page 1, and see if a new issue emerges that you prefer.

STEP 2: Researching and Compiling Information

Start your research by gathering compelling information about your issue and listing the credible sources of your evidence. Use the chart on the next page (4) to organize the data that you discover, and the chart on page 5 to list sources.

Ideas for Research Locations:

You can start your research at the [Research Resources](#) page here. There you'll find background readings on your Global Challenge and links to organizations and sources of information. All links will be credible sources that we have already evaluated.

Do your own research online or at a local library. Search key words, look at local or recent news outlets, and make sure you evaluate your sources for credibility.

Explore sources of information in your own community. Is there an organization nearby working to address your issue? Is there a person in your city or county government that you can interview for information on how local government manages the challenge? Can you find someone personally impacted by the issue? Is there a professor or scholar at a local college or university who is an expert?

Evaluating Sources:

Good videos are based on accurate information. Dozens of videos are disqualified every year because they use incorrect data, outdated facts, or unreliable sources. You should think about every source you use, and determine if it is credible or not. You might find it helpful to use something like this [PDF from the Eastern Institute of Technology](#). It includes a breakdown of things to consider to determine credibility, and a checklist to use for each source.

Citing Sources:

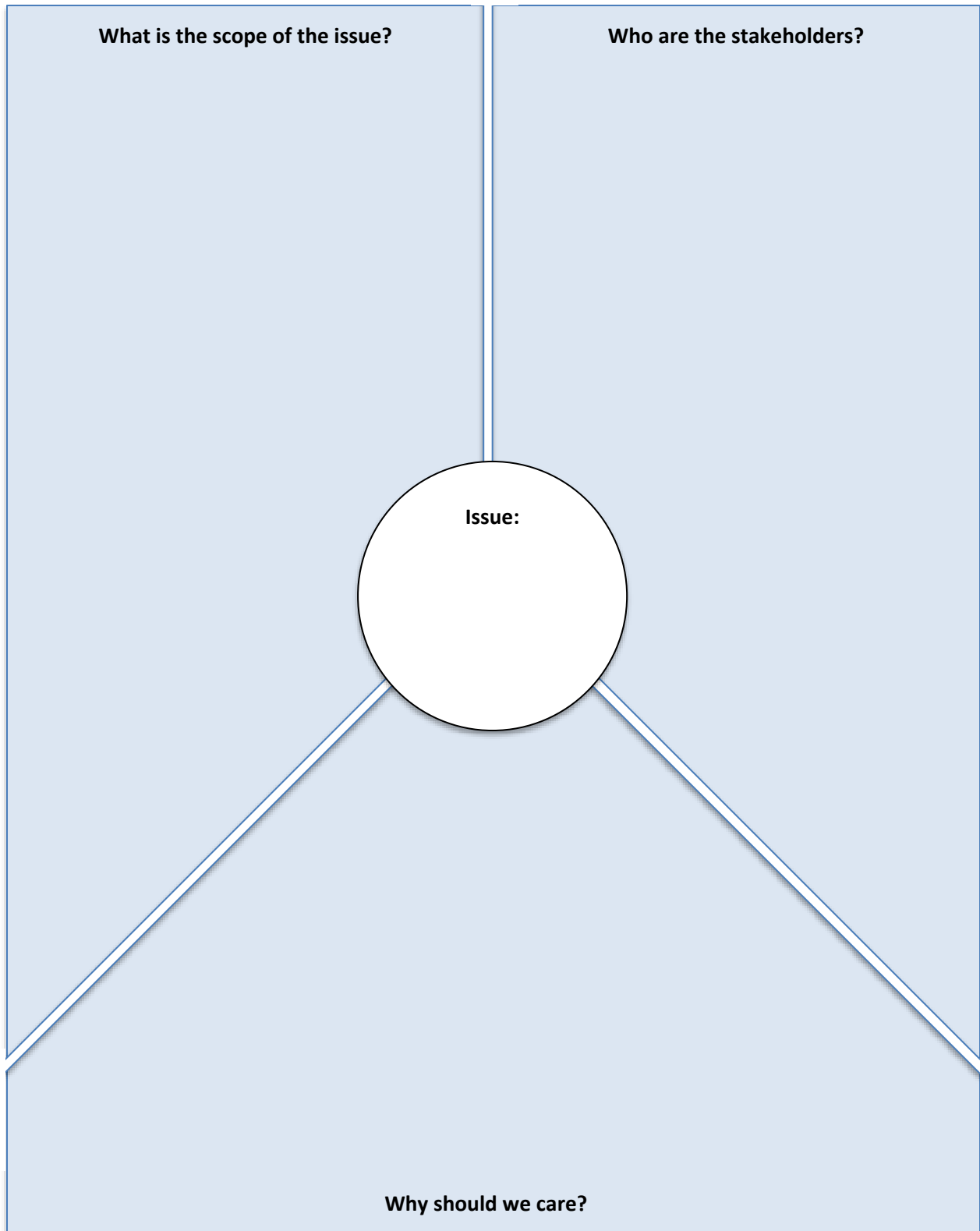
As you are researching, write down information about the sources you use. Write the title, author, organization, publication date, and website URL of your sources on the chart on page 5. If your video is selected as a finalist, we will ask you to send this list to us so that we can verify accuracy.

Research and Define Your Issue:

Use the [Research Notes](#) organizer on the next page (4) to start the exploration of your issue with these three questions:

- **What is the scope of the issue?** Describe your issue with data. Where is the issue happening? How big of an issue is it? What will happen if the issue isn't addressed?
- **Who are the stakeholders?** Who is impacted by the issue? Who is making the issue worse? Who could benefit or be hurt by changes to the issue? Who could take action for change?
- **Why should the audience care?** Why should your audience take time, money, or energy to help solve your issue? What urgency is there to address it?

Research Notes:



Evidence and Sources:

List specific pieces of information (evidence) and where you found it (sources). Copy this page as needed for additional evidence and sources.

Information/evidence	Source
<p>Example: The U.S. produces 4.5 lbs. of trash (solid waste) per person, per day.</p>	<p>Example: U.S. Environmental Protection Agency. (2017). National overview: Facts and figures on materials, wastes, and recycling. https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-overview-facts-and-figures-materials#NationalPicture</p>

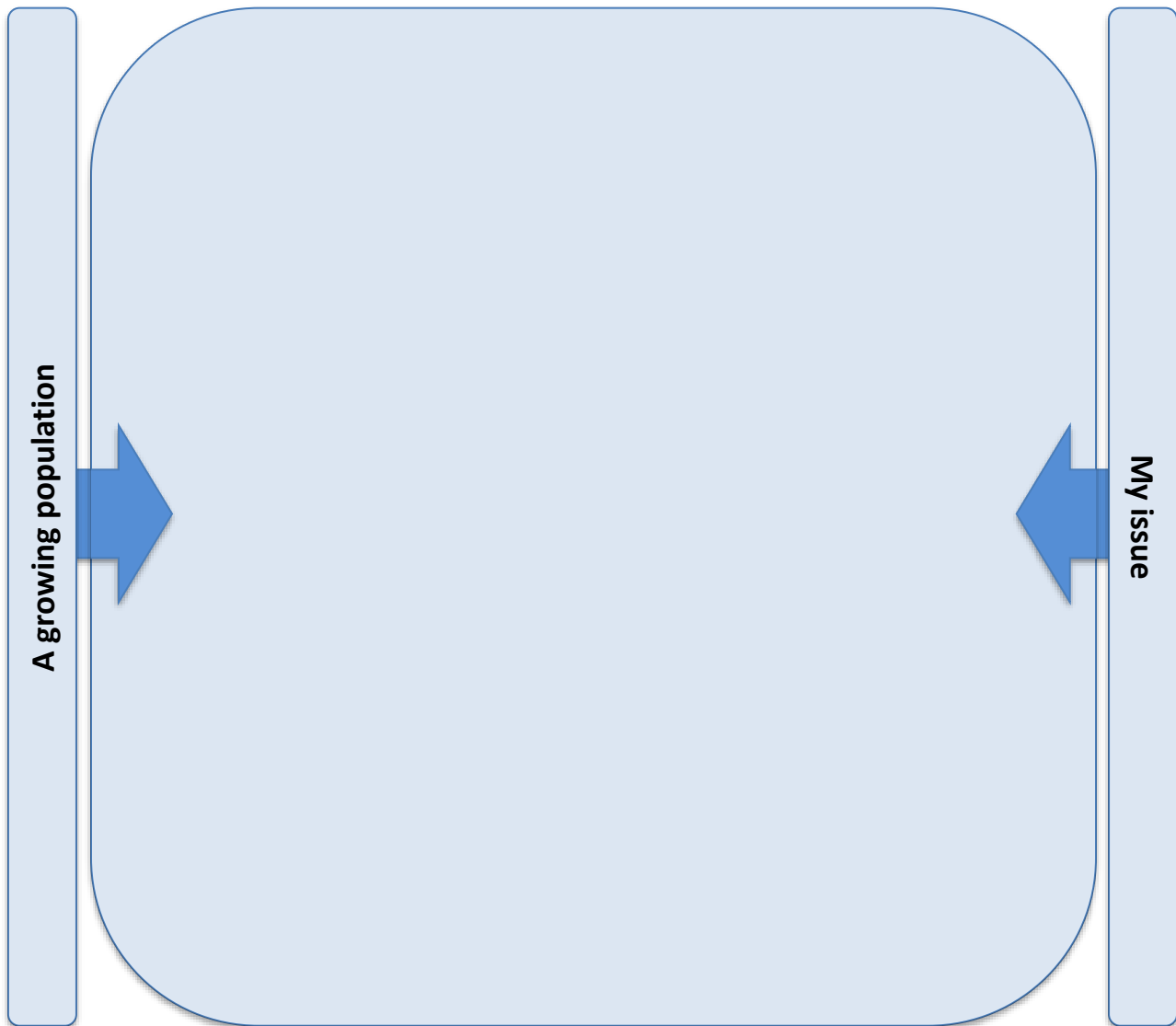
Reflect:

Do you still find your issue interesting? If not, try researching a different issue from your *Brainstorm Issues* on page 2. Do you feel like you'll have enough information for a video? If not, try adding more points to *Research Notes* on page 4 and to the *Evidence and Sources* on this page.

STEP 3: Making the Population Connection

In order to create a successful video, you must make a strong connection between population growth and your issue. It isn't enough to say "more people will mean more pollution." You'll need to highlight a specific way that population growth impacts your issue or use specific data to support your claim. Example: "Some of the highest rates of mismanaged waste occur in countries like Angola where population is growing fast, because sanitation infrastructure can't keep up with more and more people." Make sure to cite any sources on your list of *Evidence and Sources* on page 5.

Connections to a Growing Population:



Reflect:

Do you feel like you have at least one strong and unique connection between your issue and population growth? If not, take a moment to brainstorm more connections. Make sure you list sources on page 5.

STEP 4: Defining Hurdles and Developing Your Solution

Define the Hurdles to Addressing Your Issue:

If your issue was easy to solve, someone would have solved it already. There are almost always hurdles to overcome in order to make the world a better place. **What specific hurdles make your issue difficult to address?** If your issue is “microplastics in rainfall,” some hurdles might include “people love skin products with plastic microbeads,” “plastic is much cheaper than alternatives,” and “current water treatment facilities cannot filter microplastics.”

Brainstorm Hurdles:

What specific hurdles make your issue difficult to address?

What is a Sustainable Solution?

The United Nations defines [sustainable development](#) is a multi-faceted approach to problem solving that balances economic, social, and environmental needs. The sustainable solution in your video should address the present issue without negatively impacting future generations.

Your solution should also have a direct and clear impact on your issue. For example, if your issue is “microplastics in rainfall,” then the solution shouldn’t be to recycle. There isn’t a clear link between how individuals recycling at home will prevent microplastics from getting into rain. A more direct and connected solution would be to install filters in wastewater plants to filter microplastics out of water before it evaporates. Or you could use evidence to describe a way to keep unrecycled and mismanaged plastic waste from becoming microplastics in the first place.

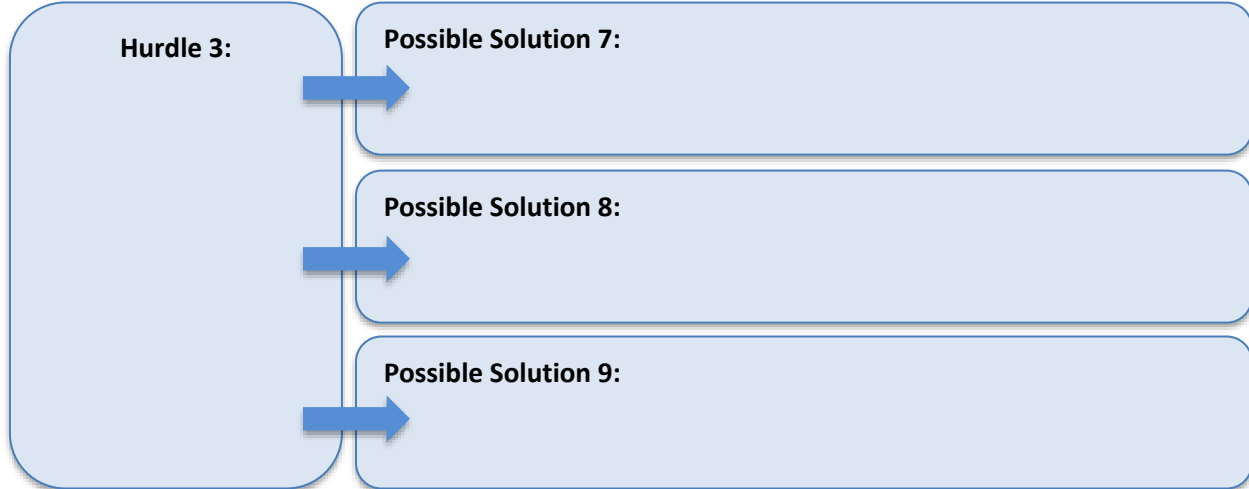
A Sustainable Solution:

- Works to actively reduce your issue without creating new issues or hurting future generations.
- Identifies and listens to the needs and perspectives of all stakeholders.
- Goes beyond making donations and giving charity.
- Directly addresses your specific issue.
- Is rooted in evidence-based practice.
- Is realistic and makes sense.

Brainstorm Solutions:

Pick three hurdles from the *Brainstorm Hurdles* on the previous page (7). For each hurdle, brainstorm two or three solutions to overcome the hurdle. If your hurdle is “people love products with microbeads,” possible solutions might include “start a social media campaign to replace plastic microbeads with compostable sugar” and “add a clean-up tax to all products that use microbeads.”

Hurdle 1:	Possible Solution 1:
	Possible Solution 2:
	Possible Solution 3:
Hurdle 2:	Possible Solution 4:
	Possible Solution 5:
	Possible Solution 6:



Solutions Checklist: Pick and Test a Promising Solution

Pick a solution that you like from the *Brainstorm Solutions* on the last two pages. Use this checklist to decide if you have a strong solution. These points do not have to be included in your final video. They are just here to help you consider aspects of your solution you might not have considered before.

- Does this solution have good supporting evidence for how it will directly address the issue?
- Is there a way to measure or determine “success” of the solution?
- What drawbacks might your solution have?
- Who will benefit the most from your solution? Is anyone left out?
- Will collaboration be necessary to implement your solution? Who will be involved?
- Is there a cost to implement your solution like money or other resources? If so, where will the money and other resources come from?
- What is the timeline for your solution? How long will it take before the problem is solved?

Reflect:

Did you work through the checklist to explore your solution, and feel comfortable in your answers? Do you like your issue + solution combination? If not, revisit *Brainstorm Hurdles* on page 7 and try using a different hurdle to brainstorm new solutions.

STEP 5: Organizing Your Script

Remember that most video scripts follow this general flow:



The good news is, if you've been using this graphic organizer, you already have most of the information you need to write an outline for your video script. Go back and revisit these sections in your organizer to find your main points for each part of the video. Begin your outline on the next page (11).

Introduce My Issue:

You already have a compelling argument for why your issue is important to consider. Look at the notes you listed on page 4 in the *Research Notes* organizer about the scope of the problem and the stakeholders. Use your notes to convey why the audience should care about your topic, why consideration is urgent, and who may be impacted if unaddressed. Choose one or two compelling points from your *Evidence and Sources* on page 5 to support your claims.

This is also a great place to describe your own personal connection to, or interest in, this issue. Help the audience understand why you care about your issue. It will help them understand why they should care as well.

Connect to Population Growth:

You've already brainstormed some reasons why population growth contributes to the challenge of your issue. Pick the most compelling point with evidence from your *Connections to a Growing Population* brainstorm on page 6 to include in your script outline.

My Sustainable Solution:

Return to the *Solutions Brainstorm* on page 7 and your favorite solution. Decide which points in your *Solutions Checklist* will be most important to convince your audience that your solution is the best solution for your issue.

Wrap-up:

Bring your story home with a hopeful message about how your solution will contribute to more sustainable <insert your *Global Challenge* from page 1 here>. You may have ideas in your *Solutions Checklist* on page 9 or evidence in your *Evidence and Sources* list on page 5 to convince the audience that your solution will make a difference.

Outline Your Script:

Section (where to find my notes)	The best points for this section
<p>Introduce my issue: Describe my issue and tell why the audience should care.</p> <p>(Page 4, <i>Research Notes</i>: scope of problem, stakeholders, and why we should care sections)</p>	<ul style="list-style-type: none"> • • • •
<p>Population Growth: How does population growth exacerbate my issue?</p> <p>(Page 6, <i>Connections to a Growing Population</i>)</p>	<ul style="list-style-type: none"> •
<p>My Sustainable Solution: How do I plan to tackle this issue? What do I think will work best?</p> <p>(Page 7 and 9, favorite solution from the <i>Brainstorm Solutions</i> and points from the <i>Solutions Checklist</i>)</p>	<ul style="list-style-type: none"> • • • •
<p>Conclusion and Wrap: Bring home the message.</p> <p>(Page 9 and 5, points form the <i>Solutions Checklist</i> or evidence from the <i>Evidence and Sources</i> table)</p>	<ul style="list-style-type: none"> • •

Reflect:

Do you have strong points for each section? If not, you may want to revisit one of the stages in the planning process to generate more ideas or gather more information.

STEP 6: Perfecting Your Script

Double-check the Outline:

Now that you have a script outline, take a moment to review a couple of resources. Use what you learn to make any needed revisions.

- Review the contest [rules and guidelines](#) here.
- Read through [15 Tips for Your Video Entry](#).
- See what judges will be looking for in the [Judging Rubric](#).
- Watch this video with the [most common mistakes](#) to avoid.

Now it's time to write out the script. Flesh out your outline so that the text flows, is easily understandable, and progresses logically from one point to the next.

Remember that we want to hear your distinct and powerful voice. Feel free to add your own personal flair and creativity to the message, and to make the story uniquely yours. Your video has the potential to reach a very big audience on an international stage. Make it your voice, and make it count!

Reflect:

Practice reading the script out loud. Make sure it fits in 60 seconds without speaking quickly. If you need to, add or delete points from your outline to lengthen or shorten the script.

STEP 7: Film!

Find resources and suggestions for storyboarding and filming [here](#). Good luck, and we can't wait to see what you create!

Reflect:

Submit your video [here](#). Give yourself a pat on the back for a job well done!