

# U.S. GREEN BUILDING COUNCIL - LOS ANGELES CHAPTER 2015 GREEN APPLE DAY OF SERVICE AWARDS

## CALL FOR ENTRIES 2015 SUSTAINABLE INNOVATION AWARDS

USGBC-LA's 5th Annual Sustainable Innovation Awards is offering a new category this year to recognize our **Green Apple Day of Service** program participants. Green Apple is a global movement to put all children in schools where they have clean and healthy air to breathe, where energy and resources are conserved, and where they can be inspired to dream of a brighter future. For more information regarding the Green Apple Day of Service and how you can get involved; please visit the Green Apple Day of Service website.

Want some help coming up with ideas for your project this year? Use the USGBC-LA Green Apple Day of Service Toolkit!

### GREEN APPLE DAY OF SERVICE AWARDS

Participating schools will submit projects of any media type (videos, paintings, essays, photos, etc.) that focus on student and community actions that took place during their Green Apple Day of Service. The award recognizes outstanding projects that show how the Green Apple day of Service has empowered them and their school community for the better and inspiring examples of how students and schools can lead the way to a sustainable future. We encourage you to be creative! Students of all ages are welcome to participate!

Winners will receive a collection of great prizes including recognition at the USGBC-LA Green Gala on November 12, 2015 at Union Station, 5 tickets to the Green Gala (valued at \$1000), and other fabulous prizes!

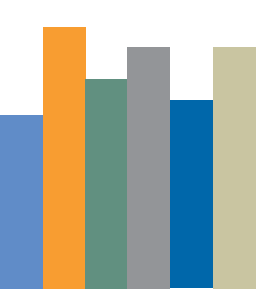
#### Key Messages:

- The important role that young people play in taking action for a healthy environment.
- Outstanding examples of Green Apple Day events that inspire the community to conserve resources, reduce waste, and create greener, healthier schools and communities.
- Motivation for others to get involved.

#### EXPECTATIONS

- **Theme:** How participating in Green Apple Day of Service has made a positive impact on you and your school community.
- **Length:** Videos should not exceed 3 minutes in length. Essays should not exceed 1,000 words. Visual art of any size and aspect ratio is permitted. Please see Submission requirements below.
- **Media:** Anything that you feel best represents what Green Apple Day of Service means to you!
- **Note that there should only be one entry per team/school (multiple forms of media is acceptable).**
- **On each entry the students should include:**
  - Title of video, essay, and/or artwork
  - School Name
  - Optional: Student(s) name(s)
  - Contact information

**SUBMISSIONS DUE BY 5:00 PM ON FRIDAY, OCTOBER 2, 2015**



# U.S. GREEN BUILDING COUNCIL - LOS ANGELES CHAPTER 2015 GREEN APPLE DAY OF SERVICE AWARDS

- For videos, please include title and school name on a 10 second title screen.
- Unless you are submitting a video or essay please also include: 3-5 sentences on how Green Apple Day of Service has affected you and your school community and how this piece illustrates that.
- **Participants:** This contest is student driven. Although educators and community members may help, the students must be the creators of each piece. See the rules below for more detail.
- **Judging:** Students of all ages can participate. Judging will be based on:
  - 35% Content - How well does the submission fit the theme?
  - 30% Memorable - Does the piece grab the viewer's attention and hold it?
  - 20% Creativity/Originality - Does the piece spark the minds of the viewers to think about how the Green Apple Day of Service has affected this school community and why others might want to participate in the future?
  - 15% Presentation – Execution, clean edits, good sound, clearly written, etc.
- **Registration:** Please register your event with Green Apple Day of Service or find an event to join!
- **Submission:** All submissions will be digital.
  - All submissions should be in digital format and sent via Dropbox, Box, Hightail, etc to greenschools@usgbc-la.org
  - Videos: Please submit your video in a digital format along with your entry form. Each entry must be a maximum of 3 minutes long. The video may be in any commonly utilized format (.mov, .mpg4, .avi, .wmv, .mpegs, .fly 3gpp).
  - Artwork/Photography: Please submit a digital photo of your artwork or upload your photo submission with the entry form that includes your name, school name, title of artwork and 3-5 sentences about the piece. Visual art of any size and aspect ratio is permitted.
  - Essays: please submit student essay of 1,000 words or less and include student's name(s), school and contact information.
  - Other: If you have created another type of media please follow the instructions for Artwork/Photography above. If you have any questions regarding submission, do not hesitate to contact us at greenschools@usgbc-la.org

## RULES

- No copyrighted materials (music, images, etc.) may be used for this contest, unless you own the copyright or have a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.
- Adults may assist with production but are limited to verbal guidance only. Adults are allowed to be actors, cameramen, or in photographs but not content contributors.
- All portions of the entry form must be completed when you upload your project for it to be eligible.
- You must submit a signed/completed LAUSD Photo/Media Release form for each person appearing in your video. Forms can be scanned or emailed to greenschools@usgbc-la.org

## RESOURCES

- National Green Apple Day of Service Website & Resources
- USGBC-LA Green Apple Day of Service Toolkit
- US Green Building Council-LA Website

