

A Youth Film Competition

Work Package 5

Deliverable 5.4

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Project coordinator:



Project beneficiaries:



A Youth Film Competition

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Description of the product

Deliverable 5.4 is a short film competition around the theme of sustainable tourism. This is aimed at young people who do not have the capacity or experience in 'professional' film-making but who can be engaged in the topic by taking part in a creative and fun activity with the opportunity to have their work showcased. The work on the Key Stories identified Coastal Tourism as an area which would fit with the film competition idea as holidaying by the sea is probably the interaction with the ocean that most young people can easily identify with.

This ocean literacy tool focusses on raising awareness of the impact of mass tourism and inspiring tourists and coastal communities to adopt a more sustainable approach to coasts and the sea. The film competition aims to engage the youth demographic and capture positive stories of communities and destinations that are embracing a more sustainable approach to tourism. These films will be shown to a general audience who will vote to decide the winner(s). The final films will be further promoted to encourage discussion of the issues.

Target audience

The main target group identified in the Key Story are coastal tourists with a secondary group of coastal communities. We considered that by targeting the competition on one of the European seas (Baltic, Black Sea, Atlantic, Mediterranean) we would be able to focus the promotional activities more effectively.

Lessons learned from the activity will enable the competition to be replicated in other regions.

Ocean literacy goals

The Key Story research found that respondents to an EU survey on tourism declared that the natural features of a destination – such as landscape and weather - were seen as the main reason for wanting to return to the same place for a holiday. Ocean literacy can raise tourists' awareness of the impact of mass tourism and on how they can mitigate their own impact; on the other hand, it can also inform local actors on tourists' feedback on the environmental quality of a destination and learn about their expectations and wishes for a healthier environment – thus creating a virtuous cycle. The Ocean Literacy goals of the activity are as follows:

- Raise awareness of the impacts of mass tourism;
- Encourage tourists to support more sustainable activity in the region;
- Inspire people with a positive story; and best practice;
- Inspire coastal communities with sustainable approach

Design and implementation process

Deciding on the Key Story

Our starting point was that we needed to select one of the Key Stories to provide the thematic focus for the youth film competition. Work Packages 1-3 indicated that young people in education could be a potential target audience for each of the Key Stories with a short film focus to showcase best practice or positive outcomes of activity. Our initial analysis was that three of the Key Stories in particular would be of greater interest to young people in the context of taking part in a film competition. These were Sustainable coastal tourism, Microplastics and Sustainable fisheries. Our thinking was based on whether the issue was topical, whether it offered the opportunity for a young person to take personal action and whether it was likely to connect to young peoples' direct experience.

With further team discussion, we reflected that the issue of microplastics was already a major news story throughout Europe, and sustainable fisheries may be of less direct interest to young people (as they are less likely to be taking consumer decisions for food purchasing). Therefore we selected the Sustainable Coastal Tourism Key Story as the most relevant to young people's experience and interests and the one they would most likely to want to engage with.

Feedback from stakeholders

We approached industry members who are leaders in sustainable tourism alongside a number of pressure groups which work in this area (such as the UNWTO) using an online feedback survey. The online questionnaire was sent out to around 50 organisations. We sought feedback on the content of the film challenge and examples of positive stories. We also intended to recruit multiplier organisations through this contact, to assist with marketing and promotion later in the process.

We received 11 responses. The key findings of the survey were:

- Waste was overwhelmingly highlighted as the key area of concern for respondents, with environmental damage and pollution following closely behind.
- All respondents indicated that government policies and officials are key stakeholders in changing sustainability practices.
- Local residents, tourists, and resort managers/owners are also seen as key or important.
- From three film competition suggestions, two received equally positive responses:
- A documentary style investigation – look at a problem and suggest solutions
- A report on action to improve sustainability – show the challenge and outcome

The feedback was used to decide the final details of the competition. Full details on the survey and results can be found in the following documents

[*WP5.4 Sustainable Coastal Tourism 1a – Film Competition - Stakeholder Survey – Details*](#)

[*WP5.4 Sustainable Coastal Tourism 1b - Film Competition - Stakeholder Survey – Feedback*](#)

[*WP5.4 Sustainable Coastal Tourism 1c - Film Competition - Stakeholder Survey – Link*](#)

As part of the development of the competition details we also consulted with the lead partner for the Coastal Tourism Key Story.

Feedback from target audience

we has run youth film competitions under a variety of environment and sustainable development themes for the past 8 years. From these activities we have built up a database of 2,300 previous entrants. We contacted users within this group of young people using an online questionnaire to seek feedback on this competition concept and also to find out more about users' motivations and preferences for entering film competitions. The survey feedback indicated the following:

- The preferred length for a film was 2-4 minutes;
- The most popular platform was Facebook although the results varied by age group; Instagram was liked more by the 25-30 group and You Tube by the 13-18 group.
- Most respondents expressed an 'interest in the environment' and a 'desire to make the world a better place' as key motivations for entering. Only the 19-24 age group were motivated by a cash prize.

This feedback helped us to finalise the competition. Full details on the survey and results can be found in the following documents:

- [WP5.4 Sustainable Coastal Tourism 2a - Film Competition - Audience Survey - Details](#)
- [WP5.4 Sustainable Coastal Tourism 2b - Film Competition - Audience Survey - Feedback](#)
- [WP5.4 Sustainable Coastal Tourism 2c - Film Competition - Audience Survey - Link](#)

Design of the competition

There are a number of potential options in the arrangement of a film competition: The requirements of the competition itself (genre, language, length, technical requirements); the themes and incentives (prestige, exposure, prizes); the stages and judging process; and promotion (platform, social media channels, organizations and institutions).

We decided to host the competition on You Tube with promotions running across the web and social media (Facebook and Instagram). The challenge was to make a short 3 to 5-minute film of positive or successful action on the theme of sustainable tourism. The instructions asked entrants to think about a particular location which was important to them or a place where good efforts are being made to balance tourism with sustainability.

To provide a chance to younger entrants we split the entry into two age ranges (High school age of 13-17, and 18-25).

Details of the competition webpage are found in the following document:

[*WP5.4 Sustainable Coastal Tourism - Film Competition Web text 1 - 'Turning the Tide' web text 1*](#)

Incentives to Enter - Prizes

From previous experience (see above) we have learnt that offering an attractive prize is a valuable incentive to entry. As a cash prize was not permissible for this competition, under the Horizon 2020 financial regulations, we approached a number of companies to donate for prizes which we hoped would be attractive to our target audience while also fitting with the sustainability and tourism themes of the competition. We were fortunate to be offered prizes from two companies:

1. Six Re-Kanken backpacks from [Fjall Raven](https://www.fjallraven.com/re-kanken). These are made from recycled plastic bottles and worth €89.95 each - <https://www.fjallraven.com/re-kanken>
2. A pair of fair-trade vegan and sustainable flip-flops from [Ethletic](https://shop.ethletic.com/en/flip/) - <https://shop.ethletic.com/en/flip/>

Behavioural change

The competition aims to develop intrinsic motivation to take part by appealing to young people's emotional attachment to a location they appreciate as tourists or locals and want to preserve.

Our research of previous entrants to similar competitions showed that participation required research and learning about the issues and inclusion of friends and family in discussions. This helped to develop deeper understanding of the topic among these two groups. Once the films are available for viewing, these networks and relationships again come into play with film makers promoting and sharing their own film.

The content and approach of the films made by young people are also more likely to appeal to the interests, motivations and values of their friends and peers, than films made by more distant organisations or governmental institutions. Therefore one of the advantages of conducting this activity is the way it engages young people allowing information and messages to be more readily understood and shared.

Positive stories of action are considered more beneficial in promoting different behaviour in the participants and audience. Information about the theory of change ideas are found in the following document: WP5.4 Sustainable Coastal Tourism - Film Competition - Theory of change.

Launch and promotion

The competition was launched in November 2017 on the ResponSEable website, and promoted across Facebook, Twitter and Instagram. **tve** staff had access to the ResponSEable social media accounts to post messages and also shared the competition through **tve**'s own social media channels. We also forwarded the information to partners in the consortium.

We researched email and social media account details for schools, universities, film schools, youth groups and environmental organisations from EU countries bordering the Mediterranean Sea. We collected details of over 850 educational institutions in Greece, Croatia, Cyprus, Slovenia, Malta, Italy, France and Spain. We also researched about 300 tourism and environmental organisations.

These contacts were emailed with details about the competition and website with information and images to share in English, Spanish, Italian and French. We also tweeted many of the organisations and contacted them via their Facebook pages. The International Year of Sustainable Tourism for Development also included the competition on their website, www.sustainabletourism2017.com.

The schedule for the competition was originally planned to launch in October. Due to the difficulty in obtaining prizes for the competition the launch was delayed and did not occur until November, with the closing date set at 8th January.

The key dates for the competition were:

Launch	20 November 2017
Deadline for entries	8 January 2018
Shortlisted films	15 January 2018
Voting until	12 March 2018
Announce winners	19 March 2018

Promotional activities

The ResponSEable project has set up account on social media platforms.

Twitter	1093 followers	twitter.com/respon_sea_ble
Instagram	298 followers	instagram.com/respon_sea_ble
Facebook	929 followers	facebook.com/lamresponseable

All three platforms were used during the stages of the competition, and messages were also sent out using the **tve** social media accounts and others within the partnership.

Facebook	37,374 impressions
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Twitter	18,992 impressions
Instagram	114,666 impressions
Website	1,232 visits to competition pages

Entries and extension

By the closing date on 8 January no films had been received and so the competition was extended for a further 4 weeks with other key dates also being adjusted to give a shorter voting period. All previous contacts were emailed with further details and extensive social media outreach was organised. The webpage was also redesigned and simplified to present the key aspects of the competition more easily.

The key dates for the competition were:

Launch	20 November 2017
Deadline for entries	5 February 2018
Shortlisted films	12 February 2018
Voting until	19 March 2018
Announce winners	26 March 2018

Details of the redesigned competition webpage are found here:

<https://www.responseable.eu/video-contest>

WP5.4 Sustainable Coastal Tourism - Film Competition Web text 2 - 'Turning the Tide' web text 2

Redesign of competition

Despite these amendments, no films were received during the extended period. The reasons for this are not clear. Our earlier feedback surveys had indicated that respondents would be interested in taking part and we received a number of emails enquiries from potential entrants requesting clarifications about the entry requirements, but who subsequently did not submit a film entry. It is difficult to gather data as there is no 'user group' as such for those who did not take part.

However the team has debated possible reasons as to why the initial version of the competition was not successful:

1. The competition was not attractive to entrants:
 - a. technical requirements such as film length may have been too difficult;
 - b. the incentives were not high enough for the amount of work involved

2. Not enough people found out about the competition through our emailing and social media;

3. The timing of the competition was not suitable:
 - a. it clashed with Christmas and New Year holidays;
 - b. people were not yet thinking about Summer beach vacations.

4. The topic was too difficult to cover in a short film.

To overcome some of these issues we redesigned the competition as a short video competition to run on Instagram and simplified the requirements. Our research showed that this social media platform is popular with much of our target audience and significantly reduces the technical barriers involved.

- Videos can only be up to 1 minute long,
- Videos tend to be shot on a mobile phone, reducing the equipment and technical skills.
- Entrants post their entry onto their own Instagram account page using the competition hashtag #myOceanLove. Postings are then immediately public and can be seen by other platform users and friends who may be inspired to make their own film

There are some drawbacks to using Instagram:

- Hashtags cannot be controlled and non-participants may also use the tag for their own use.
- Instagram does not easily allow us to link the audience through to the project website to find out more information about the competition or Ocean Literacy information.

The key dates for the competition were:

Launch	5 February 2018
Deadline for entries	11 March 2018
Announce winners	26 March 2018

The competition was launched again on 5 February with a series of posts on social media which aimed to build the viewers' personal connection to the competition by celebrating #myOceanLove. We also connected the theme with Valentine's day, Feb 14 with a series of images highlighting positive scenes from ocean life. Films from the **tve** archive around oceans were also used to attract the interest of viewers.

Previous contacts at school and universities in the Mediterranean region were sent updated information about the new competition.

We received two entries for the competition by the deadline, both from Malta, which address the issue of protecting the ocean. Announcements about the winners will be made through the website and social media on 26 March. They will both be receiving one of the backpack prizes.

Details of the Instagram competition webpage are found here:

<https://www.responseable.eu/instagram-video-competition>

Following the Instagram competition we contacted a user group who had earlier responded to our online survey and asked them for further feedback about why they had not entered the competition. The main responses we received were that the prize was not sufficient and that they felt the time was not long enough to arrange the production.

Following this feedback and our previous discussion of possible reasons why the film competitions had not been successful, we have outlined further changes to the approach. These are detailed below in the section in Planning for the Next Phase.

How Effectiveness is Monitored and Evaluated

Participation feedback

For the participants who enter a film we will send a further survey asking them about their attitudes and knowledge of the topic and how it has changed both their understanding, and the understanding of any friends and family who they might have engaged with during the production.

Audience reach and impressions

For the viewing of the films we will be able to embed the films on social media platforms and monitor the metrics of views and share across social media. We will measure views, engagements, shares and any comments

Viewer and stakeholder feedback

We will contact the stakeholders who we engaged with during the producing of the films to get feedback on both the process and the results of what is produced.

For audiences online we can embed links alongside the videos to encourage viewer feedback post viewing.

We will work with ResponSEABLE partners including Plymouth University and NUIG to develop the monitoring and evaluation tools and will work with project partners and multipliers to undertake the monitoring and evaluation stage.

Testing Carried Out To Date

As a minimal amount of entries were received, no further testing has yet been carried out.

Planning for the Next Phase of WP5

The team has discussed possible reasons for lack of entries to the competitions as they have been run so far and discussed how we can adjust some of the variables to improve the concept.

Targeted commissions - Film students

One option is to focus on the technical requirements and motivations for entering the competition. To overcome these as limiting factors we are investigating the possibility of launching a competition aimed at film students. They will have the relevant production skills and also access to equipment. Asking for film proposals from students would hopefully lead to a variety of voices and approaches to the theme. We could then commission a number of films to attract the widest audience. We have already contacted a number of film schools throughout Europe to get feedback on these proposals and indications so far have been positive.

Instagram in the summer

As indicated above, poor seasonal timing may also have been a factor. Running the competition on coastal tourism over winter could have result in limited entries due to festive activities and a wintery atmosphere. An additional option is to relaunch an Instagram competition during the summer. The knowledge, promotion, resources and prizes can be easily redeployed to a new iteration of the competition.