

Use this six-step student guide to create and submit your Climate Innovation Challenge (CIC) video for a chance to win!

01

## Find Your Entry Point

Your entry point for CIC is your starting place, combining your experience, skills, and passions to help you decide which part of climate change your project can address.

- **How can I combine** my passions and skills with a climate issue I care about?
- **How has climate change** impacted me, my family, community, or the places and things I care about?
- **What message** of hope would I like to share?

02

## Research

Once you know your focus, gather information to back it up. Start exploring and asking questions such as:  
What do I need to know?  
What do I already know that I should double-check with credible sources?  
What new questions come up in this process?

- **How is this climate issue** affecting people (locally or globally)? What are specific examples of this?
- **What solutions** to this problem already exist? Can they be replicated? Are there any problems with the way people have responded?
- **Adaptations:** How people adjust to the changes.
- **Mitigations:** How we reduce the problem.
- **Who is most vulnerable**, and how can they be supported?
- Are there local experts or people with first-hand experience you could interview?

03

## Plan Your Video

A strong video should follow the [CIC Judging Rubric](#) and include:

- **A clear climate change impact** – Identify the issue affecting your community.
- **A specific solution** – Showcase an adaptation or mitigation strategy that addresses the impact.
- **A compelling story** – Highlight something unique about you and your community.

# 04

## Create Your Video

Film and edit using any platform you like. All CIC videos must:

- Be under **4 minutes**
- Show a **climate solution**
- Be filmed or subtitled in English
- Include an **opening title** with: first names, grade(s), name of school/institution (if any). Do not include last names.
- Cite at least **3 reputable sources** (MLA or APA)
- Use original or copyright-free music, images, and graphics
- Be submitted as a standard video file (MP4, MOV, etc.)

# 05

## Review Your Work

Before you submit your video, you need to look back over your work:

- Check the **CIC Judging Rubric**—does your video meet or exceed the criteria?
- Check out **CIC Winning Videos: Scores & Feedback** to see how winning videos have been scored by the judges.
- Watch winning videos again—what makes them strong?
- Make edits if needed!

# 06

## Submit Your Video!

When your video is ready, do the following:

1. **Media Release:** If you're under 18, have a parent/guardian sign the release form. If you are 18 or older, please sign and submit your own release form.
  - Media Release Form (**English Version**)
  - Media Release Form (**Spanish Version**)
2. **Film Freeway:** Submit your video by following **these instructions** or using this **video tutorial**.

Your CIC video gives you the chance to tell a story that matters. By highlighting a local climate change challenge and your solution, you can inspire hope and motivate others to take action.