

Video Challenge



Overview

Create a short, powerful public service announcement (PSA) that calls for Canadians to step up and take responsibility for a livable future. Show why climate and sustainability action matters, and how people across the country can help create positive change.

Learning outcomes

- Understand key reasons for taking action on climate and sustainable living.
- Explore how personal and household actions contribute to collective impact.
- Create a persuasive, creative media message that connects with others.

Proof to submit

Student submissions (video up to 3 minutes, audio with slides/images, or storyboard with script)

**Challenge organisers will review student submissions and decide which videos may be shared publicly.*

Curriculum Connections

- Language: Persuasive writing, communication, storytelling, presenting
- Arts Education / Media Arts: Scriptwriting, visual storytelling, video and audio production
- Social Studies: Citizenship, communities, collective action
- Science: Climate change, sustainability, environmental impacts
- Technology: Digital media, editing, communication

Materials

- Smartphone, tablet, or other recording device (video or audio).
- Paper, slideshow tools, or animation software (for alternate or low-tech formats).
- Completed student release forms (if you allow for video(s) to be shared publicly*).

Activity

Grades K to 6

Students work solo, in pairs, or in small groups to create a simple PSA encouraging Canadians to take action toward sustainable living. They can focus on one action or idea that is meaningful to them (e.g., repairing instead of buying new, biking more, or giving experiences instead of stuff), or make a general appeal for sustainable living. The PSA can be spoken, sung, acted, or animated.

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Grades 7 to 12

Students work solo, in pairs, or in small groups to create a short PSA that calls for Canadians to step up and take responsibility for the future of coming generations. They can focus on one specific action or idea that is meaningful to them (e.g., reducing food waste, repairing instead of buying new, biking more, or giving experiences instead of stuff), or make a general appeal for sustainable living. Videos should explain why action is urgently needed, show how our efforts add up across the country, and inspire Canadians to be part of the solution. The PSA can be spoken, sung, acted, or animated.

Accessibility: Students without video tools may submit an audio recording with images, a slideshow, or a storyboard with script.

**Note: Videos submitted with completed student release forms may be used on Live Net Zero partner websites and social media for promotional purposes.*

Video submission guidelines

Videos can be uploaded to YouTube.com, and educators can provide the unique URL address on the portal. Make sure to select 'unlisted' under Visibility settings when uploading your video(s) to YouTube.

Videos that are re-shared (with permission) by the Live Net Zero team cannot:

- Contain copyrighted material (music, images, video clips, etc.) unless you own the copyright or have a license to use the material for this challenge
- Contain inappropriate material like profanity or violent exploitation
- Promote illegal behaviour
- Support racial, religious, sexual, or other invidious prejudice
- Violate rights established by law or agreement
- Invade the privacy of any person
- Be otherwise inappropriate as determined by the Live Net Zero team.

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Resources for teachers

Visit the [Live Net Zero Classroom Challenge website](#) for additional resources and information.

What Makes a Strong PSA?

Encourage students to think about:

- A clear message: What do you want people to think, feel, or do after watching?
- A specific focus: Choose one action or idea rather than trying to explain everything about climate change.
- A compelling approach: Use a story, example, question, image, humour, emotion, or other creative technique to get people's attention.
- A call to action: Give viewers a clear idea of how they can be part of the solution.

The PSA does not need professional equipment or complicated editing. A clear, creative message is more important than production quality.

As you support students to develop their videos, here is a list of actions that have a big impact:

- **Reduce your dependence on fossil fuels** – in our homes and from our vehicles.
 - Prioritize active transportation: walk, bike, take transit or car share, or use a vehicle that runs on renewable energy.
 - Use renewable energy to heat your home and consider switching to an electric heat pump.
- **Get more efficient.** By reducing the amount of energy we use, especially fossil fuel energy, we can reduce our impact. This could mean turning down the thermostat in winter or using one vehicle trip for more than one errand.
- **Consume less and better;** repair or buy second-hand when you can. Research shows that buying more stuff doesn't make us happy. The planet will thank you for buying less and investing in better-quality products.
- **Reduce wasted food,** increase how much plant-based you eat and grow locally.
- **Support change where you live and work.** You can make ripples happen if you take action in your neighbourhood, your workplace, your sports club or your faith community.
- **Make your voice heard.** Write to your local government representative and ask what they're doing about climate change or tweet businesses that aren't meeting your expectations.

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Reminders

Videos can also be submitted for these other Live Net Zero challenges:

- Power Down Challenge
- Clothing Rewear & Repair Challenge
- True Cost Challenge
- Stuff Swap Challenge
- Our Traditions Challenge
- Costume & Decor Challenge
- Nature Restoration Challenge