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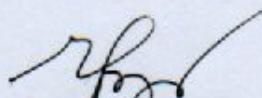
DIVISION MEMORANDUM

No. 18, s. 2021

ECOVideo: An Environmental Vlog Contest

To : Assistant Schools Division Superintendent
Chief, School Governance and Operations Division
Chief, Curriculum Implementation Division
All School Heads

1. Toshiba Information Equipment (Phils.), Inc. (TIP) invites the City Schools Division of Biñan City in the launching of **ECOVideo: An Environmental Vlog Contest** with the theme: Sustainability is in your Hands.
2. The objectives of the said activity are the following:
 - a. To promote environmental awareness among our youth
 - b. To enjoin participation towards conservation of natural resources
 - c. To enjoy and have a great time with their families in making videos
3. The ECOVideo Contest is open to all elementary and secondary students which may be done by individual or by group.
4. Schools are requested to submit at least **one (1)** minute video entry (2-3 minutes long) to the Social Mobilization and Networking Section **on or before June 11, 2021** thru email: depedbinansocmob@gmail.com.
5. For more information, schools may contact Ms. Leonora M. Ogania, Senior Education Program Specialist of the School Governance and Operations Division at tel. no. (049) 511-4191.
6. Enclosed are the mechanics of the activity for your reference.
7. Immediate dissemination of this Memorandum is desired.


EDNA FAURA-AGUSTIN
Schools Division Superintendent



TOSHIBA

ECO Vide



An Environmental Vlog Contest

Toshiba Information Equipment (Phils.), Inc.

04.28.2021

Scope of Disclosure

within TIP only

Information Owner

GAC

CONTEST DETAILS

Activity Name: **ECOVideo**

An Environmental Vlog Contest

Introduction

“Vlog”, short for video blog, is a form of entertainment. It is similar to a blog but instead of having written content, they are expressed in video form. It aims to engage people with stories and opinions on certain topics while keeping them entertained. This activity will use that media to spread awareness and advocacies regarding our environment’s protection and sustainability activities.

Objectives

1. To promote environmental awareness among our Youth
2. To enjoin participation towards conservation of natural resources
3. To enjoy and have a great time with their families in making videos

CONTEST DETAILS

Theme

Sustainability is in Your Hands

Sustainability is defined by the United Nations as "meeting the needs of the present, without compromising the ability of future generations to meet their own needs". It also talks about looking at ways of making sure that resources last for a long time or even forever.

Invitation

Toshiba Information Equipment (Phils.), Inc. (TIP) is looking for fun and exciting vlogs that are entertaining, informative, and most of all --- captures the essence of sustainable environment protection.

With the theme "**Sustainability is in Your Hands**" express your thoughts on how simple individual contributions can lead to a much greater effect.

CONTEST MECHANICS

1. The contest is open to all students.
2. Entries may be submitted by an individual or by group.
3. Participants shall create a vlog/video that tells a story or expresses their thoughts on actions for environmental protection.
4. Content should be related to the theme.
5. Format of the vlog may take the following forms but is not limited to:
 - a. Straight-to-Camera Talking
 - b. Animation
 - c. Interviews
 - d. Voice/Text-Overs
6. The video should be at least 2mins long but no more than 3mins.
7. All participants shall strictly observe the IATF health protocols.
8. Entries shall be submitted to Youth Formation/Social Mobilization and Networking Department thru email.
9. Deadline of submission is on **June 4, 2021**.

CRITERIA

The entries shall be judged according the criteria below.

CONCEPT	CREATIVITY	COMMUNICATION
40%	30%	30%
<ul style="list-style-type: none">• Is it relevant to the theme?• Is the information supplied useful?• Is there any impact to the environment?	<ul style="list-style-type: none">• Is it entertaining?• Is the presentation appropriate for the message/content?	<ul style="list-style-type: none">• Is the concept clear and easy to understand?• Is it relatable to a wide range of audiences?• Is it within the time limit?

Prizes are as follows:

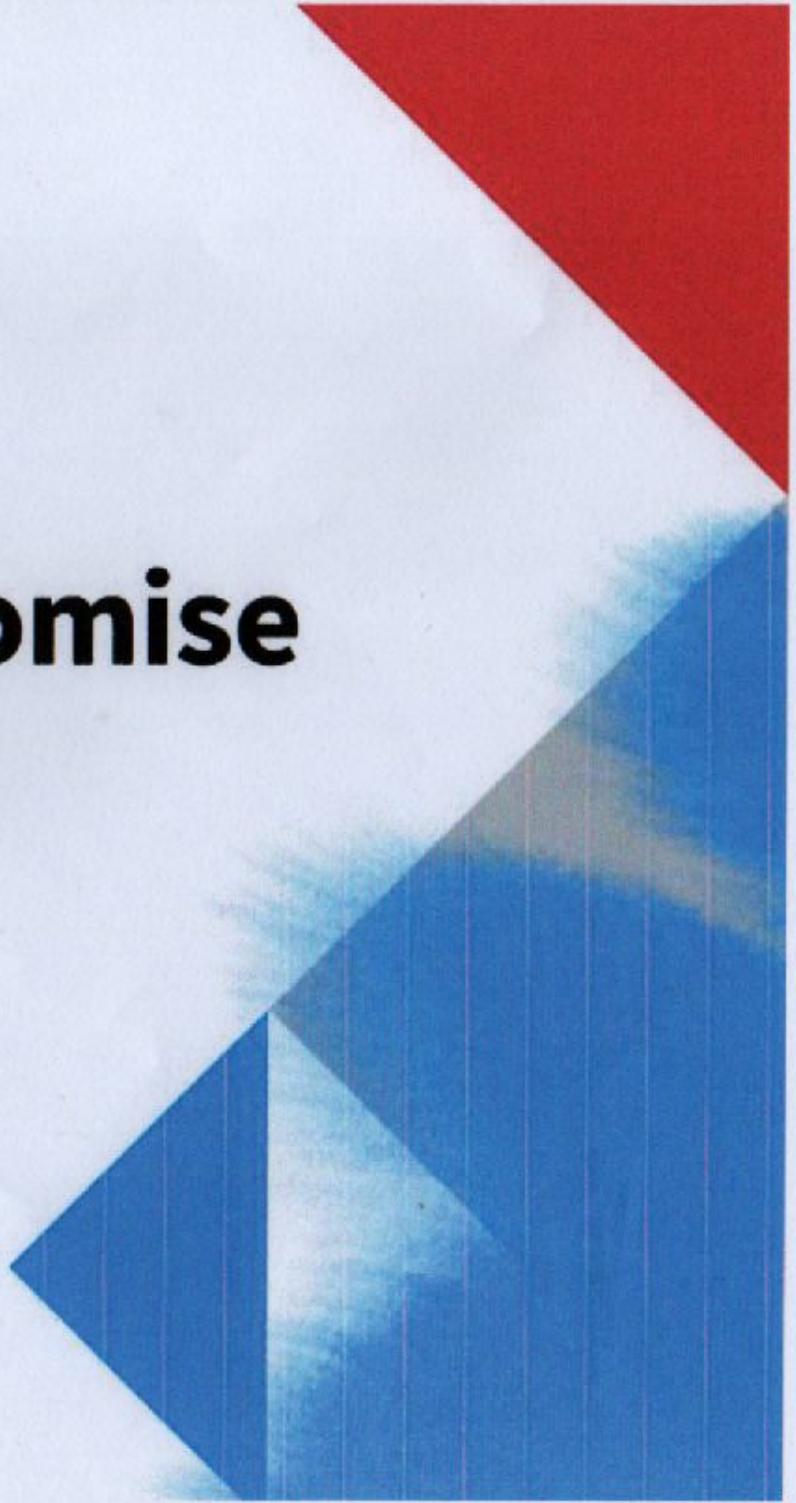
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- **2ND PLACE**
- **3RD PLACE**

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References

- <http://empowerproject.eu/articles/vlog/>
- <https://amic.asia/blogging-and-vlogging-contest/>
- <https://en.wikipedia.org/wiki/Vlog>
- <https://www.reusethisbag.com/articles/a-kids-guide-to-understanding-sustainability>

**We turn on the promise
of a new day.**



TOSHIBA