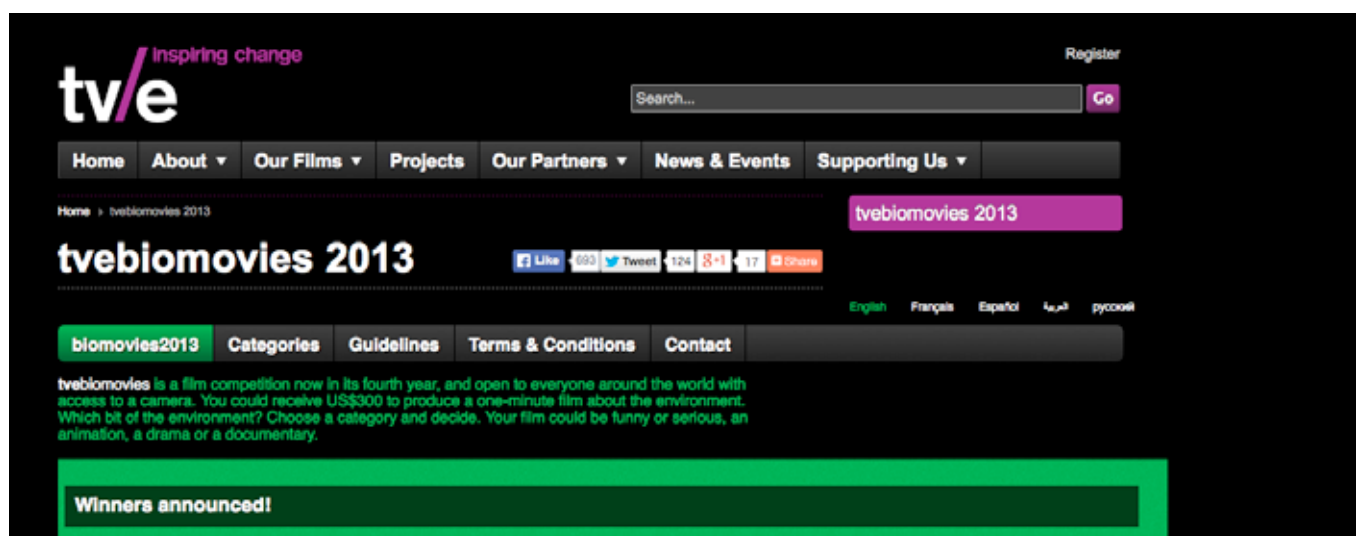


INTERNATIONAL

tvebiomovies - international film competition

tve biomovies is a film competition - in its third year - open to anyone aged from 9 to 99 around the world with access to a camera. You could receive US\$300 to produce a 1-minute film about the environment. Which bit of the environment? Choose a category and decide. Your film could be funny or serious, an animation, a drama or a documentary.



A Report by Matilda Mitchell

We launched tvebiomovies 2013 on 5 June 2013 to mark World Environment Day. We sent out a press release to 737 recipients. Two additional press releases were sent out during the competition to announce the various stages.

Two launch films were commissioned in English to attract potential filmmakers. We launched a new website in five languages – English, Spanish, French, Russian and Arabic - in order to appeal to more filmmakers. Since its launch the site has received more than 13,000 views.

During the next two weeks we commissioned four additional popular YouTube users to make launch films in French, Russian and Spanish to promote the competition. (We endeavored to find an Arabic YouTube user but were unsuccessful at

receiving a response from one.) The launch films were uploaded on the users' channels in order to appeal to their subscriber base. Within 24 hours, most of the films had attracted thousands of views:

Bertie Gilbert (English)	59,810
Slomozovo (English)	62,767
KrisSdeNerf (French)	63,920
proektKOZA (Latvian)	32,858
Pilello (Colombian)	2,491
matugarces (Colombian)	9,645
Total views of launch videos:	231,491 views

Each of the launch films featured the logos of our funders.

Proposals

By the deadline of the call for proposals on 30 August 2013, tve had received 565 proposals (an increase of 32% compared to 2012). These proposals arrived from 71 countries. The standard

of proposals was extremely high – with entrants engaging with the questions. To view the breakdown of proposals and where they came from, please see Appendix 1.

The final 14

The judging panel met on 5 September 2013 and decided on the fourteen proposals which would go into production. tve contacted and contracted 14 filmmakers. One of the filmmakers selected - a French eco-rapper - would not commit to the de-

Each was introduced by the filmmaker speaking to camera. One filmmaker chose instead to use animation to introduce herself. The introductions added immediacy to the films. The logos were also extended in order to give maximum exposure to our funders.

Displaying the films and voting

On 25 October 2013, the fourteen finalist films were edited with credits including the funders' logos and uploaded to tve's YouTube Channel.



livery date and so we went to the judges' second choice. The films were due to be delivered on 23 October 2013. All of the filmmakers successfully delivered their films on time – overcoming all of the technical obstacles.

Length of films and intros

The final films were limited to 1 minute long although the films were longer when cut with credits and a grid. This was to make them accessible on mobile phones and easy to download.

„Winning this award means the world to me. It is a major booster... I regard the money for the award as a seed and I am going to plant it; I will invest it in agriculture.“

Limbi Blessing Tata, Cameroon winner, tvebio-movies 2013

As with previous years, it was decided that the fairest way to display the films was in a grid on YouTube – with annotation links to each of the films. This gives priority to no film. Each film was also given the grid at the end so that it was simple to link from film to film via YouTube. It is not necessarily the most user friendly way to watch the films but it does ensure that they receive a fair amount of exposure.

The voting system also remained the same which is 1 view = 1 vote. This also ensured that the filmmakers were incentivized to increase the viewership of their films. This year, this paid off and a few of our filmmakers worked extremely hard to secure viewers for their films.

Screenings at UN Climate Change Conference: COP 19

The United Nations Environment Programme

screened the fourteen finalist films from tvebiomovies 2013 in Warsaw from 11 November 2013 during the UN Climate Change Conference. The films were screened at the Palace of Culture at the UNEP exhibition and at the COP19 venue during youth side events.

Working with funders

tve worked closely with YouTube to promote the competition at all stages. The launch videos were promoted on the channels of 5 popular YouTube users as well as on the tve channel and website. The fourteen finalist films were promoted by YouTube using 'Featured Video Booster' in targeted countries. Unlike last year, the Featured Video Booster cannot promote specific films – but instead promotes all of the films in the tve channel. It is then driven by algorithms to keep promoting the most popular ones. This helped boost our fourteen initially, but ultimately, it was driving viewers to previous tvebiomovies finalists. Tvebiomovies 2012 film 'Wash' received 296,542 views last year and it has now increased its views to 321,463.

tve also worked closely with other project funders –UNEP, the European Bank for Reconstruction and Development, the Lighthouse Foundation and Bioversity International to promote the website through internal and external networks.

Partners

tve contracted its partners worldwide to promote the competition. We gave a small grant to organisations who felt they could tap into the right networks to attract young filmmakers. Our Colombian partners also oversaw the commission of the two Colombian launch videos. We received positive offers of help from partner organisations

„And I know about tvebiomovies, because I work promoting the art and environment in my country with a film festival called Madre Tierra. And many people told me that tvebiomovies is one of the most important film festival about the environment in the world.“

Raul Perez Albrecht, Bolivia, winner, tvebiomovies2013

in the following countries:

Ecuador, Zimbabwe, Uganda, Mexico, Namibia, Indonesia, Colombia, Argentina, India, Kenya, Peru

Coverage

Here are just a small selection of the many sites (over 80) which promoted the competition during its call for proposals and when the final fourteen films were uploaded. This widespread coverage was due partly to our partners and partly to a proactive marketing approach in the UK and by all of our filmmakers.

Mreza-Mira Bosnia, Communo di Prato, Info Segamk, Diary for Young Reporters (Europe), Agro Bulgaria, Edu Active, Bangla Times, El Tam Tam, Cinecuentro, Africa Pulse, Thai PR, LMIT Ljubljanska, RDS Honduras, Kenya Buzz, Production Republic, Irish Environmental Network

Filmmakers

One of the key aims of tvebiomovies 2013 has always been to encourage the filmmakers to promote their own films. We worked with our filmmakers to encourage local interest in the competition. The filmmakers were encouraged to approach local media and the tvebiomovies team also approached regional media to raise awareness of the competition. This year many of the filmmakers themselves were successful at attracting audiences to their films.

Limbi Blessing Tata made it into a number of articles in Cameroon, whilst Jalal Laloo and his team set up a separate website of their own to promote their film. They approached the local press and had great success.

„Winning this award means the world to me. It is a major booster... I regard the money for the award as a seed and I am going to plant it; I will invest it in agriculture.“ Limbi Blessing Tata, Cameroon winner, tvebiomovies 2013

[Social networking /](#)

tve's Facebook and Twitter sites were updated regularly to pull in audiences. During the competition, the tve Facebook page attracted over 165 new 'likes' and the tve YouTube channel gained over 215 new subscribers.

[The YouTube viewers](#)

Across each of the films, our audience ranged from 13 to 64 – and there was a balanced audience across the competition of male and fema-

phone devices – depending on which part of the world the filmmaker was from.

On 15 January 2014 an awards ceremony was held at the European Bank for Reconstruction and Development. We were joined by an enthusiastic audience to celebrate the final 7 winners and to watch their films. Representatives from our funders attended the ceremony to introduce each category and the winners accepted their awards via Skype.

Prize	Film	Views
The Lighthouse Foundation Prize for the Seas and Ocean	<i>El Unicornio</i>	5909
	Residuos Amorosos	4351
The EBRD Sustainable Resource Initiative Prize	<i>Re(f)use</i>	3373
	Supersparks says RRR	2644
WWF-UK Prize for A World Worth Protecting	<i>Basura Musical</i>	5793
	Recycling Vikings	1595
The UNEP Prize for Climate Change	<i>Anti-Climate Change Missile</i>	5298
	Humaniosaurs	3156
The UNEP Prize for Food Waste	<i>The Foolish Guy</i>	5800
	Le Tiers	3884
The Bioversity International Prize for Agricultural and Forest Biodiversity	Bring Back Ibo Coco	2568
	Bee Friendly	1621
The Inlaks Shivdasani Prize for People and the Planet	Biodiversidad sustento de vida	1755
	Balance	1478

les. Debate was triggered by 249 comments across the final films – in different languages. The audience was truly global and the films were viewed in 119 countries. The most popular viewing countries were UK, Nepal, Peru, Mauritius, Colombia, USA, Spain and Slovakia. Between 10-20% of the viewers were watching on mobile

[Results video commissioned](#)

In January 2014, we commissioned a young British filmmaker James Button to make a short film to celebrate the winners. This will be uploaded on tve's YouTube channel.

Impact

tve's films do not end up gathering dust on shelves; their impact can be seen in very tangible ways and we have a Board approved way of measuring the change we inspire. We look at three factors: the size of tve's audience; anecdotal impact and documented impact.

Size of audience

This year the finalist films and the launch films combined received more than 280716 views. This is lower than the audience figure for 2012, when YouTube's Film Video Boost mechanism increased our viewing figures dramatically. In 2013, despite engaged YouTube support, the mechanism worked in a different way and was unable to deliver the same size of audience.

Anecdotal feedback

The finalist films received hundreds of comments. Many were in the typical one or two word style of YouTube exchanges but there were also a number of more detailed comments. All the remarks, long or short, bear witness to the huge number of views received.

Muy bonito. Felicitaciones!!!! La mejor ilustracion del continente basura que estamos creando irresponsablemente. (Very nice. Congratulations! The best illustration of how the continent is treating garbage irresponsibly.)

Great video! I've heard of dumpster diving before... but never seen it in action

Genial y gracias por compartirlo, lo bueno es que ayuda a concientizar lo contaminado que esta en nuestro mares, es una buena estrategia para llegar a lo niños a través de lo animado muy bueno !! (Great and thanks for sharing the good news. it helps to raise awareness about our polluted seas. This is a good strategy - to reach the children through animation very good!) Ya, Don't waste food!!

Comments left by YouTube users, tvebiomovies 2012

Documented impact

The finalist filmmakers fed back with why they

had entered the competition. Here are some of the comments:

tvebiomovies 2013 provided us with the opportunity to impact the world by broadcasting our project to a world-wide audience. Our participation in this competition was further catalysed by its appealing themes and challenging nature, as well as, the fact that anyone with a camera was eligible to participate. Jalal Zumar Ahmud Laloo tvebiomovies2013 winner

I made the film „Recycling Vikings“ because it poses a fair question. Had a worldwide method of recycling been instituted back when the vikings were around, how better off would we be? I ask this question in hopes people will think over this, and realize that because the vikings didn't step up, we need to. Connor Kelly aged 16 tvebiomovies2013 finalist

We want our message to cross borders.... If we win, it's a great opportunity to make our message known all over the world (including to UN leaders!) Fernando Mario Neyra Zavala tvebiomovies2013 winner

My dog Sparky loves to pick up garbage from the ground and play with it. He inspired me to create a superhero that teaches people how to reduce waste. Rui Ressurreição tvebiomovies2013 finalist

Lessons learned for tvebiomovies 2014

Each year we have attempted to allow more time at each stage of the competition. This has paid off and we would like to build as much time as possible in at each stage.

For the second year, thanks to sufficient funding we were able to connect with a much wider YouTube audience in Russian, Spanish and Arabic. We made a decision to run the competition in French instead of German in order to appeal to the Francophone world. We ran a French launch video and received 55 strong proposals from France alone. The most effective way we reach mass audiences at each stage of the competition is through established YouTube users. These

users have hundreds of thousands of subscribers – or regular viewers. For 2014, we are planning to continue to work very closely with these users as consultants throughout the competition in order to achieve maximum impact. We have been delighted to work with tve’s partners in Colombia to commission launch videos in Spanish. We intend to continue commissioning launch videos from successful YouTubers across the world.

In 2014, we intend to focus more strongly on the Arabic speaking world, commissioning a launch film in Arabic. Our efforts to engage an Arabic speaking audience have so far not paid off . We will therefore employ a special Arabic speaking media consultant to help identify and communicate with Arabic speaking YouTube film-makers. These launch videos have proved to be a highly successful way to engage with a wide audience.

We would like to build up a relationship with YouTube USA. This is about building in time to commission US launch videos. As with last year, the last minute funding has meant that we were unable to commission American launch videos in time for World Environment Day. YouTube USA were interested in working with us in 2013, and hopefully they will continue to be interested in 2014.

[What next?](#)

tve intends to launch tvebiomovies 2014 in 5 June 2014 on UN World Environment Day.

[Period:](#)

since June 2011

[Funding 2013:](#)

20.895 GBP

[Project partner:](#)

tve

Matilda Mitchell

46 Bloomsbury Street

www.tve.org

London WC1B 3QJ

matilda.mitchell@tve.org.uk