



# SLINGSHOT

## CHALLENGE

### Creator Toolkit

**SUBMISSION  
DEADLINE  
FEBRUARY 24  
2023**

# INTRODUCTION

## ILLUMINATE AND PROTECT THE WONDER OF OUR WORLD

**Can you really change the world in one minute?** We believe you can. You are the voice of the future and the time to act is now!

Across the planet, young people like you are becoming problem-solvers, risktakers, and decision-makers who are shaping the future of the planet. You are the next National Geographic Explorers and your work begins today.

**Join the Slingshot Challenge and share your ideas to help ...**



**CLEAN THE AIR**



**RESTORE THE OCEAN**



**PROTECT NATURE**



**REDUCE WASTE**



**ADDRESS CLIMATE CHANGE**

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*Questions?*  
Visit our Support Center:  
[bit.ly/3dy0q0g](https://bit.ly/3dy0q0g)

**How will this toolkit help you?** In this challenge, you will create a one-minute video to persuade your peers, your community, and the world to take action toward a better world. There are three key steps in your Slingshot Challenge journey: **imagine**, **create**, and **share**. In this kit, you'll find different "tools" at each step that you can use to organize your ideas, design a solution, plan your filming, and create your final video. These worksheets, tips, and guides will help you create a Slingshot Challenge video that raises awareness, builds empathy, and inspires action.

# INTRODUCTION | **AMPLIFY YOUR IMPACT**

**The Slingshot Challenge is an opportunity to use your voice!** Joining the challenge gives you a chance to spread your message, build impact, and create a ripple effect of change across the world. Find the latest details at [slingshot.videosforchange.org](https://slingshot.videosforchange.org)

## YOUR TEAM AND YOUR PROJECT:



You can work by yourself or in a team of up to six members.



Everyone in your team must be 13-18 years old at the time of entry.



Your project needs to focus on an environmental issue in your community related to the Slingshot Challenge topic areas.

## REQUIREMENTS FOR YOUR VIDEO:



Your video must be no longer than one minute, and files must be no larger than 200MB



You can film on any equipment, including your phone, but your video should be filmed in horizontal (landscape) format so it can be shared easily



All content must be original or copyright-free



## Enter the Slingshot Challenge!

The Slingshot Challenge is an innovative youth challenge that gives young problem-solvers, advocates, and stewards for the planet a chance to focus their message and be heard. Participants are eligible for incredible opportunities, awards, and world-class events.

Find out how to get involved at:

[slingshot.videosforchange.org](https://slingshot.videosforchange.org)

PHOTO: REBECCA HALE/NATIONAL GEOGRAPHIC SOCIETY



SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](https://slingshot.videosforchange.org)

A person in a red jacket is rappelling down a vertical rock face on the right side of the frame. The background features a vast mountain range with snow-dusted peaks under a sky with soft, colorful clouds in shades of blue, purple, and pink, suggesting a sunset or sunrise. The overall scene is dramatic and scenic.

# | IMAGINE



# IMAGINE | CHOOSING AN ISSUE

**The National Geographic Society** uses the power of science, exploration, education, and storytelling to illuminate and protect the wonder of our world. Now, it is your turn.

## WHAT MATTERS TO YOU?

Your video could be inspired by personal experiences, other people's stories, or something impacting your community specifically or the planet as a whole. Genuine passion will hook your audience and move them to act. If you're working in a team, give everyone the chance to share their ideas and be a part of the decision-making process. Your video should address at least one of these five topic areas:



### **CLEAN THE AIR**

*Reducing the pollution we put into the air and finding ways to remove it*



### **RESTORE THE OCEAN**

*Curbing pollution and promoting sustainable use of our ocean*



### **PROTECT NATURE**

*Preserving and improving habitats for wildlife all over the world*



### **REDUCE WASTE**

*Innovating ways to reduce and reuse waste*



### **ADDRESS CLIMATE CHANGE**

*Limiting our carbon footprint to prevent climate change*

## BE INSPIRED BY OUR EXPLORERS

National Geographic Explorers are changemakers from around the globe who are passionate about our planet and making it a better place. To learn more about how Explorers are addressing the world's most pressing problems, check out their stories here:

**[www.nationalgeographic.com/impact/explorers](http://www.nationalgeographic.com/impact/explorers)**.

Learn more about the work of our 2021 National Geographic Young Explorers here: **[bit.ly/3xGylpa](https://bit.ly/3xGylpa)**

You are also invited to join other Slingshot Challenge participants and National Geographic experts in brainstorming sessions to generate new ideas and insights for your project. Sign up to receive email updates about Slingshot workshops here: **[www.slingshotchallenge.org](http://www.slingshotchallenge.org)**.



SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](http://SLINGSHOT.VIDEOSFORCHANGE.ORG)

PHOTO: ANAND VARMA/NATIONAL GEOGRAPHIC CREATIVE

# IMAGINE | UNDERSTAND YOUR ISSUE

## GET LOCAL

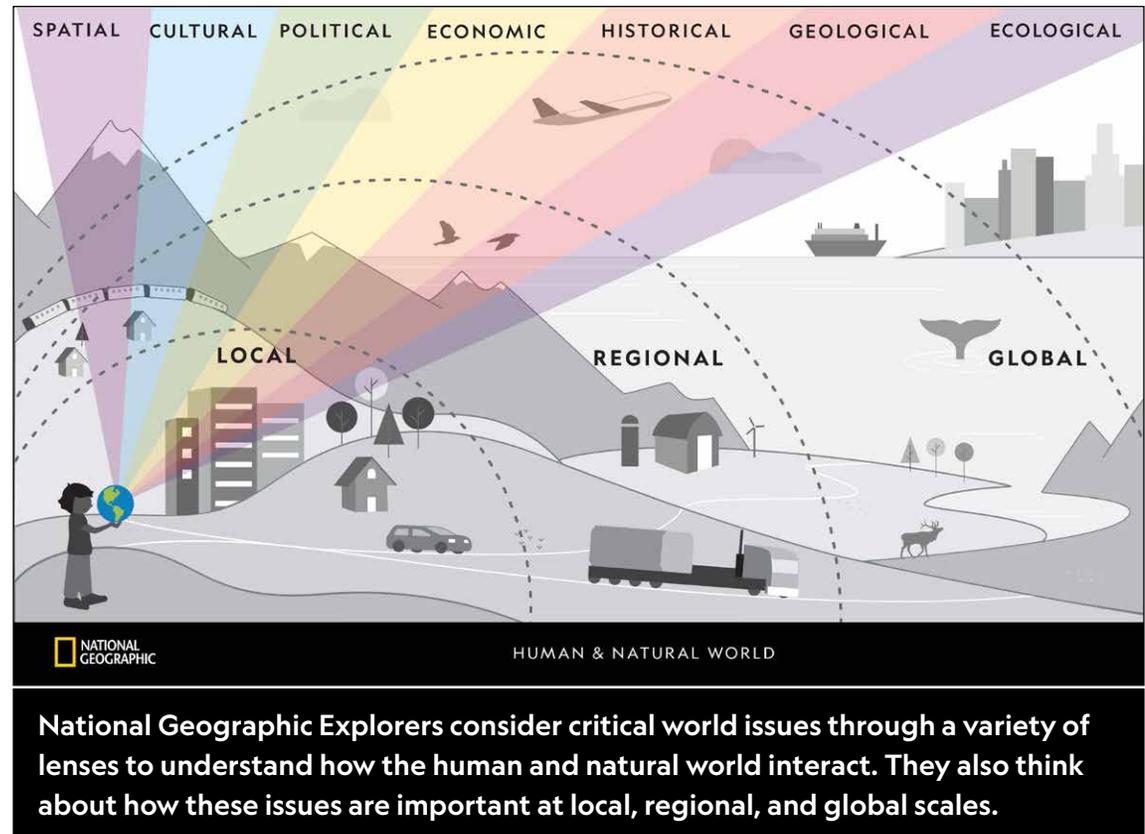
Global problems have local roots. National Geographic Explorers are always learning more about the communities where they work so that they can see the different causes and impacts of a problem then develop solutions that will work in their location. Focus your work on the community around you, the issues you see, and the actions you and your community can take.

## DO THE RESEARCH

Creating a story that paints a “real” picture of your chosen issue will take some research. Start by looking at several sources to make sure the data matches up. There’s so much information online that it can sometimes be tricky to filter through to find the most reliable sources. Check that the organization is respected or that the person sharing the information is an expert. Also, consider how different members of a community might view the same issue very differently. You might even want to interview community members or take surveys.

## CONSIDER THE WHOLE COMMUNITY

A lot of environmental issues are complicated. Solving one problem can introduce new problems. Think about why people are making certain choices, especially if you are thinking about asking them to change their behavior. Many National Geographic Explorers develop their ideas by working with very different groups inside a community. In your video, use language that will connect with the community; people are more likely to listen to your ideas if you show you are listening to them.



INFOGRAPHIC: NATIONAL GEOGRAPHIC SOCIETY



# IMAGINE | ISSUE TREE

**This brainstorming activity** will help you think about the causes and impacts of the problem you have chosen in your community. The roots represent the causes, and the leaves represent impacts the problem has on the human and natural world. Once you have completed the diagram, use it to focus your video on one cause that you hope to address with your solution.

## YOUR CALL TO ACTION:

**IMPACTS** In what ways does your problem affect the human and natural world?

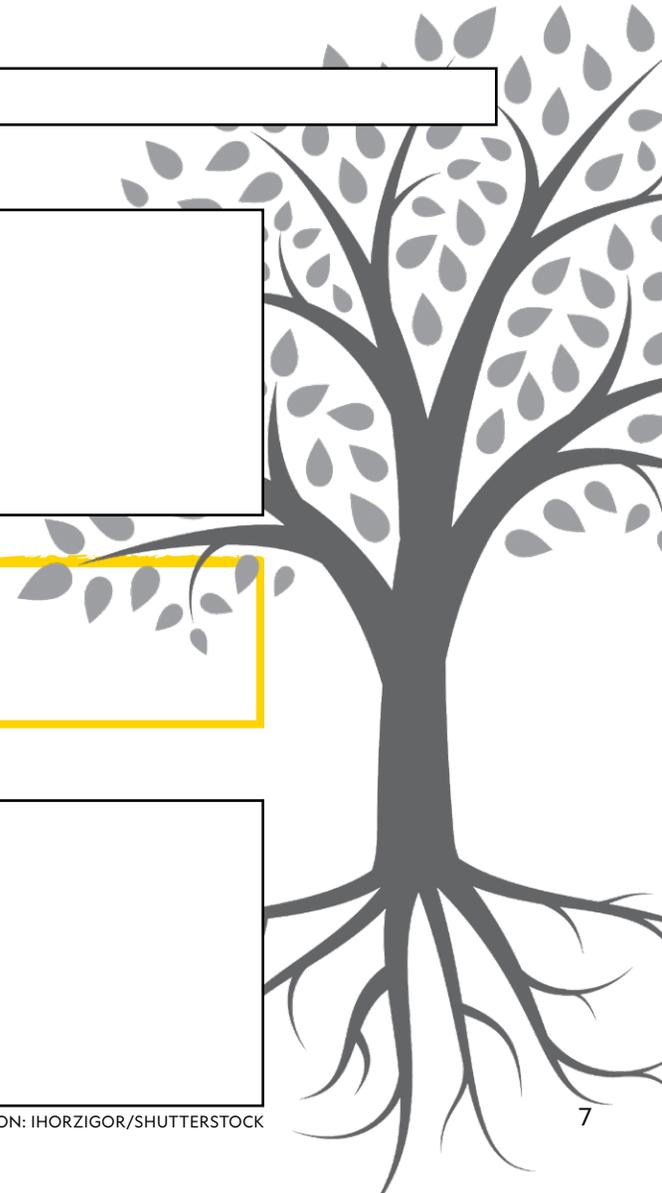
--	--	--	--

**PROBLEM** *(For example, plastic pollution entering water systems)*

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**CAUSES** What are some factors that create this problem?

--	--	--	--



# IMAGINE | INSPIRING HOPE & ACTION

**To raise awareness about an issue**, you need to highlight the problem, but this doesn't always mean you need to make your audience feel heavyhearted. National Geographic Explorers are solution-finders who inspire hope. If you can make people feel optimistic by convincing them that they can make a difference, they will want to take action to create a better world.

## BUILD A SENSE OF UNITY

Most of the biggest issues we face need collective action (people working together toward a shared goal). Sometimes, alone, we can feel powerless, but remember that all change starts with an idea and committed people! Using unifying words like “together”, “we”, and “our” will make your audience feel part of a supportive community trying to achieve a shared vision.

## MAKE THEM WANT TO ACT

Great stories have the power to shape our aspirations and stir our imaginations. Bring to life the benefits of taking action and show your audience a positive picture of what change could look like in the eyes of one person or in the world.

## BREAK DOWN THE PROBLEM

Global issues are big, but there are simple everyday ways to help make a change. Break down the problem and pick one thing that you want to focus on. Build an emotional connection and show your audience how their actions will make a mark. What they do matters!

## MAKE THEM HOPEFUL

Often the end of a story is the most memorable part. One way to motivate your audience is by making them feel hopeful about the path forward. Think creatively about how you can leave an uplifting feeling that makes your call to action stick. You could use upbeat music, positive language, vibrant visuals, or encouraging statistics that build a sense of hope and empowerment.

Many National Geographic Explorers are storytellers who use their voices to urge others to protect our world. National Geographic Explorer Sandesh Kadur is an award-winning filmmaker who uses film and photography to illuminate and protect critical areas in India. Sandesh shares his inspiration and provides tips for young storytellers in a video for National Geographic here:

[bit.ly/3LyzXfM](https://bit.ly/3LyzXfM)



PHOTO: REBECCA DROBIS



# IMAGINE | DEFENDING YOUR SOLUTION

Once you have identified your problem and its root causes, choose the root cause that you are going to address in your community. Do some additional research. How have others, including National Geographic Explorers, addressed this problem? Use the Guiding Questions to add detail to your solution.

<b>MY PROBLEM:</b>	
<b>MY COMMUNITY:</b>	
<b>ROOT CAUSE:</b>	<b>MY SOURCES:</b>
<b>DETAILS ABOUT ROOT CAUSE IN LOCATION:</b>	
<b>MY SOLUTION:</b>	<b>MY INSPIRATION:</b>
<b>DETAILS ABOUT MY SOLUTION PROPOSAL:</b>	
<b>HOW MY SOLUTION WILL ADDRESS THE ROOT CAUSE:</b>	

## SOLUTION GUIDING QUESTIONS:

- How does your solution work to fix your problem?
- What is the positive impact of your solution?
- Is your solution appropriate for your community?
- Does your solution take into account the different perspectives of the community?
- How long will your solution take?
- Does your solution require a large budget?
- Does your solution allow for easy community participation?
- Is your solution unique and innovative? Has it been done before?
- Who from the community will help implement this solution?
- What tools or traditions does your community have that it can use to its advantage?



# IMAGINE | IMPACT TEMPLATE

Use this diagram to outline how your solution will impact your community. First consider the people it will impact and the things it could change and list them in the Word Bank. Then use the web to identify what that impact could be. You can see an example of a completed diagram on page 29.

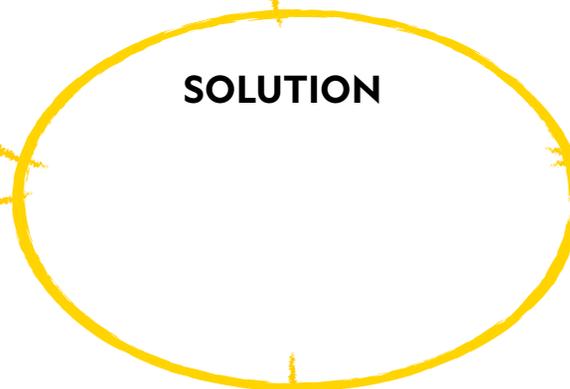
## WORD BANK

PEOPLE	THINGS

**IMPACT**  
WHO/WHAT:  
  
HOW:

**IMPACT**  
WHO/WHAT:  
  
HOW:

**IMPACT**  
WHO/WHAT:  
  
HOW:

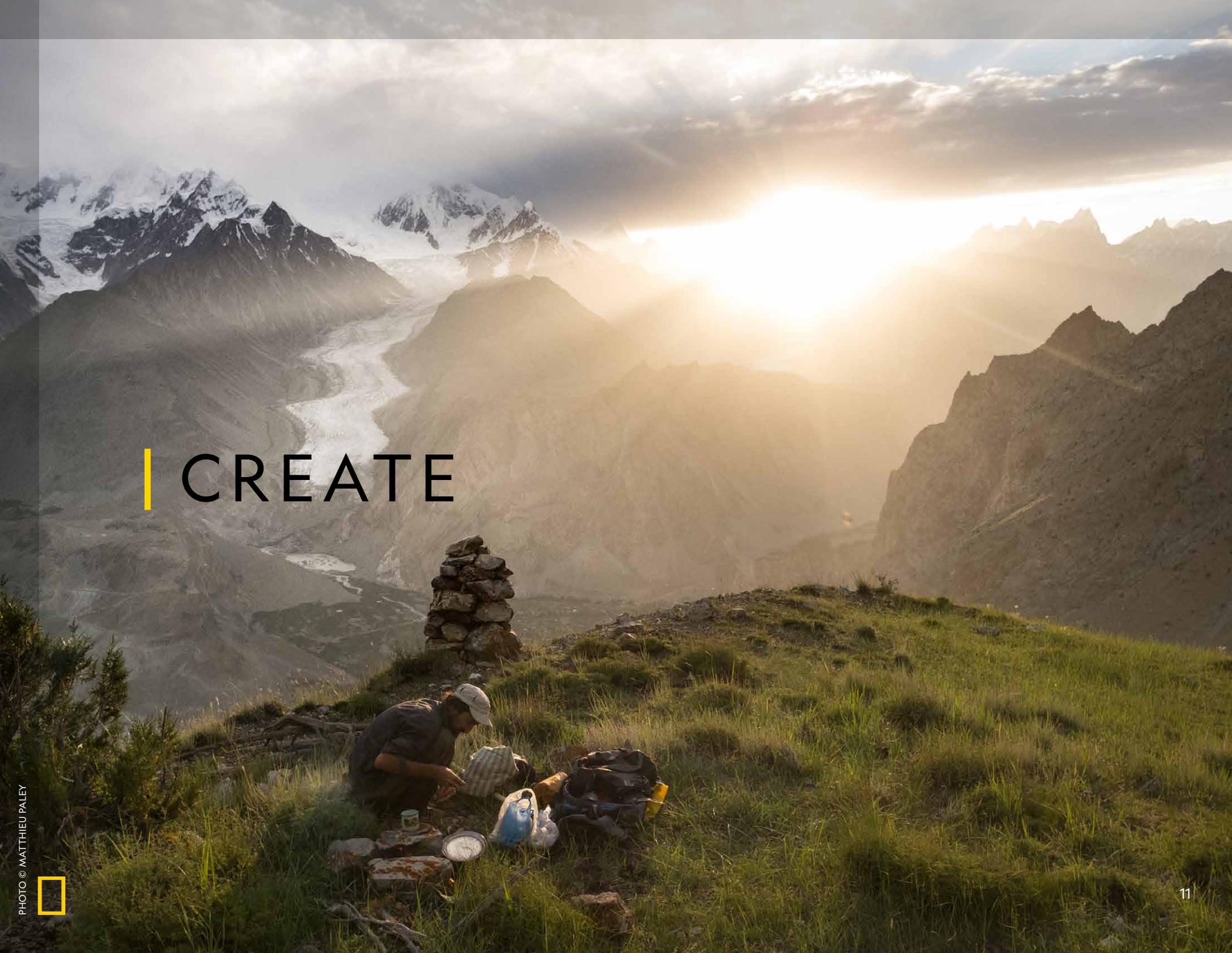


**IMPACT**  
WHO/WHAT:  
  
HOW:

**IMPACT**  
WHO/WHAT:  
  
HOW:

**IMPACT**  
WHO/WHAT:  
  
HOW:



A person wearing a cap and dark clothing is crouching on a grassy mountain ridge, cooking over a small fire. They are surrounded by camping gear, including a blue water bottle and a black bag. In the background, a stone cairn stands on the ridge. The landscape is a vast mountain valley with a glacier and snow-capped peaks under a dramatic, cloudy sky at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene.

# | CREATE



## CREATE | FROM GREAT IDEA TO COMPELLING STORY

**You have identified an issue that matters to you**, analyzed that issue, and outlined a solution. Now, it is time to create a video that brings attention to your issue, illuminates the problem, and inspires others to join you in the solution. National Geographic Explorers practice giving “lightning talks,” short presentations of no more than one to three minutes that introduce audiences to their work and call them to care and act. See an example of an Explorer lightning talk here: [bit.ly/3QXIDhP](https://bit.ly/3QXIDhP)

It's time to focus on what you want your audience to think, feel, and do and to tell a story that inspires these changes. The tools in this section will help you outline and create your story. There are also links to inspirational and helpful resources from National Geographic, including a series of videos created by Sandesh Kadur, an award-winning filmmaker.

**TO LEARN MORE ABOUT HOW SANDESH KADUR CHOOSES AND DEVELOPS HIS STORY IDEAS**, watch this video: [bit.ly/3R3LIBg](https://bit.ly/3R3LIBg)

**YOU CAN ALSO TAKE IN-DEPTH ONLINE STORYTELLING COURSES** with Sandesh and other National Geographic storytellers here: [www.natgeoed.org/adobe](https://www.natgeoed.org/adobe)

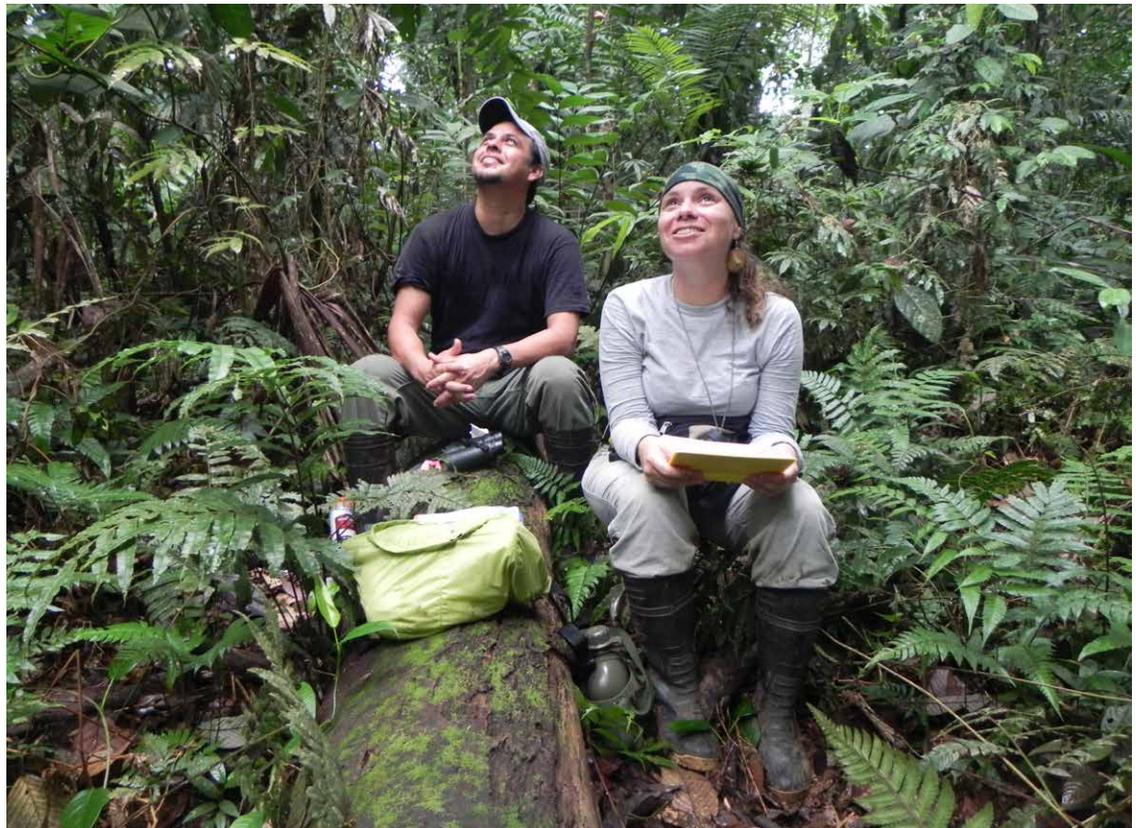


PHOTO: ROBIN CHAZDON/NATIONAL GEOGRAPHIC CREATIVE



# CREATE | FOCUS SHEET

**Use this focus sheet to create a clear vision for your video.** Refer back to this sheet as you make your video to check that you're on track!

## **PROBLEM**

What is the problem?

## **SOLUTION**

What is your solution?

## **LEARN**

What will you teach your audience about this topic? What does your audience need to learn about this topic?

## **CARE**

How will you make your audience care about your topic?

## **ACT**

What is your call to action for your audience? What can people do to address this problem?



## CREATE | CHOOSE A STYLE OF VIDEO

**There are lots of video styles you can use to bring your ideas to life.** Here are some examples to help decide the right style for you. Don't be limited; you have creative freedom! The most important thing is choosing a style to suit your needs, resources, and skills.



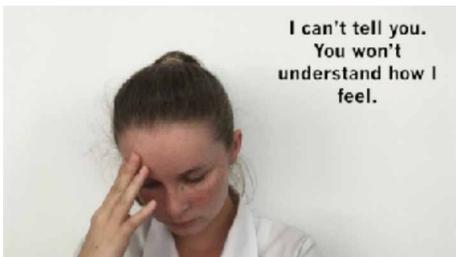
### LIVE-ACTION

Shooting a live-action video gives you hands-on filmmaking experience. It's a powerful way to represent real life and create a relatable connection to emotionally hook your audience. You need to be creative with the resources that you have available to bring your story to life in an authentic way.



### ANIMATION

Animation is a creative alternative to shooting a live-action video. It allows your imagination to run freely; you can set any scene and create all kinds of characters without needing physical resources. The possibilities are limitless! If you have experience using animation software or want to learn, it's a great way to take a unique approach to telling your story.



### IMAGES AND TEXT

Using images (such as photos, drawings, maps, and graphics) and text is a simple but powerful way to communicate your key message. You need to capture, create, or source a series of symbolic images you can use to effectively piece your story together. Visual storytelling can be a great way to guide what you want your audience to think, feel, and do, especially if you have limited resources. Consider using a slideshow program or another presentation software such as **ESRI StoryMaps: [bit.ly/3LVWDqs](https://bit.ly/3LVWDqs)** (See great examples here: [bit.ly/3rgWYdX](https://bit.ly/3rgWYdX)).



## CREATE | SHOT TYPES



### WIDE SHOT

Shows the whole area. Good for showing where and when the video is set.



### CLOSE-UP

Shows a particular part of the subject, usually a face. Good for more emotional dialogue.



### LONG SHOT

Shows people from head to toe. Good for introducing people and action.



### EXTREME CLOSE-UP

Shows detail about one part of the subject. Good for reaction shots and showing extreme emotions.



### MEDIUM SHOT

Shows people from the waist up. Good for highlighting gestures and motion.



### OVER THE SHOULDER

Shot from behind the person. Good for showing what people are doing and for interviews.



### MEDIUM CLOSE-UP

Shows people in more detail, usually the head and shoulders. Good for basic, "neutral" dialogue.



# CREATE | STORYBOARDING

**Storyboards are your secret weapon** so you get all the ingredients you need for your video and make your shoot run smoothly and efficiently. Filmmakers use them to visualize each shot, communicate their ideas, and organize the right equipment. Remember to introduce your issue to hook your audience, use the middle to create an emotional impact, and have a clear call to action at the end!

**SHOT NUMBER** Add a number here so you can order your shots and refer to them when setting up/directing/editing.

**IMAGES/VIDEO/GRAPHIC/TEXT** Draw a rough sketch here of what will appear on the screen at this point during the video (e.g., your characters acting something out, a talking head, photos). Don't worry, you don't have to be an artist! Stick figures are fine, as long as you can get the message across.

## EXAMPLE

SHOT NUMBER <u>001</u> Images/Video/Graphic/Text	
	
Description	Timing
Establishing shot: James and Roxy outside Roxy's house, talking. Zoom in to a close-up shot as they speak. Caption: Roxy's house	
Audio (Speech/Voiceover/Music)	
Bright, happy music and general noise of street scene and talking. Their voices get clearer as we zoom in.	

**DESCRIPTION** Here, you describe what is happening in the shot, including what your characters are doing and anything important about the background or setting. You can describe how close the camera is to the characters (close-up, mid-shot, establishing shot) and any moves you want the camera to make (zoom in, zoom out, pan left, etc.)

**AUDIO/SPEECH/VOICE-OVER/MUSIC** Write down the sound that will go over the images/video/graphic (e.g., a person being interviewed, a narrator explaining what the photos show, music tracks, sound effects).

**TIMING** Here, you need to estimate how long this image/video/graphic/scene will be on the screen.

The following page is a template you can use for your storyboard

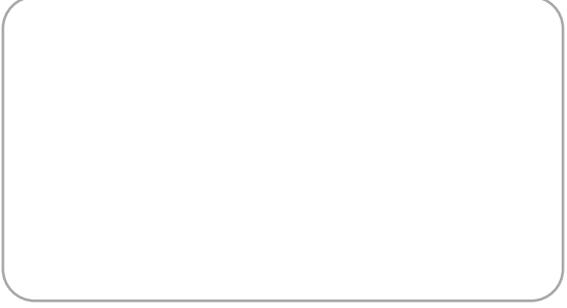
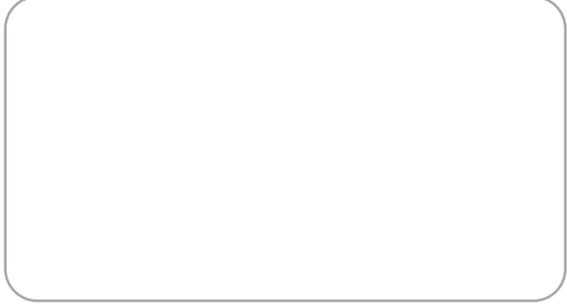
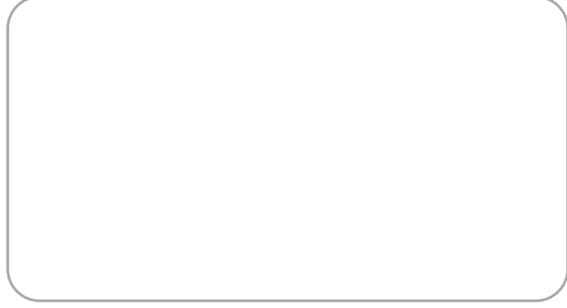
National Geographic Explorer Sandesh Kadur recommends piecing together your visual images to create a sequence that draws viewers into your story. To see Sandesh shoot a sequence, watch the Production and Shooting Tips sections here

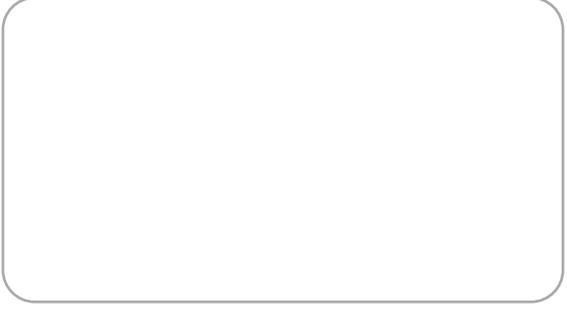
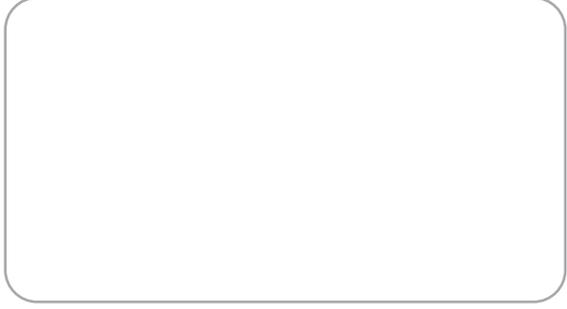
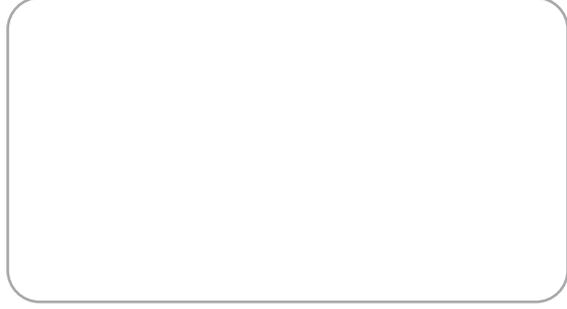
[bit.ly/3R3LIBg](http://bit.ly/3R3LIBg)



# CREATE | STORYBOARD TEMPLATE

VIDEO TITLE:

SHOT NUMBER _____ Images/Video/Graphic/Text 	SHOT NUMBER _____ Images/Video/Graphic/Text 	SHOT NUMBER _____ Images/Video/Graphic/Text 
Description                      Timing	Description                      Timing	Description                      Timing
Audio (Speech/Voice-over/Music)	Audio (Speech/Voice-over/Music)	Audio (Speech/Voice-over/Music)

SHOT NUMBER _____ Images/Video/Graphic/Text 	SHOT NUMBER _____ Images/Video/Graphic/Text 	SHOT NUMBER _____ Images/Video/Graphic/Text 
Description                      Timing	Description                      Timing	Description                      Timing
Audio (Speech/Voice-over/Music)	Audio (Speech/Voice-over/Music)	Audio (Speech/Voice-over/Music)



## CREATE | PREPARE FOR YOUR TASKS

**It's time to think about the types of jobs and responsibilities involved in creating a video.** This can be a chance to build on your skills or to try something new! Think about your video style and what tasks you will need to accomplish.



**SCRIPT WRITING** Turn your ideas and storyboard into a script by communicating your message in a simple yet interesting way. Think carefully about how the story includes what you want your audience to think, feel, and do. Remember, you have only one minute!



**PRODUCING** Make sure that your creation process is organized, on schedule, and follows the Slingshot Challenge guidelines. Producing also involves preparing equipment, any extra resources or materials you will need, and filming locations.



**FILMING** Filming involves operating the camera and filming the video. It requires focus, awareness of different shot types and lighting, and familiarity with your equipment.



**DIRECTING** Guide your video to make sure that the overall idea is communicated well. Directing is about bringing creativity into the story, sound, and camera techniques to bring your story to life. Directing also includes ensuring that every element of the video is cohesive.



**ACTING** Acting involves memorizing a script, rehearsing, and feeling confident in front of the camera. An actor could be live in-video, or audio on a voice-over.



**ANIMATION** If your video includes animation, you will need to consider the use of sound, text, and /or visuals to tell your story and communicate your message. Depending on the type of animation you choose to include, you may need to be familiar with a specific program or application.



**EDITING** Gather your footage, audio, and other resources to bring your story together and create the final product. You may need to use an editing software program to finish your video.



**SOUND EDITING** Make sure the best audio is captured through recording on a separate device or checking for background noise during a shoot. Sound editing also involves finding music and effects to maximize your video's impact.



# CREATE | CREATE YOUR VIDEO

Now for the exciting part, creating your video! Here are a few important reminders before you bring your story to life.



## GET CONSENT

By entering a competition, your video gets the chance to be shared on social media and at events around the world! To be eligible for these amazing opportunities, you need to make sure you have consent from anyone who appears in your video. It's much easier to get these permissions as you go rather than afterward. It can be frustrating if you find out that you can't share it because one of your actors hasn't given consent! You can find details for each competition at: [videosforchange.org/competitions](https://videosforchange.org/competitions). To learn more about permissions for using people and locations in your video, check out these guides: **Ethics of Nonfiction Storytelling** ([bit.ly/3UQxOQM](https://bit.ly/3UQxOQM)) and **Legal Issues to Consider in Storytelling** ([bit.ly/3BY27wf](https://bit.ly/3BY27wf)).



## CREATE A BACKUP

You may need to make some changes to your finished video, so make sure you save your drafts and not just the exported video to make it easy to edit. It's also a good idea to create a backup of the raw footage, visuals, audio, etc., on a separate device, just in case!



## USE ORIGINAL OR COPYRIGHT-FREE MATERIAL

If you want the chance for global exposure, all of the content in your video must be original or copyright-free. It's illegal to take someone else's content without their permission. Plus, the most powerful videos are the ones that are creative and unique!



## STAY SAFE

It's so important that you stay safe while creating your video. Avoid any risktaking or harmful behavior and follow social distancing guidelines if relevant. Get permission from a responsible adult before filming, take them with you if meeting new people, and never give out personal details.

## MORE TIPS & TUTORIALS

For additional tips, including ways to get the best video using your phone and other simple tools, check out the suggestions on the Videos for Change resources site:

<https://slingshot.videosforchange.org/resources-library>

# CREATE | EDITING TIPS AND TRICKS

**To take your video from good to great, invest time in editing.** You don't need expensive tools, but you will need to think critically and creatively about what will make your video have the most impact. Use the tips below to make your message of illuminating and protecting the wonder of our world as powerful as possible.

## KEEP IT SIMPLE

Think critically about what information your audience needs to have the impact you want. In most cases, less is more! Keep it simple; cut out anything that isn't a key part of the story.

If the key parts of the story are there, your audience will piece together their own meaning, rather than having to tell them every single detail! This will also help to keep their attention.

## MAKE IT VISUAL

Think creatively about the way that you're sharing information. Can you "show" instead of "tell"?

Symbolic visuals can be a powerful way to communicate ideas and cut down dialogue or action that isn't needed. Remember, a picture can paint a thousand words!

## GET GREAT SOUND

Have you ever watched a video in which the sound was too quiet, too loud, or too hard to understand? Chances are you lost interest pretty quickly! Getting great sound is so important. Sound is also one of the best ways to make your audience have an emotional reaction that makes them want to do something to help. This might include using music, backing tracks, or effects that emphasize a feeling or highlight important details. Voiceover is another tool that helps give insight and enhance meaning.

## USE TEXT TO GET EFFECT

A lot of text on screen can be boring! But if used well, it can help highlight a key statement or a call to action and make the message stick. Remember to choose an easy-to-read font, keep it short, allow enough time for your audience to read and absorb the information, and double-check the spelling!

In the video "Editing Your Story," you can watch Explorer Sandesh Kadur discuss how to organize and back up your footage, assemble it all, add music and sound, and ask friends and family to review. Sandesh also discusses tips for editing interviews, but don't worry if you do not choose to include one in your video.

[bit.ly/3R3LIBg](https://bit.ly/3R3LIBg)



# CREATE | COPYRIGHT-FREE SITES

**Copyright** is a legal right given to people who have created content (e.g., music, photos, text) to protect their intellectual property. This allows creators (e.g., artists, musicians, game designers) to be fairly paid so they can make a living out of their work. It's illegal to take someone else's content and use it in your video without their permission. The good news is that there are lots of websites where you can access copyright-free images, music, and sound effects to use in your video. Here are a few good ones:



## IMAGES

- [unsplash.com](https://unsplash.com)
- [pexels.com](https://pexels.com)
- [pixabay.com](https://pixabay.com)



## MUSIC

- [purple-planet.com](https://purple-planet.com)
- [freemusicarchive.org](https://freemusicarchive.org)
- [youtube.com/c/audiolibrary-channel](https://youtube.com/c/audiolibrary-channel)



## SOUND EFFECTS

- [freesound.org/browse/](https://freesound.org/browse/)
- [soundbible.com/free-sound-effects-1.html](https://soundbible.com/free-sound-effects-1.html)
- [youtube.com/c/AudioLibrarySoundEffects](https://youtube.com/c/AudioLibrarySoundEffects)

## CREDITS

Just like in any film, make sure you include credits at the end! Credits must reference anything you used while planning or creating your video that was created by someone else, such as a book, website, or video you used for your research.

Who made it \_\_\_\_\_,  
what it is \_\_\_\_\_,  
where you found it \_\_\_\_\_.

For example, if in your video you used information from the article "One Bottle at a Time" from the National Geographic Resource Library, your citation would look like this:

**National Geographic Society, "One Bottle at a Time", <https://education.nationalgeographic.org/resource/one-bottle-time>**

You should also include the names and roles of everyone who helped create your video, but for privacy reasons please include first names only.



# CREATE | CREATOR CHECKLIST

**This checklist will help you understand the key elements** of a Slingshot Challenge video and make sure you've got things covered. These are the things that the judges will be looking for! Once you've got all of your content, use the questions to guide your final review.

## ISSUE COMMUNICATED EFFECTIVELY

- Does the video and solution address an environmental issue related to one of the five topic areas?
- Does the video make a compelling, evidence-based case for why the issue matters?

## EMOTIONAL IMPACT

- Does the video build empathy, giving the audience a reason to care and take action?
- Does the participant(s) demonstrate a sincere personal connection to the topic?

## UNIQUE/CREATIVE

- Does the solution present a creative and/or original approach to address the issue?

## EFFECTIVE USE OF VIDEO-MAKING TECHNIQUES

- Does the video meet the technical entry requirements: one minute, landscape format, created from original or copyright-free material?
- Can the video and audio be clearly understood by the audience?
- Does the video use unique storytelling techniques (i.e., styles, shot types) that provides a compelling message?

## CLEAR, ACHIEVABLE CALL TO ACTION

- Is the solution clear, achievable and realistic?
- Would the solution result in a relevant and measurable impact?

## EXPLORER CONNECTION

- Does the video reference inspiration or ideas from a National Geographic Explorer?

## COMMUNITY CONNECTION

- Does the solution clearly address a specific issue in the community and involve community members as collaborators?



| SHARE



## SHARE | REACH AND IMPACT

**Congratulations on creating your Slingshot Challenge video!** Now it's time to get your message out there. There are lots of ways to share your video and to continue to engage with National Geographic Explorers and changemakers.

### CHECK OUT OTHER SLINGSHOT CHALLENGE VIDEOS

Young people from all over the world are contributing their videos to the Slingshot Challenge. Check out their submissions at **slingshot.videosforchange.org** and vote for your favorite for the People's Choice Award starting April 21, 2023 .

### HARNESS THE POWER OF SOCIAL MEDIA

Social media helps you reach large numbers of people worldwide and get your message heard on a big scale! With billions of video views online every day, how will you cut through the noise and stand out from the crowd? Make sure your video image and description are exciting, surprising, or enticing! Use the hashtag **#SlingshotChallenge** to connect to others in the challenge. The best way to get a person's or an organization's attention is to tag them. Tagging high-profile influencers or organizations dedicated to your chosen issue is a great way to tap into their community of followers. Please note, however, you do not have to post your video to social media to enter the competition.

### SUBMIT YOUR VIDEO TO SLINGSHOT AND OTHER COMPETITIONS

The Slingshot Challenge submissions will be judged by National Geographic Explorers and experts. Winners will be selected each year for cash prizes that can help young changemakers advance their solutions. Make sure you submit your video here by February 24, 2023:  
**slingshot.videosforchange.org**

When you upload a video to the Slingshot Challenge, your video will also be entered in other competitions through Videos for Change. These competitions amplify the voices of young changemakers, like you, from across the world! These competitions are a chance to have your video shared and even win an award. All of the details are at **videosforchange.org/competitions**

### STAY CONNECTED WITH NATIONAL GEOGRAPHIC EXPLORERS

During this challenge, you learned more about National Geographic Explorers across the globe who are working to illuminate and protect the wonder of our world. You can continue to connect with Explorers through Explorer Classroom, weekly live YouTube conversations with some of our most exciting Explorers. Learn more here: **www.nationalgeographic.org/tickets/explorer-classroom/**

#### What is Videos for Change?



To implement the Slingshot Challenge, the National Geographic Society has partnered with Videos for Change, a foundation program of the Human Responsibility Accelerator, an award-winning leader in the design and delivery of learning experiences and platforms that awaken a sense of human responsibility in participants. Through Videos for Change, young filmmakers can also have their Slingshot videos screened at film festivals and connect with broadcast and social media partners. Find all of the latest details at **videosforchange.org**.



# SHARE | INSIGHTS AND INSPIRATION

**Reflection is an important step in any learning.** It gives you a chance to think about how you have grown and what you will do next. When you share your personal reflections with others, they can see inside your thinking process and be inspired to take action as well.

A **vox pop** is a short, direct-to-camera video that shows your reflection process. You can make one yourself or create them with your team by interviewing one another. Use the questions below to guide your reflection and add your own.

PHOTO: JASMIN MERDAN/GETTY IMAGES

## WHAT IS THE SLINGSHOT CHALLENGE ALL ABOUT?

- Can young people really illuminate and protect the wonder of our world?
- Why is video such a powerful way to reach others?

## WHAT MOTIVATED AND INSPIRED YOU?

- Why are you passionate about your issue?
- What do you want your audience to think, feel, and do?

## WHAT HAVE YOU LEARNED?

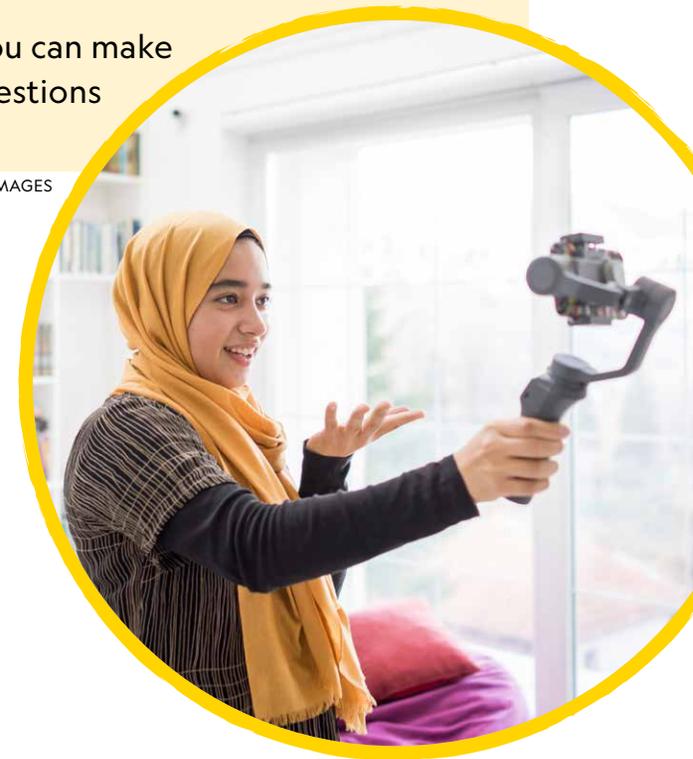
- How will this impact different areas of your life?
- What advice would you give to other young people involved in the Slingshot Challenge?

## WHAT WILL YOU DO NEXT?

- How will you continue to work for change on your issue?  
What is your next step?
- If you could meet one National Geographic Explorer you learned about during this challenge, who would it be and why? What would you ask them?

## ADD YOUR OWN QUESTIONS:

- 
- 
- 
- 
- 



# SLINGSHOT

## CHALLENGE • 2022-2023 DETAILS

### TIMELINE 2022-2023

The **2022-2023 Slingshot Challenge** will celebrate and spotlight the creativity and capacity of youth to become the next generation of global stewards.

- › **20 OCTOBER 2022** ENTRIES OPEN
- › **24 FEBRUARY 2023** ENTRIES CLOSED
- › **21 APRIL 2023** FINALISTS ANNOUNCED;  
PEOPLE'S CHOICE AWARD VOTING OPENS
- › **5 MAY 2023** WINNERS ANNOUNCED

### PRIZES

- › Five winning submissions will receive **\$10,000** cash and an invitation to attend our iconic Explorers Festival
- › Winners can elect an educator or nonprofit organization to receive **\$2,000**
- › 10 runners-up will receive **\$1,000** cash
- › All submitters will receive a **digital award** and be invited to a virtual celebration



Questions?  
Visit our Support Center:

[bit.ly/3dy0q0g](https://bit.ly/3dy0q0g)



SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](https://slingshot.videosforchange.org)

PHOTO: SLOANE MUNRO

# SAMPLE PLANNING SHEETS

The following sample planning sheets show how Young Explorer Sruthi Gurudev might have completed her planning process. You can see a one-minute video about Sruthi's work to revive our ocean here: [bit.ly/3RTCXov](https://bit.ly/3RTCXov)

## IMAGINE | ISSUE TREE

**This brainstorming activity** will help you think about the causes and impacts of the problem you have chosen in your community. The roots represent the causes, and the leaves represent impacts the problem has on the human and natural world. Once you have completed the diagram, use it to focus your video on one cause that you hope to address with your solution.

**YOUR CALL TO ACTION:** Coral bleaching, Great Barrier Reef

**IMPACTS** In what ways does your problem affect the human and natural world?

coastal  
flooding

sea  
temperature

decreasing  
sea  
salinity

extreme  
weather

**PROBLEM** (For example, plastic pollution entering water systems)

Damage to coral reefs

**CAUSES** What are some factors that create this problem?

melting  
glaciers

ocean  
acidification

rise in  
sea level

climate  
change



SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](https://slingshot.videosforchange.org)

ILLUSTRATION: IHORZIGOR/SHUTTERSTOCK

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SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](https://slingshot.videosforchange.org)

## IMAGINE | DEFENDING YOUR SOLUTION

Once you have identified your problem and its root causes, choose the root cause that you are going to address in your community. Do some additional research. How have others, including National Geographic Explorers, addressed this problem? Use the Guiding Questions to add detail to your solution.

<b>MY PROBLEM:</b> Coral bleaching <b>MY COMMUNITY:</b> Australia, Great Barrier Reef	
<b>ROOT CAUSE:</b> Climate change	<b>MY SOURCES:</b> Nat Geo: Coral Comeback Nat Geo Mapmaker coral bleaching
<b>DETAILS ABOUT ROOT CAUSE IN LOCATION:</b> increase in sea temperature as little as 2 degrees fahrenheit can cause this problem	
<b>MY SOLUTION:</b> create an E-magazine for young people	<b>MY INSPIRATION:</b> Underwater photographers Enric Sala
<b>DETAILS ABOUT MY SOLUTION PROPOSAL:</b> <ul style="list-style-type: none"> <li>• bridge between art and science</li> <li>• contributors between 16 - 26</li> <li>• "An hour in the Deep"</li> </ul>	
<b>HOW MY SOLUTION WILL ADDRESS THE ROOT CAUSE:</b> Storytelling bridges cold facts and figures with personal narratives, to move people. It also helps us recognize and appreciate the beauty of the natural world.	

### SOLUTION GUIDING QUESTIONS:

- How does your solution work to fix your problem?
- What is the positive impact of your solution?
- Is your solution appropriate for your community?
- Does your solution take into account the different perspectives of the community?
- How long will your solution take?
- Does your solution require a large budget?
- Does your solution allow for easy community participation?
- Is your solution unique and innovative? Has it been done before?
- Who from the community will help implement this solution?
- What tools or traditions does your community have that it can use to its advantage?



SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](https://slingshot.videosforchange.org)

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SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](https://slingshot.videosforchange.org)

# IMAGINE | IMPACT TEMPLATE

Use this diagram to outline how your solution will impact your community. First consider the people it will impact and the things it could change and list them in the Word Bank. Then use the web to identify what that impact could be. You can see an example of a completed diagram on page 29.

## WORD BANK

PEOPLE	THINGS
--------	--------

**IMPACT**  
 WHO/WHAT:  
 ocean  
 HOW:  
 improve ocean health

**IMPACT**  
 WHO/WHAT:  
 HOW:

**IMPACT**  
 WHO/WHAT:  
 young people  
 HOW:  
 young people become aware of and invested in the issue

**SOLUTION**  
 E-magazine

**IMPACT**  
 WHO/WHAT:  
 ocean communities  
 HOW:  
 positive change in their environment; young people could be highlighted in magazine

**IMPACT**  
 WHO/WHAT:  
 HOW:

**IMPACT**  
 WHO/WHAT:  
 local businesses  
 HOW:  
 they could invest in the e-magazine



SUBMIT YOUR VIDEO AT [SLINGSHOT.VIDEOSFORCHANGE.ORG](http://SLINGSHOT.VIDEOSFORCHANGE.ORG)

