

Republic of the Philippines Department of Environment and Natural Resources

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Youth in Climate Action Tiktok Challenge

Tiktok is now home to a growing community of eco-friendly creators, who aim to raise awareness on urgent environmental issues like global warming and the need for sustainable development among TikTok's 800 million users.¹

Utilizing this platform, this competition aims to show how the youth are adopting sustainable lifestyle and promoting behavior change in their everyday lives to address climate change.

Prizes:

1st Place: P 10,000 2nd Place: P 7,000 3rd Place: P 5,000

7 Consolation Prizes: P 2,000

Total: P 36,000

Criteria for Judging:

- Number of likes 25%
- Creativity 30%
- Video Quality 15%
- Relevance to the theme 30%

Mechanics:

- a) Contestants will be asked to submit their TikTok videos with a corresponding title/content either in English or Filipino. If in Filipino, there should be English subtitles. Participants should be 15-30 years old coming from any region of the country. They must submit an ID with birthdate or any proof certifying that the participant is within the age range.
- b) Entries must be **60 secs** long and must be submitted in any video format (mp4, mkv, mov, etc). The video shall show ways on how you can promote behavioral

¹ France-Presse, Agence. September 2020. "Young activists are taking to TikTok to save the planet". Retrieved from: https://www.thejakartapost.com/life/2020/09/03/young-activists-are-taking-to-tiktok-to-save-the-planet.html

solutions to climate change and sustainable lifestyle to your family, friends, and community.

Incorporation of music, dance, filters found in TikTok are highly encouraged, except for virtual backgrounds or green screen effects.

- c) The video must be submitted together with the word file of the description and script of the entry. The same video should also be uploaded to the participant's TikTok account with the hashtag #DENRYouthInClimateAction.
- d) Virtual backgrounds or green screen effects are not allowed. Video must be identifiable as being taken within the community or household. It shall include human elements in natural or candid situations. It shall also constitute the programs, activities, and/or behavior change the person / community is pursuing.
- e) Any phone camera device is allowed to be used for this contest. Post-processing of the images is limited to the features found inside the TikTok Application. Further use of other video-editing softwares is not allowed.
- f) Only one entry per participating individual is allowed.
- g) The use of excessive or overtly violent, sexual, offensive themes, graphics, and language will not be allowed.
- h) A Board of Judges shall be constituted for this purpose. The Judges' decision is final and unappealable.
- i) All entries will become the property of the DENR Climate Change Service, for use in the advocacy programs of the Department. The name/s of the participant/s will be acknowledged when the material/s is/are used for publicity/advocacy purposes.

Relatives of the DENR Climate Change Service personnel, up to the second level of consanguinity are not eligible to join this contest.

Entries must be submitted to cco.denr@yahoo.com and ccs@denr.gov.ph on or before **November 16, 2021** with filled up attached entry form. If the individual contestant is having difficulty sending the entry to the organizer, such may be submitted thru the DENR CENRO/PENRO, or Regional Office, whichever comes as more convenient to the contestant. The

respective DENR Office shall quickly email the said entry submission to the DENR Climate Change Service.

Winners will be announced on the week of the National Climate Change Consciousness Week in November 2021. Please follow the DENR Climate Change Service Facebook Page for the announcement of winners.