

Whilst not a requirement of your submission, we recommend that all Finalists create a short video about your entry to share with the sector. These videos will be promoted throughout the extensive Green Gown Awards and GUPES networks including a variety of websites such as [www.greengownawards.org](http://www.greengownawards.org) and <http://www.unep.org/training/programmes/gupes.asp>. We will promote throughout the communication networks such as Twitter, Facebook and YouTube.

You will find some guidance below. Deadline to get your videos to us is **23 August 2016**.

- All videos should be in English or have English subtitles. They may be used at the Awards Ceremony.
- In terms of creating the videos themselves, you may like to get your green champions or students involved as this would be a fantastic project to engage them with sustainability, the Green Gown Awards and your project
- You may like to use free video production software such as animoto ([www.animoto.com](http://www.animoto.com))
- **Watch the podcast of “How to dress as a rabbit to win awards - creating short award entry videos”** by Walsall College. The podcast will provide you with hints and tips on how to go about creating your short video and how to involve your staff and students. Visit [http://www.sustainabilityexchange.ac.uk/events/how\\_to\\_dress\\_as\\_a\\_rabbit\\_to\\_win\\_awards\\_green\\_go](http://www.sustainabilityexchange.ac.uk/events/how_to_dress_as_a_rabbit_to_win_awards_green_go)
- Format for the videos should ideally be MP4. The videos will be uploaded to the EAUC website and Sustainability Exchange via YouTube. For more information on supported formats, please visit <http://support.google.com/youtube/bin/answer.py?hl=en&answer=55744>
- Completed videos should be sent via an electronic link such as DropBox ([www.dropbox.com](http://www.dropbox.com)) or other free file transfer software such as We Transfer (<https://www.wetransfer.com/>) as they are likely to be very large files. Please send the link to [greengown@eauc.org.uk](mailto:greengown@eauc.org.uk). We will confirm safe receipt
- Please top and tail the video with:
  - GUPES Green Gown Awards 2016 logo attached
  - Your institution’s logo
  - The category entered
- The video needs to actually be about the 2016 GUPES Green Gown Award submitted project
- It may be nice to include a quote from your Vice Chancellor / or Principal on “what it means to be a finalist”
- If the video includes interviews / people speaking, please try and include their name and title
- Ideal length is approximately 2 – 5 minutes
- Include information about where viewers can find out more about the project i.e. on your website
- If you need anything specific e.g. images, please contact us at [greengown@eauc.org.uk](mailto:greengown@eauc.org.uk)

**For examples and inspiration for your case study and video, please see previous winners, highly commended and finalist examples at**  
[http://www.sustainabilityexchange.ac.uk/green\\_gown\\_awards1](http://www.sustainabilityexchange.ac.uk/green_gown_awards1)