
About

Today's world must end, tomorrow's world is **yours** for the making.

Tomorrow's World Short Film Competition is a new project conceived by the Environment Agency (North West region).

It's an opportunity to showcase your talent and to get your interpretation of environmental issues commissioned into a film. Not only a great topic, debate and project to be involved with, but it will be a great accolade to the winning student and University.

On many courses students produce dummy films, scripts, designs, editorial and campaigns, but few ever get to see their work produced in finished format. There is a world of difference from a classroom exercise to producing something that is judged by the industry. Students are invited to come up with the ideas, **create a movie, storyboard or script about their view of the future, the effects of climate change on the North West region and how we can all help in creating a better place.**

This year there are two briefs:

- ▶ **Saving the valuable resource of water**, at home and at work - The education of water efficiency measures and installation of water efficiency products.
- ▶ **What we can do to manage floods**, which means reducing the likelihood of them occurring in the first place, and minimising impact.

There are lots of hints and tips throughout the site (www.tomorrowworldcompetition.co.uk). Judges will look for students to present genuinely original proposals for one or both categories. The quality of concepts, writing, editing skills, design and presentation are critical. The chosen story writers will then work with the production teams to see their ideas realised and made into a film.

Ultimately our aim is to:

- ▶ Engage with new audiences and enhance influence with policy makers, business leaders and a new generation to invest in the environment for future generations.
- ▶ Deliver a campaign that is not superficial but communicates in an effective and persuasive way to all stakeholders who may or may not be typically engaged with the environment, demonstrating the value that they can give and gain.
- ▶ Engage the general public by using the film as part of a wider programme

Once the films have been produced we will be inviting VIPs including the winning students, university representatives, media, policy makers and business leaders to the premier of the films. The films will be prepared and delivered in many formats suitable for multiple purposes.

Closing Date 24th November 2008 with the films being produced early 2009.
