



ripple effect
FILM PROJECT

CASH PRIZES!

2017 official rules

eligibility

This contest is open to filmmakers of all ages and levels of experience who reside, work, or attend school or university in the state of Georgia.

requirements

CONTENT REQUIREMENTS

- 1) Film must focus on the impact of human behavior on the world's oceans, and should highlight one of six key issues of the Ocean Connections theme described in detail on the next page.
- 2) Film must be rated G.
- 3) Film must be entered into one of two categories: "Ocean Connections Short Films" must be between 1 and 4 minutes long. "Ocean Connections Public Service Announcements" must be 30 seconds long.
- 4) Film must include 5 seconds of black screen both at the beginning and end, which will not count toward the film's total running time.

SUBMISSION REQUIREMENTS

- 1) Film and completed submission form must be submitted electronically using FilmFreeway.com. filmfreeway.com/festival/RippleEffectFilmProject
- 2) High definition videos are strongly encouraged (1280x720 or 1920x1080). Suggested frame rates are 24fps (23.98) or 30fps (29.97).
- 3) There is NO entry fee.
- 4) Film must be submitted no later than 5:00 p.m. on January 31, 2017.
- 5) Film must comply with OFFICIAL RULES. Failure to comply will result in disqualification. Rights are reserved by the Unified Government of Athens-Clarke County (ACC) to disqualify a contestant who submits a film that is deemed to be offensive, libelous, slanderous, inflammatory or otherwise inappropriate in any way for this film contest. ACC is not responsible for entries that are lost, late, misdirected, damaged, incomplete or in violation of copyright laws. Films will remain the property of the ACC Water Conservation Office and may be reproduced.

evaluation criteria

The judges will score films based on: 1. Effective demonstration of connection to ocean
2. Originality 3. Production quality 4. Conservation/stewardship message.

prizes

The finalists' films will be shown and winning films announced at the "Ripple Effect Blue Carpet Premiere" in Athens, GA on Saturday, March 25, 2017. Cash prizes will be awarded. Winning PSAs may be shown in theaters and other public venues.

getting started...

Research and preparation are crucial to your film! Check out these websites for more information:

thinkatthesink.com

keepathensbeautiful.org

athensclarkecounty.com/stormwater

ecogig.org/ripple_effect

more information

rippleeffectfilmproject.org
ACC Water Conservation Office
706-613-3729
savewater@athensclarkecounty.com

sponsored by:



Public Utilities
water.wastewater.conservaion



ECOGIG
Gulf Ecosystem Research



2017 ripple effect theme: ocean connections

This year the Ripple Effect Film Project asks filmmakers to consider the impact of human behavior on the world's oceans. What actions do we take (or not take) each day that may affect ocean health, regardless of where we live? We make daily choices about our energy and water use, transportation, food, consumer products, and keeping our waterways clean. Your film should focus on one key issue from the list below, and should establish a connection between the key issue and the health of the ocean. Ideally your film will highlight eco-positive actions that 'do the right thing' for the ocean.

WHAT'S THE OCEAN CONNECTION?

energy use

Using fossil fuel based energy to power our computers, provide light and heat, and air condition our homes and businesses impacts the ocean. Burning fossil fuels contributes to a warming climate, which raises ocean temperatures and sea levels, and contributes to the acidification of the ocean.

KEY ISSUE AND FILM TOPIC: *How can a person, family, school, workplace, or community reduce their energy use?*

water use

Thermoelectric power plants use energy – often from coal or other fossil fuels – to boil water and create steam, which then spins turbines to generate electricity. Production of electrical power is our largest use of water in Georgia. Adopting water conservation strategies results in lower demand for fresh water and energy. Water conservation also reduces the energy used by local governments for treating and distributing drinking water and collecting wastewater. Thus, water conservation and energy conservation work hand in hand to protect the Earth and its oceans.

KEY ISSUE AND FILM TOPIC: *How can a person, family, school, workplace, or community reduce their water use?*

food choices

The production of animal-based foods, like meat, eggs, and dairy, is associated with higher greenhouse gas emissions, which negatively impacts the ocean. One-third of global freshwater consumption is for animal agriculture, and livestock or livestock feed occupies one-third of the Earth's ice-free land. The use of chemical fertilizers and pesticides in animal agriculture is the leading cause of water pollution and ocean dead zones. Human demand for fish has led to overexploitation of wild fish species and reduced biodiversity and stability of ocean ecosystems. Check out the Seafood Watch app from the Monterey Bay aquarium to guide your seafood choices.

KEY ISSUE AND FILM TOPIC: *How can a person, family, school, workplace, or community change their food choices to reduce negative impacts on the ocean?*

product choices

Many of the products we buy – household cleaners, plastic bags, containers, toys, and cosmetic products containing micro-plastics and chemicals – have a negative impact on the ocean. The production and disposal of so many consumer products – many of which are single-use – rely on fossil fuels and can lead to chemically-polluted waterways and plastic particles in the ocean.

KEY ISSUE AND FILM TOPIC: *How can a person, family, school, workplace, or community reduce their consumption of plastics?*

transportation choices

Our personal vehicles are a major cause of global warming. Collectively, cars and trucks account for nearly one-fifth of all US emissions, emitting around 24 pounds of carbon dioxide and other global-warming gases for every gallon of gas. About five pounds comes from the extraction, production, and delivery of the fuel, while the great bulk of heat-trapping emissions – more than 19 pounds per gallon – comes right out of a car's tailpipe. We can – as individuals and as a society – make better transportation choices to protect the Earth and its oceans. We can walk, use public transportation, ride a bike, or carpool. As a society we can support the development of stricter fuel-efficiency standards, cleaner burning fuels, electric vehicles (supported by a 'greener' energy grid fueled by alternative energy), and creative urban planning solutions that reduce reliance on the car.

KEY ISSUE AND FILM TOPIC: *How can a person, family, school, workplace, or community reduce their dependence on the car?*

keeping waterways clean

A 2014 study led by a University of Georgia researcher estimated that 8 million metric tons of plastic trash enter the sea from land every year. Marine debris affects waters and coastlines around the world. Although we might not all live near the coast, the way we treat our local streams and rivers affects the ocean. Other pollution from land – trash, human or animal waste, runoff from roads and highways, fertilizers and pesticides – reaches our oceans through stormwater management infrastructure and wreaks havoc on important ocean habitats.

KEY ISSUE AND FILM TOPIC: *How can a person, family, school, workplace, or community change their behaviors to reduce their impacts on our waterways?*