

ACTIONS FOR EARTH AWARD

SUSTAINABLE INNOVATION CHALLENGE

Guidelines to entering the
International 'Actions for Earth' Competition.
Present your innovative idea as a group
and represent your school and/or country
and be in the running to win \$10,000
in value of prizes





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1. ACTIONS FOR EARTH COMPETITION

WHAT IS YOUR IDEA FOR A SUSTAINABLE FUTURE?

Do you have a great idea that will help solve a problem? Turn your idea into an 'Action for Earth'! Consider some of the following guidelines to convert your idea into something that can become a product or service that other people can benefit from.

Past winners and entrants have included: a potato battery powered study lamp, a electronic sensor for water tank levels, recycling plastic waste into furniture ...let your creativity run wild!

2. "ACTIONS FOR EARTH" - Innovative Solution Checklist

IDEA

What is your innovative idea that could help solve one of the 7 SDGs:

- Goal 6: Clean Water and Sanitation
- Goal 7: Affordable and Clean Energy
- Goal 11: Sustainable Cities & Communities
- Goal 12: Responsible Consumption and Production
- Goal 13: Climate Action
- Goal 14: Life Below Water
- Goal 15: Life on Land



cont'd "ACTIONS FOR EARTH" - Innovative Solution Checklist

TEAM

Who are the members of your team?
What are their strengths and weaknesses?
Who will be presenting which section?

TIMELINE

What is your timeline for research, developing a prototype/model, testing your audience, raising funds, promoting your product/idea?

PRESENTATION

Practise your presentation and time it! Who will be the main presenter or will you share the stage? Decide if you will use props, powerpoint, video etc Be ready to answer questions from the judging panel!

BUDGET

How much will it cost to create a prototype product, promote it, commercialise it (make lots of them!) Will you need to raise funds?

How much?

Draw up a table of expenses and expected sales. How many do you need to sell before you can cover your initial costs

MARKETING

Who are your customers?
Where will you find them and how will you get them excited about your product?
Will you use social media, letter drops, exhibitions, word of mouth - or all of the above..?

3. PRESENTATIONS

1 MINUTE PRESENTATION

- Concept and Environmental Impact



5 MINUTE PRESENTATION

- IDEA/ Environmental Impact
- Team
- Timeline
- Marketing
- Budget

COMPETITION CATEGORIES



JUNIOR
11-15 years



SENIOR
16 -22 years



YOUTH
23-30 years of age

TALK TO US!

CONTACT INFORMATION

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