

NATURE PROTECTORS

Hello there, young **creators!**

Are you ready for a challenge? We need **your** voice to raise awareness about the importance of protecting our islands' biodiversity against the dangers of human actions such as: habitat loss, intensive agriculture, pollution, unsustainable construction, illegal hunting or trapping.

Individually or in a team of maximum 3, unleash your creative powers to defend our islands. Create a short video (up to 2 minutes) in which you show the beauty of the Maltese nature and express the need for community action to preserve biodiversity.

HOW TO DO THAT?

Step 1: Prepare the script

- Choose **one** of the biodiversity's threats: e.g.: habitat loss, intensive agriculture, pollution, unsustainable construction, illegal hunting or trapping.
- Do your research about the topic.
- Emphasize the consequences of these threats.
- You can show the beauty and diversity of flora and fauna in Malta.
- You can empower your audience with concrete actions they can take to protect biodiversity in their communities.
- Foster a sense of collective responsibility towards protecting wildlife!
- Keep a humorous tone and enjoy the process!





Step 2: Recording, editing & tips:

- Capture the beauty of Maltese nature.
- You can use scientific evidence and the work of Environmental NGOs to demonstrate the dangers biodiversity is facing.
- You can conduct interviews to provide various perspectives on the challenges and triumphs of conservation efforts.
- You can use animations, infographics, or interactive visuals to engage your audience.
- Conclude with an empowering call to action, urging people and authorities to take real action to protect biodiversity.
- Provide ideas such as supporting conservation organisations or small actions anyone can take. e.g.: planting native flowers, reporting illegalities.
- The video may incorporate humor and should aim to be both captivating and engaging for the audience.
- Choose your style, experiment, be creative and have fun!

Keep in mind:

- Be sure to take photos and videos in **vertical format (portrait)**.
- Clear audio is important too.
- To create the video you can use your phone and [CapCut](#) app for editing.
- Video can be in Maltese or English.
- End your video with the logos of the project. Download the logos here: [Transparent background](#) or [White background](#).
- Video should not be longer than **2 minutes**.





Step 3: Reporting & requirements

- Age of participants: **13–25 years old**.
- Send your video to education@birdlifemalta.org by **31st October 2024 at midnight**.
- Use [WeTransfer](#) if the video is too big.
- Subject of the email should contain “[Name and Surname participant] – Nature protectors”.
- Include in the email: Name and Surname, Age, School you attend.*
- By participating, you agree to the publication of the videos on BirdLife Malta’s social media.*
- If the participant is a minor, **parental consent** must be sent with the video. Download [here](#) the parental consent form.
- You can work individually or form a team of maximum 3 students.

*By participating in the “Nature Protectors” competition, you agree to the collection and processing of your personal data in accordance with the **General Data Protection Regulation (GDPR)** and Maltese data protection laws. Personal information will be collected for the purposes of administering the competition, including promotion, evaluating entries, notifying winners, and awarding prizes. For participants under 18 years of age, parental/guardian consent is required.

Submitted videos, along with participants’ name and age, may be published and remain on BirdLife Malta’s social media platforms for an indefinite period to raise awareness about biodiversity and conservation efforts. If at any point you (or your parent/guardian) wish to withdraw consent and request the removal of your video or personal information from BirdLife Malta’s social media accounts, you may do so by contacting education@birdlifemalta.org. All personal data will be securely stored and only accessible by authorized personnel.





Step 4: Evaluation & Timeline

- By **31st October 2024 at midnight**: participants must submit their videos.
- **7th November 2024**: BirdLife Malta will select the **top 10 submissions** based on creativity, accuracy of information, engagement and impact. The selected applicants will be notified, and their videos will be uploaded to BirdLife Malta's [TikTok](#), [Instagram](#), [Facebook](#) accounts.
- By **22nd November 2024 at 12.00 noon**: participants are encouraged to **share** their videos with their network using **#NatureProtectors** and tagging **@BirdLife Malta** in their post.
- **23rd November 2024**: BirdLife Malta will notify the winners.

Step 5: Awards

- All participants will automatically receive a one-year membership with BirdLife Malta.
- Top three videos with the most combined **shares and likes*** will be awarded as follows:

1st place: 450 EUR

2nd place: 300 EUR

3rd place: 150 EUR

***Shares and likes** from BirdLife Malta's social media accounts (TikTok, Instagram, Facebook) will be totaled at **noon on 22nd November 2024**.

Get ready to make a difference!





Co-funded by
the European Union

This campaign is sponsored thanks to the Blooming Schools Erasmus+ funded project.

The project is implemented in 4 European countries: Greece, Portugal, Malta, and Romania. It aims to bring a touch of green activism amongst students and increase awareness about biodiversity and wildlife gardens.

Blooming Schools integrates Vlogging Academy for Sustainability – a modular hub created by Station Europe for young people who want to become content creators – using social media elements to raise awareness of problems that they care about.

This project is led by BirdLife Malta in partnership with Portuguese Society for the Study of Birds, Friends of the Earth Malta, Hellenic Ornithological Society, Agrupamento de Escolas de Portela e Moscavide, St Nicholas College Dingli Secondary, and Station Europe.



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