

THIS WEEK YOU WILL...

- Investigate potential environmental impacts in your business category.
- Turn your findings into a script (story board) for a 2-minute explainer video.

INTRODUCTION

You've proved the commercial potential of your business idea. It remains to ensure your idea also works in environmental and social terms. In this and the following sessions (Weeks 5 and 6), we'll think about the environmental impacts of enterprises in your nature-based business category, then share what we learn in a 2-minute video.

It is A TON of work. You'll need a Researcher, a Director, a Writer and a Producer. But remember (from Week 1) that teams function best when members develop their strategies and outputs side-by-side. Here's what this session might sound like:

Researcher

Hey, I found a great 10-page article on the impacts of leisure fishing on river ecosystems. I'll see if I can find more...

Director

Great! I'll inspect that article and find 2 or 3 messages that are *essential* for ATSI entrepreneurs. After all, we have just under 2 minutes of video...

... 2 minutes are about 200 words. Hand me those messages, I'll break them into short sentences and think of simple but memorable ways to tell them.

Writer

... I'm already thinking of images we could film right here at the School that would work great with those messages. We could use our own voices to read the script!

Producer

Take some time to assign roles. This guide contains separate instructions for each.

While working on your part, make regular stops to share your thinking and outputs as you go. Yes, that means interrupting each other a lot, so keep your interventions short and to the point. Like: *"I'm thinking about filming in the schoolyard during breaks. What do you think?"*.

A simple update like that can spark ideas in other team members. Also, sharing your thinking makes it easier for the team to make adjustments and spot misunderstandings early on. You or they might be heading in the wrong direction. Listen to their input and ideas. Respond kindly. Trust the team and make every effort to get on the same page.

You might also find that, as the work progresses, more effort is needed on one task than another. Keep roles flexible and be ready to assume different tasks, as required. You'll all end up tidying up that video together!

Last but not least, a difficult task like this requires some compromises. Researcher: you won't be able to read every paper. Director: not everything you want to include will end up in the video. Writer: some great phrases will be cut. Producer: this is probably your first explainer video, so keep it simple or it won't get done. It goes for everyone: focus on finishing, not perfection. The best video, after all, is the one that gets done. Let's recap:

Your goal is: to support the development of environmentally sustainable enterprises in your chosen nature-based business category.

Your contribution will be: finding, summarising, and sharing key information about environmental impacts with Aboriginal and Torres Strait Islander entrepreneurs.

Your constraints are: your team is small (3 or 4 people), you have 1 session to finalise the script (Week 5), 1 session to do the video (Week 6), and no more than 2 minutes to deliver your message (maximum duration of the video).

You'll know you have done a great job if:

- You have a complete video by the end of Week 6
- Anyone older than 8 understands what the video is about
- Your message inspires Aboriginal and Torres Strait Islander entrepreneurs to consider the environmental impacts of their enterprises.

RESEARCHER:

Your mission is to locate information about potential environmental impacts in your business category. Hand over your findings to the team as you go.

Keep in mind:

- Try different search strategies
You might begin your search by typing “recycling plant environmental impacts” in Google. But don’t stop there, after checking the results, try again using synonyms (e.g. “paper factory”), more specific terms (e.g. “impacts on water”) or broader terms (e.g. “recycling industries”).
- You have about 1 hour to get it all done, so don’t read: **skim**.
According to www.dummies.com, skimming is “getting the essence from reading material without reading all the words – boils down to knowing what parts to read and what parts to pass by”. Or as my supervisor says: reading with a “killer instinct”.
- The video will have a maximum duration of 2 minutes.
Two minutes is too short to treat any topic in depth, so your target is finding key sentences or paragraphs at best. Highlight or copy those important sections before handing over to the team. Handing over entire reports to your team members would really slow things down.
- Your audience are entrepreneurs.
At School, you write to impress your teachers. Forget them. Entrepreneurs need less explanations and concepts, more practical advice, more real-life stories. Find those.
- Know when to stop.
In any search, you come to a point where you stop finding new things. When that happens, it’s time to stop and head to the next task. How will you know you’ve covered all the important environmental impacts? This checklist might help:

What could be impacted?	Possible types of impact
<input type="checkbox"/> Air and atmosphere <input type="checkbox"/> Water resources, water bodies <input type="checkbox"/> Soil and geology <input type="checkbox"/> Flora and fauna <input type="checkbox"/> Human health <input type="checkbox"/> Landscape <input type="checkbox"/> Cultural heritage <input type="checkbox"/> Climate <input type="checkbox"/> Energy	<input type="checkbox"/> Adverse and beneficial <input type="checkbox"/> Short-run and long-run <input type="checkbox"/> Reversible and irreversible <input type="checkbox"/> Direct and indirect <input type="checkbox"/> Local, regional, national, global <input type="checkbox"/> To quality, to quantity <input type="checkbox"/> Actual and perceived

Adapted from ‘Introduction to Environmental Impact Assessment’ (3rd Edition) by John Glasson, Riki Therivel and Andrew Chadwick (published by Routledge in 2005).

DIRECTOR:

Your mission is to decide what to include in the video, so that the message is useful to Aboriginal and Torres Strait Islander entrepreneurs. You will communicate your vision to the team using a basic script.

Keep in mind:

- Every communication product has a structure.

Letters start with a date and 'hello', school reports end with 'conclusions'. Online videos have structures too. According to Justin Brown, from Primal Video (an online marketing firm), an effective YouTube video follows this structure:

Hook → Introduction → Content → Bonus → Call to Action

Use this structure as a start. Consider how you'll split 2 minutes across the different sections to deliver a clear message.

- Pick your key messages

A short video means you only have time to deliver a few key messages. So, take some time to review the information produced by the Researcher and decide which findings are most important/urgent for your audience. Justin Brown suggests delivering your content in 3 parts (3 key messages). For example: "the top 3 environmental impacts of [...]" or "the 3 steps to make [...] environmentally sustainable". Your 'three' could be anything: 3 rules, 3 tools, 3 success stories, 3 strategies, 3 mistakes, and so on. Stick to those key messages and say goodbye to the rest, your video will thank you 😊.

- Focus on content that is relevant and useful to your audience

What do entrepreneurs like to know/hear? Entrepreneurs are interested in stories of success and failure, they like checklists, they are interested in ways to do more with less (save money, free tools available), ways to make their products more attractive, and ways to avoid trouble (e.g. comply with standards or legislation).

How about Aboriginal and Torres Strait Islanders? Is there anything you could include in the video to make it more attractive to them?

- Keep the team on track

Your output, a BASIC SCRIPT, should look like a list of headings, not full paragraphs. See an example of a BASIC SCRIPT in the next page. Download a Basic Script template from Week 5's Additional Resources, or draw your own, and get started! The Researcher is your information source. If you need more of something, kindly ask. The Writer and Producer will transform your ideas into words and images. Let them know your plans for the contents as soon as possible, so they can get started with their jobs.

BASIC SCRIPT (EXAMPLE)

SECTION	DURATION	WHAT'S INCLUDED
HOOK	10 SECONDS	[MADE FOR ATSI ENTREPRENEURS] [WE'LL DELIVER: 3 STRATEGIES TO OBTAIN SUSTAINABLE WOOD]
INTRO	20 SECONDS	[WHAT IS SUSTAINABLE WOOD] [WHY IT'S IMPORTANT] [WHY IT'S HARD TO GET]
CONTENT	40 SECONDS	[STRATEGY 1: BUY FROM CERTIFIED SUPPLIER]

WRITER

The **DIRECTOR** will tell you **WHAT** needs to be said, and **HOW LONG** it can take.

Your mission: finding compelling ways to say it using a [detailed script](#).

Keep in mind:

- Download or draw your own script template

A detailed script template is available from the Challenge website. It's very similar to the Director's script, the main difference is: yours contains all the words that will be **spoken** throughout the video. Keep each sentence in a separate line.

- Your words will be heard, not read

Choose words that are easy to pronounce and listen to (shorter and simpler is better). Write in short sentences. Use always the active mode (e.g. "we'll give you solutions", instead of "solutions will be presented"). Choose informal over formal language (e.g. "give" instead of "provide"). Choose stories over explanations or abstract ideas.

- Your target audience

Aboriginal and Torres Strait Islander entrepreneurs are already passionate and knowledgeable about their product and community, but perhaps not as knowledgeable or passionate about environmental impacts. Make every word count.

- Write freely, edit mercilessly

We both know you only have 2 minutes of playtime, but don't tell your brain just yet. For your first draft, give yourself ample space to try out different ideas or get into interesting details. Write, write, write. Get it all out, fill a couple of pages if you can. Once you've finished, go back to the beginning and read, this time with a discerning ear for which ideas are most effective. From then on, it's a dance: editing, reading, editing again,...

- Listen to, and time your script

Record yourself reading your script out loud at a reasonable pace. Play it back and check: Does it fit in the allocated time? Do the words flow naturally? Is the tone upbeat, lively? Play it back or read it to others, including your team mates, and ask them the same questions. Continue to edit as required.

- Keep the team going

Stop writing when you're 70% happy. Don't aim for perfect, Nobel Prizes won't be granted 😊. As soon as you finish writing each section, hand over your script to the Producer so he/she can start doing his/her part.

PRODUCER

Your mission is to create the 'look' of the video: decide what images will be shown and develop a shot-by-shot script, or storyboard.

For this Challenge, we'll be producing a 'talking-heads' video. That is: a video where the images consist of people talking straight to the camera. Talking videos are perhaps the easiest to produce, and if done right can be super effective.

You could start by watching the talking-heads video example in the Challenge website. It's a great video, with a simple structure, yet very moving (effective).

After that, watch the video 'How to create a storyboard'. The Writer will provide you the lines that will be spoken. You decide which images will go with those lines. You should have a complete storyboard by the end of Week 5.

Keep in mind:

- Light is King
Scout your school for locations that have an interesting background and good daylight. Outside is best, but near a window can work too.
- Limit your search to 5 (or less) locations
Aim to record all your footage at no more than five different locations.
- Keep it interesting
Introduce simple variations to keep your video interesting: include wide, medium and close-up shots; have different people speak to the camera; switch between talking heads and images of other actions (someone crosses the screen running, changes the page of a book, a hand counting to three, someone smiling, someone nodding, a close-up of a thumbs-up, a flower); etc. Ideally, think of actions that are relevant to the words that are being said, and use close-up shots to reinforce the strongest points in the script.
- Find your talking heads
Who will do the talking? Find four or five people willing and available to appear in camera for your video (team members are welcome!).
- Get it all on the story-board
Download the storyboard template from Week 5's Additional Resources (or draw your own). Share it with your team and listen to their feedback. Make any improvements that are necessary, but focus on keeping it short and simple (aim for about 20 different shots in total).

PREPARE FOR NEXT WEEK

- Find one or more cameras

A smartphone or other video-recording device you have at hand should work fine. Just make sure the videos are easy to download to a computer afterwards.

- Fix a date and place to film the video

Find a suitable time to film the video. Make sure the people appearing in the video are informed and available to attend. The best sunlight happens between 9-11am and 2-4pm. Avoid filming at noon (the sun will be directly over your heads).

- Polished look

Will you need any props in your images? (e.g. books, balls, bench, etc.). Write up a list of any props you will need and make sure to bring them on the day. Encourage those appearing on camera to practice their lines in advance.