

Video Challenge 2022

Overreaching objective:

The general obligation to save energy to limit climate change has taken on a new dimension in 2022, as energy prices have risen enormously. That gets many of us into serious financial trouble. Nevertheless, many useful measures to save energy are not implemented in common households. Be it out of a lack of knowledge, ignorance, or laziness.

With this new “**Energy Saving Path**”, we aim to inform people about energy saving measures with a series of very short videos (max. 1 minute) which draw our attention to rather simple and affordable measures to reduce the overall energy. This should mainly concern habits or DIY investments with a payback time of less than 2-3 years. The videos should be informative but also memorizing, catchy and creative.

To meet our scientific standards, we aim to provide a critical analysis to each video which includes an estimation of the potential energy savings and an explanation on the calculation process. The estimation of the energy savings should be realistic and without any sales arguments. In addition, negative effects on the measure will also be discussed which include mould formation, water pipe breakage, etc.

The video challenge 2022:

How it works:

- 1) You select an energy saving measure that you find appealing. See the list for inspiration, but other measures are welcome as well.
- 2) You create a short video on this measure (animation, interview style, ...).
- 3) You send the video to us together with a transfer of the copyrights (e-mail to w.rohlf@utwente.nl)

Rules:

- 1) Do not violate any copyrights. Do not use music/animations/images from other sources except they are free to use.
- 2) The video must be catchy, it can be a teaser to an energy saving measure without full explanation. Explanations will be given in the auxiliary file.
- 3) With the submission, you need to transfer the rights of the video to us. If your video is chosen to be used on the “Energy Saving Path”, all non-winning teams will receive a compensation of 50€.
- 4) There is no limitation to the number of video contributions a person or team submits. The compensation will be paid for each video contribution that we will use.

Who can contribute:

- Every person at UT is eligible to contribute to this challenge. Students from all disciplines, staff members, etc.
- Single persons and teams can apply to the challenge.

Prizes:

- #1 Winner: 800W plug-in solar plant or 500€ in cash
- #2 Winner: 400W plug-in solar plant or 250€ in cash
- #3 Winner: 300W plug-in solar plant or 200€ in cash
- Every video that will be used on the “Energy Saving Path” receives a 50€ compensation

The winners will be determined by a jury. The winners will be announced online and be invited to the campus to receive their prizes.

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