

COMPETITION

Your chance to win £3,000 for your ideas on how to combat CLIMATE CHANGE

The recent UK floods along with the worldwide pop concerts have pushed the issue of climate change right up the social and political agenda. Telecoms giant BT accepts the science of climate change and is committed to tackling it. But we need to do more.

BT has teamed up with London College of Communication to run a 'Creative Challenge' competition on the theme of climate change. The competition is exclusively for LCC students, prospective LCC students and BT employees.

BT has a total of £8,000 in prize money to give away. This is a fantastic opportunity to communicate YOUR ideas with a chance of winning big cash prizes.

The aim of the competition

To increase people's awareness of the impact of climate change on the world. You are invited to produce an **artefact, design or concept** that communicates issues surrounding climate change. This could be about CO2 emissions, recycling, flexible working, green energy – or anything you choose. But all solutions must demonstrate new platforms and opportunities for communicating the main issues.

The prize

Overall first prize of £3,000 plus a **£500 prize for each winner in 10 categories** (see overleaf). In addition BT will support the realisation of the concepts providing that they fit with BT criteria and can be used as a part of their corporate social responsibility activities. Shortlisted entries will be invited to attend a prestigious dinner and awards ceremony at Chelsea College of Art on 5 November 2006.

The judges

Our panel of judges includes

Jonathan Porritt - prominent environmentalist; Sir John Hegarty - well-known advertising executive; Frances Sorrell – leading authority on design and chair of the Sorrell Foundation;

Lord Hastings – International Director of Corporate Citizenship, KPMG; Will Wyatt – former chair of governors, University of the Arts London; and Dr Will Bridge – Head of London College of Communication.

The deadline

5 October 2007.

The categories

Entries can take the form of an idea, artefact, design or communications concept. The intention is to make this as broad as possible – but the following categories have been developed to assist you in focusing your ideas.

- A moving image, film, video or TV programme (treatment or storyboard)
- A piece of creative writing of any form including journalism, prose, song or poetry (max 2000 words, or poetry no more than 40 lines)
- A marketing, advertising or PR campaign
- A performance
- An event to deliver community engagement
- A publication - a book, magazine, press or website
- Interior design
- Exhibition, artefact or floral design
- A computer game
- A multi-media piece.

The rules

- Applicants must be BT employees, existing LCC students or prospective LCC students who are intending to start a course here in the autumn 2007. Applicants must be 18 years old or above. **You are not eligible unless you fit one of these categories.**
- The entry must be aimed at a specific audience, whether a particular age group, profession, geographic location, race or cultural grouping. The entry must state which audience it is aiming at.
- All entries must be original work that is not copied in whole or part or infringes any copyright work.
- All 2D visual design work must be mounted on no more than four A2 board or A3 boards. 3D work can be submitted in addition to the boards. DVD Digital/interactive work should be on Mac compatible CD and contain files which run on Quicktime, Director, Flash or any HTML supported browser.
- For entries that include performances or recordings each performer must give their written consent and be over 18 years of age.
- The winners will be those entries that, in the sole opinion of the judges, demonstrate the most effective method(s) or communicating the actions that can be taken to reverse climate change using the chosen media.

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