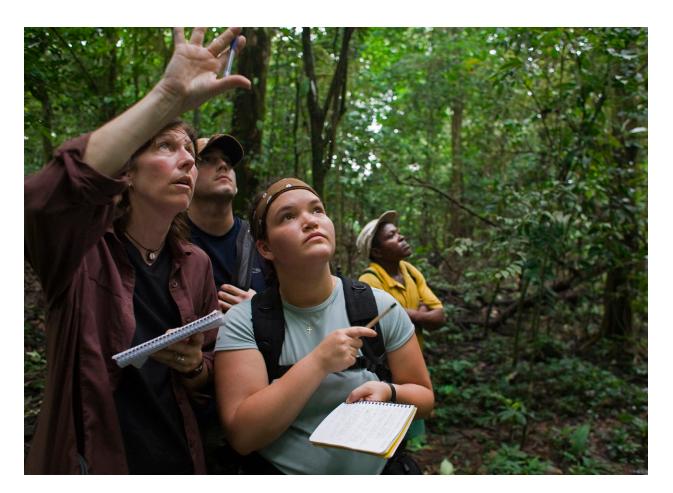


# SLINGSHOT CHALLENGE 2025

## **Selection Criteria Explained**

Want to know what the Slingshot Challenge selection panelists are looking for when they review videos? The panelists give each video a rating in each of the seven <u>Selection Criteria</u>. To help you maxout your rating, we have given you some video examples for each category to spark your own ideas and inspiration. **Just think of this as your Slingshot Challenge cheat-code.** 



### ISSUE COMMUNICATED EFFECTIVELY

Link clear global descriptions of the problem with **specific and easy-to-imagine** local examples of the problem, like <u>No Food Left Behind</u>. They saw a national issue, but investigated how it impacted their local community.

**Tell the story** of your discovery of the problem as a way to share important statistics like <u>Reducing Academic Paper</u> <u>Consumption</u>. In this video, the creator uses playful storytelling to introduce her research. She also translates her data into a format people can understand when she says schools use "250 trees worth of paper each year" rather than saying "2,012.031 pages."

Be specific about the **exact problem** you want to solve. The <u>Starting a Pure</u> <u>Day with PureDae</u> team focused on air pollution caused by cars stopped



in traffic jams at specific high-traffic intersections in their home city. In the <u>Trash Cup</u> <u>Challenge</u>, students use photography and video to show the problem of plastic waste in the local river.

#### EMOTIONAL IMPACT

Introduce the audience to **you and your community** through your words and images. Watch how <u>Los Angeles Climate</u> introduces the videomaker and his community with a personal voice and casual video of the community in the environment.



Use a story that **shows, not just tells**, the impact of your issue on you and your community. The <u>Trovador-Tree</u> <u>Planting Robot</u> whisks the audience away on a bike ride through Portugal's fire-scarred landscapes, vividly narrating the toll on its lush greenery. Then, the video uses a real interview to drive the message home, all eliciting an emotional response from the audience.

#### UNIQUE/CREATIVE

Can you make it easy for **new groups of people** to help solve local problems? The <u>Urban</u> <u>Pollinators</u> team invited local gardeners to rethink the way their green spaces could support the environment. The <u>Dishes on Demand</u> team found ways to make school sports teams partners in eliminating disposable plasticware.

ESCUCHANDO EL HUMEDAL



Some of the most creative solutions are **applications** that help people make green decisions, like <u>Reducing</u> <u>Academic Paper Consumption</u>. Do you think people would live greener lives if only they had a tool to help them? Make an app for that!

Think about **new ways to make people care** and want to act. In <u>Escuchando</u> <u>el Humedal</u>, the challenge participant records the sounds of the wetlands to share with his community.

#### EFFECTIVE USE OF VIDEO MAKING TECHNIQUES

Show the audience **real people in real places**. <u>Take Action for Endangered Species</u> uses photographs and videos collected from the past to tell the story, while <u>Trovador-Tree</u> <u>Planting Robot</u> uses live videos shot on location and an interview to bring the audience into the setting.

Use **live video and "actors" to show your story**. In <u>Dispensing Plastics</u>, the team used live shots of students at school, mixed with graphics to illustrate the problem.

Mix up your **video shot types to create visual drama**. The panning and zooming used in <u>Wildlife Superheroes</u> and <u>Escuchando el Humedal</u> create a sense of movement and make the viewer feel like they are walking through the same unique locations as the videomaker. See the <u>Participant Toolkit</u> for more details on shot types.



### CLEAR, ACHIEVABLE CALL TO ACTION

Include a **detailed description** of your solution and the **action people can take**. In <u>Friendly Neighborhood Composters</u>, the videomaker outlines her hyper-local solution and shows how neighbors can use a QR code to take action.

Think about **what each person can do**, even if it is unusual. In <u>Blue crab</u>, the team provides recipes that encourage people in Italy to catch, kill, and eat a delicious, but threatening, invasive species.

#### EXPLORER CONNECTION

Learn more from stories of impact about <u>National Geographic Explorers</u> or search the <u>Explorer Directory</u>. **Find an Explorer whose project inspires you** and dig a little deeper by watching videos of presentations or exploring their website. You may get great ideas like <u>Fight Floods</u>, <u>Transform Cities</u> and <u>Firemapper: Collecting Wildfire Data</u> or find an inspirational quote like <u>Mazah: Food</u> <u>Waste Fighting App</u>.



Remember, there are **special awards** for drawing connections to National Geographic Explorers.

#### RECYCLER: WHERE WE CREATE LIFE



#### COMMUNITY CONNECTION

Be clear and specific about how the problem is **impacting your community** with examples. Also show how your proposed actions will make a difference in the community. <u>RECYCLER: Where we create life</u> uses on-site footage to show how humans have destroyed and repaired the land in the videomakers own home region.

Show **who will need to act** and how you will work with them to take action. <u>Friendly Neighborhood Composters</u> shows how the videomaker helps her neighbors make their trash a little greener.

Work with an **existing group** that is already **helping your community**. The <u>Wildlife Superheroes</u> video shows how their team is working with a local science center to reach young learners with exciting technology. The <u>Trash Cup</u> <u>Challenge</u> team connected canoeing clubs with wildlife groups to protect the river they all love. These groups brought new ideas and energy to existing organizations to spark change.