

Extended until
14 May 2013!

POWERED BY NATURE

Innovative award programme for European students passionate about the use of social media for sustainability

Powered by Nature is open for students who are excited about nature and the use of communications and social media for sustainability.

To apply, you need to sketch an idea for a communications campaign on the future of energy:

- Which issue would you address?
- What action do you want your audience to take?
- How are you motivating them to take this step?
- What do you hope to achieve?

You need to be enrolled in a university in a field related to communications in one of the following countries: Belgium, France,

Germany, UK, Netherlands, Spain, Iceland, Hungary, Switzerland, Italy and Norway.

THE AWARD

The best ideas from each country and you, the national award winner, will then travel with us to Starnmeer, in the Netherlands, for an intense week of creative collaboration and play, during which we will refine, implement and launch the best aspects into a joint campaign.

When? 26-30 August 2013

Where? Starnmeer, just north of Amsterdam

Who? 11 national award winners

Partners:



To apply and for more information:

www.powered-by-nature.org
poweredbynature@iucn.org



Invitation to design a social media campaign that makes a difference

The Issues

The Earth is blessed with energy in abundance. In just one minute, the sun alone supplies it with 1,000 times more than humanity needs.

Energy is what made our evolution possible. In thousands of years, humans have discovered many different ways to harvest the energy provided by nature. We learned to use the power of the wind, the heat of the sun, the waves of the ocean. We learned to burn ancient plant matter, left in the ground for thousands of years, as fossil fuels, and we learned about the consequences of doing so.

Today, we have plentiful access to alternatives, be they renewables, muscle power or just human efficiency and creativity.

It's time to explore new ways to address energy challenges, get people involved across borders and work together to build awareness and effect change.

It's time to be powered by nature.

The Challenge

Communication can change the world.

This change will not happen because those in power decide it will. It will happen because thousands, no, millions of people step into their power and make it happen.

The significant problems we face cannot be solved at the same level of thinking we were at when we created them -- Albert Einstein

And this is where you come in!

Today, we are inviting communications students who are excited about nature and the use of social media for sustainability to sketch an idea for a communications campaign on the future of energy.

As a communications student, you understand what makes people tick and how to change their behaviour. We would like you to use your expertise and invite you to join us in a collaborative creative challenge.

How can you encourage thousands, no, millions of young people in Europe to become powered by nature?

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Application and Award Selection

Imagine you can design a social media campaign that really makes a difference.

Imagine this campaign involves thousands, no, millions of people across Europe.

Imagine you can work with a bunch of smart and interesting people in this endeavour.

Imagine you have the backing of one of the oldest and largest international environmental organisations and its extensive network of expert organizations and companies.

Together, we will make this happen.

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- How are you motivating them to take this step?
- What do you hope to achieve?

You need to be enrolled in a university in a field related to communications in one of the following countries: Belgium, France, Germany, UK, Netherlands, Spain, Iceland, Hungary, Switzerland, Italy and Norway .

What's in it for you?

- A unique experience, working with peers from eleven countries on a project that will reach thousands of people.
- Feedback from renowned communications experts, nature conservation professionals, industry leaders and energy campaigners
- An all-expenses paid trip to the Netherlands
- Public recognition and a framed certificate

How to apply:

Submit a campaign idea by ~~30 April~~ 14 May 2013 using the online application form.

The jury will select the award winners by 30 June 2013 according to the following criteria:

- How relevant is the idea to the award theme "Powered by Nature"?
- How effective is the message and the connection with the audience?
- How innovative is the idea?

Yes! Take me to the application form!

Partners:



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The Powered by Nature Workshop

The mission: Create a joint communications campaign for a future *powered by nature*

One week. Eleven participants. Plenty of ideas. Now let's make it happen.

When? 26-30 August 2013

Where? Starnmeer, just north of Amsterdam

Who? 11 national award winners

The best ideas from each country and you, the national award winners, will come together for an intense week of creative collaboration and play, during which we will refine, implement and integrate the best aspects of your ideas into a joint campaign. This is your chance to

- Work with peers from eleven countries on a project that will reach thousands of people;
- Experience the dynamics of collaboration, creativity and innovation at work;
- Learn to create better results through rapid prototyping and quick feedback cycles;
- Get feedback from renowned communications experts, nature conservation professionals, industry leaders and energy campaigners; and
- Have a lot of fun in an inspiring and uplifting environment.

The highlight of the workshop will be the public presentation of the joint communications campaign "Powered by Nature" on Thursday.

The venue

Located in the polders just north of Amsterdam, the Buitenwerkplaats is a magic place for creativity. An old farmhouse, bought and renovated by a couple of architect/artists a few years ago, it now sports grand views, workshop rooms, comfy bedrooms and a sauna. Outside, you'll find spacious grounds with a shady orchard and productive kitchen garden, a reed bed and green swimming pool, a chicken coop and the farmhouse dog.

Ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions. — [Derek Sivers \(2005\)](#)



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