

# Clever Green 2010

—*Technology for a cleaner world*—

Conference and Showcase

Adelaide Convention Centre, South Australia

16 February 2010 (industry tours 15 February 2010)

## Clever Green ECOtvc Competition Guidelines



The *Clever Green 2010* Conference and Showcase has a special focus on maximising business opportunities for the GreenTech sector. GreenTech embraces a diverse range of products and services that are inherently designed to provide superior performance at lower costs, greatly reduce or eliminate negative ecological impact and/or improve the productive and responsible use of natural resources.

All areas of the GreenTech sector will be represented including bioenergy, energy efficiency, energy generation, environmental technologies, support services and water technologies. Delegates and speakers will exchange information on national and international innovations, trends, market opportunities and policy settings.

The **Clever Green ECOtvc competition** will be run in conjunction with *Clever Green 2010*. Clever Green ECOtvc is a schools based competition for budding film makers, marketers and entrepreneurs to create an environmentally focussed television style commercial for an existing, innovative GreenTech product that has been developed by a innovative South Australian business.

### THANK YOU TO THE COMPETITION PARTNERS AND COMPANIES:



City of  
**Onkaparinga**



CITY OF  
**MARION**

#### Participating Companies

Thermoview - Cavitus - Embertec - Goody Environment - H2Oasis - Advance Plastic Recycling

Linked event to CleverGreen2010 Conference and Showcase convened by Government of South Australia

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# INVITATION

The *Clever Green 2010* Conference and Showcase will be the premier GreenTech business event of 2010. It will have a special focus on maximising business opportunities for the GreenTech sector as governments across the globe re-affirm their determination to reduce carbon emissions.

SA schools have been invited to participate in the Clever Green ECOtvc competition, which will be held in conjunction with the *Clever Green 2010* Conference and Showcase. The winners will be announced at the Conference on Tuesday 16 February 2010.

## Participation Benefits

- ∞ Linking your school to innovative and entrepreneurial South Australian businesses
- ∞ Increased student awareness of the GreenTech sector and its contribution to reducing greenhouse gas emissions
- ∞ Mentoring for students on film making by a professional film maker
- ∞ Mentoring for students on marketing by a successful marketing executive
- ∞ Exposure for your school to local, national and international delegates
- ∞ Listing on the event website
- ∞ Alignment of schools to South Adelaide Economic Development Board priority to develop the Southern region as the 'GreenTech' hub of the State.

# Clever Green ECOtvc — DETAILS

## **What is CleverGreen ECOtvc?**

Clever Green ECOtvc is a competition for students to create a thirty-second television commercial style film that could be used as a promotional tool for innovative 'green' products developed by South Australian businesses. Such products might include energy and water saving devices and innovative ways to recycle waste products.

The purpose of the Clever Green ECOtvc competition is to raise students' awareness of sustainability and the important role that 'green' products and services play in reducing greenhouse gas emissions and assisting with more sustainable lifestyles, thus creating a better future for our planet.

We want to develop and promote South Australia as a leader in sustainable practices and empower our young people and the broader community to help deliver the message.

Three finalists will be selected and their TV style commercial shown at the *CleverGreen 2010* Showcase and Conference to be held at the Adelaide Convention Centre on the 16<sup>th</sup> February 2010. The winning entry and a People's Choice Award will be announced at the official Conference luncheon.

## **Working with South Australian businesses**

Innovative products from some of South Australia's leading GreenTech businesses are allocated randomly to participating schools. Each school will be allocated one company and will be asked to create a thirty-second TV commercial based on the concept behind the product and environmental issues addressed by the company. The more creative and innovative the better!

A representative from the relevant business will come and talk to students so that they have a good understanding of the product that they have been allocated, how it works and its target market.

## **Assistance to participants via a Master Class September 8th**

A Master Class will invite entrants to pitch their ideas for the ECOtvc they are making. It will also focus on how to create a story board and produce a film, as well as some basic principles of marketing. A chief executive of advertising company and an experienced filmmaker as well as high level environmentalists will share their professional knowledge and experience at the Master Class.

Schools are required to commit to send students to the Master Class and to provide the facilities and equipment to create the entry. Should schools not have sufficient equipment, early liaison should occur with the competition organisers to ascertain if equipment can be obtained from the Media Resource Centre. Costs associated with this may be shared depending on budget availability and will need to be negotiated with the competition organiser prior to commitments being made.

## **Competition Dates**

May	Expression of Interest sent to schools
June	Information nights, awards and screening of previous ECOtvc at Hawke Centre, Uni SA
July/August	Expressions of Interest close
Early August	Launch of new ECOtvc website
September 8th	Master Class Event – Film Making & Marketing
August – November	Film Production underway
November 30th	Submit entries for judging
November/December	Judging by expert panel for the overall winner (to be organised)
February 2010	Finalists shown at CleverGreen2010, overall winner and People’s Choice Award announced. All entrants will have a screening at the Showcase at the Conference. Winners will be screened at the lunch time event with announcements and awards.

## **Judging Panel**

South Australian GreenTech business representatives  
A Media representative  
A DECS representative  
A Filmmaker

## **Competition Sponsors**

City of Marion  
City of Onkaparinga  
Department of Trade and Economic Development  
Department for Environment and Heritage  
Zero Waste SA  
Free Range Future  
Baker Advertising

## **Competition Organisers**

Deb Lavis      Managing Director, Ginger Gecko Productions  
Mobile:        0418 804 228  
Email:         [info@ecotvc.com](mailto:info@ecotvc.com)  
Amber McBride Project Co-ordinator    0412178630

## Event Websites

www.ecotvctvc.com

www.southaustralia.biz/CleverGreen.com

## Entry Criteria

- ∞ The school must be located in South Australia.
- ∞ The competition is open to school students.
- ∞ Entries can be individual or from a group
- ∞ Entries must have the **support\*** of the school.
- ∞ Late entries will need to be negotiated.
- ∞ Schools should make provision for the company representative to present their product to the students.
- ∞ School should be prepared to attend the Award Ceremony on 16/2/2010.

\* Support includes appropriate equipment and editing software – if additional equipment is required please discuss with ECOtvc organisers. No additional budget will be allocated for this.

## Format & Style

30 second television commercial (tvc)

Any style – live action/stills/animation.

**Please ensure copyright is not breached in the making of your entry (ie music, people, images, logos & brands etc).**

Personal release forms are required if people are shown in the video - these are available from ECOtvc organisers.

Final entry should be provided on a DVD x 2 copies and on Mini DV Tape x 1.

## Final Film Use

The film will be placed on the ECOtvc website and will be shown at the Clever Green Conference and Showcase on 16 February 2010 and may be screened on television and cinema.

## Where to send final entries

Please send your entries to: Department of Trade and Economic Development, Level 10, Terrace Towers, 178 North Terrace, Adelaide, 5000 – Attention Genesis Mandica.

# PRIZES

## OVERALL WINNER

**\$750.00 for use by the School.**

### **Free registration**

- ∞ Five complimentary registrations

### **Luncheon**

- ∞ Seating for five at luncheon

### **Recognition**

- ∞ Framed certificate
- ∞ Opportunity to speak for 5 minutes at luncheon
- ∞ Copies of photographs taken at ceremony.
- ∞ Film to be screened at conference.

## PEOPLE'S CHOICE AWARD

**\$250.00 for use by the School.**

### **Free registration**

- ∞ Five complimentary registrations

### **Luncheon**

- ∞ Seating for five at luncheon

### **Corporate recognition**

- ∞ Framed certificate
- ∞ Verbal acknowledgement at luncheon
- ∞ Copies of photographs taken at ceremony.
- ∞ Film to be screened at conference.

# ABOUT THE CONFERENCE

*Clever Green 2010* Conference and Showcase will appeal to all individuals and professionals with an interest in green technologies and their role in helping us to live more sustainably and make the transition to living in a carbon-free world. Delegates will include investors, project developers, GreenTech innovators, manufacturers, service providers, big energy users, industry associations and research organisations.

All areas of the GreenTech sector will be represented including bioenergy, energy efficiency, energy generation, environmental technologies, support services and water technologies.

A one and a half day program is planned. This will contain high-profile national and international plenary addresses, concurrent sessions, a trade exhibition and social events that will maximise opportunities for information sharing and networking. Included in the program are field trips to some of Adelaide's most exciting GreenTech installations and projects.

## **Conference and Tour Dates**

Monday 15 February – industry tours

Tuesday 16 February

## **Venue**

Adelaide Convention Centre

North Terrace

Adelaide SA

## **Conference Organisers**

Genesisia Mandica, Events Coordinator

Department of Trade and Economic Development

GPO Box 1264

ADELAIDE South Australia 5001

Telephone: +61 8 8303 2498

Facsimile: +61 8 8303 2509

Email: [genesia.mandica@state.sa.gov.au](mailto:genesia.mandica@state.sa.gov.au)

## **Event Website**

[southaustralia.biz/CleverGreen](http://southaustralia.biz/CleverGreen)

## **Program**

The Program will feature:

- ∞ Keynote addresses by international and national speakers, venture capitalists & business
- ∞ 2 hour business luncheon with winners of the Schools Clever Green ECOtvc competition announced.
- ∞ Concurrent sessions showcasing SA technologies including SA's research capabilities
- ∞ Field to trips

## **Attendance**

It is anticipated that approximately 300 delegates and sponsors from business, government and academia will attend.

\*The organisers make no warranty as to the number of delegates and/ or visitors that may attend the Congress. The provision of delegate contact details as specified in individual sponsorship packages is subject to the provisions of the Privacy Act 2001. The Privacy Act 2001 provides that before name and address details can be published in the list of congress delegates for distribution to fellow delegates or any other party, delegates must give consent.

