What Makes a Strong Video Submission

Tips & Tricks for a Winning Entry

16:35 – 16:50 | Info Session - Eleonora Allena, Communication Coordinator, CAN Europe

TODAY'S SESSION

In the next 15 minutes

01

Know your category

Creativity vs. Storytelling : pick the right lane

02

Craft a clear message

Hook, story, call-to-action in every video

03

Meet the criteria

What judges actually look for

04

Technical essentials

Format, resolution, subtitles… get it right!

05

Quick-start checklist

Your action plan before you press record

STEP 1 — CHOOSE YOUR LANE

PICK THE RIGHT CATEGORY

Creativity for Impact

- 30 sec – 3 min
- Reels, TikToks, poems, songs
- Lead with emotion & visual hook
- Make it shareable & memorable
- Bold, punchy, attention-grabbing

Storytelling for Impact

- 3 – 5 min
- Explainers, interviews, mini-docs
- Clear narrative arc: problem → insight → hope
- Show community voices & local realities
- Educate and inspire reflection

Tip: Choose based on YOUR strengths: a compelling 45-sec reel can outperform a flat 5-min doc.

STEP 2 — YOUR MESSAGE

EVERY STRONG VIDEO HAS THIS..



HOOK

Grab attention in 5 seconds

Open with a bold question, a striking image, or a surprising fact about your community's energy reality.



STORY

Make it personal & local

Answer the guiding question through YOUR eyes. Show your neighbourhood, interview a neighbour, share a real challenge or hope.



IMPACT

End with a clear takeaway

What do you want viewers to think, feel or do? A memorable closing line or call-to-action sticks with the judges.

Your video should answer: "What does a Just Energy Transition mean for me and my community?"

STEP 3 — MEET THE CRITERIA

WHAT JUDGES ARE LOOKING FOR

Creativity & Originality

Is the concept fresh? Does it capture attention? Is the format engaging and memorable?

Clarity of Message

Does it clearly communicate what a Just Energy Transition is and why it matters for you and your community?

Perspectives & Engagement

Do young people and/or their communities actively appear? Does it connect to real experiences?

Impact Potential

Could this video genuinely change how someone thinks? Does it raise awareness, educate, or inspire action?

★ *Both categories share these four criteria: weight them equally in your planning.*

STEP 4 — TECH REQUIREMENTS

GET THE TECHNICALITIES RIGHT!

📁 FORMAT

MP4 only (max 5 GB)

🎙️ AUDIO

Clear voice! use a lapel mic or record indoors

📐 VERTICAL

1080 × 1920 px (1080p) — great for Reels/TikTok

💡 LIGHTING

Natural light facing you

📺 HORIZONTAL

1920 × 1080 px (1080p) — great for docs/interviews

✂️ EDITING

Free tools: CapCut, iMovie

💬 SUBTITLES

English subtitles required if not in English

🌐 LANGUAGE

Local language encouraged! Just add English subs

⚠️ *A well-shot phone video with good lighting & clear audio beats a poorly made 'professional' video.*

BONUS — DO'S & DON'TS

COMMON MISTAKES TO AVOID

✅ DO

- Answer the guiding question clearly
- Show YOUR community and local story
- Include real people and voices
- Keep it focused! One strong idea
- Add English subtitles if needed
- End with something memorable

❌ DON'T

- Don't be too abstract or generic
- Don't exceed the time limit for your category
- Don't ignore sound quality… bad audio kills a good video!
- Don't skip the subtitles if applying in local language
- Don't try to cover everything! Pick one angle
- Don't forget: this is an awareness campaign, not a lecture

STEP 5 — BEFORE YOU SUBMIT

YOUR PRE-SUBMISSION CHECKLIST

- ✓ My video is in the right category and respects the time limit
- ✓ The guiding question is clearly answered: “Just Energy Transition through my eyes”
- ✓ I've shown at least one real community voice, story, or local example
- ✓ My video is exported as MP4 at the correct resolution (1080p)
- ✓ English subtitles are included (if my video is not in English)
- ✓ I've watched it once more: hook, story, impact are all there
- ✓ File size is under 5 GB

Questions?

Just Transition Young Voices Awards 2026

Key Reminder

- Theme: “What a Just Energy Transition Means to You and Your Community”
- Submit your video as MP4 | Include English subtitles | Respect the time limit
- Tell YOUR story! Authentic, local, and personal wins every time

Good luck!