



## COMPETITION

As the UN Intergovernmental Panel on Climate Change's Sixth Assessment Report makes clear, conventional political actors have so far ducked the difficult decisions necessary to meet their declared commitment to a maximum 1.5C of global warming. This despite the current level of warming causing ever more frequent and destructive results right round the world.

Mayfield Climate Action (MCA) has been established to develop and implement an action plan combining meaningful, eye-catching local initiatives with effective political engagement on the need for urgent system change.

As part of the plan, we want to tap the talent of everyone in the community from primary schools onwards. With that in mind, we are inviting entries to a climate action competition with two distinct categories:

### 1. Communicating

There are lots of existing ideas, which could have a bigger influence on the way we live, reducing our impact on the environment. For example, getting more of our energy from plant-based foods, cutting down on travel and travelling more sustainably, gardening organically or turning off lights to benefit the night sky and the insects we depend on.

We are looking for attention grabbing and persuasive approaches to communicating an existing idea of your choice. This could be in the form of a slogan or artwork or whatever approach you choose.

### 2. Innovating

Can you come up with a new, practicable idea or a significant modification of an existing one, which could help efforts to combat climate change? This could be big or small, with the overall impact being the key consideration. For example, nuclear fusion is a big idea but insulating every home a little better might have a bigger immediate impact on climate change.

## PRIZES

The winner in each category will receive a cash prize of £100. In addition, Mayfield Climate Action will work with the winners to explore potential for the development of their entries, for example with an advertising agency or a funding agency, as appropriate.

## ENTRY CRITERIA

- Open to all ages. Entries from school students or groups particularly welcome
- Medium of your choice, including video, but must be shareable and succinct (equivalent 500 words)
- Entries should be submitted to [mayfieldclimateaction@gmail.com](mailto:mayfieldclimateaction@gmail.com) by not later than Friday 16<sup>th</sup> June

## JUDGING CRITERIA

- Potential impact
- Novel thinking
- Practicability/Scaleability

**NB All entries may be used to promote the aims and objectives of Mayfield Climate Action but intellectual property rights remain with the entrants. The decision of the judges is final.**