

Deliverable E1.4

Report on the implementation of the photo contest “Podnebna pot”

LIFE ClimatePath2050 (LIFE16 GIC/SI/000043)

Poročilo je pripravljeno v okviru projekta LIFE Podnebna pot 2050, Slovenska podnebna pot do sredine stoletja (LIFE ClimatePath2050 »*Slovenian Path Towards the Mid-Century Climate Target*«, LIFE16 GIC/SI/000043). Projekt izvaja konzorcij, ki ga vodi Institut »Jožef Stefan« (IJS), s partnerji: ELEK, načrtovanje, projektiranje in inženiring, d. o. o., Gradbeni Inštitut ZRMK (GI ZRMK), d. o. o., Inštitut za ekonomska raziskovanja (IER), Kmetijski inštitut Slovenije (KIS), PNZ svetovanje projektiranje, d. o. o., Gozdarski inštitut Slovenije (GIS) in zunanjimi izvajalci.

ŠT. POROČILA/REPORT N.:

Deliverable E1.4

DATUM/DATE:

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AVTORJI/AUTHORS:

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REPORT TITLE/NASLOV POROČILA:

Deliverable E1.4: Report on the implementation of the photo contest »Podnebna Pot«

Končno poročilo E1.4: Poročilo o izvedbi fotografskega natečaja »Podnebna pot«

Name of the photo contest: Podnebna pot

Duration of the photo contest: 15.2.-1.5.2018; closing ceremony was held in 14.6.2018

Topic of the photo contest: climate actions; examples of good climate actions, the need for climate action, co-benefits and synergies of climate actions

Group targeted: young people between 14-29 years old

On our meetings, together with the outsourced media specialists, we realized that young people are the hardest to engage and to tackle, when it comes to the subject of climate change. Since the project is also focusing on climate action until 2050- that said the climate that they will live in and experience it, we decided to focus our photo contest on young people and to see what is their opinion about climate actions and how they see it.

Jury of the photo contest: 3 part jury of the photo contest was the one deciding about the winner. The jury consisted of prof.dr. Jadran Lenarcic, director of the Jozef Stefan Institute, Katarina Trstenjak – member of the project LIFE Climate path 2050 (C5 leader) and photographer Arne Hodalič, who is one of the most known Slovenian professional photographer. He is also an editor of photography in Slovenian edition of National Geographic. National geographic Slovenia also became the media sponsor of our photo contest Podnebna pot.

Prices: We decided to connect our prizes with sustainable active mobility. Since the participants in the photo contest were young people the prizes were:

1. prize- urban electrical bike,
2. prize – scooter
3. prize – longboard

We managed to get sponsors for all of the prizes.

Promotion/Marketing actions: Due to our target group-young people, we decided to run a photo contest via e-mail and also via Instagram, using hashtag #podnebnapot. For that purpose we created Instagram account LIFE podnebna pot 2050. All the rules/conditions were published on our webpage www.podnebnapot2050.si together with the invitation to participate in our photo contest. Later on, we also established a Facebook page of the photo contest to promote it even broader (<https://www.facebook.com/podnebnapot/>). Our main promotion material was the e- poster, which we distributed and was published by several high schools, universities and student and other societies in Slovenia. We also printed out 30 hard copies of the posters and distributed it to Slovenian faculties. Also our jury member photographer Arne Hodalič, who has around 11.000 likes published e-poster 2 times on his Facebook page, poster was also published on Facebook page of Slovenian edition of National Geographic. Later on, through the duration of the photo contest we also made short videos for Instagram with Slovenian comedian Tesky to promote the photo contest and invite young people to join the photo contest.

Photo contest was also constantly promoted on our website www.podnabnapot2050.si, and at our events and workshop (also at the event of Podnebno ogledalo).

Outcome: All together we received 117 photos (17 of them were submitted on Instagram, the rest were send by e-mail). Each contestant was entitled to send max 3 photos, with obligatory short description of the climate action photographed.

The jury met on 29.5.2018 to discuss the photos. The quality of some photos was really poor, on the other hand some photos had good quality but were missing the message about climate mitigation/action. Arne Hodalič was judging photos from technical and photographers point of

view, Katarina Trstenjak was also more paying attention at the “theme” of the photos and prof. dr. Jadran Lenarčič was balancing this two views. They quickly agreed about the winners of the photo contest. The first price went to Sami Rahim. He made studio photos where he captured what can you do in your own household to reduce impact on the climate. Second price went to Alen Hoheger, on his photo he showed a cycling as no fossil fuel transport and also forests as Co2 sinks. Third price went to Tia Skok, she focused on the problems with plastic. Jury also picked 6 more photos that were included in the photo exhibition- together with the 3 winning photos.

Final ceremony: Final ceremony was held on 15.6.2018 at the Jozef Stefan Institute and we invited all of the participants to come. We decided to make the final ceremony in June to complete the action and not to shift it to the Scoreboard event as it was previously thought. Since the photo contest was already finished we did not want to wait until autumn to announce the winners and made a small ceremony in June (aligned with the project milestones). It was a short ceremony, where also Arne Hodalič had an interesting lecture about photographing different environment in the world and human impacts on it. Slovenian national television was present at the final ceremony and they made a short »clip« about our photo contest which was aired in the news at 19.00 (prime time).

For the final ceremony we also organised small exhibition of the winning photos (large prints on forex). The exhibition will be held again in September at the Jozef Stefan Institute for a longer time period.

Picture 1: Electronic flyer used for promotion

FOTOGRAFSKI NATEČAJ PODNEBNA POT

- > Fotografije oddajte do vključno 1.5.2018.
- > Sodelujete lahko avtorji od 15-29 let.
- > Fotografske teme: vse s čimer zmanjšujemo vplive našega ravnanja na podnebne spremembe:

promet (vožnja s kolesom, javni prevoz...),
energetsko varčne naprave, izraba obnovljivih
virov energije (sonce, veter, voda), lokalna
prehranska samooskrba, učinkovita raba
virov (ponovna uporaba, souporaba...),
okolju prijazne tehnologije, pogodovanje...

Več informacij: www.podnebnapot2050.si

ODLOČI SE IN SODELUJ!
FOTOGRAFIJE POŠLJI NA:

 @podnebnapot
#podnebnapot
www.podnebnapot2050.si



1. nagrada
ELEKTRIČNO KOLO
SPONZOR NAGRADE:
ELES

2. nagrada
SKIRO

3. nagrada
LONGBOARD
SPONZOR 2. IN 3. NAGRADE:
Borzen

Izbor fotografij bo opravila strokovna komisija:
prof.dr. Jadran Lenarčič, direktor IJS
Arne Hodalič, fotograf
Katarina Trstenjak, LIFE ClimatePath2050

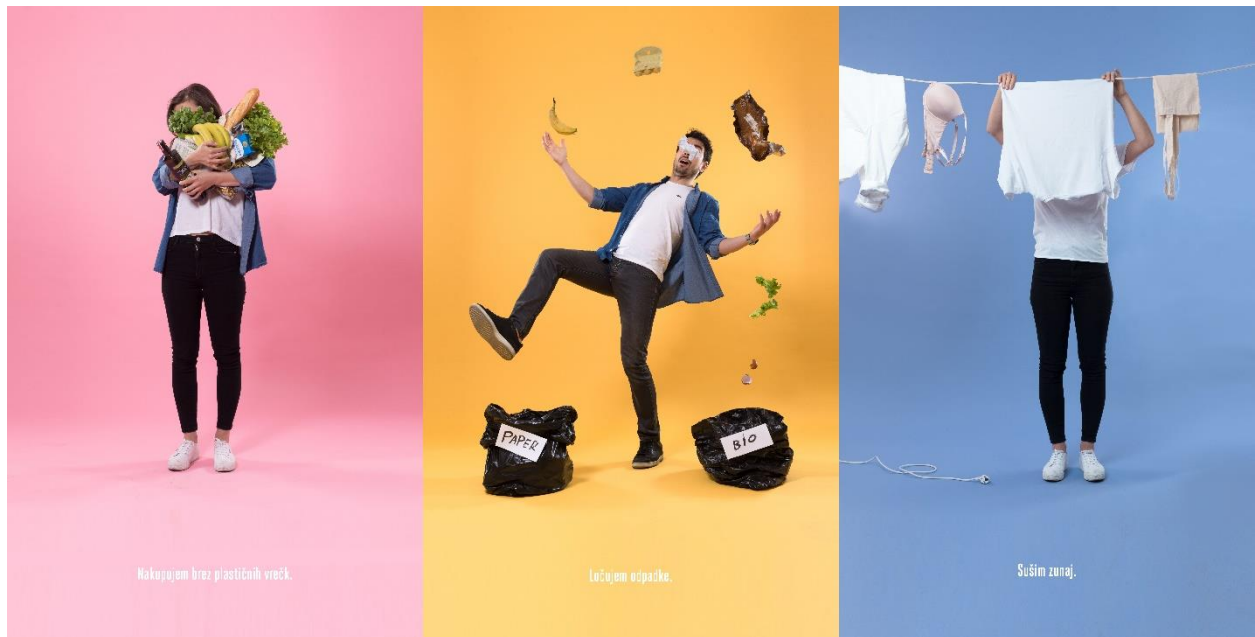
Medijski sponzor:
NATIONAL GEOGRAPHIC SLOVENIJA

Organizator natečaja:
Institut "Jožef Stefan" Ljubljana, Slovenija

 LIFE CLIMATE PATH 2050

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2. Winning photo



2.place



3. place

