

2021 YOUTH INNOVATION CHALLENGE



Fresh ideas for our climate and seas



GeEP

GLOBAL 全球
ENVIRONMENTAL 環境
EDUCATION 教育
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Applicant Handbook

Everything You Need to Know to Apply

GEEP is a partnership of the U.S. Environmental Protection Agency, the Environmental Protection Administration of Taiwan, and the North American Association for Environmental Education.



EPA United States
Environmental Protection
Agency



naaee
North American Association
for Environmental Education



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Overview of the Youth Innovation Challenge

How can we help solve the world's most pressing issues? This challenge gives young people around the world a chance to come up with innovative solutions to two pressing environmental and social issues: climate change and marine litter. The Youth Innovation Challenge (YIC) is a program of the [Global Environmental Education Partnership \(GEEP\)](#), a vibrant and inclusive learning network designed to champion environmental education (EE) around the world. GEEP is a partnership between the US Environmental Protection Agency, the Environmental Protection Administration of Taiwan, and the North American Association for Environmental Education, which serves as the secretariat. In partnership with the Taiwan Ocean Conservation Administration, GEEP invites applicants between the ages of 15–30 years to propose a solution to one or both of these issues; we're looking for solutions that you could implement on your own or in partnership with other individuals or organizations.

A total of 15 YIC finalists will receive a Youth Innovation certificate, will be shared widely through social media, and will be recognized at [GEEP's 2021 Asia Pacific Virtual EE Forum](#) from November 30–December 2, 2021 (Taiwan Time). In addition, 3 of the 15 finalists will be chosen as winners, and will receive a \$1,000 USD grant.

The deadline to submit proposals is Monday, October 25, 2021, at 11:59 PM US Eastern Time. All proposals must be submitted through [Submittable](#).

Contact GEEP@naaee.org with any questions.

Join us for an informational webinar to find out more about how to submit a strong video pitch and proposal on October 4, 2021 at 9:00 AM US Eastern Time! [Register here to join](#).

When you're ready, submit your proposal [here](#).

The Challenge

The Youth Innovation Challenge invites applicants from 15 to 30 years of age to propose a solution to address climate change, marine litter, or both issues, that uses environmental education as a key element. Solutions must be innovative, feasible, and informed by research.

An innovative solution could include applying an existing tool or approach in a new context, such as adapting an existing approach to a new environmental issue, audience, or scale. Or, a solution could involve something completely new! We encourage you to think creatively about the problem you want to solve, the steps you propose to take, and who you will work with to achieve your goal.

Proposed solutions should also be feasible and address an unmet community need at any scale. Your target community could be geographic, such as your city or country, or tied to shared interests, such as a school or a professional community. Your solution should consider the needs and characteristics of your community.

Finally, proposed solutions should consider the complex social, economic, and/or environmental dynamics of climate change and marine litter through informed research and evidence from credible sources. This background research should demonstrate how your solution is relevant to the audience you are hoping to reach and will help us understand your knowledge of the issue(s). [Learn more about how to determine if a resource is credible here](#).

Benefits

All eligible proposals will be evaluated by a panel of experts in relevant fields. A total of 15 YIC finalists will be selected and will receive the following benefits:

- An official YIC finalist certificate
- Recognition through GEEP, NAAEE, and other global partners' websites and social media pages
- Additional exposure for their solution to environmental education leaders and influencers at the 2021 Asia Pacific Virtual EE Forum

We will select 3 YIC winners from the 15 YIC finalists. Each winner will receive a \$1,000 USD grant, in addition to all the benefits listed above.

Finalists will be notified by mid-November 2021. At the end of the challenge, all applicants are welcome to request feedback about submissions.

Eligibility

The Youth Innovation Challenge is intended for young leaders and innovators aged 15–30. Your innovative solutions must:

- address climate change or marine litter, or both (since these issues are connected)
- include an environmental education component (see important guidance in Selection criteria below)
- be submitted online through [Submittable](#) (only one proposal per person will be accepted)

Proposals will only be accepted in English at this time. Your video and written responses will not be scored based on your English ability, but rather the strength of your solution and your ability to communicate your ideas and vision to the judges.

Proposal Process

Applications should include a short (less than 3 minutes) video pitch about your innovative solution and detailed responses to the questions below. Successful proposals will describe how their solution addresses climate change or marine litter and will explain how their solution is innovative, feasible, and grounded in effective environmental education (see Selection Criteria below). [See our tips on creating a compelling video pitch.](#)

Applications must be submitted through [Submittable](#) by **Monday, October 25, 2021 at 11:59 PM US Eastern Time**. Winners will be notified in mid-November 2021.

Selection Criteria

The selection panel will use the below criteria to score your solutions and select the 15 YIC finalists and 3 YIC winners:

Includes environmental education (EE) as one of the solution strategies:

All proposed solutions should demonstrate how environmental education can help address complex environmental issues and create long-lasting change for a sustainable future. We encourage you to review [“What is EE”](#) and our [Guidelines for Excellence: Community Engagement](#) as you consider how to incorporate EE in your proposal. Your solution may integrate a number of approaches, educational and non-educational, but the selection panel will look for the following characteristics of effective EE practice in your proposed solution:

- **Building capacity for informed choices** — EE aims to provide people and communities with the knowledge, values, attitudes, and skills to help them make informed decisions about addressing environmental and social issues.
- **Community-centered** — Integrating environmental goals within the context of community interests, issues, and capacities puts the community at the heart of EE. A community is a group of people with something in common, and communities can be at any geographic scale or in a virtual space. Your solution is based on your target community's unique needs, and your approach is tailored to their interests and capacities.
- **Collaborative and inclusive** — EE supports collaborative and inclusive relationships, partnerships, and coalitions. You demonstrate how partnerships will contribute to your solution's success, and how you ensure your solution is equitable, inclusive, and accessible to community members from a diversity of backgrounds and perspectives.
- **Focused on action** — A central aim of EE is informed, committed action by individuals, groups, or communities that improves the quality of the environment. While strategies like advocacy and social marketing are valuable, they on their own are not considered to be EE because they attempt to move participants to take a specific, predetermined action. EE is not focused on promoting a predetermined action, but instead empowers individuals and communities with skills and motivation to encourage positive action.

Informed: You have designed your solution based on the complex social, economic, and/or environmental dynamics of climate change and marine litter, and provide relevant research or evidence to demonstrate this. Whether your background research comes from books, scientific journals, or websites, we encourage you to make sure your sources are credible ([learn more about how to determine if a resource is credible here](#)).

Innovative: Your solution meets a need in your community, country, or region, using a new or better idea, practice, product, process, or strategy to address climate change or marine litter, or both if you're linking these issues. This could be an entirely new solution or applying an existing tool or approach in a new context, and can include creative ways to engage new audiences through environmental education.

Feasible: You, your partners, and your community collectively have the necessary skills and experiences to make your proposed solution a success. Feasibility also considers how you will address potential challenges or risks, and how you will ensure long-term viability of your solution, recognizing that solutions to climate change and marine litter will require long-term changes in behaviors, processes, policies, and institutions. You don't need to have every detail figured out, but we want to see that you have thoughtfully considered possible challenges.

About Us

Our Commitment to Inclusion and Accessibility

GEEP is committed to creating an equitable, inclusive, and welcoming environment for all. We believe that diversity, including race, gender, sexual orientation, gender identity or expression, religion, ethnicity, national origin, age, and the many characteristics that make us different, are also what will lead us to more innovative and creative solutions.

If you are an individual with a disability, you may request a reasonable accommodation if you are unable or limited in your ability to apply for this challenge on this site as a result of your disability. You can request reasonable accommodations by contacting us at GEEP@naaee.org.

About GEEP



The Global Environmental Education Partnership (GEEP) is a vibrant and inclusive learning network designed to build capacity in countries around the world to strengthen environmental education and lead to a more equitable and sustainable future.

Learn more about the GEEP [here](#).

About NAAEE



The North American Association for Environmental Education (NAAEE) works to advance environmental literacy and civic engagement to create a more equitable and sustainable future using the power of education. In partnership with our affiliate network, we have more than 20,000 members around the world. NAAEE works as a force multiplier for environmental education by strengthening and increasing the visibility and efficacy of the profession and sharing effective practice.

Learn more about NAAEE [here](#).

About OCA



The Taiwan Ocean Conservation Administration (OCA) examines changes in Taiwan's marine life and environment and uses technology to encourage public participation to raise awareness about marine conservation.

Learn more about OCA [here](#).



The Application

1. Title of your solution (max 30 words)
2. Which issue(s) does your solution address? Climate change / marine litter / both
3. Video pitch
 - In three minutes or less, tell us about your proposed solution. Your pitch does not need to cover all the details of your solution, but it should be inspiring. Highlight what makes your solution unique, and address the selection criteria mentioned above. Beyond that, you can be creative with the content of your video! [See our tips on creating a compelling video pitch.](#)
 - The file size limit is 800MB, and we accept most video file types. Please contact us at GEEP@naaee.org if you have any issues uploading.
 - *Your video will not be scored based on your English ability, but rather your ability to inspire and gain support for your idea and vision.*
4. What is your solution? Be sure to specify: (max 500 words)
 - WHAT | Your goal: how your solution is innovative and addresses one or more root causes of climate change or marine litter, or both. If you are successful in launching your idea, what would the impacts be?
 - HOW | Your activities or approaches: how your solution will achieve that goal, including how you will use environmental education (EE). Remember to consider all of the selection criteria in your design.
 - WHO | Who will be engaged in your project? Describe the audience (e.g. community members, educators, young people, decision makers, corporations) your project intends to reach and how you will tailor your approach to this audience. Include any ways that you have considered issues of equity, inclusion, and accessibility to engage people from a diversity of identities and perspectives.
5. Describe why you think your idea is feasible. In this section you can consider the points below, but you only have to discuss the things most pertinent to your solution. (max 300 words)
 - Your relevant experiences/skills
 - Key partnerships that complement your expertise
 - How you might address potential risks or challenges
 - How you might ensure the long-term viability of your solution
6. What is the relevant research or evidence that informs your solution? Share a brief summary of your background research and include your sources. *This could include research from books, scientific journals, websites, or other sources. Review the selection criteria for tips on finding credible sources.* (max 300 words)
7. In addition to funding, what additional partnerships, skills, or other resources would you need to successfully implement this solution? *This will help the selection panel see that you understand what is needed to successfully implement your solution. Please be honest here—unmet needs will not negatively impact your score!* (max 150 words)