



WHAT

The 2° Max Climate Rap Contest is a virtual and bilingual summer experience for young Canadians aged 12 to 19 (outside Quebec). The contest begins on World Environment Day, June 5, 2021, and offers activities and learning workshops over two months. Events, activities and other surprises are planned each week. Everything is done to help participants create an original climate rap video. They will develop their skills in songwriting, video production, science communication, artistic performance and environmental defence.

WHY?

- The timing is never better to join the movement and be part of the change.
- Youth movements for climate solutions is increasing rapidly.
- Their participation is crucial and the contest gives them a platform to raise their voices on the climate crisis.
- Knowledge and education alone don't inspire climate action. Creative expressions connect with people emotionally, creating the sense of urgency necessary to ignite widespread climate action.
- Contest key dates will align with Earth Day, World Environment Day, UNFCCC COP26 (UN Climate Change Conference, Glasgow, 1-12 November 2021), and COY16 (UN Climate Change Conference of Youth).

ABOUT ECONOVA

EcoNova Education is a federal not-for-profit organization dedicated to environmental and climate education literacy among Canadian youth and their educators. EcoNova has been developing and delivering high-quality and interactive content on environmental science, sustainability and climate change for Canadian K-12 schools and the general public since 2016.

TIMELINE

APRIL 22
EARTH DAY
ANNOUNCEMENT OF
THE CONTEST

JUNE 5
ENVIRONMENT DAY
REGISTRATION OPENS

JULY - AUGUST
WORKSHOPS,
ACTIVITIES AND
UPDATES

1 SEPTEMBER - 1 OCTOBER
VIDEO
SUBMISSION

15 OCTOBRE
ONLINE AWARD
CEREMONY



HOW TO PARTICIPATE ?

Fill the form on the official competition page to have early access to all information concerning the event. Visit econova.ca/rap-contest.

HOW TO HELP ?

1. By becoming a Patreon (or a monthly contributor). Visit patreon.com/econova
2. By becoming a sponsor or partner of the event. Visit econova.ca/contest-sponsors
3. Talking about the event around you!
To family, friends, etc.
4. By becoming a volunteer!

OUR AMBASSADORS

- **BABA BRINKMAN** (on the left) is a Canadian rap artist, a science communicator, and an award-winning playwright from Vancouver, now based in New York. Baba applies humour, music, language arts to science and technology themes. He has shared stages with science luminaries, including Stephen Hawking and Neil deGrasse Tyson.
- **GARRY McCARTHY** is a music producer, songwriter, rapper and youth workshop leader based in Cork, Ireland. He started creating his own music as a teenager. In the mid-2000s, Garry independently produced his songs and began collaborating with other local artists, musicians and rappers who were then involved in the early Cork's Hip Hop community. Garry wants to inspire and engage youth to express themselves through words and music.



CONTACT US

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FOLLOW US

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"I will not beg the world leaders to care for our future. I will instead let them know change is coming whether they like it or not."

GRETA THUNBERG

KNOW	UNDERSTAND	FEEL	DO
PRINCIPLES OF CLIMATE CHANGE	Human activities and climate impacts	Empower youth to tell their own climate story	Communicate scientific information
IMAGINE 2050, ADAPT, MITIGATE, SOLUTIONS	Environmental consequences Social consequences Carbon neutrality	Motivate to contribute to climate solution	Communicate science-based arguments and suggest solutions
SONG WRITING	Rhymes, Rhythm, Musicality Music as a form of expression to tell your climate story	Confidence in their skills and talent	Construct a Rap
VIDEO PRODUCTION	Art as a form of expression to get the message across Art as a tool to share an opinion	Have fun	Create a Video



