



## 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](http://econova.ca/rap-contest).

## HOW TO HELP ?

1. By becoming a Patreon (or a monthly contributor). Visit [patreon.com/econova](http://patreon.com/econova)
2. By becoming a sponsor or partner of the event. Visit [econova.ca/contest-sponsors](http://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

Facebook : @EcoNovaEducation  
Instagram : @econova\_ca  
LinkedIn : EcoNova Education

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



## WHAT IS THE 2° MAX CLIMATE RAP CONTEST?

The contest is created and designed to elevate youth awareness of the climate system and its disruptions and empower participants to take action and become an active part of the climate crisis solution. The participants will be able to attend a series of online workshops over the summer holiday. They will then write, perform, film, and edit a video of rap on the topic of climate. The video will be their contest entry. A jury of experts will review the submissions and determine the winner(s) for each category.

## WHAT IS THE EDUCATION VALUE OF THE CONTEST?

The contest is expected to satisfy and increase students' interest in topics and issues such as climate science, engineering, energy, technology and sustainability. The contest is also aimed at helping students discover and develop their interests and skills in the arts including music production, songwriting, and video production.

## WHO CAN ENTER THE CONTEST?

The contest is open to Canadian students (excluding Quebec) in grades 7 to 12 (or 12 to 19 years old in age).

## CAN I ENTER THE CONTEST AS A GROUP?

Yes. You can enter as an individual or a group (up to 4 people) but you may only participate in one video/one entry.

## WHEN AND WHERE DOES REGISTRATION START?

Registration opens on June 5th, World Environment Day, and is available on EcoNova's website  
<https://econova.ca/guest-list-2cmaxcontest/>

## WHAT ARE THE CRITERIA AND THE STYLE OF THE PARTICIPATION?

- We encourage the participants to use their creativity and knowledge about climate sciences or their climate story. The general topic direction is - "Climate: Help keep our planet cool: #2degreesMax"
- All types of videos including live-action, animation, claymation, stop-motion, music videos are accepted.
- Rap is the main style of the contest, however, slam poetry, country, singing, or other musical artistic expressions are accepted.

## HOW MUCH IS IT TO ENTER THE CONTEST?

It is free to enter!

## ARE THERE ANY RESTRICTIONS REGARDING CONTENT OF THE CONTEST ENTRIES?

We will not accept entries that contain explicit material, profanity, and nudity. We encourage entries to be bold, scientifically accurate, creative and original.

We also encourage you to visit our contest web page <https://econova.ca/en/rap-contest/> as it will provide the most up-to-date information, rules and guidelines about the contest.

## WHO WILL BE JUDGING FOR THE CONTEST?

The jury will consist of a panel of experts that include climate educators, artists, EcoNova board members, scientists, and climate advocates. The jury information will be released in the summer.

## WHAT ARE THE PARAMETERS FOR THE VIDEO?

- Entries will be upload on Youtube on EcoNova's channel.
- Entries must be between 60 seconds and 120 seconds long.
- Videos must be submitted in MPEG format.
- Videos must not exceed 55 MB.
- Videos must minimize background noise while filming.
- Entries that exceed the given time and/or don't comply with EcoNova's Contest Rules, YouTube's Terms of Service and YouTube's Community Guidelines will be disqualified.
- Entries that contain explicit material, profanity, and nudity will not be accepted. We encourage entries to be bold, scientifically accurate, creative and original.

## WHAT ARE THE PARAMETERS FOR THE SONG?

- Participants may use the provided beats, sound samples, or original sounds to construct their rap. No copyrighted music, visuals, lyrics, or other media is permitted within the video.
- Participants must provide the lyrics as performed in the video in one of the following formats Doc, Page, or PDF.

## WHAT DO THE WINNERS GET?

- The winning video will be offered a professional audio recording and edition of their work with our partner and Ambassador GMCBeats. Note some of GMCBeats work went viral in the past.
- The second and third best videos will be offered a professional audio recording as a medley (a remix of the two videos) with our partner and Ambassador GMCBeats. Note some of GMCBeats work went viral in the past.
- Other prizes range in value and will be revealed on our website once the contest registration closes?

## WHAT'S THE TIMEFRAME OF THE CONTEST?

The education component of the workshop will commence shortly after registration opens and will last until early August. Video submission will begin on September 1st and the deadline to submit is October 1st. Winners will be announced in October and the awards ceremony is scheduled online for October 15th.

## IS THE CONTEST COVID SAFE?

Yes. In accordance with the provincial health guidelines, our workshops will be offered online. We are aware of the challenges that parents, educators and students are facing in these unusual times. We endeavour to create a unique, virtual opportunity that is both educational and engaging, to enrich students' lives during the summer holiday.

## I'M INTERESTED IN BECOMING A SPONSOR OR PARTNER. HOW CAN I GET INVOLVED?

For sponsor and partner inquiries, please contact us [contest@econova.ca](mailto:contest@econova.ca)

## I'M INTERESTED IN SUPPORTING YOUR CAUSE. WHAT CAN I DO TO SHOW MY SUPPORT?

Our mission is to educate about the environment and climate change through popularizing up-to-date science and interactive activities inside and outside the classroom. Your support in any shape or form is much appreciated. We have set up a Patreon account <https://www.patreon.com/econova> where you can donate to help us deliver this educational and entertaining summer initiative. To support our mission as an organization, please email us at [info@econova.ca](mailto:info@econova.ca)