

The program "Planet Generation – Imagine Your Planet" arises from the urgency to tackle the challenges related to environmental, social, and economic sustainability. Sustainability is not just an abstract concept but an essential necessity to ensure a prosperous and livable future for future generations. Every day we witness the devastating effects of climate change, pollution, the depletion of natural resources, and the deterioration of social relationships. Current issues require innovative and concrete solutions that can promote a balance between human development and environmental protection.

The main goal of "Planet Generation – Imagine Your Planet" is to finance projects aimed at fostering the development of innovative, creative, and unconventional forms of communication on issues related to the health of the planet in the context of sustainable societal development. The program invites young people aged 18 to 30 to become protagonists of change as authors of communication projects aimed at a peer audience. Therefore, a "communication by youth for youth" approach will be adopted. We recognize that the role of new generations is crucial in shaping a sustainable future through their creativity, passion, and commitment.

Through the presentation of short videos with a maximum duration of 180 seconds, participants can propose effective and original solutions to specific sustainability-related problems. The video should convincingly explain the motivations, approach, and expected outcomes of the proposed project. Some examples of topics of interest include, but are not limited to: climate change, air and water pollution, loss of biodiversity, soil fertility, hydrogeological instability, availability and management of water, sustainable food production, ocean health, the relationship between the environment and sustainable socio-economic development, and the relationship between environmental crises and poverty or migration. Proposals on related themes are also accepted.

Proposed projects can utilize any form of communication, such as video, music, poetry, dance, theater, visual arts, social media formats, comics, and multimedia formats. A scientific committee, chaired by climate physicist Filippo Giorgi, will act as a jury to identify 5 projects among the submitted proposals, which must be completed within a period of 4 months. Each project will receive a contribution of €5,000, and the Scientific Committee will regularly monitor the progress of the selected projects during their completion period.

The conclusion of the selected projects will be presented during a high-visibility event organized with the stakeholders of the initiative.

**Program Announcement: Planet Generation - Imagine Your Planet**

**Program Theme:** Identify a sustainability-related problem and propose an innovative solution with an engaging project.

**Participation:** Participants must submit a video of a maximum of 3 minutes through the website <https://generazioneplanet.it> explaining the chosen issue and the proposed solution.

**Requirements:** The program is open to all young people aged between 18 and 30. Participants must present a video of less than 3 minutes describing their project. Participation can be individual or in groups, provided that all members meet the age limits.

**Selection of the Best Projects:** A quality jury will select 5 projects based on the following criteria:

- Type of issue chosen and the parties involved
- Originality of the proposed solution
- Ability to effectively convey the chosen issue and the corresponding solution

**Contribution:** The 5 selected projects will each receive a contribution of €5,000 for their completion, for a total contribution of €25,000 including VAT.

**Competition Procedure:**

At the time of selection, the jury will award the first €1,500 as a non-repayable advance to each of the 5 selected projects to allow the winners to start implementing their project. The remaining €3,500 will be disbursed upon project completion.

The winners will be supported by the Scientific Committee chaired by climate physicist Filippo Giorgi, a Nobel Peace Prize winner in 2007 as a member of the IPCC steering committee, who will assist them in project realization with regular contact. The selected projects will be presented during a final high-visibility event.

**Important Deadlines:**

- Deadline for registration: November 15, 2024
- Announcement of selected projects: December 15, 2024
- Time for project completion: 4 months, April 30, 2025
- Final event: June 2025

**Participation Process:**

1. Record a video of a maximum of 3 minutes presenting the project
2. Access the website <https://generazioneplanet.it>
3. Register on the contact form and upload the presentation video
4. An automatic email will confirm the successful registration

**Jury:** The Scientific Committee, composed of specialists in various fields and chaired by climate physicist Filippo Giorgi, constitutes the quality jury that will indisputably determine the selected projects.

**Support from the Scientific Committee:** The selected projects will be supported by the scientific committee, which will provide advice and assistance throughout the duration of their project realization.

**Contacts:** For more information, visit the website <https://generazioneplanet.it> or send an email to [info@generazioneplanet.it](mailto:info@generazioneplanet.it).