



in association with



UK Research  
and Innovation

## Media Guidelines

Congratulations for becoming shortlisted as a Finalist in the Green Gown Awards! Now is the time to send in your media materials, as part of the **Stage 2 submissions phase**, which closes on **7<sup>th</sup> September 2023**. These materials will be shared on the [Green Gown Awards official website](#), as well as the [EAUC website](#) and the [Sustainability Exchange](#). In addition, your media will be publicised in emails and social media content about the Green Gown Awards ([Twitter](#), [YouTube](#) and [LinkedIn](#)).

Stage 2 is an important part of the Green Gown Awards cycle, as your media has power to bring projects to life, tell stories and make your impact more tangible to audiences and judges.

When your media materials are ready, please send to the Green Gown Awards via [email](#), or via [Dropbox](#), [WeTransfer](#) or via another file sharing portal that is suited to larger files. Our team will confirm safe receipt.

**IMPORTANT:** Whilst your media materials are NOT a part of your stage 2 submission, and will not be used in the judging process, we do encourage as many Finalists as possible to create some form of media about their shortlisted entry. If you are a Finalist in one of the eight international categories and subsequently win the Internationals, then your 2-minute video will be shown at the virtual International Awards Ceremony. If a video is not supplied for your UK entry, we will request one for the Internationals. (International categories are: 2030 Climate Action, Benefitting Society, Creating Impact, Diversity, Equity & Inclusion in Sustainability, Nature Positive, Next Generation Learning and Skills, Sustainability Institution of the Year and Student Engagement).

Please see the requirements, recommendations, and accessibility guidance for media materials below:

### Requirements

- Top and tail your media materials with the following:
  - Green Gown Awards 2023 logo – retrieve from our [website](#)
  - Your institutions logo, name and the name of category entered.
- Your chosen media must specifically be about your submitted project, therefore not a generic marketing video about your team or institution.
- Your media materials can take the form of photos, animations, videos, infographics, vlogs, or other videos.
  - Videos should not exceed 2 minutes long and be in a wide/landscape format
  - Content with dialogue must include subtitles in English\*
  - Where people are featured, include their name and role title

- Avoid using licensed or copyright images and music – while you might have the permissions to use them, this right will not necessarily extend to the Green Gown Awards.
- Submit a file in a format that can be easily saved (such as MP4, JPEG, PNG, or GIF). Please do not send URLs to pre-existing YouTube videos – please send the actual file.

## Recommendations

- Include quotes, lines, or interviews with senior staff, such as your VC or Principal, about the project and what it means to be a Finalist
- Include information about how people can find out more
- If your team is unfamiliar with video making, but would like to create one, try out software such as [Animoto](#) and [Canva](#) to begin. These provide many user-friendly tools and templates and are free to use.

## Accessibility Guidance

\* Ensuring full accessibility across media materials created by and associated with the Green Gown Awards is an essential part of our practice. Not only is this an expectation of good practice but it speaks volumes to the wider importance of actively making sustainability achievable and accessible to all people. Our standards are as follows:

- English subtitles must appear on all videos and audio files - recorded and live.
  - Audio within your video should be recorded clearly, absent of conflicting background noise or other sounds.
  - For videos which do not include audio, you may wish to include a plain English description of the key visual elements of the content. This will be written into the video description.
- Images on social media must contain Alternative Text ('Alt text'). Guidance on how to use it effectively is available [here](#) and about how to publish it [here](#).
- Choose your colours mindfully - low contrast is difficult for many people to read. Use the [WebAim colour contrast checker](#) or this [Colour Contract Checker](#) to check the contrast between your background, text and other components – it should have a minimum ratio of 4:5:1. Top tip: minimise your palette to 2-3 colours to reduce the risk of poor accessibility.
  - Emphasis is better achieved through words, not colours. Consider making key words larger or in bold, or capital letter. Avoid using colour changes or font changes to achieve emphasis.
- If including complex language, jargon, or other specialised terminology, ensure this is explained for a non-specialist audience.
- Minimise the use of text within and on top of graphics, images, and videos as much as possible. If using embedded or overlaid text, you will have a greater impact by keeping these to as few words as possible and in larger, bolder formats.