



2017
TIC AMERICAS
Talent and Innovation Competition of the Americas

Eco Challenge 8.0 Guidelines for Promotional Video

(Special Category for Talent and Innovation Competition of the Americas)

This document provides the mandatory guidelines for the promotional video, those teams who do not follow it accordingly will be disqualified

Promotional Video

- The duration of the promotional video cannot exceed 90 seconds.
- When preparing your script for the video, you must contemplate answering the following questions: 1) who makes up the team; (2) how the proposed solution solves one of the Eco Challenges; (3) the beneficiaries; and (4) what is the expected environmental impact.
- Promotional photos, digital video or graphical presentation may be in English, Spanish, or Portuguese.
- Participants are allowed to use their videos in the finals.