



Eco Challenge 9.0 Guidelines for Promotional Video

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

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.