



BLOG COMPETITION ANNOUNCEMENT

Theme: Oceans

ABOUT THE COMPETITION

Project Ocean Matters is a – a citizen science program that activated the participation of schools in gathering data related to climate change and marine pollution using the “Global Learning and Observation to Benefit the Environment” (GLOBE), and the “Microplastic Monitoring Protocol Trial” (MMPT). The program was carried out across 100 schools from Mumbai, Mormugao and Mangalore; and is now extended to Kochi, Chennai and Puducherry. More details are available at: <https://www.teriin.org/project/ocean-matters-safeguarding-our-oceans>

One of the aims of the program is to inspire action, raise awareness, and foster a deeper connection to our oceans. In order to do so environmental communication plays a key role in raising awareness and educating the public on the complexities of environmental issues so that they can not only understand the importance of environmental protection and conservation, but also make informed choices and participate in environmental conservation. Environmental communication can influence individual and collective behaviors to adopt more sustainable habits as well as public opinion and advocate for policy change. It can help galvanize people, provide a voice for the underprivileged, promote stakeholder engagement and build a sense of ownership for the environment through effective engagement. It can help in environmental crises management through clear and transparent communication. Given the above, **U.S. Consulate General, Chennai** and **The Energy and Resources Institute (TERI)** are organizing a **BLOG COMPETITION** on the Theme ‘**OCEANS**’ so as to bring environmental communication regarding oceans in the forefront.

GUIDELINES FOR THE BLOG COMPETITION:

1. Each applicant can submit only **ONE** entry on any **ONE** topic from the following **blog genres**.
 - ***Debunking myths with facts***
(Students research and debunk myths with facts related to oceans)
 - ***Local heroes of our oceans***
(Students showcase inspiring stories of local heroes who have positively contributed to safeguarding oceans)
 - ***Coastal tales***
(Creative stories that inspire action for coastal protection)
2. The competition is open to applicants in the age group of **12 to 18 years**.
3. The competition is open to applicants from India and UAE.
4. The link to register and submit the entry is here- <https://bit.ly/3W4VFPM>
5. Only **ONE** entry per applicant will be accepted; however there is **NO LIMIT** to the number of applicants who can apply from each school/college.
6. Blog writings can be in form of **an opinion, a story, or a case study** and must relate to any of the above mentioned genres. The maximum word limit is **500 words** per entry and is to be composed in **English**.
7. Selection will be based on the following parameters:
 - Originality of content
 - Presentation and writing style
 - Factually correct information
 - Adhering to theme
 - Referencing and sharing of information
8. Blogs should **reflect positive actions** and needs to be composed as **original and creative write-ups** highlighting how youth can help in resolving the issues threatening our oceans..
9. Entries **must not contain any vulgar, obscene, defamatory, pornographic or violent content or content detrimental to national interest of any country, region and personality**.

10. By entering the competition, applicant represents, acknowledges and warrants that the submitted blog is an original work created solely for this competition. If an entry is found to be copied, the **applicant will be expelled from the competition immediately.**
11. Upon selection, the applicant should agree to his / her work **to be edited at discretion of the organizers.** Blogs will be credited to the blogger wherever published.
12. Deadline to submit the entry is **22 May 2024.**
13. The entries will be reviewed by a panel of eminent jury drawn from environmental and communication background.
14. **All applicants will receive e- certificates**
15. All applicants will also get to attend an **online workshop on Environmental Blogging.** This workshop will help them to understand and incorporate the nuances of blogging to safeguard oceanic health.
16. The winners will also receive a Certificate of Merit and a complimentary seat to TERI's exclusive LEAD programme in 2025.
17. The jury's decision will be final and will be announced on World Oceans Day, June 8, 2024
18. For further queries, please write to us at oceanmatters2022@gmail.com