

World Water Day 2022

# Take the one minute challenge!

## One minute film challenge: Shoot a video about groundwater – make the invisible visible!

### The challenge:

We are asking people from around the world to make a 60 second film on the theme of ‘Groundwater – making the invisible visible’.

Tell us in one minute or less: how does groundwater affect your life? Is there enough? Is it safe to use? What is groundwater mainly used for in your area? What needs to be done to exploit or protect groundwater? Share your groundwater story.

Grab your phone or camera and make a 60 second video about the groundwater situation where you live.

A selection of films will be shown at the UN-Water Summit on Groundwater in December 2022.

### Basic filming guidelines:

- One minute max. Keep your video to 60 seconds or less.
- Go widescreen. Shoot the video in landscape orientation.
- Speak up. Use a mic for good quality audio.
- Be civil. Keep your video respectful and constructive.
- Be accurate. Check your facts.
- You must have permission to use any third party music or imagery within the film.
- For non-English videos, please add English CC/subtitles.

### A few tips:

- **Storytelling** – People love a good story. An important message is not enough to hold a viewer’s attention. A story needs to be communicated in a compelling way so that viewers are engaged and remember your video afterwards.
- **Angle** – A good story needs an interesting angle. Is the story close to your heart? Is it something you are knowledgeable about or directly affected by?
- **Local/regional focus** – General stories can be useful but specific situations in particular locations are even more compelling, so that people can see what the situation is on the ground.

### How to enter:

- Upload your 60 second video to YouTube or Vimeo and share on social media using **#MyGroundwaterStory** and **#WorldWaterDay**
- Send the link to **mygroundwaterstory@un-igrac.org**
- Entry is now open. The cut-off for new entries is midnight CET on 20 November 2022.
- After the cut-off, a selection will be compiled and screened at the UN-Water Summit on Groundwater in December 2022.

**Please remember:** Users must not post any content that is uncivil or inaccurate. By submitting content, users agree to its wider usage and broadcast. The World Water Day 2022 Task Force reserves the right to exclude any submissions that it considers inappropriate or unacceptable.

