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# 2024 EmPower Silicon Valley Student Short Video Competition

Juli Miller, Community Outreach Fellow  
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# Welcome and Introductions

Thank you for attending!

- Juli Miller:
  - Community Outreach Fellow
  - Managing EmPowerSV and your contact at SVCE
  - Former elementary school teacher





# Webinar Agenda

In today's webinar, we'll cover:

- SVCE Overview
- What is EmPower Silicon Valley?
  - Requirements
  - Prompts
  - Judging
  - Timeline



# About Silicon Valley Clean Energy





**Mission: Reduce dependence on fossil fuels by providing carbon free, affordable, and reliable electricity and innovative programs for the SVCE community.**



# The Community Choice Energy Agency for 13 Santa Clara County communities

Providing clean electricity and innovative programs to fight climate change



Campbell



Cupertino



Gilroy



Los Altos



Los Altos Hills



Los Gatos



Milpitas



Monte Sereno



Morgan Hill



Mountain View



Santa Clara County



Saratoga



Sunnyvale





- 26 agencies serving more than 11 million Californians across 200 cities



# How does it work?



SOURCE



**SVCE**

buying and  
building energy  
supplies



DELIVERY



**PG&E**

delivering energy,  
repairing lines  
serving customers



CUSTOMER



**YOU**

benefitting from  
cleaner energy,  
local control

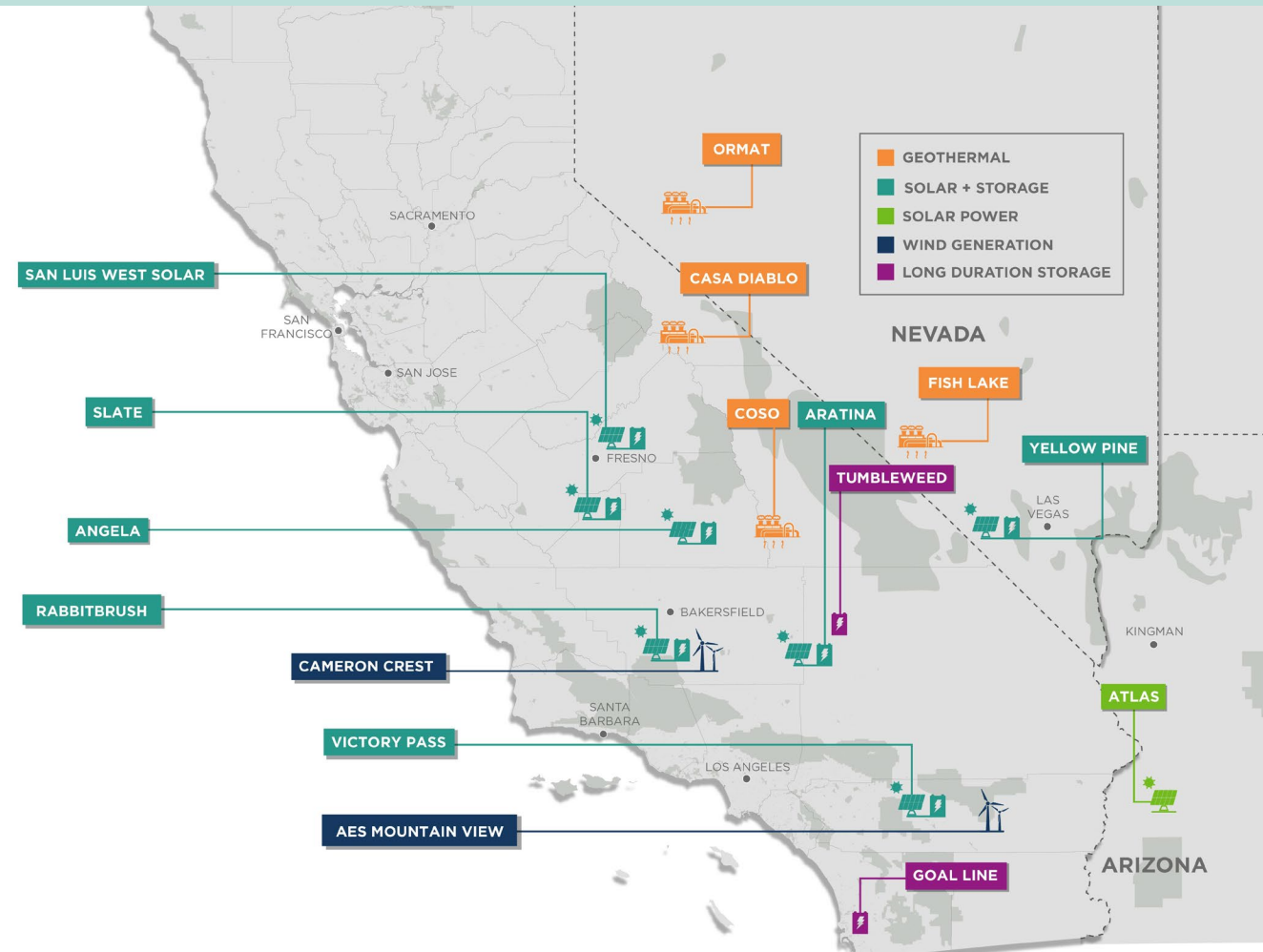




# Long-term Renewable Power Portfolio

Committed \$2.1 B - diverse renewable sources

- 17 PPAs
- 63 MW **Geothermal**
- 346 MW **Solar PV**
  - w/ 180 MW **Storage** (800 MWh)
- 35 MW California **Wind**



[svcleanenergy.org/power-sources](https://svcleanenergy.org/power-sources)

# What We Do



## **Fight climate change by cutting carbon emissions**

Help our communities lead the fight against climate change by supplying clean electricity and building new renewable energy projects



## **Accelerate the adoption of innovative electric technologies**

Encourage the advancement of new technologies and initiatives to transform and reduce the use of fossil fuels for energy, transportation and buildings



## **Benefit our community by reinvesting locally**

SVCE returns value to our customers through competitive rates, clean energy programs, projects, scholarships, grants, and improved access and education.





# Impact



**23% reduction in CO2 from 2015 baseline**



**Over \$3.7 billion invested in renewable energy projects**



**More than \$100 million in on-bill savings**



# Community Outreach & Engagement





# SVCE Youth Education Initiatives

In addition to community events and sponsorships, SVCE encourages local students to get involved with clean energy

- **Education Fund**—project funding for local students and their climate action projects
- **Scholarship Competitions**—SVCE hosts annual scholarship competitions like our EmpowerSV Short-film competition or Bike to the Future



# EmPowerSV Overview

## Student Short Video Competition

- Student scholarship competition that offers the opportunity to win scholarship prizes
- Students can enter individually or in teams (up to 4 members)
- Open format: Make a campaign video, music video, animation—it's up to you!
- Open until May 3, 2024





# EmPowerSV Requirements

## Student Short Video Competition

- Must be a current middle or high school student attending school or living within the [SVCE service territory](#)
- Videos must be NO LONGER than sixty (60) seconds
- Each participant must complete the [Registration form](#)
- Each submission must be publicly uploaded to YouTube
- Content must respond to one of three competition prompts



# Induction Cooktops for President

**Create a campaign video electing induction cooktops as the superior way to cook!**



- It's election season for sustainable electric appliances. As the manager of Induction Cooktops' campaign for presidency, it's your responsibility to make a compelling argument about why induction cooking is better for the position than traditional gas stovetops.
- You must:
  - research the benefits of induction cooking
  - research the drawbacks of gas stoves
  - prepare a rebuttal for what you anticipate gas supporters might see as a downside to induction cooktops
  - be creative, original, and have fun

## Resources:

- Never heard of induction cooking? Learn more [here](#).
- Check out these [student body campaign](#) videos
- Learn more about induction cooking [here](#)
- [How to prepare for a debate](#)



# Pump Up the Jams

## Remix a song into a hit about heat pump water heaters



- Want to be the next Heat Pump Pop Star? SVCE is looking for an electric song parody all about heat pump water heater technology and what it can do for you and me!
- You must:
  1. choose a song
  2. write original lyrics featuring the efficient heat pump water heater
  3. record an accompanying music video
- Songs can be about:
  - the benefits of heat pump technology
  - their efficiency
  - functionality
  - and more

### Resources:

- Never heard of heat pump water heaters? Learn more [here](#).
- [Weird Al Yankovic](#) can inspire you on how to write a musical parody
- Learn more about heat pump water heaters [here](#)
- [How to write a musical parody](#)





# Got Charge?

## Create an iconic commercial showcasing EV charging technology



- It's your chance to create the iconic commercial advertisement of the generation! You only have 60 seconds to wow the audience with electric vehicle (EV) charging equipment.
- You must:
  - focus on the selling points
  - emphasize convenience
  - Engage viewers & inspire action
  - Use catchy language and emotional appeals
  - demonstrate the accessibility of EV charging in your community.

### Resources:

- Don't know the first think about EV charging? Learn more [here](#).
- Watch these students create an [EV car commercial](#)
- Learn more about EV chargers [here](#)
- [How to create a commercial](#)



# How films will be judged

Judging panel and film criteria

- Judging panel consists of SVCE Board Members and staff
- Each film will be judged for:
  - Relation to prompt
  - Informativity: how it better understanding of clean energy, electric technologies, and community-wide solutions
  - Creativity in approach
  - Storytelling approach
  - Cinematic elements (interesting audio-visual, clean editing, etc.)
  - Memorability



# The Scholarship Awards

## Main Awards: Four at \$3,000

- **Presidential Induction Award:** Best campaign video depicting a clear, concise and original argument for induction cooktops as a leader in electric innovative cooking technology.
- **Heat Pump Hit Award:** Best music video showcasing heat pump water heater technology with catchy and original lyrics.
- **Iconic Commercial Award:** Best commercial video advertising the functionality of EV chargers, compelling the audience with a memorable and persuasive message.
- **Nobel Technology Award:** Short video from any prompt that best explains the chosen electric technology and accurately describes their benefits and features.





# The Scholarship Awards

## **Creative Presentation Awards : Four at \$2,000**

Short videos from any prompt that demonstrate strong visions of a clean energy future and/or creative communications.

- Foreign language short
- Animated short
- Comedy short
- Narrative/storytelling



# Logistics and Timeline

Complete each step to compete! See also: <https://svcleanenergy.org/empower-sv/>

1. Complete the team registration form
  - a. Each team member must complete a competition application document
2. Make your video
3. Complete waiver forms for anyone featured in the video
4. Submit your video through a link provided post-registration
  - a. Submission deadline: May 3
5. Relax and wait for announcement of the winners by June!



# Conclusion

Things to keep in mind

- Make an outline and ensure it focuses on the prompt
- Look into different approaches to telling your story and be creative with your video
- Have fun with the process!
- We look forward to watching your videos





**Learn more**



**svcleanenergy.org**



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