

METHODOLOGICAL GUIDELINES

regarding nominations for the VI International Children and Youth Award “Ecology is Everyone”

These methodological guidelines are for informational purposes and are intended for use by the Award participants in the preparation of their contest entries.

To submit applications on the Award website, the participant must register a personal account and provide accurate information. **The age of participants is considered at the time of application submission.**

Participation in the Award is **free of charge**.

The number of applications with different creative works from the same participant is not limited.

The deadline for submitting applications for participation in the Award is from 9:00 MSK on August 1, 2025, to **17:00 MSK on April 1, 2026**.

All participants whose applications have been published on the Award website will receive electronic certificates of participation after the results are finalized. Mentors and institutions that have prepared active participants for the Award may be honored with letters of appreciation.

Higher education institutions may award additional admission points to laureates, winners, prize-winners, and participants of the Award.

Shortlisted entries in each nomination are evaluated by a Jury.

Videos and animated films must be uploaded when submitting the application on the Award website as an MP4 file, with a size not exceeding 300 MB and a resolution of at least 720 pixels on the shorter side of the visible image.

The direct participation of the participant(s) in the video is mandatory, in the number specified in the application.

Videos, animated films, photographs, and drawings submitted for the Award must have been produced (filmed, drawn) no earlier than 2023. Participation with creative work previously submitted to the Award is not permitted.

When submitting an entry, the participant is entitled to name one mentor in the “Eco-Drawing” and “Eco-Focus” nominations, and no more than two mentors in all other nominations.

Entries submitted in languages other than Russian must be accompanied by a voice-over translation and/or Russian subtitles.

1. “Eco-World” Nomination

In this nomination, participants are divided into three age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 18 inclusive. Participation is individual.

In this category, participants present their own vision of the world around them. They describe and demonstrate how they see their eco-friendly world, eco-home, the room where they live, or a cozy eco-friendly yard where they spend their free time. Participants should showcase positive experiences in solving environmental issues and highlight green initiatives within their local community. In their videos, participants may provide examples of rescuing or helping animals and plants, promoting the conservation of rare birds and other flora and fauna (including those listed in the Red Data Book), or examples of volunteering. Entries may also feature stories about beloved pets, their habits, and the beneficial eco-activities participants engage in with them.

Using original ideas and a creative approach, participants can share examples such as cleaning their homes or local grounds according to specific green rules, caring for pets while following sanitary guidelines during walks, or growing plants on a windowsill. Entries may also include stories or explanations of how waste sorting is organized in their city or village and why it is important for everyone. A sincere personal account of why saving the planet starts with everyone will be of great interest to the audience. Participants may also draw attention to environmental issues through creative forms such as performing a dance, singing a song, or reciting an original poem. These are just a few ideas for preparing an entry. Present the “Eco-World” that you are creating around yourself.

The entry must be a video with a meaningful title (up to 80 characters, including spaces). A duration of 15 seconds to 1 minute is encouraged. Shorter videos are rated higher by the Jury than longer ones.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Eco-World” nomination, first, second, and third-place winners will be determined.

2. “Eco-Blogger” Nomination

In this nomination, participants are divided into three age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 18 inclusive. Participation is individual.

Participants are required to create a video report or a video review about ecology and environmental protection. This may also include one or more life hacks explaining the importance of an eco-friendly attitude toward nature, the world, and people. For example, participants could suggest ways to make a pet's life more sustainable, what materials to choose for a school bag, how to properly sort waste or organize paper recycling, or how to eliminate plastic from daily life, etc.

Entries may feature an original challenge (with a mandatory call to action for others to replicate it) or a video report that motivates people to solve environmental problems by showcasing positive experiences of nature conservation among children and youth, such as the mindful use of polyethylene, paper, plastic, etc. For instance, a participant may declare their readiness to live for a day or a week without polyethylene or plastic bottles or attempt to convince their parents to sort waste correctly.

Participants may also present a report on environmental conservation, respect for nature, and the promotion of ecological culture among children and adolescents. The report should hold the audience's attention; therefore, it is advisable to use clear language and engaging visuals. Such entries are encouraged to include comments from relevant specialists or experts, as well as soundbites and stand-ups.

Creative works must be in video format and have a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 1 minute is encouraged.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Eco-Blogger” nomination, first, second, and third-place winners will be determined.

3. “Eco-Animation” Nomination

In this nomination, participants are divided into three age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 18 inclusive. Participation is individual.

The creative work must be submitted as an animated film and have a meaningful title (up to 80 characters, including spaces). A duration of at least 1 minute but not exceeding 3 minutes is encouraged.

This nomination showcases the participants' ability to present an environmental idea or issue in an engaging way, address the theme of environmental conservation and respect for nature, and demonstrate the importance of promoting ecological culture among children and youth.

Audience attention can be captured through a unique plot or novelty. Creative works may be produced in various genres of 2D or 3D animation, including hand-drawn, computer-generated, stop-motion (puppet or object animation), and clay animation. The plot may be original (created by the author independently and/or with the help of parents or a mentor) or based on literary works, folklore, etc. The following will not be accepted: unfinished works, lectures with animation elements, slideshows of drawings and/or photographs (with or without captions), or animated works using characters and/or environments from video games.

The participant must be the author of the animated film, including its characters, and must use their own visual and audio material. Citing third-party audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Animated films must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Eco-Animation” nomination, first, second, and third-place winners will be determined.

4. “Eco-Project” Nomination

In this nomination, participants are divided into four age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 18 inclusive; the fourth group includes young people aged 19 to 35 inclusive. Participation is individual.

The entry must be submitted as a video and have a meaningful title (up to 80 characters, including spaces). A duration of 15 seconds to 2 minutes is encouraged.

Objective of the nomination is to present a concept for an environmental project. The entry must include the project's goals, objectives, novelty, and non-standard approach. It must specify the implementation timeline, social and environmental significance, and provide a detailed project budget with justification, reflecting the participant's personal contribution to both the development and future implementation of the project.

The budget must not include expenses for advertising, design development, hiring specialists, creating databases, websites, or computer software, travel and accommodation, rent for premises or land, or any other costs not directly related to the project's implementation. The budget should focus on the costs of creating technology that can be applied in practice.

The participant must determine the feasibility of the proposed project, identify its target audience, assess its social impact, and indicate whether other public organizations will be involved in its implementation.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Eco-Project” nomination, first, second, and third-place winners will be determined. Winners will be awarded a grant certificate to implement their project in accordance with their respective prize place.

After the Award results are finalized, winners must implement their project and provide the Organizer with:

- An implementation progress report in the format of a video presentation or video clip.
- Links to social media posts regarding the project's implementation, featuring the logos of the Award and the Organizer (Rosprirodnadzor), along with links to their respective websites and social media accounts.

Reporting deadlines will be coordinated with the winners' legal representatives separately.

5. “Generation of the Future” Nomination

In this nomination, participants are divided into four age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 18 inclusive; the fourth group includes young people aged 19 to 35 inclusive. Participation is individual.

The entry must be submitted as a video and have a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 1 minute is encouraged.

Objective of the nomination is to propose a concept, research paper, activity, or overview regarding sustainable development.

Sustainable development principles can enable companies to go green, demonstrating active care for the environment.

Creative works in this nomination may be presented as:

- A video report on how the participant, together with representatives of companies, enterprises, or government authorities (village, city, district, or regional administrations), organizes and conducts an environmental event (e.g., a community cleanup, an exhibition, tree planting, etc.).

- A video report on the development of a concept for a new, modern production facility or a device that meets eco-friendly requirements or helps improve existing systems aimed at environmental conservation. (The project may be presented using construction sets, robotics, or as a physical model made of any materials; a budget is not required for the proposed device or facility; originality and imagination are highly encouraged).

- A news report on a specific environmental issue.

- A report on the environmental friendliness of an existing enterprise, identifying which sustainable development factors (e.g., reduction of harmful atmospheric emissions, resource conservation during production, transportation, and sales of finished products, as well as prevention of environmental pollution, including non-biodegradable materials, etc.) are most relevant for the selected company.

- An interview with business owners or employees regarding successful practices in following the sustainable development agenda.

- A research paper on a sustainable development issue.

Participants are encouraged to take a creative approach to their work.

Award participants may involve government officials and the public in their eco-ideas, for example, planting greenery, trees, or fruit crops, and organizing joint healthy lifestyle marathons, etc.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Generation of the Future” nomination, first, second, and third-place winners will be determined.

6. “Eco-Tourism” Nomination

In this nomination, participants are divided into four age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 18 inclusive; the fourth group includes participants aged 19 and older. Participation is individual.

The entry must be submitted as a video and have a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 1 minute is encouraged.

Creative works in this nomination may focus on developing initiatives in the field of ecological tourism.

Objective of the nomination is to increase the involvement of children and youth in the environmental agenda through the development of eco-tourism, promotion of ecological tourist routes, and design and creation of new eco-routes.

Video reports featuring stories about natural monuments, natural landmarks, eco-friendly recreation in unique locations, and tourist attractions are encouraged. Proposed ideas for the design and creation of ecological routes should have practical application.

Videos highlighting environmental problems/issues are not permitted in this nomination.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Eco-Tourism” nomination, first, second, and third-place winners will be determined.

7. “Eco-Education” Nomination

In this nomination, participants are divided into three age groups. The first group includes children and adolescents aged 6 to 18 inclusive; the second group consists of young people aged 19 to 35 inclusive; the third group includes participants aged 36 and older. Participation is individual. Applications are accepted from schoolchildren, students, mentors, teachers, public figures, volunteers, bloggers, journalists, and opinion leaders engaged in environmental education who are passionate about nature conservation and the protection of rare animal and plant species.

The entry must be submitted as a video and have a meaningful title (up to 80 characters, including spaces). The video duration is for up to 3 minutes.

Objectives of the nomination:

- To promote environmental education among children, youth, and adults.
- To raise awareness about the conservation of plants and animals listed in the Red Data Book, as well as the protection of endangered wild fauna and flora.

- To popularize scientific and project activities in the fields of environmental protection and ecology through various forms of engagement (volunteering, organizing environmental events, creating educational and edutainment visual and audio content).

The entry may highlight the participant's volunteering activities or showcase environmental events (or series of events) conducted by the participant, such as campaigns, flash mobs, exhibitions, eco-lessons, films, or plays aimed at educating the public.

Participants may demonstrate the practical results of their educational efforts through blogging, social media channels, or television, including the publication of their own materials in the mass media. Additionally, this nomination encourages the creation of TV reports, programs, or films designed to promote a respectful attitude toward nature among young people.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Eco-Education” nomination, first, second, and third-place winners will be determined.

8. “Ecology of the Soul” Nomination

In this nomination, participants are divided into two age groups. The first group includes young people aged 19 to 35 inclusive; the second group consists of participants aged 36 and older. Participation is individual.

To present a vision of one's inner world based on ethical principles, where the primary mission is to sustain eco-friendly life on Earth and assist both animal and plant worlds. Participants are encouraged to share their experiences in spiritual and moral development through a proactive attitude toward wildlife and examples of animal rescue. The nomination also aims to popularize environmental education through creativity, including traditional crafts and folklore preserved within the participant's family or local community, or through the participant's own original works such as songs, dances, poems, essays, etc.

The entry must be a video with a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 2 minutes is encouraged.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In each age group of the “Ecology of the Soul” nomination, first, second, and third-place winners will be determined.

9. “Zoo-World” Nomination

This nomination is open to everyone, regardless of age (starting from age 0). Participation is individual.

The entry must be submitted as a video and have a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 1 minute is encouraged.

The entry should feature interesting or funny moments involving animals. Creativity, non-standard approaches, and highlighting an animal's unique characteristics, behavioral habits, or talents are highly encouraged. Footage of rare animal species may be filmed in zoos, safari parks, rehabilitation centers, aquariums, or volunteer organizations. Videos focused on animal conservation and care, featuring volunteers or professional animal care specialists (keepers), are welcome. The goal is to draw attention to the study of biodiversity and animal behavior while fostering a positive attitude toward them. The video should be cheerful and humorous. Cruel or violent scenes involving animals are strictly prohibited.

The objective of the nomination is to present a funny, surprising, spectacular, or interesting video featuring a domestic or wild animal.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In the “Zoo-World” nomination, first, second, and third-place winners will be determined.

10. “Eco-Drawing” Nomination

In this nomination, participants are divided into four age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 17 inclusive; the fourth group includes young people aged 18 to 25 inclusive. Participation is individual.

Participants submit their works as scans of drawings created on paper (A4, A3, A2, or A1 formats) or canvas (at least 300 mm on the shorter side). Any technique or drawing materials may be used (colored pencils, paints, wax crayons, etc.). Entries may also be submitted as digital drawings (raster or vector graphics created entirely independently using any software) on any environmental theme.

Not accepted: screenshots, drawings with frames or labels. The use of stencils or pre-printed outlines for coloring is prohibited.

The entry must have a meaningful title (recommended length: up to 40 characters, including spaces).

The objective of the nomination is to promote environmental conservation, a respectful attitude toward nature, and the enhancement of ecological culture among children and youth through fine arts. Originality and the author's unique perspective are highly valued. The Organizers are confident that participants possess the creative ideas and artistic skills to present a drawing appropriate for their age.

Participants must upload the original scan file with a correct aspect ratio or the digital drawing to the official Award website: <https://ecologyiseveryone.ru/en/> Format: JPG or PNG. File Size: no more than 5 MB. Resolution: at least 1920 pixels on the shorter side of the image.

The Organizer reserves the right to verify any contest entry for authorship and originality. If necessary, the Organizer and the Organizing Committee may request the original working file of a digital drawing.

In each age group, first, second, and third-place winners will be determined.

11. “Eco-Focus” Nomination

In this nomination, participants are divided into four age groups. The first group includes children aged 6 to 9 inclusive; the second group consists of children and adolescents aged 10 to 13 inclusive; the third group consists of adolescents aged 14 to 17 inclusive; the fourth group includes participants aged 18 and older. Participation is individual.

The participant must be the actual author of the photograph (photographer). Creative works submitted for the Award must belong to the participant. If the participant submitting the work is not the author of the photograph, the entry will be disqualified from the competition and is subject to rejection at any stage of the Award process.

Photographs may be taken in any photography genre and on any environmental theme addressing nature conservation, environmental protection, and a respectful attitude toward nature. The entry must have a meaningful title (recommended length: up to 40 characters, including spaces).

Objective of the nomination is to promote environmental awareness through the camera lens and draw the attention of children, youth, and adults to ecological issues and nature conservation. In creating their photographs, participants are encouraged to use their imagination, artistic vision, and striking perspectives. Modern equipment and macro photography techniques may be used.

It is important to consider whether the photographs reflect a specific event or unique process, their relevance to the nomination's theme, and their intended audience.

Not accepted: photographs with frames, inscriptions, watermarks, collages, screenshots, or images subjected to significant digital manipulation. Prohibited: editing that involves mounting, removing, replacing, or altering any part of the image.

Exposure and color correction are permitted.

Participants must upload the original photo file to the official Award website: <https://ecologyiseveryone.ru/en/> Format: JPG or PNG. File Size: no more than 5 MB. Resolution: at least 1920 pixels on the shorter side of the image.

Participants should select photographs that clearly align with the Award's themes. If the connection is not obvious to a general audience, the author must provide an explanation. Upon request by the Organizer and/or the Organizing Committee, the participant is obliged to provide the original, unedited image file. The Organizer reserves the right to verify any entry for authorship and originality.

In the "Eco-Focus" nomination, first, second, and third-place winners will be determined in each age group.

12. "Eco-Family" Nomination

This nomination is open to family teams including children and adolescents aged up to 18 inclusive, as well as teams of two or more children and adolescents under 18 united by a common environmental idea. The application must be submitted on behalf of one of the children within the specified age range; other family (team) members may be listed as active participants during the submission process.

Participants in this category promote environmental family education and the enhancement of ecological culture among children, adolescents, and their parents. They showcase the experiences of families or youth groups in conducting environmental campaigns across various formats and genres, promoting ecological well-being and a respectful attitude toward nature.

It is important to demonstrate a collaborative “all-family” approach to the activity, highlighting the significance of each team member's participation and their specific responsibilities in an eco-friendly lifestyle. Show how your family (team) participates in waste sorting and disposal, organizes community cleanups, or joins environmental campaigns. This can be any creative action: from joint drawings, dances, or tree planting and site cleaning, to composing an original song or poem. You may also present long-standing environmental traditions preserved within the family and observed across several generations (grandparents, parents, and children). Additionally, participants may show examples of organizing or participating in races, campaigns, and flash mobs dedicated to ecology and environmental conservation.

The entry must be a video with a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 1 minute is encouraged.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In the “Eco-Family” nomination, first, second, and third-place winners among the participating teams will be determined.

13. “Eco-Union” Nomination

In this nomination, participating teams are divided into two age groups. The first group consists of active participants aged up to 18 inclusive; the second group consists of active participants aged 19 and older.

A team entry in the “Eco-Union” nomination must be submitted on behalf of an institution by an adult representative (contact person). There are no regulations on the number of participants, as the official entrant is a single organization, institution, or movement that develops and promotes the high importance of an eco-friendly environment.

The team must present a video about an environmental project “from start to finish” conducted by an organization, institution, or public movement. The project must have lasted at least one month and produced tangible positive results. Entries may also showcase systematic environmental education efforts within an institution, particularly those involving children and youth.

The audience should clearly understand the environmental idea and its significance for the institution, city, or district.

Emphasis should be placed on how the project idea can be (or is already being) scaled and implemented in other organizations or institutions.

Teams may also submit videos of races, eco-campaigns, and flash mobs that demonstrate maximum involvement of children, youth, adults, and the public to promote nature conservation. This could include a song performed by dozens of participants, a dance, or other non-standard and unique environmental events.

In addition to the creative quality, the Jury will consider the number of students, employees, and other participants involved in the activities.

The entry must have a meaningful title (up to 80 characters, including spaces). A video duration of 15 seconds to 2 minutes is encouraged.

The participant must be the author of the video and use their own visual and audio material. Citing third-party video, photo, and/or audio materials is permitted only in minimal amounts and must include an obligatory reference to the source (Internet link) and the author.

Completed videos must be uploaded during the application process on the official Award website: <https://ecologyiseveryone.ru/en/>

In the “Eco-Union” nomination, first, second, and third-place winners will be determined in each age group.