

# EcoBloopers™

## Content Requirements

Have you tried something to go green and it didn't work? Are you looking for some help? Did you come across something that you have a hard time believing and would like to promote (provoke) some discussion? Our "favourite" is when someone tries to sell you something as 'chemical free'. That's complete *greenwash*, whether out of ignorance or arrogance - **nothing** on this planet is chemical free. Not in our universe. Maybe in a black hole if you have one handy. Dr. Joe Schwarz explains why "chemical free is a bad deal" in the launch of the Eureka Exchange (buy your ticket for the pm show and watch his humourously serious explanation).

We hope that EcoBloopers helps people learn from the mistakes of others. We're looking for videos that share the seriously funny to the humourously serious that you can explain in 2 to 4 minutes. We hope that EcoBloopers will help save people money and reduce our collective footprint on the planet by avoiding repetition of errors.

Here are some questions to guide your content in your video production

- What did you try to do?
- Where did it come off the rails? Is it a process, can you show us? Do you know at what point it goes splat? Or are you at a complete loss to understand why your act of green flopped?
- If it's a product-related issue, please remember that we cannot accept any statements that cross the line, by that we mean anything that would be considered slanderous or libelous. If there is any doubt in your mind at all, pose the challenge as a question you could ask your Mom or Grandmother—err on being polite.
- Is it a ill-conceived government policy or community program? Let's think about this. CFLs that fail after 2 weeks with no convenient return mechanism—is this a candidate for the show? Yep. If you have an idea on how to resolve this challenge, we're all ears!
- Is it an abuse of an ecologo? There are over 300, which makes it sometimes a little challenging. Sometimes a product or service can meet one criteria and fail on another. We all need to pay more attention to the rules of Mother Nature. (Stay tuned for future programming on biomimicry - its really cool stuff!)
- Are you looking for ideas to do another act of green?
- Did the act of green you tried not give you're the return or result you expected?

Members get priority access and seating: join @ [www.goingforthegreen.net](http://www.goingforthegreen.net)

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## Technical Requirements

### Pre-recorded Video Content

1. Each video should have two images (640 pixels x 360 pixels and 128 pixels x 72 pixels). These images will be used as a still image for a home page or watch now pages, and as thumbnail image for the schedule and archive pages.

2. The video should ideally be encoded with the following parameters:

- mp4 file format

#### Video:

- H.264 encoder
- 16x9 form factor (ideally)
- 640x360 resolution
- 24 fps
- 500-700kbps bitrate
- web(streaming) optimized

#### Audio:

- AAC audio codec
- 48khz sample rate
- 96kbps bitrate

IF YOU HAVE A QUESTION ABOUT THE TECH SPECS, email our clever techies at [thewizards@goingforthegreen.net](mailto:thewizards@goingforthegreen.net) and you'll get an answer as soon as possible.

Don't forget, the title of your video should appear at the beginning of your clip.

Please provide a brief description of what you are taking about when you submit your video. Just a few bullets or a sentence of two. For everyone, time is money.

Please remember to err on keeping it polite. Make sure too that this is your material to post; that you have copyright of the images you use. You will have to sign a release that says we can post your video, just as you would with any other site. Everyone who appears in the video has to sign the release – that's show biz!

To ensure that your video is accepted, make sure you've reviewed the content and technical specs outlined in this brief. Content questions should be directed to [info@goingforthegreen.net](mailto:info@goingforthegreen.net) and technical questions go to [thewizards@goingforthegreen.net](mailto:thewizards@goingforthegreen.net)

Members of [www.goingforthegreen.net](http://www.goingforthegreen.net) are always first in line; join now.