

Project Title

Zero Waste Video “Shorts”

Person who proposed it

Cory Berman

Decision

Fully Funded

Budget

\$4,000

Project explanation

Studies have shown that short-form videos, specifically those under 1 minute, were the most effective component of their social strategies. More than ever today users are browsing social media and watching video on their mobile devices. Short-form videos allow them to quickly consume a point or get clued-in to a story while on the go. And despite the limited time frame, short-form offers a lot of flexibility in content and style. Topics can range from quickly covering a news item, doing a list rundown, providing a look behind the scenes at an event or operation, or providing a quick tutorial. This project seeks to leverage the video medium to educate and inform the greater UVM community on issues including the basics of recycling and composting to the introduction of concepts such as the Circular Economy and conscious consumption. This project taps into the creative core of UVM's students to bolster our already existing eco-conscious culture.

Budget table

This Money will Supply	Requested funds	Justification
Student internship wages	- Not to exceed \$4,000 (dependent upon hourly rate and agreed upon weekly hours spent)	Paying students for their work