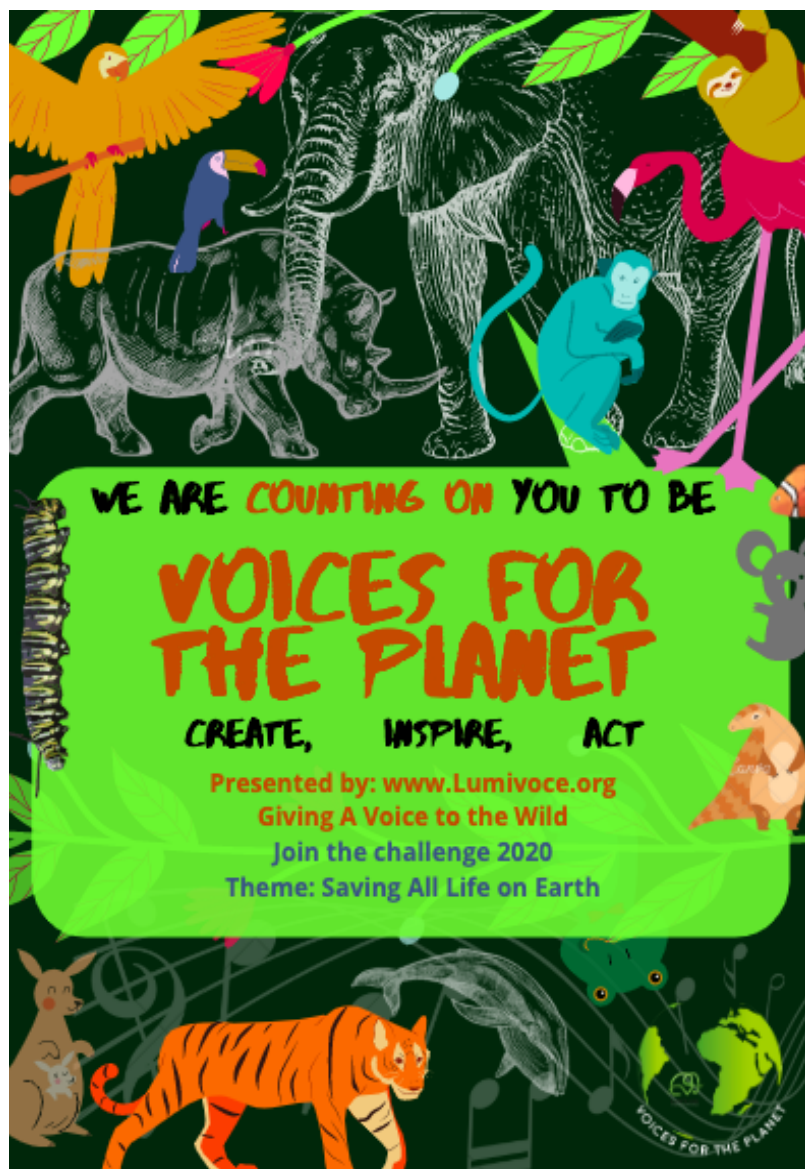




**Lumivoce.org – ‘A Voice for the Wild’ is excited to
announce the launch of the annual
Voices for the Planet Challenge:
Create, Inspire, Act**





Human beings and Nature share only one planet. We must live in harmony with Nature and build a common future for all Life on Earth.

LumiVoce's mission is to give voice to the aspirations of the young people of today to become the nature and wildlife protectors of tomorrow.

Here is your call to action!

Join your voice with ours and become a biodiversity champion.

What better way to do this than through creativity!

**Are you up for the Voices for the Planet: Create, Inspire,
Act Challenge?**

If so, then look no further!

This challenge is designed for individual students or schools!

Dear Participant:

At this special time of suffering from the Coronavirus for both people and wildlife, we want to turn the doom and gloom into creative art to help the locked down children, their parents, and wildlife on the planet.

We are excited to announce that Voices for the Planet Challenge is already gaining momentum through that China Biodiversity Conservation and Green Development Foundation (CBCGDF)'s mobile website in mainland China and LumiVoce's bilingual website in Hong Kong and has received strong support from Beijing University Alumni Association HK, the Greater Bay Area Chapter, Earth.org, Nature Guardian and other education partners in Hong Kong.

We hope this challenge will lift spirits and help young people and their parents to focus on positive things we can do in a time of difficulty. We also hope at a time like this we can encourage the development of compassion towards wild animals who had suffered tremendously because of our cruel treatment and consumption. We hope with this project, we will rethink the relationship we have with wild animals and nature. We hope to promote the idea that we can and must live in harmony with other earthly specie within an ecologically healthy natural world.

We expect to see a great deal of talent and creativity coming out of this competition. We look forward to showcasing the winners in the future!

Welcome to join your voices with ours to speak for the voiceless, to speak for people, wildlife, and nature. Together we inspire through music and stories, to illuminate and enabling young voices to protect our living world and all life on earth.

Very best wishes,

Ying Ying, Founder of LumiVoce

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The 4 Challenges

There are 4 challenges you can choose from:

Your Own Story	Story Based on LumiVoce Illustrations	Illustrations Based on LumiVoce Stories	Create Original or Remix LumiVoce Music Videos
Write your own story and draw your own illustrations following the theme: Saving all Life on Earth	Use LumiVoce illustrations to write your own story to accompany the illustrations following the theme: Saving all Life on Earth https://www.lumivoc e.org/wildlife-stories	Use LumiVoce stories to draw your own illustrations to accompany the story following the theme: Saving all Life on Earth	You can use LumiVoce music tracks and stems OR you can create your very own music tracks and stems to create your own biodiversity music video following the theme: Saving all Life on Earth https://www.lumivoc e.org/ensoul



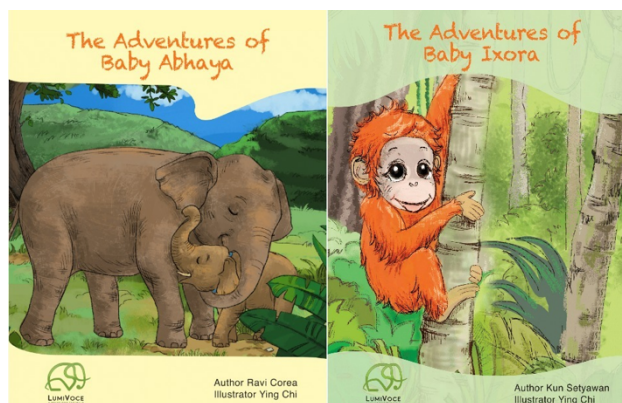
LumiVoce Voices for the Planet Challenge

Judging Criteria Create, Inspire, Act Saving all Life on Earth

Story Writing

	Developing	Secure	Exceeding
Story is meaningful and relevant	The story does not quite relate to biodiversity (nature, environment, wildlife)	The story is related to biodiversity (nature, environment, wildlife) and makes its readers think	The story is creative and unique to do with biodiversity (nature, environment, wildlife) and carries a strong message. Readers feel compelled to act.
Characters	The characters need a little more detail and description	The characters have a good description and are well-chosen	The characters are brought to life through their expressions, personality, and descriptions.
Setting	The setting takes place in a setting that is not typical for that character, not very realistic. The entire story takes place in one setting.	The setting accurately represents where the story takes place and the writer makes use of more than one place in their setting to tell the story e.g. the river, the forest, etc.	The setting accurately represents where the story takes place. The plot of the story takes place in different settings and the writer uses very descriptive language to describe it.
Vocabulary and word choices	Vocabulary is good	Vocabulary is interesting and creative	Vocabulary is highly creative, interesting and stimulating (capture the readers' attention)
Ideas	The ideas are good	Ideas are original (however, good stories often develop from others' stories too!)	Ideas are original, creative and innovative
Story Structure	The story needs a structure to flow easily	The story is well structured and flows well	The story has been thoughtfully structured. It is easy to follow and flows with ease
Sources	The story is not verified by a trusted source and the words belong to someone else	All sources are referenced and verified by a trusted source and the story is in your own words	There are several references to trusted sources and the story is original

LumiVoce Voices for the Planet Challenge
Judging Criteria
Create, Inspire, Act
Saving all Life on Earth



Illustrations

	Developing	Secure	Exceeding
Overall impression of the art	Images need a little attention	Good images	Very strong images that stand out
Subject matter/idea	Subject matter does not necessarily match the story	A good depiction of the subject and represents the story	Creative and inspiring, makes the reader feel emotions towards the story
Purpose, intent, message	It is not clear what the intentions or the messages are	The intent and the messages are clear	There is a clear purpose for the illustration and it conveys emotion, etc.
Choice of colour, composition, design elements	The choice of colour, composition and design elements do not go very well together	The composition, design elements and colour come together in parts	Composition, design elements, colour all work well in the illustration
Media/Mode of Presentation	The materials and media are a little limited	Interesting materials selected and some details included	Materials chose to illustrate the story contribute to an effective presentation of the idea or image Effort and attention to detail enhances the project
The story	The illustrations do not really match the text	The illustrations are good and match the story text	The illustrations support the story and make readers feel compelled to take action

LumiVoce Voices for the Planet Challenge
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Music Video

	Developing	Secure	Exceeding
Overall Quality of the Music Video	The images, music and subtitles do not really match or fit together well	The images are well chosen and fit in with some parts of the music but are not cohesive	All images flow smoothly and tell an emotional story. The images, music and subtitles are cohesive and compelling that inspires others to act
Additional Audio (e.g. wildlife and nature sounds, narration, voice over)	No narration, wildlife and nature sounds or voice-overs are used for narration.	Narration is used either through words on video or through voices/audio. Wildlife and nature sounds are chosen.	Additional Audio is used in a variety of ways to create a powerful effect
Emotional Content of Music	The music does not really convey emotion	The music tells a story and uses appropriate sounds to engage emotion	The music is compelling and makes listeners feel emotional through the choice of sounds, etc.
Titles, subtitles and Credits	Titles and/or credits are simplistic or missing entirely. The style of font used hasn't really been given much thought	Titles or credits have been considered. There may be some inconsistencies in style, and pace, or use of audio, but thought has clearly been given	Titles and credits have been used to good effect and link in and out of the main animation smoothly. Audio is continuous. Font is appropriate to the style and tone of the film.
Overall Quality of Sound Recording	The quality of sound is not quite clear enough	The quality of sound is adequate	The quality of sounds are clear, clean and engaging

LumiVoce Voices for the Planet Challenge
Create, Inspire, Act
Saving all Life on Earth

Challenge Rules

1. The illustrations/ stories and/or music must come under the theme ‘Saving all Life on Earth’ and include Biodiversity and Creativity. This means illustrations, stories or music encompassing wildlife, flora and wild habitats, animals, etc.
2. All facts must be checked and verified from a trusted source such as the WWF (World Wildlife Fund), UN (United Nations), TNC (The Nature Conservancy), etc.
3. All challenges must be completed by you! (You have permission to use Lumivoce’s music stems/tracks to create your video/music; and you can download wildlife and nature sounds from royalty free online sources, BBC Archives Sound Bank <http://bbcsfx.acropolis.org.uk/>)
4. All challenges should be completed by the deadline, 22nd May (by 5pm Hong Kong Time) in order to be judged and selected.
5. Stories should be no longer than 600 words; there should be no less than 10 illustrations per book (no upper limit).
6. Music/music videos should be no less than 2 minutes long or longer than 5 minutes in length.
7. Each challenge should contain emotion and be compelling to convince readers/listeners that they can become Biodiversity Champions too!
8. Each challenge must show strong intention, purpose and message to the listener/reader, which encourages them to take action. Advantage would be given to projects that come with creative solutions to the challenges.
9. Stories/videos should be produced in English or English/Chinese (bilingual)
10. All participants should enjoy the challenge, be creative and have fun!

Looking for inspiration?

<http://www.bbc.com/earth/story/20160314-sounds-of-nature-for-wildlife-films>

<http://bbcsfx.acropolis.org.uk/>

<https://www.wwf.org.hk/en/>

<https://www.nature.org/en-us/about-us/where-we-work/asia-pacific/hong-kong/contact-us/>

<https://www.ourplanet.com/en/schools-and-youth/>

<https://www.weforum.org/>

LumiVoce Brochure

<https://www.lumivoce.org/our-founder>

LumiVoce Wildlife Story Series (WSS)

- The adventures of Baby Abhaya
- The adventures of Baby Ixora

LumiVoce Conservation Videos, Talks and Interviews

Videos & Interviews	Links
LumiVoce Conservation Video – Wanwu (All Living things)	https://www.youtube.com/watch?v=ynbSydwGwac
LumiVoce Conservation Video – Lingxi (Breath of Life)	https://www.youtube.com/watch?v=_5_mMQbupr0
LumiVoce Conservation Video – Guyu (An Ancient Whisper)	Available Soon !
The Point Interview “ On Call for the Wild”	https://www.youtube.com/watch?v=LzfS5AwjVbI&t=292s
[AllenTalk]: A Voice for the Wild! Think globally, act individually	https://www.youtube.com/watch?v=aJbaXIzKv2Y

Past issues of LumiVoce Newsletter

<https://us15.campaign-archive.com/home/?u=54e658e1ccdd5d300383f8d6d&id=8545a29b20>