

# RE100 Leadership Awards 2021: video guide

Read our video guidance which covers video guidelines and ideas of what topics to cover in your RE100 Leadership Awards 2021 video.

## Video guidance:

- The maximum video length is 2 minutes. Any videos over 2 minutes will be edited by the RE100 team
- Videos **must not** include any logos, music, subtitles, or captions
- Videos can be filmed in any language. If videos are filmed in a language other than English please submit a **timestamped transcript in English** along with your video
- Videos can include B-roll or imagery
- Please submit your video entry and a copy of your company logo by WeTransfer to by [GSaduikyte@theclimategroup.org](mailto:GSaduikyte@theclimategroup.org) **Friday 9 July**
- For filming guidance, you can [download](#) or [watch](#) our top tips
- If you have any questions about videos, please contact Guste Saduikyte at [GSaduikyte@theclimategroup.org](mailto:GSaduikyte@theclimategroup.org)

## What will happen to your video:

All shortlisted and winning videos will be edited to include RE100 branding at the start and end of each video. Our video editing team will also add music, captions and subtitles. For an idea of what this will look like, watch the [2020 winning entries](#).

Clips from each of the winning videos will be included in a special [Leadership Awards video](#). Winning companies will also be invited to submit imagery or B-roll for a 1 minute video that provides a deep-dive into their winning entry.

## What to include in your video:

Here are some ideas of what to cover in your video:

- **What's driving you to act** (e.g. business case, consumer expectations, talent attraction and retention, shareholder demands, sustainability strategies)
- **Any challenges overcome** (e.g. persuading Board, financial, access to solutions)

- **Innovative approaches you are taking** (e.g. pioneering new technologies)
- **Benefits you're experiencing** (e.g. managed risk, cost savings, reputational boost, increased productivity)

These are some suggestions of what you might want to address in your video. Videos don't need to cover all questions, but make sure to reference RE100 in your entry:

### RE100 Changemaker

- What is driving your company to go beyond your RE100 target? And what role has your RE100 commitment played in this?
- What sustainability targets has your company set alongside your RE100 goal? How do they complement each other?
- How will your company achieve these targets? What innovative approaches are being taken?
- Are there examples of impactful procurement strategies that your company is implementing?
- What benefits will your sustainability strategies have on, for example, increasing the percentage of renewables on the grid or driving systemic change?
- What are the benefits for setting ambitious sustainability targets?
- Is your company involved in COP26, for example signing up to Race To Zero?

### RE100 Market Trailblazer

- What are the difficult markets that your company operates in and what are the specific challenges you face? Read our [article on challenging markets](#) for further details.
- How has your company been addressing these challenges? How has your company openly shared the barriers and solutions
- What kind of procurement options does your company use in markets where it is difficult to source renewables?
- What are benefits from removing market barriers and what role does business have to play in driving market change?
- Are you a member of a RE100 Policy Working Group or have you participated in RE100 advocacy efforts, such as signing government sign-on letters?
- How does your work support the six [RE100 Global Policy Measures](#)?

### RE100 Key Collaborator

- How have you worked with other companies to achieve your renewable electricity goals?
- How are you working with your supply chains to enable them to switch to renewables?
- Why is it important for your company to share knowledge and best practices?

- Are there any examples of your company's efforts to share key learnings?
- Why is it important for your company to publicly report and disclose your progress?

### **RE100 Enterprising Leader**

- What is your RE100 target and what makes it ambitious?
- Why is it important for your company to be part of RE100?
- What are the benefits of joining RE100? Why should other companies in your home market become a member of RE100?
- What challenges does your company face in sourcing renewables in your company's home market? How does your company plan to address these challenges?
- What is your company's strategy to achieve 100% renewable electricity?
- Are there any examples of impactful sourcing options that your company is implementing or plans to implement?
- Are there any innovative solutions that your company has created to achieve your renewable electricity target?