

RE100 Leadership Awards 2022: Video Guidance

27/04/2022

Read our video guidance which covers video guidelines and ideas of what topics to cover in your RE100 Leadership Awards 2022 video.

Video Guidance

- The maximum video length is 2 minutes. Any videos over 2 minutes will be edited by the RE100 team
- Videos can be filmed in any language. If videos are filmed in a language other than English, please include English subtitles. Where appropriate you can also submit a version with subtitles in the original language too.
- Videos can include B-roll or imagery
- Please submit your video entry and a copy of your company logo by WeTransfer to dradlett@climategroup.org by **Friday 18 July**
- For filming guidance, you can [download](#) or [watch](#) our top tips
- If you have any questions about videos, please contact Dan Radlett at dradlett@climategroup.org

What will happen to your video:

All shortlisted and winning videos will be uploaded to our website and YouTube channel in promoting the awards.

Videos that are submitted for entry will be held onto by the Climate Group and, with your permission, may be used in future projects to highlight and promote the work of our members. You can see an example of these kinds of projects [here](#).

What to include in your video:

Here are some ideas on 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?
 - Was 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?

Best Newcomer

- What have you achieved since joining RE100, or as preparation for joining RE100?
- Why was it important for your company to join RE100?
- What does being a member mean to you?
- What is your strategy for achieving 100% renewable electricity, and how far along are you to achieving it?
- In what capacity have you worked with RE100 and other members in achieving your goals.
- What challenges has your company overcome in committing to RE100?

Beyond 100%

- Having reached 100% renewable electricity, what goals have you set beyond your 100% target?
- Why is it important for you to achieve these goals?
- What beneficial impact will this have on your operations?
- What impact will this have on the wider region.
- Have you collaborated or cooperated with other RE100 members in achieving these goals?
- Are there any innovative solutions you have created for these goals?