

# Faces of the Grassroots Video Contest Flagship

## Update - FY2011 – 1<sup>st</sup> Quarter



### Description of Flagship Project

- The Faces of the Grassroots project falls under the “Expanding the Environmental Conversation with Communities” Flagship Theme
- We sponsored a video contest challenging participants to capture stories and successes from grass roots environmental justice movements
- This contest allowed the public to voice concerns and issues and to share success stories
- The goal was to create an online forum to house environmental justice videos, for the purpose of outreach and education
- Additional information can be found at: <http://www.epa.gov/environmentaljustice/events/video-contest.html>

### Stakeholders

- Public
- Other Federal Agencies
- State, Tribal and Local Governments
- Indigenous groups
- Community-based organizations
- Students

### Milestones/Status

- Winners were chosen on 5/28/2010

### Highlights of Progress this Quarter

- Videos shown at the 2<sup>nd</sup> Office of Environmental Justice Youth Summit on Intergenerational Engagement (November 2010)
- Videos shown as part of EPA’s 40<sup>th</sup> Commemoration Event

### Planned Activity for Next Quarter

- Continued use in training and other events

### Metrics

- Web Page hits from 10/1/2010-12/30/2010: 1908
- YouTube views: 3,428 (178 new views)
- Video contest entries: 93