

# YOUNG MONEY CHALLENGE GUIDELINES

## Category Three: Age 11-19

For Category Three, young people will be investigating RESPONSIBLE CONSUMERISM, considering the impact consumer choices can have on our finances and the environment. They'll also be exploring campaign tools, examining the different options we have for raising awareness of an issue.

We're challenging young people to create a Challenge2020 Portfolio, either working individually or in teams of up to 4. For their portfolio, they must submit ONE of the following campaign materials:

1. **Energy:** A poster, flyer or article to raise awareness of the financial and environmental benefits of conserving energy
2. **Fashion:** An article, blog or flyer to raise awareness of the financial and environmental impacts of fast fashion
3. **Food:** An information sheet, article or poster to raise awareness of the financial and environmental benefits of reducing food waste

They can also choose to submit up to 2 additional campaign materials to support their main entry, either from the options above or the following:

- a. Photographic evidence of any creations e.g. 3D models, large signs or posters – any photos must be accompanied with a written description
- b. Photographic evidence of any activity – any photos must be accompanied with a written description and must not include the young people themselves

### HOW TO ENTER THE CHALLENGE?

All entries must be received by 11:59pm  
on Friday 3<sup>rd</sup> July 2020

#### *This challenge pack includes:*

1. How to enter the Challenge?
2. Challenge Prizes
3. How to use the Challenge teaching materials?
4. Category Three teaching materials
5. Challenge Summary Sheet
6. Home Learning Guide

All entries must be submitted by either a teacher, practitioner or parent/carer on behalf of the young person.

#### To submit your entries:

1. Go to [YMC/Submission](#)
2. Complete the short online form with the young person's school/organisation details, confirming that you provide or have acquired, parental/guardian consent for all young people taking part and agreeing to the Terms and Conditions.
3. Scan the entries, make sure each entry includes a completed *Challenge Summary Sheet*, then submit your PDF using the upload button on the online form.

## Group entries

Young people can create their Challenge2020 Portfolio, either working individually or in teams of up to 4. Creating a team entry may be more challenging for young people in a home learning environment but we're very happy for siblings of a similar age group to work together or for young people to find remote ways to link with their team members. Remember all members of a team must contribute to the campaign materials though.

## Criteria

A key message to guide campaign material creations should be:  
*small actions can have a big impact!*

All campaign materials should demonstrate:

- **A clear link between money management and environmental sustainability**
- **A clear rationale behind campaign materials i.e. it's evident how the portfolio material(s) could raise awareness of responsible consumerism.**

Portfolios will not be judged on the amount of campaign materials they include, rather they will be judged on how well they serve their purpose and understand their audience. Judges will be looking for a considered response to 'responsible consumerism', be that through one piece of strong campaign material or a series of materials. We're looking for young people to show a comprehensive awareness of issues and a creative, thoughtful campaign idea.

## Eligibility

Remember to include a completed  
*Challenge Summary Sheet.*

**For a portfolio to be eligible:**

- Campaign materials must be no larger than A3.
- Campaign materials can be either landscape or portrait, handwritten, hand drawn or a printed copy created on a computer. Entries can be in black and white or colour and must be 2D. Entrants can send photographic evidence of 3D materials.
- Campaign materials must not include photos of the young people themselves. Any entries which include photos of the young people will not be included in the judging process and will be destroyed.
- A portfolio must include a completed *Challenge Summary Sheet* to include the full name of each of the entrants.
- When you submit your entries, you will be required to complete a short Online Submission Form providing school/organisation details and contact details for a teacher/guardian of the young person taking part.
- Portfolios must include at least ONE of the required campaign materials and they can also include up to 2 extra optional materials.
- Schools and other organisations are required to obtain parental/guardian consent for each young person who enters the challenge. Parents/carers are required to provide parental/carer consent. Entries from young people for whom permission is not acquired, will not be considered during the judging process and will not be eligible for a prize. Young Enterprise reserves the right to request written evidence of parental/guardian consent within a 48-hour notice period. Please see the Terms and Conditions for further information.
- Schools/organisations and parents/carers must confirm on the Online Submission Form that they have adhered to the Terms and Conditions.

## PRIZES

In Category Three, there will be one overall winning entry and two runner up entries. The overall winning entry will receive **£500** for the Entrants' school/organisation. Each Entrant of the winning entry will also receive a **£50 All 4 One Voucher**. The two runner up entries will each win **£250** for the Entrants' school/organisation and each Entrant will also receive a **£25 All 4 One Voucher**.

## HOW TO USE THE CHALLENGE TEACHING MATERIALS?

To support with the delivery of the Challenge, we've provided a set of teaching materials for young people aged 11-19. These materials are designed to develop your young people's understanding of responsible consumerism as well as to inspire them to create thoughtful and persuasive campaign materials for their Challenge2020 Portfolios.

There are **three** activities in total. Each activity explores a key area of responsible consumerism and culminates with a challenge entry option. You can choose the challenge option or options that best appeal to your young people! There's also a fun *Responsible Consumerism* quiz to help you introduce this concept in an engaging and accessible way.

Enjoy taking part, we're really looking forward to seeing all your wonderful creations!