



THE ECO-REEL CHALLENGE

CREATE IT. SHARE IT. MAKE AN IMPACT.

60-second Environment Awareness Reel Challenge

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2:00 PM – 4:00 PM



LH-11

Organized by:

Centre of Global Education in collaboration
with Centre of Excellence for Sustainability

Event Name	The Eco-Reel Challenge – Create It. Share It. Make an Impact.
Date	9 September 2026
Venue	LH-11, Escoffier Block, Chitkara University Punjab
Organizer	Centre of Global Education in collaboration with the Centre of Excellence for Sustainability
Coordinator	Dr Pooja Mahajan, Professor, Department of Applied Sciences
Department	Centre of Global Education in Collaboration with Centre of Excellence for Sustainability
Duration	2 Hours
Event Format	60-Second Environment Awareness Reel Challenge
SDGs	3,4,6,12,13,15,17

OBJECTIVES

- The objective of **The Eco-Reel Challenge – Create It. Share It. Make an Impact.** was to promote environmental awareness among students through creativity, digital communication, and collaborative learning.
- The activity encouraged students to identify important environmental and sustainability challenges and communicate awareness messages through short, engaging reels.
- The challenge aimed to enhance students' creativity, critical thinking, teamwork, communication, and understanding of sustainable practices.
- It provided participants with an opportunity to transform environmental concepts into impactful and visually engaging digital content.

DESCRIPTION

The event was conducted as a 60-second Environment Awareness Reel Challenge, providing students with an interactive platform to express their understanding of environmental



sustainability through digital storytelling. Students were given 30 minutes to conceptualize their ideas, prepare a script, and create an environment-awareness reel based on the themes provided to them. The participants worked individually/in teams to develop creative and informative content highlighting various environmental concerns and sustainable practices. The participants were given multiple sustainability-related themes, including: The activity encouraged students to think creatively about environmental issues and communicate meaningful messages within a limited time frame. After the allotted preparation and reel-making time, the created reels were presented on the screen in front of all participants and the judges and also uploaded on Instagram by students in collaboration with ecolutin club. The reels were evaluated based on their creativity, relevance to the given environmental theme such as Waste Management, Sustainable Transport, Water Conservation, E-Waste Management, Other Environmental and Sustainability-related Themes effectiveness of the message, presentation, and overall impact. The screening of the reels created an engaging environment where participants had the opportunity to observe different perspectives on sustainability and environmental awareness. The activity also encouraged peer learning and demonstrated how digital media can be effectively used to spread awareness about environmental issues.

Following the evaluation, **three winning teams were selected**, and prizes were distributed to the winners in recognition of their creativity, teamwork, and effective communication of sustainability-related messages.

OUTCOMES

- Enhanced awareness regarding environmental sustainability and responsible environmental practices & Promoted teamwork and collaborative learning.
- Encourage students to communicate sustainability messages in a concise and impactful manner.
- Participants gained a better understanding of important sustainability issues such as waste management, water conservation, sustainable transport, and e-waste.
- The activity encouraged students to think critically about environmental challenges and communicate possible solutions.
- The reel-screening session provided an interactive platform for participants to learn from one another.
- The activity strengthened the use of creative and digital approaches for promoting environmental awareness.

- The initiative contributed towards fostering environmentally responsible thinking among students.

CONCLUSION

The Eco-Reel Challenge – Create It. Share It. Make an Impact. successfully provided students with an engaging and creative platform to transform environmental awareness into impactful digital content. The challenge encouraged participants to think critically, work collaboratively, and communicate important sustainability messages through short-form video content. By combining **environmental awareness, creativity, digital storytelling, teamwork, and healthy competition**, the initiative demonstrated an innovative approach to sustainability education. The screening and evaluation of the reels further enhanced peer learning and encouraged students to explore diverse perspectives on environmental challenges.



