



## Contest shows video producers a greener future

Joe Lopez III has always had a passion for the environment. In kindergarten, he told his teacher that cows eat from the same world that humans are polluting, and that we would all die from pollution.

Growing up in Buffalo, N.Y., he regularly honored Earth Week by picking up trash and recyclables on Lake Erie beaches. At State University New York Fredonia, he was active in recycling campaigns, and in the school's thriving "green" community.

But it wasn't until he entered DTSC's Pollution Prevention Week 2012 video contest that he grasped what "prevention" really means. "I thought recycling was the same thing," said Lopez, a 23-year-old video editor from New Jersey. "Starting this project I realized that pollution prevention is being proactive instead of just reactive. By thinking green at the start of every action, I can prevent a long chain of effort needed to recover my pollution."

Lopez's film, entitled, ["A Footprint Towards the Future"](#) was the 2012 winning video. It was screened at the San Francisco Green Film Festival 2013, held May 30 through June 5.

DTSC and Western Sustainability and Pollution Prevention Network ([WSPPN](#)) team up on the video contest, which has been held annually for three years. Karl Palmer, chief of DTSC's Safer Consumer Products branch, presented Lopez with the award for best video overall, but he wasn't the only one recognized:

- The Portola Hotel in Monterey produced the [Best Video by a Business](#) or Organization;
- Vincent Narciso, 18, of Escondido, used borrowed school equipment to create the ["Best Video to Make You Laugh 'Till You're Green;"](#)
- And Alexander Viray, 13, of Vallejo, received kudos for the ["Best video submitted by a 14 year old or younger,"](#) which he spent the summer producing.

All winners received Adobe production software that will help them create even better videos.

Palmer says the contest provides a forum for the development of creative messaging to promote the practice of pollution prevention in our daily lives.

"The video contest makes the concepts easily accessible to all audiences," Palmer said. "We get a wide range of participation, elementary through high school students, California businesses, and concerned adults who have a passion for environmental issues. "



## DEPARTMENT *of* TOXIC SUBSTANCES CONTROL

The three young men said their creations helped inspire changes in their own lives. “I am more aware of my own actions,” said Viray. “I reuse shopping bags. I use a timer to reduce water use, and I believe in innovation in alternate sources of energy.”

Lopez said he learned to look beyond his normal activities. “Buying used instead of new, replacing the oil in your car with higher-quality oils that don’t need to be replaced as often, encouraging hand-me-downs between friends and close circles, and informing others through social media and geotagging,” he said.

Narciso added, “The message is that taking care of the Earth isn’t a hard thing. It really can be done with just minor things in your life.”