

British Council Partner Schools

Theme: Smarter Choices, Stronger Futures

Your World 2025/26

A global video competition for
British Council Partner Schools

Inspired by UN Sustainable Development Goal 12:
Responsible Consumption and Production

Introduction

About the competition

Every year, the British Council holds the Your World competition for all Partner Schools in over 40 countries worldwide. Eligible students can work in teams of up to five to produce a three-minute video based on the annual theme. Schools then choose one entry to represent them and submit it for consideration to compete at a country, regional and global level.

This year's theme is Smarter Choices, Stronger Futures, and students are encouraged to tackle a Zero-Waste Week Challenge.

Your World gives students a platform to show how they can engage with UN Sustainable Development Goal 12: Responsible Consumption and Production. Students demonstrate how they use their own creativity, innovation and problem-solving skills to improve sustainability in their community. What's more, they have a chance to present their ideas to a global audience.



About the theme

This year, Your World focuses on UN Sustainable Development Goal 12: Responsible Consumption and Production, because young people are key to shaping more sustainable habits in how we use, reuse and dispose of everyday materials. From plastic to food waste, students have the power to lead practical change in their schools and communities – creating a smarter, cleaner future for all.

Consider these facts:

Food waste: In 2022, 1.05 billion metric tons of all food at the retail or consumption stage was wasted. Most of this waste occurred in households, with each person wasting an average of 79 kilograms annually.

E-waste: Global e-waste generation rose to 62 million metric tons in 2022, with only 1.7 kilograms per capita collected and managed in an environmentally sound manner.

These statistics highlight the urgent need for responsible consumption and production practices. By participating in the Your World competition, students can take meaningful action to address these challenges and contribute to a more sustainable future.

Zero-Waste Week Challenge

Create a video showing how your team tackled waste in just one week.

To help spotlight the statistics above, we're excited to invite students aged 14–17 from British Council Partner Schools around the world to take part in the Your World 2025–26 video competition.

This year's challenge: Lead a Zero-Waste Week in your school or local community – and film the journey!

In teams of three to five, students will choose one kind of waste to reduce (e.g. food, plastic, paper, e-waste), run a five-day campaign, and produce a creative, three-minute video showing their action, impact and message to the world.

Your World competition

Your mission



Identify a waste problem in your community or school.

Design a challenge to reduce that waste over one week.



Engage others – classmates, staff, families, local shops.

Track your results with visuals, data or stories.



Create long-lasting impact.

Create a video that inspires action and shows what you achieved!



Project ideas

Plastic-Free Lunchbox Challenge

Food waste-Free Canteen Day



Paper-Free School Day

Packaging-Free Snack Drive

E-waste Collection Station



Upcycling Arts & Crafts Event

Tips for your video

- Make it creative and **student-led**.
- **Show what changed:** use before/after footage, photos, graphs or interviews.
- Let your **community's voice** shine through – include students, teachers and others.
- **Keep it short:** maximum 3 minutes.
- **Tell a clear story:** what was the problem, what did you do and what was the result?

Do:

- ✓ Focus on a real issue in your school or community
- ✓ Make the video specifically for this competition
- ✓ Include clear actions and measurable outcomes
- ✓ Use creative visuals to make your message powerful
- ✓ Consider your audience: students worldwide will watch your video
- ✓ Ensure consent is collected for anyone who is filmed.

Don't:

- ✗ Submit a video that's a general documentary with no action taken
- ✗ Include political content or historical figures
- ✗ Include student names in the video or file name
- ✗ Go over 3 minutes in length
- ✗ Reuse footage from other projects – this must be original work.

Your World competition rules

Students can:	Students can't:
Enter for free	Enter without a parent/guardian agreeing to and accepting the competition rules
Get guidance from teachers	Share the video on a public forum during the competition
Interpret the theme as they like	Focus on issues irrelevant to their community
Involve members of the community	Include historical or political issues
Use AI in production.	Mention their names in the title or footage.

Judging criteria

Content: The idea is new and engaging.

Structure: Organisation and structure of the video.

Visual design: Quality and editing of the video created.

Cultural sensitivity: Norms and values of other cultures are taken into account. Ideas are respectful and inclusive of others.

Impact and change delivered: The intervention delivered impact that has been measured and demonstrated.

How to impress the judges

While we want participants to get creative and use their own ideas, there are some specific ways to make entries stand out.

The focus of the Your World competition is community. Students should explore local issues.

Ideally, the video shows the long-term positive impact of these initiatives.

And more importantly, how have students influenced challenges in their local community through their projects or actions?

Key dates

Date	What happens
1 September 2025	Competition launches – schools can register
November 2025	Zero-Waste Week challenges take place (recommended window)
2 February 2026	Deadline for students to submit videos and consent forms to their schools
9 February 2026	Schools select and submit the winning video from among their student groups and send the signed entry and consent forms (alongside the total number of participating teams)
23 April 2026	Global winner announced

Prizes

- Global student winners will receive an iPad each, a trophy and a certificate.
- The global winning school will receive places for two educators on a British Council training programme. The training programme supports teachers to deliver teacher training to their peers.
- Regional student winners will receive a trophy and a certificate.
- The regional winning school will receive places for two educators on a regional British Council training programme. The training programme supports teachers to deliver teacher training to their peers.
- Country winners will receive a trophy and a certificate.
- All participants will receive a certificate.



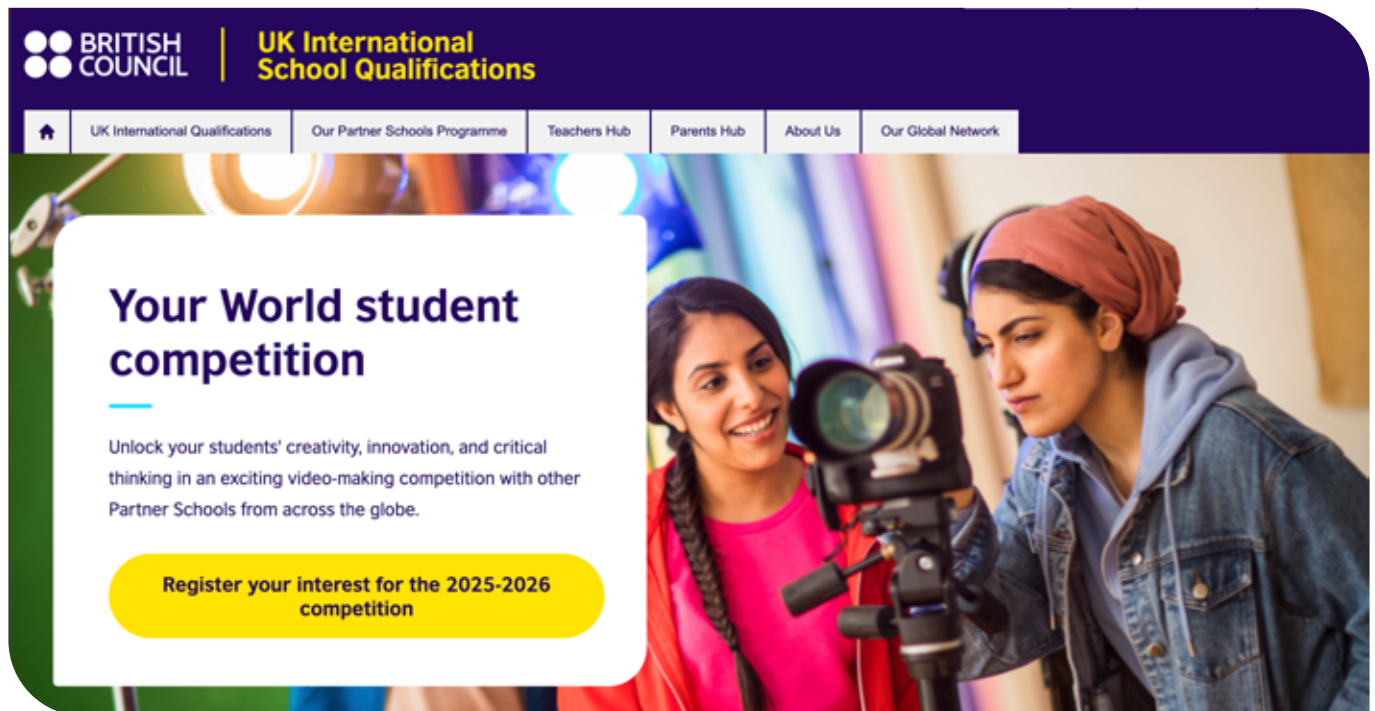
Teacher and Student Toolkit

Get access to:

- introductory lessons
- past winning videos
- support posters and flyers.

Visit:

<https://internationalschools.britishcouncil.org/partner-schools/your-world-student-competition>



Safeguarding

The British Council shares a commitment to valuing, respecting and protecting those it works alongside. We maintain strong protection systems and procedures to minimise and manage situations where abuse could occur. If any concerns arise, we encourage Partner Schools to reach out. Join us in safeguarding children by showing students how to report issues and implementing measures to protect them online.

Rules and regulations

Please refer to the terms and conditions before you enter the Your World competition to ensure you understand your rights and responsibilities. You will need to read the document carefully and sign on behalf of your student entrants.





How to get started

Sign up:

Leave your details at <https://internationalschools.britishcouncil.org/partner-schools/your-world-student-competition> to receive the information pack including registration form, brochure and classroom posters directly in your inbox.

Download and print the registration form. Complete the form including parental consent from the students participating in the project. Submit your form to your local British Council Office by the deadline.

Sharing your video

Step 1. Prepare your video file as an MP4.

Step 2. Only share your MP4 video with your school teacher.

*Do not share on social media and follow your schools' digital guidelines.

You can visit: <https://internationalschools.britishcouncil.org/partner-schools/safeguarding> for guidance on how to stay safe online.

Contact us

For further information and inquiries, please visit the Your World competition website or contact your local British Council office.



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