

US EPA ARCHIVE DOCUMENT



### 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 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, while expanding the conversation on environmentalism
- ✓ Additional information can be found at: <http://www.epa.gov/compliance/ej/events/video-contest.html>

### Stakeholders

- ✓ Public
- ✓ Other Federal Agencies
- ✓ State, Tribal and Local Governments

### Milestones/Status

- ✓ Winners were chosen on 5/28/2010

### Highlights of Progress this Quarter

- ✓ Promoted at Earth Day celebrations at the National Mall on 4/24/2010
- ✓ Promoted at Green Jobs Conference 5/2/2010 - 5/14/2010

### Planned Activity for Next Quarter

✓

### Metrics

- ✓ Web Page hits from 4/30/2010-5/26/2010: 1594
- ✓ YouTube views: 3,051
- ✓ Video contest entries: 93