



Truck Bed Trash Can Competition: A Go Green Design Initiative

One thing that coastal Alabama residents value most is water. Whether it is to drink, fish, earn a living, play, swim, or simply to view. The Mobile Bay National Estuary Program (MBNEP) promotes the [Create a Clean Water Future Campaign](#), through which businesses, schools, groups, and communities are improving their understanding and actions related to reducing polluted runoff and preserving our unique way of life, dependent on healthy waterways. Involvement of citizens in carrying out activities aimed at improving our estuaries, bays, and surrounding watersheds is paramount to ensuring the long-term health and vitality of Alabama's estuaries and coast.

One of the largest priority problems the MBNEP faces is litter and its effects on our local waterways. To bring awareness to this problem, the [Trash Blows Campaign](#) was initiated three years ago and has been an effective tool in addressing the problem of trash blowing out of the beds of pick-up trucks and boats. To further this initiative, a **Truck Bed Trash Can Competition** has been developed that encourages individuals to submit a design prototype of a DIY (Do it Yourself) trash repository for truck beds to help reduce the amount of litter blowing out of the beds of pick-up trucks.

Competition description

The competition will be conducted virtually by video submission of the prototype design (round 1) and by 'live pitch' to a panel of judges (round 2). Submissions will be accepted between August 1 and August 31, 2020. Finalists for round 2 will be announced September 5th. The winner will be announced September 19, 2020.

How to enter

- 1) Complete the [submission application form](#) and upload your video.
- 2) Share our [flyer](#) on your social media using the #TrashBlows, #MyCleanerGulfCoast, #TruckBedTrashCan to help raise awareness.

Video submission rules

Video may be no more than 3 minutes. The video must describe why this initiative is important to you and why your design is the perfect solution to solving truck bed trash litter. The video must describe and show your prototype in as much detail as possible. Your video must describe how the truck bed trash can would attach to a truck bed or be installed.

Eligibility

Must be at least 18 years of age and have a valid ID

Prize

The grand prize winner will receive \$3,500 and other in-kind services to help you make this design a reality.

Judging Criteria

The first round of judging will be based on video submissions and guidelines. A panel of five judges will determine which individuals will move to the second round. Individuals chosen to move to round 2 will receive judges notes to use to refine their pitch and design. The second-round judging panel will also consist of five judges. Individuals that have been selected to move to the second round will be required to 'live pitch' their prototype via virtual platform on September 19, 2020. Individuals will be required to describe and demonstrate to the best of their ability their prototype and will be subject to questioning by the judges. The judging panel will then select a final winner on September 19, 2020.

Resources

[Everything You Ever Wanted To Know About Prototyping \(But Were Afraid To Ask\)](#)

[P's of Pitching](#)

[Judging Criteria](#)