EU4DUAL - JOINT MASTER'S IN GREEN ECONOMY AND SUSTAINABLE FUTURE

Motivation Video Assignment

Purpose of the Motivation Video

The motivation video allows you to present your personal motivation, experiences and future aspirations related to sustainability and international master's studies.

The focus is not on demonstrating theoretical knowledge. Instead, you should present your own experiences, reflections and ideas in a clear and personal way.

Technical Instructions

- Record the video using any suitable device.
- The video must be recorded in English.
- Record the video in one continuous take. Do not edit the video.
- At the beginning of the video, **show your passport or another official ID** to verify your identity.
- Your face must be clearly visible throughout the video.
- The maximum length of the video is **4 minutes**.
- Save the video as an **MP4 file**.
- Maximum file size is **1 GB**.
- Name the file using the following format: **Surname_FirstName**
- Once your video is ready, upload it to your application form.

Video Content

Structure your video around the following question:

What sustainability challenge matters most to you, how has it influenced your personal or professional development, and how could this Joint Master programme support your future contribution to addressing it?

We recommend the following structure.

Part 1. Personal Motivation and Background

Introduce yourself briefly and explain:

- your educational and professional background,
- an experience, project, observation or situation that influenced your interest in sustainability,
- what you learned from that experience,
- why sustainability is personally meaningful to you,
- why you are applying for this programme at this stage of your career.

Whenever possible, use concrete examples from your own life, studies or work experience.

Part 2. Reflection on a Sustainability Challenge

Identify one sustainability challenge from your working or personal life that you consider important.

Explain:

- why the challenge matters,
- what causes or factors contribute to the challenge,
- who is affected by it,
- how it influences society, organisations, communities or everyday life,
- whether there are different perspectives, competing interests or uncertainties related to the challenge,
- why addressing the challenge is important for the future.

Part 3. Future Contribution

Explain:

- how you would like to contribute to addressing the challenge,
- what skills, knowledge or expertise you would like to develop,
- a topic, project, research area or initiative you would like to explore during the programme,
- what impact you hope to have in your future professional or societal role.

You do not need to present a complete solution. Instead, demonstrate initiative, curiosity and a clear direction for future learning and development.

Part 4. Why This Joint Master Programme?

Explain:

- why you have chosen this programme,
- how the programme supports your personal and professional goals,
- how its international learning environment and community of learners could support your development,
- how its interdisciplinary approach relates to your interests and future plans.

Be as specific as possible and connect the programme to your own aspirations and future plans.

Tips for a Successful Video

- Follow a clear beginning, middle and conclusion.
- Stay focused on the guiding question throughout the video.
- Use concrete examples rather than general statements.
- Explain your own thinking and reflections, not only facts.
- Keep your message structured and easy to follow.
- Authentic and personal reflections are valued more than extensive theoretical knowledge.

Assessment

The video will be assessed using the following five criteria.

- Authentic Personal Reflection
- Critical Reflection
- Future Contribution and Initiative
- Personal Learning Agenda
- Communication

Each criterion is scored on a scale of 1–4, where:

1 = Insufficient
2 = Sufficient
3 = Good
4 = Excellent

To pass the assessment you must receive at least 2 points (Sufficient) for each criterion. Your total score must be at least 10 points out of a maximum of 20 points.

An excessively long video will result in point deductions (−1 point for every started 5-second interval). Videos longer than 4.5 minutes will be rejected and awarded 0 points.

Any video that has been edited, recorded in multiple takes, or contains AI-generated content will be rejected. Applicants may be invited to a personal online interview if any clarification is needed regarding the motivation video or if the evaluators require further information. The outcome of the interview may influence the score awarded for the motivation video.