

ERA CoBioTech VIDEO CONTEST

pre-announcement



The main activity of ERA CoBioTech (ERA-Net Cofund on Biotechnologies) is the implementation of joint transnational calls (3) for funding research projects. Besides other additional activities, **ERA CoBioTech seeks to foster communication between scientists and the society and citizens with science.** ERA CoBioTech aims to make **the public aware of the ability of science, research and innovation in biotechnology to contribute to a better and sustainable life on Earth.** Biotechnology is used in four major areas, including 1) health (medical), 2) plant production and agriculture, 3) non-food (industrial) use of crops and other feedstocks to produce biobased products (e.g. biodegradable plastics, vegetable oil, biofuels) and 4) environmental application for maintaining biodiversity and removing pollution. We may not be aware, but all mentioned areas are strongly incorporated in our daily lives.

Therefore, ERA CoBioTech will launch a video contest that will actively involve researchers and the wider community in effective communication and award 6 cash prizes to the best videos.

- The competition is supposed to activate 2 groups of applicants and will be launched for 2 categories:
 - **1st group: researchers participating in research projects, funded under all three of the ERA CoBioTech joint transnational calls** to present complex and demanding scientific content of their research understandable to the general public.
(Topics: Contents of ERA CoBioTech funded research projects.)
 - **2nd group: high school and university students (14 – 25 years)**, individually or in teams of two, who should present in their videos the visibility/recognition of the presence of biotechnology and biotechnological processes in the areas of social everyday life.
(Topics: Many forms of human activities involve uses of biotechnology and biotechnological processes. The utilization of a biotechnological system to make products is present in various areas. Biotechnology has been used for ages and is present in our daily life. The video narratives/contents should present how the authors/students recognise the biotechnological processes, be it agriculture, food production (e.g. brewing beer, yogurt production), bioactive compounds for health care (e.g. enzymes for washing, biosurfactants etc.), medicines (e.g. antibiotics, vaccines) and non-food uses of bio-based products (e.g. bio-based plastics, biofuels, vegetable oils), and environmental uses (e.g. waste treatment, biodegradation, biomass production, microorganisms in pollution control) and how the authors/students are capable of creative and original communication and presenting of the topics in videos.)
- **6 Cash prizes** will be awarded (a total of 6.000 €) in both categories:
 - 1st category: 3 prizes (1st/1.500 €; 2nd/1.000 €; 3rd/500 €)
 - 2nd category: 3 prizes (1st/1.500 €; 2nd/1.000 €; 3rd/500 €)
- Registration and video submission will be open from **December 1, 2021** till **January 31, 2022**.
- The competition videos will be judged by the **ERA CoBioTech jury**. The votes of the **public voting** will be added to the voting of the jury, which will give the final grade.
- The maximum length of the videos in both categories should be **3 minutes**, created in MP4 format, in landscape mode. Videos should be created in English. Videos in languages other than English are welcome, but they must include English subtitles.
- Announcement of winners at the ERA CoBioTech Final event and presentation of all 6 winning videos (June 1-2, 2022, Ljubljana, Slovenia).

The ERA CoBioTech VIDEO CONTEST will be launched on December 1, 2021, at 12:00 CET, published on [ERA CoBioTech website](#), delivered via ERA CoBioTech Newsletter (welcome to [sign](#)), information about the launch of the contest will be published on [@ERA_CoBioTech](#) Twitter account (welcome to [follow us](#)).