

ERA CoBioTech VIDEO CONTEST

announcement **UPDATE**



Introduction

ERA CoBioTech¹ (ERA-Net Cofund on Biotechnologies) is funded by the European Commission under the Horizon 2020. In its active period (1 November 2016 – 30 October 2022) ERA CoBioTech aims to maximize synergies between current mechanisms of biotechnology research funding in Europe to highlight the benefits of a bio-based economy for society, and to maintain and strengthen Europe's position in biotechnology.

The main activity of ERA CoBioTech 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.

Aim of the ERA CoBioTech VIDEO CONTEST

ERA CoBioTech is launching a video contest to actively involve researchers and the wider community in effective communication. The competition is supposed to activate 2 groups of applicants:

- **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.
- **2nd group: high school and university students** who should present in their videos the visibility/recognition of the presence of biotechnology and biotechnological processes in the areas of social everyday life.

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The ERA CoBioTech video contest general description

- The video contest is divided into **2 categories**:
 - 1) **»SCIENCE MEETS SOCIETY«**
Competition limited to applicants from ERA CoBioTech funded projects (all 3 calls).
 - 2) **»BIOTECHNOLOGY IN EVERYDAY'S LIFE«**
Competition limited to students of high schools and universities (14-25 years), individually or in teams of two, worldwide applicants are welcome.
- **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: **December 1, 2021 – March 15, 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.
- All competing videos from both categories should be submitted to: ERACobiotech@gmail.com in MP4 format, in landscape mode, via WeTransfer.

¹ This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [7223611].

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Videos of the finalists will be posted on ERA CoBioTech's YouTube channel and will be open to public voting.

- The maximum length of the videos in both categories is **3 minutes**.
- Videos should be created in English. Videos in languages other than English are welcome, but they must include English subtitles.
- All information presented in the video must be properly cited in APA format, giving credit to the original source. A list of all sources used must be included in the video.
- No copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material. Written permission must be obtained and provided upon request of video content committee for all copyrighted materials. The abuse of copyrighted materials will result in disqualification.
- Completed **Statement of agreement with the terms of the ERA CoBioTech video contest is mandatory to be enclosed to the video submission otherwise the submission will result into disqualification.**
- Applications that meet the entry conditions will be entered into the competition and be evaluated by ERA CoBioTech jury. Applications that do not meet the entry requirements will not be entered in the competition.
- The awards ceremony and presentation of the winning videos will take place at **the Final event of ERA CoBiotech** (June 1 -2, 2022, Ljubljana, Slovenia).

The entry conditions of the ERA CoBioTech video contest:

1. Completed and submitted **Statement of agreement with the terms of the ERA CoBioTech video contest**
2. Timely submission of the application.
3. Eligibility of the applicant.
4. Eligible video content referred to the scope of the video competition.
5. Appropriate video quality and maximum length.
6. Appropriate indication of all sources used for which indications are required.

Specific contest requirements of individual categories:

● **1st Category: »SCIENCE MEETS SOCIETY«**

Aim: To encourage effective communication of research projects science concepts to audiences of diverse ages and science background.

Scope: Research projects of all 3 ERA CoBioTech calls present the results² and/or purpose³ of their research in an efficient, clear and creative way to the public with the broadest knowledge background in video.

Topics: Contents of ERA CoBioTech funded research projects.

² If the project is already finished

³ If the project is still running

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Special requirements: Competition limited to applicants from all of the ERA CoBioTech funded projects

(3 calls). Videos should be created specifically for this competition. Videos should not be published previously. Videos must be original. If it turns out to be in any part a copy, this will be a reason for disqualification.

Special conditions:

- Video making workshop will be organized by ERA CoBioTech for all representatives of research projects, funded under the 3 ERA CoBioTech joint calls in (3rd week of November 2021).
- All 32 funded research projects under all 3 ERA CoBioTech joint calls are encouraged to compete.
- A maximum of **10 finalists from each category** will be available **for citizens to vote**. (Number of likes on [YouTube](#) Channel). The number of votes that will be received by an individual competing video by citizens voting will be added to the ERA CoBioTech jury's evaluation in a 20% share, which will give the final evaluation of each competing video.

● **2nd Category: Title: »BIOTECHNOLOGY IN EVERYDAY'S LIFE«**

Aim: To encourage students to be creative in depicting how biotechnology is feeding, fueling or healing our community and remediating environment to make a better world.

Scope: students of high schools and universities (14-25 years), individually or in teams of two, worldwide applicants are welcome. A team with more than two members will result in disqualification.

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 communication and presenting of the topics in videos.

Special requirements: Videos should be created specifically for this competition. Videos should not be published previously. Videos must be original. If it turns out to be in any part a copy, this will be a reason for disqualification.

Special conditions for both categories:

- All submitted videos will go through eligibility check.
- All eligible videos will compete for the finals, which will in both categories include a maximum of 10 videos selected by the ERA CoBioTech jury.
- A maximum of **10 finalists from each category** will be available **for citizens to vote for**. The number of likes/votes that will be received by an individual competing video by citizens voting will be added to the ERA CoBioTech jury's evaluation in a 20% share, which will give the final evaluation of each competing video.

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Selection criteria

In both categories the videos will be reviewed by a panel of the ERA CoBioTech jury members and ranked according to the following criteria:

1st category criteria:

- 1) creativity and originality,
- 2) ability to communicate science concepts to audiences of diverse ages and science backgrounds,
- 3) level of engagement by science members,
- 4) public voting results.

2nd category criteria:

- 1) creativity and originality,
- 2) ability to communicate science concepts to audiences of diverse ages and science backgrounds,
- 3) level of engagement by community members,
- 4) public voting results.

Evaluation scores for the evaluation

Evaluation scores will be awarded for each of the main criteria. Each criterion will be scored out of 5 (half scores are allowed) and equally weighted. The 0-5 scoring system for each criterion indicates the following assessment:

- 0 - The submitted video **fails** to address the criterion or cannot be assessed due to incomplete information.
- 1 - **Poor**. The criterion is inadequately addressed, or there are serious inherent weaknesses.
- 2 - **Fair**. The proposal broadly addresses the criterion, but there are significant weaknesses.
- 3 - **Good**. The proposal addresses the criterion well, but a number of shortcomings are present.
- 4 - **Very Good**. The proposal addresses the criterion very well, but a small number of shortcomings are present.
- 5 - **Excellent**. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

In public voting, the winner is the one who gets the highest number of likes via YouTube. Each like will correspond to 0,1 point. These points will feed into the ranking of the ERA CoBioTech jury as one of the selection criteria.

In case two or more videos receive the same number of points, the ERA CoBioTech jury will follow the order of the criteria in each category in the final evaluation.

Timeline of the Video contest

- Pre-announcement of the ERA CoBioTech video contest: **November 2, 2021**
- The launch of the ERA CoBioTech video contest: **December 1, 2021**.
- Registration (*Statement of agreement with the terms of the ERA CoBioTech contest*) and video submission open: **December 1, 2021 – March 15, 2022**
- Eligibility check: March 21, 2022
- Selection of the 1st Category: March 22, 2022 – April 8, 2022
- Selection of the 2nd category finalists: March 22, 2022 – April 8, 2022
- Public Voting on ERA CoBioTech's YouTube Channel: April 15, 2022 – May 15, 2022
- Announcement of winners at the ERA CoBioTech Final event and presentation of all 6 winning videos (June 1-2, 2022, Ljubljana, Slovenia).