



# **FILM & VIDEO COMPETITION**

## **OFFICIAL 2013-2014 REGULATIONS**

**Adding Value to Local Foods**



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## INTRODUCTION

### “Adding Value to Local Foods”

This competition is sponsored by the *Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA)* in collaboration with the *Caribbean Council for Science and Technology (CCST)*, the *Caribbean Agricultural Research and Development Institute (CARDI)*, the *University of the West Indies (UWI)*, The *Trinidad and Tobago Film Company (TTFC)* and *Flow* (Columbus Communication). Together we are happy to announce a science and agriculture, film and video competition based on the above topic.

## GUIDE

Entrants to the competition should give consideration to the following when conceptualising the agriculture and science film/video idea and script on *Adding Value to Local Foods*:

Several regional and global trends are creating opportunities for increasing earnings in the Caribbean agricultural and food sector. Some of these trends are growing consumer interest in health and wellness, convenience foods, organic food, exotic and unique Caribbean cuisine. These provide excellent subject matter for exploration and treatment by teams comprising young farmers, agricultural professionals, scientists, engineers and film makers. What are some possibilities?

Who would not watch an expose on how the athletic success of Usain Bolt and his love of yams have boosted the sales of the vacuum packed ready to eat tuber in the Caribbean and overseas, for example?

Is there a humorous animation waiting to be made on Caribbean superheroes of the food and nutrition world: namely the lowly sweet potato, the ex “heart unhealthy” coconut oil, the vitamin and mineral rich coconut water and the under-stated avocado?

Surely the potential of science, technology (biotechnology) and engineering to improve produce and food quality are begging for a Caribbean drama!

The project seeks to excite young professionals about adding value to local foods and providing unique solutions to the many challenges such as developing and maintaining product quality, capturing and growing new markets, understanding and meeting consumer demand, farmers’ capacity to move up the value chain, developing profitable enterprises, financing businesses and mobilizing policy and institutional support. Opportunities will be provided for building capacity through training workshops and mentorship schemes.

Some Caribbean enterprises have already made the leap in adding value to local foods and are reaping the benefits. The following successful Caribbean agri-enterprises should serve as an inspiration. For example:

- (i) Clive Bishop of St Vincent and the Grenadines used science and innovation to add value to vegetables by creating “Cool Bins” which keep them fresh from the farmgate to the consumer.
- (ii) Market Movers uses e-commerce to market and distribute fresh vegetables in Trinidad.
- (iii) Tobago Estates plant cocoa seeds, make cocoa, manufacture, distribute and even retail premium chocolates through a store in Sweden and own the value chain.
- (iv) Goodfellows developed mini greens to meet the needs of the hotel industry and has an onsite restaurant serving largely home-grown healthy food products, a farm retail outlet, gourmet store, and a business supplying the yachting community.
- (v) Montpelier Farms’ in Antigua grows, packs and delivers a select range of products with high demand and values. Few would resist a few minutes on the story of the mini papayas produced in arid Antigua for local customers and by special arrangement with offshore clients in the UK and USA.

Let the story telling begin!

## **AIMS**

This competition aims to:

- engage young professionals in science, technology and innovation issues for addressing agricultural challenges;
- discover and support young professionals in the Caribbean in creative modalities of promoting visibility of the importance of science, technology and innovation to improving agricultural and rural development in the Caribbean;
- improve the communication of science, technology and innovation issues, as it relates to economic development and specifically agriculture and value addition;
- support regional capacity-building in science communication, which will lead to enhanced public engagement in science, technology and innovation (STI) and;
- increase media interest in, and coverage of, science and technology issues and more specifically their relevance to agricultural and rural development in the Caribbean.

## DEFINITIONS

**Agriculture:** the science or practice of farming, including the rearing of crops and animals.

**Animation:** the technique of filming a sequence of drawings or positions of models to create an illusion of movement.

**Documentary:** a creative work that uses film, photographs, and sound recordings of real events.

**Film:** a feature comprising moving images recorded using photographic film or created using animations.

**Public Domain:** a public sphere of activity or knowledge.

**Science Communication:** the conveying of scientific concepts to non-scientists in ways that are intelligible and easy to comprehend; the specialised field of communication on same.

**Video:** the system of recording, reproducing, or broadcasting moving visual images on or from magnetic tape.

**Video Clip:** a short sequence taken from a film or broadcast.

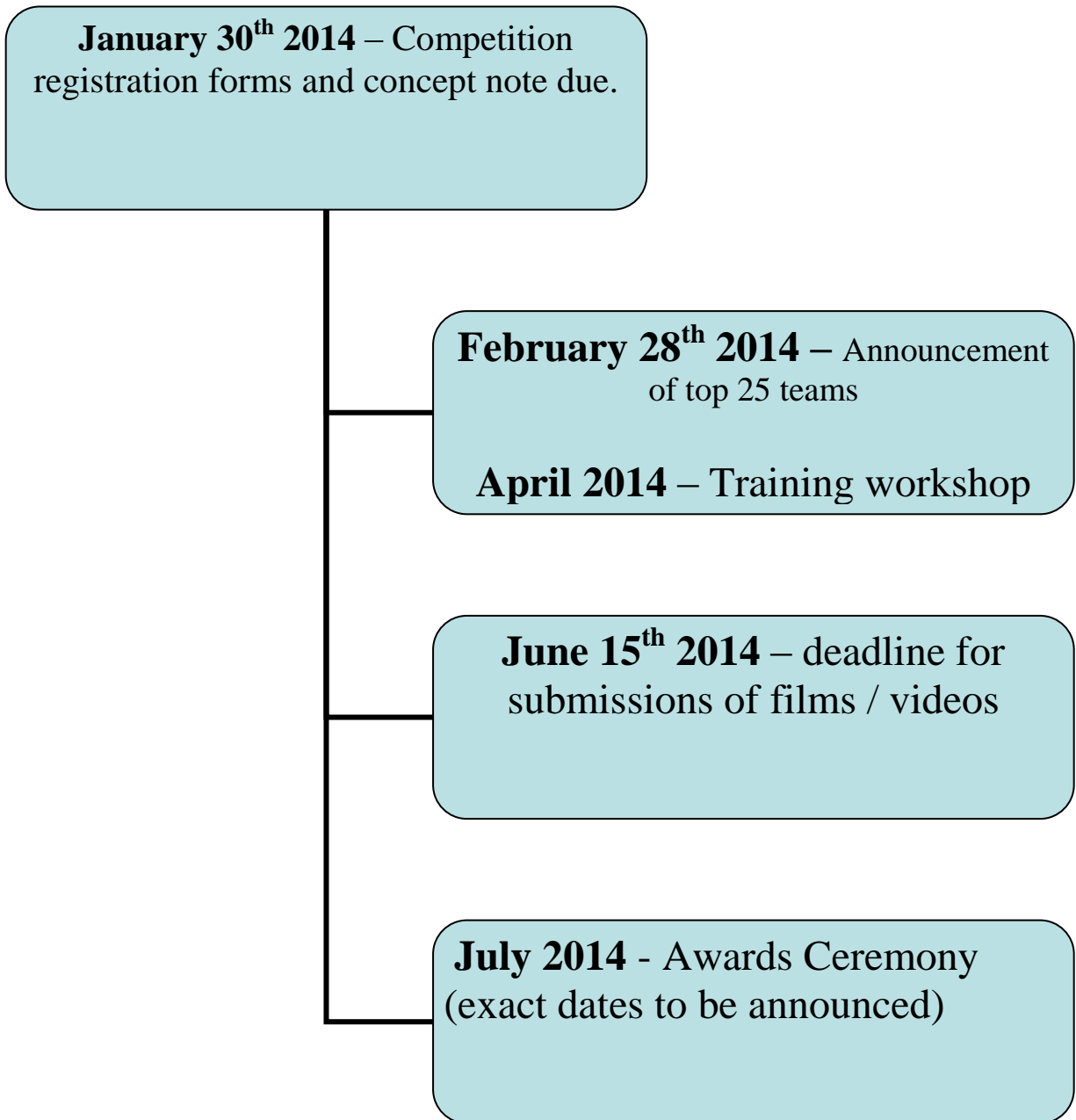
### Note:

The definitions and parameters used are specifically for the purposes of this competition.

## ELIGIBILITY

1. All entrant(s) must be a citizen of a participating country.
2. Participating countries are limited to Antigua and Barbuda, The Bahamas, Barbados, Belize, Cuba, Dominica, Dominican Republic, Grenada, Guyana, Jamaica, Haiti, Trinidad and Tobago, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines and Suriname.
3. Teams of up to four persons can enter the competition. It is suggested that **one (1)** person within the team possess a science and technology background
4. The competition will accept both animation and video footage.
5. Entrants must be at least 18 years of age and not more than 35 years. The age of an individual is determined as of December 31<sup>st</sup> 2013. A team will be classified according to the age of the eldest member on December 31<sup>st</sup> 2013.
6. An individual or a team can enter more than once, but on separate entry forms.
7. Entries that have been in the public domain will not be considered unless significant changes are made. Your film or video must not screen on any media, either commercially or otherwise, before the competition.
8. An entry is eligible if it fits the definitions outlined in DEFINITIONS, and the entrant(s) is the creator.
9. Films and videos must not exceed 5 minutes in length.
10. Members of the organising committee, judges and their immediate families are not eligible to enter this competition.
11. Entries must be submitted in English.
12. Each entry must include the following:
  - Title of the film or video.
  - Video format - strictly digital submission (.mp4, .mov, .avi, .mpeg, .wmv, CDs and DVDs).
  - Video resolution video (1080/720).
  - High quality sound (48KHz/44.1KHz)
  - Copyright clearance for use of music samples, established music etc.
  - Cast list (if applicable). If you are proposing a video about someone who may be a high-profile figure, please supply written evidence that you have discussed your idea with that person or his/her estate and that there is a willingness or agreement to collaborate.

## COMPETITION FORMAT






## JUDGING CRITERIA

An independent panel of distinguished professionals will be appointed to evaluate all entries.

**REGISTRATION FORMS and CONCEPT NOTE (video idea) MUST BE SUBMITTED BY January 31<sup>st</sup> 2014 to indicate interest.**

### STAGE 1

1. Reviewers will assess the concept note (video idea) for the film or video production based on the following criteria:

-  **Scientific merit (50%)**
-  **Originality/creativity (30%)**
-  **Potential impact (20%)**

2. Qualifying entrants will advance to the second stage and will be contacted for training.

**The top 25 finalists will be invited to participate in a training workshop.**

### STAGE 2

On completion of the training workshop entrants have until May 31<sup>st</sup> 2014 to submit their animation or video production. This will be considered for the 2nd stage of judging.

Reviewers will assess the final productions based on the following criteria:

- **Scientific merit (40%)**
- **Originality/ creativity (20%)**
- **Presentation (30%)**
- **Potential impact (10%)**

**COMPETITION DELIBERATIONS, INCLUDING THEIR EVALUATIONS AND REPORTS SHALL BE CONFIDENTIAL AND JUDGES' DECISIONS ARE FINAL.**



# CRITERIA DEFINITIONS

## 1. Scientific Merit

- Is the piece grounded in strong scientific facts and plausible arguments?
- Is the content conveying a message based on sound, valid Science and Agricultural principles?
- Is there sufficient scientific information in the piece to convey its message?

## 2. Creativity and Style

- Creativity is defined by the amount of imagination used for presenting scientific and agricultural issues.
- Originality is defined as the ability to demonstrate appreciable novelty.
- How unique and sophisticated are the ideas presented in the work?
- Are the content, background music, video footage original works of the entrant?
- Are ideas presented in an uncomplicated/easy manner?

## 3. Presentation

- Is the piece well conceptualized?
- Are the proposals for/or the editing and sound, illustrations, cinematography and camera positioning to be done/done in a professional and skillful manner? (Is it a well-filmed and edited product?)
- Is the audio crisp and clear? Are the volume levels for vocals and instrumentals well matched? Is the content clear and easy to understand?
- Is the piece a polished/high-quality product?
- Is it visually appealing?

## 4. Potential Impact

- Will the piece be useful or beneficial to engaging society and raising awareness on scientific issues for development (i.e. social, ecological, socio-cultural or economic in impact or benefits)?
- Does it have the potential to change the perception of Science?
- Does it have the potential to change attitudes and behaviours?
- Will it mobilize more young professionals and other groups in society to be engaged in finding agricultural /science solutions for enhancing daily living?
- Is the piece entertaining? Would the viewer recommend the piece to someone else?

## CATEGORIES

All entries to the competition will be broadly classified under science, technology and innovation for agricultural development in the Caribbean, but can be more specific to the following:

- ✓ Processing options (e.g. expanding product range, reducing imports, increasing incomes)
- ✓ Ensuring locally grown and processed foods are safe for consumption (e.g. good agricultural practices, judicious use of chemical inputs, meeting national and international standards)
- ✓ Production of nutritious foods (e.g. preserving nutritional value, reducing salt and fat)
- ✓ Greening the environment (e.g. renewable energy /reducing reliance on fossil fuels, climate proofing, blue economy/over fishing; preserving Caribbean ecosystem / biodiversity; Aquaculture is it an option)
- ✓ Consumer / market driven (understanding and responding to consumer demands e.g. convenience packaging, online marketing)
- ✓ Promoting the benefits of local foods (e.g. for health and wellness; why buy and eat local);
- ✓ Producing and using high quality planting material / improved breeds (e.g. using indigenous resources, certification)
- ✓ Science and technology (e.g. biotechnology, nanotechnology, biochemistry, engineering for new /improved products, processes etc);
- ✓ Information technology (e.g. e-commerce, e-marketing, precision farming);
- ✓ Caribbean tourism and other economic/industrial sectors e.g. pharmaceuticals

These categories are intended only as a guide to help focus the efforts of the entrant in the competition. Entrants are not limited to any specific scientific topic or any number of topics per piece.

## SUBMISSION OF ENTRIES

Competition Forms (Registration Form and 1<sup>st</sup> draft concept note or video idea) must be email submissions to [ccst@niherst.gov.tt](mailto:ccst@niherst.gov.tt) or [lovaan.superville@niherst.gov.tt](mailto:lovaan.superville@niherst.gov.tt) on or before the stipulated deadline dates.

## PRIZES

Winners will be advised of prizes and the Award Ceremony dates during the competition. **The competition** carries a total of **EURO 10,000** in prizes to be distributed among winners.

The top five winners will also attend the next Caribbean Tales Film Festival where they will showcase their work and network with international filmmakers. The winning films and videos will be shown on television across the Caribbean.

The competition organisers reserve the right to refuse awarding of prizes where the required standards are not met and will not be liable to any entrant(s) for the loss of opportunity, or under any other grounds.

## AGREEMENT & RIGHT OF PUBLICITY

- The copyright of the film or video is attributed to the entrant(s).
- Any music used must be accompanied with the appropriate permissions and clearances.
- All entrant(s) must ensure that there are no corporate logos shown during the video, this includes students/individuals wearing and or displaying corporate logos.
- The competition organisers are entitled to use selected films and videos for promotional purposes.
- The competition organisers will not use the donated preview tapes for commercial purposes.
- The above regulations take effect with the submission of the completed entry form signed by the entrant(s) .

Submitting an entry constitutes the right of the competition organisers to an irrevocable, royalty-free, worldwide right and license to use, copy, sublicense, edit, modify, make derivative works, publish, transmit, distribute, publicly perform, publish, delete or display the content of and elements embodied in the Submission and the Submission itself, in whole or in part, in perpetuity in any and all media (whether now existing or hereafter devised) without limitation or acknowledgement.

Except where prohibited, participation in the competition constitutes entrant's (entrants') consent to the use by the competition organisers' and sponsors of entrant's (entrants') name, likeness, photograph, voice, opinions, address and/or ideas and statements about the Submission for promotional purposes in any media, worldwide, without further payment or consideration.