

VIDEO CONTEST Announcement



SusCrop – ERA-NET
Cofund on Sustainable Crop Production
FACCEJPI

Be the director, leading actor/actress, cameraman & producer of your own movie and win one of our cash prizes!



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Aim of the ERA-Net SusCrop video contest

The ERA- Net SusCrop is launching a video contest to actively involve EVERYBODY from across the world to reflect, communicate and inspire on ‘what sustainable crop production means to you?’.

The competition is **open to EVERYBODY and is supposed to activate multiple groups**: school children, students, scientists, farmers/farmer-groups, and any person/group of random enthusiasts, artists (film, circus, music, digital/installation art, ...), architects, social media/communication workers, etc.

KEYWORDS to inspire: sustainability, resilience, agriculture, forestry, ecology, crop production, crops, plants, science, nature, climate change, the future



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No [771134].



However, we invite any kind of video: be original, think out-of-the-box! What does sustainability in the area of crop production mean to you? How should agriculture look like in the future? Do you practice sustainability procedures in growing crops or ornamental plants in your environment (e.g. your garden or balcony)?

ERA-Net SusCrop video contest general description

The video contest is divided into 4 categories:

- 1. School children and students:** This category allows all children and students (<18 years) from primary and secondary schools to submit a video individually, in a group or as a school class activity under the supervision of parents or a teacher;
- 2. Education/research institutes/academia:** This category includes students and scientists (>18 years) (bachelor, master or PhD students; post-doc; professor; ...) from any field or discipline studying/working at (public) research institutes and/or academia to submit a video individually or in a team;
- 3. Farmers' everyday life:** This category is for individual farmers or any kind of farmer-group willing to send us a video message and show us their everyday life or view on the future;
- 4. Open:** Any person or group of random enthusiasts, artists (film, theatre, circus, dance, music, books, digital/installation art, ...), (landscape) architects, social media/communication workers and more, eager to be creative, out-of-the-box and inspirational.



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12 Cash prizes will be awarded to the best submissions from across the world

- 1st category: 3 prizes (1st 500 €, 2nd 300€ and 3rd 200€);
- 2nd category: 3 prizes (1st 500 €, 2nd 300€ and 3rd 200€);
- 3rd category: 3 prizes (1st 500 €, 2nd 300€ and 3rd 200€);
- 4th category: 3 prizes (1st 500 €, 2nd 300€ and 3rd 200€).

All competing videos from all 4 categories must be submitted to Nikki De Clercq (nikki.declercq@ilvo.vlaanderen.be) via WeTransfer (<https://wetransfer.com/>). The successful transfer of your video will be confirmed by a short email. The video will eventually be uploaded by us onto a YouTube Channel.

Technical specifications

- Preferably the video is in landscape mode, saved as .mov or .mp4 file.
- The **length of the videos** should be **minimum 90 seconds and maximum 3 minutes**. All types of videos are allowed, so take out your smartphone and start shooting! We don't expect them to be professional.
- Videos should be created in English. Videos in other languages are welcome but they should include English subtitles or be understandable based on the video images, music etc.



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- All information presented in the video must be properly cited, giving credit to the original source. 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.
- **It is not allowed to submit videos that are a sort of advertisement for a product or company!**
- Completed [Statement of agreement with the terms of the ERA-Net SusCrop video contest](#) is **mandatory and must be included in the email** to the video submission.
- The awards ceremony and presentation of the winning videos will take place at the **final event of the ERA-Net SusCrop in Spring/Summer 2023** (time and location tbd).

The eligibility conditions of the ERA-Net SusCrop video contest

1. Completed and submitted **Statement of agreement with the terms of the ERA-Net SusCrop video contest**;
2. Timely submission of the application (video and statement of agreement);
3. Eligible video content with respect to the aim of the video competition;
4. Appropriate video quality and length;
5. Appropriate indication of all sources used for which indications are required.

Selection criteria



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The videos (within each category) will be reviewed by the **ERA-Net SusCrop jury** and ranked according to the following criteria:

1. Creativity and originality;
2. Ability to communicate scientific concepts to audiences of diverse ages and backgrounds;
3. Level of engagement of the applicant(s).

Timeline of the ERA-Net video contest

- **Pre-announcement** of the ERA-Net SusCrop video contest: **May 10-12, 2022**;
- **Launch** of the ERA-Net SusCrop video contest: **Fascination of Plants Day (FoPD) May 18, 2022**;
- **Registration** (*Statement of agreement with the terms of the ERA-Net SusCrop contest*) and **video submission open: May 18, 2022 – November 18, 2022**;
- Eligibility check and evaluation: December 2022;
- **Selection of winners and communication to applicants: January 2023**;
- **Official showcase and prize ceremony** of all 12 winning videos at the **final event of the ERA-Net SusCrop in Spring/Summer 2023** (time and location tbd).



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