CAETS Communication Prize 2024

Submission guidelines

The CAETS Communication Prize recognises effective audiovisual communication to a general audience of how applied technology and engineering has been or can be used to address a real-world problem, and the resulting benefits to the economy or society.

The prize is judged in a two-step process. Firstly, each CAETS member Academy selects a national winner. The national winner is then submitted to the international CAETS prize, assessed by an international judging panel drawn from CAETS member Academies. One international winner will be selected.

Winners announced

The winner of the prize will be announced **29 March 2024** to the CAETS Communication Prize Committee in order for the recipient to **receive** the prize at CAETS 2024, 1-4 July in Helsinki, Finland.

Purpose of the prize

The Prize will be awarded to the most outstanding audiovisual communication of excellence and innovation in technological sciences or engineering.

The winning entry will have clearly communicated the successful identification of and solution for a problem, with the outcome being of benefit to the economy or society, either nationally or internationally.

The video submissions may outline the problem and an evidence-based or applied solution that has either had a successful outcome or can be proven over time.

CAETS
Communication
Prize 2024
Submissions guidelines

Submissions

Each member Academy is to submit no more than one video, except where they are submitting entries from different genders.

Re-submissions (from previous years) will be accepted.

Member Academies are also to submit a communications plan addressing how the Academy itself will promote the prize, and the winning entry, in their own country and internationally.

Video prerequisites

Videos are to be submitted in MP4 format.

Videos must be submitted by a CAETS member Academy.

Videos must be five minutes in length or less. Entries over five minutes will not be considered.

Videos should contain the following content:
· A description of the problem being solved and its relevance to the real world, including how it is applied
· A clear and simple explanation of the technology, how it works and why it is novel
· Articulation of an innovation that solves a meaningful problem using technology (either globally or locally)and highlights successful practical application where relevant
· Credits: names and affiliations of the researchers and developers, logo of their organisation, logo of the Academy submitting the video (for international submission)
· CAETS strongly encourages videos to be produced in English, however videos in languages other than English will be accepted providing they have English subtitles.

Obligations of entrants

Entrants are to provide explicit written permission for the videos to be promoted internationally in traditional and social media, CAETS and its member Academies' websites and other collateral. The videos may be used in whole or part at the discretion of CAETS and its member Academies, and entrants are to waive their rights to compensation for the use of the material provided in the footage for marketing and promotional purposes.

Assessment criteria

Entries will be ranked against the following criteria:

1. The video is to be clearly targeted at a general non-technical audience with a focus on inspiring youth/ student audiences
2. Plain language intelligible to a general audience; the video must clearly explain why the problem is important before describing/demonstrating the nature of the solution
3. Articulates an innovation that solves a meaningful problem using technology (either globally or locally)and highlights successful practical application where relevant
4. The work is credible and can be verified

Non-winners

Entrants who are not judged as a winner can be recognised in a new meritous category. If you wish your video to be considered for showcasing on the CAETS website, please check the box below.

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Submission documents

The following completed documentation is to be submitted with the video entry:

1. Completed entry form and declaration
2. Confirmation of citizenship of or residency in the member Academy's nation
4. Permission for CAETS and its member Academies to promote and market all or part of video submission.

Previous winners

Winning entries can be found at www.newcaets.org or below:

2023

Dr Caitlin Howell, nominated by the US National Academy of Engineering.

You can see the video here

https://www.youtube.com/watch?v=SXlLVpHeL8Q

2022

Professor Salah Sukkarieh, nominated by the Australian Academy of Technological Sciences and Engineering.

You can see the video here

https://www.youtube.com/watch?v=0BF19iyLQ-s

Contact

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CAETS
International Council of
Academies of Engineering
& Technological Sciences

CAETS
Communication
Prize 2024
Filming with a smartphone, tablet or laptop

Filming of the entries can be done using via a smartphone, tablet, laptop or other filming device.

Set up

Lighting
Overhead lighting creates downward shadows on your face. Natural light is preferable. Do not have a bright window or light source behind your head as your face will appear very dark. If possible, have a window shining onto your face, or shine a lamp from directly behind the camera source.

Orientation — horizontal
Turn the device to horizontal and position yourself in the frame.

Framing
Enable enough distance between the camera and yourself so there is some space above your and, at a minimum, your shoulders can be seen. If you are an expressive talker and use your hands to gesticulate the framing can be wider so your arms and waist can be seen.

Background
Try and have a background that is relevant to the content of your submission. For example if you are a researcher who works in a lab it would be relevant to film in a laboratory. An office or a living room will also work. Please check the background for items that stand out for the wrong reasons, such as items that reveal private details or ones that could be culturally insensitive. Sit or stand a metre / three feet in front of the background to avoid extreme shadows behind you.

Sound
Close the door / windows to minimise background sound. If you can, turn off air conditioners or other machines that generate low background humming sounds. Maybe put up a sign to discourage interruptions from colleagues or family. A headset or microphone will also help with voice clarity.

Timer
Have a timer ready so you can monitor how you go for time. Time yourself a few times for practice before you start filming.

Filming

Look at the camera and not your screen. It's ok to look at your notes now and again but your submission wil be more engaging if you speak to the camera. After you finish speaking wait three seconds before reaching out to your device to stop the recording.

Video prerequisites

Videos must be submitted via a CAETS member Academy.

Videos must be less than five minutes in length. Videos longer than five minutes will **not** be

accepted. Videos should contain the following content:

- A description of the problem being solved and its relevance to the real world, including how it is applied
- A clear and simple explanation of the technology, how it works and why it is novel
- Articulation of an innovation that solves a meaningful problem using technology (either globally or locally) and highlights successful practical application where relevant
- Credits: names and affiliations of the researchers and developers, logo of their organisation, logo of the Academy submitting the video (for international submission)
- English subtitles/closed captions for videos produced in a language other than English.