

International Day of Plant Health Video Contest

Plant Health TV - Promoting the importance of Plant Health research



Introduction

Following the declaration by the United Nations General Assembly of the International Day of Plant Health (IDPH), every 12th of May, the plant health community celebrates the importance of plant health by organizing events to raise awareness and to mobilize international communities.

In order to give visibility to national and international research and development activities carried out by plant health scientists and their organizations, the *Euphresco III network, the International Centre for Advanced Mediterranean Agronomic Studies of Bari ([CIHEAM Bari](#)) and the [Plant Biosecurity Research Initiative](#) (PBRI) are pleased to launch the third edition of the video contest 'Plant Health TV: Research that helps Plant Health'.

The winning video will be broadcast at international events organized for the celebration of the IDPH (e.g., the PBRI Symposium in Cairns, Australia; the 'Plant Health without borders' Symposium in Brussel, Belgium).

Purpose

The purpose of the video contest is to:

- Increase the visibility of plant health research activities and raise awareness among non-scientific communities of the importance of protecting plant health.
- Celebrate the work and dedication of early career researchers (MSc, PhD, Post-Doctoral fellows and young scientists) in plant health.
- Bring together people and organizations from around the world.

Scope

Interested early career researchers (up to 35 years old) are invited to submit a short video (up to 90 seconds) on the research they are conducting on quarantine pests which are considered of a priority importance for their region.

Award

The winner of the contest will be invited to take part in a two-week internship at one of the sponsor's organizations (e.g., at an institution under the PBRI-Australia; at CIHEAM Bari – Italy).

The award covers transport, board and lodging expenses with sponsorship from PBRI-Australia, CIHEAM Bari – Italy and the EUPHRESKO III project.

Competition entry conditions

- The video should address plant health research topics on quarantine priority pests for the region of the applicant.
- One video per applicant is allowed.
- The video should educate viewers on the overall objective of the research activity. The video should be understandable by a non-expert audience.
- Applicants are invited to make creative videos in English.
- English subtitles must be included.
- Videos must be up to 90 second long.

Application process

- Applicants must submit an Expression of Interest (Attached) by the due date. The video should be uploaded to YouTube, with notification to the Secretariat (videocontest@iamb.it)
- The video must comply with the entry conditions to be eligible.

Important dates and deadlines 2024

- **9 February** The call for videos is launched.
- **29 February (12:00 am GMT)** Expression of Interest submitted through the **ANNEX 1**.
- **30 April (12:00 am GMT)** Videos are uploaded on YouTube and the Secretariat is informed via e-mail.
- **9 May** The winner is officially announced at the PBRI Symposium in Cairns, Australia.

Evaluation

The evaluation will be performed using the following criteria:

- Relevance: how well did the video address plant health research on quarantine priority pests for the region of the applicant **40 Points**
- Communication: was the research topic and its significance communicated appropriately to a non-expert audience? **25 Points**
- Originality: was the information presented in a creative way? **25 Points**
- Social media interest: did social media (YouTube) like the video? **10 Points**

The applicant with the highest score will win.

Inquiries and more information

For further information and inquiries, please contact the Secretariat (videocontest@iamb.it).