CAETS Communication Prizes 2021

Framework

Introduction

This paper sets out the framework for establishing an annual CAETS Communication Prizes.

Background

The CAETS Communications Committee was set up to find ways of helping the member academies improve the communications of policy, educational initiatives and the importance of engineering and technological sciences in society. The aim is to amplify our impact on governments and the general public of the countries in which we live, by communicating the important role of technology in society, clearly and effectively with a general audience.

This proposed intervention is designed to encourage technological scientists and engineers around the world to effectively communicate in a simple and engaging manner with general audiences, with a focus on a young people and students. This will be done through a competitive selection of short videos of preferably less than five minutes (but definitely no more than 15 minutes) explaining the societal importance of technological breakthroughs and engineering successes.

Such videos will have the dual aim of:

1. Inspiring students to follow careers in engineering and technological sciences
2. Educating the general public on the impact that engineering and technological sciences have in their lives and future.

We are establishing two annual CAETS Communication Prizess recognising the best such videos from the member academies globally.

The two categories for the prizes are:

1. **Engineering Success Stories.** This category would be based on the work of established technological scientists and engineers who are fellows of the CAETS member academies. The video should outline a problem, applied solution and successful outcome in terms of either economic or public service.
2. **High Potential Innovations.** This category is open to university/tertiary students or junior scientists/ engineers with less than 10 years' work experience (with allowances for career breaks) since obtaining their last degree. They do not need to be a Fellow of an Academy, but submissions will need to be submitted via one of the member academies.

Due to being a newly created program, the prizes will initially offer the winners 'bragging rights' with the view of attracting funding in the future (for example through corporate or government partnerships) to establish monetary rewards for the winner/s.

Process

Member academies will judge in-country entries and submit their best videos to the CAETS Secretary for international judging. Member academies will provide their own mechanism for in-country submissions to be made, and will convene a judging panel, basing the judging criteria on the international guidelines for judging. The closing date for in-country submissions will be set by that country's Academy, bearing in mind that the member academies will need to submit their best videos for international judging by the closing date of 30 June 2021.

Each member academy is to submit no more than two videos (one for each category), except where they are submitting entries from different genders. In this instance, a member academy may submit one male and one female entrant video for both categories. Submissions for international judging close 30 June 2021.

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

Member academies are also to submit a communication plan on how the academy itself will promote the prize, and the winning entry, in their own country and internationally.

International judging will be done by a judging panel consisting of the Chair and Deputy Chair of the CAETS Communications Committee and representatives of member academies currently serving on the CAETS Board. Representatives are to be selected by respective member academies and the names of their nominees provided to the CAETS Communication Committee. Should the judging panel be an even number of representatives, then the Chair of the CAETS Communication Committee will have hold the casting vote.

Board member academies are to submit their nominee as a member of the international judging panel to the Chair and Deputy Chair of CAETS Communications Committee by 24 May 2021. When nominating a judge for the international panel, it would be desirable for member countries to bear in mind that we seek as diverse and inclusive a panel as possible.

The criteria for judging in-country entries, will be the same criteria used for international judging (see below). A guide will be provided to judges to assist in scoring entries.

The winner will be selected on 31 August and they and the submitting member academy will be notified (in-confidence) under embargo until announced at the annual CAETS meeting being held in Buenos Aires on 19 September 2021.

All submitted videos will be presented on the CAETS website. In addition, member academies are encouraged to promote and communicate the prize broadly within their country and internationally, including celebrating the winning entrants.

Timeline

Mid-January 2021	Launch date and promotion commence
Mid-January 2021	Entries open in member academies' countries
24 May 2021	International judging panel nominations due
Set internally by member Academies	In-country entries close
30 June 2021	International entries close
Commence 1 July 2021	International judging
31 August 2021	International winners selected
19 September 2021	Winners announced

Video content

Videos will preferably be less than five minutes. While longer videos may be considered, brevity will be favourably treated in the judging criteria. No video longer than 15 minutes will 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
- For category 1, the impact that the solution has had already (number of installations, users, customers, etc.)
- Credits: names and affiliations of the researchers and developers, logo of their organisation, logo of the academy submitting the video (for international submission).

Judging criteria

Required criteria for submissions: Each entry must meet these criteria at a minimum:

1. Short video (videos of under five mins will be favoured. Videos must be no longer than a maximum of 15 minutes)
2. May be in any language but must carry English subtitles. It is the responsibility of the submitting candidate to ensure the accuracy of the subtitles.
3. Submitted by a member academy. For Category 1, the video must be submitted by and feature the work of a Fellow of the member academy. For Category 2, the video must be endorsed and submitted by the member academy.

Criteria for judging submissions: Each entry will be ranked against the following criteria:

1. Clearly targeted at a general non-technical audience with a focus on inspiring youth/student segments
2. Plain language intelligible to a general audience (video must clearly explain why the problem is important before describing the nature of the solution)
3. Articulates an innovation that solves a meaningful problem using technology (either globally or locally) with Category 1 entries demonstrating successful practical application
4. Credible and verifiable
5. Supported by a clearly articulated and achievable communication plan (no more than two pages in length) devised by the submitting Academy and aimed at raising public awareness in member academies' countries.

Promoting the prizes

Member Academies are to develop communication plans, respective to the requirements of their country's communication needs to raise awareness of the prizes, encourage video submissions, and to celebrate their respective submission/s for the prizes and subsequent winners.

A *Communication Plan* for the CAETS Communication Prizess has been provided that outlines the key elements of promoting and marketing the inaugural prizes (Attachment A).

A *Promotion Kit* has been developed with assets to use and share (Attachment B).

Contact

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Aim

The aim of this plan is to outline the key elements of promoting and marketing the inaugural CAETS Communication Prizess.

Background

The CAETS Communications Committee helps member academies to improve how they communicate policy, educational initiatives and the importance of engineering and technological sciences in society. The committee recognised that one of the barriers to achieving this aim is the ability of engineers and technologists to communicate clearly and effectively with a general audience.

The Committee proposed Communication Prizes as a means of improving general awareness of the important role that engineering plays in societies across the world. Submission for the prizes is a short video that can be used on digital platforms and social media, to explain the societal importance of technological breakthroughs and engineering successes. The aim of the videos is to:

1. Inspire students to follow careers in engineering and the technological sciences
2. Educate the general public on the impact that engineering and the technological sciences have in their lives and future.

There are two categories for the CAETS Communication Prizes:

Category 1: Engineering Success Stories

Open to Fellows/members of CAETS' member academies.

The video will outline a problem, applied solution and successful outcome either economically or in public service.

Category 2: High Potential Innovations

Open to tertiary education students and junior scientists/engineers with less than 10 years' work experience (with allowances for career breaks).

The video will outline a problem and an evidence-based solution that can be proven over time.

Videos of under five mins will be favoured. Videos must be no longer than a maximum of 15 minutes. Submissions can be made in any language with English subtitles. Each member academy is to submit no more than two videos (one for each category) except where they are submitting entries from different genders. In this instance, a member academy may submit one male and one female entrant video for both categories.

Each member academy is also to produce a communication plan on how they are going to promote the CAETS Communication Prizes.

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Communication Plan

Target audiences

The target audiences for promoting the CAETS Communication Prizes are country-specific, yet should include:

- Academy Fellowship/membership
- Universities/tertiary education institutions
- Technical and trade education institutions
- Research centres
- Industry bodies and peak associations
- Other academies
- Research and development organisations
- Industry and government organisations that invest in research and development, and commercialisation activities.

Key messages

1. The CAETS Communication Prizes showcase international excellence in engineering and the technological sciences in solving real-world problems.
2. Pursuing a career in engineering and the technological sciences enables you to make a positive impact on society.

Communication goal

To launch the inaugural CAETS Communication Prizes as a high-value international prize worthy of attracting funding/sponsorship in future years.

Communication objectives

1. For academies to raise awareness within their country of the CAETS Communication Prizes to relevant audiences.
2. To promote and generate submissions for Category 1 from within respective Academies' Fellowship/membership.
3. To promote and generate submissions for Category 2 with in-country audiences as listed above.

Channels and collateral

Suggested channels include traditional and social media, stakeholder networks, internal channels (i.e. newsletters), and mentions/promotion at seminars, presentations, symposia or conferences being attended by CAETS members, and potential advertising or advertorial.

While each Academy may use a number of channels that are specific to their respective country and audience, a range of generic materials will be provided that can be co-branded with CAETS and allow for English-language content to be replaced by in-country-specific language content (see Attachment B).

- One-page flier (template)
- Webpage banner (as a layered file)
- Entry kit including submission and registration documents
- Boilerplate for media releases
- Social media tiles and hashtag for socials
- Tagline

The primary location for hosting material, and accept submissions is the CAETS website (www. newcaets.org) with respective member academies to host promotional content on their websites, linking back to the CAETS website. The content hosted on the CAETS website will be in the English language.

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Promotion Kit

Assets

Several assets have been designed to create a cohesive look and feel to promote the Awards. The finished jpgs may be downloaded from the CAETS website or upon request the original InDesign files can be priovided. The font for the headline text is a free Google font Montserrat. The secondary font is Merriweather. These fonts are used on the CAETS website.

Tagline

Seeking global champions in engineering and technology.

Media release introduction

CAETS is an independent non-political, non-governmental, international organisation of engineering and technological sciences academies that advises governments and international organisations on technical and policy issues related to its areas of expertise. It aims to fosters a balanced understanding of the applications of engineering and technology by the public and provide an international forum for discussion.

Campaign image — Royalty free iStock image

Tags and hastag

Please tag organisations relevant to your own countries promotion of the prizes and use the hashtag #CAETSPrizes

Twitter— 1200px x 675px

The in-country entry deadlines are determined by member countries. This date can be noted in the text area of the social post. Or a new asset can be created with the date in the image.

Example tweet by ATSE (Australia)

Academy of Tech...   @ATSE_a... • Just now
Are you working or studying in the fields of engineering or technological sciences? Here's a chance to get global recognition for your achievements. All you need to do is explain it. Find out here about an exciting new Communication Prize:
https://www.atse.org.au/programs-and-awards/caets-communication-prizes/

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LinkedIn — 1200px x 627px

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Facebook / Instagram— 800px x 800px
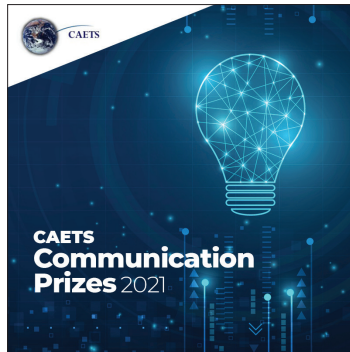
Other assets

Image — 1920px x 1080px

Image — 1920px x 600px

CAETS logo

This only exists as a 72dpi jpg. Please do not enlarge it too much or it will pixellate more than is acceptable.