

# CAETS Communication Prize 2023



## Framework

### Introduction

This paper sets out the framework for the annual CAETS Communication Prize.

### 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 no more than five minutes in length 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.

The annual CAETS Communication Prize was established to recognise the best such videos from early career researchers and the member Academies globally.

### Engineering Innovation Stories

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.

The the prize will cover the registration fee to the annual conference as well as travel, accomodation, and conference registration fee (up to the agreed amount).

**Process**

Member Academies judge in-country entries and submit their best video to the CAETS Secretary for international judging. Member Academies provide their own mechanism for in-country submissions to be made, basing the judging criteria on the international guidelines for judging. The closing date for in-country submissions is at 11:59pm local time on 12 May 2023.

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.

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 requested (but not required) 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 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 26 May 2023. 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 26 June and the submitting member Academy will be notified (in-confidence) under embargo until announced. The winner will be announced at the CAETS conference during the Communication Prize session. During that session, the Communication Committee chair will read the judgement and announce the winner, who will then be invited to present their Engineering Innovation Story. The winner will receive a prize certificate and the video will be played.

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 2023**

23 March 2023	Launch date and promotion commence
23 March 2023	Entries open in member Academies' countries
12 May 2023	In-country entries close
26 May 2023	International judging panel nominations due
2 June 2023	International entries close
Commence 5 June 2023	International judging
July 2023	Winner and finalists announced —uner embargo
October 2023	Winner announced at CAETS Annual Meeting

### Video content

Videos will be no more than five minutes.

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
- If relevant, 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. Videos must be no longer than five 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.

**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) and highlights successful practical application where relevant
4. Credible and verifiable
5. If possible, 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 prize

If possible, member Academies are requested to develop a communication plan, respective to the requirements of their country's communication needs to raise awareness of the prize, encourage video submissions, and to celebrate their respective submission/s for the prize and subsequent winner.

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

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

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### Contact

CAETS Secretariat  
Ruth David  
ruth.a.david@outlook.com

# CAETS Communication Prize 2023

## Communication plan

### **Aim**

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

### **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 Prize as a means of improving general awareness of the important role that engineering plays in societies across the world. Submission for the Prize 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.

### **Engineering Innovation Stories**

Open to all. 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.

Videos must be no longer than five minutes. Submissions can be made in any language with English subtitles. Each member Academy is to submit no more than one video, except where they are submitting entries from different genders.

### **Target audiences**

The target audiences for promoting the CAETS Communication Prize 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

# CAETS Communication Prize 2023

## Communication plan

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- Research and development organisations
- Industry and government organisations that invest in research and development, and commercialisation activities.

### Key messages

1. The CAETS Communication Prize showcases 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 position the CAETS Communication Prize 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 Prize to relevant audiences.
2. To promote and generate submissions from within 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](http://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.

# CAETS Communication Prize 2023

## 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.

### **Applications for national judging close**

11:59pm local time 12 May 2023.

### **Applications for international judging close**

11:59pm local time 2 June 2023.

### **Winner announced**

The winner of the prize will be announced 26 June 2023 in order to receive the prize at CAETS 2023, 9-11 October in Zagreb, Croatia.

### **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 2023

## Submissions guidelines

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### 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.

### How to submit

Member Academies are to submit their entries (video and associated documentation – see below) to the CAETS Secretariat using a Dropbox or WeTransfer to [caets.message@outlook.com](mailto:caets.message@outlook.com) by the due date. Alternatively, a link to online access (e.g. YouTube) may be provided.

### 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
5. Supported by a clearly articulated and achievable communications plan (no more than two pages in length) devised by the submitting Academy and aimed at raising public awareness in member Academies' countries.

# CAETS Communication Prize 2023

## Submissions Guidelines

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### Non-winner

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

### 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.
5. The member Academy is to submit a communications plan addressing how the Academy itself will promote the prize, and the winning entry, in their own country and internationally.

### Previous winners

Previously, the CAETS Communication Prize was divided into two categories. Winning entries can be found at [www.newcaets.org](http://www.newcaets.org) or below:

#### 2022

##### Engineering Success Story

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>

##### High Potential Innovation

Professor Jayanta Mukhopadhyay, nominated by the Indian Academy of Engineering

[You can see the video here](#)

<https://www.youtube.com/watch?v=gAOpxnBqsBg>

#### 2021

##### Engineering Success Story

Professor Jing Cheng, nominated by the Chinese Academy of Engineering

[You can see the video here](#)

<https://www.youtube.com/watch?v=WUo7IjkrJkw>

##### High Potential Innovation

Mr. Kaz Vermeer, nominated by the Netherlands Academy of Technology and Innovation.

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### Contact

CAETS Secretariat

Ruth David

[ruth.a.david@outlook.com](mailto:ruth.a.david@outlook.com)



# CAETS Communication Prize 2023



## Promotion

### Assets

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

### 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 foster 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 Prize and use the hashtag #CAETSPrize

**CAETS**  
**Communication**  
**Prize 2023**  
Promotion

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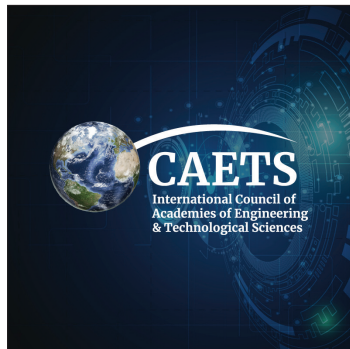
**Twitter and LinkedIn posts**



**CAETS**  
**Communication**  
**Prize 2023**  
Promotion

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Facebook / Instagram — 800px x 800px



**Other assets**

Image — 1920px x 1080px



# CAETS Communication Prize 2023 Promotion

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## CAETS logo

High res logos are available.



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## Assets

All social media assets are free to use.

Please contact the CAETS Secretariat  
Ruth David  
[ruth.a.david@outlook.com](mailto:ruth.a.david@outlook.com)

## **Filming with a smartphone, tablet or laptop**

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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 will 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.

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### **Video prerequisites**

Videos must be submitted by a CAETS member Academy.

Videos must be less than five minutes in length. Videos longer than five 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
- 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.



**CAETS**  
**Communication**  
**Prize 2023**  
**International Judging Panel**  
Expression of interest

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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 and society.

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

**Timeline**

Entries for international judging close on 2 June 2023.

International judging commences on 5 June 2023.

International winner are selected by 26 June 2022.

Winner are announced on 3 July 2023.

**International Judging Panel**

International judging for the inaugural CAETS Communication Prize will be conducted by a panel comprising:

- Chair CAETS Communications Committee
- Deputy Chair CAETS Communications Committee
- Representatives of member academies currently serving on the CAETS Board

**Representative details**

Name	
Email	
International phone number	
Country	
CAETS affiliation	

**Completed forms**

Please return completed form to  
Ruth David  
CAETS Secretary  
caets.message@outlook.com

**CAETS**  
**Communication**  
**Prize** 2023  
**Judging scoresheet**

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