

# FARMERS' SOIL PRACTICES VIDEO CONTEST

Soils are in danger, more than ever. Due to the expansion of urban areas, deforestation and/or unsustainable and inappropriate soil management techniques this valuable resource is becoming progressively degraded, polluted or unusable. The soils of our planet are under high pressure from human activities. Soil as a non-renewable resource is however crucial for food production and wasting it is counterproductive. Now is the time to adapt to improved sustainable soil management practices and help us to save our most precious resource for food production.

Within this context, the **International Year of Soils** and **FAO** are calling for your contribution to the

**Farmers' soil practices video contest from 15<sup>th</sup> September to 12<sup>th</sup> October 2015**

The central theme of the contest is:

**"Farmers' sustainable soil management practices for boosting healthy soils"**

Are you enthusiastic about sustainable soil management practices? Are you a smallholder farmer or an agricultural service provider who works directly with farmers on soil management issues? Are you an organization which generates practical knowledge in collaboration with farmers or an individual researcher investigating the topic?

You are invited to shoot a video and share sustainable soil management practices which are being used in your community and have positive impacts on the health of your soil.

## INITIATORS

The **Food and Agriculture Organization of the United Nations (FAO)** is an agency of the United Nations specializing in the sectors of food and agriculture, with the ultimate goal of eradicating hunger. FAO's mandate is to improve nutrition, increase agricultural productivity, raise the standard of living in rural populations and contribute to global economic growth. The 68<sup>th</sup> UN General Assembly declared 2015 the **International Year of Soils** and FAO has been nominated to implement this event in collaboration with internal departments and external partners.

Throughout the world, farmers have already been successfully applying innovative and/or traditional practices in response to the soil degradation they are facing. These practices are a potential solution for safeguarding local food production systems.

**TECA (Technology and Practice for Small Agricultural Producers)** is FAO's free online knowledge platform through which validated and good quality agricultural technologies and practices are collected and shared in an easy language understandable for rural users, especially smallholder farmers and those providing services to them. TECA aims at making information available to contribute to a better management of smallholder agricultural systems, in order to adapt to climate change and improve rural families' livelihoods.

**TECA** offers agricultural practices and technologies that have been tested by farmers in the field and which concern agriculture, fishery & aquaculture, beekeeping, forestry, livestock and crop production, natural resource management and agricultural mechanization. This information is provided in an easy format and non-scientific language in English, French and Spanish <http://teca.fao.org/>.

## WHO CAN PARTICIPATE?

Do you know about an interesting **sustainable soil management practice** that effectively improves soil health? Maybe it's time to document its positive impacts on the environment and on the land use.

Farmers and people working with them are invited to share the agricultural technologies and practices they have developed in order to boost soil health and that have shown positive and sustainable results through video. The purpose of the video contest is to offer farmers the opportunity to share locally developed solutions to improve soil health and to document and share these practices with people around the world through the TECA Platform.

We especially encourage all smallholder producers who are directly involved in the proposed practice to take part in this contest: **the video should be produced for, with and by people involved in smallholder production.**

**Women farmers or women farmer groups or associations are especially encouraged to apply.**

Partners or relations of partner staff of the institutions involved in the launch of this video contest and relations of the judging committee are not eligible to compete (for further information, see the contest's rules and regulations).

## GUIDELINES

- ✓ **No submission fees** are needed to participate in this contest.
- ✓ The ideal length of the video is **2.5 minutes, the video should not exceed 5 minutes in length.**
- ✓ The image quality must be in High Definition (HD) or in Standard Definition (SD). Both are common image quality standards, which are usually provided in cameras and smartphones after the year 2000.
- ✓ Each participant can **only submit one entry**. The video must be the original work of the participant.
- ✓ Videos have to be submitted in **English, French or Spanish**.
- ✓ The **language used in the video should be easy to understand** for everyone (please, no complex scientific language). If another language other than English, French or Spanish is spoken in the video it should be translated. We recommend to translate it either by yourself or another person (voice over) or in form of subtitles (if technically feasible). Specific meanings of words and sentences of local languages or slangs should be explained in French, English or Spanish.
- ✓ Subtitles, if used, should be placed within the lower third of the picture (video frame) and in white color over a black bar.
- ✓ Each video must focus on the theme of the contest:  
**"Farmers' sustainable soil management practices for boosting healthy soils".**
- ✓ The video may include a title screen which includes:
  - Principal producer's name (individual, association, etc.);
  - Country and area or region where the video was made;
  - Title of video;
  - Total running time;
  - Audio and video footage credits.
- ✓ All videos must be submitted in digital form using the **.MOV, .MPEG4, .MP4, .AVI** format.
- ✓ The size of the video **MUST NOT** exceed a size of **350 MB** for upload!
- ✓ If a title screen is used, it shall be no longer than 10 seconds and these 10 seconds will be included in the total time of the video.
- ✓ Add 1 second of black between the title screen and the beginning of the video.

**In order to help you to develop the video, please find below some advice:**

- The context in which the practice is applied should be briefly described in the video.
- We recommend a clear step-by-step description of the application of the practice that is described in the video.
- The positive impacts of the soil management practice on soil health and on the environment should be explained.
- Videos should be issue-driven, not promotional.
- No explicit logos, URLs, telephone numbers, or calls that solicit directly for monetary donations should be included in the video.
- Dialogues must be comprehensible and easily hearable - if possible use a good microphone and a quiet room to record interviews.
- The footage should be stable as much as possible – videos should not contain constant unstable movements and adjustments. Any visual effects should be well- executed.
- Persons must be identified with titles, where possible.
- Any on-screen text must be grammatically correct and free from spelling mistakes.
- Do not use any material under copyright (footage, still photography, music, text, audio) without prior permission.
- Videos must have been shot with the permission of any easily identifiable people appearing in the video.
- Videos must have been shot with the permission of the parent or legal guardians of any identifiable children appear in the video.

If you require information on how to make your video, please look at these examples (not related to the theme of this contest) of short videos published on **TECA** that present agricultural practices about “**How to prune a mango tree**” (by clicking [HERE](#)) and about “**How to defeat the mealy bug of papaya tree**” (by clicking [HERE](#)).

All the submitted videos will be judged by a jury appointed for this contest, according to pre-determined criteria, on a non-discriminatory basis. The videos will not only be evaluated on the video/filming skills but also on the clearness and technical validity of the shown practices.

## **PRIZES**

The contest will award the following three prizes:

- **1<sup>st</sup> prize:**            **3 000 USD**
- **2<sup>nd</sup> prize:**            **2 000 USD**
- **3<sup>rd</sup> prize:**            **1 000 USD**
- **All the participants** of the contest will be awarded with a book/publication.

The videos will be evaluated for aesthetic & creativity aspects, in terms of how well the practice is described (step by step description) and also by the technical validity of the practice.

**Note!:** Prizes are not cumulative, i.e. each participant can win only one prize!

The winning videos will be promoted and broadcasted through FAO social media and partners’ channels.

All authors of videos presenting a relevant and valuable technical content will be contacted by the FAO-TECA Team and will have the opportunity to develop, in collaboration with the TECA team, the practice into a publication to be included and promoted through the [TECA Knowledge base](#).

## **SUBMISSION AND DEADLINE**

Videos can be submitted between **Tuesday 15<sup>th</sup> of September 2015 at 12:00 (CEST) to Monday 12<sup>th</sup> of October 2015 at 12:00 (CEST)**.

Please UPLAOD the video on the TECA platform using the following link:

<http://teca.fao.org/event/share-your-sustainable-soil-practices-and-win>

FILL OUT the registration form:

<http://teca.fao.org/node/add/application>

FAO is not responsible for late or unsuccessful attempts to submit a video. All videos received after Monday 12 October 2015 at 12:00 (CEST) will not be taken into consideration.

## **NOTIFICATION OF WINNERS**

The winners will be notified on **Monday 26 October 2015** via phone or e-mail. In order to ensure the payment of the eventual prizes, winners **MUST** provide a valid bank account, so that FAO is able to transfer the awards to the winners.

## RULES AND REGULATIONS

1. The contest is open only to candidates (“entrants”) who are 18 or over. The age to declare is the one at the time of entering the contest.
2. FAO employees and their immediate family members (spouses, parents, children, siblings and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related, are not eligible to enter the contest. FAO will determine eligibility at its sole discretion.
3. Partners or relations of partner staff of the institutions involved in the launch of this video contest (DDNR/TECA Team, OCC, OPC, NRL, NRC, Global Soil Partnership, Global Soil Week, UNCCD, IYS staff), and relations of the judging committee are not eligible to compete.
4. The entry period will begin at 12:00 (CEST) on Tuesday 15 September 2015 and will close at 12:00 (CEST) on Monday 12 October 2015.
5. Only video submissions via the official subscription are valid to participate in the contest. Only one video can be submitted by each entrant during the contest. Multiple entries submitted by a single entrant are void. Incomplete entries are void.
6. The video content **must** comply with all local and national laws of the country of origin and the United Nations. Content **must not** 1) promote illegal behavior; 2) support racial, religious, sexual or other invidious prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy of any person; or 6) be otherwise inappropriate.
7. FAO will not be responsible, and cannot be held liable, for incomplete, lost, late, misdirected or illegible entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or for any human error, lost/delayed data transmission, or any other error or malfunction.
8. Entrants agree to not upload post or transmit any materials which contain any computer viruses, Easter eggs, worms, Trojan Horses or other harmful components or programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information. Entry materials that have been tampered with or altered are void.
9. Entrants can only submit to the contest original works for which they are the sole creator and own the copyright. If the video contains images of a person or persons, the entrant(s) must have obtained the permission of those persons for submission of their images to the contest, as well as the use of the video by FAO for the purposes described below. FAO will also not seek additional approvals in connection with the use of the photographs, audio tracks and third party video footage and it will not be responsible for any claim or complaint alleging violation of the rights of third parties.
10. By entering the contest, entrants grant an irrevocable, perpetual, worldwide exclusive license to FAO to reproduce, edit, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and the promotion of FAO’s work, in:
  - TECA website;
  - FAO corporate website: [www.fao.org](http://www.fao.org);
  - Corporate videos or digital recordings to illustrate the work of the FAO;
  - Printed FAO publications, brochures or posters;
  - Social media channels, including promotion of the contest itself;
  - Any other media used by FAO in its communications.
11. FAO will not pay any fees for, nor pay any costs relating to, the entry of the video into the contest or for their use as described above.
12. The winners will be contacted by e-mail or by phone. Return of prize notification as undeliverable may result in disqualification and an alternate winner may be selected. Winners may waive right to receive the prize. The prize is non-assignable and non-transferable and no cash or other substitutions will be offered. The winners are solely responsible for reporting and payment of any taxes on the prize.

- 13.** The prizes awarded are NOT cumulative. Each video can only win one price. Each participant can only win one prize of the three prizes proposed.
- 14.** FAO reserves the right to verify the eligibility of any entry and/or entrant (including an entrant's identity and address) and to disqualify any entrant who submits an entry that is not in accordance with these rules or who tampers with the entry process. By submitting entries to the contest, entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the contest and any other purposes outlined in these rules. The data may also be used by FAO in order to verify the entrant's identity, postal address and telephone number or to otherwise verify the entrant's eligibility to participate in the contest. FAO is not responsible for any entries not received due to internet or software failures.
- 15.** Nothing in the rules for this contest, nor any acts performed or statements made in relation to this contest, shall be deemed a waiver, express or implied, of any of the privileges and immunities of FAO.