

CAETS Communication Prizes 2022 - Submission Guidelines



The CAETS Communication Prizes recognise 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 prizes are judged in a two-step process. Firstly, each CAETS member academy selects national winners for each prize. These national winners are then submitted to the international CAETS prizes, assessed by an international judging panel drawn from CAETS member academies.

One international winner will be selected in each category. The winners of the prizes will be announced at CAETS 2022 26-29 September in France.

Video guidelines

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
- For the Engineering success stories prize, the impact that the solution has already had (e.g. number of installations, users, customers etc.)
- For the High potential innovations prize, the solution must be credible and the potential impact of the solution is evidence-based
- Names and affiliations of the researchers and developers, logo of their organisation

CAETS strongly encourages videos to be produced in English, however videos in languages other than English will be accepted providing they have English subtitles.

Submission

Videos are to be submitted in MP4 format with a resolution of 720p or 1080p. Please transfer these (via Dropbox, WeTransfer or a similar file transfer system) to wagner@acatech.de by 6pm, 10 June 2022. Alternatively, a link to online access (e.g. YouTube) may be provided.

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 or engineering, with entrants for the Engineering Success Stories prize demonstrating the successful application of the solution and the High Potential Innovations prize demonstrating how the solution could be applied.
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

2021 winners

The 2021 winning entrants can be found at www.newcaets.org or below:

- **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=WUo7lkrJkw>

- **High Potential Innovation**

Mr. Kaz Vermeer, nominated by the Netherlands Academy of Technology and Innovation You can see the video here <https://www.youtube.com/watch?v=7R-HQfTJDic>