

# Plant Health TV

## Research that helps Plant Health

### Introduction

It is easy to take plants for granted; yet they are vitally important to us in ways we rarely think about. They provide nutrition, shape our living environment and influence our culture. They are also economically important; creating many of the products that shape modern life. However, not everyone understands the importance of plant health and this field is often neglected.

The United Nations General Assembly has declared 2020 as the International Year of Plant Health ([IYPH](#)). In this context, many events will be organised to raise awareness on how protecting plant health can help end hunger, reduce poverty, protect the environment, and boost economic development.

By providing the knowledge to understand the threats and to develop the tools to address plant health challenges, research activities must hold a prominent place in modern societies. In order to give visibility to national and international research activities on plant health and to the people and organizations that carry them, the Euphresco network for phytosanitary research coordination and funding ([Euphresco](#)) and the International Centre for Advanced Mediterranean Agronomic Studies of Bari ([CIHEAM Bari](#)) are pleased to launch a call for a video competition 'Plant Health TV: Research that helps Plant Health'.

### Purpose

The purpose of this video competition is to:

- Increase the visibility of plant health research activities and raise awareness among non-scientific communities
- Celebrate the work and dedication of scientists
- Bring together people and organizations from different countries

### Scope

Interested scientists are invited to submit a short video (less than three minutes) related to research that is conducted on plant health. For example, this could be on fundamental research (e.g. the biology and epidemiology of pests), or applied research (e.g. on the development of diagnostic methods or management practices).

### Award

The winner of the competition will be invited to attend the International Plant Health Conference 'Protecting Plant Health in a changing world' (Helsinki, Finland, 5-8 October 2020). The award covers transport and hotel fees (details available on request). Four additional videos will be shortlisted and broadcast, together with the winning video, during the final event of the IYPH and on the IPPC website.

### Eligibility

The contest is open to worldwide applicants. Applicants must be scientists involved in plant health research activities in public and private research organizations; multidisciplinary activities are welcome. Participation of young scientists (up to 35 years old) is especially encouraged (see Evaluation).

### Competition entry procedure

- One video per applicant (scientist) is allowed. A laboratory/organisation can submit several videos provided they refer to research activities conducted by different scientists

- The video should educate viewers on the overall objective of the research and how it will benefit plant health and the society. The video should be understandable by a non-expert audience
- Applicants are invited to make creative videos for example based on photographs or cartoons
- Videos should be in English; when the voice-over is in another language, English subtitles must be included
- Use of inappropriate language, gestures or visuals is prohibited and will result in disqualification
- Videos longer than three minutes will be disqualified

### **Application procedure**

- Applicants must upload the videos on YouTube
- Applicants should send the application form (Annex I) to the competition chair
- Applicants must submit the required material by the 1<sup>st</sup> of July 2020 at 11:59 pm GMT. Submission after July 1 will not be accepted

### **Important dates and deadlines**

1<sup>st</sup> of July 2020: applicants must submit the application form to the competition chair no later than July 1 at 11:59 pm GMT. Application forms received after July 1 will not be accepted.

20<sup>th</sup> of August 2020: the winner and the four runners up will be notified.

1<sup>st</sup> of September 2020: the winner must notify the competition chair if they will attend the International Plant Health Conference.

5-8 of October 2020: announcement of winners at the International Plant Health Conference "Protecting Plant Health in a changing world" (Helsinki, Finland, 5-8 October 2020).

### **Evaluation**

Videos that meet the requirements described in the 'Competition entry procedure' will be referenced on the Euphresco website and advertised through various channels.

The evaluation will be performed using the following criteria:

- Communication: was the research topic and its significance communicated appropriately to a non-expert audience? 40 Points
- Originality: was the information presented in a creative, unique way? 30 Points
- Social media interest: did social media (YouTube) like the video? 20 Points
- Young scientist bonus: 10 Points

The applicant with the highest score will win.

### **Announcement of winners**

The winner and the four runners up will be announced during the International Plant Health Conference 'Protecting Plant Health in a changing world' (Helsinki, Finland, 5-8 October 2020).

### **Inquiries and more information**

For further information and inquiries, please contact the competition chair Dr Baldissera Giovani [bgiovani@euphresco.net](mailto:bgiovani@euphresco.net)



## Annex I Application form Plant Health TV: Research that helps Plant Health

<b>First name</b>	
<b>Family name</b>	
<b>Date of birth</b>	
<b>E-mail address</b>	
<b>Phone number</b>	
<b>Organization</b>	
<b>Country</b>	
<b>Title of the video</b>	
<b>Short summary of the video<sup>1</sup></b>	
<b>Link to YouTube<sup>2</sup></b>	
<b>Date</b>	
<b>Signature</b>	

I agree to my personal data (email, address, name) being stored and used to receive and send information by the EPPO Secretariat

To be returned to the competition chair Dr Baldissera Giovani  
[bgiovani@euphresco.net](mailto:bgiovani@euphresco.net)

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<sup>1</sup> In English

<sup>2</sup> Applicants must upload videos on YouTube