

CAETS Communication Prizes 2021

International Judging Guidelines

CAETS Communication Prizes

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 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 young people and students. This is being done through a competitive selection of short videos – preferably less than five minutes – explaining the societal importance of technological breakthroughs and engineering successes.

The prizes

Engineering Success Stories: Open to Fellows of member academies, this prize recognises 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.

High Potential Innovations: Open to university/tertiary students or junior scientists/engineers with less than 10 years' work experience (allowing for career breaks), this prize recognises outstanding audiovisual communication of excellence and innovation in technological sciences or engineering. The winning entry will have successfully identified and validated an evidence-based solution that can be proven over time, with the outcome being of benefit to the economy or society, either nationally or internationally.

Video prerequisites

Videos will have been screened by the ATSE Secretariat to meet the following criteria:

- Videos are submitted in MP4 format with a resolution of 720p or 1080p
- Less than five minutes in length (no longer than 15 minutes)
- 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.
- Credits: names and affiliations of the researchers and developers, logo of their organisation(s)
- English subtitles/closed captions for videos.

Assessment criteria

Entries are to 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. The communication plan is to include, at a minimum: communication objectives, target audiences, channels, implementation/execution, evaluation.



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Judging timeline

Dates	Days allocated	Action
9 July	2 working days	CAETS Secretariat distributes judging packs to judges.*
12 July	5 working days	Review names of all entrants to identify any conflicts of interest (either actual or perceived). It's important to raise a conflict of interest at this stage to ensure probity and integrity of the whole judging process. A judge will automatically be excluded from judging entrants from their academy membership or country.
19 July	10 working days	Judging stage 1: Independent judges review (except for those that you have identified as a conflict of interest) and provide a score out of five and comments for each category
2 August	4 working days	CAETS Secretariat compile all judges scores and comments and redistribute to all judges.
6 August	5 working days	Judging stage 2: zoom/teleconference to agree the winners
27 August	1 working day	Absolute deadline for agreement on winners and advise CAETS Secretariat
19 September		Winners announced at annual CAETS meeting in Buenos Aires.

* Judging packs include guidelines and scoresheets for each category

Conflict of Interest

There are two categories of conflict of interest that must be declared by judges for the CAETS Communication Prizes at both national and international level.

Material conflict (actual): Covers direct involvement with someone who would benefit from or be disadvantaged by their entry becoming a finalist and/or winner. This could be because the judge holds a personal or professional relationship with the entrant/s (including enmity). This includes being a relative, a recent or current workplace colleague, superior or subordinate, a colleague within a professional association, and/or a contributor to the achievements that are the subject of the entry. A real conflict may arise if a judge has a significant financial interest in the organisation for which an entrant is working, or financial investment in the work being represented by the entrant.

Apparent (perceived) or potential conflict: Where there is a connection, for example where an entrant is a past workplace colleague (at least more than one year previously), or belongs to the same organisation without any active professional association with the judge (for example, where the entrant works in a faculty of a university and the judge works for another faculty and has no professional association). A potential conflict of interest may also arise if an entrant has a prospective future employment with a judge.

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Judging process

1. Judges review all entries to identify any Conflicts of Interest

Judges review all entries to identify any potential or actual Conflicts of Interest and indicate this on the scoring sheet where indicated.

2. Judges individual assessment and scoring

Each judge is expected to watch the eligible entries supplied and then score the entries against the assessment criteria on the scoring sheet. Judges are expected to add comments to support the score that they give. Judges must submit their finalised score sheets to the CAETS Secretariat by the deadline provided.

3. Judging panel provided with consolidated score sheets

The CAETS Secretariat will consolidate the score sheets from all judges and provide to judges for final assessment.

4. Judging panel convene to finalise assessment

This may take place as one session or multiple sessions within the timeframe provided, and is dependent on how long it takes to reach consensus on the winning videos.

5. Judging panel advise decision

Once reaching consensus, the judging panel is to advise the CAETS Secretariat as to which video/s have won for each category. The judging panel is to complete the score sheet documentation, including comments for each entry of which the latter will be provided to the entrants by the CAETS Secretariat. The comments for the winners will be edited to provide a suitable citation for public release.

6. Informing the winner/s

The CAETS Secretariat will formerly advise winner/s under embargo.

Example of judging scoresheet

CAETS Communication Prize 2021: Judging Scoresheet - Individual - National			
Category:		Video length:	
Entrant:		Credits:	
Entry title:		Subtitles:	
Conflict of interest:			
Score for assessment criteria 1			0.00
Score for assessment criteria 2			0.00
Score for assessment criteria 3			0.00
Score for assessment criteria 4			0.0
Average score for this entry (Assessment criteria scores / number of criteria)			#####
Assessment Criteria One: Audience			
The video is to be clearly targeted at a general non-technical audience with a focus on inspiring youth/student audiences			0-5
Score for section 1			0.0
Feedback for this section			
Assessment Criteria Two: Problem explanation			
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.			0-5
Score for section 2			0.0
Feedback for this section			

Queries Ruth David CAETS Secretary caets.message@outlook.com