CAETS Communication Prize 2025

Framework

Introduction

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

Background

The CAETS Communications Committee was established to help member academies enhance their communication on policy, educational initiatives, and the role of engineering and technological sciences in society. The goal is to strengthen our influence on both governments and the public in our respective countries by clearly conveying the importance of technology to a broad audience.

We encourage technological scientists and engineers worldwide to communicate in a simple, engaging way with general audiences, particularly young people and students. This is done through a competitive selection of short videos, each under five minutes, explaining the societal significance of technological advances and engineering achievements. Such videos 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 Academy fellows 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 prize will cover the registration fee to the annual conference as well as travel, accommodation (up to $5000 USD) in addition to a $5000 USD monetary award.

Process

Member academies judge in-country entries and submit their best videos 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.

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.

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 have two votes.

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 31 March 2025. When nominating a judge for the international panel, it is 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 30 May 2025 and the submitting member academy will be notified (in-confidence) under embargo until announced at the CAETS Annual Meeting.

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 2025

11 November 2024	Launch of CAETS Communication Prize 2025 competition
31 March 2025	In-country entries close (recommended, academies can choose a different date)
31 March 2025	International judging panel nominations due
30 April 2025	International entries close
1 May 2025	International judging starts
30 May 2025	Winner and finalists announced - under embargo
8-11 September 2025	Winners announced at CAETS Annual Meeting

Contact

CAETS Secretariat
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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.

Deadline for national submissions: 11:59pm local time **31 March 2025**.

Deadline for international submissions: 11:59pm local time **30 April 2025**.

Winners announced

The winner of the prize will be announced under embargo on **30 May 2025**. The recipient will receive the prize at CAETS 2025, 8-11 September in Brisbane, Australia.

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.

Video contents

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. It is the responsibility of the submitting candidate to ensure the accuracy of the 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 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

Non-winners

Entrants who are not judged as a winner can be recognised in a new meritous 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

3. Permission for CAETS and its member Academies to promote and market all or part of video submission.

4. 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

Winning entries can be found at www.newcaets.org or below:

2024

Dr. Magdalena Zukowska, nominated by the Academy of Engineering of Poland.

You can see the video here

https://www.youtube.com/watch?v=UeniqGCX-ww

2023

Dr Caitlin Howell, nominated by the US National Academy of Engineering.

You can see the video here

https://www.youtube.com/watch?v=SXlLVpHeL8Q

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.

Contact

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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. 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.