



Young Science Communicator Competition Guidance Notes



Are you a budding science communicator?

Why not enter our competition by creating your own science communication piece in the form of a short video, no more than 3 minutes long?

Head over to the [Food and Farming Discovery Trust website](#) to begin your task by learning about the topics food miles, plant-based diets and personalised nutrition by completing some short activities in the Conscious Consumers project. Once you're feeling inspired, create your video, based on any aspect of the Conscious Consumers topics to inform and inspire others.

Young people aged 13 – 19 years are encouraged to enter and can work alone or in a group with a maximum of 6 people.

What do we want to see?

We want you to show an understanding of your chosen topic by explaining the key issues to others and highlight ways you think the problems can be addressed. For example, can you encourage people to buy local produce to lower their food miles? We are looking for originality and creativity! Entries will be judged on the following criteria:

Presentation/Story telling – How well can you tell your story? We are looking for well explained issues, delivered in engaging, emotion provoking videos that people will remember. You want to grab people's attention, gain their interest and evoke action from them, so be sure to tell your story clearly and produce a video that people want to watch!

Innovation – We want to see fresh, new and creative ideas for tackling problems. Entries that propose new ways of thinking or new steps people can take to address a problem in a different way will get top marks.

Impact – We will be looking for entries that make an impact. Sustainability of your solutions, as well as reach and scope will be judged here. Videos that promote long term solutions to a wide audience will get top marks.

Each criterion is weighted equally. Entries must be received by 5pm December 18th 2020. Completed entry forms and videos should be submitted to HQ@ysawards.co.uk by [WeTransfer link](#) and ensure the file type you use is compatible with Windows media player (for example, MP4).

Entries will be judged by a panel of experts, including BBC presenter Marty Jopson and YouTuber Oliver Roberts, from Olly's Farm. Competition winners will be notified by 22nd January 2021.

Prizes have been kindly sponsored by LUSH and the Chadacre agricultural foundation. Winners will receive £50 LUSH goodies plus a voucher for an online sustainable shop. Please note prizes are per entry, not per person entering as a group. While this competition is open for young people to enter outside of school, we will be awarding extra prizes worth £100 to the winners' schools!

The Conscious Consumers project is presented by the Food and Farming Discovery Trust (FFDT) in collaboration with the Science, Art and Writing (SAW) Trust, the Youth STEMM Award (YSA) and Linking Environment And Farming (LEAF) Education and was made possible by funding from the Chadacre Agricultural Trust.

