

RULES OF THE COMPETITION FOR THE MAKING OF A TRAILER ON THE PROMOTION OF GOOD PRACTICES IN MULTIFUNCTIONAL AGRICULTURE “GREEN JOB = DREAM JOB”

A contest is called for the development of a promotional video, which is included in the development of the AgriNext project, within the Work Package (WP3) “Green Job Dream Job”. The purpose of the promotional video is to highlight good practices in Multifunctional Agriculture, which will be governed by the following guidelines:

1. CONTEST OBJECTIVES.

The objectives of this contest are:

- * Raise awareness of VET training and skills, locally and across Europe.
- * Promote professional skills in Multifunctional Agriculture.
- * Share examples of rural excellence.
- * Participate in a European and international network of centres promoting Multifunctional Agriculture.

2. TARGET GROUPS.

The target groups will be able to participate in the contest, to all those students enrolled during the 2024/2025 academic year in any type of educational/professional training, and who have an interest in the rural world and its development, these are:

- ✓ Potential VET students (primary & secondary students)
- ✓ High VET school students
- ✓ Tertiary level students
- ✓ Vocational training students for employment (improvement of skills/upskilling/reskilling)
- ✓ University degree students

Participation will preferably be in teams, with a maximum of 4 participants each.

In any case, the members of the jury are excluded from participation in this competition.

3. TOPIC.

The theme of the contest is the promotion of good practices in multifunctional agriculture, so the videos presented must be linked to it:

- Main tool to motivate young people to acquire professional skills in MA
- Short promotional video distributed on multiple platforms that increases promotion of MA
- Knowledge of a specific vocation
- Increase the promotion of vocations in MA (upskilling/reskilling)
- Recognition of VET opportunities in MA

4. TRAILERS REQUIREMENTS.

The following are requirements for the works presented by the participant(s):

- * Video should include the AgriNext project intro and outro with AgriNext logo, title, subtitle, and Co-funded European logo.
- * You must include the title of the campaign (**#multifunctional agriculture**) in one of the scenes of the video, preferably at the beginning or end of the video.
- * The title of the trailer must be the slogan **“Green Job = Dream Job”**
- * Logo of the Contest Organisers (AgriNext) and their website <https://www.agrinext-project.eu/>
- * The works will be presented in any video format (.mp4 .avi .wmv...) so that it is easily repeatable, preferably easy to view.
- * They may be made with any video camera, be it a mobile device, camcorder, SLR or professional camera, taking into account that the works presented must have the size, format and quality necessary to be shown. Use a minimum of 1080p (1920 x 1080 px) for clear and professional-looking videos. Don't switch between landscape and portrait modes. **Always shoot in landscape mode.**
- * The duration of the video will be between **1 and 3 minutes**, and this upper limit cannot be exceeded.
- * The technique, approach or resources to be used will be free, as long as there is no difficulty in its reproduction.
- * It must not include, under any circumstances, any type of offensive, racist, homophobic, violent content or that may violate people's sensitivity, and must promote inclusion and equal opportunities.

The Organisers, in any case, may reject a work when it is considered that it does not comply with the requirements set forth in these rules or does not meet the minimum technical or quality requirements to be shown.

* The logos and AgriNext intro and outro can be downloaded from the AgriNext website or alternatively be sent to the responsible team teacher if necessary.

* Recommendation for students: Video editing is recommended to be done with Adobe Premiere Pro, if available on their school computers for the 'Green Job = Dream Job' contest within the AgriNext project."

5. DEADLINES FOR SUBMISSION OF VIDEOS AND OBLIGATIONS OF PARTICIPANTS.

Registration for the Contest will be free, and can be done by registering in the form provided for this purpose until the day indicated as Deadline for submitting trailers.

<https://forms.gle/LkfwmdQop3YohMPd6>

The deadline for admission of works will be from the publication of these rules until 11:59 p.m. on Tuesday, December 31, 2024, and those received outside the indicated deadline will not be considered.

The videos will be submitted by email through the address trailercontest@agrinext-project.eu, indicating in the subject “**Trailer contest Green Job Dream Job**”, as an attachment or including a public link to the cloud or other platform, taking into account that this must be downloadable without registration.

In the body of the message, the contact information of the contestant or contestants must also be indicated in case of participating in a group (name, surname, ID, telephone number and postal address, institution represented), and a copy of the student registration letter/notification of the contestant must be attached, showing the course enrolled in 2024/2025 or similar that certifies being a student as indicated above. In the case of group participation, authorisation from the authors to the participant who registers them will also be necessary, necessarily being one of them.

Likewise, it is necessary for participants to briefly explain what their project consists of and the motivations and arguments why they believe they should opt to win the prize, and to highlight the differential value of their proposal and what value it brings to the competition.

Each participant may present a maximum of one work, both individually and as a team.

CONTEST DEADLINES:

- ✓ End of the deadline for submitting proposals: December 31st, 2024.
- ✓ Publication of finalists (2 per country) after a first pre-selection: January to March 2025.
- ✓ Final closing of voting and proclamation of the overall winner: April 2025, the proclamation will be held at the Green Job = Dream Job Campus

6. AUTHORSHIP

The works presented must be unpublished, and must not involve, partially or completely, a copy or plagiarism of others, whether photographs, videos or musical pieces already published in any of their forms, except for those that do not have copyright and/or copyright. free distribution, and that have not previously been awarded in any other contest.

All works submitted will become the property of AgriNext, from the moment they are submitted to the contest, with the exclusive right of modification, dissemination, distribution, exhibition, public communication and reproduction, without any type of restriction.

In subsequent reproductions by the organisers of the Contest, the author or authors of the work will be mentioned in the final credits, provided that they do not reject this right

7. CONTEST JURY

The Jury will be made up of a member from each of the institutions that make up the AgriNext project, pending appointment. They will be in charge of judging the works and pre-selecting, initially and once the deadline has ended, at least 8 of the works that become part of the selection process of participating countries (two for each).

All members of the jury have a voice and vote. The ruling will be adopted by a simple majority.

The jury's decision, both for the winner and for the runner-up winners of the second prize (from the two videos selected by country), will be communicated by email and published through social networks and the Organisers' website.

In the event that the winners of any of the prizes have not been located within 7 calendar days after their publication, the Jury will decide whether to declare the prize in question void or whether to select a new work.

8. TRAILERS EVALUATION CRITERIA.

The Jury will evaluate the projects received, paying special importance to creativity, innovation, the transmission of the message and the opportunities for dissemination and impact that the project could generate. Will positively value:

- * The innovation and creativity of the proposal.
- * The use of the means available.
- * The social value of the proposal and its adequacy of the contents, in accordance with the objectives of the #MultifunctionalAgriculture campaign.
- * The communication capacity of the proposal to convey the idea.
- * Communicating the message clearly and generating impact.
- * Possible potential for dissemination through the web and social networks.

9. ACCEPTANCE OF THE RULES.

Participation in the contest implies full acceptance of these rules and the jury's decision, the interpretation of which corresponds to its members.

Any failure to comply with the deadlines or procedures reflected in these rules will deprive the participant of the right to the prizes.

10. 'GREEN JOB = DREAM JOB' CAMPUS

In April 2025, the 'Green Job = Dream Job' Campus will be held in the city of Córdoba (Spain). The two selected video trailers from each AgriNext member country will attend. **The overall final selection of the winning video trailer, second place and third place will be made.** In the 'Green Job = Dream Job' Campus, activities related to Multifunctional Agriculture will be carried out combined with other recreational activities.