



**ALiSEA**  
Agro-ecology Learning alliance in South East Asia



### ***Call for Submissions:***

#### ***Youth and Agroecology Short Film Competition***

Do you care about sustainable farming, the environment, and agroecology? Do you believe that youth are part of the solution and can lead an agricultural revolution that is much needed in the Mekong region? Feeling creative?

Find a story, do your research, gather your team, grab your camera, and get to work on your short film now! If selected, your film could win a cash prize in addition to reaching thousands both online and at the 2017 Luang Prabang Film Festival. Submit your film by 15 October 2017.

#### **The Mekong Region at a crossroads: from agricultural intensification to ecological matters**

With a fast-growing population, increased pressure on natural resources, and climate change impacts becoming more present everyday, the Mekong Region is at a crossroads regarding its agriculture development, calling for an important shift towards an agroecological transition.

Agroecology is a promising movement to inspire young farmers and reverse urban migration. It seeks to:

- produce diversified and high-quality food
- reproduce—or even improve—the ecosystem’s fertility
- limit the use of non-renewable resources
- avoid contaminating the environment and people
- contribute to the fight against global warming

Across the Mekong Region, thousands of innovative farmers have already engaged themselves in an agroecological transition, moving away from conventional and chemical based farming practices. They are developing new and improved practices, building upon both traditional empirical knowledge and scientific research for a better understanding and use of ecological processes operating in farming systems.

The Agroecology Learning Alliance in South East Asia (ALiSEA), coordinated by GRET ([www.gret.org](http://www.gret.org)) with the financial support of the French Agency for Development (AFD), is an innovative regional platform that networks all initiatives promoting agroecology nationally and regionally in order to form a strong coalition of stakeholders at different levels—from farmer organizations, to national and regional research centers, to the private sector. This coalition aims to fuel public policy creation and advocates the wider dissemination of successful alternative agricultural practices amongst stakeholders.

It has its own online knowledge sharing platform about agroecology in the Mekong Region ([www.ali-sea.org](http://www.ali-sea.org)). 60 organizations actively promoting agroecology in Cambodia, Laos, Myanmar, Thailand, and Vietnam have already joined the platform, and over 50 outstanding agroecological initiatives or farms have been identified and mapped ([www.ali-sea.org/mapping/](http://www.ali-sea.org/mapping/)).

Successful film submissions will document organizations or outstanding farmers that champion the agroecology transition in the region.

### **Film requirements**

- Fill out the online [application form](#) in its entirety.
- Films should be no longer than 6 minutes.
- The contest is open to residents of the Mekong region (Cambodia, Laos, Myanmar, Thailand, and Vietnam).
- Films must have English subtitles.
- Films can be any genre (cartoon, animation, documentary, etc.), but inclusion of first-hand testimony or documentation of outstanding initiatives is a plus.
- Upload a high-quality version of your film to YouTube or Vimeo as a private screener (unlisted or protected with a password). Be sure to provide the link and the password (if applicable) in the application form. Once selected, the top films will be asked to submit their film files to the Luang Prabang Film Festival using [WeTransfer](#).
- In addition to filling out the online application form, all applicants are required to submit the following files via [WeTransfer](#) to [eliza.mott@lpfilmfest.org](mailto:eliza.mott@lpfilmfest.org):
  - Time-coded subtitle file in English (.srt format). A separate time-coded subtitle file must be attached also to films without dialogue but with floating titles/texts. Only English subtitles are accepted.
  - 3 screenshots from the short film (.jpg format)
- A selection of the top films will be uploaded to LPFF's Facebook page and shared on ALiSEA's Facebook page in order to compete for the "Viral" Prize, which will go to the film that gains the most likes and shares on Facebook.
- In addition to the aforementioned "Viral" Prize, there will be prizes for the three best films, as decided by the Jury.
- Winners will be decided and notified by 15 November 2017.
- If any of the criteria mentioned above is not met, we will not accept the application.
- If you have any questions about submitting your film or supporting files, please reach out to Eliza Mott at [eliza.mott@lpfilmfest.org](mailto:eliza.mott@lpfilmfest.org).

## Awards

Prize money for best films selected by the jury:

- 1<sup>st</sup> Prize: \$3,000 USD
- 2<sup>nd</sup> Prize: \$2,000 USD
- 3<sup>rd</sup> Prize: \$1,000 USD
- Viral Prize: \$1,000 USD

A selection of the best films will be screened during this year's Luang Prabang Film Festival (8-13 December 2017), and potentially in other occasions across the Mekong region (IFL Yangon, Myanmar for instance).

Winners will be notified via email on 15 November upon the closing of the competition period for the "Viral" Prize, and announced publicly on 16 November 2017.

The top short films will be selected based primarily on:

- creativity
- originality
- strength of social, environmental, and conservation messages
- potential impact on citizens and decision makers
- professional quality in filmmaking

Other criteria:

- Adherence to the theme: The video clearly and creatively represents the theme of "Youth and Agroecology in the Mekong Region: Motivating the next generation of farmers"
- Originality and creativity: The content is unique and not derivative of other ideas and presents the theme in an original and compelling way.
- Potential viewer impact: The video has content that is inspiring to viewers.
- Overall execution: The video reflects thoughtful framing and composition, presenting a clear story, is well-paced and focused, and has a clear and audible soundtrack and/or voice-over.
- Visual techniques: The visual content is appealing to viewers through composition and technique.
- Duration: The duration of final video should not exceed 6 minutes.

The films will be evaluated by a jury consisting of film industry professionals, agroecology activists and NGO members.

The competition period for the "Viral" Prize will be 1-15 November. A selection of the top films will be uploaded to the LPFF Facebook page on 1 November along with an explanation of the competition. The video with the most likes and shares by 12 pm ICT on 15 November will win the "Viral" Prize. The filmmaker will be notified 15 November and publicly announced 16 November along with the other prize winners.

## **Objectives**

The overall objectives of the competition are to:

- To raise public & policy makers awareness about the need to support alternative farming practices and shift away from conventional chemical agriculture
- To encourage and shed the light on young farmers that are already actively involved in sustainable farming and agroecological transition
- To promote local initiatives in Luang Prabang supporting organic and agroecological farms

## **Terms and conditions**

By submitting a film to this competition, applicants confirm that the organisers, namely ALiSEA (coordinated by GRET) and the Luang Prabang Film Festival, can freely use the videos of the applicants for non-commercial use. The applicants are requested to indicate whether they wish to participate in the public award contest thus granting the organisers with an exclusive license. The organisers therefore should be granted with a permission for such video to be posted and viewed by third parties on the ALiSEA website and Facebook Page. The applicants thus approve that the organisers can use, screen and publicize the videos and their parts freely, free of charge and without any restrictions. The organisers cannot broadcast the films for profit-gaining reason. The applicant cannot pursue any charges or demands in relation to the copyright. In case the applicant doesn't want to grant an exclusive license for the organiser, the organiser still may contact the applicant for permissions in terms of screening in a later stage. The organisers cannot make any relevant changes without the permission of the makers of the videos. If the videos are broadcasted by the organisers or their affiliates, the organisers are always obliged to indicate the title, and the name of the producer/director of the videos. The organisers are not responsible for any copyright violating entries. The organisers reserve the right to exclude any videos from the contest if ethical or legal concerns arise in relation to copyrights and during the voting.

The applicants are free to use the copyright of the video and screen, publicize, use, or sell, their productions in relation to any other contest or entities besides this contest.

The applicants confirm that all persons appearing on the videos have given their permission for the use of their images, and their dignity and human rights are respected in the making of the film.

We reserve the right to put only those short films on the website, which was approved by the staff or jury members. If any ethical concerns or the suspect of cheating in the mode of voting arise, we reserve the right to exclude the applicant from the contest without any further notice.