



Research 180 Video Competition Guidelines

These Guidelines (the “Guidelines”) describe the requirements for the Canadian Blood Services Research 180 Video Competition. The Research 180 Video Competition terms and conditions may be altered without notice. Applicants should always refer to the latest edition of the Guidelines.

I. General Information

Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians. Through our research, development, and education activities, we facilitate the creation, translation, and application of new knowledge to support a safe, effective, and responsive system of blood and related biological products for Canada.

Canadian Blood Services’ Research 180 Video Competition is delivered in partnership with the Centre for Blood Research at the University of British Columbia. The Competition provides Canadian Blood Services’ and affiliated trainees¹ the opportunity to create engaging video content to showcase their research to the public. It also supports trainees in their development of vital science communication skills. The Competition’s theme is “**Impact in motion**”, which is open to the applicant’s interpretation. Entrants will submit a **180-second** (i.e.: a 3-minute) video (the “entry”) that explains the applicant’s research and its impact/potential impact to a non-expert public audience. The winning entry/entries will use an engaging format from which viewers will learn: what research is being done; what the high-level goals of the research are; what ultimate impacts this research might have to improve individuals (e.g., a novel treatment), systems (e.g. health, transfusion or transplantation), and/or society.

The individual or team that produces the winning entry will receive a \$500 prize, and an opportunity to showcase their winning video. An additional \$300 prize purse is available for disbursement to up to two runners-up. Selected entries will be disseminated through Canadian Blood Services and partners’ online platforms and social media channels.

¹ See Section II for eligibility criteria



II. Eligibility

- **Production team:**
 - Videos can be produced by an individual or by teams.
 - A lead producer must be identified for each video.
- The **lead producer of the entry** must be a member of the Canadian Blood Services extended research trainee network. This includes undergraduate students, graduate students, postdoctoral fellows and research associates directly or indirectly supported by Canadian Blood Services, including:
 - trainees training in Canadian Blood Services research and development laboratories, or donation policy and studies groups, or under the supervision of a Canadian Blood Services medical officer, medical director, medical consultant, or adjunct scientist;
 - trainees training in academic laboratories currently supported by Canadian Blood Services [competitive funding programs](#), including QUEST Toronto and the McMaster Centre for Transfusion Research;
 - trainees receiving funding from Canadian Blood Services Competitive Training Funding Programs (i.e., Canadian Blood Services Graduate Fellowship, Canadian Blood Services Postdoctoral Fellowship Program; and the Elianna Saidenberg Transfusion Medicine Traineeship Award);
 - trainees training in a research laboratory at the Centre for Blood Research at the University of British Columbia, including summer students and undergraduate trainees working in the laboratory of a [CBR Principal Investigator](#).

III. Competition rules

- **Topic:** Videos must align with the Competition's theme of "**Impact in motion**". Use of storytelling and narrative techniques are encouraged to create an engaging video. Explain how the science described may impact individuals, systems and/or our society.
- **The entry must:**
 - Be original content.
 - Be in English.
 - Be submitted in digital format (accepted file types: .mp4, .mov, .wmv; preferably .mp4).
 - Be good quality (for a video with a standard aspect ratio of 16:9, the recommended minimum resolution is 1080p: 1920x1080).
- **Content:**
 - The length of the entry must not exceed 180 seconds (3 minutes), including the "title screen".
 - Begin with 10-second "title screen" that includes the following information:



- A title for the entry.
 - Name of the person/people who produced the video (lead producer first).
 - The name of their laboratory/supervisor (or laboratories/supervisors).
 - The name of their institute or university.
 - The statement: “Submitted to Canadian Blood Services Research 180 Video Competition 2022.”
- Apart from the title screen, use of slides is **strongly discouraged**. Video content should be live action, animation or an edit.
 - Use of props and locations are permitted.
 - Entry must have spoken narration.
 - Ensure any audio or other content in the video is license-free. No copyrighted materials (music, images, video clips, etc.) may be used unless you own the copyright or have a license to use the material for this contest.
 - Content should be suitable for all ages. Entry should not contain content that is sensitive, confidential, illegal, restricted or otherwise inappropriate, as determined by the Competition administrators in their sole and conclusive determination.
 - Please follow all lab safety and building filming requirements.
 - The research and impacts described should be scientifically accurate.
 - The research described should be material applicants are willing to disclose publicly as winning entries will be published online. Applicants should be aware of the potential consequences of including unpublished research results as it relates to submitting for peer-review in scientific journals or commercialization of research findings.

IV. Technical guidelines

- Video should ideally be shot in landscape mode.
- You can record the video on any device (video camera, phone, computer via Zoom, Microsoft Teams, etc.).
- The video can be a live-action video or an edit.
- Audio must be clear without interference from background noise that obscures hearing.
- Note that close caption subtitles will be generated for all winning entries for accessibility purposes.

V. Application process and evaluation

- Complete the Research 180 Video Competition Application Form and submit to Canadian Blood Services’ at centreforinnovation@blood.ca on or before the competition deadline (October 31, 2022), as per the Instructions in the Application Form. **No Application Forms will be accepted after the deadline.**



- The duly received Research 180 Video Competition Application Form constitutes an agreement to adhere to the rules governing the competition.
- Within 48 hours of the application deadline, Canadian Blood Services will send a secure link to Applicants where the video entry can be uploaded. It is the responsibility of the Applicant to ensure the entry has been received by Canadian Blood Services. Please contact centreforinnovation@blood.ca if your entry is not acknowledged.
- All entries will be assessed by a Canadian Blood Services staff to ensure eligibility criteria are met (see Section II). All entries that meet eligibility criteria will be reviewed.
- Canadian Blood Services and the Centre for Blood Research will convene a jury to review and rank the entries. Entries will be judged on the criteria below.
- The judges' decision is final.

Criterion	Description
Content: Quality (40%)	Does the entry fit within the theme of "Impact in Motion"? Does it describe the research clearly? Are the concepts described clear to a non-expert? Does it draw a connection between the research and its impact/potential impact? Does it describe/postulate the impact of the research on individuals, systems and/or our society?
Content: Concept/premise/originality (40%)	Is the entry creative and memorable? Does it draw the viewer in and keep the viewer's attention? Does it address why viewers should care about the research/topic described? Do the producers tell their story effectively? What's the overall experience of viewing this video?
Production: Quality (20%)	Is the entry well-planned? Is it well-edited? Are the visuals clear? Are the transitions smooth? Is the sound clear and well-balanced? Do the sound and visual elements add to the video's message or do they distract?

- Upon completion of their review, the jury will submit their ranking recommendations to the Canadian Blood Services' associate director, Knowledge Mobilization and Strategic Alliances, Innovation and Portfolio Management for final approval.
- Canadian Blood Services will inform applicants of the competition outcomes within three (3) months of the submission deadline.



VI. General terms and conditions of the competition

- These Guidelines, including the terms and conditions of the award, may be altered by Canadian Blood Services without notice. Applicants shall comply with the latest edition of the Guidelines.
- It is the applicants' responsibilities to ensure and attest to the originality of their entries.
- Applicants shall ensure that entries do not infringe third party intellectual property rights and comply with appropriate copyright and academic standards.
- Materials submitted to this competition may be disseminated on the world wide web and social media platforms at the discretion of Canadian Blood Services, Centre for Blood Research and their partners. Applicants may be asked to participate in these dissemination activities.
- For winning entries that will be disseminated on the world wide web, the video producers and anyone featured in the videos must sign media/actor release form to grant consent for use of the video and images.
- There are no restrictions on the use of prize money offered to the applicants of winning entries. The prize money will be paid directly to the lead producer who will be responsible for sharing with team members (if applicable) and any and all taxes.

VII. Contact and enquiries

Enquiries should be addressed to Canadian Blood Services at centreforinnovation@blood.ca or at (613) 739-2564.