**NOTICE FOR THE COMPETITION**

**CARICOM I AM AGRICULTURE: YOUTH IN AGRICULTURE**

**HIGH SCHOOL VIDEO COMPETITION**

**Introduction**

Historically, agriculture has played a central role in Caribbean economies.[[1]](#footnote-1) However, similar to many other developing countries, while the agricultural workforce is shrinking, the average age of farmers is increasing and is currently estimated to be between 50 years to 60 years.[[2]](#footnote-2) With an insufficient amount of young farmers replacing aging farmers,[[3]](#footnote-3) this scenario presents several challenges for economic growth, rural development and food security.

For this reason, it is imperative that the region strengthens youth engagement in agriculture. With great youth inclusion, the region will be better suited to achieve the objectives set out in the 25 by 2025 food security initiative; revitalize local economies, drive innovation, employment, promote entrepreneurship opportunities, and enhance the adoption of new technologies needed to sustainably increase agricultural productivity.

The Caribbean Week of Agriculture (CWA), held in Saint Vincent and the Grenadines from the 7-11 October 2024, highlighted the key role young people play in transforming the agri-food systems of the region. The main thematic areas of focus were climate resilient and sustainable agriculture systems through the adoption of technologies, innovation and capacity building. The consensus was one that called for greater promotion and visibility of regional success stories to increase the awareness of accomplished young agri-entrepreneurs throughout the CARICOM region.

As a follow up action from CWA 2024, the CARICOM Secretariat and IICA are organizing a Regional High School Competition to highlight the success cases of the High Schools and students directly engaged in agriculture education and awareness.

**High School Video Competition Objective**

This project aims to raise awareness and showcase successful agriculture production programs being led by high school students throughout the region. The schools are therefore required to create a compelling one (1) minute video which highlights the importance of agriculture to their community, country and the region by showcasing school productive areas and highlighting students which are involved in agriculture production at schools.

**Objectives of the Competition**

The CARICOM Regional Agriculture High School video competition is a powerful tool to engage, educate, and inspire the next generation of agricultural leaders. The High school video competition for young people in agriculture is expected to:

1. Increase the engagement, awareness and visibility of young people in agriculture by making the topic more accessible and interesting.
2. Educate young people about the significance of agriculture to food security, sustainability, and economic development.
3. Showcase new innovations, techniques, and ideas that make the field exciting and impactful.
4. Promote sustainable agricultural practices and inspire participants to advocate for and implement these practices in their communities.
5. Inspire interest in agriculture as a successful career option or business opportunity.

**Target Group**

* All High schools within CARICOM Member States and Associate Members.

**Key Messages**

* Agriculture is Vital: Emphasize the role of agriculture in your school/group and its importance to your community or country.
* Innovation in Agriculture: Showcase the agriculture production system being utilized at the school or by the group.
* Raise awareness: Highlight young people who have been most active in agriculture.
* Highlight the diverse career paths within the agricultural sector.

**Award Prize**

IICA funding of US$5,000 which will award the top three (3) ranking high school videos in the following manner:

1st Prize - US $1,700

2nd Prize - US $1,300

3rd Prize - US$ 1,000

**Video Guidelines and Winner Selection Process and Evaluation:**

To participate, interested High Schools from the CARICOM Member States and Associate Members must

1. Complete and submit the**CARICOM I am Agriculture: Youth in Agriculture- High School Video Competition Information Sheet attached** as **Annex 1** and share a 60-second video following the **Video Content Guidelines** below. The completed **information sheet** along with the **videos** should be submitted to the CARICOM Secretariat via email to [**milagro.matus@caricom.org**](mailto:milagro.matus@caricom.org) **and** [**chenelle.spooner@caricom.org**](mailto:chenelle.spooner@caricom.org) **by or before 2 December 2024.** Late submissions will not be accepted.

**Video Content Guidelines**

- Introduction: Name of school, CARICOM country, location, number of students involved, student/students to briefly introduce the importance of agriculture to your school or community.

- Production, Innovation and Technology: Show examples of sustainable or climate resilient agricultural practices and technologies used in the farm or production area of your school, and or show everyday activities of the work done at the farm.

- Career Opportunities: Tell us why you produce? How long have you done it and what career in agriculture you would like to take or are interested in pursuing?

- Call to Action: Encourage viewers to learn more and get involved in agriculture. Using the end slogan “I am Agriculture.”

- The video must be submitted in mp4 format.

1. The videos received will be shortlisted by the Evaluation Committee[[4]](#footnote-4) on **4 December 2024.** The Committee will review the videos to ensure that the **Video Content Guidelines** are followed. Only videos which meet the requirements will be considered.
2. Shortlisted videos will be posted by the CARICOM Secretariat on the CARICOM Instagram and Facebook pages on **5 December 2024** for participants to share and obtain likes. The CARICOM Secretariat will advise *via* email of the posting and commencement of engagements (likes, comments, reactions) section of the competition. The engagements competition will end on **11 December 2024 Eastern Caribbean Time (ECT)**.
3. The CARICOM Secretariat will share an evaluation package with the Evaluation Committee of the tally of total engagements and the 60-second video submitted by the competitors. The video which meet the Video Content Guidelines, and has the most engagements (likes, comments, reactions) on CARICOM social media pages will be awarded the prizes.

* On **12 December 2024**, the Evaluation Committee will review information provided and award winners on the **12 December 2024**.

**VIDEO COMPETITION SCHEDULE**

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| **Activities** | **Timeframe** |
| 1.      End of Submission of CARICOM I am Agriculture: Youth in Agriculture- High School Video Competition **Information Sheet** and **videos** from High Schools interested in competing. | 2 December 2024 |
| 2.      Shortlisting videos | 4 December 2024 |
| 3. CARICOM Secretariat posting of shortlisted videos on CARICOM Facebook and Instagram page | 5 December 2024 |
| 4. End date for Video engagements | 11 December 2024 |
| 5. Selection of 1st, 2nd and 3rd place winners of the CARICOM I am Agriculture: Youth in Agriculture- High School Video Competition. | 12 December 2024 |
| 6.   Official Awarding of 1st, 2nd and 3rd place winners of the CARICOM I am Agriculture: Youth in Agriculture- High School Video Competition. | 12December 2024 |

**Annex 1: CARICOM I am Agriculture: Youth in Agriculture- High School Video Competition Information Sheet**

**DATE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SCHOOL INFORMATION**

Name of School:

School Address:

Country:

School Contact number:

School Email:

Number of Students in School:

**CONTACT PERSON INFORMATION**

Contact person Name:

Position:

Contact person Cellular number:

Contact person email:

**Permission for use of Video Footage for Youth in Agriculture Promotion**

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ authorize the CARICOM Secretariat to use the video footage submitted for the promotion and increased visibility of youth in agriculture in the region.

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Signature School Stamp

1. <https://www.fao.org/3/ca4726en/ca4726en.pdf?eloutlink=imf2fao> [↑](#footnote-ref-1)
2. <https://uwispace.sta.uwi.edu/dspace/bitstream/handle/2139/47256/Ganpat_W_UWISTA_2015_03.pdf?sequence=1&isAllowed=y> [↑](#footnote-ref-2)
3. <https://today.caricom.org/2022/10/28/coordinated-response-to-increasing-youth-access-to-involvement-in-agri-food-sector-is-a-priority-now-caricom-sg/> [↑](#footnote-ref-3)
4. An Evaluation Committee made up of the CARICOM Communications Office, IICA, Caribbean Agriculture Research and Development Institute (CARDI), the CARICOM Youth Advisory Body (YAB) Chair, and the Agriculture Alliance of the Caribbean (AACARI) will evaluate and rank the top winners of the prizes. [↑](#footnote-ref-4)