



Harry Percy Award for young filmmakers

The Harry Percy Award for young wildlife filmmakers is a new annual competition for young film industry amateurs and professionals, looking to break into the world of wildlife conservation. It is a chance to produce exciting new work and win a career-boosting cash prize, whilst helping to support Born Free's mission to Keep Wildlife in the Wild.

The award will be entirely funded by donations in memory of Harry Percy, via JustGiving:

www.justgiving.com/campaign/HarryPercyAward

Born Free Foundation

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The award

The Harry Percy Award will be made to an individual who is judged to have employed the medium of film, to best effect for public understanding, whilst inspiring others to engage with the spirit and message of the film, and make positive changes towards co-existence with wildlife.

The award is open to filmmakers, worldwide, whose primary purpose as individuals, or as key members of film/media organisations, are addressing wildlife conservation issues with their filmmaking for public engagement.

The media or format which may be considered for entry will be open in terms of camera equipment but filming using a mobile phone will not be considered. The product must be judged to be outstandingly effective, relevant, compelling and accessible for the audience targeted.

- Entries must demonstrate commitment, by the candidate, and meet Born Free's mission and purpose:
To Keep Wildlife in the Wild
- Candidates and their submitted work must demonstrate an understanding of and support for the mission and purpose of Born Free:
To develop sustainable systems for co-existence that enable wild animals to thrive in the wild, free from human exploitation

Theme

It is envisaged that, each year, a different theme will be put forward which should be used as the underpinning theme for films. The theme for the inaugural award will be:

Wildlife: Welfare and Captivity

Judging and award

An initial selection panel, at Born Free, will consider all entries and produce a shortlist of up to 10 films for consideration by the judges.

First prize will be £5,000. An additional amount of up to £5,000 will be made available to develop and create a specified short film by the award winner, focusing on Born Free subject matter. The film will be owned, shared, promoted and distributed for viewing by Born Free.

Three runners-up prizes will be awarded of £1,000 each.

Rules for candidates:

Candidates:

- Must be aged between 18 years and 28 years at the time of submission. Proof of age may be required
- Must be actively engaged in the activity of filmmaking (as commonly understood) at the time of submission, whether as a hobby, an educational activity (e.g. film school) or as a business
- Will be required to provide access to previous work if it exists, in order to help demonstrate a commitment to the aims of the award
- Must be able to commit to the full terms of the award, which will always include the production of a short film for Born Free, drawing on a brief issued post-award
- The entry must be a film made within the last 12 months
- The film entry should be between two minutes and five minutes long including any beginning or end credits
- Filming must use photographic equipment which does not include the use of mobile phone technology
- Shortlisted entrants will grant the organisers (Born Free) non-exclusive rights to screen their film on the website, social media channels and at future events as appropriate for non-commercial purposes
- The film must not contain any copyrighted work(s), such as music and images, belonging to third parties unless participants have obtained a special license to do so, and can provide a copy of the license to the organisers on request
- The decision of the judging panel will be final.
- The organisers (Born Free) reserve the right to amend the terms, cancel the competition and retain prize monies at any time, or if the entrants are deemed not to have complied with the rules.

How to enter

Entries will be accepted between Monday 3rd June and Saturday 31st August 2019

Candidates will need to upload their film to a private YouTube page or equivalent video-sharing site and email the link to Born Free, along with their name, contact details and a brief description of the film (max 250 words) to:

harrypercyaward@bornfree.org.uk

Please note that we cannot accept entries sent via FTP* site, physically in the post, or in any other way. Entries submitted in any other format will not be considered.

Entrants will receive an acknowledgement from Born Free once the link has been received, but only shortlisted entrants will be contacted subsequently.

The winner and runners-up will be contacted as soon as possible after the closing date.

*File Transfer Protocol