



ASIA PACIFIC RICE FILM AWARD 2008/09

Organised by

Pesticide Action Network Asia and the Pacific (PAN AP), www.panap.net
Public Media Agency (PMA) Malaysia, www.publicmediaagency.net
TVE Asia Pacific (TVEAP), www.tveap.org

Rice is Asia's most deeply revered treasure. It is central to the Asian way of life; its culture, spirituality, traditions and norms. The staple food of three billion people, most of whom live in the Asian continent, Rice is Life to the people of Asia.

This precious rice heritage is, however, under threat from corporate/industrialized agriculture, neo-liberal globalization, private control of the rice seed, and genetic engineering of the rice genome. In addition, rice lands are being torn away from small rice farming communities in the name of "development" projects such as special economic zones, cash cropping, and agrofuel plantations. The food, financial and climate crises are also life-threatening challenges for small rice farmers all over Asia.

Pesticide Action Network Asia and the Pacific has for the last 17 years championed the food sovereignty of the grassroots, namely, farmers, agricultural workers, indigenous people and consumers and launched the SAVE OUR RICE CAMPAIGN in 2003. With like-minded and people-centred organisations, TVE Asia Pacific and Public Media Agency, we have collectively decided to put Asia's Rice on film for the world.

AIMS OF THE AWARD

The aim of the award is to showcase RICE in a creative manner by focusing on any or all of the "Five Pillars of Rice Wisdom".

The "Save Our Rice Campaign" is founded on these Five Pillars of Rice Wisdom:-
Rice Culture, Community Wisdom, Biodiversity Based Ecological Agriculture, Safe Food and Food Sovereignty.

THE FIVE PILLARS OF RICE WISDOM

Rice Culture Rice is life to the people of Asia. It is central to the Asian way of life; its culture, spirituality, traditions and norms, especially for the grassroots. To protect rice means to preserve the rich cultural and spiritual heritage that is rice.

Community Wisdom is the wealth of farmer-based knowledge of biodiversity-based ecological rice cultivation and seed conservation which has accumulated through generations of farming. This pillar recognizes farmers as scientists, conservationists, breeders and innovators in their own right.

Biodiversity-Based Ecological Agriculture is agriculture in harmony with the environment and the community. It involves the protection of traditional rice varieties and ecosystems where biodiversity is protected and agricultural methods are ecologically sound and safe.

Safe Food means rice as food safe to produce, handle and consume. This necessitates the rejection of the use of hazardous substances such as pesticides and risky technologies such as genetic engineering.

Food Sovereignty ensures the rights of people and communities to decide on food and agricultural policies; to adequate, culturally appropriate and safe food; to land and productive resources; to sustainable production and livelihoods; and to gender justice. This pillar therefore challenges policies, processes and structures that threaten these rights.

The Asia-Pacific Rice Film Award will be presented to writers in the Asia Pacific region who effectively educate the public on the role of rice in cultures, economies and communities/societies in the region. The articles or radio scripts should use the Five Pillars of Rice Wisdom as the guiding principles. They should reflect any or all of the following aims: instilling an appreciation of the rice heritage of Asia; raising public awareness of the issues on and threats to rice; highlighting the role of small farmers and women in rice; strengthening the people's resolve and action to save rice; the impact of climate change on poor communities and encouraging a stronger role for youth in rice.

ELIGIBILITY

1. This competition is open to all resident nationals of any country or territory in the Asia Pacific region as indicated in the list below.

List of countries in the Asia Pacific region, sorted by sub-regions

Central East	East Asia	South Asia	Southeast Asia	South Pacific
1. Armenia	1. DPR Korea	1. Afghanistan	1. Brunei Darussalam	1. American Samoa (U.S)
2. Azerbaijan	2. Japan	2. Bangladesh	2. Cambodia	2. Australia
3. Georgia	3. Hong Kong (China)	3. Bhutan	3. East Timor/ Timor Leste	3. Cook Islands
4. Kazakhstan	4. Macao (China)	4. India	4. Indonesia	4. Federated States of Micronesia
5. Kyrgyzstan	5. China	5. Maldives	5. Malaysia	5. Fiji
6. Mongolia	6. Republic of Korea	6. Nepal	6. Myanmar/Burma	6. French Polynesia (France)
7. Tajikistan	7. Taiwan	7. Pakistan	7. PDR Lao	7. Guam (U.S)
8. Turkmenistan		8. Sri Lanka	8. Philippines	8. Kiribati
9. Uzbekistan			9. Singapore	9. Marshall Islands
			10. Thailand	10. Nauru
			11. Vietnam	11. New Caledonia (France)
				12. New Zealand
				13. Niue
				14. Norfolk Island (Australia)
				15. Palau
				16. Papua New Guinea
				17. Pitcairn Islands (U.K)
				18. Samoa
				19. Solomon Islands
				20. Tonga
				21. The Northern Marianna Islands (U.S)
				22. Tokelau (New Zealand)
				23. Tuvalu
				24. Vanuatu
				25. Wallis and Futuna (France)

2. There is no minimum or maximum age limit for entrants.
3. There is no requirement for films to have been broadcasted or otherwise published. However, those that have been so broadcast or otherwise released are also eligible.
4. All entries will need to be made under the name of an individual, even though companies and other entities may submit their collective productions.
5. Entries must contain moving images for at least 90% of its total duration (animated still photos or slides shows are not eligible).
6. To be considered, entries need to comply with the rules and regulations given below and be accompanied by a properly completed Entry Form.
7. Not eligible to participate in this competition are: management and staff members of PANAP, PMA, and TVEAP; the judges and their organisations; and the immediate family members of all such persons/organisations.

COMPETITION RULES AND REGULATIONS

1. **Duration:** Entries should be **no longer than 10 minutes**. (Self-contained extracts from longer productions are also accepted, and will be judged entirely on their own without reference to the larger work.)
2. **Formats:** Any of these would be accepted: 2D or 3D animation; songs; short drama; satire; adaptations of folk culture; documentaries. Films may be fictional or factual, as long as they have rice in Asia as the key theme. The films may have been produced using professional video, home video, mobile phones or cinematic equipment.
3. **Production history:** Entries should have been produced after January 2008.
4. **Thematic scope:** Asia's rice heritage (based on any or all of the Five Pillars of Rice Wisdom) and the threats it faces in this era of globalization.
5. **Geographical scope:** The entry's content must be filmed in the Asia Pacific region and produced by a person who is a permanent resident or citizen of an eligible (Asia-Pacific) country (see eligibility criteria above).
6. **Award category:**
 - One general category: open to everyone in the eligible countries with no age limit.
7. **Entry submission:** There is no entry fee. Entries may be submitted online or offline, according to these specifications:
 - For online submissions, the URL for uploading the film is available on www.panap.net/aprfa. Entrants may submit their films in any one of these file formats: Windows Media Player (WMV); Apple Quicktime (MOV); AVI; or MPEG.
 - Sending by post/courier to PAN AP (see address below) in MPEG file format written on to a CD-R (Note: Please do not use VCD or DVD writing software, and send only as an MPEG file, which allows the Secretariat to upload it to the online platform).

The Entry Form is available at www.panap.net/aprfa. Each entry should be accompanied by a completed and signed Entry Form.
8. **Copyrights:** All who enter films need to declare that they either own or share the copyright of the film and all it contains (all footage, music, etc.) They also agree to allow the competition organisers to use the film online, on DVD/VCD/VHS, or in any other form, for advocacy, educational, or promotional purposes with no time limit for such use.
9. **Duration of competition:** Entries will be accepted from **1 August 2008 to 31 December 2009 (12 midnight Malaysian time)**.
10. **Judging process:** The Award Secretariat will carry out a preliminary screening of all entries to ensure that they conform to eligibility criteria and are accompanied by fully completed Entry Forms.

PAN AP, PMA and TVEAP jointly designated a regional panel of 7 judges below comprising experienced film-makers, journalists, activists or other professionals in relevant fields.

Teena Amrit Gill is a journalist and film maker based in New Delhi, India, with a background in development studies and development journalism. She is currently working on another independent film on women in Theravada Buddhism in Thailand.

Lihong Shi is an independent filmmaker and freelance media consultant based in Beijing, China. She is Director/Producer of Wild China Film which is devoted to making environmental and natural history films in China.

Nalaka Gunawardene is a Sri Lankan journalist and broadcaster. He is Director and CEO of Television for Education - Asia Pacific (www.tveap.org), a non-profit media foundation that works regionally using audio-visual and new media to promote sustainable development.

Amir Muhammad is a writer and independent filmmaker based in Kuala Lumpur, Malaysia. He started publishing non-fiction books in 2007 under his company Matahari Books.

Hyaekyoung Lee is the Chairwoman of the International Women's Film Festival (IWFFIS) and Consultative Chairwoman of the Green Film Festival, both in Seoul. She is also currently Chief Director of the Feminist Artist Network.

Rafael Mariano is a farmer-leader and a national chairperson of the Peasant Movement of the Philippines (Kilusang Magbubukid ng Pilipinas – KMP). He is a co-coordinator of the International Alliance against Agrochemical TNCs (IAAATNCs) and also ANAKPAWIS (Toiling Masses) Party List Representative.

Augustine Loorthusamy is a Malaysian and the president of Signis, the International Catholic Association for Communication, which is based in Brussels, Belgium. He is a jury member of the Locarno Film Festival, Switzerland, and member of the ecumenical jury of the Dhaka Film Festival, Bangladesh.

These judges will assess all qualifying entries according to these factors:

- Originality of the story idea.
- Innovative presentation in an engaging, non-technical style.
- Potential for effective communication of rice issues in the Asia Pacific region.
- Clever use of available technological facilities.

The decision of the judges will be final, binding, and not open to challenge. The judges and organisers reserve the right not to present an award if entries do not meet minimum quality standards.

Results are expected to be announced by March 2010.

Prize: The winner will receive the following:

- US Dollars Two Thousand (US\$ 2,000) in cash / cheque
- An Asia Pacific Rice Film Award plaque
- An Asia Pacific Rice Film Award certificate

11. These will be presented at an event in 2010 to be organised by PAN AP or a PAN AP partner organisation at a venue determined at PAN AP's discretion.

All communications in this connection should be addressed to:

THE SAVE OUR RICE CAMPAIGN

Asia Pacific Rice Film Award Secretariat

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