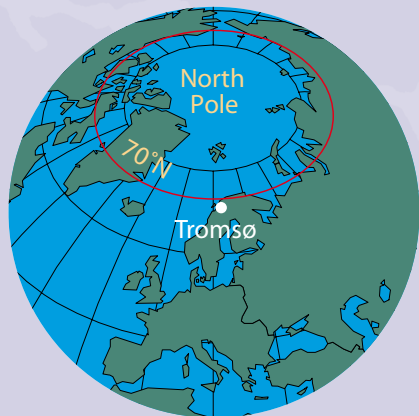




LOCATION

Tromsø is the most important town in northern Norway. It is a centre of higher education and research and it hosts several research institutions.

Tromsø also host the University College of Tromsø, the headquarters of the University of Tromsø is the world's northern-most university, almost 400 km north of the Arctic Circle. It is a leading university in the fields of marine research, Northern Lights and space research, social medicine, multiculturalism and multi-language society. Tromsø also hosts the headquarters of the Norwegian Polar Institute and the Norwegian Centre for Telemedicine.

The gateway to the Arctic, Tromsø is one of the most dynamic towns in the Barents region. The town, often nicknamed "the Paris of the North" because of its cosmopolitan ambience, has a young and well educated population.

June, the period of the Midnight Sun, is a special time to visit Tromsø, and we warmly invite you to join us in June 2006 to participate in this important and enlightening conference.



ABOUT CST 060606

In most European countries there is an increasing gap between declining numbers of science and technology students and the demand for human resources in these fields.

CST 060606, is the International/European continuation of a series of national conferences on the same subject. It aims to make science and technology more visible in the public debate. Frequent and more constructive exposure will help boost recruitment to the study of these disciplines, and lay the foundation for future development of industry and culture.

Increased knowledge of science and technology is important for maintaining a competent democracy in a complex society. A slogan could be "Science and technology are the true pillars of industry, culture and democracy".

CONTACT

<http://uit.no/cst>
cst@matnat.uit.no

SCIENCE MEDIA FESTIVAL



Communicating Science and Technology

MEDIA COMPETITION

An award for the best European TV/video-production, website or commercial (TV) that promotes the understanding of science and technology as important disciplines for the future development of industry and culture.



INVITATION

CST 060606 invites producers of audiovisual material to a contest in Tromsø June 6th 2006. The subject is the importance of science and technology for the future development of industry and culture.

Entries may be old or new complete presentations or concepts which are still at the pilot project stage. Examples of possible entries are websites, commercials and TV productions that present science and technology as existing career opportunities.

Contributions from the selected finalists will be presented to the ca. 600 participants on the opening day of CST 060606. Awards to the three winning presentations will be made at the banquet on the 8th of June. A public presentation of selected finalists is planned in collaboration with Tromsø International Film Festival.

CATEGORIES

The contest is divided into 3 disciplines

- TV production/videos
- Websites
- Commercials

PRIZE

A prize of 20 000 Euro will be awarded to the best entry in each category

CRITERIA

The Jury will evaluate

- Whether an entry inspires young people to learn more about science and technology
- Whether an entry promotes the public understanding of what science and technology mean for society.
- Whether the entry shows how the production of particular products depends on knowledge, and describes the exiting career opportunities such products may represent.

DATES

Deadline for signing up February 15th 2006

Deadline for submission April 1st 2006

Presentation of the finalists June 6th 2006

Announcement of winners and award ceremony June 8th 2006

SIGN UP FEE

There is no sign up fee for participating in the contest. Producers whose work is presented at the festival will be given free passes to CST 060606, 2 passes for each entry.

JURY

An international jury representing media, television, internet productions and industry/ advertising will evaluate the entries. The Chairman of the jury is Vladimir de Semir, Comissioner for Scientific Culture of Barcelona City Council, Chair of the Public Communication of Science and Technology (PCST) network, and Director of the Science Communication Observatory, Universitat Pompeu Fabra, Spain.

FURTHER INFORMATION

<http://uit.no/cst>
cst@matnat.uit.no