



# WORLD POTATO CONGRESS

## World Potato Congress 2026 Travel Bursary Video Submission Guidelines & Rights of Use

Prize for Video submissions submitted with paper submission (google form) include:

- 1<sup>st</sup> prize: Additional CDN\$500 travel bursary support
- 2<sup>nd</sup> & 3<sup>rd</sup> Prize. Additional CDN\$300 travel bursary support
- 4<sup>th</sup> and 5<sup>th</sup> prize: Additional CDN\$100 travel bursary support

**Include the link to the video in the google form application.**

These Submission Guidelines apply to all applicants who choose to submit a video as part of their application for the World Potato Congress 2026 Travel Bursary. **Please note, video application is optional and not required.**

By submitting a video, you confirm that you have read, understood, and agree to these Guidelines, including the Rights and Usage section.

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### 1. Eligibility & General Conditions

- Video submission is **optional but strongly encouraged** as part of your application.
- Your video must be **your own original work** and must not infringe any third-party rights (including copyright, privacy, or publicity rights).
- You must have all necessary permissions from:
  - Any individuals who appear in your video, and
  - Any third-party content owners (e.g., if using clips from tourism boards, World Bank, FAO, etc.).

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### 2. Video Content Objective

Your video should communicate:

- Who you are (name, role, and connection to potatoes or agriculture).
- Your work, farm, research, or business in the potato value chain.
- Your passion for potatoes and/or agriculture.
- How attending the **World Potato Congress 2026 in Kenya** will support your work, community, or career ambitions.

Make it authentic, clear, and engaging. This is your opportunity to tell your story visually and personally.

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### 3. Mandatory Technical Requirements

#### Length & Format

- Minimum duration: **2 minutes**
- Maximum duration: **3 minutes**

- Orientation: **Horizontal (landscape)** if using a cellphone or tablet.
- Voice-over is permitted.
- **English subtitles are recommended** (especially if another language is spoken).

#### Video Quality

- Record in **HD (High Definition)** where possible.
- Use the **rear (back) camera** on your phone or tablet for higher quality.
- Keep the camera **steady** (tripod, stand, or very stable hand).
- Allow a buffer:
  - Start recording and wait **3–5 seconds** before speaking.
  - After you finish speaking, wait a few seconds before stopping the recording or moving out of frame.

#### Audio Quality

- Your **voice must be clear and intelligible**.
- Record in a **quiet location**, away from:
  - Wind
  - Loud machinery
  - Noisy traffic or animals
- Do not place the camera too far away; ensure it can capture your voice.
- Speak **clearly, confidently, and at an appropriate volume**.
- Review your footage with **headphones** after each take to confirm the audio is loud and clear.
- If you must record in a slightly noisier environment, raise your voice while keeping a warm, friendly tone and ensure background noise does not overpower your message.

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#### 4. Content Suggestions (Non-Mandatory but Recommended)

To create a compelling video, you may wish to:

- **Showcase your work or farm**
  - Capture highlights of your fields, facilities, equipment, lab, or community work.
  - Use voice-over to explain what viewers are seeing and why it matters.
- **Choose an interesting and relevant background**
  - Record segments where you speak directly to the camera in a location that represents your work, community, or ambitions.
  - Ensure the background supports good sound quality.
- **Tell a clear story**
  - Introduce yourself and your role.
  - Show the challenges or opportunities you are addressing.
  - Explain how attending World Potato Congress 2026 in Kenya will help you make an impact.
- **Optional enhancements**
  - Tasteful background music (only if you own the rights or have a proper license).
  - Simple editing to improve clarity, pacing, and subtitles.
  - Above all, **have fun and be authentic**—this is about your passion and vision.

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#### 5. Use of Third-Party Regional Footage

You may include relevant regional video content (for example, from the World Bank, tourism boards, agricultural development organizations), **provided that**:

- You **have permission or a valid license** to use such content; and

- You **prominently acknowledge the source** within the video or video description (e.g., “Footage courtesy of [Organization Name]”); and
- **No less than 50% (one half) of the total video content** must feature:
  - You personally on camera, and/or
  - Your own farm, operation, research, or project etc.

If you use any third-party material, you are solely responsible for ensuring it is lawfully used and properly credited.

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## 6. How to Submit Your Video

### 1. Create a YouTube Channel

If you do not already have one, create a free account and channel on YouTube.

### 2. Upload Your Video to YouTube

Set the visibility to **Unlisted** or **Public** (not “Private”) so that the selection committee can access it.

### 3. Include the YouTube Link in Your Application

- Copy the full URL of your YouTube video.
- Paste this link into the **essay section / designated field** of the online application form.

For step-by-step help on uploading to YouTube and managing privacy settings, see:

<https://www.youtube.com/watch?v=rbn0DAGclBw>

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## 7. Sample Videos for Inspiration

These links are provided solely as inspiration for style and storytelling. They are not examples of required content or format:

- <https://www.youtube.com/watch?v=lovn4QhaAxl>
  - <https://www.youtube.com/watch?v=U2yW-26gHXg>
  - <https://www.youtube.com/watch?v=vLICyoGFok0>
  - <https://www.youtube.com/watch?v=pulYMqOTsjY>
  - <https://www.youtube.com/watch?v=v9ldrvX52Y>
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## 8. Rights & Usage Agreement

By submitting a video (including the YouTube link) as part of your application to the World Potato Congress 2026 Travel Bursary, you (“Participant”) agree to the following terms, in addition to any terms set out in the overall Competition rules:

### 8.1 Grant of Rights

You hereby grant to the **World Potato Congress, its affiliates, partners, and authorized agents** (collectively, “WPC”) a **worldwide, perpetual, irrevocable, royalty-free, transferable and sublicensable license** to:

- Use, reproduce, display, perform, publish, distribute, transmit, adapt, modify, edit, translate, create derivative works from:
  - Your submitted video(s),
  - Any still images captured from your video(s), and
  - Any accompanying text or descriptions you provide; and
- Use your **name, image, likeness, voice, biographical details, and country/region** as they appear in or are associated with your submission,

for any lawful purpose in connection with:

- **Marketing, communications, and promotion** of WPC, World Potato Congress events (including the 2026 Congress in Kenya), and related programs;
- **Advertising and promotional campaigns**, including digital, print, social media, out-of-home, and broadcast;
- **Public relations, advocacy, and educational materials**; and
- **Internal presentations, reports, and archiving.**

This license is granted **without further notice, approval, or additional compensation** to you.

## 8.2 Exclusivity

To the fullest extent permitted by law:

- You agree that WPC will have the **exclusive right to use your submission, name, image, and likeness** in connection with the promotion and marketing of the **World Potato Congress 2026 Travel Bursary, the World Potato Congress 2026 event, and any directly related WPC initiatives.**
- You agree **not to grant any third party** the right to use your submission, name, image, likeness, or substantially similar content in a manner that suggests endorsement of, or is likely to be confused with, WPC or World Potato Congress events, **without WPC's prior written consent.**

You may still share your own video on your personal or professional channels (e.g., your own social media profiles, website, or community platforms), provided such sharing does not conflict with the above and does not license or assign promotional rights for another organization's marketing or advertising campaigns that would compete or conflict with WPC's use.

## 8.3 Moral Rights & Modifications

- To the maximum extent allowed by law, you **waive any moral rights** (or similar rights) you may have in the video with respect to WPC's permitted uses, including rights of attribution and integrity.
- You acknowledge that WPC may **edit, crop, add subtitles, overlay graphics, combine** your video with other materials, and otherwise adapt your submission, provided such adaptations do not deliberately misrepresent you.

## 8.4 Representations & Warranties

You represent and warrant that:

- You are the **sole creator and owner** of the submitted video and all content you contribute, or you have secured all necessary rights and permissions to grant the license above.
- Any individuals appearing in your video have given you their **informed consent** to be filmed and for their image, voice, and likeness to be used as described in these Guidelines.
- Your video:
  - Does **not infringe** any copyright, trademark, privacy, publicity, or other rights of any third party;
  - Does **not contain defamatory, obscene, hateful, or unlawful content**; and
  - Complies with all applicable laws and regulations in your country.

You agree to **indemnify and hold harmless** WPC from any claims, damages, or liabilities arising out of or related to any breach of the above representations and warranties.

## 8.5 No Obligation to Use

- WPC is **under no obligation** to use, post, or publish any submitted video or material, in whole or in part.
- Submission of a video **does not guarantee** selection for a bursary, feature, or promotion.

## 8.6 Withdrawal of Consent

Because WPC's rights under this Agreement are granted on a **perpetual and irrevocable** basis and may be incorporated into long-term or archived materials, you acknowledge that:

- After submission, you **cannot revoke** the rights granted to WPC with respect to uses already made or materials already produced; and
- WPC may, at its discretion, honor reasonable future requests to limit new uses, but is **not legally obligated** to do so.

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## 9. Compliance & Disqualification

Submissions may be **rejected or disqualified** if:

- They do not meet the **technical or length requirements**;
- They contain **unlawful or inappropriate content**; or
- They appear to **violate copyright or other third-party rights**.

WPC's decisions regarding eligibility, compliance, and use of submissions are **final and binding**.

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## 10. Questions

If you have any questions about these Submission Guidelines or the Rights & Usage Agreement, please contact the Competition organizers via the contact details provided on the official World Potato Congress 2026 bursary application website.