



X JOURNALISM AWARD "FORO TRANSFIERE"

Date: 12, 13 and 14 March 2025

Venue: Transfiere, FYCMA - Trade Fair and Congress Centre of Malaga (Malaga, Andalusia, Spain)

Format: in person

Registration: before 12 January 2025 at 11.59 pm.

The fourteenth edition of Transfiere, European Forum for Science, Technology and Innovation, to be held on 12, 13 and 14 March 2025 in FYCMA (Trade Fair and Congress Centre of Malaga), announces the **X Journalism Award 'Transfiere Forum' in Support of Scientific, Technological and Innovative Communication.**

OBJECTIVE

Reward the work done by journalists and professionals in the field of Communication to publicise technological innovation developed in Spain and its convergence at international level.

CATEGORIES

The following categories are established for the submission of applications:

- Open categories (open applications accepted):
 - *Informative pieces in written media*
 - *Informative pieces in audiovisual media*
 - *Informative pieces in radio media*
 - *Public award:* recognition of the work, career and repercussion of the work carried out by a professional in the communication sector in the scientific field.
- Closed category (applications from jury members only):
 - *Mention of a programme's or publication's track record*
- Special category, on the occasion of the 10th edition:
 - *Transfiere 2025 Popular Science Award:* honouring the best initiative developed by a professional in the communication sector whose main aim is to bring science, innovation and technology closer to society.

The jury as a whole will award one mention for each open category if it deems it appropriate, in the following areas:

- *Mention for the best work on equality*
- *Mention for articles by scientific bodies published in the mainstream media*



JURADO

Each category has its own jury composed of each of the following entities:

- ***Informative pieceworks in written media:***
 - Spanish Association of Scientific Communication (AEC2)
 - Málaga City Council - Communication Area
 - Spanish Foundation for Science and Technology (FECYT)
 - Communications professional specialized in the field of technology

- ***Informative pieceworks in audiovisual media:***
 - Spanish Association of Scientific Communication (AEC2)
 - Association of Journalists of Andalusia in Malaga and the Press Association of Malaga
 - Department of University, Research, and Innovation of the Regional Government of Andalusia
 - Descubre Foundation

- ***Informative pieceworks in radio media:***
 - Spanish Association of Scientific Communication (AEC2)
 - Association of Journalists of Andalusia in Malaga and the Press Association of Malaga
 - Spanish Foundation for Science and Technology (FECYT)
 - Innovaspain

- ***Transfiere 2025 Popular Science Award***
 - Centre for the Development of Industrial Technology (CDTI)
 - Spanish National Research Council (CSIC)
 - Ministry of Science, Innovation and Universities (MICIU)
 - Spanish Patent and Trademark Office (OEPM)

- ***Public Award and Mention and recognition of the track record of a programme or publication:***
 - Spanish Association of Scientific Communication (AEC2)
 - Málaga City Council - Communication Area
 - Centre for the Development of Industrial Technology (CDTI)
 - Association of Journalists of Andalusia in Malaga and the Press Association of Malaga
 - Department of University, Research, and Innovation of the Regional Government of Andalusia
 - Spanish National Research Council (CSIC)
 - Descubre Foundation
 - Spanish Foundation for Science and Technology (FECYT)



- Ministry of Science, Innovation and Universities (MICIU)
- Spanish Patent and Trademark Office (OEPM)

The jury is chaired by Marcos Pérez, president of the Spanish Association of Scientific Communication (AEC2)

PARTICIPATION REQUIREMENTS

The requirements for participation in the different categories are listed as follows:

- All categories:
 - Correct form fulfilment
 - To approach technological innovation in the field of the strategic sectors around which Transfiere covers
- In the categories of *Informative pieceworks in written, audiovisual and radio media*; and *Transfiere 2025 Popular Science Award*, additional consideration will be given:
 - Signed and published in official media, press, radio, television and/or digital media in the course of 2024
 - Written or spoken in Spanish and/or English
 - Only one work per person may be submitted
 - Only one informative piece will be submitted, all other pieces will be rejected by the organisation
 - Works published in the press, paper or digital publication, must be presented as they have been published, clearly stating the date and page number of the corresponding edition, as well as the name of the author
- In the categories of *Informative pieceworks in written, audiovisual and radio media*; and Public Award the following will also be taken under consideration:
 - The author(s) must be a professional in the field of communication

SELECTION CRITERIA

The criteria to be considered by the jury for the evaluation of candidates will be as follows:

- *Informative pieceworks in written, audiovisual and radio media category*:
 - Journalistic value and quality both in the subject matter and in the writing/production of the work presented
 - Novelty of the subject matter and its repercussions
 - Adaptation of the language to the different audience profiles
 - Contrast of the sources used for the elaboration of the piece



- Work sector approached and relation with Transfiere's themes
- Diffusion and scope of the information in terms of audience
- Impact of the media in which the piece is published

- *Public Award* category:
 - Innovation and originality of the communication activities developed
 - Substantive and formal quality of the communication work developed
 - Social impact of the communication activity

- *Transfiere 2025 Popular Science Award* category:
 - Social impact of the communication activity
 - Degree to which science is brought closer to society

SELECTION PROCESS

REGISTRATION (until 12 January 23.59 h. 2025)

People interested have to **fill in the pre-registration form** on the official Transfiere website. After pre-registration, they will have to access the private area of the platform where they will have to **fill in the specific form**.

EVALUATION PHASE (20 January - 20 February 2025)

The jury will study and evaluate the different candidatures presented according to their categories to select the finalists. Once the finalists have been selected, the entire jury will evaluate to select the winners for each category (except for the *Public Award*).

The organisation will notify the finalists in each of the open categories (except the *Public Award*) from 10 February 2025. In order to preserve the right to the benefits acquired, they **will have to confirm or decline before 19 February 2025**. In the event that any of the finalists cannot attend or do not confirm before the deadline, they will lose this right and the organisation reserves the right to contact the next best-valued candidature(s).

The jury will meet on 20 February to determine the winners in each category, finalists for the public award and to review possible mentions.

The organisers will contact the finalists for the public award from 21 February and from then onwards the public vote for the winner in this category will begin; the finalists themselves will be responsible for promoting and publicising their candidature for this vote.



The winners of all categories will be announced at the event.

PARTICIPATION BENEFITS

Finalists will benefit from:

- Registration and access pass to Transfiere
- An invitation to the institutional agenda
- Coverage of travel and accommodation expenses (up to two nights in a hotel in Malaga city) for 1 representative
- Branding actions:
 - Visibility on social media
 - Mention in press releases
 - Network of contacts and opportunities

The winners will also benefit from:

- 3,000€ cash prize for each winner in the categories *Information pieces in written, audiovisual and radio media*; and *Transfiere 2025 Popular Science Award*
- Branding actions:
 - Visibility in RRSS as winners
 - Mention in press releases as winners
 - Networking contacts and opportunities

KEY DATES

The implementation of this call will take place on the following dates:

- Presentation of candidatures:
 - *Information pieces in written, audiovisual and radio media* categories: until 12 January 2025 at 23.59 h.
 - *Public Award and Mention and recognition of the track record of a programme or publication* categories: until 6 February 2025 at 23.59h.
- Evaluation: from 20 January 2025 to 20 February 2025
- Evaluation meeting: 20 February 2025
- Notification of selected proposals
 - *Information pieces in written, audiovisual and radio media* categories: from 10 February 2025
 - *Public Award and Mention and recognition of the track record of a programme or publication* categories: from 21 February 2025
- Opening of the public vote for the *Public Award*: from 21 February 2025
- Closing of the public vote for the *Public Award*: 11 March 2025 at 11.59 p.m.
- Deadline for confirming participation in the event: by 19 February 2025
- Awards Ceremony: will take place as part of the events planned for the event.