EdU_Saliva
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SALIVA IN 60 SECONDS

Instagram Reel Contest 2026

OFFICIAL CONTEST RULES

Purpose The contest promotes rigorous, accessible and creative scientific communication about saliva as an analytical sample within the dissemination activities of the EdU_Saliva Erasmus+ Project and Erasmus Days 2026.

1. Background and purpose

The “Saliva in 60 Seconds” Instagram Reel Contest is an initiative organised by the EdU_Saliva Erasmus+ Project to promote scientific communication and increase awareness of the potential of saliva as an analytical sample.

The contest aims to communicate scientific concepts related to saliva in an accurate, accessible and creative way, using short-form video as a tool for science communication and education.

The activity is organised within the dissemination activities of the EdU_Saliva Project and in connection with Erasmus Days 2026.

2. Eligibility

The contest is open to all interested in Saliva as analytical biofluid. Entries may be submitted:

- individually; or
- by teams of up to four participants.

Each participant or team is responsible for ensuring compliance with these Official Contest Rules.

3. Contest theme

Entries must address **saliva as an analytical sample** and should contribute to communicating its scientific, educational or practical relevance.

Possible topics may include, but are not limited to:

- saliva as a biological sample;
- salivary biomarkers;
- saliva collection methods;
- applications in health sciences;
- saliva in food perception and nutrition;
- research and innovation;
- saliva in education and training; or
- other scientifically relevant aspects of saliva science.

Participants are encouraged to approach the topic creatively while ensuring that all scientific information presented is accurate and appropriately communicated.

4. Technical requirements

Each entry must comply with the following requirements:

- Maximum duration: 60 seconds.
- Format: vertical video (9:16) suitable for Instagram Reels.
- Language: English.
- The video must be original and created specifically for this contest.
- Entries may use different communication formats, including demonstrations, interviews, experiments, animations, illustrations, storytelling or other creative approaches.

Videos that do not meet these requirements may be excluded from the contest.

5. Submission procedure

To participate in the contest, participants must:

1. Publish the Reel from a public Instagram account within the established submission period.
2. Follow and tag the official EdU_Saliva Instagram account.
3. Include the official contest hashtag **#EdUSalivaContest**.
4. Keep the Reel publicly available until the winners have been officially announced.

Only entries fulfilling all participation requirements will be considered eligible.

6. Contest dates

Stage	Dates
Submission period	12-17 October 2026
Public voting period	12-17 October 2026

Entries published outside the established submission period will not be considered.

7. Awards

Two independent awards will be presented.

7.1. People's Choice Award

The People's Choice Award will be awarded to the eligible Reel receiving the highest number of Instagram likes during the voting period.

For the purposes of determining the winner, only likes received within the established voting period will be considered.

The use of automated systems, purchased likes, fake accounts or any other artificial means of increasing engagement is not permitted and may result in disqualification.

7.2. EdU_Saliva Jury Award

The EdU_Saliva Jury Award will be awarded to the entry achieving the highest overall assessment by the EdU_Saliva Project Committee.

Entries will be evaluated according to the following criteria:

Criterion	Weight
Scientific accuracy	40%
Creativity and originality	25%
Clarity and communication	25%
Audiovisual quality	10%

The decision of the EdU_Saliva Project Committee will be final.

8. Prizes

The winners of both award categories will receive:

- an official EdU_Saliva Certificate of Recognition;
- an exclusive EdU_Saliva T-shirt; and
- a registration fee waiver for the Final EdU_Saliva Project Conference.

Important: The conference registration fee waiver covers registration only. Travel, accommodation and any other expenses associated with attendance at the conference are not included and will not be covered by the EdU_Saliva Project.

9. Originality and scientific integrity

Participants are responsible for the content of their entries.

All submitted videos must be original and must not infringe the intellectual property rights, copyright, privacy or other rights of third parties.

Scientific statements presented in the videos should be accurate and consistent with current scientific knowledge. The EdU_Saliva Project Committee reserves the right to exclude entries containing substantially inaccurate or misleading scientific information.

10. Image rights and consent

Participants are responsible for ensuring that all individuals appearing in their video have given the necessary permission to be recorded and for the video to be publicly shared as part of the contest.

Where applicable, participants must also ensure that any images, music, graphics or other third-party materials used in the video are used with the appropriate permission or licence.

11. Use and dissemination of submitted material

Participants retain ownership of their videos.

By participating in the contest, participants grant the EdU_Saliva Project permission to reproduce, communicate and share their submitted videos through the project website, social media channels and educational or

dissemination materials for educational, scientific and non-commercial dissemination purposes, with acknowledgement of the authorship of the participants.

12. Exclusion of entries

The organisers reserve the right to exclude entries that:

- do not comply with these Official Contest Rules;
- contain scientifically misleading information;
- include offensive, discriminatory or otherwise inappropriate content;
- infringe copyright, privacy, image rights or other third-party rights; or
- are considered incompatible with the educational and scientific objectives of the EdU_Saliva Project.

13. Acceptance of the Official Contest Rules

Participation in the “Saliva in 60 Seconds” Instagram Reel Contest implies full acceptance of these Official Contest Rules.

The EdU_Saliva Project Committee reserves the right to resolve any circumstances arising during the contest that are not expressly covered by these Rules, in accordance with the objectives and principles of the contest.

14. About EdU_Saliva

EdU_Saliva is an Erasmus+ Cooperation Partnership Project dedicated to promoting innovative education in saliva science across Higher Education institutions.

Through digital learning resources, practical activities and international collaboration, the project aims to increase awareness of saliva as a valuable analytical sample in human and animal health, food and nutrition sciences, research and One Health.

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