

ANNOUNCEMENT of the OIE PHOTO COMPETITION 2015

Animal health, beyond the cliché

Increasingly animal health is becoming the focus of media attention.

2014 left a lasting impression on the minds of many because of a series of food safety scandals, the spread of the new H5N8 strain of avian influenza across three continents, the deadly human Ebola epidemic (of animal origin), the rise in cases of Middle East respiratory syndrome (MERS) and the porcine epidemic diarrhoea outbreak in North America.

Nowadays, controlling the emergence of pathogens, especially zoonotic ones, at their animal source is crucial to meeting the challenges of a globalised world where frontiers are blurring under pressure from burgeoning global trade.

THEME FOR 2015: "Animal health, beyond the cliché"

In the modern world, people all too often associate "animal health" with veterinary clinics or animal surgery.

Very few photos show the day-to-day prevention, surveillance, diagnosis and control activities carried out by animal health players in the field to safeguard animal health worldwide. The winners of the OIE PHOTO COMPETITION 2015 will therefore be the photographers who best illustrate these activities, both artistically and in terms of representing the professional practice concerned.

Photos should highlight the human/animal interactions that typify the activities of animal health professionals. Photos illustrating the crucial collaboration between animal health players in the field (veterinarians, farmers, researchers and others) as well as the links between public health and animal health, will be given preference when selecting the winners. The jury will also take into account the photo caption.

It is therefore not advisable to submit photos taken in veterinary clinics or involving surgery.

OIE PHOTO COMPETITION 2015 PRIZE

A winner will be chosen from each region in the OIE global network:

- Africa Prize
- Americas Prize
- Asia, Far East and Oceania Prize
- Europe Prize
- Middle East Prize

Each prizewinner will receive the sum of €1,000.

The prize will be awarded during the opening ceremony of the 83rd OIE General Session on Sunday, 24 May 2015.

OIE PHOTO COMPETITION 2015 JURY



- **Bernard VALLAT**,
OIE Director General



- **Frédéric DECANTE**,
Veterinarian and press photographer,
<http://decantephotographe.wix.com>



- **Daniel MORDZINSKI**,
Photographic artist,
<http://www.danielmordzinski.com>

DEADLINE FOR ENTRIES: 1 May 2015

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HOW TO ENTER

Are you at least 18 years of age, part of the OIE network and love to photograph your working environment? If so, you can enter – just follow these steps:

- 1) Select between one and five photos on the above theme;
- 2) Download and read the [rules](#) on the web site www.oie.int;
- 3) Download the entry form, complete all the fields and sign it;
- 4) Send your photos electronically (no more than five), together with the captions and the duly completed and signed entry form, to the email address media@oie.int by **1 May 2015**;
- 5) Make sure that you receive a confirmation email from the OIE Communication Unit acknowledging receipt of your entry.

The results will be announced via the web site www.oie.int on 15 May 2015.

All incomplete entries will be returned without considering the photos.

For further information, contact the OIE Communication Unit at media@oie.int.

WHICH OIE NETWORK MEMBERS ARE ELIGIBLE TO ENTER?

The following are considered to be members of the OIE network and eligible to enter the OIE photo competition 2015:

- national delegates of an OIE member country;
- national focal points of an OIE member country;
- employees of the veterinary services of an OIE member country;
- OIE experts;
- employees of an OIE reference laboratory or collaborating centre;
- employees of an OIE regional or sub-regional representation.

WHAT ARE THE TECHNICAL REQUIREMENTS?

The photos entered by participants must have the following technical characteristics:

- colour or black & white
- format: jpeg, psd, eps or tiff
- minimum size 2480 by 3508 pixels, or 21 x 29.7 cm (preferably the maximum size available)
- minimum resolution 300 dpi (preferably the maximum resolution available).



THE REST IS UP TO YOU!

This funny rabbit is the work of Emilie Maquin, artist and illustrator. More about her: <https://emiliemaquinart.wordpress.com/>

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