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# Share age-old wisdom in contest

**INSPIRING:** Budding filmmakers are invited to highlight senior citizens' who know about Nature and how to protect it

**NAVEEN MATHEW MENON**

IT was a pleasant surprise for many participants of a story-telling and video-making event at the Forest Research Institute of Malaysia (FRIM) when one of the guest speakers and story-tellers was National Geographic filmmaker and adventurer Anthony Copping.

Copping regaled the audience of budding story-tellers and filmmakers with tales of him and his crew exploring uncharted wildernesses and meeting rural tribes around the world.

The event, organised by the Malaysian Association of Creativity And Innovation (Macri) in collaboration with FRIM, saw the launch of two video-making competitions — Project Linkages 2014 and International Day of Biodiversity and World Environment Day.

This marks the second time that Project Linkages competition is being organised.

With this year's theme of "Sharing the Green Wisdom of Elders" the competition which is open to the public is expected to draw the participation of budding filmmakers and environmentalists

right down to anyone who wants to spread awareness about the importance of protecting our environment.

Executive secretary of Macri, Ramesh Pillai, said participants needed to interview or speak with their adults or senior citizens and

get them to say something about nature and the environment.

"A senior citizen could explain why Neem leaves are important and the benefits that Neem trees play in our environment.

"As the topic is so broad, it is up to the creativity of the participants to come up with an interesting video depicting their parents, grandparents or any elder they know sharing with them something about nature and the environment," said Ramesh.

The short video should be three minutes in length and must be creative and inspiring. It would help if the elders they interview are great role models or a source of inspiration to the community.

Participants have to shoot, edit and upload their videos to YouTube and set it to "private".

They also have to email hello@linkages.my and provide the judges with their name, IC or passport number, address, contact number and the video link.

There is no entry limit for the number of videos a participant can post.

The first prize for Project Linkages 2014 is RM3,000 while second and third prize winners will walk away with RM2,000 and RM1,000, respectively. The deadline for this competition is Aug 5.

Ramesh said Macri was set up by Datuk Ghazi Sheikh Ramli, who was

also its former president, in April 2007, to promote innovation and creativity among the public.

He said the International Day of Biodiversity and World Environment Day was being held exclusively for all the participants who turned up for the story-telling and video-making session recently.

FRIM research and corporate planning director and head of Project Linkages Taskforce Datuk Dr Marzalina Mansor, FRIM forest biodiversity director Dr Saw Leng Guan, and director-general of FRIM Datuk Dr Abd Latif Mohmod were among the storytellers who shared their tales about the environment and the need to conserve our forests and ecosystem.

About 80 participants aged between 15 and 24 from SM Kepong, Yayasan Felda, Universiti Kebangsaan Malaysia and others turned up for the session.

The participants had to film their three-minute video on site at the FRIM forest. They were also free to interview any of the storytellers who were present.

The participants were divided into groups and taken for a walkabout throughout various parts of the forest.

They have until June 5 to submit their International Day of Biodiversity and World Environment Day video.

The first prize winners will walk away with RM300 while the second and third prize winners will win RM200 and RM100, respectively.

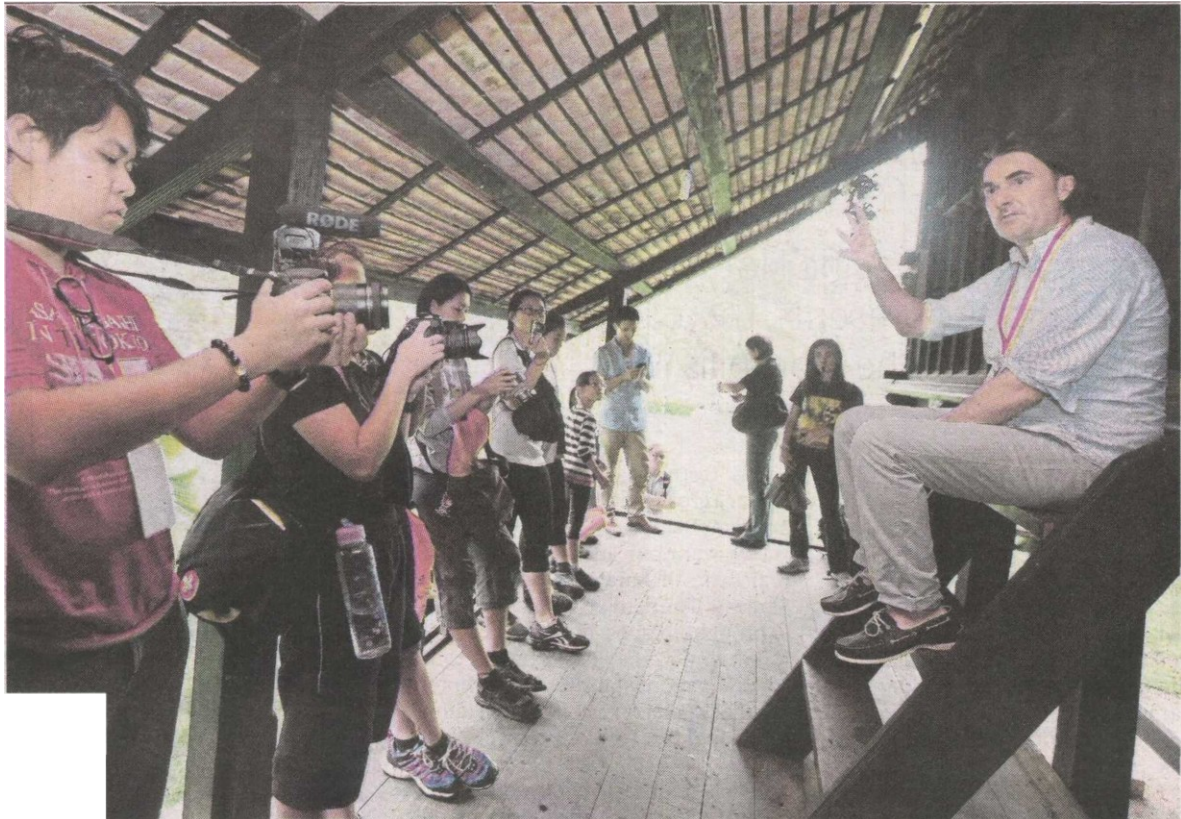
Those who wish to take part in the Project Linkages 2014 competition can visit [www.linkages.my](http://www.linkages.my) or

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[www.fb.com/projectlinkages](http://www.fb.com/projectlinkages).

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**Ramesh Pillai,**  
*Malaysian Association of Creativity And Innovation executive secretary*



**Anthony Copping** (right) sharing his experiences of meeting rural tribes around the world with the participants during a story-telling session at the FRIM Forest. Pic by Salhani Ibrahim