



EXPO SCHOOL
PROGRAMME
BY EXPO CITY DUBAI

STUDENT BRIEF

Know Your Roots: You hold the camera. They hold the wisdom. Together, we build the record.

Overview

Have you ever wondered how a simple plant could be used as medicine, food, or part of everyday life?

Across families and communities, there is knowledge about plants that has been passed down through generations, but is rarely written down or recorded. These stories live in people's memories, in their experiences, and in the way they have lived.

Know Your Roots invites you to uncover and document this knowledge.

By speaking to someone in your family or community, you will capture a real story connected to a plant, including how it was used, what it meant, and why it mattered.



This is more than just a film. It is a chance to preserve something meaningful, and to contribute to a growing record of how people and plants are connected across cultures and generations.

This way of exploring the relationship between people and plants is known as ethnobotany. It looks at how plants are used, understood, and passed on through generations. Through this initiative, you will become part of that process.

All videos must be submitted by a teacher or parent through the official submission link.

Who Can Take Part

This initiative is open to students in the UAE aged 14 and above.

What You Need to Do

Create a short documentary film based on a real conversation and a real story.

1. Speak to a parent, grandparent, or someone from your family or community
2. Ask them to share a plant, or several plants, that are meaningful to them
3. Listen closely to their story, experiences, and memories
4. Capture this as a short video

Your film should focus on the connection between the person and the plant, and the knowledge they carry.

Suggested Questions

You can use these to guide your conversation.
You do not need to follow them exactly.

- Can you tell me about this plant and where you used to find it?
- How was it actually used? Can you describe what people would do with it?
- If it was used for food or medicine, how was it prepared or taken?
- Do you remember a specific moment when it was used?
- What makes this plant important or memorable to you?

What to Include

Your video should capture a real story, memory, or experience. Each story will be different, and that is what makes it valuable.

Think about how you bring the story to life, not just what is said.

You might include:

- Parts of the conversation
- Voiceover
- Different locations or settings
- Close-up details or objects
- Photos or materials that relate to the story

The plant does not need to be physically shown, as long as the story and its significance are clear.

Focus on the person, their experience, and their connection to the plant.

Video Requirements

- **Duration:** 2 to 5 minutes
- **Format:** MP4 or MOV
- **Orientation:** Landscape
- **Language:** Any language preferred by the person being interviewed.
- **All videos must include English subtitles**

Tips for a Strong Submission

- Focus on one clear story
- Make sure the person can be seen and heard clearly
- Film in a quiet space with minimal background noise
- Keep the camera steady and avoid shaky footage
- Think about how you show the story, not just what is said
- Use simple shots or details to support the story
- Keep the video natural and easy to follow

Great films are often simple, clear, and thoughtful.

Telling the Story

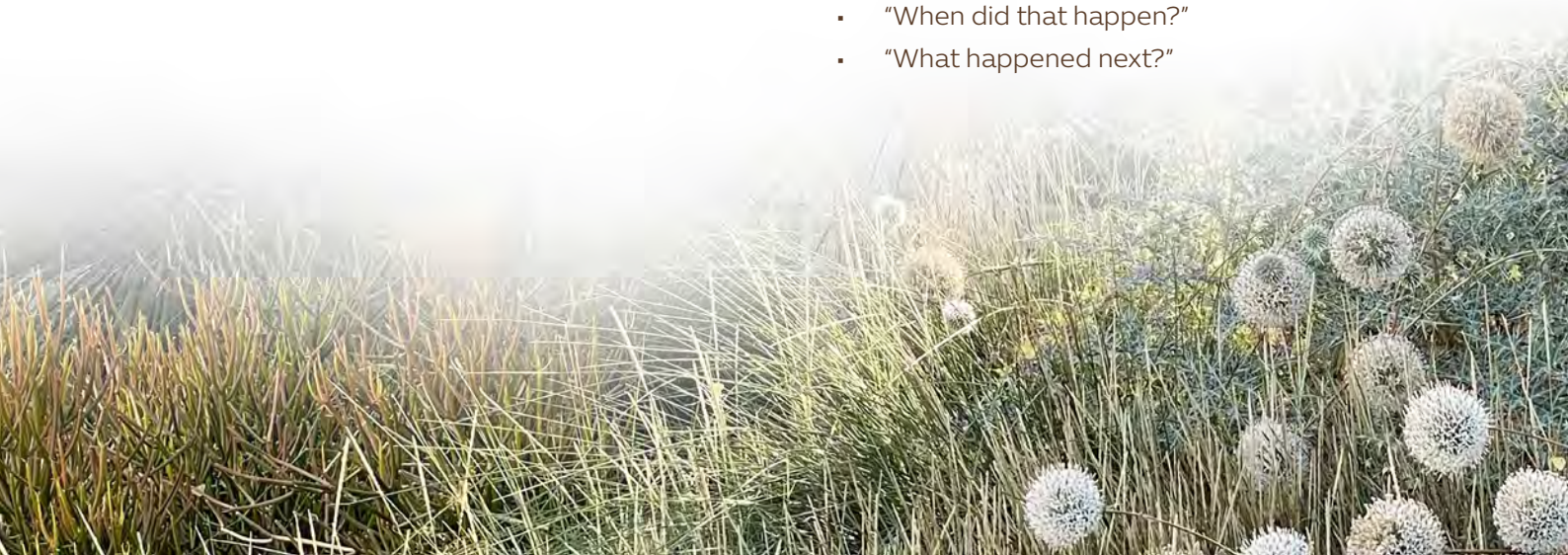
The best stories come from real details.

Instead of keeping things general, try to go deeper:

- Ask how something was done, step by step
- Ask what it looked like, felt like, or tasted like
- Ask about a specific moment or memory

You don't need a lot of questions, just the right ones. Start with a simple question, then follow up:

- "How did that work?"
- "When did that happen?"
- "What happened next?"



Let the conversation feel natural, not like an interview. You can also think about how to bring the story to life:

- Film objects or places connected to it
- Include photos or old materials
- Add a short voiceover

Small details can make your video more interesting and easier to follow.

What We're Looking For

Your video will be reviewed based on the following:

1. Real Knowledge

Does the video clearly show how the plant was used in everyday life?

2. Personal Story

Does it capture a real story, memory, or experience?

3. Specific Detail

Are the details clear and meaningful, rather than general?

4. Creative Approach

Does the video use simple but thoughtful ways to bring the story to life (through visuals, editing, or structure)?

Submission Process

- All entries must be submitted by a teacher or parent through the official submission link
- Submission deadline: 31 July 2026

Important Notes

- All content must be original
- You must have permission from anyone featured in your video
- The story should be based on real knowledge and experiences

What Happens Next

Selected films will be showcased as part of a special event at Terra.

Your work will become part of a growing collection of stories that document how people and plants are connected across cultures and generations.

Selected students may also be invited to attend a screening or showcase at Terra.

Fujifilm Creator Crew Prize

The top three winners will each receive **up to one year of Fujifilm Creator Crew membership.**

Winners will be invited to join selected Fujifilm workshops and creative sessions across the UAE, with opportunities to learn from Fujifilm ambassadors and professional photographers.

