

Grow Careers Reel Competition

Why Take Part?

Help us to showcase the exciting and varied career opportunities in horticulture!

From Grower to Gardener, Designers, Garden Writers, Landscapers, Scientists, Retailers, Propagators, Agronomists, Horticultural Therapists, Educators, Influencers and everyone else we want you to spotlight your role and why it is important.

We are hosting a short-form video competition, where horticulturists can create and submit a 60 second Reel that explains what their role entails. There's a chance to win a £500 cash prize for the best Reel.

Aim:

Showcase the vast range of horticultural careers available to the Instagram generation by inviting horticulturists to submit a shortform video or 'Reel' describing their role in the industry and why it is important. The CIH will offer prizes for the most original Reel.

Format:

We want you to make an a 'Reel' suitable for Instagram, it could be filmed on a smartphone, in portrait mode.

The techy details:

Instagram Reel, maximum length 60 seconds. Filmed in a 9:16 vertical aspect ratio, ideally 1080 x 1920 pixels, in MP4 or MOV format. Rendered in at least 2k resolution. Please avoid using filters and non-diegetic music/sound.

Content:

'Day in the life' style video, filmed on-location in a horticultural environment, showcasing your role and the impact it has on society, the environment or human health and wellbeing. Video should be personal, we want to see individuals that an audience of non-horticulturists can relate to. You might want to talk about your career-route, any study or training schemes you've been involved in or any exciting projects you are contributing to.

Participants will be responsible for ensuring that they have permission to film, that they are working safely, are not infringing the rights of others whilst doing so and that they do not breach any copyright.

Timings:

Notification of Launch event: Wednesday 8th April

Launch event: Wednesday 29th April, (3pm)

Competition to run from 29th April until July 31st

Winners Announced: September 2026

Launch event:

CIH will host a virtual launch event with Influencer Michael Perry, on Wednesday 29th April. Michael will present an information session detailing:

- A career showcase of existing careers that are quite unique in the industry.
- Why social media is a platform that you can use to develop your career.
- Practical Tips on how to create videos around your unique job role.
- Call to action of how they can take part in the contest, also the option for a short video which can be built into a montage, showing all the unique careers in the industry.

The launch session will be recorded and made available as a reference for participants.

Eligibility:

Competition open to anyone actively involved in professional horticulture or horticulture study. We expressly invite contributions from early-career horticulturists including carer-changers and apprentices. We want to promote horticulture as a diverse and dynamic industry with entry points for everyone. Only one entry may be made per person.

Submission of entries:

To enter the competition participants must register their entry with CIH by completing the registration form on the CIH Website, confirming their eligibility and agreement with the terms and conditions. Participants will initially upload their completed Reel on the CIH website, the CIH will verify the entry and confirm with the participant.

At a pre-arranged time, participants will then upload their Reel to Instagram, inviting the CIH (@cihort) to be a collaborator. Reels should be tagged with the #GrowCareers. All uploads should occur within a set period (to be communicated to participants) and not before, this will ensure the competition has maximum impact. Any video entries uploaded publicly to Instagram outside of the agreed upload period will be ineligible for the competition.

Judging:

Judges will be selected by the CIH. Entries will be judged on originality, impact and the quality of careers information imparted. Production quality will be a secondary consideration. The judges' decisions are final.

Prizes:

£500 for First Prize, 2 x £250 runner-up prizes.

Ownership:

The creator retains overall ownership of the reel; however, a condition of entry is that they grant permission to the CIH to use the reel for the express purpose of promotion of horticultural careers, in perpetuity.