

## Greenfield Challenge by Wiley

In his 2009 Box Medal Acceptance Address [Tony Greenfield](#) challenged the members of ENBIS with the following words:

***My challenge to you is that you will tell some audience about work you have done, and completed successfully because you used a statistical method. But that audience must be of people who are not statisticians.***

*And you will have spoken to those people through publications that are for the wider public, through magazines or newspapers, or from a public platform. You might even write a short story or a play.*

*That is my challenge: Tell the world, outside your circle, of work you have done, and done successfully because you used statistics.*

We would like to encourage you to report dealings with non-statisticians – in whichever form (face-to-face, in writing, in form of an audio or video recording, in interactive social media, on a website...) or context (interactions with students, educators, managers and employees of organisations in private and public sectors, general public).

### How to participate in the Greenfield Challenge sponsored by Wiley?

All those who wish to enter need to provide the following via email to **Eleanor Stillman** ([e.c.stillman@sheffield.ac.uk](mailto:e.c.stillman@sheffield.ac.uk)) by **28 August 2020**.

- A short (half a page) summary in English, including topic and target audience (if applicable, also date and venue).
- Presentation slides (if applicable; whatever the language they are in; we are confident that somebody in ENBIS will have some working knowledge of it)
- A web link / web links (if applicable).
- Other relevant supporting material.

By **14 September 2020**, the elected members of the ENBIS Council shall choose the most outstanding submission to be awarded and presented as the best-practice example at this year's ENBIS Annual Meeting (which will be online). Due to the Covid-19 disruption, the winner will be invited to attend the 2021 meeting in person.

While Wiley will provide the award (a book voucher of EUR 300), ENBIS will waive the conference fee and contribute up to EUR 500 towards the travel and subsistence costs of the Challenge winner.