

UNLEASH YOUR CREATIVITY  
AGAINST POVERTY



WE CAN  
END POVERTY  
2015 MILLENNIUM  
DEVELOPMENT  
GOALS



UNICEF

# UNLEASH YOUR CREATIVITY AGAINST POVERTY



The participation in the competition and the use of the [www.wecanendpoverty.eu](http://www.wecanendpoverty.eu) website constitutes agreement with the following terms and conditions.



## A CALL FOR CREATIVITY AGAINST POVERTY

The **United Nations European Ads Against Poverty - competition** asks everyone with creative ideas, including students, professionals in the field and interested members of the general public to create a print advertisement for the UN's information campaign on the Millennium Development Goals. The competition provides valuable experience for anyone interested in pursuing an education and/or career in advertising, marketing, graphic design or a related field. It is designed to reward and showcase excellence in creative advertising. Competition winners will have their work displayed on the campaign website with possibilities of exhibits in major UN centers and placement in European print media.

The aim of the competition is to select the most creative advertisement that will encourage world leaders to live up to the promises made in 2000 and inspire people to get involved in the work to fight poverty. A jury of well known personalities from the advertising industry, the art and photography world, as well as development experts will select the winners with the help of the general public.

The website opens for submission on 1st May. Until then you can send us your contributions by e-mail to [info@wecanendpoverty.eu](mailto:info@wecanendpoverty.eu). Remember to include your name, contact details, country, a title and description for your work and a translation into English.



## THE ASSIGNMENT

Create a print advertisement for the UN's information campaign on Millennium Development Goals. The advertisement will be used as a public service announcement to be published in major European print media. It should aim to raise awareness about the MDGs and mobilize citizens to put pressure on political leaders to keep the promises they made in 2000 to reduce poverty and hunger worldwide and reach the MDGs by 2015.



## RULES

- The competition is open to all citizens and residents of the 48 UN Member States in Europe: Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Former Yugoslav Republic of Macedonia, Malta, Moldova, Monaco, Montenegro, The Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and United Kingdom.

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- Text or slogans used in the advertisement can be in any of the official languages of the 48 European countries of eligibility. If the submitted text is in a language other than English a translation must be provided. Entries submitted without translation may be disregarded.
- Each participant can enter only once, but can upload up to 5 images.
- Images should be in RGB, maximum size of 1000x1500px at 72 dpi, horizontal or vertical orientation in JPEG format with a limit of 1Mb per image.
- The finalists will be requested to provide a high resolution image (at least 300dpi) in the prescribed size – A3 portrait or landscape. If you fail to produce a professional reproduction quality image in prescribed size, you may be excluded from the list of finalists.
- Submission ends at midnight CET 30 June 2010, late entries will not be accepted.
- Entries must be made through website, or prior to launch, to the given email address. Entries received on paper or via post will not be accepted
- The advertisement can include text, images, photos or a combination.
- The submitted work must include the “WeCan EndPoverty2015”- campaign logo in original colours or in grey scale, in one of the official UN languages. The logo consists of three core components (2015 END POVERTY/WE CAN/ MILLENNIUM DEVELOPMENT GOALS): under no circumstance should any of these components be separated. The logo proportions should remain as it is and never altered. No filters and effects should be applied. The font, size and position of the text should be kept as it is. The logo should not be squashed, stretched or skewed.
- Submitted advertisement must be an original, unpublished work.
- The entrant is responsible for the contents of the advertisement which should not include copyright protected material. The entrant must have the rights for all the text and images used in the submitted work.
- The advertisement must not benefit any company, organization, political party or official interest group through, for example, the use of logos, brands or representatives of corporations, parties or organizations.
- The advertisement must not contain any nudity, lewd or otherwise offensive or inappropriate content. All submissions will be pre-screened by the competition organizers before they appear on the campaign website.
- You must make sure that no reference to your identity is included on the entry artwork. Creative credits will be requested if your artwork is chosen as a finalist. Creative credits for your artwork will be included in possible exhibits and print media.
- UNRIC employees and their next of kin are not eligible to enter the Competition.



## **THE SELECTION PROCESS**

A selection of 30 finalists will be made through popular vote on the competition website and by the competition organizers. Public voting starts on **1 May and ends on 30 June 2010**. The winner will be chosen among the finalists in June 2010 by jury comprising of prominent European advertising and marketing experts, as well as United Nations communication and development experts. The Jury's decision is final and there is no appeal. Entries chosen for the final will be contacted via e-mail and asked to provide creative credits and further information.

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## **THE PRIZES**

The awards ceremony will take place in early September 2010; the exact date is to be confirmed. **First prize: 5,000 Euros** (donated by the Spanish EU Presidency) and the prize money will be paid in Euros to the winner's bank account. The individual recipients of prize money will be responsible for the tax implications of their winnings.



## **RIGHTS**

UNRIC and its partners are entitled to reproduce, copy, record, publish and distribute the creative work registered in the competition in order to promote the competition and website. The United Nations reserves the right to use entries selected for the final for publication or promotional purposes on its websites and in its information campaign in any way, including printing in commercial news media. Any decision made by the organizers in any matter relating to the print ad competition is considered final and binding. The UN cannot be held responsible for force majeure, should the print ad competition have to be modified or cancelled.



## **BACKGROUND AND RESOURCES**

**Millennium Declaration and Development Goals** - A historic commitment made by 189 world leaders at the United Nations Millennium summit in 2000 when they signed onto the Millennium Declaration and agreed to meet the Millennium Development Goals (MDGs) and, as a first goal, to cut poverty by half by the year 2015. The MDGs are an eight-point roadmap with measurable targets and clear deadlines for improving the lives of the world's poorest people.

With just 5 years to the target date, the UN Secretary-General has proclaimed 2010 as the MDG Year and is holding a high-level summit at the United Nations General Assembly in September. The UN has launched the "WeCan EndPoverty2015"- campaign as part of the international year, to inform and engage citizens to take action in support of the Millennium Development Goals.

For more information on MDGs please visit <http://www.endpoverty2015.org/>

UNRIC – the United Nations Regional Information Centre for Western Europe is tasked with communicating the priorities of the United Nations, as part of the Department of Public Information in New York. Its information outreach activities extend to all segments of society and joint projects, campaigns and events are organized with key partners, including governments, the media, NGOs, educational institutions and local authorities. Its mandate is to inform and to engage European citizens.

For more information about UNRIC please see <http://www.unric.org>

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## DISCLAIMER

By submitting a contribution to the competition I agree to have read and understood the rules of the competition. I agree that the content I am submitting is my own unpublished work and that I have the rights to all texts and images I am using. Should my work be selected for the final, I agree to surrender the rights to distribute my advertisements to the United Nations until any other agreements are entered into by both parties. The United Nations will have the right to freely use the advertisement with no geographical restrictions. I agree not to enter into any third-party agreements without the knowledge and agreement of the United Nations, during, upon and after completion of the competition. Any agreements or arrangements for distribution and/or publication of the winning entries conducted without the knowledge and prior consent by the United Nations may result in disqualification and forfeiting of any rewards and prizes offered by the competition.

“These terms and conditions are subject to change”.