

# Good50x70 /// 2009

THE SOCIAL COMMUNICATION PROJECT ///

CALL FOR ENTRIES

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# 1. BRIEFS

## A) CHILD LABOUR

*Unicef*

**Child labour isn't working.**

### Background:

All too often in developing countries child labour is the short term solution to poverty. But this only reinforces the vicious circle of poverty - child labour - illiteracy - poverty.

This cycle has to be broken - to protect children and lead developing countries out of poverty. To do this we must communicate to their leaders and governments that only via education and long term solutions can the economic condition of their countries be improved.

Child labour is too complicated an issue to be simply abolished, and snap reactions like boycotts can make the situation worse. We need a debate without bias on the subject that concentrates on improving the situation without making it worse with good, but damaging, intentions.

### Message:

Children are not a short-term resource for immediate economic relief and their education is an investment in their country's (and family's) future.

## B) CLIMATE CHANGE

*WWF*

**It's time to lead.**

### Background:

At current levels, unless we contain global warming under 2°C, by 2050 one third of all animal species will be at risk of extinction and two billion people will be left without drinking water.

The good news is that in 2009 we can do something about it. On December the 11th 2009 Europe's leaders are meeting to decide on the post Kyoto environmental policy.

There can only be one outcome - a genuine and unanimous commitment to a reduction of 30% in CO2 emissions by 2020. Otherwise there'll only be one outcome for humanity and all the other animals species on earth: extinction.

### Message:

Europe's leaders must approve a law to guarantee a 30% reduction in greenhouse gases emissions by 2020 this December in Copenhagen, or risk 1/3 of all animals being threatened with extinction by 2050.

## C) HIV/AIDS

*Lila*

**HIV isn't a life sentence.**

### Background:

Despite evidence to the contrary, being HIV positive isn't a criminal offence. Yet AIDS sufferers are legally and socially discriminated against every day. In some countries being HIV positive is even judged under criminal, not civil, law.

Governments must be convinced that making laws against HIV and its sufferers won't stop the spread of the disease. Instead of focusing on repression and punishing people who contract the disease, efforts should be concentrated on preventing it via education.

### Message:

Being HIV positive is not a criminal offence. Governments must focus on education and prevention of the disease rather than repression.

## D) NUCLEAR EMERGENCY

*Greenpeace*

**Nuclear power is going to blow up the planet.**

### Background:

Despite being declared a non-sustainable technology by the UN as recently as 2001, plans are gathering apace for the reintroduction of nuclear power.

The basis for this is that it's clean, CO2 neutral power. But the reality is sadly different. Even ignoring the exorbitant costs, the safety issues and the unresolved question of nuclear waste, it's impossible to implement nuclear power before 2020, leading to a maximum 4% cut in CO2 by 2050. This is unacceptable. Moreover, nuclear power stations represent targets for terrorists that pose a danger to the public health that far outweighs the marginal environmental benefits.

### Message:

Nuclear power is not safe or good enough for our planet. Rather than pursue a dangerous path that can offer little environment, we must pursue cheaper, cleaner, more sustainable forms of energy.

## 1. BRIEFS (CONTINUED)

### E) HEALTHCARE DEPRIVATION

*Emergency*

Medical treatment is a right for all, not a privilege for some.

#### Background:

In 2008 Emergency established a manifesto for free universal health care to guarantee everyone in the world medical treatment on the following principles:

**Equality:** For everyone, regardless of economic or social condition, gender, race, language or religion, delivered without discrimination.

**Quality:** Health care based on the local community's needs - not the health industry's.

**Social Responsibility:** Governments must place the health and well-being of their citizens as a priority.

Emergency wants national health authorities and humanitarian to sign this manifesto and the international aid community to fund, support and help implement EQS programmes.

#### Message:

No one should die because they can't afford, or can't get health care. That's so last century.

### F) WAR ON TERROR

*Amnesty*

Close Guantanamo Bay? Yes We Can.

#### Background:

Since opening its doors seven year ago Guantanamo Bay has become a symbol for the USA's abuses of justice and disdain for freedom. Nearly 800 prisoners have been held there (250 at time of writing), but just 26 detainees have gone on trial and only 3 have been convicted of crimes.

On the very first day of his presidency, Barack Obama announced his intention to close Guantanamo bay and a suspension of the controversial military tribunals held there. This is a good start, and a genuine commitment to human rights. Amnesty wants to make sure he follows this up with decisive action and a swift closure of Guantanamo Bay. That's change we can believe in.

#### Message:

If the USA, and Barack Obama, want to make a genuine commitment to human rights, they must follow the good start to his Presidency and close Guantanamo Bay as quickly as possible

### G) WOMEN'S RIGHTS VIOLATION

*Amref*

Women give life to Africa.

#### Background:

Communities are the core of life. And the heart of every community is the woman.

Yet every year in developing countries 82 million adolescent girls become wives, 14 million give birth to a child, 83 million cannot read and write, while an unknown number of young women are forced to drop out of school thereby jeopardizing their future.

Action must be taken to give women in Sub-Saharan Africa, where 74% of Africa's urban population is concentrated, the respect they deserve and the hope that Africa needs.

Amref runs schemes such as "Malkia" ("Queens" in Swahili) in the slums of Nairobi, that help raise women out of their difficult everyday situations by giving them the support and confidence they need through art and education.

#### Message:

Women in Africa are the pillars of their communities. They must be provided with means to help them gain the respect they deserve and allowed to speak with their own voice.

## 2. ELIGIBILITY

The contest is open to everyone except members of the Good 50x70 board and their families, who are prohibited from entering the contest. Any individuals connected to the jurors by any form of relationship are also unable to enter the contest.

## 3. JURY & MODERATOR

### A) JURY MEMBERS

Timo Berry (Finland)  
Bulent Erkmen (Turkey)  
Svetlana Faldina (Russia)  
Cao Fang (China)  
Ruth Klotzel (Brasil)  
Yossi Lemel (Israel)  
Alain Le Quernec (France)  
Chaz Maviyane-Davies (Zimbabwe)  
Armando Milani (Italy)  
Woody Pirtle (USA)  
Santiago Pol (Venezuela)  
Liza Ramalho (Portugal)  
Leonardo Sonnoli (Italy)  
Massimo Vignelli (USA)  
Lourdes Zolezzi (Mexico)

### 3. JURY & MODERATOR (CONT.)

#### B) INDEPENDENT MODERATOR

Bazaar.net has been appointed as an overall moderator between the organisers, the jury and the entrants. Bazaar.net thus receives all submissions, opens submissions after the competition deadline, keeps a register of all submissions and makes the submissions available online for the jury's voting process.

### 4. DATES AND ENTRY SPECIFICATIONS

#### A) CONTEST DATES

The contest is open for entries from January the 15th, 2009. The entries can be uploaded on the contest website from March the 1st, 2009. The entries close on midnight April the 1st, 2009 (CET time).

#### B) ENTRY SPECIFICATIONS

An entry to the competition must consist of three (3) parts:

1. A poster addressing one or more of the seven briefs proposed by the endorsing charities. All the entries must be 50x70cm (2953x4134 150DPI) RGB JPG, not larger than 4MB and previously unpublished.
2. A black and white picture of the author in a 1063x1597 300DPI RGB JPG format.
3. Either: a brief explanation from the author of the concept behind the poster or a short entry about the author's thoughts or feelings about social communication. This could take the form of a quotation or anything that inspired the author to produce the poster. This can be up to 800 characters long (spaces included).

If an entry does not consist of all three parts, it will not be considered for entry.

#### C) SELECTION

Any valid entry from an eligible participant will be submitted to the jury for selection. A valid entry is one that matches all the technical and content requirements and has been submitted via the Good 50x70 website.

Submitted posters must be relevant to the brief to be considered for evaluation. Posters not matching this criteria might be excluded from the competition, at the discretion of the jury.

### 5. ANONYMITY

#### A) COPYRIGHTED MATERIAL

By submitting an entry through the website the participant will be asked to state that the poster has not been published prior to the contest and that the design is his/her their personal work.

#### B) ANONYMOUS ENTRIES

No poster submitted shall be signed by the author or bear any other distinguishing mark. The poster, name and address of the participant will be numbered automatically in the contest database. Poster entry and personal data will be stored separately and reunited only after jury selection.

### 6. RESTRICTIONS

#### A) DELAYS

A poster shall be excluded from the competition if it is received after April the 1st, 2009 at midnight (CET time) unless it has been delayed by a malfunction in the automated submission system, in which case it may be included at the jury's discretion.

#### B) CLAUSES

A poster shall be excluded from the competition if it does not fulfil the binding clauses laid out in this document.

### 7. SHORTLISTED ENTRIES

#### A) NO MONETARY PRIZES

The contest is free to enter and aims to improve social communication, thus it is endorsed by charities and NGOs rather than profitable businesses. The contest itself is not profitable, for this reason there are no monetary prizes for the entrants.

#### B) SHORTLISTED ENTRIES

The jury will select 30 posters for each category as finalists from each of the 7 categories, creating a total of 210 shortlisted artworks. All the selected posters are deemed equally good. Each one is published in the contest catalogue and exhibited at the same level of importance.

#### C) EXHIBITION AND CATALOGUE

An exhibition with all the posters selected as finalists will be held no longer than 90 days after the contest has closed. Details about the exhibition location and dates will be announced through the contest website as soon as a definitive arrangement has been made. A catalogue containing the posters selected as finalists will be published and distributed free of charge to the finalists and the jury members. The finalists will have to cover the postage costs at their own expense.

## 8. COPYRIGHT

Participants retain full ownership of their entry. Participants agree to grant Good 50x70 and the charities and the social initiatives that are associated with and approved by Good 50x70, an irrevocable, perpetual, non-exclusive, transferable, royalty-free, worldwide licence to use, copy, exhibit, publicly display and distribute their submitted entry for any activity hosted by Good 50x70 or its partner charities.

Any other use must be specifically granted by the participant in the form of a written authorization, and can be subject to a fee or a royalty, as eventually agreed with the participant.

Every participant is granted and guaranteed the right to be credited every time their entry is published or displayed. The name and surname of the participant will be printed on the poster upon publication.

## 9. DESIGN DEVELOPMENT

### A) POSTER PRODUCTION

Whenever an endorsing charity intends to publish one of the submitted posters and requires further design development, the designer shall be commissioned to develop it to the desired stage of production.

### B) REPRODUCTION

It is not intended that the winning design shall necessarily be published, the final decision rests with the endorsing charities.

### C) INABILITY TO COMPLETE PRODUCTION

If a poster entry is going to be published and its designer does not possess the necessary experience or facilities available for the successful completion or production of the poster, or is unable to undertake such work within a reasonable period, then a consultant or design organization may be recommended by the jury to collaborate with the participant.

## CREDITS

### GOOD50X70

is a Associazione Culturale Good Design project by Pasquale Volpe in collaboration with Tommaso Minnetti.

### PATRONS:



### CHARITIES:



### DESIGN ASSOCIATIONS:



### MORE INFORMATION:

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