

Good Amsterdam

THE SOCIAL COMMUNICATION PROJECT ///

WHAT WE DO

We're going to combine all Good 50x70's activities into one version spread across the city, working with local schools and designers on briefs from five Amsterdam charities.

Our plan is for a jury of designers and the charities to choose the best 3 responses for each brief, then to have the designers each work with the winning student to produce a top quality poster for the charity that will be displayed around Amsterdam.

Our goal is to produce posters that will have a tangible and positive outcome for our charities.

CHARITIES

Amsterdam Cares
Hart Voor Amsterdam
Memorable Momenten
de Poezenboot
Z Magazine

DESIGNERS

Autobahn
Bas de Boer (...staat)
Brian Elstak (Mixin)
Coup
Dave Bell (KesselsKramer)
Harr Puts (Only)
Herman van Bostelen (Gorilla)
Peggy Stein (Pindakaas)
Pepijn Zurburg (Designpolitie)
Peter Hamelinck (FHV/BBDO)

DATES

Call for Entries open from March the 23th, 2009.
The entries can be uploaded on the contest website from the same day.

Entries close on midnight April the 13th, 2009.

ENTRY SPECIFICATIONS

1. A solution to 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All the entries must be 50x70cm (2953x4134 150DPI) RGB JPG, not larger than 4MB and unpublished.
2. A black and white picture of the author in a 1063x1597 300DPI RGB JPG format.
3. A brief explanation from the author of the concept behind the poster.

HOW TO PARTICIPATE

From March the 23rd it will be possible to register and upload artworks from a dedicated Good Amsterdam page on our good50x70.org website.

AMSTERDAM CARES

SHOW YOU REALLY CARE BY DONATING YOUR SPARE TIME, NOT YOUR MONEY.

Background:

It's all too easy to say that you haven't got time for charity, especially if you're young and trying to balance a career, friends and family.

But Amsterdam Cares makes time for young professionals to do exactly that.

They offer flexible volunteer work outside office hours (in the evenings and weekends) that allows you to decide when and how often you help.

It's guaranteed to fit in with your agenda and you can do as much or as little as you like.

People helping people, that's what Amsterdam Cares is all about. And now more than ever, the people of Amsterdam need help.

Aim:

Get young professionals to donate their most valuable resource – their time.

Important information:

Amsterdam Cares makes it as easy as possible for young professionals to fit volunteering into their busy schedules.

Further information:

<http://www.amsterdamcares.nl/>

HART VOOR AMSTERDAM

BUILDING A BRIDGE BETWEEN THE CORPORATE WORLD AND AMSTERDAM.

Background:

Hart voor Amsterdam is a charity that wants to get companies in the Amsterdam area to improve the impact they have on the local community they work in.

Companies can get involved by either investing in local projects (by sponsorship or donating either their expertise or their products) or by "employee engagement" (corporate volunteering/training).

Hart Voor Amsterdam brings the two parties together to create inspiring projects that can benefit the whole of Amsterdam – both the city and the region.

We believe that caring for Amsterdam and its inhabitants is a shared responsibility, and that if public, private and social partners work together, we can really make a positive difference to society.

To do this, we want to recruit as many parties from all these 3 groups to work together to help Amsterdam.

Aim:

Get companies to invest in Hart Voor Amsterdam.

Message:

Show your Hart Voor Amsterdam by starting a relationship with the community your company works in.

Further information:

<http://www.hartvooramsterdam.nl/>

MEMORABELE MOMENTEN

BRINGING CULTURE TO KIDS AT AN EARLY AGE.

Background:

If there's one thing that has the power to unite and inspire people, it's music. Memorabele Momenten (MEMO) believes that it also has the power to educate and stimulate children from a very early age.

MEMO provides young children (from 3 months to 7 years old) with their first contact with 'culture' - whether it's music, dance or art. Professional artists come to nurseries, schools, playgroups, anywhere children feel comfortable and at ease, and perform their normal repertoire, but in a way designed to appeal to, and involve, the kids. Who love it.

But it's not all fun and games - an early exposure to art allows children to express their emotions at an early age while stimulating their communication and social skills, language development, coordination and creativity.

That's why we believe that every child should have the right to a cultural and artistic education at an early age.

Aim:

Get recognition from a) the Ministry of Education, Culture and Science OCW and b) the general public of a child's right to a cultural and artistic education at an early age.

Secondary target:

MEMO wants an increase in the budgets available to them as a stichting - by fulfilling the primary aim of the brief.

Further information:

<http://www.memorabelemomenten.nl/>

DE POEZENBOOT

HELP THE POEZENBOOT STAY AFLOAT.

Background:

The Poezenboot is a refuge for stray and abandoned cats in the centre of Amsterdam. As you've probably guessed, it's based on a houseboat. It provides a home for about 50 rescued cats and a safe space for them to start trusting people again. It re-homes about 300 cats a year.

Hundreds of cats are abandoned every year, which then turn feral and breed amongst themselves, creating more cats and more problems - for them and the people of Amsterdam.

The Poezenboot provides a home for cats who have either been abandoned by their owners, or from people who can no longer keep their cats. Sometimes it's the only place they have to go. The Poezenboot gives cats and the people who can't afford to keep them the chance of a future and a second home.

But it's struggling. The Gemeente provides no financial support, so the Poezenboot's only form of income comes from donations from the public. Without the public's help, it would cease to exist.

Aim:

To get the public to (regularly) donate to the Poezenboot so the stray and abandoned cats of Amsterdam will still have a good home.

Important information:

Just 15 euros a year (or more) is enough to help preserve the Poezenboot and give the homeless cats of Amsterdam a home.

Further information:

<http://www.poezenboot.nl/>

Z MAGAZINE

HELPING THE HOMELESS HELP THEMSELVES.

Background:

Z magazine itself is a fortnightly magazine that features articles, photography and news about Amsterdam and its people for its people.

Z magazine exists to offer homeless and vulnerably housed people in Amsterdam the chance to earn a legitimate income. Its vendors buy their copies from Z Magazine for 80 cents, then sell them to the public for 1.50, earning 70 cents on each copy.

But it's important to remember that Z Magazine and its vendors run a business, not a charity. It gives people a chance to earn respect as well as money.

Aim:

Get people to buy Z Magazine to get in touch with the streets and give Amsterdam's homeless the chance to start a new life for themselves.

Further information:

<http://www.zmagazine.nl/>