

# Good50x70 /// 2010

THE SOCIAL COMMUNICATION PROJECT ///

CALL FOR ENTRIES

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# 1. BRIEFS

## A) AFRICA

*Amref*

**Play for Africa.**

### Background:

The World Cup in South Africa, the first hosted by an African country, is an extraordinary occasion to concentrate attention on a continent that is all too often ignored.

Millions of supporters from all over the world will finally be able to discover that Africa is not just a continent conditioned by serious problems such as hunger, war and disease, but also a place rich in human and cultural resources.

The football is a constant feature of the African landscape; from the ghettos of the large metropolises to the more remote villages, there is always one after which to run, even if it is made up of rags. As a sport, it is a common element among African populations and among fans from all over the world: it draws the attention and the passions of all and knows no difference of skin-color, ethnicity, political and religious conviction. Football speaks all of the languages of our world: its messages reach everyone.

### Message:

Football can do a lot for Africa. A football match can reconcile ethnic groups, save young people from drug use and bring joy to suffering communities.

Play and sport are exceptional instruments through which younger generations may meet, socialize and evolve.

## B) HIV+ DISCRIMINATION

*Lila*

**Freedom to travel.**

### Background:

In China, Russia and many other countries, foreigners with HIV cannot enter, travel and reside for brief or long periods of time. This ban is borne of fear as it has no rational or scientific basis. It is a discrimination that forbids families from reuniting, hinders professional careers and cultural growth. Often, this is circumvented by not claiming HIV status and hiding medication, in the hope that one should never have to resort to medical care in the hosting country for the penalty would be deportation.

Governments thought that they could stop the epidemic with these measures but today the failure of their false illusions was proved in January of 2010 when the USA lifted a ban that had been standing for over 20 years. All one gains with these repressive measures is the increase of stigma, criminalization and humiliation of HIV positive people; this situation does

not foster security but only increases damages and risks for all. What is needed to stop the epidemic are prevention and health education, understanding and adequate cures, not discriminatory laws.

### Message:

The ban on entry and permanence for foreign nationals with HIV is a violation of human rights. Governments must review their discriminatory laws with regards to HIV positive people whether these are residents or foreigners.

## C) LEGALITY

*Libera*

**Take action against mafias.**

### Background:

Organized crime means absence of rights, employment, democracy and co-responsibility. It means a broken social fiber, corroded by personal interest and by the logic of profit and consumption. It means lack of social justice and legality, equality and dignity.

Libera works in those areas that seek to prevent and contrast mafias, albeit with the awareness that these repressive measures, though necessary, do not suffice. The first real response to mafia control is the practice of citizenship and participation that individuals, associations and social formations of every kind are urged to build and live. In this respect, Libera often recalls one of its principal objectives: "building an alternative community to mafia" where rights rather than favors be granted to each human being, as opposed to what happens within the mafia system.

### Message:

Mafias do favors and launder money. They practice extortion, and engage in the illegal traffic of weapons, drugs, counterfeit products, toxic waste and human beings.

It is necessary to "be against" all mafias, but in order to beat them it is more important to "to be for" the creation of paths and spaces for freedom, memory and legality. It is a call each and every one of us should heed.

## 1. BRIEFS (CONTINUED)

### D) MEDITERRANEAN MARINE RESERVES

*Greenpeace*

**Whale Shortage: A Sanctuary Empties by the Day.**

#### **Background:**

The Sanctuary of Cetaceans, which was born in 2002 as an agreement between Italy, France and Monaco, protects 87,000 square km of the Mar Ligure (Mediterranean Sea). It hosts whales and dolphins and is inhabited by species such as the fin whale, the second largest animal of the world in size.

The scandalous data gathered by Greenpeace on the Sanctuary of the Cetaceans reveals a dramatic condition: striped dolphins have decreased by fifty percent, and the fin whales have been reduced by a fourth in ten years. This area of sea is now an open air sewer without rules or regulations. One of Greenpeace's ships, The Arctic Sunrise, has navigated for over 1,500 kilometres in the Sanctuary in order to count cetaceans, collect samples of water and monitor marine traffic. The Sanctuary of the Cetaceans was supposed to protect the ecosystem of the Mar Ligure and the population of cetaceans that inhabits it.

Unregulated traffic (ferries travel at 70 km/h), pollution by faecal bacteria and dangerous whale watching activity conducted by aeroplane or motorboat are some of the causes for the vertical decline of cetaceans.

Greenpeace demands that the Sanctuary of the Cetaceans of the Mediterranean be regimented immediately by appropriate tutelage and that a Marine Reserve be created within - with bans on fishing and emission of toxic or hazardous waste - so as to protect a unique ecosystem of which the cetaceans are an integral part.

#### **Message:**

Where are the whales of the Sanctuary of the Cetaceans? The fin whale, the second largest animal of the world in size, lives in the Mediterranean Sea. Today there is a progressive decrease in population of these cetaceans. In order to protect the sea and its ecosystem there is no other alternative but to build a network of marine reserves and of large areas to be preserved rigorously.

### E) MIGRANTS HEALTHCARE

*Emergency*

**The uncertainty of the cure.**

#### **Background:**

There are environments in which severe and daily violations of human rights generate needs that elude solutions. The barrier which separates migrants without

papers from health care is one of such violations and endangers the universal principle of a right to a cure.

It is from such awareness, and from the will to grant people access to these rights, that Emergency's intervention upon the arena of "immigration" springs.

Migrants with health issues have a right to proper care, even if they lack papers. In April of 2006, Emergency has opened an Outpatient clinic in Palermo, Italy, to guarantee health insurance to all migrants independent of their legal status and to residents in need.

With the exception of a few sanitary and non sanitary employees that guarantee the continuity and organization of the services rendered, medical, paramedical and administrative personnel participate on a voluntary, unpaid basis.

Emergency demands that the Italian law guarantee and maintain the principle of not signalling migrants who seek medical attention and are without papers to the authorities, so as to raze the barrier that hinders the access to the cure to people who risk a dangerous sanitary marginalization.

#### **Message:**

The right of the Migrants to healthcare, independently of their legal status, is a question that concerns the human rights of each individual. In order to prevent the inequality that migrants face when it comes to accessing appropriate care, Emergency has opened an Outpatient clinic in Italy to guarantee free health assistance to migrants (with or without permits) and to residents in need.

### F) POVERTY

*Amnesty International*

**For a path out of poverty, take the human rights route.**

#### **Background:**

The global economic crisis is driving millions of people into poverty and placing them at increased risk of human rights violations such as food insecurity or forced eviction. The world urgently needs a different kind of response and a different kind of leadership if we are to reverse this dramatic escalation of human misery.

Amnesty International's Demand Dignity campaign aims to end global poverty by working to strengthen recognition and protection of the rights of the poor.

This is a campaign about all rights. It is the combined abuse of civil, cultural, economic, political and social rights that drives and deepens poverty. By demanding dignity we are demanding that all states adopt and

## 1. BRIEFS (CONTINUED)

implement the laws, policies and practices that will end deprivation, insecurity, exclusion, and voicelessness.

Participation and involvement in the decisions that impact our lives are essential to human rights. By including all rights holders in policymaking, governments are at once creating a framework for accountability, transparency, inclusion and empowerment. These are the prerequisites to end poverty.

The Demand Dignity Campaign will put rights at the centre of poverty eradication, and make rights protection efforts work for all people.

### Message:

All over the world, people in poverty are demanding dignity. They want an end to the injustice and exclusion that keep them trapped in deprivation. They want to have control over the decisions that affect their lives. They want their rights to be respected and their voices to count.

### G) TIGER EXTINCTION

*Wwf*

*The year of the Tiger.*

### Background:

Tigers are one of the greatest icons of conservation and have been the focus for much of WWF's work for over 40 years.

There is an urgent need for a renewed, focused, collaborative effort to halt their decline and begin the process of restoring their numbers in the wild.

2010, the Year of the Tiger in the Chinese lunar calendar, is an unprecedented opportunity to bring tigers back from the brink.

We have to act now or we risk facing the extinction of tigers in the wild by the next Year of the Tiger in 2022. Wild tigers are an evocative icon of nature, a valuable and irreplaceable asset for people (employment, food sources, and cultural heritage) and a powerful guardian of nature, protecting tigers in the wild means protecting some of the most spectacular places on Earth, including critically important forests and watersheds, and many other species.

A poaching epidemic is systematically emptying forests of the last of the wild tigers. Concurrently, there is political will to re-think and re-boot tiger action – right now; the right people (Heads of State, the World Bank) in the right places (major meetings) are ready to make the right decision (Tiger Summit Declaration).

### Message:

2010 is the year of the tiger in Chinese calendar, what better opportunity to raise attention to wild tiger populations decline. Given the chance – enough space, prey and protection – tigers, one of the greatest icons of conservation, can recover.

## 2. ELIGIBILITY

The contest is open to everyone except members of the Good50x70 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

Kate Andrews (United Kingdom)  
Jonathan Barnbrook (United Kingdom)  
David Berman (Canada)  
Chaz Maviyane Davies (Zimbabwe)  
Paddy Harrington (Canada)  
Yossi Lemel (Israel)  
Alain leQuernec (France)  
Angela Morelli (Italy)  
Lars Mueller (Norway)  
Woody Pirtle (United States)  
Leonardo Sonnoli (Italy)  
Massimo Vignelli (United States)

### B) INDEPENDENT MODERATOR

Bzaa.net has been appointed as an overall moderator between the organisers, the jury and the entrants. Bzaa.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 April the 12th, 2010. The entries can be uploaded on the contest website from May the 12th, 2010. The entries close on midnight June the 12th, 2010 (GMT time).

## 4. DATES AND ENTRY SPECIFICATIONS (CONT.)

### 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 Good50x70 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 June the 12th, 2010 at midnight (GMT 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 Good50x70 and the charities and the social initiatives that are associated with and approved by Good50x70, 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 Good50x70 or its partner charities.

Any other use must be specifically granted by the participant in the form of a written authorization, and can be

## 8. COPYRIGHT (CONTINUED)

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 Gabriella Morelli  
[www.good50x70.org](http://www.good50x70.org)

### PATRONS



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delle Nazioni Unite  
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Commissione Nazionale  
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### CHARITIES:



### ENDORSEMENTS:



### MORE INFORMATION:

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