



posterfortomorrow

A Planet for Tomorrow

2018 | Competition Regulations

Important Dates

February 20th	Brief Released / Competition Opens
May 10th	Deadline for Entries
May 20 th	Online Jury
June 25th	Live Jury
September 16th	Worldwide Exhibition: International Day for the Preservation of the Ozone Layer

Contact

4tomorrow association
16 Esplanade Nathalie Sarraute - 75018 PARIS
T. +33 14205 8887

info@posterfortomorrow.org
www.posterfortomorrow.org

A planet for tomorrow

Competition regulations

Introduction

"A planet for tomorrow!" is the 10th and last annual design competition organised by 4tomorrow. The competition is part of the *poster for tomorrow* project. It aims to promote (graphic) design as a tool for social change.

poster for tomorrow requires participants to produce original designs that will be included in an indexed, searchable database for charities to use for free.

poster for tomorrow rewards the 100 best designs received by including them in an exhibition that will be held in a series of cities around the world on 16th September 2018, International Day for the Preservation of the Ozone Layer, as part of the annual edition of an event called "*a day for tomorrow*".

Regulations

1. Jury

The competition is judged in two phases by a pre-selection committee and an international jury. 4tomorrow commits to change at least 50% of the jury members each year the competition is held.

1.A) Pre-selection committee

The pre-selection committee is composed of an international group of no more than 30 members of the design, media and advertising industries as well as charities and educational institutions.

To see a full listing of the pre-selection committee members, will be published on April 10th on our website.

1.B) Live Jury panel

The jury is composed by a international panel of recognised professional designers. Names and profiles to be published on May 10th on our website.

1.C) Duties of the jurors and pre-selection committee members

The pre-selection committee members commit to review all the designs submitted by the participants in an online environment.

The jury members will attend the official meeting of the panel in Paris.

The jury chairperson will prepare a written report of the voting results.

No jury member nor any member of their immediate family, firm, or design teams (designers that collaborate with them on a regular basis) may compete in the contest.

1.D) Entry selection process

The pre-selection committee members will examine all the design submitted by the entrants in an online environment, determine whether they meet admission requirements and exclude those that do not.

This selection will shortlist at least 300, maximum 400 designs, but never more than 15% of the entries received.

The jury members will examine the shortlisted designs in an official face-to-face meeting.

They will determine the 100 designs that will make up the "A planet for tomorrow!" exhibition and book.

poster for tomorrow board members will highlight 10 designs from this selection, aiming to represent what has been achieved by the contest. These 10 designs will also be collected in numerous design museums worldwide.

1.E) Independent moderator

4tomorrow and its staff will act as an independent moderator amongst the jury and the entrants.

4tomorrow will be responsible for:

- receiving all submission;
- receiving written questions from the participants within the competition deadline;
- passing the written questions received, without disclosing any names, to the jury chairperson or to a juror appointed by the jury chairperson for answering questions;
- sending all the questions and the jury's corresponding answers to all entrants within the competition deadline;
- closing the submissions entry online system by the competition deadline;
- compiling a register of all participants and their submissions;
- making the submissions available for voting operations to the pre-selection committee and to the jury.

4tomorrow and its staff may not act as jurors, nor in the jury panel, neither in the pre-selection committee. Furthermore, *4tomorrow* and its staff may not take part in the jury's work in any way.

However, ONLY, top 10 posters will be selected amongst the 100 by 4tomorrow team.

Submissions will be handled by the organiser directly through an automated online system that prevents the disclosure of participants' identity at all times. *4tomorrow* is responsible for deciding how to act regarding technical failures on the submission system that might cause delays in the submission or loss of the entries and will decide whether to include the entries involved in the system failure or not at its own discretion.

To get in contact with *4tomorrow*, please see contact information available at www.posterfortomorrow.org

2. Time frame

The call for entries opens on February the 20th 2018 at 11:59 AM Paris time.

From that date it will be possible to submit entries through *poster for tomorrow's* website.

The closing time for submissions is on 10 of May 2018 at 11:59 PM (Paris time).

3. The Brief

Read the brief page at the end of this regulations file.

4. Entries

4.A Entry specifications

An entry to the competition consists of a portrait format poster addressing the proposed creative brief. Posters may be designed by a single author or by a team.

Designs submitted to the contest must be **original** artworks that are previously **unpublished**.

The designs must consist entirely of the authors' own work and **must not include any copyrighted material**.

Participants may submit up to **3 different** posters.

Designs **must be presented in vertical format**. Landscape (horizontal) format entries **will not be considered valid** for the competition.

Designs **must not contain any logos**, from *4tomorrow*, *poster for tomorrow* or any of our partner charities or institutions.

Designs shall be **anonymous** during the judging process, therefore they **must not be signed** by the author or bear any other distinguishing marks.

4.B Technical requirements

To enter, participants are asked to register to *poster for tomorrow's* website and submit their entries through the website form.

Entries must be submitted as JPG files of 2953x4134 pixels at a resolution of 150DPI, (corresponding to 50x70 cm in printed size) saved in RGB colour space.

4.C Entry validity

Any valid entry from an eligible participant received within the competition time frame will be submitted to the jury for judging. A valid entry is one that matches all the requirements as specified in articles **4.A** and **4.B**

Entries that are not relevant to the brief, or do not match the requirements as specified in articles **4.A** and **4.B**, might be excluded from the competition at the discretion of the jury.

4.D Exceptions to entry validity

Designs received after 10 July 2016 at 12:00 AM (night pacific daylight time) will be ineligible for the competition, except if the deadline is officially postponed.

If the submission has been delayed by a technical failure on *poster for tomorrow's* website, the independent moderator will decide whether to accept or not the entry at its own discretion.

5. Awards

poster for tomorrow will not award any monetary prizes.

poster for tomorrow will reward the best 100 designs (selected by the jury) by including them in the “*Make Extremism History*” exhibition, as part of an event called “*a day for tomorrow*”, that will be held in a series of cities around the world on 10th December 2016 to celebrate the anniversary of the Declaration of Human Rights.

A book about the exhibition will be published. The selected participants are entitled to a copy of the book free of charge, but are asked to cover the postage costs at their own expense.

A number of special recognitions may be awarded by our sponsors and supporters. No member of the jury or member of the pre-selection committee, nor any member of their immediate family or firm, may be awarded any of these recognitions.

Ten designs, as chosen by *poster for tomorrow* board members, will be archived as part of the permanent collection of these prestigious design museums:

6. Copyright

By submitting an entry, participants automatically agree to publish their designs through a Creative Commons Attribution-Share Alike 3.0 license.

The legal details of this license are available at [Creative Commons website](http://creativecommons.org).

Designers retain full ownership of their entry. Participants grant *4tomorrow* an irrevocable, perpetual, non-exclusive, transferable, royalty-free, worldwide license to use, copy, exhibit, publicly display and distribute their submitted entry in any form and for any activity connected to the *poster for tomorrow* project and its related activities. These might include, but are not limited to, culture and arts promotion activities, social activism campaigning, educational material, fundraising campaigns.

Uses of the entered designs outside the *poster for tomorrow* project and its related activities must be approved by its author in written form, and can be subject to a fee or a royalty, as agreed with the designer.

Designers are guaranteed the right to be credited every time their entry is published or displayed.



posterfortomorrow

A Planet for Tomorrow

creative brief 2018

Important Dates

February 20th	Brief Released / Competition Opens
May 10th	Deadline for Entries
May 20 th	Online Jury
June 25th	Live Jury
September 16th	Worldwide Exhibition: International Day for the Preservation of the Ozone Layer

Contact

4tomorrow association
16 Esplanade Nathalie Sarraute - 75018 PARIS
T. +33 14205 8887

info@posterfortomorrow.org
www.posterfortomorrow.org

A Planet for Tomorrow

Background

This year our 'Day for Tomorrow' is September 16th, the International Day for the Preservation of the Ozone Layer. This event celebrates the agreement of the groundbreaking Montreal Protocol on this date in 1987.

When scientists in the 1970s found that chemicals used in common household products were contributing to the depletion of the ozone layer, the world acted to prevent further damage. Every country from Afghanistan to Zimbabwe signed a treaty to ban the production of ozone-depleting chemicals. Thanks to this treaty (The Montreal Protocol) being signed, the ozone layer is expected to return to normal levels by 2050.

As much as a solution to the hole in the ozone layer, what the Montreal Protocol offers us is hope: **we came together as a planet once to successfully combat global warming** – can we do it again to prevent further damage now that 97% of scientists agree that climate change is a reality?

We must. We are already experiencing the impact of changing weather patterns, rising sea levels and extreme weather events. According to NASA, 2016 was the hottest year on record. The second hottest? 2017. The third? 2015. And what's driving climate change? The greenhouse gas emissions produced by human activity, which are at their highest levels since human history. Yet we are doing nothing to stop this. A report by the Global Carbon Project presented at the 2017 United Nations Climate Summit predicted that emissions from fossil fuels and industrial uses were projected to increase by 2% in 2017 and rise further in 2018. Last year carbon dioxide exceeded 410 parts per million, the highest levels in millions of years.

You can find the sources for all these facts and more at <https://climate.nasa.gov>

The evidence is undeniable: climate change is man-made, and therefore it's our responsibility to stop it.

To do this, we need to channel the spirit of the Montreal Protocol and call on governments, councils, communities, NGOs, scientists, businesses, unions, and individuals to unite for a planet for tomorrow.

Barack Obama: **"We are the first generation to feel the effect of climate change, and the last generation who can do something about it."**

The Paris Agreement

<http://bigpicture.unfccc.int/#content-the-paris-agreement>

The Paris Agreement of 2015 calls for concerted action to hold the increase in global average temperature to less than 2 degrees Celsius above the pre-industrial levels.

However global warming is accelerating at such a pace that this is no longer enough. To ensure a planet for tomorrow we must restrict warming to 1.5 degrees Celsius or lower.

If we are to do this, we have to make sure the whole world makes a firm commitment to achieving this target. While this is hugely positive, two main obstacles stand in the way of further progress.

First, unlike the Montreal Protocol, not every country has yet signed up to the Paris agreement. You can find all the countries that have signed here: http://unfccc.int/paris_agreement/items/9444.php

Second, unlike the Montreal Protocol, the nationally determined contributions set out in the Paris Agreement are not legally binding, nor there are any penalties for not meeting targets. As the USA has shown, it is therefore possible to withdraw from the agreement without facing any consequences.

While it was a blow to the Paris Agreement, the reaction to the USA's withdrawal also offers us hope. The rest of the world agreed to honour the agreement with or without the USA, and individual American states, businesses and people have shown their determination to adhere to the agreement and reduce the impact on environment.

There is also the recent example of the Kigali Amendment in 2016, as agreed by all parties to the Montreal protocol. This legally binding amendment phases out the use of hydrofluorocarbons (HFCs), which were introduced as substitutes for ozone-depleting refrigerants as outlawed by the Montreal Protocol. HFCs, as used in air conditioning units and refrigerants can be 1000 to 9000 times more powerful in warming the environment than CO₂. Therefore getting rid of HFCs will prevent up to 0.5 degrees Celsius of warming by the end of the century, a significant achievement.

The Montreal Protocol and Kigali Amendment illustrate the level of international collaboration and decisive action necessary if we are to survive the challenges of climate change.

Every individual and institution on earth has a role if we are to enjoy a planet for tomorrow – and we want you to encourage them all to act.

Brief

Emmanuel Macron:

“Make our planet great again.”

Global warming can be tackled on two levels: institutional and individual. Therefore this year we have not one, but two briefs. You can make posters for both briefs, but no more than three posters in total.

1) Paris je t'aime

Governments are accountable to the people they represent. Make a poster telling your government that the only way we will have a planet for tomorrow is if every country in the world makes a firm, legally binding, commitment to the Paris Agreement.

You may choose to make a poster relevant to your own country or community (in your own language) or to the international community (in English or French).

Message:

Commit to the Paris Agreement Now!

2) The Sustainable Development Goals

Strangely enough, the environment is never specifically mentioned in the Universal Declaration of Human Rights. However, in the Sustainable Development Goals (SDGs) that were launched by the United Nations in 2015, the urgency of global warming is reflected in the fact that of the 17 goals, 13 directly relate to climate change, and 1 is focused on urgent action towards climate change.

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Everyone from institutions to individuals can work towards achieving these goals. As the strength of poster for tomorrow is communal action, we invite you to pick one of the SDGs and make a poster to: 1) raise awareness of a sustainable development goals; 2) show how people or institutions can help achieve a SDG and contribute to a planet for tomorrow.

You may choose to make a poster relevant to your own country or community (in your own language) or the international community (in English or French).

Message: **Achieving the Sustainable Development Goals is essential for a planet for tomorrow – this is how you can contribute to achieving one of the SDGs.**