



poster for tomorrow 2014 creative brief.

Work Right! Everybody's right to fair and equal employment.

Work - either doing it or looking for it - is a fact of life. And in 2014, with much of the world still gripped by economic crisis and life expectancy increasing every year, more of us are looking for fewer jobs for more time. Yet this doesn't mean that the increasing demand for work should result in exploitation of workers.

The right to work - and our right to work right - is a huge issue. It covers everybody with a job in the whole world - whether it's legal or illegal - and that's basically everybody.

It covers people too young to work, people forced into work, people who can't work, people who earn nothing and even people who earn lots of money if they're not paid the right wage for their labour.

All of these people need to know their right to work without exploitation, discrimination or prejudice. And this is what we want you to help us broadcast this year.

Whether it's people dying to build a World Cup in Doha, people working too long for too much money in London, people in Sao Paolo being denied access to work because they're in a wheelchair or people committing suicide in Shenzhen because of their working conditions, people are still suffering at work as much as they were hundreds of years ago.

You can tackle any angle you want - and you know best - whether it's child labour, prostitution, equal pay for women, equal access and employment for disabled people, decent working hours and conditions - whatever injustice inspires you to let people know of their right to work right.

You might have seen it, you might have heard about it or you might even have experienced. Whatever it is, it's time for change!

Insight: Everybody with a job has the right to a fair wage and decent working conditions.

Message: Fair employment not exploitation!





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Competition Calendar:

10 March	Brief released. Call for entries open.
10 July	Call for entries close.
20 July	Online jury works open.
10 September	Online jury works close.
10 October	Jury works in Paris.
10 December	Competition results published. Worldwide exhibitions open.

Questions? Please get in touch with us.

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