

DO THE RIGHT THING

posterfortomorrow
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Creative Brief



Human beings are wonderful.

We can be creative, generous, passionate, intelligent, loving and resourceful.

Which should mean that we all live together happily.

But we don't - even if we all do what we can to make the world a better place.

You could say it's just the way we are.

Ever since we lived in caves, we've been hostile to anyone outside our tribe. True, the human race has evolved then, but so have the things that divide us. Nowadays it's ideology, religion, skin colour, sexual orientation or gender. The list goes on.

We do have the Universal Declaration of Human Rights to protect us. But after 10 years of campaigning for human rights, we can tell that sadly it's not always enough.

So this year we're asking for something smaller. To ask people to do the right thing.

It sounds so simple, doesn't it?

After all, it's what everyone thinks they already do. To act in the best interests of the ones we love. But all too often that's just our tribe. This year we want to think bigger than that. Because everyone on this planet is in the same tribe. And if we're going to start making the world a better place for everyone, then we need to ask people to be good to one another. To the planet. To animals. To act in each other's best interests.

That's the right thing.

Message: Let's be the best human beings we can.

Calendar :

February 10 to June 10: Call for entries (Submissions)
July 10 - September 10: Online jury
September 22: Live Jury and Top 10 exhibition in Lecce Italy
Top 100 posters will be announced in March 2023

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