



Organization of
American States

**The Department of Sustainable Development of the
Organization of American States
Call for**

**“Contest for the design of a logo/visual distinctive for the Second Inter-American Meeting of
Ministers and High Level Authorities on Sustainable Development”**

The Organization of American States (OAS) is the oldest international organization¹ in the region and the main forum for multilateral dialogue and concerted actions, bringing together the countries of the Western Hemisphere to strengthen regional cooperation and look after common interests. Essential OAS objectives include the promotion and consolidation of democracy, the protection of human rights, foster peace and security, trade expansion, and address the complex problems caused by poverty, corruption and environmental degradation.

Through its Department of Sustainable Development (DSD), the OAS promotes the implementation of policies, projects and alliances for environmental protection to reach socio-economic development goals raised by its Member States². Through decisions made by its political bodies and programs carried out by its General Secretariat, the OAS promotes collaboration and understanding among Inter-American countries.

Since the First Inter-American Meeting of Ministers and High-Level Authorities on Sustainable Development in 2006, the OAS Member States have been working with the DSD on the commitments made on that meeting reflected on the Declaration of Santa Cruz + 10 and the Inter-American Program on Sustainable Development. Countries have decided that it is time to call for the Second Ministerial Meeting, determine the accomplishments to date and address the emerging environmental challenges in the region.

In that sense, the OAS Member States have requested the DSD to support this call and the preparatory process for the **“Second Inter-American Meeting of Ministers and High Level Authorities on Sustainable Development”** that, in accordance with the proposed agenda, will examine the following them: “Towards Sustainable Development in the Americas. Additional information about the ministerial meeting can be found on following link:

http://www.oas.org/dsd/MinisterialMeeting/SecondMeetingSustainableDevelopment_e.htm

To promote youth participation in the hemisphere, as well as the theme of the Second Ministerial Meeting on Sustainable Development, and public participation as a priority and a cross-cutting issue to its working areas, the DSD is inviting all interested youth, currently enrolled in an educational institution, particularly students of architecture, graphic design, art, marketing or related areas and nationals of an OAS Member States, to participate in the design of a logo/visual distinctive

¹ The OAS was created in Washington DC in April 14th 1890 by the International Union of American Republics.

² MEMBER STATES: Antigua y Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Colombia, Costa Rica, Cuba, Chile, Dominica, Ecuador, El Salvador, United States, Grenada, Guatemala, Guyana, Haití, Jamaica, México, Nicaragua, Panamá, Paraguay, Peru, Dominican Republic, Saint Kitts and Nevis, Saint Lucia, San Vicent and the Grenadines, Suriname, Trinidad and Tobago, Uruguay and Venezuela.

for the Second Inter-American Meeting of Ministers and High Level Authorities on Sustainable Development.

CONTEST RULES

Purpose

The objective of the contest is to promote the participation and creativity of young students, particularly those enrolled at either undergraduate level in a school of architecture, graphic design, art, marketing, or related areas, and who are nationals of one of the OAS' Member States, by participating in the design of a logo/visual distinctive for the Second Inter-American Meeting of Ministers and High Level Authorities on Sustainable Development.

Through the search for a creative proposal for a logo or distinctive visual mark, this contest seeks to create awareness and knowledge about the main challenges of the ministerial theme "Towards Sustainable Development in the Americas". In this meeting, Ministers and High Level Authorities will review progress on the Declaration of Santa Cruz + 10³ and the Inter-American Program on Sustainable Development⁴, and identify main challenges of climate change and risk management.

About the Logo

✓ Must be allusive/refer to OAS Members States and the Second Ministerial Meeting Theme: "Towards Sustainable Development in the Americas"

Sustainable Development is defined as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs".⁵ Sustainable Development focuses on improving the quality of life for all of the world's citizens without increasing the use of natural resources beyond the capacity of the environment to supply them indefinitely.

According to the *United Nations Framework Convention on Climate Change*, climate change means a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable periods of time.

The theme has been selected in part by the need for urgent actions on the hemisphere to reduce the vulnerability and increase the resilience of OAS Member States to natural hazards, especially climate and seismic hazards related. The overwhelming evidence from the spate of hazard events that have affected the region over the past decade and in particular over the past two years, points to the absence of an integrated risk management at the national and regional level..

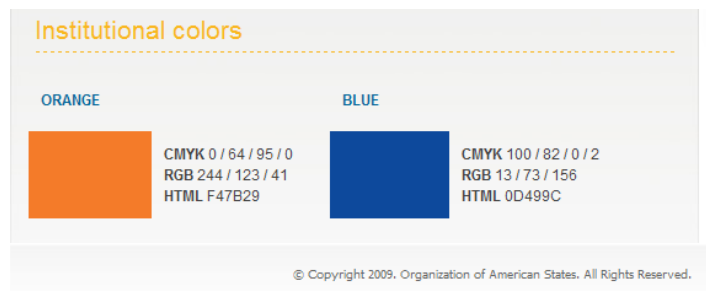
Furthermore, the emerging challenges posed by climate change call for a focusing on the role played by ecological systems, cultural problems, poverty, health, gender and equity and governance in sustainable development.

³ Specifically the themes to be analyzed are: sustainable development of the water resources; disasters; sustainable forestry management, sustainable agriculture and sustainable tourism

⁴ Specifically the challenges and opportunities that were not included on the Declaration of Santa Cruz +10 will be analyzed: i) Conservation and sustainable usage of the biological diversity; ii) Management of coastal areas and climate change adaptation; iii) Advertisement of renewable energy and energy efficiency; and iv) Sustainable development on environmental management training and institutional strengthening

⁵ World Commission on Environment and Development (WCED). Our common future. Oxford: Oxford University Press, 1987 p.43. (también conocido como el informe Brundtland)

✓ May include different colors, but should be consistent with the image of the OAS and DSD (see <http://www.oas.org>). The OAS colors are the following, however the creative proposal is not uniquely limited to these colors.



✓ Must be an original work of the participant.

✓ Should convey a message the OAS Member States can identify with.

✓ Each contestant can present up to three (3) logo proposals unpublished and originals.

✓ Each logo should have a brief description of the meaning (maximum of 100 words).

✓ The logo should not contain any text elements.

Logo Format

Each Logo should be presented in the following formats:

✓ 1 Logo High resolution print-ready scalable vector format such as portable EPS, SVG or Adobe Illustrator AI.

✓ 1 Logo JPEG or PNG thumbnail with a resolution of 640 x 480.

Contestants

The contest is open for participation by young undergraduate students currently enrolled in an educational institution in architecture, graphic design, art, marketing or related areas and who are nationals of one of the OAS Member States.

Participants will be required to provide proof of enrolment as a student in an undergraduate course at any recognized college or university of the OAS Member States. This contest is not open to employees or contractors of the OAS.

Prize

The winner will be given an official certificate of participation, and be awarded a small monetary compensation from the DSD. Also, the winner will have the opportunity to do an internship at OAS headquarters in the fall of 2010, on condition that they comply with the requirements for the internship program. The program requirements are: a good command of two of the official languages of the Organization⁶, have completed at least one year in an educational institution after school, must have a good GPA, two letters of recommendation and academic transcripts. For more information about this program, please visit the website: www.oas.org/internships.

⁶ Official languages of the Organization: English, French, Portuguese and Spanish.

The selected logo/visual distinctive will become a **distinctive visual mark for the Second Ministerial Meeting, and thereby one of its most remembered elements**. It will be published on the web site of the Ministerial Meeting and on the official documents and publications of the event and of the DSD that will be distributed to the OAS Member States and other participants, including the media. Furthermore, the logo/visual distinctive will be used in brochures, labels, stickers, packages and other visual promotion material, as required during preparatory process and the Meeting itself.

Judging and Criteria for Selection

The Jury that will select the winning proposal will be composed of three DSD specialists, two delegates to the OAS, one member of the Americas Magazine, and two OAS graphic designers. The selection criteria will be based on the ability of the design to capture the design guidelines included in the contest rules; the design's message, the graphic concept, its originality, the visual impact and the alignment with the image of the OAS, the DSD and the efforts of the organization together with the Member States in the ministerial theme.

The jury's decision is final and cannot be appealed. The organizers reserve the right at any time to cancel or modify the contest (including changes in the prize) if in their discretion, the contest could not be carried out as specified.

Contest deadline:

All participants for the design of a logo/visual distinctive for the Second Inter-American Meeting of Ministers and High Level Authorities on Sustainable Development must submit their design **at the latest on Monday June 21, 2010 at 23:59 hrs. Eastern Standard Time (Washington, D.C. time)** to the following email address: sustainable_dev@oas.org. Applications for participation outside of this period would not be accepted.

The email should include the following personal information: name, last name, age, gender, home address, country, telephone number, fax, email and other alternative contact information. In addition, every participant must attach to the email: i) the enclosed entry form duly signed and ii) proof of enrolment as a student in an undergraduate course at any recognized college or university of the OAS Member States, or send it by fax.

For additional information, or any questions regarding the contest rules, please do not hesitate to contact Ms. Isis Márquez at: 202-458-6470 or by email at: sustainable_dev@oas.org; or please contact the OAS office in your country. In the following link you will find the information http://www.oas.org/en/about/offices_mem_states.asp.

The decision will be posted on the web site of the DSD (see <http://www.oas.org/dsd/>) on Wednesday **June 30th, 2010**.

Copyright

Each person involved in the contest and that submits a logo/visual distinctive, identified with their personal data, certifies that the logo/visual distinctive is his or her original work and does not infringe upon the rights of any third party by using it, or and does not violate the copyright established by national law or international or Inter-American conventions. The winning logo/visual distinctive will be original, designed especially for this contest and will be exclusive and permanent property of the

Organization of American States, which shall have complete freedom to use it complete or partially or to modify it if necessary. The author or authors of the winning logo/visual distinctive will transfer to the Organization of American States all rights of copyright for the logo/visual distinctive designed.

Department of Sustainable Development of the Organization of American States
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By signing this form, I certify that I read the contest conditions and that this logo/visual distinctive is my original work. Hence, I grant permission to the Department of Sustainable Development of the General Secretariat of the Organization of American States to display my work and my name. I acknowledge that submitted materials become property of the General Secretariat of the Organization of American States. Therefore, I irrevocably waive any reservation of rights on my behalf or any other right to the logo/visual distinctive submitted.

Instructions: Please return the completed form signed with the logo/visual distinctive attached to the following email: sustainable_dev@oas.org or by fax: 202-458-3560

Name _____

Last name _____

Gender: Female _____ Male _____

Home address _____

Home Telephone _____

Cell phone _____

Email _____

Educational institution: _____

City: _____ Country: _____

Brief description of the meaning of the logo/visual distinctive:

Participant Signature _____ Date _____