

I ♥ Europe
EUROPEAN POSTER COMPETITION RULES
EUROPEAN COMMISSION – DG COMMUNICATION

Introduction
Article 1: Organisers
Article 2: Conditions of participation
Article 3: Competition theme
Article 4: Submission
Article 5: Design content
Article 6: Selection criteria
Article 7: Selection procedure
Article 8: Timetable
Article 9: Prizes
Article 10: Design ownership and reproduction rights
Article 11: The rules
Article 12: Dispute resolution

Introduction:

The European Union is launching its poster competition giving graphic arts students and all young artists, living in any of the member states of the European Union and under the age of 25, the opportunity to demonstrate their talents by creating a poster which will be used to promote Europe during Europe Day celebrations on 9 May 2010. Twelve designs will be selected by a European jury of experts and then submitted to an on-line public vote on the website www.designeurope2010.eu. The winner and two runners-up will be invited to Brussels for the prize-giving ceremony and the launch of Europe Day.

Article 1: Organisers

The Commission of the European Communities (hereinafter "the European Commission") - DG COMMUNICATION – is organising a graphics competition which aims to create a poster to mark Europe Day on 9 May 2010. The company ESN, whose head office is situated at 4 Galerie Ravenstein, 1000 Brussels (Belgium), will provide the secretariat for the competition on behalf of the European Commission.

Article 2: Conditions of participation

This competition is open to all artists who are official residents of one of the 27 European Union member states and who were born after 1985. Certificates proving a candidate's age and address will not be required when designs are submitted. However, candidates selected as one of the 12 finalists must be able to prove their age and identity. Failure to do so will result in their removal from the list of finalists.

Only individuals may participate. Each participant may submit one design only. Participation in the competition is open to all and free of charge.

Organisers, partners and members of the jury are not permitted to participate in the competition.

Article 3: Competition theme

The competition aims to create a poster on the theme of **I ♥ Europe**.
'**I ♥ Europe**' is the title of the competition - it is not the slogan that should appear on the poster. Participants may interpret the theme as they wish. See art.5

Neither 'Europe Day', the official EU logo or the words "European Union" need to be included in the design.

The poster will act as a visual for Europe Day on 9 May 2010 and will be used in the 27 European Union countries.

For further information on previous Europe Day posters, participants can visit the following website: http://europa.eu/abc/symbols/9-may/gallery_en.htm.

Article 4: Submission

Designs must be submitted electronically before 30 November 2009, 24.00 Brussels time. Designs can only be submitted via the competition website.

Designs must be produced in A2 format. The file size must be no larger than 3MB (megabyte).

To participate in the competition, candidates must provide the organisers with all of the following information:

- Surname, first name
- address
- telephone number
- Year of birth
- email address
- Language

The organisers agree to comply with European Union provisions on user privacy, as detailed on the following website: http://europa.eu/geninfo/legal_notices_en.htm

Designs can be produced using any artistic technique.

Designs made available to the organisers via the official competition website must be in one of the following formats: JPG or GIF. The 12 finalists will also be requested to send their design in high resolution PDF and InDesign format (<http://www.adobe.com/>) so that high definition versions and prints can be produced.

The organisers accept no responsibility in the event of files being unreadable for technical reasons.

Only original works in line with the competition's theme will be accepted.

Incomplete designs, or designs which do not comply with these rules, will not be considered.

Article 5: Design content

The design may include a text (slogan or similar) or it may be text-free.

Text forming part of the poster design can be written in any of the EU's 23 official languages (http://europa.eu/abc/european_countries/languages/index_en.htm). To enable the jury to assess the value of each design fairly, candidates are strongly advised to provide a translation of the text into either English or French at the relevant place in the submission form. Competition entrants are advised that word puns that work in his/her own language might not necessarily translate well into other languages, so this is perhaps best avoided.

The design should not include any element of a geographic map. This is due to the risk of disputes over whether maps are accurate or complete.

When the European Commission publishes the winning design as a poster, it will add a small European flag and the words "The European Union". Candidates do not need to include this in the submitted design, but may wish to take this into account when creating the design

Article 6: Selection criteria

Each design will be evaluated according to the following criteria:

- How well it depicts what the entrant likes about Europe;
- Whether the design is comprehensible and appealing throughout Europe, irrespective of national and local cultures and traditions;
- Its originality and artistic quality.

Article 7: Selection procedure

Designs will be selected in two stages:

- Pre-selection of 12 finalists by a jury;
- Public vote.

An independent jury made up of representatives from the European Commission, and the worlds of graphic design and journalism will pre-select the 12 best designs. The names of the jury members will be published on the competition website for information purposes only. The organisers reserve the right to change the composition of the jury depending on the availability of members. The 12 final designs will then be put to a public vote to select one winner and two runners-up.

The three prize-winners will be selected exclusively via the competition website. The vote will be open to all citizens of the 27 European Union member states and citizens living in these countries. Each person can vote only once. The results of the electronic votes will be monitored and confirmed by an independent official.

The winner and two runners-up will be invited to the prize-giving ceremony which will take place in Brussels in the spring of 2010.

Article 8: Timetable

Competition launch date (the call for designs opens): June 2009

Deadline for submission of designs: 30 November 2009, 24.00 Brussels time

Jury meeting date: December 2009

Public vote: January - 1st February 2010

Date of the prize-giving ceremony: beginning of May 2010

Article 9: Prizes

The three winners' travel and accommodation costs during their attendance at the prize-giving ceremony will be covered by the competition organisers.

The overall winner of the competition will receive a prize of €2 000 and the two runners-up will each receive €1 000. The winning design will become the official poster of "9 May 2010 - Europe Day". It will be translated into the 23 official EU languages and distributed in all the European Union member states.

The designers of the 12 pre-selected entries will receive a letter confirming their participation in the competition and informing them of their pre-selection.

In addition, these 12 pre-selected entries may also be used in exhibitions organised by the European Commission or EU representatives in the 27 Member States.

Article 10: Design ownership and reproduction rights

The competition winners agree to relinquish all copyright and intellectual and industrial property rights relating to their design. These rights will become the exclusive property of the European Commission which may use, publish or transfer them at its discretion without geographical restriction or restriction of any other nature. The European Commission reserves the right to publish the designs in all printed forms (publications, posters, promotional material, etc.), electronic form (websites, multimedia presentations, etc.) and/or using audiovisual media.

All participants accept that their design may be used in publicity about the competition. Thus, participants agree to the organisers referring to selected designs and the names of their creators in press releases, information documents and publications. Participants also agree to these being made available on the Europa website, in particular, and other websites deemed useful by the European Commission and/or used in publicity campaigns of its choice indefinitely and that this does not give participants a right to payment or any advantage other than the prize awarded to them. To this end, the organisers may produce any copy, graphical representation or photograph of the designs, on condition that the names of the artists are stated.

All candidates agree that all designs submitted do not under any circumstances violate the rights of a third party. The organisers cannot be held responsible in the case of any appeal or complaint in this respect.

Article 11: The rules

Participation in the competition implies unreserved acceptance of the rules. Any dispute regarding the organisation of the competition should be addressed to ESN. ESN reserves the right to modify the rules and prizes at any time. Any changes will be announced on the poster competition website and will come into force the day after publication on the website.

For further information: www.designeurope2010.eu.

In the case of any dispute, only the English version of these rules will be legally binding.

Article 12: Dispute resolution

The rules are subject to Belgian law. In the case of disagreement over their interpretation or execution, only the Brussels Tribunals have legal competence.