Call for Proposals for the Logo Design for the Initiative "IMAGINE"
Active Young Citizens for Sustainable Development in Central European Initiative and Adriatic Ionian Initiative Areas - 2nd Call for Ideas and Award Competition

Submission deadline: 15 December 2021

The Central European Initiative Executive Secretariat (CEI-ES) is pleased to announce its new logo competition for the Initiative *"Imagine" Active Young Citizens for Sustainable Development in Central European Initiative and Adriatic Ionian Initiative Areas - 2nd Call for Ideas and Award Competition*. This logo will represent the Initiative in all official documents and communication tools and will be used for the future editions as well.

1. Background of Youth Initiative

The initiative "IMAGINE" - Active Young Citizens for Sustainable Development in CEI and AII Areas" is designed to stimulate the engagement of youth in the framework of the United Nations Agenda 2030 for Sustainable Development.

It is promoted by the Central European Initiative (CEI)[1] and the Adriatic and Ionian Initiative (AII)[2]. The objective of this initiative is to raise awareness of the CEI and AII countries' high school students on the UN Agenda 2030 (UNA2030) and its 17 Sustainable Development Goals (SDGs) through a learning process and the participation in a Call for Ideas and Award Competition.

In particular, it aims at: encouraging the understanding of the principles and structure of UNA2030 and its 17 SDGs; advocating the role of young and active citizens, as key actors for the achievement of SDGs in CEI and AII areas; stimulating the elaboration of community-based ideas promoting the SDGs through participation in the Call. The Call is thus designed to make the youth reflect on the contribution they could provide to the implementation of the SDGs at local level; it aims at elaborating ideas falling into one or more of the three UNA2030 dimensions: social sustainability, economic sustainability and environmental sustainability.

2. Logo Competition

Applicants are requested to elaborate a logo that reflects the spirit of "IMAGINE" within the implementation of the Agenda 2030 SDGs. It will represent the Initiative in all official documents and

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[1] *The Central European Initiative (CEI) - The CEI is a regional intergovernmental forum established in 1989, following the fall of the Berlin wall. It gathers 17 Member States in Central, Eastern and South-Eastern Europe: Albania, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Italy, Moldova, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia, Ukraine.*

[2] *The Adriatic Ionian Initiative (AII) - The AII is a regional organisation established in 1999. It gathers 9 Member States: Albania, Croatia, Greece, Italy, Montenegro, North Macedonia, San Marino, Serbia and Slovenia.*

communication tools in the next editions of the Call. It will have to be simple, modern, vibrant and innovative. The logo does not necessarily have to include the letters of the "CEI" or of the "AII" (or the letters can be placed next to the logo); it shall be easily recognisable and, as such, should stand out and be different from other logos[3]. All variants of colours can be included in the design. A black & white version should also be developed.

3. Who can participate?
The Competition is open only to public and private high schools (secondary education institutions) based and registered in CEI and AII Member States (students from 14 to 19 years of age).

4. Specific Submission Guidelines and limitations
- The limit on attachment sizes for our electronic system is 5Mb.
- No more than 3 Entries, and each related black & white version, may be submitted by any one applicant.

5. Main Design Requirements
The logo will appear on the Organisations' website, social media, promotional materials, and other media as deemed appropriate by the CEI and the AII. It should, therefore, be adaptable to multiple uses (online, in print). Flexibility is a key requirement, including the need to resize easily and to look good in black & white as well as in colour. The final version (to be submitted by the winner of the competition) of the logo will need to be suitable for high-quality printing and re-sizing and shall have to meet the following requirements:

- The entries must be submitted as a JPG (or similar) and **if possible but not mandatory** also as a scalable vector graphic in EPS format
- JPGs must be at least 300 dpi in density and 1200x1200 dpi so that entries can be posted on the website without the need for conversion.
- The logo should not be too vertical or horizontal in orientation.
- Logo submissions may not contain copyrighted or proprietary images. This means no clip art files or stock images. You must create these elements from scratch if they are used.
- The logo should not lose impact or legibility when substantially reduced.
- A written description of the idea behind the design is required.

6. Compensation
The winning institution will be awarded with a total amount of 1,000 EUR.

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[3] **Copyright/intellectual property -** *The CEI will register the winning logo as a Trademark. Because of this, Applicants should take care to ensure that their logo proposals are not in any way similar to existing logos or other copyrighted images. A logo that cannot be registered as a Trademark, no matter how well crafted, cannot win the Contest.*
All entry materials become the exclusive property of the Organisation and will not be returned. Any and all intellectual property rights in and ownership of the winning submission will be deemed transferred, without any compensation than the award granted or consideration, to the CEI at the time of submission. The Organisation's website will announce the winner on a page devoted to the logo and the competition.

The CEI shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.

7. How to apply
Applicants are to fill in the online application form available here:
https://www.cei.int/contact/application_logo_design

The following documents in PDF format shall be uploaded:

- up to three samples and respective black and white versions in a single PDF document
- A Registration Form - Annex 1 (name, age, institution, postal address, phone number/s and email address of the Entrant) is to be signed.

Deadline for *Entries:* midnight on 15 December, 2021, CEST (GMT+2) Trieste time.

NOTE: We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in email. By submitting, the Entrant of any candidate logo gives ownership of the logo design to the Central European Initiative.

8. Decision Process
- All entry designs will be screened and those that comply with the Rules and have met the guidelines and specifications, will be judged by the CEI staff. Entries will be judged on their visual appeal, adherence to the concept prompting the competition, quality of design, and ease of reproduction for the purposes stated above.
- When the CEI-ES has a shortlist of Entries, the winner will be determined by the Evaluation Committee made of representatives of the CEI-ES, the Permanent Secretariat of the AII and of the Italian Ministry of Foreign Affairs (main donor).
- The winner will be notified by email. In the event that no entry is selected, the CEI reserves the right to declare no winner and run the competition again at a later date or do otherwise as deemed appropriate.

9. Prize winner notification

The winner will be announced during the award ceremony of the second 2nd Call for Ideas and Award Competition.

10. Timetable

Activity	Date
• Publication of Call	1 October 2021
• Deadline for submission of *Entries*	15 December 2021, Midnight CEST (GMT+2) Trieste time.
• Evaluation of *Entries* / selection	February 2022
• AWARD Ceremony	May 2022