



Organization of
American States



MARN

Ministerio de Medio Ambiente
y Recursos Naturales

“CONTEST FOR THE DESIGN OF A LOGO/VISUAL DISTINCTIVE FOR THE 10th ANNIVERSARY OF THE DR-CAFTA ENVIRONMENTAL COOPERATION AGREEMENT”

On February 18th, 2005, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua and the United States signed the Environmental Cooperation Agreement (ECA), a side accord of the Free Trade Agreement between Dominican Republic, Central America and the United States (DR-CAFTA), to “cooperate to protect, improve and conserve the environment, including natural resources.” Environmental cooperation activities have since been implemented in order to assist countries to achieve the following goals:

- To ensure that environmental laws and policies provide for and encourage high levels of environmental protection.
- To effectively enforce their environmental laws.
- To ensure that judicial and administrative proceedings are available to sanction or remedy violations of environmental laws.
- Improved protection and conservation of the environment, including natural resources.
- Transparency and public participation in environmental decision-making.
- An improved culture of environmental protection and compliance with environmental laws.

The upcoming DR-CAFTA Environmental Affairs Council meeting, to be held in San Salvador, El Salvador in July 2016, marks the 10th Anniversary of the Environmental Cooperation Agreement. The Agreement is a commitment on environmental issues and in the promotion of environmental cooperation efforts. DR-CAFTA successes to date include improving or adopting over 200 relevant laws and training more than 50,000 people in natural resources management, biodiversity conservation, enforcement, and environmental law implementation. The 10th Anniversary provides an occasion for reflecting and building on these successes and highlighting how a complimentary agenda of a trade agreement can advance environmental sustainability.

The Organization of American States (OAS) through its Department of Sustainable Development (DSD) accompanies the environmental cooperation agenda of the DR-CAFTA in order to enhance and strengthen the critical mass necessary to protect, conserve and improve the environment in the region.

To promote youth participation in the hemisphere, as well as the 10th Anniversary of the DR-CAFTA Environmental Cooperation Agreement, and public participation as a priority of the Agreement, we invite all interested students, currently enrolled in an educational institution, particularly students of architecture, graphic design, art, marketing or related areas and nationals of a DR-CAFTA member country (Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua and the United States), to participate in the design of a logo/visual distinctive for the 10th Anniversary of the DR-CAFTA Environmental Cooperation Agreement.

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 a DR-CAFTA member country, by participating in the design of a logo/visual distinctive for the 10th Anniversary of the DR-CAFTA Environmental Cooperation Agreement.

Through the search for a creative proposal for a logo or distinctive mark, this contest seeks to create awareness and knowledge about the Environmental Cooperation Agreement. During the DR-CAFTA Environmental Affairs Council Meeting, to be held in July 2016, Ministers and High Level Authorities will take note and review progress in the framework of the Agreement, and will share lessons learned and results from the DR-CAFTA environmental cooperation.

About the Logo

√ Must be allusive/refer to DR-CAFTA member countries (Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua and the United States), and convey the message of **working together to protect, improve and conserve the environment, including natural resources.**

√ May include different colors, but should be consistent with the image of the DR-CAFTA Environmental Cooperation Program. The colors are the following; however, the creative proposal is not uniquely limited to these colors. See also: <http://www.caftadr-environment.org/>

				
C: 64%	C: 51%	C: 37%	C: 95%	C: 47%
M: 28%	M: 7%	M: 8%	M: 72%	M: 21%
Y: 100%	Y: 100%	Y: 64%	Y: 34%	Y: 0%
K: 11%	K: 0%	K: 0%	K: 19%	K: 0%

√ Must be an original work of the participant.

√ Should convey a message DR-CAFTA member countries can identify with.

√ Each contestant can present up to three (3) logo proposals unpublished and original.

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

√ The logo should contain the following text: “DR-CAFTA” and the number “10” alluding to the 10th Anniversary of the DR-CAFTA Environmental Cooperation Agreement.

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 o 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 a DR-CAFTA member country.

Participants will be required to provide proof of enrolment as a student in an undergraduate course at any recognized college or university of a DR-CAFTA member country. 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 MacBook Air:

13-inch MacBook Air

- 1.6GHz Dual-Core Intel Core i5, Turbo Boost up to 2.7GHz
 - Intel HD Graphics 6000
 - 4GB 1600MHz LPDDR3 SDRAM
 - 128GB PCIe-based Flash Storage
- Backlit Keyboard (English) & User's Guide

There will also be honorable mentions for the finalists, and a certificate of recognition.

The selected logo/visual distinctive will become a distinctive visual mark of the 10th Anniversary of the DR-CAFTA Environmental Cooperation Agreement, and thereby one of its most remembered elements. It will be published on the website and social media channels of the DR-CAFTA Environmental Cooperation Program, as well as on the websites of the representations of the participant countries:

- website: <http://www.caftadr-environment.org/>
- twitter: https://twitter.com/CAFTADR?ref_src=twsrc%5Etfw
- facebook: <https://www.facebook.com/caftadr/>
- Ministry of Environment and Natural Resources of El Salvador: <http://www.marn.gob.sv>
- Ministry of Environment and Natural Resources of Guatemala: <http://www.marn.gob.gt/>
- Secretariat of Energy, Natural Resources, Environment and Mines of Honduras: <http://www.miambiente.gob.hn/>
- Ministry of Environment and Natural Resources of Nicaragua: <http://www.marena.gob.ni/>
- Ministry of Environment and Energy of Costa Rica: <http://www.minae.go.cr/index.php/es/>
- Ministry of Environment and Natural Resources of Dominican Republic: <http://www.ambiente.gob.do/ambienterd/>

The logo will be published on the official documents and publications of the event that will be distributed to DR-CAFTA member countries 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 the preparatory process and the Meeting itself.

Judging and Criteria for Selection

The Jury that will select the winning proposal will be composed of a representative of each of the DR-CAFTA member country. 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.

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 10th Anniversary of the DR-CAFTA Environmental Cooperation Agreement must submit their design **at the latest on Friday, April 15th, 2016 at 23:59 hrs. Eastern Standard Time (Washington, DC time)** to the following email address: sustainable_dev@oas.org Applications for participation outside of this period will not be accepted.

The email should include the following personal information: name, last name, age, gender, home address, country, telephone number, email address, and other alternative contact information. In addition, every participant must attach to the email: (1) the enclosed entry form duly signed and (2) proof of enrolment as a student in an undergraduate course at any recognized college or university of a DR-CAFTA member country.

For additional information, or any questions regarding the contest, please contact Ms. Nicolle Brolo at 202-370-9843 or by email at: sustainable_dev@oas.org.

The decision will be posted of the website and social media channels of the DR-CAFTA Environmental Cooperation Program on **Monday, April 25th, 2016**.

- website: <http://www.caftadr-environment.org/>
- twitter: https://twitter.com/CAFTADR?ref_src=twsrc%5Etfw
- facebook: <https://www.facebook.com/caftadr/>

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 Department of Sustainable Development of the General Secretariat 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 Department of Sustainable Development of the General Secretariat of the Organization of American States all rights of copyright for the logo/visual distinctive designed.

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10th ANNIVERSARY OF THE DR-CAFTA ENVIRONMENTAL COOPERATION AGREEMENT”**

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

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 _____