

## **COMPETITION BRIEF**

Create an ad for the 2011 “No to Violence Against Women” competition, launched on 8 March 2011: a competition calling for gender equality and an end to all forms violence against women and girls.

## **OVERVIEW**

Violence against women is not inevitable; it can be reduced and stopped. On average, at least one in three women is subjected to intimate partner violence in the course of their lifetimes. No woman or girl in the world is entirely free of the risk of violence and abuse and this is unacceptable. Violence against women is a human rights issue with tremendous health, social and economic implications.

In order to raise awareness on violence against women (VAW) and to call for an end to all forms of violence against women and girls, UNRIC is inviting everyone with creative ideas, including students, professionals in the field and interested members of the general public to create a print advertisement on VAW. The competition will be realized in partnership with UN Women and is part of the United Nations Secretary-General Ban Ki-moon’s UNiTE to End Violence against Women campaign.

The competition provides valuable experience for anyone interested in pursuing an education and/or career in advertising, marketing, graphic design or a related field. It is designed to reward and showcase excellence in creative advertising.

The winners will have their work displayed on the competition website with possibilities of exhibits and placement in European print media. A jury of graphic design, advertising, photography and gender experts will select a winner.

The message is: VAW is not inevitable, it can be stopped.

The website opens for submissions on 8 March 2011. All submissions must be made through the designated website, [competition.Create4theUN.eu](http://competition.Create4theUN.eu).

## **Selection Process**

The organizer will appoint a five member pre-selection committee which will include a majority of practicing designers and gender experts whose role is to ensure that submissions meet the rules outlined in the Call for Submissions. A complete list of names will be announced on 31 March 2011.

The pre-selection committee will select 30 finalists who will be submitted to the jury. The 30 finalists will be made public on the competition website on 1 August 2011.

A jury of prominent graphic design, advertising and marketing experts, as well as United Nations communication and gender experts will evaluate the 30 finalists. Entries not adhering to the rules

may be excluded from the competition, at the discretion of the jury. The jury's decision is final and there is no appeal.

Public voting will commence on 1 June 2011 and continue until 31 July 2011.

The winners will be announced in September 2011. Selected entries will be contacted via e-mail and asked to provide creative credits and further information.

Independent Moderator: Gregory Cornwell (Create4theUN Competition Moderator) will serve as an overall moderator between the organizers, the jury and the entrants.

Gregory Cornwell thus receives, opens, keeps a register of all submissions, making the submissions available online for the jury's voting process.

The moderator will serve as an executive secretary without voting rights.

### **Background and resources**

Violence against women and girls (VAW) is one of the most systematic and widespread human rights violations. It is rooted in gendered social structures rather than individual and random acts; it cuts across age, socio-economic, educational and geographic boundaries; affects all societies; and is a major obstacle to ending gender inequality and discrimination globally. According to UN Women, between 15 and 76 percent of women are targeted for physical and/or sexual violence in their lifetime.

Violence against women takes many forms. The most universally common forms are domestic and intimate partner violence, sexual violence (including rape), sexual harassment and emotional/psychological violence. Sexual violence as a tactic of warfare and in the aftermath of emergencies is also common in the countries and areas affected by crisis. Other widespread forms around the globe include: sexual exploitation, sexual trafficking, and harmful practices, including female genital mutilation/cutting, forced and child marriage and the so-called "honour killings".

No woman or girl in the world is entirely free of the risk of violence and abuse and this is unacceptable. Violence against women is a human rights issue with tremendous health, social and economic implications.

There are international standards and norms and many countries are developing or have developed national action plans. However, the continued prevalence of violence against women and girls demonstrates that this global pandemic of alarming proportions is yet to be tackled with all the necessary political commitment and resources. Violence against women must be prioritized at all levels — it has not yet received the priority required to enable significant change. Leadership and political will are critical. Promoting gender equality and women's and girls' empowerment should be a key objective of every local, national, regional and international policy.

According to the Secretary-General's 2006 in-depth study on violence against women, the most effective tool to eliminate violence against women is a clear demonstration of political commitment, such as statements by high-level government officials, backed by actions and the assignments of the necessary resources by the State.

UNRIC – the United Nations Regional Information Centre for Western Europe is tasked with communicating the priorities of the United Nations, as part of the Department of Public Information in New York. Its information outreach activities extend to all segments of society and joint projects, campaigns and events are organized with key partners, including governments, the media, NGOs, educational institutions and local authorities. Its mandate is to inform and to engage European citizens.