



PROGRAMME IN SUPPORT OF THE REGIONAL NETWORK OF ENVIRONMENTALIST PARLIAMENTARIANS AND LOCAL ELECTED REPRESENTATIVES IN PRCM/IUCN COUNTRIES



COMPETITION TO PRODUCE A LOGO FOR THE REGIONAL NETWORK CALLED "ALLIANCE OF PARLIAMENTARIANS AND LOCAL ELECTED REPRESENTATIVES FOR THE PROTECTION OF THE ENVIRONMENT IN THE COUNTRIES ON THE WEST AFRICAN COAST" (APPEL).

1. Presentation of the APPEL network

Creation, in August 2009 in Cape Verde, of the regional network called "Alliance of parliamentarians and local elected representatives for the protection of the environment of West African coastal countries" ("APPEL"), which is a grouping of national and local elected representatives from the 7 member countries of the Sub-regional fisheries Commission (SRFC): Cape Verde, Gambia, Guinea, Guinea Bissau, Mauritania, Senegal and Sierra-Leone.

The mission of "APPEL" is to improve the environmental governance of the West African coastal and marine area, by harmonising the legislative and institutional frameworks and helping to implement the development and integrated management policies for the coastal area's natural resources (c.f. charter and statutes in the appendix).

2. PURPOSE OF THE COMPETITION

APPEL has decided to procure a visual identity for itself and has launched a competition to gather proposals for a logo. The purpose of the competition is to design the official logo of the network known as the "Alliance of Parliamentarians and Local Elected Representatives for the protection of the environment of the countries in the West African coastal area" (APPEL).

All artists, iconographers, **draftsmen, graphic artists, plastic artists and** communication professionals in the PRCM countries are invited to take part in this competition.

3. REQUISITE ELEMENTS

Private individuals and corporate entities who are interested are invited to design the official logo for "APPEL".

The logo will comprise several elements, including, in particular:

- An icon symbolising the regional network,
- the denomination of APPEL in French: "Alliance des Parlementaires et Elus locaux pour la Protection de l'environnement des Pays du Littoral Ouest Africain" (APPEL).

Designers are invited to draw optimum inspiration from the reference values of UICN/PRCM and APPEL: ecology, protection, conservation, sustainability, responsibility, citizenship, shared management of resources as well as the notions of alliance, coherence, synergy, etc. As for the symbols, they should give preference to local experience, the traditional socio-cultural milestones specific to APPEL's area of intervention

And in addition to the actual logo, the designer will produce an explanatory text for the work proposed: the meaning of the symbols and the colours chosen, in relation to the

charter and articles of association of APPEL and the missions and objectives pursued by IUCN/PRCM.

The dimensions of the picture of the proposed logo should be as follows: height: 5.3 cm/width: 5.4 cm. There must be two versions: one in colour (no more than three colours, not including white) and another in black & white.

As for the text of the logo, it should be able to correspond to $\frac{2}{3}$ of an A4 page (21 X 29.7 cm).

The proposed logo should be original and new and be the result of the personal creative work of the author. It may not be a reproduction, copy or imitation of a similar work. To this end, competitors guarantee that their proposed logo does not interfere with any third party rights or infringe any copyright.

The proposed logo should be submitted as a .jpeg file only (550 X 550 pixels). The resolution should be 72 dpi.

The logo that is chosen will become the sole property of APPEL who acquires the sole ownership through the transfer of intellectual property rights, particularly the right to adapt and reproduce the logo. All submissions should include a signed statement of rights transfer in case the proposal is chosen. Logos submitted and not selected will be returned to their authors.

4. SELECTION METHOD

4.1. Competitors who wish to enter the competition will send their proposals to the chairmen of the national networks of parliamentarians in the PRCM countries, to the parliamentary assistants, chiefs of IUCN missions, communication officers of PRCM or directly to the regional project coordinator: "oumar.sy@iucn.org"

4.2. The works will be examined in the light of the following selection criteria:

- The presence, on the submitted proposal, of the requisite elements mentioned above.
- The creativity and originality of the proposal,
- The legibility, suitability in size and graphic field,
- The ease of manipulation of the logo, its transposition and adaptation to the various materials and uses, whether on printed documents or electronic media, as well as for any other application, such as colour reproduction, reproduction on small surfaces, etc.
- **the evocative nature of the work and its aesthetic value**

4.3. The Selection Committee will comprise a representative from the regional network (chairman), a representative from the PRCM, a representative from the IUCN (*rapporteur*) and an expert called in for the occasion.

5. PRIZE

The winner of the competition will receive a prize of 500,000 CFA francs and the competitor in second position will receive the sum of 300,000 CFA francs as encouragement. The two works selected will remain the exclusive property of the Project.

6. SCHEDULE

Closure of submissions: **30 March 2010**

Announcement of the winner: **5 April 2010**

These dates are subject to change, check for updates on the website: www.repes.org

IMPORTANT REMARK: *The call to submit designs for the logo of the APPEL network will not be published in the press but will be displayed in the offices of the national networks, IUCN missions, parliamentary chambers, on the websites of IUCN and PRCM and in their bulletins de liaison and expressed through direct consultation.*