

International Competition for the Creation of an Emblem for the Convention for the Safeguarding of the Intangible Cultural Heritage

Rules and Procedures of the Competition

1. Organizer

The United Nations Educational, Scientific and Cultural Organization (UNESCO)
Intangible Cultural Heritage Section (Emblem Competition)
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FRANCE

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E-mail: ICH-emblem@unesco.org

Website of the Convention : www.unesco.org/culture/ich

2. Competition objectives

UNESCO organizes an international competition for the creation of an emblem for the Convention for the Safeguarding of the Intangible Cultural Heritage that best reflects the purpose and spirit of the Convention.

Intangible cultural heritage – or living heritage – is the mainspring of our cultural diversity and its maintenance a guarantee for continuing creativity.

The Convention focuses on living expressions that are important for the sense of identity and continuity of the communities in which they are created, transmitted and recreated. Such expressions include oral traditions; traditional dance, music and theatre; traditional knowledge about nature; festive events and social traditions; and knowledge and skills of handicrafts; among others.

The Convention seeks to safeguard that heritage, ensure it is respected, raise awareness of its importance and encourage its appreciation. To safeguard living heritage means to ensure its viability: to encourage its ongoing transmission, promote its continuing creation and recreation, and strengthen its role in the communities and groups concerned.

The Convention considers all expressions and traditions that are recognized as important by their community to be equally valuable, with no hierarchical distinctions among them.

For further information on the Convention, candidates are encouraged to consult its website: www.unesco.org/culture/ich.

3. Conditions for participation

The present competition is open to all, including graphic professionals, artists and practitioners of intangible cultural heritage. The candidates participate in their private and personal capacity. Proposals from minors must be submitted by a person having legal responsibility for them.

Wishing for all regions of the world to participate, UNESCO encourages proposals from professional or amateur graphic designers, artists, and practitioners of intangible cultural heritage from both developing and developed countries.

Staff members and employees of UNESCO, members of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage and their immediate families are ineligible to compete.

Candidates are encouraged to obtain relevant documentation on the webpage of the competition, www.unesco.org/culture/ich/en/emblem/.

4. Selection criteria

The emblem should satisfy the following requirements:

a. Basic criteria:

- Symbolize the safeguarding of intangible cultural heritage;
- Not be offensive to any sensitivities, be they of national, cultural or religious character;
- Include, in English and/or French, the text: “Intangible Cultural Heritage” or “Patrimoine culturel immatériel”.

b. Conceptual criteria for appreciation :

- Pertinence/relevance – for all regions of the world – in relation to the Convention ;
- Quality and originality of its visual presentation;
- Aesthetic value.

c. Formal criteria for appreciation :

- Readability and immediate identification;
- Easiness of exploitation, transposition and adaptation (in particular for electronic media, for reproduction on small surfaces, use in colour, positive and negative).

5. Submission of proposals

The proposals should reach UNESCO before 17:00 CET on 17 March 2008.

The proposals are to be sent (preferably by electronic mail) to the address mentioned under point 1 above. The elements attached to the e-mail should be in TIFF, JPEG or PDF format and should not exceed 2 Mb in total. The proposals can also be sent by postal mail to the address mentioned under point 1 above.

Participants are required to submit their proposal together with the submission form requiring their full contact details (name, address, e-mail). The proposed design itself should under no circumstance indicate either these contact details, or any information on age, gender or national origin of the artist.

UNESCO shall take no responsibility for the submitted proposals. The proposals sent to UNESCO will not be returned to the artists/creators.

Any person submitting an emblem within the framework of the competition certifies and warrants that his/her proposal does not violate the rights of a third party or any copyright.

6. Technical format of proposals

Each participant may present a single proposal, to be sent in its final form and accompanied by the submission form. The proposal should include both a black and white and a colour version. As submitted, the emblem should fill about 2/3 of the space of an A4 page, although it will of course often be used in a smaller size.

If submitted in electronic format as preferred, the proposal should respect the following specifications:

- TIFF, JPEG ou PDF file format
- Colour and black & white versions
- File size not to exceed 1 Mb for each version (e.g., two files up to 1 Mb or one file up to 2 Mb)

If submitted by postal mail, all proposals, including digital prints, are to be fixed on card-stock (A4 format, 300g/m²).

Any proposal that does not satisfy the conditions for participation or all of the indications regarding the presentation will not be considered.

7. Prize of the competition

The proposal that will be selected as the best one will be awarded the amount of 15000 US dollars, which constitutes full payment for the cession of the copyright in accordance with the provisions of point 8.

8. Cession of copyright and ownership exclusively to UNESCO

In exchange for payment of the prize money, UNESCO shall acquire exclusive ownership of the emblem by cession of intellectual property rights including the right of adaptation of the emblem. All proposals must be accompanied by the submission form that includes a conditional cession of rights, in the event the proposed design is selected. All of the submitted proposals that are not selected remain the intellectual property of their creators, unless otherwise agreed in writing.

The emblem of the Convention will be the exclusive property of UNESCO and shall be deposited and registered, along with that of UNESCO, at the World Intellectual Property Organisation (WIPO). It will thus be protected legally and internationally in accordance with article 6 *ter* of the Paris Convention for the Protection of Industrial Property.

UNESCO shall use its property rights in the manner and for purposes it deems appropriate.

9. Principle of confidentiality

The Secretariat will see to it that any information it may receive relating to age, gender or national original of the artist remains strictly confidential at all stages of the competition prior to selection. Statistical information regarding the number of submitted proposals as well as general information on the artists may be communicated as long as it does not concern a particular proposal.

10. Use of the results of the competition for public information

By the submission of their proposals, the participants authorize UNESCO to use their proposals for purposes of public information, for example to publish the results of the competition in the spoken, written or electronic media—with the name of the creator—and to exhibit or publish the submitted projects or some of them anywhere in the world.

11. Claims

The Organization declines all responsibility in the event of loss, delay of delivery or deterioration. The Organization will not cover any cost relating to the elaboration or the sending/submission of the proposals.

12. Privileges and immunities

No provision in the present document or pertaining thereto is to be considered as a waiver of any of the privileges or immunities of UNESCO provided in the Convention on the Privileges and Immunities of the Specialized Agencies of the United Nations of 21 November 1947, or any of the

provisions of the Agreement between the Government of the French Republic and the United Nations Educational, Scientific and Cultural Organization regarding the Headquarters of UNESCO and the Privileges and Immunities of the Organization on French Territory of 2 July 1954.

13. Arbitration

Any litigation, disputes or claims resulting from the present competition or relating to it, will be settled through arbitration in accordance with the 1976 Arbitration Rules of the United Nations Commission on International Trade Law, if they are not settled amicably.

14. Validity of the Rules and Procedures

By participating in this competition, the participants accept unconditionally the present rules and procedures.