



UN contest



Imaging one Year

**UN launches logo contest for 2006
International year of deserts &
desertification**

Winner to receive US\$ 5,000

Submissions to be sent by April 4, 2005

The IYDD

On the 23rd December 2003, at its Fifty Eighth Session, the United Nations General Assembly declared **2006, the International Year of Deserts and Desertification (IYDD)**. The General Assembly justified this resolution as a means to prevent the exacerbation of desertification and invited governments and other partners to support the successful celebration of this year and to raise public awareness of the issue in order to protect the biological diversity as well as the indigenous and local communities and the traditional knowledge of those affected by this phenomenon.

The LOGO

This important year in the UN calendar calls for a unique logo to advertise our collective mission as a UN system and the goals we wish to achieve for the promotion of sustainable development in arid ecosystems and the protection of future generations. Within that perspective, we have decided to open the design of our logo to the public, in order to benefit from the largest spectrum of creativity and sensibility to the issue.

The ideal design contemplated should be both simple in its overall conception yet creative in conveying the IYDD image and capturing the public's attention. In that context, it should firstly succeed in communicating the goals of the International Year of Deserts and Desertification. It should also endeavour to suggest the concept of UN partnership and convey the principles of the United Nations Convention to Combat Desertification (UNCCD) as a tool for poverty eradication. This competition will be open to all participants being individual or corporate. Staff and Families of the United Nations interagency cluster will not be eligible.

Background

Desertification is a worldwide problem directly affecting one third of the planet's land surface. Desertification is the degradation of land in arid, semi-arid, and dry sub-humid areas. It is caused

primarily by human activities and climatic variations. It does not refer to the expansion of existing deserts.

Poverty, political instability, deforestation, overgrazing, and bad irrigation practices can all undermine the land's productivity. Over 250 million people are directly affected by desertification. In addition, some one billion people in over one hundred countries are at risk. These people include many of the world's poorest, most marginalized, and politically weak citizens. Combating desertification is essential to ensuring the long-term productivity of inhabited drylands.

IYDD COMPETITION

- A jury composed of representatives from the cluster of agencies involved in the celebration of the IYDD (UNCCD, UNDP, UNEP, IFAD, WorldBank, UNESCO...) will be established.
- Only original works would be considered for this purpose.
- The submissions should be submitted preferably on electronic format, however paper form will also be considered.
- Participants should accompany their design proposal with a short description of approximately 50 words on the relevance of the features of the design to the International Year of Deserts and Desertification. An indication of the name, address, date of birth, and occupation should also be included.
- The deadline for entry into the contest will be the **4th of April 2005**.
- The winner will be announced on the 20th of April 2005.
- The winner will be invited to unveil the design at the opening ceremony of the Third Session of the Committee for the Review of the Implementation of the Convention (CRIC3) that will take place at the beginning of May 2005 in Bonn, Germany.
- The winner will receive a reward of USD 5,000.
- The winner will be credited with the design and a section on the IYDD website will be devoted to the artist and her/his logo.
- The logos could be sent to logo@unccd.int or posted to:

International Year of Deserts and Desertification-Logo
Competition
UNCCD - Secretariat
P.O.Box 260129, Haus Carstanjen,
D-53153 Bonn, Germany

DISCLAIMER

Once the design is formally assigned to the IYDD it becomes the property of the UNCCD, as focal point for the year, and the name of the artist will not be accredited in future IYDD publications. The works submitted to the UNCCD cannot be returned to the artist, and the original winner logo may be subject to change in the final launched version.

We wish everyone who chooses to enter this competition the very best of luck. If you need any extra information about the UNCCD, please visit our website- www.unccd.int