

SLOGAN COMPETITION ON DEVELOPMENT

Submit your slogan proposals and get promoted across Europe! Schools in action!

Involving pupils & students is the best choice when we talk about **CREATIVITY!** School is the place where creativity and education play a fundamental role for the intellectual growth of the citizens of tomorrow.

Creativity, education and development are the keywords for this competition coordinated by ALDA – the European Association for Local Democracy – and implemented by all co-applicants of the LADDER project. The competition is focused on the selection of **slogans to foster interest and raise awareness on development topics (Migration, tolerance, interculturalism, fight against poverty, environment, energy saving & renewable energy, human rights, recycling, organic food, European Citizenship, Sustainability, Youth role in development, and your opinion on development etc)** It's a great challenge to spread the message of the importance of development in a **simple, clear and direct way.**

Why Development is important?

One of the objectives of LADDER project is to inform citizens about development. We consider essential to inform citizens and raise their awareness about development issues following thus the values of European Year for Development 2015 ("EYD 2015"), a year dedicated in informing citizens about development and issues related to it. This objective is even more stressed by the fact new Development Goals have been adopted by all countries in 2015, so called SDGs (Sustainable Development Goals), to end poverty, promote sustainable development and address climate change. Our local actions have a clear impact at global level! Join the effort to find the most appropriate slogans to raise awareness on development!

Get involved!

If you are a school interested in global issues and in taking part to an experience of international relevance, do not miss the opportunity! Get involved and participate to the Slogan Competition. Best slogans created by students/pupils will be selected to become slogans of LADDER project and will be promoted on the website of the project and used in promotional materials, with clear reference of the author.

Eligible proposals can be a text slogan, an image with text or a short video (1 to 2 minutes max) with a message about development (see indicative topics above). By submitting a proposal, you agree to allow the use of the slogan in the framework of the LADDER project & related activities.

Who can participate?

Any youngsters aged 10 to 18 years old willing to be part of the European atmosphere and participate in the spread of the universal values for development (values of the EYD 2015).

How to participate?

Please write an email with your COMPLETE NAME, AGE, SCHOOL and COUNTRY in the name of the file, and your SLOGAN in the SUBJECT to biuro@zgwrp.pl, attaching the file with a standard format (for example doc/docx or PDF for messages and images; for the submission of a video is open, you can send it by email or send the link of the video via email). The deadline is 9th December 2015.

Eligibility criteria

The selected slogans will be promoted online and during international events! The best national slogan will receive extra visibility, while the best 5 slogans of the whole competition will be awarded with an Ipad Air. The selection will be done by the concerned partners of LADDER based on criteria such as creativity, relevance and "communication power of the message" among others.

PARTNERS LOGO



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