

# Competition of ideas for the design of the 3R4UB project logo

## Call for applications

### Art. 1 - Introduction

"The 3Rs for sustainable use of natural resources in Ulaanbaatar - 3R4UB" (hereinafter 3R4UB) is an international cooperation project between Italian and Mongolian institutions, funded by the European Commission under the ASIA SWICH Programme.

The aim is to improve the quality of life of the citizens of Ulaanbaatar by addressing environmental pollution and climate change. The main objectives of the 3R4UB Project are to support sustainable development, promote waste recycling and foster a circular economy process.

The Project will involve the citizens, municipal technicians and SMEs of Ulaanbaatar from May 2020 to May 2024 and is divided into diverse activities including: management, training, design, economic-financial, communication and participatory.

### Art. 2 - Object of the Competition

The Competition has the aim of receiving the best ideas for the creation of the "The 3Rs for sustainable use of natural resources in Ulaanbaatar - 3R4UB" project logo.

The Competition of Ideas is governed by the rules of this Tender.

### Art. 3 - Competition Notifying Body and Secretariat

The competition notifying body is the National Research Council, Research Institute on Innovation and Services for Development (CNR-IRISS) of Naples.

The Competition Secretariat, established at the offices of the company Hubstrat srl in Naples, has been appointed by the CNR to carry out the following activities: dissemination of the Tender, collection of proposals, relations with candidates.

The CNR has published the Call for Applications on the 3R4UB Project website at the following address: <https://3r4ub.org/>.

### Art. 4 - Purpose of the logo

The purpose of the logo is to enhance the visibility of the projects and to promote the 3R4UB Project in a unique and recognisable way with the citizens, institutions, entities and companies of Ulaanbaatar and, more generally, of Mongolia, as well as promote the project internationally.

The logo must represent the key concepts of the Project, including the improvement of the environment of the city of Ulaanbaatar, through the adoption of good practices related to waste reduction, reuse and recycling.

The logo must incorporate the traditional aspects of Mongolian culture expressed in the payoff associated with the acronym of the 3R4UB Project that is "*The land gives, the Earth receives*".

The logo will be the driver of an appropriate communication and awareness strategy that includes, in addition to the dissemination of issues related to environmental protection, also those related to the development of a green and circular economy involving Mongolian SMEs.

#### Art. 5 – Characteristics of the logo

The logo must have of two parts:

1. A pictographic part.
2. A logotype part.

The two parts are both associated with the payoff in the full version.

The distinctive elements of the logo must be the following:

- a) **Simplicity:** each element makes sense within the complexity of the logo, so that it is easily recognisable and identifiable. In the logo, unnecessary elements must be minimised. Efficiency and effectiveness in terms of legibility and comprehension are ensured.
- b) **Narrative:** the logo tells the story of the Project and its purposes in an illustrative way.
- c) **Versatility:** the logo can be adapted to any communication tool without losing value and harmony. The logo is reproducible, maintaining its effectiveness in any size, format and type of print, when reproduced both in colour and in black and white.
- d) **Uniqueness:** the pictographic version of the logo contains a single graphic idea and the presence of at least one clear, unique and identifiable element that characterises Mongolian culture.

The characteristics of the logo must be the following:

- Be new, never previously published in any form, either in print form, or on editorial, multimedia, web channels, etc..
- Be distinctive, original and developed expressly for the Competition.
- Be clear and legible in all its versions (colour, contrast, b/w, grey scale).
- Reproduce the significant elements of Mongolian culture in graphic, literary and chromatic terms. As regards this last characteristic, the use of white, blue and/or yellow-gold is recommended.
- Make reference to the payoff "*The land gives, the Earth receives*" in the Project's title.
- Make reference to the concept of "rebirth" through the involvement of stakeholders.
- Be stylized and pictographic.
- Be consistent in any shape, size, context, or colour version.
- Not infringe or violate the rights of third parties, including copyright, logos, trademarks, patents and any other intellectual property rights.
- Not contain images or photographs or other identifying elements, without express authorization.
- Not contain "clip art" and "art work" symbols of other creations.
- Be suitable for or adaptable to any media used.

The logo must contain the acronym of the "3R4UB" Project and the payoff "*The land gives, the Earth receives*" and the payoff part must be produced in a double version:

1. Mongolian language version.
2. English version.

The participants in the Competition will translate the payoff into the Mongolian language.

## **Art. 6. – Conditions for participation in the Competition**

1. The Competition of Ideas is open to men and women residing in Mongolia who have reached the legal age.
2. Participation is free of charge.
3. The official language of the Competition is English. The language in which the design and graphic proposals must be presented and prepared is English.
4. Participation is permitted both individually and in associated form (working group). In the case of participation in a group, all participants must satisfy the above requirements.
5. In the case of participation in an associated form, the team must appoint a focal point who will represent all participants in relations with the Secretariat and the application form must be signed by all the persons participating in associated form. The appointed focal point will be the Secretariat's only point of contact for communications and activities related to the performance of the Competition.
6. Under penalty of exclusion, no participant can take part in the Competition:
  - a. Simultaneously in individual and associated form.
  - b. More than once in individual form.
  - c. More than once in associated form.
7. Proposals presented in associated form will have the same rights and obligations as those presented in individual form. Each participant may submit only one project proposal, either as an individual or jointly with others, under penalty of exclusion of all the proposals in which such participant is involved (both individually and in associated form).
8. Competitors may not disclose, publish or arrange for the logo or part thereof to be published before the results of the work of the Commission that will evaluate the proposals are made known.
9. The application form and related documentation must be submitted in accordance with the procedures indicated in this Tender.

## **Art. 7. Submission of proposals**

Proposals for participation in the competition must be received no later than 10/11/2021 at 00:00 (Ulaanbaatar time) in the ways and times indicated in Art. 10 below.

## **Art. 8 – Grounds for inadmissibility and exclusion from the Competition**

Employees and directors of the CNR, FWRNCC and Metellia, as well as employees and officials of the Municipality of Ulaanbaatar, may not participate in the competition.

Members of the evaluation commission and their relatives and kin within the 4th degree cannot participate in the competition.

Further grounds for exclusion from participation in the Competition include:

1. Proposals received after the deadline.
2. Failure to sign the participation application form.
3. Incomplete or non-presentation of the documents set forth in this Tender.

Ascertainment, even posthumously, of causes of inadmissibility will result in exclusion from the Competition, to be adopted with measure of the 3R4UB Project Coordinator.

## **Art. 9 – Required documents**

Participants in the Competition of Ideas must submit:

1. TABLE A: in A4 vertical format, it must contain the logo proposal in the two versions (payoff in English, payoff in Mongolian), placed one below the other, both in full colour with a base of not less than 10 cm and not more than 15 cm.
2. TABLE B: in A4 vertical format, in the centre of the page it must contain the logo proposal in the English version in grey scale with a base of not less than 10 cm and not more than 15 cm.
3. TABLE C: in A4 vertical format, in the centre of the page it must contain the logo proposal in the English version in black and white with a base not less than 10 cm and not more than 15 cm.
4. TABLE D: in A4 vertical format, it must contain various examples of scalability (reduction and blow-up) of the logo in the English version, with the minimum indication of recommended reduction for full colour, grey scale and black and white.
5. TABLE E: in A4 vertical format, it must contain possible applications and/or visualizations of the logo in the English version in different contexts and situations that enhance its qualities and enable interpretation the systemic dimension. These possible applications and/or visualisations can be chosen freely by the participants in the Competition.
6. REPORT: technical-descriptive report that illustrates the reasons and choices of the design idea, indicates the characteristics and explains the logic and communicational aims. Moreover, the choice of the Mongolian translation of the payoff must be explained. The report must not exceed 5,000 keystrokes (including spaces). The report must be drawn up in English.

All documents must be:

1. Exclusively in digital format (PDF).
2. Anonymous.
3. Without identifying mark, under penalty of exclusion.

The documents received will not be returned.

The CNR, with regards to the 3R4UB Project, becomes the owner of the design project and acquires all the rights of use, reproduction, distribution, registration, filing and publication, without any limit of space and time.

#### **Art. 10 – Deadline for submission of proposals and the participation procedure**

Candidates, individually or in associated form, register their participation in the Competition by filling in the form to be found on the Project website at <https://3r4ub.org/contestlogo/>

The application form must be filled in and is a requirement for participation in the competition, under penalty of exclusion.

Candidates who register for the competition by filling in the form on the Project website, will subsequently be notified of the internet address to which the required documents as indicated in Art. 8 must be uploaded.

The documents must be uploaded only to the page indicated and exclusively in PDF format. No other types of transmission or format are permitted, under penalty of exclusion.

The deadline to register and upload the documents is 10/11/2021 at 00:00 (Ulaanbaatar time).

#### **Art. 11 – Evaluation Commission**

A Technical Commission is appointed. The commission has the following members:

- Scientific coordinator of the 3R4UB Project (Chairman).
- Project Technical Coordinator of the 3R4UB Project (Member).
- 3R4UB Project Communication Advisor (Member).
- One member designated by each of the Project partners (Member).
- An external professional with expertise in graphics and design (Member).

Participation in the Commission is voluntary and does not entail any charge for the CNR.

The Technical Commission is responsible for evaluating the most significant and appropriate proposals from a technical and formal point of view. Likewise, it is responsible for selecting the winning proposal, on the basis of the criteria set out in Article 12. The Commission's opinion will be reasoned, final and incontestable. The Commission may decide not to announce a winner if no proposal is deemed suitable or none correspond to the aims of the Competition. In this case, the prize referred to in Article 13 will not be awarded.

### **Art. 12 – Evaluation of proposals**

On expiry of the deadline for the submission of proposals, the Competition Secretariat files the proposals received correctly within the deadline into digital folders in an anonymous way so that it is not possible to trace them back to the candidate.

The Secretariat checks that all participants have complied with the provisions of the Tender in terms of participation procedure and transmission of the documents. Any late and/or incomplete proposals (i.e. lacking one or more necessary and mandatory parts) are rejected by the Competition Secretariat and excluded from the evaluation.

Subsequently, in one or more confidential sessions, the Commission referred to in Art. 11 evaluates, without the possibility of abstention, the proposals presented according to the following criteria:

- General criteria
  1. **Proposer profile:** design expertise. Priority will be given to proposals from young people and women.
  2. **Adequacy:** consistency of the proposal with the theme of the Project.
  3. **Originality:** ability to be original and competitive, without generating confusion and overlaps with other trademarks/logos.
  4. **Appeal:** communicational effectiveness and immediacy and conceptual characteristics.
  5. **Message:** illustrative report indicating the reasons and choices of the idea underpinning the design of the logo.
- Technical criteria
  1. **Overall impression:** quality and relevance of the work on an aesthetic and creative level.
  2. **Adequacy:** consistency of the proposal with the theme of the project.
  3. **Harmony:** maximum possible cohesion between any graphic part and lettering.
  4. **Style:** Flexibility of use and application.
  5. **Concept:** communicational effectiveness and immediacy and conceptual characteristics.

Each member of the Commission gives each of the evaluation criteria a score from 1 to 5 (1 = minimum; 5 = maximum). The score given by the Commission is final and valid even in the presence of a single proposal.

The ranking of the Competition is published on the official website of the 3R4UB Project at <https://3r4ub.org/>.

### **Art. 13 – Prize**

The Secretariat of the Competition, in the name and on behalf of the CNR, awards the proposal that arrives first in the ranking referred to in Article 1 a total cash prize equal to € 1,000.00 (one thousand/00), gross of any withholdings by law; that is, inclusive of any tax and tax and social security charges. The payment of the prize is subject to the provisions of Article 14.

If the top ranking proposal has been presented in an associated form, the premium is paid to the focal point of the proposal. All members of the group are awarded a certificate of participation.

The Commission, at its sole discretion, may award special mentions without prize money.

If the Commission does not consider any of the proposals adequate, the prize is not awarded and nothing is due to the participants.

The CNR and the 3R4UB project partners can publish all or some of the proposals received on their website and on that of the 3R4UB Project, or present them at public events.

### **Art. 14 – Services to be rendered by the winner of the competition**

The creator in individual form or the focal point of a group in associated form of the winning proposal will be notified in writing by e-mail and will be informed on how to collect of the prize.

The Competition Secretariat, informed of any observations made by the Commission during the evaluation and adjudication of the winning application, may agree with the successful participant on the possible introduction of changes to the proposal submitted.

The award of the prize to the winner of the Competition is linked to the provision of the following services:

1. provision of guidelines on the use of the logo in double version (English and Mongolian) with indications relating to the use and composition of the logo;
2. provision of information on the structure of the logo in double version (English and Mongolian) and the composition in the modular grid;
3. provision of the final version of the logo in double version (English and Mongolian) in the following graphic formats: Bitmap (BMP, JPG, PNG, TIFF), Vector (EPS, SVG, AI), Print (PDF);
4. provision of the fonts used in the creation of the logo in double version (English and Mongolian);
5. indication of the following chromatic characteristics of the logo in double version (English and Mongolian): Pantone, CMYK, RGB, Web, RAL, 3M;
6. provision of the digital version of the logo in double version (English and Mongolian), open and modifiable, including composition levels, in the highest possible quality (bitmap not less than 300 dpi) in the following ways: B/W, grey scale, full-colour, negative;
7. provision, for the 12 months following the date of delivery, of a service for updating the materials supplied concerning small corrections and variations formally requested by the CNR. This activity will be free of charge without prejudice to reimbursement of expenses for the purchase of materials required to make the changes.

All information concerning the use and composition of the logo in double version (English and Mongolian) is collected and provided by the winner of the Competition in specific digital files (PDF) and is provided along with the versions of the logo in double version (English and Mongolian) as of point 3 of the previous list.

The Competition Secretariat informs the winner of the methods to use to transmit the documentation and digital files of the logo in double version (English and Mongolian).

#### **Art. 15 – Ownership and publishing rights of the documents**

The logo submitted by the participants must have been created exclusively for this Competition.

The winning logo proposal becomes the exclusive property of the CNR, which acquires all the rights of publication and use for the purposes of the 3R4UB Project, without the author(s) being entitled to raise any type of claim whatsoever in the future.

The CNR, when it awards the prize, automatically acquires all rights to use the logo, whether for reproduction, registration and filing or publication without any limit of space and time and using any means of reproduction with regards to the 3R4UB Project.

The CNR reserves the right to develop or modify the winning logo project, depending on its needs.

The winner (and, in the case of an associated proposal, all the group members) of the prize grants all rights to use and exploit their work to the CNR.

#### **Art. 16 – Liability and Acceptance**

Participants in the Competition assume all responsibility for the originality of their projects and, by signing and transmitting the documents to take part in the Competition, they fully and unconditionally accept the conditions of this Tender. Failure to comply with the indications contained in the Tender will result in automatic exclusion from the Competition.

The NRC assumes no responsibility for the proposals submitted. The authors guarantee the originality of their projects. For the proposals submitted, participants, both in individual or associated form, are liable personally and exclusively for the violation of any rights held by third parties, including any challenged infringement of copyright, and relieve the CNR from any liability, both jointly and severally.

The CNR, also through the Competition Secretariat, assumes no responsibility for the dissemination of digital material or communications caused by incorrect indication of the delivery address by the participant or non or late communication of the change of address indicated in the personal data, nor for any technical and/or technological mistakes or, in any case, attributable to third parties, in the case of unforeseeable circumstances or force majeure.

This Tender does not in any way bind the CNR, which reserves the right to cancel the Competition at any time.

#### **Art.17 – Information and contacts**

For more information on how the Competition is run, contact the Competition Secretariat at the following email address: [support@3r4ub.org](mailto:support@3r4ub.org).