UN Women's Empower Women (EW) is organizing a drawing/design/cartoon competition to find the Empower Women persona. The Competition is part of the redesign of the EW website (www.EmpowerWomen.org) that will celebrate EW's evolution from a content aggregator to a movement for women’s economic empowerment growing in many regions around the world.

ABOUT EMPOWER WOMEN

Empower Women is dedicated to empowering women to achieve their full economic potential by inspiring both women and men to become advocates, change makers and leaders in their community. We equip them with resources, opportunities and a global platform that facilitates networking, learning and sharing of experiences.

ABOUT THE COMPETITION

We invite you to picture the EW persona. Show us what comes to your mind when you think of an empowered girl and/or woman. Get familiar with EmpowerWomen.org, the community and the resources we make available, and learn about our vision and mission. Get familiar with the Beijing Declaration and Platform for Action (particularly the critical area of concern "Women and the Economy") adopted in 1995 and the Convention on the Elimination of All forms of Discriminations against Women. Seek inspiration for your drawings in the 7 Women’s Empowerment Principles:

1. Establish high-level corporate leadership for gender equality
2. Treat all women and men fairly at work - respect and support human rights and nondiscrimination.
3. Ensure the health, safety and well-being of all women and men workers
4. Promote education, training and professional development for women
5. Implement enterprise development, supply chain and marketing practices that empower women
6. Promote equality through community initiatives and advocacy
7. Measure and publicly report on progress to achieve gender equality
ELIGIBILITY:

The competition is open to all cartoonists, graphic designers and artists from any field including students. If you are younger than 18, you must submit a signed parental consent form along with your drawing/design/cartoon(s).

Interested participants must register to EmpowerWomen.org by 11:59 pm (EST) on 28 February. Please note that we are currently in content freeze mode, thus we welcome registrations through this Google Form. With the information submitted through this form, the Empower Women Team will facilitate the creation of participants’ profiles.

In order for their submissions to be considered, all participants must have created a profile on EmpowerWomen.org before 18 February or filled out the Google Form after 18 February. Submissions without a complete profile or registration by 11:59 (EST) on 28 February will not be taken into account.

PERSONA GUIDELINES:

EW embraces the principle of design for all in its knowledge products, which means that all designs used in its publications are relatable and can inspire and be perceived by global audiences regardless of their age, gender and/or cultural background. EW strongly encourages all participants to embrace a design for all principle in their submissions.

The persona will appear in different publications associated with Empower Women, including social media kits, best practices and informational, promotional and professional development materials.

The following rules apply to your drawing/design/cartoon:

- Your drawing/design/cartoon must be without words.
- You may submit your cartoon as a series (maximum of six boxes and fitting on a DIN A4 page: 210 mm x 287mm), but you must specify who is the EW persona.
- Your cartoon shall not contain specificities to a particular country. It must be relatable to global audiences.

SUBMISSION:

All drawing/design/cartoon(s) must be original, unpublished and must not have been submitted to other competitions.

- The file size must not exceed 5 MB. File formats: .jpeg, .png, .pdf; preferably in web safe RGB colors.
- The image should have a high ppi (150 or higher)
- If the cartoon was designed/draw by more than one individual, please include all credits.
- All submissions must include the following table:
Full Name:  
Date of Birth:  
Address:  
Nationality:  
Country of Residence:  
Email:  
Description EW Persona:

- All personas must be submitted online by **11:59 pm (EST) on 28 February 2016** to empower.women@unwomen.org. Please use the subject line: **EW Persona Competition**.

**NOTE:** Remember that in order for your submissions to be considered you must have created an account on EmpowerWomen.org before 18 February or fill out the Google Form after 18 February.

**AWARDING PROCESS:**

Finalists will be selected by a jury composed of professional artists, gender equality experts and communication experts.

The 10 highest ranked submissions to pass the committee review will be subject to an open review via Empower Women Facebook page from **4 - 13 March 2016** to determine the top 5 selections. The final decision will be made by the reviewing committee. Awards go as follows:

- **First Place:** Public on Empower Women website and Newsletter. An Empower Women T-shirt and a UN Women Certificate of Outstanding Achievement. Your work will also be showcased through social media channels and used in many of our publications.
- **Second Place:** Your work will be showcased in Empower Women website and social media channels, and you will receive an Empower Women T-shirt.
- **Third Places (3):** Your work will also be showcased in Empower Women website.

**IMPORTANT DATES:**

- Sign up to [EmpowerWomen.org](http://EmpowerWomen.org) (for free), and fully complete your profile by **11:59 pm (EST) 18 February 2016**.
  - If you missed this deadline, complete this [Google Form](http://Google Form) registration by **11:59 (EST) 28 February 2016**. This form will serve to create your profile once our website is back up and running on 8 March 2016.
- All designs must be submitted via email to: empower.women@unwomen.org by **11:59 pm (EST) on 28 February, 2016**. Make sure to use **EW Persona Competition** as subject of your email.
- Announcement of Top 10 designs by the review committee on **4 March 2016**.
- Vote (like) for your favorite persona on Facebook starts **4 - 13 March 2016**.
- Deadline for Audience Voting: **13 March 2016**
- Winner public announcement on **16 - 17 March** during the 60th Session of the Commission of the Status of Women.
TERMS AND CONDITIONS
Empower Women Persona: Bring it to life! /Rise Her / Awake her

BY ENTERING THIS COMPETITION, YOU AGREE TO THE BELOW TERMS AND CONDITIONS:

ARTICLE 1: Objective of the Competition

1.1. The Competition is organized by Empower Women under UN Women, in the future referred as the Organizing Entity, to find the Empower Women persona. The Competition is part of the redesign of the new Empower Women website that celebrates the evolution of Empower Women from a content aggregator to a movement for Women’s Economic Empowerment growing in different regions around the world. The Competition shall promote knowledge of Empower Women and UN Women’s work. More precisely, the Competition invites people to become familiar with the contents of EmpowerWomen.org, the community and the resources we have available, the Beijing Declaration and its Platform for Action adopted in 1995, the Convention for Elimination of all forms of Discriminations against Women (CEDAW) and the 7 Women’s Empowerment Principles:

- Establish high-level corporate leadership for gender equality
- Treat all women and men fairly at work - respect and support human rights and nondiscrimination.
- Ensure the health, safety and well-being of all women and men workers
- Promote education, training and professional development for women
- Implement enterprise development, supply chain and marketing practices that empower women
- Promote equality through community initiatives and advocacy
- Measure and publicly report on progress to achieve gender equality

1.2. All entries to the Competition can be inspired by Empower Women and the seven topics referred to above. Entries deviating from the above shall be automatically disqualified. The Area of Concern is Women and the Economy.

ARTICLE 2: Terms of participation

2.1. To enter the competition, interested participants must register (create an account) on EmpowerWomen.org until 11:59 pm (EST) on 18 February (membership is free). Participants who do not make the 18 February deadline may still submit their work until 11:59 (EST) on 28 February, but they must fill out this Google Form in order for the Empower Women Team to facilitate the creation of participants profiles once our website is no longer in ‘content freeze’ mode.

In order for their submissions to be considered, all participants must have created a profile on EmpowerWomen.org before 18 February or filled out the Google Form after 18 February. Submissions without a complete profile or registration by 11:59 (EST) on 28 February will not be taken into account.
2.2. You may enter up to three drawing/design(s), but you must attach all of your drawing/design(s) in the same email. Please make sure you do not exceed the size limit of your attachments.

2.3. You must send/submit your drawing/design(s) by 11:59 pm (EST) 28 February 2016 to empower.women@unwomen.org using ‘EW Persona Competition’ as the subject line. Emails received after 11:59 pm (EST) will not be accepted. Due to the expected high volume of last-minute submissions, we advise you to send us your drawing/design(s) well in advance of the entry deadline.

2.4. Together with the drawing/design(s) you must submit the following table:

<table>
<thead>
<tr>
<th>Full Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Birth:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>Nationality:</td>
</tr>
<tr>
<td>Country of Residence:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
<tr>
<td>Description EW Persona:</td>
</tr>
</tbody>
</table>

2.5. Ten to fifteen semifinalists will be selected by a judging panel of at least eight members. Semifinalist will be subject to an open review through Empower Women Facebook. The top 5 finalists will be selected from the Facebook online voting (likes) and final decision will be made by the judging panel. The decision of the jury is final and binding.

2.6. All finalists and semi-finalists will be notified by e-mail after the judging is complete. If you receive a notification e-mail from Un Women Empower Women, you must respond to the notification e-mail to accept your prize. If UN Women Empower Women does not receive a response from you within five days of the notification, UN Women Empower Women reserves the right to reallocate the prize to another participant.

2.7. Names of the winners will be publicly announced at the Driving Change for Women’s Economic Empowerment Event during the 60th Session of the Commission on the Status Women celebrated in 17 March 2016 in New York, United States. The prizes are as set out as follows: First Place: Public on Empower Women website and Newsletter. An Empower Women T-shirt and a UN Women Certificate of Outstanding Achievement. Your work will also be showcased through social media channels and used in many of our publications. Second Place: Your work will be showcased in Empower Women website and social media channels, and you will received an Empower Women T-shirt. Third Places (3): Your work will also be showcased in Empower Women website.

The finalists’ and semi-finalists’ drawing/design(s) will be published in a booklet and may be considered for exhibition as well as for further publication.

2.8. The Organizing Entity reserve the right to cancel, modify, suspend or delay the Competition in the event of unforeseen circumstances beyond their reasonable control. The Organizing Entity reserves the right to change, amend, delete or add to these Terms and Conditions at any time.
2.9. The Organizing Entity and their officials and agents shall not be responsible or liable for any claims, demands, losses and liability of any kind or nature arising out of or in connection with your participation in this Competition or your acceptance or use of the prizes awarded.

ARTICLE 3: Eligibility of participants and drawing

3.1 Eligibility of participants

3.1.1 The competition is open to all participants. If you are younger than 18, you must submit a signed parental consent along with your drawing/design(s).

3.1.2 You must use your legal name and provide valid contact details along with your drawing/design(s).

3.1.3. You must create an account in EmpowerWomen.org and complete your profile by 11:59 pm (EST) 18 February 2016, after this deadline if interested in taking part of the competition, you must register your participation through [this Google Form](#) by 11:59 (EST) 28 February 2016.

3.2 Eligibility of drawing/design(s)

3.2.1 The drawing/design(s) must not include words.

3.2.2 Your drawing/design(s) must fit on one DIN A4 page (210mm x 297mm). Both portrait and landscape orientation are accepted. If drawing/design(s) comprises several pictures, the number of the pictures should not exceed six boxes and you must specify who the EW persona is. The complete drawing/design(s) must fit on one DIN A4 page.

3.2.3 The resolution of the drawing(s) must have high ppi (150 or higher). Data size is limited to 5 MB per drawing/design(s). We accept jpg, jpeg, png, and pdf formats.

3.2.4 Your drawing/design(s) must not in the determination of the Organizing Entity: - be disrespectful of the impartiality and independence of the United Nations; - reflect adversely on the Organizing Entity; - be incompatible with the aims and objectives of the Organizing Entity; - be derogatory to any persons depicted in the drawing; - contain any nudity, lewd, or otherwise offensive or inappropriate content. The Organizing Entity shall not be responsible or liable for: a) any problem, loss or damage due to delay and/or failure in receiving and sending the entry as a result of any network, communication or system interruption or error, or b) any error, interruption, deletion, defect, delay in operation or transmission, site failure or unauthorized access to entries.

3.2.5 Submitted drawing/design(s) must be original, unpublished work. Entrants represent and warrant that their submission is their original work, it has not been copied from others, and it does not violate the rights of any other person or entity.

3.2.6. If the drawing/design(s) were produced by more than one individual it shall credit all individuals involved.
3.2.6 Incomplete entries or entries that do not comply with these Terms and Conditions will be automatically disqualified at the sole discretion of the Organizing Entity.

ARTICLE 4: Copyright

4.1 All Competition entries become the property of the Organizing Entity and will not be acknowledged or returned. The copyright in any submitted drawing/design(s) shall remain the property of the entrant, but entry in this Competition constitutes entrant’s irrevocable, perpetual permission and consent to the Organizing Entity and others authorized by the Organizing Entity without further compensation or attribution, to use, distribute, reproduce or otherwise utilize the Submitted drawing(s) in whole or in part, and the entrant’s name and city and state, by any means or methods now known or hereinafter devised in any and all media now in existence or hereinafter created, throughout the world, for the duration of the copyright in the drawing/design(s). The entrant also consents to the Organizing Entity doing (or omitting to do) any acts in respect of the submitted drawing/design(s) which may otherwise constitute an infringement of the entrant’s moral rights. Organizing Entity and/or others authorized by the Organizing Entity shall have the right to edit, adapt, and modify the submitted drawing(s).

ARTICLE 5: Indemnification

5.1 By entering your drawing/design(s) in the Competition you agree to indemnify, defend, and hold and save harmless, the Organizing Entity, and its officials, agents, employees, consultants, sub-contractors and other representatives from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any third party against Organizing Entity, including, but not limited to, all litigation costs and expenses, attorney’s fees, settlement payments and damages, based on, arising from, or relating to the Organizing Entity use of the drawing/design(s). The obligations under this section do not lapse upon closure of the Competition.