



UNEP

United Nations Environment Programme  
**World Environment Day**

**Seven Billion Dreams.  
One Planet.  
Consume with Care.**

Logo Design Competition - 2015

## World Environment Day logo design competition 2015

The United Nations Environment Programme (UNEP) invites designers around the world to create and submit their best logo design for the World Environment Day (WED) 2015 campaign. The designer whose logo is selected to be the official logo for 2015 WED will win a trip to Milan, Italy to visit the Expo Milano 2015 - <http://www.expo2015.org/en>

### About the World Environment Day theme – Seven Billion Dreams. One Planet. Consume with Care

The well-being of humanity, the environment, and the functioning of the economy, ultimately depend upon the responsible management of the planet's natural resources. Evidence is building that people are consuming far more natural resources than what the planet can sustainably provide.

Many of the Earth's ecosystems are nearing critical tipping points of depletion or irreversible change, pushed by high population growth and economic development. By 2050, if current consumption and production patterns remain the same and with a rising population expected to reach 9.6 billion, we will need three planets to sustain our ways of living and consumption.

The WED theme this year is therefore [Seven Billion Dreams. One Planet. Consume with Care](#). Living within planetary boundaries is the most promising strategy for ensuring a healthy future. Human prosperity need not cost the earth. Living sustainably is about doing more and better with less. It is about knowing that rising rates of natural resource use and the environmental impacts that occur are not a necessary by-product of economic growth.

### About WED

World Environment Day (WED) is the United Nations' principal vehicle for encouraging worldwide awareness and action for the environment. Over the years it has grown to be a broad, global platform for public outreach that is widely celebrated by stakeholders in over 100 countries. It also serves as the 'people's day' for doing something positive for the environment, galvanizing individual actions into a collective power that generates an exponential positive impact on the planet. We believe WED will be an excellent opportunity to raise a call for sustainable lifestyles at every level.

## Eligibility

The Competition is open only to individuals. Companies, educational institutions, organisations, etc., or groups associated with such institutions are not eligible.

## Prize

The winner of the competition will receive the following:

- an economy class return ticket to Milan for one person,
- daily allowance for two nights in Milan (per UN standard travel rules and guidelines),  
and
- a two-day ticket to the Milan Expo

Winner must travel to Milan during the Expo (1 May – 31 October).

## How to enter the competition

1. Participants must submit logo entries by email attachment to [WorldEnvironmentDay@unep.org](mailto:WorldEnvironmentDay@unep.org) with the subject heading “WED 2015 logo design”. Logos should be received in the World Environment Day mailbox by the deadline – **19 April 2015** (no later than 11:59 p.m. Nairobi time, +3 GMT).
2. The entries must be submitted in PDF or JPG (300 dpi). See the Submission Guidelines below for further information.
3. The email must include the full name, address and phone number of the Entrant.
4. Entries must conform to the Submission Guidelines set out below and those that fail to do so will be disqualified.
5. A logo entry must consist of the following files – each in PDF or JPG:
  - the basic logo composition in colour,
  - the basic logo composition in grayscale,

We will attempt to acknowledge all entries within one week of receipt. UNEP cannot be held responsible for entries or responses lost in e-mail.

## Submission guidelines

*Definitions:* “Entry” means a logo design created by the Entrant for this Contest. “Entrant” means the individual that offers the Entry under the terms of this Contest.

1. The purpose of the contest is to design a logo for UNEP’s World Environment Day campaign. The logo will be used online, in print, and on merchandise. The logo should visually capture in a simple, appealing and exciting way the message behind the slogan: “Seven Billion Dreams. One Planet. Consume with Care.”
2. Flexibility is a key requirement, including the need to resize easily and to look good in black and white, as well as in colour. The final version of the logo will need to be suitable for high quality printing.
3. Entrants should ensure that their submissions are their original work and have not yet been previously used for any other purpose by any other entity.
4. Any fonts, image and any other design elements used in the logos must be free from copyright and if with copyright, this must be transferrable to UNEP.
5. The basic logo composition must include the following:
  - a. the UNEP logo – download from <http://bit.ly/1Dy9cRe>
  - b. the campaign title “World Environment Day 5 June”, and
  - c. the slogan “Seven Billion Dreams. One Planet. Consume with Care.”
6. When selected as the winning logo, the designer will be asked to render language versions of the logo in Arabic, Chinese, French, Russian and Spanish using language versions of the different components that will be provided by UNEP.
7. The logo must not contain any other element besides those that are required per point 5 above.

## Submission deadline

19 April 2015

## Judging

1. The winning design will be selected by UNEP Division of Communications and Public Information representatives based on the following criteria:
  - relevance of interpretation and clarity of the theme to the viewer;
  - creativity and originality;
  - universality of rendition (appealing to all cultures)
2. The panel's decision will be final. No further correspondence shall be entered into.
3. UNEP reserves the right not to select a winner if, in its sole discretion, no suitable entries were received.
4. UNEP reserves the right to disqualify any Entrant or Entry at its sole discretion. No correspondence shall be entered into.
5. Accepting the prize constitutes permission for UNEP to make public and otherwise use winner's name, and country of residence for publicity purposes. Further personal data may be requested but is not required.

## Terms and conditions

Entry into the World Environment Day Logo Design Competition is subject to acceptance of the following terms and conditions.

1. Entrants acknowledge that by entering the competition they have assigned copyright of the logo(s) to UNEP.
2. Entrants warrant that the logo(s) submitted for the competition are their original work personally created by them.
3. Entrants must be willing to work with UNEP to further improve logo, should they be selected as a winner. These improvements will include, but not limited to, minor tweaks and recreating the logo in six UN languages with the provided translations (Arabic, Chinese, English, French, Russian and Spanish).
4. Winner must possess a passport or be eligible to get one at the time of the submission of the logo designs or at the time the results of the competition are announced in order to receive their prize in the form of paid travel.
5. Entrants must apply for their own travel visa and meet the country's requirements for travel to Milan. UNEP will not be held responsible for failure to meet these requirements.

## Frequently asked questions

1. Can I submit more than one logo design?

A. Yes, you can. But make sure you have a complete logo design package for all your submissions.

2. What format shall I send the logo design images in?

A. Please send in PDF and JPG (300 dpi).

3. How will the logos be judged?

A. We will be evaluating the submissions based on relevance of interpretation, clarity of the theme, creativity, originality, and universality of design.

4. Will I still have rights to my logo design/artwork?

A. By entering into the World Environment Day Logo Design Competition you assign copyright to UNEP. UNEP has unrestricted rights to use, share, publish, or reproduce your logo in accordance with the applicable UN rules and regulations. UNEP and its partners will endeavour to give credit to you as the designer. Please remember to update your contact details with us should they change.

5. Where can I learn more about previous WED logos?

A. Download a PDF with previous WED themes and logos from <http://bit.ly/1Dy9cRe>

## More questions? Contact...

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