Climate Change
Care ➡ Act
POSTER COMPETITION

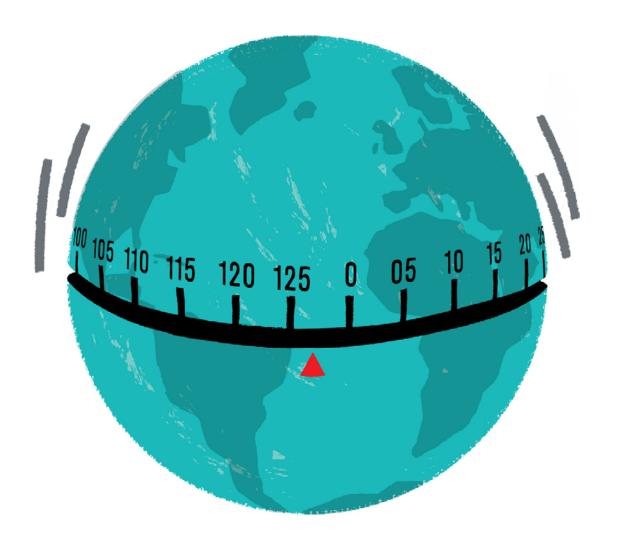SEGUNDA LLAMADA

CYAD medioambiente

To raise awareness over the current environmental situation, Segunda llamada extends an invitation to participate in its 5th international poster competition:

Climate Change **Care ➞ Act**

Climate change is happening. Over 97% of the scientific community agrees[1] and we can witness its devastating effects on a daily basis worldwide.

For this year´s international poster competition a coalition of designers, artists, scientists, educators and environmental activists of all ages join forces to stand up for our planet.

We want to spread information, raise awareness, spark debate and dialogue, and inspire people to care about climate change. But most importantly we want to inspire them to act!

That´s where you come in. What do you have to say in the face of environmental crisis? Join us and create a poster that contributes to solving the problem.

The information and links on this brief are a good starting point to better understand climate change, however, the subject is very complex. Please allow time to learn more and refer to reputable sources to avoid misconceptions and inaccurate information.

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1   https://climate.nasa.gov/scientific-consensus/

Care —→ Act

Carbon emissions are the highest they've been since homo sapiens have been on the planet[2]. Greenhouse gases resulting from human activity, specifically burning fossil fuels like coal and oil, are causing global earth and ocean temperature to rise at an accelerating rate.

There are plenty of distress signals, with shrinking ice sheets on land and declining sea ice, retreating glaciers, sea level rise, ocean acidification and coral bleaching all happening now. Natural ecosystems and agriculture are feeling the effects, and extreme weather events such as droughts, heatwaves and torrential rains are more common, with resulting fires and floods. Hurricanes are getting stronger.

Consequently, broad social, economic and political effects are affecting millions of people worldwide in the form of hunger, armed conflict, and displacement.

Unfortunately –and despite the overwhelming evidence and scientific consensus– many people (including world leaders and policy makers) deny human-caused climate change for the sake of economic or personal interests. In addition, mass media outlets contribute to the issue by portraying a 50/50 debate.

Some people believe in climate change but don´t perceive it as an urgent and significant threat. Others choose to remain in their comfort zone, staying passive and indifferent.

This has to change. We need everyone involved.
We need to Care.

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2   406.94 parts per million as of September 16, 2017
    https://climate.nasa.gov/vital-signs/carbon-dioxide/

Care → Act

And we need to Act now.

Let´s take responsibility and be realistic about where we are at. It is time to roll up our sleeves and see what we can do to fix things up. Not just stop fossil fuels, but work to make the whole environment better.

By understanding the impact we have on climate change we can accept the challenges and opportunities that come along; the possibility to imagine a different world, an invitation to creativity, positive change, prosperity and solutions.

Because climate change is a complex issue, with social, economic, political and ethical implications, we need coordinated responses from governments, policy makers, society and individuals together. Whether it is a country signing the Paris Climate accord[3], a community pushing for cleaner sources of energy, a family planning to avoid food waste or an individual opting to ride a bike to work– It all makes a difference.

Guidance for action can be found in Project Drawdown[4], a comprehensive set of 100 realistic and bold solutions to climate change. Some are well known and some new; they range from clean energy to educating girls in lower-income countries to land use practices that pull carbon out of the air.

The project offers a road map of the future that can be built, in cooperation with nature and one another for a better world. It is up to us to listen.

Creating a poster is the first step. What will you do next?

3   http://unfccc.int/paris_agreement/items/9444.php
4   Drawdown, The most comprehensive plan ever proposed to reverse global warming. Edited by Paul Hawken. www.drawdown.org

ELIGIBILITY

Participation is open to professionals and students worldwide. Members of the jury are not eligible for participation.

JURY

All submissions will be judged by our 3 international jury teams:

Team Art and Design

- Andrea Martinez - Mexico
- Agnieszka Ziemiszewska - Poland
- Coco Cerrella - Argentina
- Cláudio Gil - Brazil
- Eli Román - Mexico
- Gabriela Irigoyen - Brazil
- Gavin Aung Than - Australia
- Ginette Caron - Canada
- José Luis Coyotl - Mexico
- Marco Tóxico - Bolivia
- Michel Olivier - France
- Minal Nairi - India
- Mehdi Saeedi - Iran
- Natalia Delgado - Mexico
- Shangning Wang - China

Team Science and Education

- Elaine Fernandes - Australia
- Hector Barrón - Mexico
- Jim Rountree - Australia
- Mónica Lozano - Mexico
- Pablo Rosado - Spain
- Renata Lippi - Brazil
- Willem Huiskamp - Australia

Team Kids for the Environment

- Ana Cristina Retamoza - Mexico
- Daniel Chávez - Mexico
- Olivia Bouler - United States
- Ryan Hickman - United States
- Winter Vincent - Australia

Detailed jury information in: www.segundallamada.com/jury

Works will be assessed according to the following criteria:

- Concept originality
- Graphic quality
- Message conveyance
- Accuracy of facts and information

The jury's decision is final and incontestable.

UPLOAD

Participants can submit a maximum of 3 posters (single or conforming series).

Posters can be uploaded from February 1, 2018 on the following link: www.segundallamada.com/upload

Deadline for submitting entries is March 20th, 2018 at 23:59 Mexico city time CDT (GMT – 6hrs).

ENTRY SPECIFICATIONS

To participate in the competition, entries must include:

A) POSTER

Size: 60x90cm (3545 x 5313 pixels – resolution 150ppi)
Vertical (portrait) format. Black and white
Format: JPG. Color mode: Grayscale
Maximum size 5MB

Note: RGB/CMYK modes, other sizes or formats woill not be accepted.

B) BRIEF DESCRIPTION
100 characters maximum.

C) CONTACT DETAILS
Name, age, country, address, email and phone number.

D) ACTION PROPOSAL
A proposal of action which the participant commits to undertake in their daily life as a response to climate change.

E) INFORMATION SOURCE
If the posters contain information or facts, a bibliography or links to the sources need to be provided.

If an entry does not consist of all parts, it will not be considered for the competition.

ANONYMITY

Participants posters and contact information will be kept separately by the coordinator, and will only be gathered together after the jury's final decision. For that reason the posters must not include any signature, logo or author's name, alias or credit.

To maintain each participant's anonymity and have a transparent judging process, POSTERS MUST BE ORIGINAL WORKS CREATED SPECIFICALLY FOR THIS COMPETITION and must not have been published or submitted to previous competitions, projects or exhibitions; nor should they be uploaded to personal websites, blogs, social networks or any other digital media before the final results are announced.

Violation of this rule will result in immediate disqualification.

LANGUAGE

If posters contains any text it must be in English. However, if selected, a Spanish version will be required and we might request an editable file for further translations. We suggest keeping a file with independent text layers.

LOGOS

Posters will not include any logo of companies, services, products, third parties, institutions or organizations. Including Segunda llamada or competition sponsors.

AUTHORSHIP

All work must be the artist's own, or, if incorporating others' work or non-original themes, permission must be granted by the original artist or author.

Submitted posters must be relevant to the brief. Posters which do not meet the aforementioned criteria will be excluded from the competition, upon the jury and organisers best judgment.

ORIGINALITY

Please consider avoiding common clichés before sending a poster with a polar bear standing on thin ice.

SELECTION

The 3 jury teams will assess submissions to select 50 winning posters and Top 10 Awards.

Results will be published on August 20, 2018, on the Segunda llamada website and Facebook page.

RIGHTS

The selection of posters will be featured on the Segunda llamada website and on social media. The posters will also be shown at international exhibitions and events to follow.

To help raise awareness at a bigger scale the collection will be made available for environmental organisations, educational institutions and the general public to download and use under the Creative Commons license (CC BY-NC-ND 4.0)

Participants will assign exhibition, dissemination and reproduction rights for the website of Segunda llamada, printed media and exhibitions as descibed above.

Participants will maintain author's rights and will receive full credit on their posters, print and digital media publications.

Organizers will not use the designs for any other purposes without previous written authorization of the authors.

FINAL CLARIFICATIONS

Segunda llamada and The Autonomous Metropolitan University Azcapotzalco (UAM AZC) may not necessarily agree with the opinions and standpoints conveyed on posters and these will be the sole and exclusive responsibility of their authors.

Any situation not provided for on this brief that may arise, will be resolved by common agreement by the organisers and jury.

For any question regarding the competition please write to:
info@segundallamada.com

CREDITS

Segunda llamada is a non-profit environmental awareness project.
www.segundallamada.com

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SOURCES

NASA Climate Change Website
Project Drawdown, edited by Paul Hawken

LINKS

For more information from reputable sources on climate change visit www.segundallamada.com/links

Follow Segunda llamada on Facebook for the latest news and updates about the competition.

Please consider the environment before printing this brief.