

DESIGN 24-hour COMPETITION

THE DESIGN TASK

To create a visual identity for the Alliance for Ending Child Poverty. This is an association of international organizations, NGOs, businesses and government, which UNICEF plans to establish to address the issue of child poverty in Ukraine.

The identity should be an icon or signature that can potentially achieve high recognition. The developed identity must be clear and versatile in adaptation for various media (printed and digital). The work must include a creative naming and tag-line. The visual identity/branding/signage must be distanced from politics, and be positive and meaningful.

BACKGROUND

In 2018, the overall poverty rate in Ukraine was 43.2 per cent, with child poverty reaching 49.9 per cent. UNICEF analysis demonstrates that poverty rates will increase significantly as a result of COVID-19 quarantine measures, with child poverty increasing even more steeply. Child poverty existed long before the coronavirus outbreak in Ukraine, but did not get enough attention in the country; now the pandemic has exacerbated the crisis.

Child poverty is a multidimensional phenomenon. Poverty is not just lack of money. Poverty means a shortage of resources to provide livelihoods, nutrition, clean water, clothes and access to services. It also means lack of control over your life and resources. Being poor also implies being marginalized and excluded from social, economic, and political processes that affect one's life.

Having lower living standards or limited opportunities in comparison to peers can reduce a child's future prospects for career development, welfare or education.

UNICEF is working with the media and partners to raise awareness of the problem and to launch a mobilization and advocacy campaign aiming at reducing child poverty in Ukraine.

Recently UNICEF published a report on the economic impact of COVID-19 on child poverty. In autumn 2020, UNICEF will be releasing a more comprehensive and in-depth study examining different angles of child poverty. The next step will include establishing the association of international organizations, businesses, NGOs, and government agencies working together to address child poverty in Ukraine.

DESIGN 24-hour COMPETITION

TARGET AUDIENCE

The core audience includes representatives of the donor community, government representatives, NGOs, and socially responsible adults aged 35-45 years, who should feel motivated to support the activities of the Association or join the cause. Nationwide reach.

THE CHALLENGE

The topic of poverty is difficult to communicate as it is a highly politicized issue in Ukraine with debates about poverty initiated by various political actors to support their political agendas.

Moreover, persons affected by poverty are often stigmatized by society. While developing the visuals, it is critical to distant from political discourse, and avoid expressing or promoting a sense of pity for those in need, but rather build broader and deeper discourse in support of poverty reduction at national level. The child should be at the centre of this communication, as every child deserves an equal start no matter which family he or she was born in.

Communication products on this topic have to offer solutions, inspire hope and build motivation to join efforts to defeat injustice and address the issue of poverty.

WHAT TO CONSIDER

The design needs to be easily adaptable for various video and print products, as well as digital platforms (websites, social media etc.).

The design should be appealing for socially responsible adults who could potentially join the Alliance. It also should position families in need in a dignified manner with the visual not offending their feelings, or in any way stigmatizing them or placing them in an inferior position.

ADDITIONAL RESOURCES

Link 1: <https://tinyurl.com/yak5lkg4>

Link 2: <https://tinyurl.com/ya892gtm>

SUBMITTING YOUR WORK

Submit your work via the CIAU Contests Platform. Refer to Submit Your Work (<https://tinyurl.com/yb8o6oup>) section for technical requirements and work uploads.

You must meet all contest requirements – please see the Terms & Conditions (<https://tinyurl.com/ycxg6cpp>) and the Contender Instructions (<https://tinyurl.com/y8r83h9o>) sections of your CIAU Contests Platform account.