

Open Call for Young Designers:

2021 Western Balkans Berlin Summit Logo Competition

The Regional Youth Cooperation Office, in partnership with the German Federal Government, organizes an open call for the design of the 2021 Berlin Process Summit visual identity. The call is open for young people (from 18 to 30 years old) coming from the Western Balkans (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia).

Background

The Berlin Process was initiated by Germany to promote regional cooperation of the Western Balkans and to support the EU's enlargement policy. Its first summit was held on 28 August 2014 in Berlin. It was followed by summits in Vienna (2015), Paris (2016), Trieste (2017), London (2018), Poznan (2019) and Sofia (2020).

It brings together the Western Balkan six (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia), the EU member states (Austria, Bulgaria, Croatia, France, Greece, Germany, Italy, Poland, and Slovenia), one third country, the United Kingdom, the European Commission, international financial institutions (such as the EIB and the EBRD), as well as international and regional organizations. Civil society and youth organizations are also engaged in the Berlin Process through taking part in meetings held during and on the side-lines of the summits.

The initiative focuses on economic and infrastructural cooperation and integration of the Western Balkans as well as on the people-to-people connectivity.

One of the most tangible results of the Berlin Process is the establishment of the Regional Youth Cooperation Office (RYCO). The Agreement on the Establishment of RYCO was signed by the six Western Balkan prime ministers during the Paris Summit on 4 July 2016.

RYCO is an independently functioning institutional mechanism aiming to promote the spirit of reconciliation and cooperation between the youth in the region through youth exchange programs.

RYCO's program focuses on creating opportunities for young people to engage in activities that build mutual understanding and reconciliation in the civic, social, educational, cultural and sports domains. RYCO initiates and participates in policy making and advocates for reform. Furthermore, it supports the development of a political and social environment that empowers and facilitates youth exchange.

In the last years, RYCO has launched four Open Calls for Project Proposals and has granted over 100 projects, implemented by civil society organizations (CSOs) and high schools from the region. The projects and initiatives implemented by RYCO are designed on the basis of partnership and mobility by giving youth the chance to travel and work closely with their peers in topics such as intercultural learning and dialogue, youth participation and social inclusion. Moreover, RYCO is also supporting high schools and CSOs in capacity building activities in each of its Contracting Parties.

To know more about RYCO, please visit the website <https://www.rycowb.org/>.

* This designation is without prejudice to positions on status and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

Logo Competition

The aim of the 2021 Western Balkans Berlin Summit Logo Competition, hereinafter referred to as the “Competition”, is to select one competition entry from the submitted designs, which will be used as the official logo of the Western Balkans Summit in Berlin in 2021.

The Competition is organized by the Regional Youth Cooperation Office (RYCO) in partnership with the German Federal Government, hereinafter referred to as the “organizers”. The announcement of the Competition and all other information relevant for the Competition implementation will be published on RYCO’s website (www.rycowb.org).

Eligibility of Competitors

To be eligible to take part in the Competition, the competitor must:

- be between 18 and 30 years old;
- permanently reside in one of the Western Balkans 6 Contracting Parties (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia);
- respect the spirit of reconciliation and cooperation in the Western Balkans.

Participation in the Competition is voluntary and free of charge. Employees and representatives of the organizers or other entities directly involved in the preparation and conduct of the Competition and/or Berlin Process Summit, as well as their relatives, cannot participate in the Competition.

Description of Logo, Target Groups

The logo should be a graphic symbol of the German Presidency over the Berlin Process. It should:

- illustrate the Berlin Process as an initiative focused on enhancing economic and societal cooperation and/or infrastructural development;
- refer to the Western Balkans, the European Union and Germany;
- symbol inclusion, accession, rapprochement, open door policy, cross-border cooperation, connectivity priorities (development of transport, energy, telecommunications, and infrastructure), and/or interpersonal relations.

The logo is addressed primarily to representatives of governments and administration, civil society, business and other people involved in the broadly understood cooperation between the EU and the Western Balkan in the context of the Berlin Process and the Western Balkans Summit. At the same time, the summit will be organizing wide-ranging information campaigns, so the logo should also be attractive to people who do not engage in professional foreign affairs.

The works submitted should include the name: "Western Balkans Summit, Berlin, 2021". They should also be universally understood and suitable for use and aesthetic presentation both on printed documents (official letters, certificates, memorandums, etc.) and on websites, as well as on various types of promotional materials (pens, agendas, folders etc.). The submitted works should also be aesthetically complementary with the logos of the organizers, most notably with the logos of the German Federal Government and its institutions.

Number of Individual Entries, Submission, Timeframe

Each participant may submit a maximum of three competition works. Each of the works should be submitted separately. The submission is only possible via email and should be directed to the following email address: office@rycowb.org with the following subject: “2021 Western Balkans Berlin Summit Logo Competition_Name and Surname”. Each submission will be acknowledged with an answer. In case the answer is not received within three working days, the competitor should make an inquiry to the above mentioned email address.

The submitted works must be saved at a resolution of 300 DPI in two formats as vector graphics in PDF and/or EPS formats and in JPG format. A scan of the completed and signed application form must accompany the submission. Submissions without application form attached will not be considered.

The competition is open from 24 March until 7 April 2021, 23:59 CET. The works submitted after the deadline will not be considered.

Selection

The list of the winners will be published on RYCO’s website. The winners of the Competition will also be informed about the results of the Competition via email.

The submitted works that fulfil all the criteria set out in this call will be jointly assessed by the organizers and their partners. The final decision will be made taking into account legibility of the message, aesthetic values, compositional values and the possibility of technological exploitation of the work. The organizers will select the three best submissions.

The decisions are taken by voting at meetings convened by the RYCO Secretariat. The organizers’ decisions are final and may not be appealed against.

The personal data submitted together with the works will be protected, used only for the purposes of this Competition and not shared with third parties. By taking part in this Competition, the competitors give their consent that their name and surname will be published on the RYCO website in case they are selected as winners.

Prizes

The organizers will award the authors of the three best entries:

1. first prize – 2.000€ gross
2. second prize – 1000€ gross
3. third prize – 500€ gross

The prizes will be paid to the winners via bank transfer.

The prizes are taxable in accordance with applicable law of the competitor’s Contracting Party. The organizers cannot be considered liable for any unpaid taxes resulting from this Competition.

Copyright Provisions

The competition entries must be original works, made by one author, not published anywhere before, not being the subject of another competition and not encumbered with rights or claims of third parties. The logo should be licensed under [CC-BY-SA 4.0](#) and allow everyone to use the logo without attribution. In case of a breach in relation to third parties and copyrights, the person who submitted the work shall be solely responsible towards these persons and legislations.

By entering the Competition, the participant declares that the submitted works are her/his sole property and do not infringe the rights of third parties or applicable law, and that the proposed designs are new and original and not published anywhere before. Competition participants bear full legal responsibility in the event of not having the right to submit their work to the competition or infringement of copyrights and/or personal rights of third parties.

The winner of the first prize is obliged to transfer the copyrights of the winning work free of charge to the organizers.

By submitting the works, the competitors agree that their work can be used in the following ways but not limited to: recording and processing by any technique and on any information medium, in any number of copies, in particular on printed documents and in electronic form, as well as on various types of promotional materials; reproduction by any technique and on any information carrier, in any number of copies; placing on the market; saving to computer memory, open and closed IT networks; public display, exhibition, screening, broadcasting, rebroadcasting and reproduction using any technique; making modifications, studies and translations; use or dispose of the work in whole or in any part.

The first prize winner may not submit any claims against the organizers due to use of the work submitted or for its non-use or limited use.

Additional Information

The organizers reserve the right to postpone the Competition dates or cancel the Competition and change the provisions of this open call. Information about possible cancellation or postponement of the Competition or changes to the rules set out in this document will be published on RYCO's website.

In matters not covered by this document, the decision is made by the organizers. The organizers' decisions cannot be appealed.

In case the potential applicants would like to make inquiries about this competition, they can submit them not later than seven days before the closure of the Competition only via email to the following email address: office@rycowb.org.

The organizers are not responsible for damages caused by providing incorrect or outdated data by the competitors.