

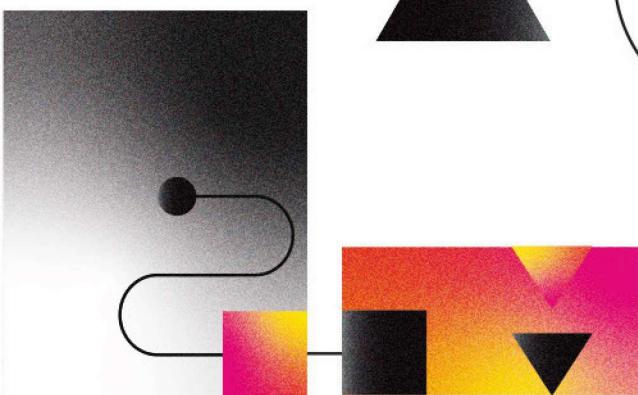
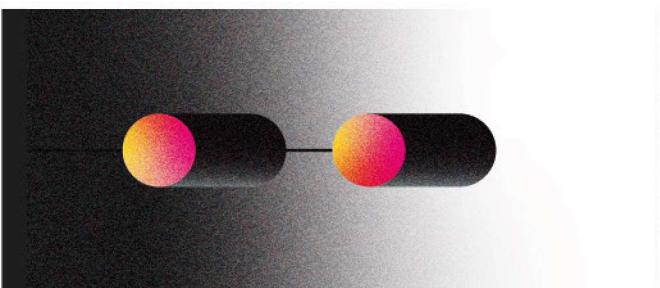


POSTERHEROES

# HUMANS AT WORK

24 JAN / 13 MAR 2020

*Official regulation*



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# OFFICIAL REGULATION

## Introduction

*Posterheroes: Humans at work* (herein also referred to as the “Contest”) is an illustration, graphic design and social communication Contest organized by Associazione Culturale Plug and Favini S.r.l. (hereinafter, “Organizers”).

An international panel will select forty (40) winning projects. The Organizers will then select the winner of the prize (see “Prizes and Awards” below).

## Brief: Humans at work

In contemporary society, work represents not only the main means of subsistence for human life, but also the element capable of guaranteeing security, responding to the needs of belonging and self-fulfillment and defining the relationship between oneself and the others in a wider context.

The world of work, however, in recent decades has undergone a very rapid transformative process and it has been influenced, on a global level, by a wide range of factors, with specific consequences in different territorial areas.

Technological development, for example, has gradually introduced tools like artificial intelligence and automation, which brought about changes in the organization of work and human resources saving, in safety and health conditions and worker satisfaction, turning the workplace into a more flexible and collaborative environment. In the meantime, moreover, new employment scenarios were born: e-commerce, just-in-time production, home delivery services, online freelance networks, coworking and codesign, crowdfunding and countless professions related to social media and data management - from the financial field to the healthcare.

In parallel, some of the new multinational companies, local companies and start-ups aim to offer qualitatively decent work and territorial growth, through adequate remuneration, health and safety protection and welfare systems, a weekly schedule based on Work-Life Balance and smart working.

The crisis of the current socio-economic paradigm, however, has a direct impact on human life, raising new and old concerns: fight against discrimination, illegal work and exploitation.

In fact, although multinational companies and the most forward-looking economic realities, supported by current labor policies, act by setting as a main objective the economic sustainability of their footprint and creating benefits for individuals and the community in terms of environmental, economic, ethical, social and human well-being, in some problematic territorial areas the situation appears unstable. Some complex causes related to political, historical-geographical and cultural factors, combined with the lack of supervision by government bodies and, last but not least, the repercussions of Western market hyper-consumerism, these issues seem to slow down not only the achievement of quality standards in the work environment but also the fight against poverty both in developing countries and in some metropolitan areas of the Western world, as evidenced by data on economic migration and new forms of slavery.

For some years the International Labour Organization has introduced the concept of “decent work”, promoting a positive scenario in which employment is carried out in conditions of freedom, equality,

security and human dignity for men and women, with self-respect, in well-being and guaranteeing personal development for each human being. These are all key requirements for the achievement of sustainable development and social justice.

The Posterheroes competition, that has reached its 9th edition, aims to support ILO in the achievement of the Sustainable Development Goals of the 2030 Agenda, stimulating reflection on these issues

**What future scenarios open up in the relationship between human beings and work? How to enhance the role of the human factor in human-machine interactions and strengthen social and professional ties through virtual interfaces? How is the global labor market being reconfigured between new opportunities and essential rights? How to globally reprogram workflows, resource supply, distribution of goods, while respecting the territories and workers, locally and internationally? What daily and legislative actions should be implemented to support the fight against discrimination and abuse in workplaces and in community life? Are freedom and self-realization becoming the key elements of our growth process? What is the value of decent work in defending social justice?**

Posterheroes invites the creatives of the global community to express themselves through a poster in 70x100 cm.

Full version of the Brief at the [following link](#).

## 1. HOW TO PARTICIPATE

- a) It is possible to participate in the Contest individually or in groups, by sending up to a maximum of three (3) entries. In the case of group participation, the members must appoint a group leader who will interface with the Organizers for all intents and purposes.
- b) Submissions can only be sent via the online upload procedure, as detailed on [www.posterheroes.org](http://www.posterheroes.org). Upon submitting his/her entry, each participant must provide information to be used for statistical purposes and logistic organization; in addition, data provided will be used by the Organizers to send the winners the Contest catalogue.
- c) Projects must be uploaded on [www.posterheroes.org](http://www.posterheroes.org), from 27 January 2020 (00:00 GMT +1) until 13 March 2020 (23:59 GMT +1).
- d) The form must be filled out in English; no other language will be accepted.
- e) Failure to complete one of the mandatory fields indicated above will invalidate participation in the Contest.
- f) Participation in the Contest is free of charge.

## 2. TECHNICAL REQUIREMENTS FOR SUBMISSIONS

Files must comply with the following requirements (under penalty of exclusion from the Contest):

1. 70 x 100 cm vertical format.
2. Size: 300 dpi and max 10 MB.
3. JPG and/or PDF format - best quality.
4. Color profile: CMYK.
5. Technique: free.
6. Under penalty of disqualification, submissions must not display any symbol or signature that may identify the work's author.
7. Text added to a drawing must be in English; no other language will be accepted.

### **3. RESTRICTIONS ON PARTICIPATION**

There are no restrictions concerning age, nationality or occupation; the Contest is open to all (illustrators, graphic designers, video makers, visual arts enthusiasts and students of all countries), with the exception of the Organizers, members of Associazione Culturale Plug, the selection panel and their family members, employees of Favini S.r.l., and anyone who has entered into a contract with any of the aforementioned Companies.

### **4. SELECTION PANEL**

- a) After the submission phase ends, the projects will be evaluated by a qualified panel comprising international experts in the field of illustration, animation, arts, visual communication and social integration. The names of the panel members will be made public and available on [www.posterheroes.org](http://www.posterheroes.org).
- b) At its sole discretion, the international panel will evaluate works from which to select forty (40) winning posters.
- c) The panel will select work on the basis of evaluation criteria that include: relevance to the brief theme, originality of the proposal, effectiveness of message communication and emotional appeal.
- d) The entries will be automatically renamed in order to preserve their anonymity during evaluation by the international panel.
- e) Any changes to the panel members will be notified online at [www.posterheroes.org](http://www.posterheroes.org).
- f) The Organizers will choose independently from the panel the winner of the cash prize among the forty (40) finalists projects.
- g) Associazione Culturale Plug will be responsible for independently moderating the panel's work.
- h) The Favini S.r.l, in partnership with Associazione Culturale Plug will select twelve (12) posters, among the forty (40) winners, for the realization of the 2021 Calendar.

### **5. PRIZES AND AWARDS**

- a) The international panel will select posters uploaded on the official website [www.posterheroes.org](http://www.posterheroes.org), eventually choosing the forty (40) winners of the Contest.
- b) The Organizers will select the winner of the cash prize among the forty (40) finalist posters, as chosen by the panel.
- c) The winner of the € 2,500 cash prize (to be shared among authors, in the case of group participation) will be invited to participate in the inauguration of the exhibition, to be held during the 5th edition of Graphic Days Torino (11 September - 4 October 2020).
- d) Each of the forty (40) authors of the posters selected by the international panel of the Contest will receive by mail a copy of the Catalogue, designed by Associazione Culturale Plug and created by Favini.
- e) Each of the twelve (12) authors of the posters selected for the realization of the Calendar will receive by mail a copy of the 2021 Calendar, designed by Associazione Culturale Plug and created by Favini.
- f) The winning posters will be displayed in a dedicated exhibition set up during the 5th edition of Graphic Days Torino (11 September - 4 October 2020), as well as in future exhibitions organized by the Contest Organizers. The schedule will be announced on the Contest's official communication channels.
- g) The winning posters will be published on [www.posterheroes.org](http://www.posterheroes.org).
- h) The Organizers reserve the right not to award the cash prize if no submission is worthy of such mention and recognition.

## 6. DEADLINES

- a) Submissions must be uploaded on [www.posterheroes.org](http://www.posterheroes.org), from 27 January 2020 (00:00 GMT +1) until 13 March 2020 (23:59 GMT +1).
- b) Posters received after the deadline will not be considered for purposes of the Contest.
- c) The Organizers reserve the right to extend the deadline; any changes will be posted on the Contest official website and social and web channels.
- d) The authors of the forty (40) posters selected and the winner of the cash prize will be notified on 14 April 2020, through the website [www.posterheroes.org](http://www.posterheroes.org) and the Organizers' communication channels. The authors of the winning works will also be informed by email, at the address provided on the registration form.

## 7. QUESTIONS AND INFORMATION REQUEST

All communications concerning this call for applications must be sent to [staff@posterheroes.org](mailto:staff@posterheroes.org)

## 8. PRIVACY POLICY

Personal data will be processed in full compliance with the provisions of Regulation (EU) 2016/679, General Data Protection Regulation (GDPR).

Italian law will apply to any dispute concerning the Contest. By submitting their works, participants explicitly and irrevocably agree that the Court of Turin will have sole jurisdiction over disputes.

Associazione Culturale Plug is designated as the Data Controller. Pursuant to privacy legislation, any data provided will be processed for the following purposes: evaluation of works, selection of works, invitations to meetings and all purposes deemed to be functional to carry out the Contest, as well as and to comply with statutory requirements.

Data will be processed at the headquarters of Associazione Culturale Plug, through paper and/or electronic methods, in compliance with safety and confidentiality measures. Data will be stored for the length of time set forth in applicable statutory and regulatory provisions.

Data provided will be shared by the Data Controller with other Organizers, for purposes related to the Contest.

Data may also be shared with third parties in order to comply with administrative, fiscal and legal requirements. At any time, participants can exercise their rights towards the Data Controller by sending a request to [staff@posterheroes.org](mailto:staff@posterheroes.org).

## 9. COPYRIGHT

Candidates are responsible for the originality of their entries, must guarantee authorship and hold the Organizers harmless from any liability resulting from any third-party claims regarding copyright and other right related thereto.

Proposals must be original and unpublished, and be inspired by the theme set forth in the Contest Brief. Proposals can be submitted only by their authors, who, by doing so, declare and warrant ownership of their work, and that their submission does not violate any rights of third parties and any applicable law. They also declare to be holders of all moral and patrimonial copyrights related to their entries. In the event of disputes, authors will hold the Organizers harmless from any liability, costs and charges of any nature that may be incurred as a result of work contents.

The participants grant the Organizers an irrevocable, perpetual, non-exclusive, transferable and royalty-free license, valid internationally to use and publicly display their works, citing the authors and the Contest (Posterheroes) in exhibitions, catalogs, and visual paper and digital supports.

The license also confers the right to Associazione Culturale Plug to use the works for fundraising activities, for activities aimed at its financial support, or for social communication campaigns (within the limits defined by the rules and the Association's NON-PROFIT status).

Any other use of the works must be agreed with the authors, possibly for a fee, as determined by the parties. This could include, by way of example:

- artistic and cultural promotion activities;
- social activism campaigns; and,
- educational material,

## 10. ACCETTAZIONE

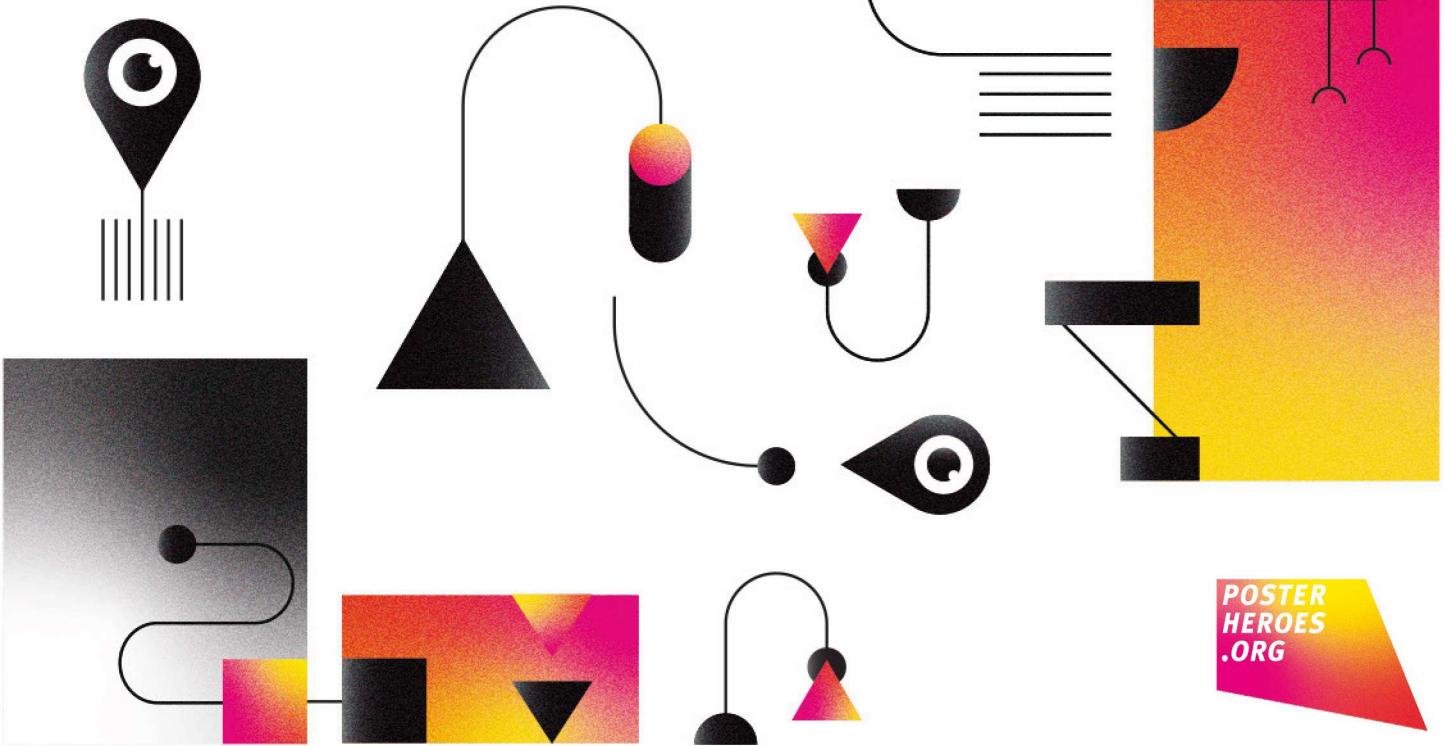
Participation in the Contest implies full acceptance of the conditions set out herein, and, in particular, the following paragraphs:

1. HOW TO PARTICIPATE
2. TECHNICAL REQUIREMENTS FOR SUBMISSIONS
3. RESTRICTIONS ON PARTICIPATION
4. SELECTION PANEL
5. PRIZES AND AWARDS
6. DEADLINES
7. QUESTIONS AND INFORMATION REQUEST
8. PRIVACY POLICY
9. COPYRIGHT
10. ACCEPTANCE



[www.posterheroes.org](http://www.posterheroes.org)  
staff@posterheroes.org

A project by **plug** and **FAVINI**



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