

# EUROPEAN TISSUE SYMPOSIUM

The European Tissue Paper Industry Association



ETS  
in collaboration of  
Academy of Fine Arts in Bologna



## “WASH & DRY - Paper means Higiene”

### NOTICE OF COMPETITION

ETS - European Tissue Symposium wishes to promote an increased awareness of the importance of hygiene in drying hands. In that context, it announces a competition to create a cartoon or illustration for use in institutional campaigns. The cartoon or illustration should use the specific communication potential and characteristics of the medium to convey and reinforce the ETS hygiene message in an original and appealing manner.

#### PARTICIPATION

- Participation is open. No limits of age and nationality/country of residence.
- The number of works per author is limited to 1 (one).
- Registration for the competition is free.
- A committee appointed by the organizers of the competition will make the selection of works - the Committee will be composed of members of ETS active in the field of Marketing and qualified artists working in comics and illustration.
- The jury will judge the works on the basis of technical quality and the consistency of work with the theme of the competition. The jury's decision is final.
- The prize is worth € 1000.
- The selected works will be exhibited at the Academy of Fine Arts in Bologna during the final event of the project.
- Signature of the application form and participation in this competition implies acceptance of its rules and entry requirements .
- Deadline for submission of works is April 20, 2012. Entries not accompanied by signed entry form for acceptance will not be considered for the contest. Notification of selection of works will be issued exclusively via e-mail.
- In the spirit of facilitating contacts between young comics and illustration artists and the professional market, ETS will promote the winning and selected works with publishers, for possible publication of the material gathered through the competition.

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### GUIDELINES

- Only original and unpublished works treating the proposed theme will be accepted for the competition. The theme must be addressed through the use of the language of comics and illustration and should treat the results highlighted by the study of the 'University of Westminster on the most hygienic way to dry hands (please read the study and an extensive “Introductory Presentation” at: <http://www.europeantissue.com/position-papers/cartoon-contest-2012/>)
- The work must meet the following specifications:
  - There are no technical limits
  - It must be 1 to 3 illustrations for Illustration and from 1 to 5 tables for comics. The graphic must be complete and adhere to the order of "speechless".
- The electronic version must be sent in PDF, TIFF and JPEG with a resolution of 300 dpi.
- Participants must submit original works, in electronic version . Participants are also requested to send both by e-mail as well as via traditional mail the completely filled out and signed application form (to be downloaded at <http://www.europeantissue.com/position-papers/cartoon-contest-2012/>)
- The material has to be sent within deadline terms to [letiziarostagno.ets@gmail.com](mailto:letiziarostagno.ets@gmail.com) (please use file sharing web services e.g. SendThisFile - unlimited-, Jumbomail 2GB-, Pando -1GB- , etc.)

### TERMS AND CONDITIONS

- The winning work will become part of the ETS Art Collection .
- The author of the winning work transfers to ETS the intellectual property rights on the work and authorizes ETS to use the work within institutional campaigns and informational or educational programs that ETS will undertake (such as stickers, posters, internet messages, videos, etc. promoting the awareness of the importance of proper hand hygiene and the benefits of the tissue paper category) and which can be disseminated by ETS or its members. ETS will be authorized to exhibit the work by means of any system, channel or method of dissemination, as well as on the Internet, nationally or internationally, without incurring a fee payable to the artist (or organization represented). The work shall not be used for strictly commercial purposes related to specific brands of tissue paper products.  
ETS shall not transfer, license or rent specific rights to the works for commercial use to other institutions, companies or individual persons without the prior written permission from the author.

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### COPYRIGHT

The participants, by completing the attached form, claim to be the sole authors of the work submitted and warrant that the work itself is original and solely the result of their creativity, thus exonerating ETS from any liability towards third parties or from any claim of plagiarism, imitation or claim of ownership. They undertake to transfer to ETS the intellectual property rights on the work, if victorious, subject to the non-commercial use clause defined above under Terms and Conditions, and the moral right of the author (under Italian Law 633/1941 and subsequent amendments). In case of partial use of the work, the recognition and traceability to the original has to be safeguarded.