

# 国际红树林中心标识全球征集

## 工作规则

### Global Call for Logo Design for the International Mangrove Centre Working Rules

#### 一、活动名称 Title

国际红树林中心标识全球征集

Global Call for Logo Design for the International Mangrove Centre

#### 二、组织机构 Organizations

主办单位：国际红树林中心

承办单位：广东内伶仃福田国家级自然保护区管理局

组织策划单位：深圳市仁智汇商务咨询有限公司

Host: International Mangrove Centre (IMC)

Organizer: Guangdong Neilingding Futian National Nature Reserve Administration Bureau

Organizing Consultant: Benecus Consultancy Limited

#### 三、标识征集活动背景介绍 Background of the Global Call for

##### IMC Logo Design

红树林是全球重要的生态系统，在维持滨海区域生态安全和可持续发展、提高应对气候变化能力等领域具有十分重要的作用。2022年11月5日，中华人民共和国国家主席习近平在《湿地公约》第十四届缔约方大会开幕式上视频致辞时指出：中国将推动国际交流合作，保护4条途经中国的候鸟迁飞通道，在深圳建立“国际红树林中心”。2023年9

月6日,《湿地公约》第62次常委会审议通过“关于在深圳建立国际红树林中心”的区域动议提案,标志着国际红树林中心正式落户深圳。

Mangroves are an ecosystem of global importance, which plays a critical role in maintaining eco-security and sustainability of coastal regions, and enhancing the capability to address climate change. On November 5<sup>th</sup>, 2022, President Xi Jinping of the People's Republic of China delivered a keynote speech at the opening ceremony of the 14<sup>th</sup> Meeting of the Conference of the Contracting Parties (COP14) to the Ramsar Convention on Wetlands, pointing out that “China will promote international exchanges and cooperation to protect the four bird migration routes passing China and to establish an international mangrove centre in Shenzhen”. On September 6<sup>th</sup>, 2023, the 62<sup>nd</sup> Standing Committee of the Ramsar Convention on Wetlands endorsed the Ramsar Regional Initiative “on the establishment of an International Mangrove Centre in Shenzhen”.

国际红树林中心是独立、非盈利性质的国际组织。其愿景是促进全球红树林保护、修复、合理与可持续利用;宗旨是建立开放、包容、共建、互利的红树林及其他毗邻滨海蓝碳生态系统的国际合作机制,促进红树林保护、修复、合理且可持续利用的国际合作与联合行动,加强《湿地公约》和相关多边环境公约履约,达成联合国《2030年全球可持续发展议程》及其可持续发展目标。

The International Mangrove Centre (IMC) is an independent, non-profit international organization, with the vision to promote the protection, restoration, wise and sustainable use of mangroves worldwide, and the purpose to establish an open and inclusive international cooperation mechanism for mangroves and other adjacent coastal blue carbon ecosystems for mutual benefits and shared development. It will facilitate international cooperation and joint actions for the protection, restoration, wise and sustainable use of mangroves, and strengthen the implementation

of the Ramsar Convention on Wetlands and relevant multilateral environmental conventions, so as to achieve the *2030 Agenda for Sustainable Development* and its Sustainable Development Goals (SDGs).

为更好地促进全球红树林保护、修复、合理与可持续利用，特组织本次全球征集活动，征集具有全球辨识度的、富有相应内涵的国际红树林中心标识，助力建立开放、包容、共建、互利的国际合作平台。

In order to better promote the protection, restoration, wise and sustainable use of mangroves worldwide, and help establish an open and inclusive international cooperation platform for mutual benefits and shared development, we organize this Global Call to solicit submissions for an IMC logo that has global recognition and rich connotations.

#### **四、征集对象 Participants**

关爱红树林、关心国际红树林中心建设的生态、环保、艺术、设计等相关专业的设计师、团队和热心人士均可参与。

Designers, teams and enthusiasts in ecology, environmental protection, art, design and other related specialties who care about mangroves and the IMC are invited to participate in the global solicitation.

#### **五、征集流程及时间安排（北京时间） Procedure & Schedule**

##### **(Beijing Time)**

说明会时间：2024年4月15日 15:00-15:30

现场参观时间：2024年4月20日

报名及作品提交截止时间：**2024年5月8日 15:00**

专业评审时间：2024年5月13-15日（暂定）

公众投票时间：2024年5月17-21日（暂定）

综合评定时间：2024年5月22-31日（暂定）

**最终结果公示时间:** 2024 年 6 月 1 日 (暂定)

**Briefing:** April 15<sup>th</sup>, 2024, 15:00-15:30

**Voluntary Site Visit:** April 20<sup>th</sup>, 2024

**Registration & Submission Deadline:** May 8<sup>th</sup>, 2024, 15:00

**Expert Review:** May 13<sup>th</sup>-15<sup>th</sup>, 2024 (Provisional)

**Public Voting:** May 17<sup>th</sup>-21<sup>st</sup>, 2024 (Provisional)

**Comprehensive Evaluation:** May 22<sup>nd</sup>-31<sup>st</sup>, 2024 (Provisional)

**Announcement of Final Result:** June 1<sup>st</sup>, 2024 (Provisional)

特别提示:

Note:

- 1、 说明会使用腾讯会议线上召开，会议号：685-560-020，未参加说明会的应征者也可直接提交作品；

The briefing will be held online via Tencent Meeting (Meeting ID:685-560-020). Applicants who do not join the online briefing may also submit their works.

- 2、 考虑福田红树林环境保护等因素，现场参观总人数限 40 人，由应征者发个人名片（或简介）、证件号码和联系电话到咨询邮箱（Benecus@qq.com）报名，每个团队限 1 人，主办方确认设计师报名成功后会通过咨询邮箱发送邮件通知具体集合时间地点，未获通知的则未报名成功，请报名者及时关注邮件信息；

Considering the environmental protection of the Futian mangrove wetland, the total number of site visitors is limited to 40 persons. If interested, you are kindly required to send a copy of your personal business card (or personal profiles), ID number and contact information to the contact email address (Benecus@qq.com) for site visit registration. Each team is limited to 1 visitor. After confirmation,

the Organizer will send you an email about the meeting time and place through the contact email address. If you don't receive the email, it means that you have failed in the registration.

3、 公众投票信息发布渠道：

➤ 广东内伶仃福田国家级自然保护区管理局官方微信公众号“内伶仃福田自然保护区”；

➤ 深圳市规划和自然资源局网站 <http://pnr.sz.gov.cn/>、微信公众号；

Channels for posting public voting information:

➤ WeChat Official Account of Guangdong Neilingding Futian National Nature Reserve Administration Bureau.

➤ Website and WeChat Official Account of the Urban Planning and Natural Resources Bureau of Shenzhen Municipality; (Website link: <http://pnr.sz.gov.cn/>).

4、 无论应征者是否参加说明会和现场参观，均不影响后续报名及评审。

Whether or not the applicant attends the briefing and site visit does not affect the subsequent registration and review.

## 六、 奖项与奖金 Prizes and Awards

一等奖（1名）：奖金人民币 150000 元+获奖证书。

二等奖（2名）：奖金人民币 30000 元+获奖证书。

三等奖（3名）：奖金人民币 10000 元+获奖证书。

优秀奖（4名）：授予获奖证书。

**First prize (1 winner): CNY 150,000 + honor certificate.**

**Second prize (2 winners): CNY 30,000 + honor certificate.**

**Third prize (3 winners): CNY 10,000 + honor certificate.**

**Award of Excellence (4 winners): Honor certificate.**

此外，由最终选定标识的设计师获得扩展设计任务，完成扩展设计后可获扩展设计费用人民币 100000 元；如最终选定标识的设计师非专业设计人员或不具备扩展设计能力，则由组织机构指定扩展设计团队承担扩展设计任务并获得扩展设计费人民币 100000 元，最终选定标识的设计师需进行必要的配合。

In addition, the final selected designer will receive the assignment of extension design, and the extension design fee of CNY 100,000 will be paid upon completion of the extension design. If the selected designer of the IMC logo is a non-professional designer or incapable of completing the extension design, the Organizers will designate an extension design team to undertake the extension design task, which will receive the extension design fee of CNY 100,000. The selected designer is required to work with the team as necessary.

以上奖金、费用均含 6% 的票面税。相关奖金、费用在公示结束后及设计师提供相关付款资料后进行支付。中国境外的设计师可委托境内个人或机构开票及收款。

The above prizes and fees are subject to 6% par tax. The related cash prizes and fees will be paid after the announcement of the final result and the provision of relevant payment information by the designers. Designers outside China may entrust Chinese domestic individuals or agencies to issue invoices and receive payments.

## **七、作品设计要求 Design Requirements**

1. 标识作品可结合国际红树林中心的宗旨、愿景等内涵进行创作，应主题鲜明、具有美感和全球辨识度，易于被不同文化背景人士理解、认同并引起共鸣，便于传播、直击人心。

The logo should be created in line with the characteristics, purpose and

vision of the International Mangrove Centre (IMC). The logo theme should be distinct, aesthetic and globally recognizable, easy to identify and communicate, directly heart-touching, and easy to be understood, recognized and resonated by people from different cultural backgrounds.

2. 应征者需考虑标识未来在中、英，甚至更多语言环境下的多场景的扩展运用（如国际会议、公众活动等）并进行示意性延展设计。最终选定的标识需扩展设计形成一套完整的 VI 标识系统。

The applicants should consider the future extensible multi-scenario applications (e.g. international conferences, public events) in Chinese, English, or even multi-lingual environments and carry out schematic extension design. The final selected logo will be subject to extension design to form a complete VI identification system.

3. 每名应征者（含团队）最多允许提交 3 件作品，每件作品图片文件尺寸为 A3 竖版【420mm x 297mm, 300dpi 及以上, JPG 或 PDF 格式】。作品排版参照附件 1, 上版面标识(LOGO)居中和设计创意说明(200-500 字), 下版面放 1-3 张示意性延展图。上传的作品任何地方均不能出现应征者的任何相关信息。

Each applicant (or team) is allowed to submit a maximum of 3 works, and the picture file size of each work is A3 vertical layout [420mm x 297mm, 300dpi and above, JPG or PDF format]. For the layout of the works, please refer to Attachment 1. The upper middle part is the LOGO and the description of the design idea (200-500 words), and the lower part is 1-3 schematic extension drawings. **The uploaded works must not contain any information about the applicant.**

4. 应征者需保留可用于扩展设计的矢量文件或源文件，需注意元素尽可能独立分层，以便后期编辑使用。非专业设计师可使用手稿扫描件上传，但需保留手稿原件。进入获奖名单而不能提供源文件或手稿原件

的视为废稿。

The applicants should keep vector or source files that can be used for the extension design, and keep the design elements in independent layering, so as to facilitate the use in post editing. Non-professional designers may upload the scanned manuscripts, but they need to keep the original manuscripts. The submittals entering the shortlist without original source files or manuscripts will be considered as invalid.

5. 应征作品必须为应征者的原创作品，组织机构不承担应征作品因侵犯他人知识产权而导致的任何责任，相关责任由应征者承担，组织机构和评审委员会对涉嫌侵权的作品有权不予采纳。

The works submitted by the applicants must be their original. The Organizers bear no responsibility for the infringement of others' intellectual property rights caused by the works submitted by the applicants. The Organizers and the Review Committee shall have the right to reject the works suspected of such infringement.

## 八、评审组织 Review Organization

1. **专业评审。**组织机构将邀请专业人士组成 5 人或 7 人的评审组进行专业评审，择优评选出 10 个推荐作品。

**Expert review.** The Organizers will invite professionals to form a review panel of 5 or 7 members for expert assessment, selecting 10 recommended works.

2. **公众投票。**拟针对 10 个推荐作品组织公开投票，统计投票结果供最终综合评定参考。

**Public voting.** 10 recommended works will enter into the public voting stage. The voting results will be referred to in the final comprehensive evaluation.



3. **综合评定。**组织机构将组织专题会议，邀请相关代表结合专业评审结果、公众投票结果和国际红树林中心的特性、需求讨论确定最终的获奖名单。

**Comprehensive evaluation.** The Organizers will hold a special meeting and invite related representatives to decide the final list of winners based on the results of the expert review and public voting, as well as the characteristics and needs of the IMC.

## **九、知识产权及其他 Intellectual Property Rights and Other**

1. 自作品获奖公告发布之日起，一、二、三等奖的获奖设计作品的知识产权归主办单位所有。组织机构有权决定是否最终使用，有权要求作者或委托第三方对获奖作品进行修改，有权决定获奖作品的使用场合、使用方式和使用时间，并可授权任何实体使用，除获奖奖金外，组织机构不再支付给作者其他费用。

From the date of the announcement of the awards, the intellectual property rights of the winning design works attached to or derived from or in connection with the first, second and third prizes shall be owned by the Host. The Organizers have the right to decide whether or not to use the award-winning works, to request the authors or entrust a third party to modify the award-winning works, to determine the occasion, way and time of the use of the award-winning works, and to authorize any entity to use the award-winning works. Except for the cash prizes, the Organizers will not pay any other fees to the authors.

2. 组织机构有权通过媒体、网络、各种活动展示所有应征作品，包括但不限于开展评审、发起网络投票、进行宣传展示等。

The Organizers have the right to display all the collected works through media, the Internet and in various activities, including but not limited to

conducting review, launching online voting, and conducting publicity and display.

3. 如应征者提交的作品涉及侵权，由提交作品的应征者自行承担相关责任，由此给组织机构造成损失的，需承担组织机构各方的一切损失。

If the works submitted by the applicants involve infringement of the intellectual property rights of others, the applicants who submitted the works shall assume the corresponding responsibilities and shall bear all the losses caused to the organizing parties.

4. 凡报名应征者，均视为同意并遵守本工作规则的各条规定。

All applicants are deemed to have agreed to and will comply with the terms of this Working Rules.

5. 本次征集语言以中文为准，最终解释权归属于组织策划单位。

The language of this Global Call is Chinese, and the final right of interpretation rests with the Organizing Consultant.

## **十、应征报名及作品提交方式 Registration and Submission**

### **Works by Applicants**

应征者需在北京时间 2024 年 5 月 8 日 15:00 前通过下方链接或二维码按要求填写报名信息，并提交匿名的设计作品【A3 竖版，布局详见附件 1】及已签署的《应征承诺函》的扫描件【详见附件 2】进行报名。

Applicants are kindly required to duly complete the registration information via the provided link or QR Code and submit anonymous design works [A3 vertical layout, as specified in Attachment 1] and a scanned copy of the signed Application Commitment Letter (see Attachment 2) by 15:00 on May 8<sup>th</sup>, 2024 (Beijing Time).

报名链接: <https://jinshuju.net/f/UP1a7A>

Registration link: <https://jinshuju.net/f/UP1a7A>

报名二维码:

Registration QR Code:



报名信息不准确、未按要求提交匿名作品、签署的《应征承诺函》或相关材料不清晰，报名组织机构可将其判定为无效。

If it is found that the registration information is inadequate, the anonymous works are not submitted as required, and the signed Application Commitment Letter or related materials are unclear, the Organizers may decide that the registration is invalid.

## **十一、咨询方式 Contact Information**

咨询时间（北京时间）：工作日 9:00-12:00 14:00-18:00

中文：周女士 电话：+86 13265572115

英文：赖女士 电话：+86 13530670439

邮箱： [Benecus@qq.com](mailto:Benecus@qq.com)

**Work Hours** (Beijing Time): 9:00-12:00 & 14:00-18:00 (Weekdays)

**Chinese:** Ms. Zhou, +86 13265572115

**English:** Ms. Lai, +86 13530670439

**Email:** [Benecus@qq.com](mailto:Benecus@qq.com)

## 工作规则附件 1 Attachment 1 of the Working Rules:

国际红树林中心标识全球征集

应征作品布局示例

**Global Call for Logo Design for the International Mangrove Centre**

**Sample Layout of Submitted Works**

国际红树林中心标识全球征集

应征作品

Global Call for Logo Design for the International Mangrove Centre

Submitted Works



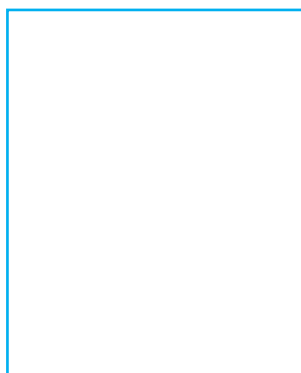
设计说明(200-500 字)Description of design ideas (200-500 words): .....

.....

.....

.....

示意性扩展运用设计 Schematic design of extended application:



## **工作规则附件 2 Attachment 2 of the Working Rules:**

### **国际红树林中心标识全球征集 应征承诺函**

#### **Global Call for Logo Design for the International Mangrove Centre Application Commitment Letter**

承诺人已充分知晓并自愿接受《国际红树林中心标识全球征集工作规则》中的所有内容，谨向主办单位、承办单位及组织策划单位承诺如下：

The Promisor has fully understood and voluntarily accepted all the contents in the Working Rules of the Global Call for Logo Design for the International Mangrove Centre, and hereby commits to the Host, the Organizer and the Organizing Consultant as follows:

1. 承诺人保证除主办单位、承办单位及组织策划单位外，不对外披露应征作品本身及其创意。

The Promisor pledges not to disclose submitted works and design ideas to the public, except to the Host, Organizer, and Organizing Consultant.

2. 承诺人保证作品为原创，拥有完整、排他的著作权，除参加本征集活动外，未曾以任何形式公开发表。

The Promisor warrants that the submitted works are original ones, for which s/he has complete and exclusive copyright to the work, and the work has not been published in any form except for this Global Call.

3. 承诺人保证，自作品获奖公告发布之日起，同意参选设计作品的知识产权归主办单位所有。主办单位、承办单位及组织策划单位有权对获奖作品进行任何形式的使用、开发、修改、授权、许可或保护

等活动。除本次征集活动列明的奖金费用外，承诺人不再要求主办单位、承办单位或组织策划单位支付任何费用。

The Promisor warrants that, from the date of the announcement of the award-winning works, s/he agrees the intellectual property rights of design works to be owned by the Host. The Host, the Organizer and the Organizing Consultant have the right to use, develop, modify, authorize, authorize or protect the award-winning works in any form. Except for the cash prizes specified herein, the Promisor shall not require the Host, the Organizer and the Organizing Consultant to pay any other fees to him.

4. 承诺人保证其应征作品不侵犯他人的合法权益，否则，由承诺人自行承担相应法律责任。如因承诺人违反本规定，致使主办单位、承办单位或组织策划单位遭受任何损失，主办单位有权要求其赔偿。

The Promisor warrants that the submitted works do not infringe upon the legitimate rights and interests of others; otherwise, the Promisor shall bear the corresponding legal responsibilities. If the Promisor violates these rules, causing any loss to the Host, the Organizer or the Organizing Consultant, the Host shall have the right to claim compensation.

5. 本承诺书自承诺人签字(或盖章)之日起生效。

This Commitment Letter shall come into full force as of the date of signature (or seal) by the Promisor thereon.

承诺人签字或机构公章：

Promisor's Signature or Corporate Seal:

签署日期： 年 月 日

Date of Signing: