

HOW TO ENTER

The UNFPA office in your country will organize a National Poster Contest. A winner will be selected from each of the age categories listed below.

Age Categories

- Category I: 10 to 12 years
- Category II: 13 to 15 years
- Category III: 16 to 19 years
- Category IV: 20 years and older

SPECIFICATIONS

Artists are welcome to use a variety of media, including crayons, markers, paint, pen and ink, coloured pencil, chalk, collage and original photography. Submit entries on paper or cardboard within the following size limits:

- No larger than 60 x 45 cm (18" x 24")
- No smaller than 28 x 23 cm (8½" x 11")

On the back of each poster, include:

1. The artist's name, age and age category (specify I to IV)
2. Name of institution and grade (or occupation, if not in school)
3. Address and country

Please package the entries carefully. Packaging will be used for return mail.

DEADLINE

Deadlines for the National Poster Contest will be determined in each country by the UNFPA office. For more information on gender equality and women's empowerment, please contact the UNFPA Representative or the United Nations Development Programme (UNDP) Representative. Or, visit the UNFPA website at www.unfpa.org.

WINNERS

Winners of the UNFPA National Poster Contest will be announced on a date selected by the UNFPA country office. An awards ceremony may be organized and publicized.

Copyright: All submitted works become the property of UNFPA. UNFPA reserves the right to publish entries, with credit to the artist, in connection with UNFPA activities. The artist is responsible for obtaining permission from all subjects appearing in the artwork.

The poster features a photograph of a young woman with long dark hair, wearing a denim jacket, sitting at a desk and looking thoughtfully towards the camera. In the top left corner, there is a UNFPA logo and the text 'National Poster Contest 2009'. On the left side of the image, the text 'WOMEN AND THE ECONOMY' is written in white. On the right side, there is a quote in white text: '“WHEN YOU EMPOWER A WOMAN, YOU EMPOWER A FAMILY. WHEN YOU EMPOWER A WOMAN, YOU CHANGE THE WORLD.”' followed by 'BAN KI-MOON, UNITED NATIONS SECRETARY-GENERAL'. At the bottom of the poster, there is another quote in white text: '“MAKE THE HEALTH AND RIGHTS OF WOMEN A POLITICAL AND DEVELOPMENT PRIORITY. INVESTING IN WOMEN AND GIRLS WILL SET THE STAGE NOT ONLY FOR ECONOMIC RECOVERY, BUT ALSO FOR LONG-TERM ECONOMIC GROWTH THAT REDUCES INEQUITY AND POVERTY.”' followed by 'THORAYA AHMED OBAID, EXECUTIVE DIRECTOR, UNFPA'.

UNFPA National Poster Contest 2009

WOMEN AND THE ECONOMY

“WHEN YOU EMPOWER A WOMAN, YOU EMPOWER A FAMILY. WHEN YOU EMPOWER A WOMAN, YOU CHANGE THE WORLD.”
BAN KI-MOON
UNITED NATIONS SECRETARY-GENERAL

“MAKE THE HEALTH AND RIGHTS OF WOMEN A POLITICAL AND DEVELOPMENT PRIORITY. INVESTING IN WOMEN AND GIRLS WILL SET THE STAGE NOT ONLY FOR ECONOMIC RECOVERY, BUT ALSO FOR LONG-TERM ECONOMIC GROWTH THAT REDUCES INEQUITY AND POVERTY.”
THORAYA AHMED OBAID
EXECUTIVE DIRECTOR, UNFPA

WOMEN AND THE ECONOMY

Call it the global economic downturn, financial crisis, recession – whatever we call it, the results are the same. When household income declines, girls are more likely to drop out of school. When profit declines, women are more likely to lose their employment and sources of income. When health systems suffer, women face childbirth without life-saving care.

What can we do? We can start by looking closely at how women contribute to the social and economic progress of their countries. We can recognize this value. We can urge our decision-makers to make smart choices. There is no smarter investment, with such high economic and social returns, than investing in the health and rights of adolescent girls and women.

UNFPA, the United Nations Population Fund, is sponsoring its 17th annual poster contest for young people. This year's theme is "Women and the Economy."

DESIGN IDEAS

Entries to the UNFPA National Poster Contest should depict positive images. The contest challenges young artists to think about women's role as economic agents. It also provides an opportunity for UNFPA offices and partners to publicize the UNFPA mission. Posters may be based on the concepts below or inspired by the artist's own response to the theme.

1. WHEN YOU EMPOWER A WOMAN, YOU EMPOWER A FAMILY

"When you empower a woman, you empower a family. When you empower a woman, you change the world." This statement by the UN Secretary-General describes how progress for women is linked to social and economic progress. Did you know that women, more than men, invest their earnings in the health and education of their children? That's one reason why programmes that protect women can help to protect the entire family from the impact of the global economic crisis.

For your poster, think about how a woman can empower a family. Imagine a woman running a small business. She uses her earnings to

send her girls to school and make sure all in the family are in good health. Draw a picture of this woman and all that she provides for her family.

2. FIGHT POVERTY: EDUCATE GIRLS

When girls stay in school and get an education, poverty has no chance. When girls are educated, they are more likely to earn higher wages and obtain better jobs, to have fewer and healthier children and to have safer childbirth. These gains are shared by entire families. The benefits of investing in girls' education are well-known and have been called one of the best investments in development. Imagine what it means for a girl to stay in school. Draw a picture with two sides: one side shows a girl denied education, the other shows a girl enjoying the benefits of school. For example, one girl may become a mother while very young; the other may graduate and go on to high education. One girl may earn very little; the other may achieve professional success.

3. HEALTH FOR WOMEN = \$15 BILLION

Investing in women's health, especially reproductive health, could save the lives of half a million mothers and millions of newborns and unleash an estimated \$15 billion in productivity each year. Family planning and health services for mothers help women and girls stay healthier. This means that they are more productive. They have more opportunities for education, training and employment. This in turn benefits entire families, communities and nations.

Draw a picture of a woman talking to a doctor or midwife; she's going to have a baby soon and she's getting the care she needs. Or, think about a woman with access to health care: if she is healthy, she can help to protect her family from poverty. In your poster, depict a woman in a strong role as her family's provider and protector. She has an equal right to achieve her full potential. She can be a super-hero for her family and her country.

For more information, please go to www.unfpa.org