

Gender Equality Now!



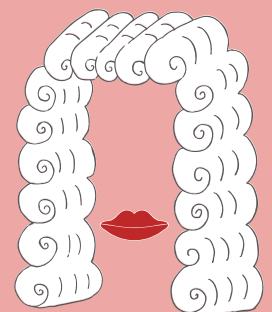
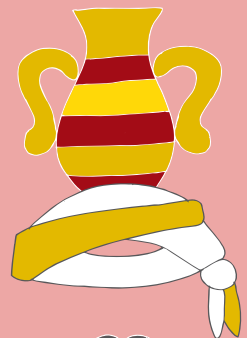
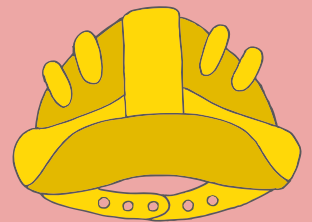
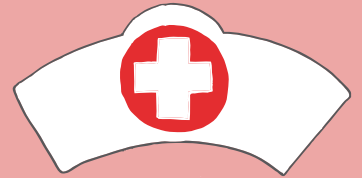
More opportunities for women,
more opportunities for us all.

Call for entries:
8 March - 10 July 2012

Worldwide exhibitions opening:
10 December 2012, 2nd "A Day for Tomorrow"



poster for tomorrow



poster for tomorrow 2012 creative brief: Gender Equality Now!

“As long as girls and women are valued less, fed less, fed last, overworked, underpaid, not schooled and subjected to violence in and out of their homes – the potential of the human family to create a peaceful, prosperous world will not be realised.”

Hilary Clinton, at the UN 4th World Conference on Women, Beijing, China, 1995.

As James Brown once sang, this is a man’s world. A world where women face exploitation and discrimination across the globe. It has been for thousands of years and despite many steps in the right direction, it’s a situation that shows little sign of changing fundamentally.

“Against small forward steps elsewhere, large swaths of the Arab world, Asia and Africa show alarmingly low levels of female health, literacy and economic and political influence.”

“The Global Gender Gap Report” - The World Economic Forum, 2011.

But as Mr. Brown went on to say, this male-dominated world would be nothing without a woman. Women are the bedrock of every family, of society itself. We all know that women have the same skill sets, talents, drive, motivation and everything else that’s needed to match, if not surpass, male achievements, yet somehow the same old, male-dominated status quo endures.

“Men continue to outnumber women in paid employment, and even when women are employed, they are typically paid less and have less financial and social security than men.”

The UN Millenium Goals Report, 2010.

But by repressing women, society represses itself and denies itself the opportunity to flourish. What world can succeed when half the people in it are abused or subjugated?

“A country’s competitiveness depends on its human talent—the skills, education and productivity of its workforce. Because women account for one-half of a country’s potential talent base, a nation’s competitiveness in the long term depends significantly on whether and how it educates and utilizes its women.”

Saadia Zahidi, author of The Global Gender Gap Report 2011 from the World Economic Forum.

Asking for gender equality isn’t asking for much – simply that women are given the same opportunities as men and enjoy the right to live without fear of exploitation and discrimination.

We need gender equality now for a better world for all of us.

Creative brief appendix: useful links

United Nations Entity for Gender Equality and the Empowerment of Women

<http://www.unwomen.org/about-us/>

Millennium Development Goals: Promote gender equality and empower women

http://www.unicef.org/mdg/index_genderequality.htm

Millennium Development Goals reports

<http://www.un.org/millenniumgoals/reports.shtml>

Global Gender Gap report from the World Economic Forum

<http://www.weforum.org/issues/global-gender-gap>

International Human Development Indicators

<http://hdr.undp.org/en/data/map/>

International Women's Day Wikipedia Entry

http://en.wikipedia.org/wiki/International_Women%27s_Day

James Brown, It's a Man's Man's Man's World

<http://www.youtube.com/watch?v=wd1-HM234DE>

COMPETITION CALENDAR

CALL FOR ENTRIES OPEN: **8 MARCH 2012**

CALL FOR ENTRIES CLOSE: **10 JULY 2012**

ONLINE JURY VOTE: 20 JULY - 10 SEPTEMBER 2012

LIVE JURY SESSION, PARIS: 5 OCTOBER 2012

WORLDWIDE EXHIBITIONS OPENING: **10 DECEMBER 2012**

"A DAY FOR TOMORROW"

GOT A QUESTION? PLEASE GET IN TOUCH!

4TOMORROW ASSOCIATION

RUE MYRHA 8, PARIS 75018, FRANCE

T. +33 153 4141 51

INFO@POSTERFORTOMORROW.ORG

WWW.POSTERFORTOMORROW.ORG

FACEBOOK.COM/POSTER4TOMORROW

TWITTER @POSTER4TOMORROW

SKYPE POSTER4TOMORROW