



RCI: 60th anniversary contest

Patrick Jaquin, Head of Communications Service, EBU



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CONTEST

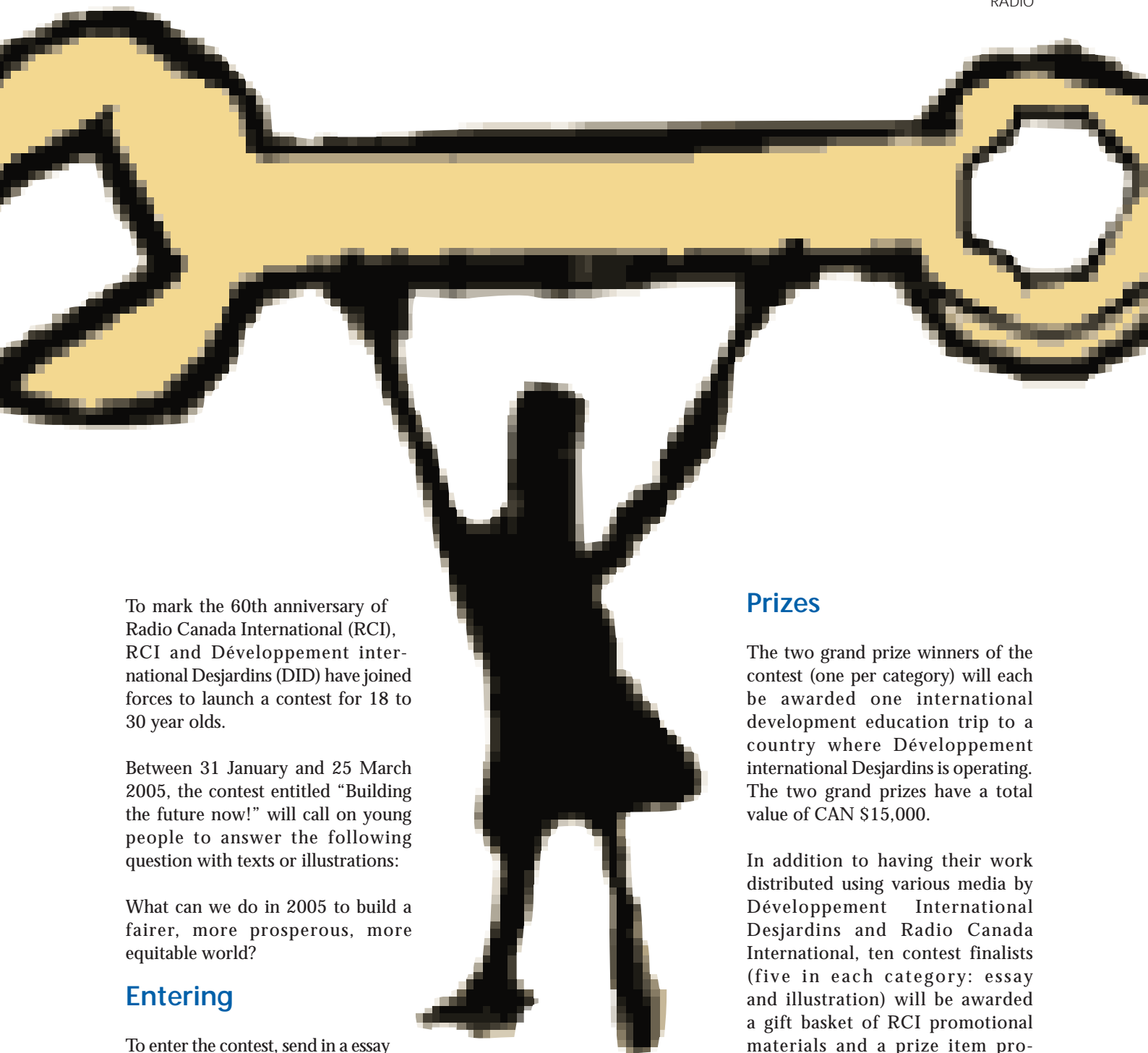
BUILDING THE FUTURE NOW!

BEGINNING JANUARY 31ST 2005

What can we do in 2005 to build a fairer,
more prosperous, more equitable world?



THE PRIZES INCLUDE:
TWO INTERNATIONAL
DEVELOPMENT EDUCATION TRIPS
FOR A TOTAL VALUE OF \$15,000



To mark the 60th anniversary of Radio Canada International (RCI), RCI and Développement international Desjardins (DID) have joined forces to launch a contest for 18 to 30 year olds.

Between 31 January and 25 March 2005, the contest entitled "Building the future now!" will call on young people to answer the following question with texts or illustrations:

What can we do in 2005 to build a fairer, more prosperous, more equitable world?

Entering

To enter the contest, send in a essay or illustration in response to the question.

Submissions may be in one of the following formats:

- an essay of 500 words maximum in English, French or Spanish;
- an illustration (drawing, painting, comic strip, etc.) no larger than 27.9 cm x 43.2 cm.

Selection criteria:

- topic and eligibility conditions are respected;

- originality of the entry;
- strength and clarity of the message transmitted (the message encourages thought and action and presents credible paths for solutions);
- quality of piece of art or literary quality (ie language).

Regardless of the format chosen, each submission must allow the jury to easily understand the participant's vision of how to build a fairer, more prosperous, more equitable world.

Prizes

The two grand prize winners of the contest (one per category) will each be awarded one international development education trip to a country where Développement international Desjardins is operating. The two grand prizes have a total value of CAN \$15,000.

In addition to having their work distributed using various media by Développement International Desjardins and Radio Canada International, ten contest finalists (five in each category: essay and illustration) will be awarded a gift basket of RCI promotional materials and a prize item produced in a country where DID is operating.

Eligibility

The submission must include the following information: full name, date of birth, complete postal address (and email if applicable) and telephone number. Any illustration submitted must also include a short essay (maximum of 250 words) explaining its meaning.

Submissions must be received at the following address before 25 March 2005 :



“Building the Future Now!”
Contest
Radio Canada international
P.O. Box 6000
Montreal (Quebec)
Canada H3C 3A8

DID partners

DID works with some thirty partners who are committed and competent, driven by a desire to create viable institutions that are profitable and which serve their community.

Africa: Algeria, Benin, Burkina Faso, Cameroon, Guinea, Madagascar, Mali, Mauritania, Niger, Rwanda, Senegal, Tanzania, Togo, the Central Bank of West African States (BCEAO)

Americas and the Caribbean: Haiti, Mexico, Nicaragua, Paraguay, Peru, Uruguay

Asia: India, Uzbekistan, Philippines, Vietnam

Eastern and Central Europe: Lithuania, Russia

Développement international Desjardins

DID is a not-for-profit component of the Desjardins Group, working in the field of community finance in developing nations. It is active in over 20 countries from Mexico, Vietnam, and Tanzania to Uzbekistan. For more information on Développement international Desjardins, go to www.did.qc.ca

