



Date Palm Design Competition 2023

July 2023

BACKGROUND

The State of Eritrea is bordered to the northeast and east by the Red Sea, Sudan to the west, and Ethiopia to the south, and Djibouti to the east. Eritrea lies between latitudes 12° and 18°N and longitudes 36° and 44°E. A branch of the East African Rift virtually bisects the country. Eritrea is an arid country with limited irrigation water and irrigated land available. Significant parts of the country are classified as drylands with unfavorable climatic and soil for crop production.

It has fertile lands to the west, descending to the desert in the east. The two regions of the Northern and Southern Red Sea in Eritrea are the most suitable regions for date palm culture with the possibility of underground water.

The date palm (*Phoenix dactylifera* L.) has been growing in the deserts of the Middle East, North Africa (MENA), and the Horn of Africa for more than 5000 years. In recent years, this fruit has gained significant importance in global commerce. A crop that can thrive in arid regions with significant potential to enhance natural carbon sinks, and provide livelihood options for smallholder farmers and women across its value chain. It is believed that about 100 million date palm trees are cultivated globally, about 90% of which are in Arabic countries, and yielding about 8.5 million tons of dates annually.

During the period 1990–2009, global production of dates saw an increase of 219% (from 3.43 to 7.53 million metric tons) and according to FAO projections, this trend is expected to continue.

This sacred tree is an important food security crop in these dry lands.

In Eritrea

Since the beginning of the twentieth century, date palms have been growing in the Northern & Southern Red Sea Regions of the country where water quality and soil conditions are suitable.

Agriculture plays a vital role in the Eritrean economy, and a significant proportion of the rural population relies on agriculture for their livelihoods.

A thriving Date Palm industry in Eritrea will help to enhance livelihood and income generation options and also has the potential to attract foreign exchange earnings and investment opportunities..

In order to realize these objectives, the Date Production Support Programme in cooperation with the Government of the State of Eritrea, through its Ministry of Agriculture (MoA), FAO, IFAD, and UNDP is designed to provide technical and scientific skills by establishing a date sector, modern propagation and production techniques, and personnel training. The project particularly focuses on empowering women through the date palm value chain.

The objective of the Date Palm Design Competition 2023

UNDP is partnering with the Ministry of Agriculture to support the development of a creative packaging design for the final production of dates, which will value the great efforts of its date growers and producers and be easily located for its quality and attractive packaging towards the production of world-scale prime quality dates.

UNDP aims to launch a Design Competition open to all Creative Eritreans.

We will select and award individuals who will provide the best cost-effective, sustainable date packaging design in line with the criteria, specifications, and objectives set for the initiative.

The winners will be selected by a Committee composed of representatives from the Ministry of Agriculture, FAO, IFAD, and UNDP; with the support of a group of ad-hoc evaluators following the criteria outlined below:

Selection Criteria for Date Palm Design Competition 2023

Initiatives will be weighed against the following criteria

<u>Result Area 1: Reflection of Eritrea's Heritage</u>	Criteria	Weight	Points given to Applicant
<ul style="list-style-type: none"> • Functions as the face of Eritrea and the national Date Palm Industry. • Incorporates different social, and cultural components that display Eritrea's rich heritage and beauty • Portrays: <ol style="list-style-type: none"> 1. the Dates of Eritrea produced in the Red Sea Coastal regions 2. Date Palm tree 3. Date fruits 4. Red Sea Region in the Background 5. Flag of Eritrea 6. "DATES OF ERITREA" written in English, Arabic & Tigryna 		40	
<u>Result Area 2: Inclusivity, Gender and Environmental Dimensions</u>			
<ul style="list-style-type: none"> • Enhances inclusivity, equal rights and participation • Reflects women's pivotal participation in economic resources and opportunities, and promotes the economic and social empowerment of women • Provides a positive message on environment and climate change 		30	
<u>Result Area 3: Aesthetic Appeal</u>			
<ul style="list-style-type: none"> • Reflects core Design qualities in balance, color, movement, pattern, scale, shape and visual weight • Complements design' usability to functionality • Easily readable and understandable design aesthetics 		30	

Specifications

Technical Specification for the design of Eritrean Date Cartoon Box (1 kg):

1. Dates of Eritrea produced in the Coastal region of Red Sea
2. Date Palm tree should appear
3. Date fruits should be present
4. Red Sea Region should be in the Background
5. Flag of Eritrea should appear
6. "DATES OF ERITREA" written in English, Arabic & Tigryna
7. Design Logo for dates of Eritrea

The design should impress with a visionary concept. The evaluators in the competition will evaluate, in particular:

- the innovation and creativity of design;
- visual look;
- ergonomics design;

Awards

Three Award Winners will be selected and awarded with below compensation:

Award (ERN)	Rank/Winners
8,000	1st
5,000	2nd
3,000	3rd

Eligibility

The competition is open to Eritrean Nationals participants from the age of 18, students, and professional designers.

Timeline and Key Activities

Timeline	Activity
21 – 27 July 2023	Advertising / Application window
28 July- 4 August	Evaluation & Selection of Candidates/Winning Designs
16 October 2023	Award Ceremony on World Food Day and International Eradication of Poverty Day

Application Submission Place

Applications for the award must be submitted to the UNDP Office inside the United Nations Compound Hday Street #5 (Airport Road) **in sealed mail**.

Selection Process

The selection process will be made in one stage: evaluation of digital printed design.

Applications not fulfilling any one of the above requirements will be rejected automatically.

The Subject of the Competition Submission

The competitors must submit their competition work digitally in pdf form (printed)– a pdf file including photos and a blueprint design. The design must be a functional mock-up in line with the criterias.

The creative requirements are:

- Only one design submission is allowed per competitor
- Your (printed) pdf file may contain no more than 5 photos
- Your pdf file must include a structural design blueprint of your prototype
- Your pdf file must include the title of your work and a description in English
- Your design must include the front and back

Winning competitors will be notified by the committee by e-mail or telephone.

Appendix A: Application Form

1.0	General Data of the individual applying	
1.1	Name of owner/entrepreneur/Individual	
1.2	Sex	
1.3	Age	
1.4	Field of study (if applicable)	
1.5	Education level	
1.6	Email Address (if available)	
1.7	Region:	
1.8	City/Sub-zoba	
2.0	Description of the design	
	<p>The description should:</p> <ul style="list-style-type: none"> • Show the key outstanding features of the design • Show the economic, social, or environmental impact it is bringing, how it differentiates from competitors in the market <p><i>In general, try to show clearly how your design meet the criteria for the award.</i></p>	
3.0	Award Utilization Plan	
	Please describe how you intend to use the award money if you win the award.	
4.0	Proof of impact (a maximum of half a page)	
	<p>The proof of impact can be expressed using one or more of the following</p> <ul style="list-style-type: none"> • Economical • Social including gender perspective • Environmental 	

Appendix B: Terms and Conditions

1. By applying, applicants represent and warrant the veracity and accuracy of the information included in their application. The Award Committee may, in its sole discretion, disqualify the applicant/s from the Award at any stage if the applicant/s has/have provided any untruthful, inaccurate, or misleading details or information in the application submission.

2. Applicants may only include their own original work in support of their respective applications.

3. All Applicants represent and warrant that the ideas and materials contained in the application will not infringe upon the rights, including privacy and intellectual property rights, of any third party and shall not otherwise violate any copyright, trademark, patent, or other legally protected rights under applicable laws. To the extent that any materials submitted incorporate any third-party copyrights, trademarks, or other intellectual property rights, applicants represent and warrant that all necessary licenses, permissions, and clearances for their use have been obtained.

4. Applicants will retain all intellectual property rights to the contents of their submission, provided that the Award Jury may make photocopies, photographs, and video and/or audio recordings of any data or information divulged, presented, or discussed by any applicant throughout his/her/ their participation in the Date Palm Packaging Design Competition 2023.

5. The Ministry of Agriculture and the UNDP will have the right to publicly post certain information about selected participants and their applications in the public areas, particularly

on their websites, bulletins, digests, regular reports etc., including but not limited to, name, photo, biography, category of business, logo, and summary of achievement.

6. Applicants risk disqualification if they or someone on their behalf communicates or attempts to communicate with any member of the Committee as well as representatives of MOA, UNDP, or FAO (other than submitting applications and providing further data or information as requested) in an attempt to influence the results of the Date Palm Packaging Design Competition 2023.

7. Applicants will be disqualified immediately upon any indication of (i) fraud, embezzlement or theft, (ii) wilful misconduct, and (iii) intentional violation of any law or regulation contrary to the objectives of the Date Palm Packaging Design Competition 2023

8. MOA and the UNDP will not take any responsibility for any arrangements between applicants and third parties.

9. Applicants in all categories agree to be bound by the Date Palm Packaging Design Competition 2023 Rules as they may be amended by the MOA and UNDP, in their sole and absolute discretion, occasionally.

10. By submitting an application, an applicant also agrees to release, discharge, and indemnify MOA and UNDP as well as their respective officers, directors, employees, agents and representatives, consultants and individuals in the Award Jury, from and against any claims, expenses, damages or liability due to any injuries, damages or losses to any person or property of any kind, including but not limited to invasion of privacy, defamation, infringement of trademark, copyright, patent, utility design rights, property damage, or personal injury, resulting in whole or in part, directly or indirectly from (a) the submission of an application to any category of the Date Palm Packaging Design Competition 2023, (b) acceptance of any Award or participation in the Competition or any Competition-related activity (including any travel or activity related thereto), or (c) the broadcast, transmission, performance or use of any of participant's image, business ideas and any submissions relating to the application or the Competition.

11. Applicants hereby release MoA and the UNDP from any injuries, damages or losses suffered or allegedly suffered by Applicant as a result of any error in the collection or retention of information submitted by the Applicant and/or any error or omission made in the printing, broadcast or announcement made in connection with the application process, the Competition or the actual grant of an Award.

12. Each Applicant hereby grants access to his/her/ their application materials to the Award Jury. MoA and the UNDP offer no confidentiality guarantee, either explicit or implicit, in connection with any data or information presented or discussed by Applicant. The Award Jury will not sign non-disclosure agreements with any application materials.

13. Receipt of an Award is contingent upon Award Recipient satisfying all requirements set forth in these Award Rules and documents and agreements referenced herein.

14. MoA and UNDP own full rights on the three designs and, therefore, reserve the right to edit and merge the awarded design illustrations.

I, _____, hereby acknowledge that I have read and understood the terms and conditions and agree to be bound by the afore-mentioned terms and conditions on behalf of myself and/ or those that I represent.

Appendix C: Application Checklist

To ensure you have not forgotten anything, please check and fill the following table.

S. No.	Overall criteria	Yes	No
1	Have you properly filled the Application form (Appendix A)?		
2	Have you signed and attached the Terms and Conditions (Appendix B)?		
3	Have you attached copies of other supporting documents?		