

TERMS OF REFERENCE
on Holding the Annual Drawing Contest "Қар бaryсын сақтайык!"
("Let's save the snow leopard!")
Nur-Sultan city, 2021

1. GENERAL

The regional Contest "**Қар бaryсын сақтайык!**" ("**Let's save the snow leopard!**") (hereinafter - the Contest) is held as part of the celebration of the International Day of the Snow Leopard.

The International Day of the Snow Leopard is celebrated annually on October 23 and is dedicated to the preservation and protection of this Red List animal.

The Contest is organized by the United Nations Development Programme (UNDP) in Kazakhstan and the Committee for Forestry and Wildlife of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan (hereinafter - MEGNR RK). The Contest is supported by the Global Environment Facility (GEF).

2. GOAL AND OBJECTIVES OF THE CONTEST

The goal of the Contest is to inform the people in Kazakhstan about the need to preserve the snow leopard population.

The Contest is intended to solve the following tasks:

- involve children and youth in the activities to preserve the snow leopard in Kazakhstan and increase its population;
- improve the ecological culture and interest among the younger generation to the conservation of rare species of animals in Kazakhstan;
- support and develop the creativity of children and youth, professional assessment of the works submitted for the Contest.

3. CONTEST ACTIVITIES MANAGEMENT

3.1. The general management of all the stages of the Contest is carried out by the Organizing Committee, which will:

- announce the Contest, engage the media to provide information support for the Contest;
- address the information issues arising in connection with the preparation and conduct of the Contest;
- accept and register applications and contest entries for the participation in the Contest;
- provide the necessary advisory and training assistance to the participants;
- recommend the most interesting works for the participation in the Contest and promotion;
- invite a professional jury to participate in the Contest;
- organize the selection of works, conduct the award ceremony for the winners of the Contest and an exhibition of their works;
- keep an archive of the documents (applications, jury minutes, viewing programs, etc.), artwork (copies of the drawings, works of the artists, etc.) and other materials.

3.2. The organizers cover the general costs of organizing and holding the Contest.

3.3. The district mass media shall spread the information about the upcoming Contest and its results.

3.4. The regional and district departments of education, natural resources management administrations of the Regional Akimats and nearby Specially Protected Natural Areas (hereinafter - SPNA) shall contribute to the dissemination of information about the upcoming Contest and its results.

CONTEST DATES AND GEOGRAPHY

The Contest will be held from September 27 to October 23, 2021, in Ust-Kamenogorsk city. The contest entries and applications will be accepted until October 23 (inclusive). The results of the Contest will be announced on October 29, 2021.

The Contest will be held for the participants living in the East Kazakhstan Region.

CONTEST STAGES

For the Contest, the most interesting works in the nominations will be determined (for more details see Section 4-5 "Conditions of Participation in the Contest").

The Contest will be held in three stages:

Stage 1: September 27, 2021 - Contest announcement, collection of works. Until October 23, 2021, the participants in the Contest will be submitting their applications duly filled in (see Appendix No. 1) along with their contest materials: artwork scanned in PDF format, or high quality photographs (genres: painting, graphics) on the topic "Let's save the snow leopard!".

Applications and contest entries shall be submitted to the Contest Organizing Committee by e-mail at: snowleopard_contest@mail.ru.

Stage 2: October 24-27, 2021 - jury meeting, evaluation of the contest entries.

Stage 3: October 29, 2021 - Summing up the results of the Contest, awarding the winners.

4. CONDITIONS OF PARTICIPATION IN THE CONTEST

4.1. Children and youth of two age categories are invited to take part in the Contest: 7-12 years old and 13-16 years old children who submitted their works to the Organizing Committee.

4.2. The contest entries must correspond to the Contest theme:

- an artwork on the theme "Қар барысын сақтайық!" ("Let's save snow leopard!")

Drawings (paintings, graphics) showing a snow leopard or snow leopard in an ecosystem will be accepted.

4.3. Individual authors can participate in the Contest, i.e. participation in the contest will be individual - only one participant can be the author of each work;

4.4. Participants will submit their applications for participation to the Organizing Committee in accordance with the form (Appendix No. 1) and attach their contest entries to the applications (all works will be submitted to the Organizing Committee by the participant in the Contest by e-mail at snowleopard_contest@mail.ru, artworks scanned in PDF format, or photos of a good quality).

4.5. The author must own the copyright for each work submitted by him/her.

4.6. The artwork authors provide the Organizing Committee of the Contest with non-exclusive copyrights, implying non-commercial use of the materials (reproduction and demonstration within the framework of the Contest and further work of UNDP). The public demonstration of the works submitted for the Contest will imply obligatory mentioning of the author's name.

4.7. The works will not be returned to the participants.

4.8. The works submitted for the Contest will not be edited.

5. REQUIREMENTS FOR ARTWORK SUBMITTED FOR THE CONTEST.

5.1. All submitted materials must correspond to the theme of the Contest.

5.2. Works created no earlier than one year before the Contest will be accepted for the participation.

5.3. Works to be accepted for participation in the Contest shall be on the topic "Қар барысын сақтайық!" ("Let's save the snow leopard!") for young artists in the age categories 7-12 years old and 12-16 years old, drawings (painting, graphics) will be accepted, which depict:

- 1) snow leopard itself, etc.
- 2) an ecosystem (habitat) of the snow leopard.

5.4. Requirements for Contest Entries

5.4.1. Requirements for Artwork (Drawings):

- A drawing in electronic format (a scanned copy in pdf, jpeg, jpg, png)
- Any drawing technique is allowed (pencil, gouache, watercolor, pastel, oil and acrylic paints, etc.).
- Drawings must be submitted with information indicating the surname, name of the author (s) and the title of the work, the name of the school, class, district, rural district.

Works that do not meet the specified requirements will not be admitted for participation in the Contest.

5.5. Entries that do not correspond to the theme of the Contest will not be accepted.

5.6. Drawings shall be submitted by e-mail by the curators/parents of the contest participants **until October 23, 2021.**

6. DETERMINATION OF THE WINNERS AND AWARD CEREMONY

6.1. The winners will be determined by the jury members in accordance with Appendix No. 2.

6.2. The results of the Contest will be announced by the Organizing Committee at the award ceremony on October 29, 2021.

6.3. The jury of the Contest and the Organizing Committee have the right to establish additional nominations and special prizes.

6.4. The award ceremony will be held on the final day of the Contest in the city of Ust-Kamenogorsk.

6.5. The winners will be awarded with diplomas and special prizes.

6.5.1. The winners who are unable to attend the award ceremony will receive their diplomas, statuettes and special prizes delivered by Kazpost within 3 weeks or during a personal meeting with the organizers of the Contest.

6.6. Winners, prize-winners and holders of other awards of the Contest have the right to use the prizes and awards of the Contest to advertise and promote their own creativity.

7. JURY OF THE CONTEST AND CONTEST WORKS EVALUATION CRITERIA

7.1. The jury will evaluate the works, determines the finalists, winners and prize-winners of the Contest.

7.2. Evaluation criteria for contest works:

- The image and theme of the work shall match.
- The creative concept, novelty and originality of the proposed idea.
- Skillful technique of a drawing.
- Composition and use of colours.
- Unusual approach: use of non-standard techniques, media and devices.
- The aesthetic qualities of the drawing.

8. WINNING PLACES

8.1. The organizers provide the following prizes in each nomination participants:

- 1st place prize
- 2nd place prize
- 3rd place prize

8.2. Laureate diplomas will be awarded to the winners of the Contest, and the participant certificates (in electronic form) will be presented to all participants of the Contest.

Contest Organizer Contacts:

United Nations Development Programme in Kazakhstan

14, Mambetov Street, Nur-Sultan city, 010000

Official email address for submitting contest entries: snowleopard_contest@mail.ru

Contact person for communication:

Ainur Salimbaeva - UNDP PR expert, phone: +7 707 910 0155

email: ainura.salimbayeva@undp.org

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APPLICATION
for Participation in the Drawing Contest
within the all-Kazakhstan Contest Dedicated to
the International Snow Leopard Day

(* this application shall be filled in by the participant of the contest)

1.	Name of region, city, district and settlement	
2.	Full name of the school, other place of study	
3.	Full name of the Contest participant	
4.	Date of birth, age, grade of the Contest participant	
5.	Participant's phone number	
6.	Application submission date	
7.	Curator/parent full name.	
8.	Curator/parent phone number	
9.	Participant/curator e-mail (one mail address shall be indicated for Contest information distribution throughout the entire period of the event)	
10.	I hereby consent to the processing of my personal data, as well as to the use of my works during and after the Contest.	Parent's signature

Date of filling in the application _____

Parent of the Contest
participant

(Signature)

(Full name)

Contest Evaluation List

Description of contest materials:

Name of the Jury Member/Expert: _____

Expert evaluation of the contest materials (name/evaluation points of the participant in the Contest):

Evaluate the competition materials by marking the appropriate box in the table with any sign, in accordance with the proposed criteria/score scale, where 0 is the minimum level of matching the said criterion by the competition materials, 5 is the maximum match value:

<i>Contest Criteria</i>						
Compliance with the Terms of Reference for the Contest (registration, submitted application, etc.)	0	1	2	3	4	5
The image and theme of the work shall match.	0	1	2	3	4	5
The creative concept, novelty and originality of the proposed idea.	0	1	2	3	4	5
Skillful technique of a drawing.	0	1	2	3	4	5
Composition and use of colours.	0	1	2	3	4	5
Unusual approach: use of non-standard techniques, media and devices.	0	1	2	3	4	5
Aesthetic properties of the artwork.	0	1	2	3	4	5

Notes, comments:

Date of filling, signature _____