

CALL FOR THE CREATION OF THE LATIN AMERICA AND CARIBBEAN REGION BRAND IMAGE

1. OBJECTIVE

This call is an initiative of CAF, whose objective is to select the 5 most talented applicant teams* from the region, chosen amongst designers, creative persons, publicists and/or related careers to participate in a bootcamp to create the image of the Latin America and the Caribbean (LAC) Region Brand. This bootcamp will take place in the city of Sao Paulo, Brazil, between May 12 and 15, 2024.

**Applications may be made by one person or by teams of up to 5 individuals.*

2. ORGANIZERS



We are a development bank committed to driving growth in Latin America and the Caribbean (LAC) and improving the lives of its people. As partners in the region, we offer financial support and technical advice to the public and private sectors. In addition, we generate knowledge and spaces for dialogue that contribute to the strengthening of public policies. In our 54 years of history, we have allocated more than USD 230 billion to development projects in the 21 countries that comprise the institution.

3. WHY AND WHAT IS THE PURPOSE OF A REGION BRAND?

Thinking about Latin America and the Caribbean brings us back to the joy of its people, its natural capital, its geographic uniqueness, its cultural diversity, the history of its ancestors, its entrepreneurial spirit and the potential of its economies. In order to capitalize on our essence and what makes us unique, and to generate new opportunities for our countries and communities, we want to strengthen the identity of LAC as a single region.

CAF seeks to continue raising the voice of Latin America and the Caribbean in the world with the creation of a cohesive regional brand with international projection. The LAC brand will be an instrument for expressing our essence and will contribute to highlighting the positive aspects of the region, promoting investments and tourist destinations and, in short, will help the region to have a more unified and recognizable presence as a bloc on the international scene.

4. MAIN CALL STAGES AND KEY DATES

- 4.1. **Registration and application:** At this stage, participants must register on the initiative's web site <https://caf.com/en/specials/brand-region/apply/> and should complete the steps indicated in section 5 "APPLICATION PROCESS".
- 4.2. **Selection of applicant teams:** At this stage, the Panel selects 5 applicant teams that will move on to the bootcamp phase to be held in Sao Paulo, Brazil. This selection will be announced publicly on CAF's website and each of the selected teams will be contacted by e-mail.
- 4.3. **Brief:** Before arriving at the Bootcamp, the 5 selected teams will download the brief, where they will find all the necessary information to develop the image proposals for the region brand.
- 4.4. **Reception of questions about the brief:** The 5 selected teams will be able to request additional information to what is in the brief, as well as clarify doubts. Once the selection is made, the groups will receive the indications related to this stage of the process. Questions may be submitted using this form: <https://caf.com/en/specials/brand-region/>
- 4.5. **Sending of answers:** To answer frequently asked questions from participants, the questions and answers will be posted on the call page. <https://caf.com/en/specials/brand-region/>
- 4.6. The Organizing Committee reserves the right not to answer questions that may be inappropriate or redundant.
- 4.7. **Bootcamp:** The bootcamp will be held (in person and free of charge for those selected) in the city of Sao Paulo, Brazil from May 12 to 15, 2024. This bootcamp can only be attended by up to 2 delegates from the working group.
- 4.8. **Selection of the winning team:** The winning team will be defined on May 15, 2024, in the city of Sao Paulo, Brazil.

| STAGE | DATE |
|--------------------------------------|---|
| Registration and application | From April 4 to April 30, 2024, until 23:59 p.m. Colombia time. |
| Publication of selected applications | May 6 |
| Publication of brief | May 7 |
| Sending logistic communication | May 10 |
| Bootcamp | May 12 to 15 |
| Submission of proposals | May 15 |
| Winner selection | May 15 |

The organization reserves the right to modify any date without prior notice. New dates will be communicated on the website.

5. APPLICATION PROCESS

- 5.1. Define how the team will be formed. There can be from 1 to a maximum of 5 participants in total.
- 5.2. Read and sign the document of acceptance of the terms of this call, as well as of the personal data treatment found at <https://caf.com/en/specials/brand-region/> Each member of the participating group must sign this document separately.
- 5.3. Fill out the registration form found at <https://caf.com/en/specials/brand-region/apply/> with the information of all participants. Each team will be asked to designate one of its members to act as a representative and point of contact with the Organizing Committee. Likewise, the following will be requested (among other data):
 - 5.3.1. A letter introducing the team members and explaining their motivation for participating in this initiative.
 - 5.3.2. CVs of all team members.
 - 5.3.3. Digital portfolio or book where the experience of each team member can be verified.

Important:

- Participation in the contest is free of charge.
- Once the application has been received, it will not be possible to re-enter the documents or submit modifications.
- CAF reserves the right to reject applications that are submitted late, are incomplete, or contain digital files that cannot be opened properly or are faulty, without informing the participants.

6. QUALIFYING PARTICIPATION REQUIREMENTS

These requirements are qualifying conditions for participation in the initiative for the creation of the Region Brand.

- 6.1. Participants in this initiative must be nationals of a country in Latin America and the Caribbean, and must have a valid passport and/or have the required documents up to date in order to enter Brazilian territory.
- 6.2. Participants must have completed their university and/or technical studies. No profession is exclusive.
- 6.3. Team members may not be changed after registration.
- 6.4. Persons will not be eligible to participate in the competition if:
 - 6.4.1. They hold or have held, in the year immediately preceding the registration for the competition, a public administration position in the government of a CAF member country.
 - 6.4.2. They have been public officials in a government of a CAF member country in the year immediately preceding registration in the competition.
 - 6.4.3. Have any conflict of interest with CAF, or any member of the Organizing Committee or the Evaluation Committee.

7. SELECTION OF TEAMS THAT WILL PARTICIPATE IN THE BOOTCAMP

The following criteria will be taken into account for the selection of the 5 teams that will participate in the bootcamp:

| CRITERIA | VALUE |
|---|-------|
| Portfolio quality and creativity It offers a creative or novel look. | 80% |
| Experience Experience in brand creation and development. | 15% |
| Inclusion and diversity Interdisciplinary group, which promotes gender equality, ethnic and racial diversity and inclusion. | 5% |

8. ABOUT THE BOOTCAMP

8.1 General information

Inspirational sessions, workshops and mentoring will take place during the Sao Paulo bootcamp. These activities will be guided by professionals from the region with a recognized trajectory in brand development.

The 5 selected teams will be expected to design and develop the logo, slogan and at least 5 reference pieces where the proposal will be applied. The following aspects should also be considered:

- Proposals that demonstrate the integration of the region and its potential
- Proposals in which all countries in the LAC region feel identified.
- Designs adapted to the cultural and social aspects of the LAC region.
- Innovative proposals.

Airfare to Sao Paulo, as well as lodging and per diem for the 5 selected teams, will be paid for by the contest organizers.

8.2 The brief

After the selection phase, the selected participants will receive a brief in which they will be asked to create a logo and slogan for the Latin America and the Caribbean Region. It is up to the participants to advance with the creative concept based on the brief submitted, before their arrival in Sao Paulo – Brazil.

8.3 Criteria for the evaluation of Region Brand proposals

To ensure impartiality and transparency in the evaluation process, the panel will use the following criteria to evaluate proposals:

Strategic Thinking

Development and relevance of the strategic proposal, understanding the coherence of what is going to be said to the world.

Designation of origin, identification with the region

To represent the essence, geographic, ethnic and cultural diversity of the region, uniting the most outstanding qualities of Latin America and the Caribbean in the same graphic language, represented by the created brand.

Adaptability, flexibility and versatility

The following will be valued: Originality, clarity of expressing main ideas, as well as the composition and applicability to different visual systems in the implementation of the region's brand system.

These 3 criteria will have a 90% weight of the total grade.

Guest Panel

The invited panel will participate virtually and must vote for the proposal that, in their opinion, meets the following criteria: relevance, visual identification and clarity in what the brand expresses in relation to the region.

This evaluation will have a weight of 10% of the total grade.

9. PANEL

We will have two panels of evaluators, made up of professional experts in the areas of design, creativity and advertising, as well as experts in regional cultural references.

Panel of evaluators for the bootcamp

This panel will be in charge of selecting the teams that will participate in the Brazil bootcamp.

Region Brand Panel

This panel will be in charge of selecting the Region Brand developed during the bootcamp.

Meet the members of the evaluation panels on our web site

<https://caf.com/en/specials/brand-region/award-jury-and-criteria/>

10. PRIZE

The winning team of the Latin American and Caribbean Region Brand Proposal will receive as a prize the sum of twenty thousand United States dollars (USD 20,000). This prize will be payable within sixty (60) days of the announcement of the winners, [in dollars / its equivalent in local currency at the official exchange rate in effect on the date of each payment] by international wire transfer to a bank account. The winning team must register this bank account in the CAF Supplier Registration System.

The winning team will be responsible for paying any applicable taxes on their winnings. If a team wins the competition, the person who submitted the proposal on behalf of his or her team will accept payment on behalf of the entire team.

It will be your responsibility, and not CAF's responsibility, to divide the award among the team members.

The award ceremony and selection of the winning team will take place on May 15 in the city of Sao Paulo, Brazil.

11. INADMISSIBILITY

The organizing committee will discard videos, teams and ideas that do not comply with the contest rules, do not comply with the contest conditions or that:

- 10.1 Promote any type of political or religious proselytism.
- 10.2 Expose vulgar conduct or expressions, or whose content is considered indecent or obscene.
- 10.3 Use content that violates or infringes the rights of third parties.
- 10.4 Include content that may be considered defamatory, libelous or slanderous.
- 10.5 Include content that promotes intolerance, racism, hatred or prejudice against any group or individual, or discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- 10.6 CAF reserves the right to declare inadmissible any project it deems inappropriate, at its discretion.

12. CONSENT

By submitting their projects to the competition, participants declare and guarantee that they are the original authors of their projects and that their projects have not been partially or completely taken from another work, and agree to abide by the decisions of the panel. Participants also declare that the exploitation, use and presentation of their projects in accordance with the terms and conditions of this call will not infringe the rights of third parties.

Participants agree that after the competition is over, the Organizing Committee may publish and/or use materials related to their projects for informational purposes, on behalf of the authors themselves, without compensation. They also agree to be photographed or filmed during the awards ceremony or related events for possible dissemination products.

13. GENERAL CONDITION

At its sole discretion, the CAF Organizing Committee reserves the right to cancel or suspend this contest, as well as to disqualify any of its participants. Prior to the selection of the winner, it is understood that the ideas, interpretations and conclusions expressed in the projects submitted to the competition are the sole responsibility of their authors, and in no way can they compromise CAF, its representatives or member countries.

The eligibility of participating teams will be verified. In the event that any team or its members do not comply with the provisions of these Rules, they will lose the status of finalist or winner, without any compensation whatsoever.

Each participant, by the simple fact of participating, accepts to comply with the points expressly established in these Rules, as well as the final decision of the panel, without the right to appeal.

14. TERMS AND CONDITIONS

Acceptance of terms and conditions By participating in this contest, participants fully and completely accept these terms and conditions. CAF will also notify participants of any changes via e-mail and/or the contest website.

14.1 Other provisions

14.1.1 Intellectual Property Rights: By participating in this contest, each participant expressly agrees and acknowledges that, in the event of being selected as the winner, he/she agrees to irrevocably and exclusively transfer and assign to CAF all proprietary copyrights on the designed trademark, including, but not limited to, any element, variant or part thereof. This assignment of rights shall include, without restriction, the right to modify, reproduce, distribute and communicate the trademark to the public in any form and by any means known or to be known. In addition, the winning team is obliged to sign all documents and perform all necessary acts required by CAF for the effective registration and legal protection of the assigned rights. Although the economic rights are assigned to CAF, the moral rights of authorship, such as the right to recognition of authorship and integrity of the work, will remain with the authors. Participants accept that this transfer of rights is an essential condition for their participation in the contest and for the acceptance of the prize in case they are declared winners. Likewise, they declare that the work is original, of their authorship, and that it does not infringe the rights of third parties. CAF reserves the right to disqualify any participant who does not comply with these terms.

14.1.2 Submit an original work; indemnification: By applying to the competition, participants guarantee, individually and jointly, the originality of their works/projects, guaranteeing that they are not the result of transformations and/or modifications, either total or partial, of any other work, and undertake to accept the decisions of the CAF. Likewise, participants guarantee that their proposals, in concept, design, implementation or final result, do not infringe or violate the intellectual property rights or copyrights of third parties and expressly agree to hold CAF harmless against any claim, action, complaint or lawsuit, including, but not limited to, the professional losses of lawyers required for the proper legal defense of CAF in such a situation.

14.1.3 The ideas belong to the participants: Ideas, concepts, interpretations and conclusions expressed in the projects submitted to the competition are the sole responsibility of their authors, and can in no way be attributed to CAF, its representatives or member countries.

14.1.4 Publicity: Except where prohibited, by virtue of their participation in the contest, winners agree to give express permission to CAF to use their name, likeness, voice, opinions and/or hometown and state for promotional

purposes. This authorization will be so broad as to cover any type of media and with worldwide reach. Likewise, the winning participants expressly acknowledge that this authorization will not generate any payment or consideration from CAF or any entity related to it.

14.1.5 These terms and conditions are applicable to all members of a team submitting a proposal: The rules applicable to the participants are applicable to each team member. The person submitting a proposal on behalf of his or her team ensures that all team information is correct and that all team members agree to the terms and conditions. You further agree to defend, hold harmless and indemnify CAF from and against any and all claims, actions, suits, demands, complaints or proceedings of any nature whatsoever, as well as all losses, liabilities, damages, costs and expenses (including attorneys' fees) that may otherwise arise. Each team member must upload the signed terms and conditions document to the platform.

14.1.6 Participants' Liability: By entering the competition, all participants agree to hold CAF or the Panel harmless from any claim, expense or loss related to their participation, including without limitation any damages and/or claims that may arise from participation in the competition or activity associated with the competition or from the use and preservation of images of their work produced for the installation.

14.1.7 Applicable Law: This contest is governed by the laws of Panama without reference to conflict of laws provisions.

14.1.8 Arbitration: As a condition of participating in this contest, the entrant agrees that any and all disputes or causes of action that may arise out of this contest that cannot be resolved amicably between the parties shall be submitted to final and binding arbitration for determination by a single arbitrator. The arbitration shall be administered by the American Arbitration Association in accordance with the Commercial Arbitration Rules of the American Arbitration Association. The place of arbitration will be Panama. The language to be used in the arbitration proceedings shall be Spanish. The costs of any arbitration proceedings shall be borne equally by the parties.

14.1.9 Privileges and Immunities: Nothing in these terms and conditions shall be deemed a waiver, restriction, limitation or denial of any right, privilege or immunity of CAF or CAF Personnel under any treaty, national or international law.