

INTRODUCTION

The United Nations and "Art for a better future" share the common vision that Art is a universal language that inspires positive change, eliminates barriers and eases communication. Art motivates and unites individuals and organizations towards the common dream of a better world and society.

In line with this shared vision and with the UN Theme for Expo Milano 2015, "The Zero Hunger Challenge • United for a sustainable world", "Art for a better future" (www.axabf.net) is joining forces with the UN and selecting up to 60 works of art to interpret the five objectives of the Zero Hunger Challenge plus the special focus on women's empowerment and gender equality.

The UN participation in Expo Milano 2015 is coordinated by the UN Rome-based agencies – The Food and Agriculture Organization (FAO), the International Fund for Agricultural Development (IFAD) and the World Food Programme (WFP).

The selected works of art will be promoted widely in international media, dedicated UN multimedia installations at the Expo Milano 2015, the UN-EXPO website and social media.

PROJECT SUMMARY

Project description	<p>Artists are requested to submit digital images of their works of art interpreting one or more of the Five Pillars of the Zero Hunger Challenge plus the special focus of Women's Empowerment and Gender Equality.</p> <p>A total of up to 60 works of art (10 works for each of the 6 themes) will be displayed at the UN multimedia installations during the Milan Expo 2015, the UN-EXPO website and social media.</p> <p>Each artist may submit more than one work for each theme.</p> <p>Preference will be given to artists from non-OECD countries.</p> <p>The UN-EXPO Team reserves the right to change the conditions of the present call at any time.</p>
Type of works and dimensions	<p>Any medium (Painting, sculpture, video-art, etc.)</p> <p>Format of the image must be:</p> <ul style="list-style-type: none"> - 1920 x 1080 – Horizontal, for screen display - 940 x 404 pixel – Horizontal, for web display
Budget	<p>This project is a not-for-profit initiative. Therefore no compensation for the participant artists is envisaged.</p> <p>Should the UN-EXPO Team or the sponsors of EXPO 2015 wish to purchase one or more of the works, the conditions will be negotiated at a later stage.</p>
Deadline for proposal submission	<p>Dec.31st 2014 for existing works of art</p> <p>Jan. 20th 2015 for bespoke works of art (preferred option)</p>

Submission details	<p>The UN- EXPO Team is looking for original interpretations of the proposed themes. Existing works may be submitted but original interpretations stand a much better chance of being accepted.</p> <p>When you submit your works, make sure that you include:</p> <ul style="list-style-type: none"> • a full explanation on how your submissions interpret the proposed themes • a technical description of the artworks (dimensions, technique, style, etc.). <p>You may include your artist's statement.</p>
Contact details	<p>For submissions and information requests, please contact Grazia Miracco at grazia@axabf.org</p>

TECHNICAL SPECIFICATIONS

The artists are requested to provide their personal interpretation of the following themes.

 <p>Zero Stunted children less than 2 years</p>	<p>One in four children (165 million) are chronically malnourished or “stunted”. The right nutrition during the first one thousand days of a baby’s life can have a profound impact on a child’s ability to grow, learn, and rise out of poverty. In order to avoid consequences on his/her physical and cognitive abilities and on the immune system, mothers and children must have access to nutritious food. Health care assistance, water, sanitation, education and specific nutrition interventions, coupled with initiatives that enable empowerment of women are also needed.</p>
 <p>100% access to adequate food all year round</p>	<p>The first of the eight Millennium Development Goals aims to halve the proportion of people suffering from hunger by 2015. Significant progress has been made, but the total number of undernourished people is still too high. To reach zero hunger we must enable all people to access adequate and nutritious food at all times through nutrition-sensitive agriculture and more inclusive food systems, marketing, decent and productive employment, a social protection floor, targeted safety nets and food assistance; boosting food supply from local producers; and through open, fair and well-functioning markets and trade policies at local, regional and international level, preventing excessive food price volatility.</p>
 <p>All food systems are sustainable</p>	<p>A food system is made up of the environment, people, institutions and processes by which agricultural products are produced, processed and brought to consumers. Every aspect of the food system has an effect on the final availability and accessibility of diverse, nutritious foods – and therefore on consumers’ ability to choose healthy diets.</p> <p>To enable all people to access secure and nutritious food without compromising the needs of future generations, we must ensure that all farmers, agribusinesses,</p>

	<p>cooperatives, governments, unions and civil society establish standards for sustainability. We should also encourage universal adoption of sustainable and climate-resilient agriculture practices, pursue cross-sectoral policy coherence (energy, land use, water and climate) and ensure responsible governance of land, fisheries and forests.</p>
 <p>100% increase in smallholder productivity and income</p>	<p>100% increasing in smallholders productivity and income</p> <p>2.5 billion people are involved in smallholder agriculture worldwide. They provide over 80 percent of the food consumed in the developing world. Most of the 1.4 billion people living on under US\$1.25 a day live depend on agriculture for their livelihoods.</p> <p>Support for smallholder farmers is a win-win situation for poverty reduction and food security: investment in agriculture is five times more effective in reducing poverty than investment in any other sector. We must also encourage decent work, increase smallholders' income and empower women, small farmers, fishers, pastoralists, young people, farmer organizations, indigenous people and their communities.</p> <p>It is also necessary to improve land tenure, access to assets and natural resources, to make sure that all investments in agriculture and value chains are responsible and accountable and to develop multidimensional indicators for people's resilience and wellbeing.</p>
 <p>ZERO loss or waste of food</p>	<p>Zero loss or waist of food</p> <p>1/3 of all food produced (1.3 billion tons) is lost or wasted. In developing countries, pests, inadequate storage facilities and inefficient supply chains are major contributors to food loss. In developed nations, food is thrown away by households, the retail and catering industries, releasing significant quantities of powerful greenhouse gases.</p> <p>To reach this objective, we need to minimize food losses during storage and transport, and waste of food by retailers and consumers; increase consumer choice through appropriate labeling; encourage commitments from producers, retailers and consumers within all nations; and achieve progress through financial incentives, collective pledges, locally-relevant technologies and changes in behavior.</p>
 <p>Women's empowerment and gender equality</p>	<p>Women's empowerment and gender equality</p> <p>Despite the fact that women play a key role in agriculture, livestock and fishery activities worldwide, many of them have unequal access to land, financial services, education, training, extension services, markets, decision making processes and technology. Promoting women's empowerment and gender equality is crucial to winning the Zero Hunger Challenge: if women were to have the same access to productive resources and investment and income opportunities as men, productivity and family income would increase significantly and nutrition and health would improve at the household level. Evidence also shows that increasing women's access to education and improving their overall welfare can have a major impact on their own nutrition status and that of their children.</p>

VISIBILITY OPPORTUNITY

The UN-EXPO Team will provide the following **visibility opportunities** for the shortlisted artists:

- A dedicated **webpage** on its www.un-expo.org/projects website, including the image of the work of art in a 940 x 404 pixels horizontal format, its title, the technical description and the artist's short bio
- A dedicated space on **selected screens and other multimedia installations** at the EXPO 2015, including the image of the work of art in a 1920 x 1080 pixels horizontal format, its title, the technical description and the artist's short bio

Press releases with the winning images will be sent to main international media.

Further opportunities (social media campaigns, etc.) may be evaluated depending on the logistics of the event.

Preferred visibility will be given to artists from non OECD countries.

COPYRIGHT AND REPRODUCTION

By submitting a proposal, the Artist grants “Arts for a better future”, the UN-EXPO Team and its affiliates a worldwide, transferable, nonexclusive, right and license, with a right to sublicense, to: (i) use, reproduce, distribute, publicly perform and publicly display copies of the works of art (ii) access, view, use, crop, resize, copy, distribute, license, publicly display, publicly perform, transmit and broadcast copies of the works of art in any form, medium or technology now known or later developed for the purpose of promoting this initiative and the works of art, including but not limited to exhibitions, books, publications, academic lessons.

The artist acknowledges and agrees that the foregoing license rights are granted on a royalty-free basis.

DEADLINES

By December 31 st	Artists shall submit proposals of existing pieces of Art in line with the technical specifications.
By January 20 th	Artists shall submit custom works interpreting the technical specifications.
By January 31 st	“Art for a better future” will present the proposals to the United Nations committee.
By February 15 th	The UN-EXPO Team will choose the best interpretations of the 6 pillars.