

Poster Campaign – FPS Strategy for Tourism and Hospitality

The tourism and hospitality sector in Uganda is a key driver of economic growth, providing employment opportunities and contributing significantly to the country's GDP. However, ensuring Occupational Safety and Health (OSH) in this sector remains a challenge, with risks such as workplace injuries, poor hygiene standards, and inadequate safety measures affecting both employees and customers.

Therefore, Enabel, through the Social Protection and Decent Work Project, intends to produce Occupational Safety and Health (OSH) poster messages as a creative and engaging approach to raise awareness and encourage adherence to OSH standards. A poster art contest has been identified as one of the strategies to produce messages in an innovative way to educate stakeholders in a visually appealing and impactful manner. The initiative aims to enhance awareness and promote compliance with OSH standards to ensure safe, dignified working conditions for all.

The art contest will lead to the production of campaign posters to address violence and harassment in workplaces and bring about change in mentalities and attitudes to Occupational Safety and Health risks.

Campaign Objectives:

- **Raising OSH Awareness:** Educate workers and employers on their rights, workplace hazards, risk prevention, and reporting mechanisms.
- **Promoting Safe Workplaces:** Support hotels, lodges, and tour companies in implementing OSH measures, including fire safety training, emergency preparedness, and mental health support.
- **Engaging Key Stakeholders:** Collaborate with the Ministry of Gender, Labour, and Social Development (MoGLSD), the Uganda Hotel Owners Association (UHOA), tour operators, and trade unions to drive sector-wide OSH improvements.

Through this campaign, Enabel is committed to fostering a safer, fairer work environment in Uganda's tourism and hospitality sector while contributing to its sustainable growth.

Overview of the process

(submission timeline, info session preselection, submission contact)

Artists in Uganda will be contacted to participate in the art contest. An advert will be provided by the Enabel Social Protection and Decent Work Project team, with specific guidance and criteria (see below) for visualisation by the artists.

After evaluation of the poster submissions by Enabel and Occupational Health and Safety experts, the winner will be awarded a contract to design 3 other posters, for a total amount of 4,000,000 UGX.

The Enabel submission contacts are: communication.uga@enabel.be

Implementation period

The contest will be launched, and the artists will be given 10 days to submit a design for a message that will be provided by the Enabel project team. Deadline for submitting the designs is **17th April 2025 at 11:59 PM**, Kampala time.

After evaluation, the artist who wins the contest will be given 7 working days to submit designs for 3 other messages that shall be provided.

Budget

The budget for designing all 4 messages is 4,000,000 UGX. This will be awarded to the artist or company that wins the art contest.

Guidelines for Poster Art Contest

It is crucial to take into consideration the following guidelines during the design of the campaign posters;

- The image must speak for itself. It must be sufficient to convey the awareness-raising message. The text can support it, but it must not be 'necessary'. In this way, illiterate workers can also be reached.
- The poster image must relate to the Ugandan tourism and hospitality context. Workers in the sector should be able to relate to the situations or people being shown.
- The image should directly communicate the awareness-raising message.
- The image should evoke strong emotions for the viewer to take action (precaution).
- The design should be visually compelling to highlight key safety measures, fostering a culture of health and safety within the tourism and hospitality industry.
- Harmonious use of colors
- The image should strictly appear on an A3 (11.7 × 16.5 inches / 297 × 420 mm) size.
- The image resolution should be for an ideal high-quality print. Use at least 300 dots per inch(dpi) for the design.
- The design should have at least a 3mm (0.125in) bleed and 5mm (0.2in) safety margin
- Use Calibri, Georgia, or Aller fonts for text. Convert text to outlines before exporting.
- The file size should not exceed 5 MB.

- Include your contact details: full name and contacts during the submission.

Criteria for assessing propositions

It should be borne in mind that poorly designed posters can have perverse effects on health and safety at work. The validation of the designs will be done by a committee comprising each stakeholder (ministry, trade unions, and employers' organizations), who will appoint a person to validate the content and form of the posters on their behalf and vote on a poster.

In the event of receiving many submissions, the Enabel team will conduct a preselection based on the criteria listed above. A maximum of 20 entries will then be evaluated by the Committee.

The evaluation (and pre-selection) process of the art submissions will focus on the clarity and relevance of the message, level of creativity, presentation, marketability, aestheticism, and simplicity of the design flow

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Disclaimer

- Participants confirm that all submissions are their original work and that they hold full intellectual property rights (IPR) to the materials provided. Any use of already existing material or third-party work is at the submitter's own risk, and Enabel will not be held responsible for it.
- Only original work will be accepted.
- Only short-listed candidates will be contacted.
- By entering this competition, participants hereby acknowledge and accept the terms and conditions set forth.
- Only the awarded entries will receive compensation; no remuneration will be provided to other participants.

Intellectual property

- Unsuccessful contestants will retain ownership of their intellectual property rights. The successful participant grants Enabel an exclusive, worldwide license, with indefinite duration to use, reproduce, modify, translate, and display their entries for promotional and related purposes.
- The winner is not permitted to use or license the work for any other purpose.