



United Nations
Educational, Scientific and
Cultural Organization



The International Organization
THE NORTHERN FORUM



Government of the Khanty-
Mansiysk Autonomous
Okrug- Ugra

“Approved”
Head of Service for Control and Supervision of
Environment and Wildlife Protection and
Forest Relations of the Khanty-Mansiysk
Autonomous Okrug – Ugra

S.V. Pikunov
2014

“Approved”
Acting Director, Department of Public and
External Relations of the Khanty-Mansiysk
Autonomous Okrug – Ugra

D.A. Osminkin
2014

“Approved”
Director, Department of Culture of the Khanty-
Mansiysk Autonomous Okrug – Ugra

N.M. Kaznacheeva
2014

“Approved”
Director, Department of Education and Youth
Policy of the Khanty-Mansiysk Autonomous
Okrug – Ugra

L.N. Koveshnikova
2014

**Regulation on the international ecological project
Contest Exhibition of Children’s Creative Works
“RED BOOK THROUGH CHILDREN’S EYES”
within the international ecological action
“TO SAVE AND TO PRESERVE”
2014-2015**

1.General provisions:

1.1. The international ecological project Contest Exhibition of Children's Creative Works "RED BOOK THROUGH CHILDREN'S EYES" (hereinafter "Project") is to be implemented within the international ecological action "TO SAVE AND TO PRESERVE" under the aegis of the Commission of the Russian Federation for UNESCO, THE NORTHERN FORUM.

1.2. This Regulation determines the status, goal, objectives, timeline, location, stages and the procedure of implementation, list of organizers, co-founders and partners of the Project, participants, nominations, creative work evaluation criteria, jury work procedure, funding sources and procedures.

1.3. This Regulation includes as its integral part the following appendixes:

Appendix No.1 – Application Form;

Appendix No.2 – Label Form.

2.Project Goal:

To foster younger generation's ecological culture and active life position towards the problem of flora and fauna diversity reduction in some regions and the planet as a whole.

3.Objectives:

- to draw the international community's attention to the existing problems of environment protection;
- to develop children's international environmental cooperation based on exchange of experience in various creative and environmental activities;
- to popularize, by means of artistic creative work, caring attitude towards the natural resources of the planet, the country and one's native town or village;
- to foster caring attitude to universal human values in children from around the world in accordance with the principle of cultural and natural diversity preservation;
- to encourage and develop students' creative potential through the study of natural, cultural and historical heritage;
- to step up awareness raising efforts regarding the need to preserve species of flora and fauna as inalienable links in entire natural complexes' sustainable development.

4.Project implementation timeline:

2014 – 2015

The project will be implemented in 3 phases:

1st phase – correspondence competition of creative works /2014/;

2nd phase – mobile exhibitions in the towns of the Khanty-Mansiysk Autonomous Okrug – Ugra and Russia /2014-2015/;

3rd phase – publication of an album of the Project's best creative works /2014-2015/.

5.Location:

Khanty-Mansiysk, Khanty-Mansiysk Autonomous Okrug – Ugra, Russia

6.Organization of the Project:

6.1FOUNDERS:

- Department of Ecology of the Khanty-Mansiysk Autonomous Okrug – Ugra;
- Department of Education and Youth Policy of the Khanty-Mansiysk Autonomous Okrug – Ugra;
- Department of Culture of the Khanty-Mansiysk Autonomous Okrug – Ugra;
- Department of Public Relations of the Khanty-Mansiysk Autonomous Okrug – Ugra.

6.2.CO-FOUNDERS:

- Department of Natural Resources and Non-Resource Sector of Economy of the Khanty-Mansiysk Autonomous Okrug – Ugra;
- Department of Information Technology of the Khanty-Mansiysk Autonomous Okrug – Ugra;

- inspired by personal impressions from Red Books of regions, countries, and from viewing endangered species in specially protected natural areas (during expeditions), films, visits to zoos...
- focused on ecology and moral values;
- having a name and information in Russian on the Red Book species in question.

While implementing the Project, it is recommended to refer to Red Books of various regions and countries.

7.2.2. Creative works and applications are to be submitted by 31 December 2014 (postal stamp of receipt date) to the following address:

Urban settlement Talinka, Nyagan, Khanty-Mansiysk Autonomous Okrug – Ugra, 628195, Russian Federation, local history museum “Otrazheniye” with a note: contest “Red Book”.
Project manager: Olga Stytsyuk.

For further information, please contact tel./fax: 8(34672) 4-99-50, e-mail: museumtalinka@mail.ru.

7.2.3. Requirements to contest works format:

7.2.3.1. The works can be made in any technique on A-3 sheets, without mount (except for creative works in decorative and applied arts).

7.2.3.2. Each creative work is to be submitted both in hard copy and on a CD.

7.2.3.3. Each creative work is to be accompanied by:

A) Application for the participation in the Project (please fill out a special form – see Appendix No.1 to this Regulation).

Application forms for each author are to be filled out in both Russian and English.

A separate application is to be made for each creative work submitted for the Contest.

B) Label (please fill out special form – see Appendix No.2 to this Regulation).

Labels for each creative work are to be filled in both Russian and English.

A separate application is to be made for each creative work submitted for the Contest.

The label is to be placed on the back side of the creative work.

7.3. Criteria for the evaluation of creative works submitted for the Contest:

- relevance to the subject matter of the Project;
- environmental awareness;
- value orientation;
- expressiveness;
- compositional solution;
- esthetic qualities;
- emotional qualities;
- individuality;
- literacy of texts;
- imagery (image structure of the creative work);
- originality;
- novelty;
- orderliness and neatness.

7.4. Jury of the Contest:

An independent jury will be established for the evaluation of creative works submitted for the Contest, including founders and co-founders of the Project, on equal quantitative basis, totaling not less than 9 members. The jury will work from 1 February to 30 June 2015.

The personal composition of the jury is to be determined not later than 10 days before the deadline of Contest materials submission.

The jury shall not include employees of organizations representing authors of creative works submitted for the Contest.

The jury will:

- provide expert evaluation of creative works submitted for the Contest in accordance with the above criteria;
- determine the best of them in two areas (art and literature) according to seven nominations (paragraph 5.3. of this Regulation).

The jury's decision will be recorded and posted on websites of the founders and co-founders of the Project, published in print media of the Khanty-Mansiysk Autonomous Okrug – Ugra and the Russian Federation.

7.5. Organization of a mobile exhibition in the towns of the Khanty-Mansiysk Autonomous Okrug – Ugra /2014-2015/

Best works in all nominations (with labels fixed to them) will be selected for the exhibition.

The route, timeline of demonstration, locations in the Khanty-Mansiysk Autonomous Okrug – Ugra and Russian Federation are to be determined.

7.6. Publication of an album of the Project's best creative works /2014-2015

Best creative works in each nomination, with description of each work, will be placed in the album based on the outcomes of the Contest.

The publication of the album will be done both in hard copies (A4) and electronically (CD).

The number of photos of creative works in the field of decorative and applied arts, texts of creative works, the number of pages in the album, the size of the album edition will be discussed after the announcement of the Contest results.

Albums and CDs will be distributed among founders, sponsors, winners of the Contest, libraries, educational institutions, museums, specially protected natural areas and other organizations and institutions in Ugra and across Russia.

8. Funding for the organization and implementation of the Project:

1. Funding for organizational activities (postal costs, telecommunications and Internet, printing costs) and expenses for the organization of the jury's work are to be covered by the managing organization.
2. Funding for the development, production and copying of the award forms (winner certificates, participant certificates, thank-you letters) will be provided by the Department for Environmental Protection and Ecological Security of the Khanty-Mansiysk Autonomous Okrug – Ugra from the regional budget.
3. Organization and implementation of mobile exhibitions in the towns of the Khanty-Mansiysk Autonomous Okrug – Ugra and across Russia, the publication of best creative works of the Contest will be covered by the funds contributed by commercial and media partners.
4. Founders and co-founders of the Project (subject to agreement) will provide souvenirs and office supplies, literary publications to award the winners of the Contest.
5. Information about founders, co-founders, commercial and media partners of the Project will be posted in all advertisement, information and resulting publications of this Project, and in TV and outdoor advertisement.

9. Copyright:

1. Organizers of the Contest reserve the right to use the Contest creative works for showcasing the Project, publishing albums, making videos and publications about the Project.
2. The copyright is observed in accordance with the Law of the Russian Federation "On Copyright".
3. The creative works submitted for the Contest will not be returned, and will be added to the exhibition collection of the museum – organization managing the Contest.
4. Contest winners' creative works can be provided by the managers of the Project to organizations interested in them (upon a written request) to be used as outdoor social advertisement on banners and billboards in countries and regions that submitted creative works for the Contest.

**Appendix No.1
to the Regulation
on the Project**

Project participation application form

No.	Content of Application	Information in Russian	Information in English
1	Full name of creative work:		
2	Technique:		
3	Author's full name:		
4	Author's birth date (number of full years):		
5	Teacher's name:		
6	Name of representing organization (educational institution, creative association):		
7	Representing organization director's full name:		
8	Postal address of the representing organization (country, region, municipality), contact phone number with area code, e-mail:		
9	Name of one of author's parents (or official representative)		
10	Author's address, telephone number with area code, e-mail:		

Application form is to be filled out for each creative work.

**Appendix No.2
to the Regulation
on the Project**

Label form

No.	Content of label	Information in Russian	Information in English
1	Full name of creative work:		
2	Technique:		
3	Author's full name:		
4	Author's birth date (number of full years):		
5	Teacher's number:		
6	Name of representing organization (educational institution, creative association):		
7	Representing organization director's full name:		
8	Postal address of the representing organization (country, region, municipality), contact phone number with area code, e-mail:		

Label is to be fixed to the back side of each creative work submitted for the Contest.