WORKING TOGETHER

PHOTO COMPETITION

Sustainable Development Goal 5: Achieve gender equality and empower all women and girls
CONCEPT

The photo competition is part of a broader partnership between UN Women Regional Office for the Arab States and the Arab Scouts Organisation. It focuses on the role of young women and men to promote gender equality in the Arab States region. The competition is organized jointly by the Arab Scouts and UN Women and supported by the “Men and Women for Gender Equality” regional programme, an initiative of UN Women - funded by Sweden.

OBJECTIVES

This competition aims to promote the engagement of youth in gender equality by creating awareness and stimulating social dialogue.

The photo competition also aims to enhance youth participation and advocacy to nurture positive social and cultural norms, practices, and attitudes that promote gender equality and question gender inequalities and gender stereotypes.

HOW? Three themes on Gender Equality for the photo competition

1) Promotion of gender equality to ensure that no young woman or girl is left behind. To realize the promise of “leaving no one behind”, it is essential to promote the leadership and rights of young women and girls, especially of those facing multiple and intersecting forms of discrimination and marginalization, including, but not limited to: disability, HIV/AIDS status, rural location, ethnic minority status, sexual orientation, class and income, and living in conflict and post-conflict settings.

2) Prevention of violence against women and girls. Violence against women and girls is a serious violation of human rights. Its impact ranges from immediate to long-term multiple physical, sexual and mental consequences for women and girls, including death. It negatively affects women’s general well-being and prevents women from fully participating in society. Violence not only has negative consequences for women but also their families, the community and the societies at large. It has tremendous costs, from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development. The role of young people is key to prevent violence against women and girls in all of its forms, including intimate partner violence and sexual harassment.

3) Recognition on the role and responsibility of young men and boys to engage in solidarity work for gender equality and educate young men and boys to disrupt harmful gender roles and stereotypes, to foster participation of males in unpaid care and domestic work, and to promote positive ideas about masculinity and femininity.
Photo Competition
Sustainable Development Goal 5: Achieve gender equality and empower all women and girls

CONDITIONS OF ENGAGEMENT

• The photographer is from the scouts.
• Photographer can be female or male.
• Age 15-21
• Photographer will provide their social media account for online voting.
• Photo credit and title are provided separately (no watermarks on the photo)
• Tagging @UNWomenArabic and @ArabScouts and using the below hashtags

HASHTAGS

#GenerationEquality
#Photocompetition
#WorkingTogether
#UNWomen
#ArabScouts
@UNWomenArabic
@ArabScouts

SELECTION CRITERIA

• The photo is relevant to the topic.
• The photo can be colored or black and white.
• The photo speaks for itself about gender equality with no captions needed.
• The photo is of high quality.
• The photo is real without any artistic work added to it.
• Photographer will provide their social media account for tagging and online voting.
• The scores will be based on 40% online voting and 60% scores from the judging committee (with members from UN Women, the Arab Scouts, and a professional photographer).
• The best three photos will win in their respective order!
GET INSPIRED

Participants of the photo competition are invited to visit and read the following resources to get information and inspiration for taking the best pictures for the competition:

- **Toolkit for Youth on Advocating and Achieving Gender Equality by 2030**: this tool developed by UN Women in Arabic, English and French is about how youth can advocate strategically for gender equality and empowerment of young women. It highlights ways in which youth can influence decision-making at community, local and national levels to achieve gender equality.

- **HeForShe Action Kit**: this tool was designed to help the Scouts across the world become advocates for gender equality. The Action Kit was developed in five languages -including Arabic- in collaboration with UN Women to encourage Scouts to think about gender issues and understand when and how they can act. It is designed for use in all kinds of Scouting activities, from hiking to training sessions, and can be adapted depending on the maturity of the young people involved.

- **International Men and Gender Equality Survey (IMAGES)**: it is the largest multi-country study of its kind in the Middle East and North Africa region that analyzes perceptions and behaviors of men and women related to gender equality. The study -available in Arabic, English and French- was undertaken by UN Women, Promundo and local research partners in Egypt, Lebanon, Morocco, and Palestine. It explores key issues at home and at work, in public and private life, the research confronts many of the stereotypes commonly associated with men in the region and highlights pathways to gender equality.

**Please note**

UN Women and the Arab Scouts Organisation reserve the right to use the photos submitted by participants of the photo competition in future external communications and campaigns to promote gender equality, in which case UN Women and the Arab Scouts Organisation will credit the photographer. Photographers participating in the competition automatically give consent to UN Women and the Arab Scouts Organisation to use the photos submitted for the above purposes.
SCORING SYSTEM
(100 POINTS)

Evaluation of pictures will initially be undertaken by a panel of experts from UN Women, the Scouts, and a professional photographer, who will assess the pictures based on the following points system:

1. The photo is of high quality, with correct focus and enough exposure, colour tone and lighting, depth of field and positive composition.
   (40 points)

2. The photo is relevant to the topic and goes beyond the ordinary, creating some emotion, reflection or connection with the audience.
   (40 points)

3. The photo is real - without any artistic work on it - and speaks for itself about gender equality with no captions needed.
   (20 points)

PRIZES

Participants and winners of the competition are expected to become long-term advocates for gender equality within their own social environment.

FIRST PRIZE
Travel and accommodation of the Better World Arab Jamboree taking place in 2021 in Alexandria, plus a professional camera, sleeping bag, and a certificate.

SECOND PRIZE
Professional camera, sleeping bag, and a certificate.

THIRD PRIZE
Sleeping bag and a certificate.