



AFRICAN NETWORK FOR WOMEN IN INFRASTRUCTURE (ANWIN)

Design of the ANWIN Logo: Rules for the Competition

1. African Union Vision for Infrastructure Development

1.1 **The African Union's Agenda 2063 is the long term vision for development priorities in Africa.** It lays out seven priority areas under "Aspirations for the Africa We Want". The AUC, under the respective Aspirations, has prioritized all actions and initiatives necessary that will achieve the goals of continent wide poverty reduction, sustainable development and inclusive growth. The AUC has clearly emphasized the need to promote and develop critical sectors and drivers of economic growth such as continental infrastructure development to ensure an inclusive approach which focuses on promoting women's economic empowerment as follows: "An Africa whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children".

1.2 Towards this end, the **AUC Department of Infrastructure and Energy** (<https://au.int/en/infrastructure-energy>) works ensures that the national and regional infrastructure policies, guidelines, and regulatory framework support the principles of inclusive development in all its work and policy dialogue both nationally and regionally. Furthermore, the Department has made extensive efforts to provide more focused support as outlined in the draft report of the Strategic Implementation Framework (2018-2023).

1.3 The **Program for Infrastructure Development in Africa (PIDA)** (<http://www.au-pida.org>) vision including the PAP 1 and the related sub-programs and initiatives have clearly outlined the need to ensure that all activities are gender informed. For example, there is an effort to address women's employment, protection of women and girls' health through infrastructure, as well as providing infrastructure for security.

2. The Inclusive Development Challenge

2.1 **Increasing women's participation in the infrastructure development value chain has the potential for transformational and sustainable growth in Africa.** There is general agreement that Africa suffers from an infrastructure deficit. In 2014, Africa's infrastructure investment reached USD 74.5 billion, and annual spending needs were estimated to be USD 100 billion simply to maintain current endowment levels. However, gender is not yet adequately addressed. For example, studies have shown that infrastructure plays an important role in improving the lives of men, women and children contributing to better human development outcomes. Through gender-responsive infrastructure, it is widely recognized that access to energy correlates with improved women's health, better education and enhanced employment. Where electricity is not available or unreliable, women carry a large share of the burden of producing heat and light, such as through collection of firewood, with cooking representing the heaviest consumption of fuel. Hence, bringing electricity and water to homes will reduce the time burden of women and they will be able to invest their time (and energy) in more productive

activities. Besides the access to infrastructure service delivery, women are also largely underrepresented in the public and private infrastructure space (preparation, construction, O&M, research and analysis etc.) in Africa.

3. The ANWIn Vision and transformational agenda

3.1 **The African Network for Women in Infrastructure (ANWIn) has been established to promote an inclusive approach for transformational and sustainable infrastructure development under Programme for Infrastructure Development in Africa (PIDA).** The PIDA has been established by African Union Commission (AUC) and the African Union Development Agency (AUDA-NEPAD) as Africa's strategic continental framework for cross-border infrastructure development. The ANWIn builds on the success of PIDA in realizing the African Union Agenda 2063 and further strengthens dialogue, informing project designs, improved consultation and setting the agenda for women in infrastructure development in Africa. PIDA commits to doing more with and through partner institutions, recognizing the significant gap in women's participation in the African infrastructure development agenda. The goal of the ANWIn is therefore to provide a high level strategic engagement platform that will bring all stakeholders together for ensuring a gender responsive planning and implementation of infrastructure. Additionally, ANWIn will provide inputs to the PIDA PAP 2¹ Corridor Concept.

3.2 **The ANWIn is anchored in the following guiding principles** that will maximize impact on women's participation:

- ❖ **Inclusion:** Account for including women, skilled and unskilled, those in rural and urban areas, and those from fragile states;
- ❖ **Sustainability:** Make women's participation comprehensive and solution oriented;
- ❖ **Coherence:** Establish a unified understanding of integrating women's participation for all stakeholders and partners to align their respective efforts;
- ❖ **Scale:** Provide a transformational and not only incremental approach to women's participation via linkage to AUC and AUDA-NEPAD instruments and initiatives;
- ❖ **Leverage:** Integrate and cooperate with women's participation in infrastructure development initiatives of other institutions at the country and regional level;
- ❖ **Partnership:** Be a thought leader and reference group for championing women's participation in infrastructure development in Africa;

3.3 The ANWIn will leverage the AUC/ AUDA and PIDA framework and engage with all partners and stakeholders. The broad goal of the Network is the promotion of women's participation in infrastructure development at the national, regional, and global levels. It will focus on establishing engagement principles with governments, regional economic communities, donors, and civil society to systematically include and increase the participation of women in all aspects of infrastructure development in Africa. The ANWIn will also provide special support to gender responsive planning in PIDA PAP 2 program focusing on sustainability and the development of corridors. Last but not least the Network will become a regional and global expert panel and platform for promoting dialogue, consultation and setting the agenda for women in infrastructure development in Africa.

4. The Competition

4.1 The AUC Department of Infrastructure and Energy (AUC-IED) is seeking to adopt a logo representative of its commitment to promoting women's participation in continental infrastructure development and the ANWIN Vision.

¹ The PIDA Priority Action Plan 2 is the upcoming new phase of PIDA that will run from 2021 to 2030

4.2 Eligible individuals are invited to join this Continental effort through submitting a logo which can be adopted for the ANWIN initiative. Please see below eligibility and evaluation criteria.

5. Who is eligible

- This contest is open to all African girls and women youth in line with the AUC definition between the age of 15 years to 35 years old.
- This contest is open on an individual basis;
- Contestants may not submit multiple entries;

6. Evaluation Criteria

Criteria	Points
Reflects the AUC Vision 2063	20
Relevancy to the Vision: Does the logo relate to the industry and the challenge/ constraints that need to be addressed? For example, reflecting the focus on supporting women’s participation, infrastructure development, sustainability, long term positive impact in Africa, etc	20
Distinctiveness: Does it create a strong, unique and lasting impression? Pattern language with logo symbolism, form, typography, and colour where it’s nearly impossible to be “totally original”	20
Simplicity Is it appropriately distilled, clean, and high-impact? Is it something stylistic embellishment or is it essential to communicating the idea?	20
Credibility Does it communicate the ANWIN quality, expertise, and trustworthiness?	20
TOTAL	100

5. Announcement and awarding of prizes:

The winning logo design will be announced by The Commissioner of Infrastructure and Energy (AUC) by a personal letter to the designer. The winning logo designer will be invited to attend the PIDA week (tentatively December 2019) where she/ he will be awarded a certificate of recognition in a special ceremony. A nominal award of USD 500 will also be granted to the winning logo designer as an appreciation of their effort.

The second and third runner-up in this competition will be recognised by a letter of appreciation by the Director of the Infrastructure and Energy Department.

6. When to submit:

The competition deadline is 31st October 2019, at 23:59 Addis Ababa local time.

7. How to submit:

The designs will be submitted to Ms. Sophia Nesri, PIDA Information Analyst, to the following email address by deadline mentioned above. The email address is:

sophian@africa-union.org

8. Requirements for entries:

- Entry is an image of the JPG type, presented on A4 paper with dimensions of 297mm (width) x 210mm (height), equivalent to 3500pixel x 2400pixel.
- Each entry includes three different sizes, all in one page as follows:
 - A colour logo with one maximum dimension of 150mm, equivalent to 1800pixel
 - A smaller black and white logo with one maximum dimension of 30mm, equivalent to 360pixel
 - A smaller colour logo with one maximum dimension of 30mm, equivalent to 360pixel
- Entries must bear no signatures or any personal signals.

9. Other Terms and Conditions

- 1) The logo must be original and must not have received any previous awards
- 2) The work must be created and signed by the artist him/herself
- 3) Logo design for this competition cannot give rise to any claim for financial compensation
- 4) The award winning logo will become the property of the African Union Commission from the date they are submitted into the competition. The designer waives any copyright in their design. The African Union Commission may use the design at its discretion, and reserves the right to determine which entries it displays.
- 5) Any person submitting a logo proposal for the competition certifies that he/she is the designer. He/she also certifies that the logo does not infringe the rights of any third party and is not in violation of any copyright.
- 6) By participating in the competition, participants accept all competition rules and agree to be bound by them.