

# REGULATION

## on organisation and conducting of the mural design competition "Sustainable Energy for a Better Future"

### 1. General provisions

1.1 These Regulations on the organization and conduct of the mural design competition "**Sustainable Energy for a Better Future**" (*hereinafter, the Regulations*) set out the procedure for organizing and conducting the competition, the procedure for submitting competition works (designs), the criteria for selection and assessment of competition works (designs), and the procedure for selecting winners and awarding prizes.

1.2 **The competition is organised by the European Union project "Sustainable Energy Connectivity in Central Asia (SECCA)"** (*hereinafter, the Organizer*).

1.3 The partners of the competition are the Astana Urban Centre, the International Centre for Green Technologies and Investment Projects and the Institute for the Development of Electricity and Energy Saving (*hereinafter, the Partners*).

1.4 The competition is supported by the Ministry of Energy of the Republic of Kazakhstan, the Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan, and Astana City Akimat.

1.5 For the purposes of this competition, the term "mural" is defined by the Organizer and Partners as a type of monumental painting on the facades of large buildings and other architectural structures (based on the winning design, the facade is painted with aerosol or acrylic paint).

1.6 Participation in the competition is free of charge.

1.7 These Regulations shall be made publicly available on the official websites of the Organizer and the Partners, as well as on their social media channels.

### 2. Aims and objectives of the competition

2.1 The purpose of the competition is to determine the best mural design under the theme "**Sustainable Energy for a Better Future**", including but not limited to renewable energy sources, energy efficiency, and energy saving.

2.2 The objectives of the competition are:

- to raise awareness of the need to switch to green energy and energy savings;
- to develop among residents and visitors to Astana an understanding of the conceptual foundations of sustainable energy, including but not limited to renewable energy sources, energy efficiency, and energy saving;
- to improve the cultural and aesthetic appearance of urban spaces in Astana and the formation of a positive attitude towards such spaces among residents and visitors;
- to find talented artists, support their creative growth and involve them in shaping a positive perception of the city in light of current trends;
- to advocate for murals as a way to enhance urban culture and aesthetic.

### 3. Competition timetable

3.1 The competition will be held from 17 April to 1 June 2023 in three stages:

**The first stage, "Receipt of applications"**, will last from 17 April to 15 May 2023. Competition works (designs) may be submitted between 9 a.m. on 17 April 2023 till 6 p.m. on 15 May 2023. Competition works (designs) submitted beyond the deadline will not be considered.

**The second stage, "Evaluation of competition works (designs)"**, will last from 16 to 30 May 2023.

**The third stage, "Awarding of the winners"**, will be held on 31 May or 1 June 2023.

#### **4. Participants in the Competition**

4.1 Individuals or a group of individuals are invited to participate in the Competition.

4.2 When a group of individuals submits their application, the details of only one of them (group leader) will be indicated. The details of the other individuals (the group members) should be indicated in the "Other" section of the application according to Appendix 1 of these Regulations. Regardless of whether a single individual or a group of individuals submits an application, the prize does not change or increase. The prize is awarded to the group leader.

4.3 Individuals over 18 years of age are eligible to participate in the competition.

4.4 Citizens of the Republic of Kazakhstan as well as foreign citizens permanently residing on the territory of the Republic of Kazakhstan and having a residence permit in the Republic of Kazakhstan can take part in the competition.

#### **5. Competition award**

5.1 According to the results of the competition, 2 winners (first and second place) will be selected. The winners will take part in an international study trip to learn about the European experience in the field of renewable energy, energy conservation and the transition to sustainable energy.

The study tour will be organized by the Organizer and is tentatively scheduled for autumn 2023.

5.2 The Organiser and its Partners reserve the right to establish additional categories and prizes within the competition and the right to amend the prize fund of the competition.

5.3 The best competition work (design) that takes first place will be implemented (applied) on the selected facade of the object in Astana, as specified in clause 7 of these Regulations, with an indication of the winner's authorship (name or nickname only).

#### **6. Requirements for competition works (designs)**

6.1 Participants shall submit competition works (designs) under the theme "Sustainable Energy for a Better Future", including but not limited to renewable energy sources, energy efficiency, and energy saving. Competition works (designs) not related to the theme of the competition will not be accepted for consideration.

6.2 In the competition works (designs) it is forbidden to touch and/or visualise topics prohibited under the current legislation of the Republic of Kazakhstan.

6.3 The dimensions of the competition work (design) must be determined using the facade proportions of the object specified in clause 7 of these Regulations, as the surface to which the mural will be applied. For more detailed information, please read Appendix 2 to these Regulations.

6.4 Competition works (designs) must be submitted in \*GPEG, \*PDF, or \*PNG format. The file size must not exceed the size that cannot be transferred electronically by e-mail (but not more than 20 MB). The files must be of good quality to allow a comprehensive evaluation of each competitions work (designs).

6.5 Each participant may submit a maximum of three competition works (designs). In this case, a separate application form must be filled out for each competition work (designs) according to the Appendix 1 of these Regulations.

6.6 Each competition work (design) shall be submitted together with the application of the participant in the open competition in accordance with Appendix 1 to these Regulations.

6.7 Competition works (designs) should be made independently and should not be drawn, copied, or otherwise contain elements of plagiarism.

6.8 Designs submitted for the competition that do not comply with these Regulations will be disqualified.

## **7. Object**

7.1 The object on which the mural will be applied is the facade of the school building located at: Astana city, Esil district, Sauran street, building 5/1 ("School-Lyceum № 59" of Astana city Akimat).

7.2 In Appendix 2 of these Regulations, there are pictures of the school building's facade and more detailed information.

## **8. Submission of the application form**

8.1 The application form for participation in the competition with an attached competition work (design) shall be sent to the Organiser's e-mail address: **info@secca.eu** with a note (subject): ***Mural Design Competition "Sustainable Energy for a Better Future"***.

## **9. Evaluation of the competition works (designs)**

9.1 A Competition Commission will be established to evaluate the designs. The composition of the Competition Commission is shown in Appendix 3 to these Regulations. However, the Organiser and the Partners reserve the right to change the composition of the Competition Commission and to recruit additional members.

9.2 The competition works (designs) will be evaluated in two stages to increase the effectiveness of the Competition Commission.

In the first stage, the Organiser, together with the Partners, will shortlist 10 to 20 competition works (designs) for further evaluation by the Competition Commission.

In the second stage, the Competition Commission evaluates the accepted competition works (designs) and determines the two winners.

9.3 Submitted competition works (designs) will be evaluated according to the following criteria:

- a message to the viewer;
- relevance and compliance with the subject matter;
- artistic level of performance;
- creativity and originality of technique;
- original concept and the presence of interesting details that intensify the message;
- composition and colour scheme;
- the technical reproducibility of the sketch in the "facade works" technique.

9.4 Winners shall be determined by a simple majority vote of the Commission. The competition work (design) that receives the highest number of votes is declared the winner. If several competition works (designs) have the same number of votes, the vote of the Organiser's representative shall be decisive.

9.5 Records of the Competition Commission shall be drawn up on determining the winner, which shall be signed by all the members or by an agreed-upon e-mail from a member of the Commission.

9.6 The announcement of the winners will be made on 31 May or 1 June 2023, in Astana during the event on "Sustainable Energy Days" conducted by the EU project "Sustainable Energy Connectivity in Central Asia (SECCA)".

9.7 The first-prize winning work will be used for reproduction on the facade of the selected object in Astana in accordance with clause 7 of this Regulation.

9.8 The name or nickname of the winner (author of the work) and the artist who reproduced the mural from the winner's design may be inscribed on the mural's image. The Organizer and its Partners will take the ultimate decision on this condition.

9.9 During the implementation of the competition work (design), i.e., during or before the application of the image, the competition work (design) may be revised or changed for technical or other reasons (colour, details, dimensions, etc.). If the participant (author or authors) does not agree with such modifications, they can give up authorship of the image. By participating in the competition, participants agree to the possibility of modifying their competition works (designs).

## **10. Rights and obligations of the Organiser and Partners**

10.1 The general administration of the competition is the responsibility of the Organiser and its Partners.

10.2 The Organiser reserves the right to refuse to register competition works (designs) for the competition without giving any explanation, if they do not meet the requirements of this Regulation.

10.3 The Organisers reserve the right to change the dates of the Competition.

10.4 Contact telephone number for further information: **8 707 777 54 32, Danara Zhumadilova, Project Assistant.**

## **11. Copyright**

11.1 By submitting a competition work (design), a participant confirms that his or her competition work (design) is a copyright work and that all copyright to this work belongs exclusively to him/her, as well as guaranteeing that the use of the work during the Competition does not violate the property and/or non-property rights of third parties. At the same time, the Organiser and its Partners reserve the right to withdraw the competition work (design) from the competition, if plagiarism is suspected.

11.2 By submitting a competition work (design) to the competition, a participant grants permission to the Organiser and its Partners to use the work for any purpose related to the competition itself, as well as for publication and placement in any publications, including mass media, outdoor advertising, printed products, etc.

11.3 By submitting a competition work (design), the participant undertakes to assist in the resolution of third-party claims in the event of such claims against the Organiser and its Partners in connection with the publication of the competition work (design) and shall fully reimburse all losses in the event of copyright infringement.

## **12. Final clauses**

12.1 All personal data, including name, age, mobile phone number and/or e-mail address of a participant, shall be used solely in connection with the present competition and shall not be disclosed to any third parties for purposes not related to the competition, except for cases stipulated by the legislation of the Republic of Kazakhstan.

12.2 If, for any reason, technical or otherwise, beyond the control of the Organiser and its Partners, the Competition cannot take place as planned, the Organiser and its Partners may, at their sole discretion, terminate, amend, or temporarily suspend the competition by notifying participants by posting relevant information on the official website of the Organiser and its Partners and on their social networks.

12.3 The organiser and its Partners are not liable for any consequences of the participants' mistakes, including (but not limited to) the costs incurred by them.

12.4 The Organiser and its Partners reserve the right not to enter into written negotiations or any other contact with the participants, except as provided in these Regulations and the applicable laws of the Republic of Kazakhstan.

12.5 Sending the participant's application to the following e-mail address: info@secca.eu means full and unconditional agreement of the participant with all the terms and requirements of these Regulations.

12.6 By sending the participant's application to the email address [info@secca.eu](mailto:info@secca.eu), the participant agrees that in the event they receive the prizes, their names, photos and other personal data, interviews, and other materials about them may be used by the Organiser and its Partners for information and promotional purposes without their prior consent.

12.7 All disputes and issues relating to the competition shall be governed by the applicable laws of the Republic of Kazakhstan.

*Appendix I  
to the Regulations  
of the mural design  
competition "Sustainable Energy for  
a Better Future"*

**Participant's application form for an open competition of the  
mural design "Sustainable energy for a better future"**

1	Participant's full name ( <i>surname, first name in full</i> )	
2	Creative alias/nickname ( <i>if any</i> )	
3	Age ( <i>full years</i> )	
4	Region or city of residence	
5	Contact phone number	
6	E-mail address	
7	Links to social media ( <i>if any</i> )	
8	Portfolio or photos of completed works ( <i>if any</i> ) <i>*attached to the application as a separate file</i>	
9	Name of the competition work (sketch)	
10	Idea or brief description of the work (sketch)	
11	Other	

I have read and agree to the conditions of the competition.

I confirm authorship of the competition work (design) and agree that the design can be published in any publications, be shown in any way at any events of the Organiser and its Partners, both during the competition and afterwards, and I do not claim for payment of any royalties.

In accordance with the Law of the Republic of Kazakhstan No. 94-V of 21 May 2013 "On Personal Data and Their Protection", I give my consent to the use of the above personal data within the framework of the Sustainable Energy Days competition and events.

Participants (authors) of competition works (designs) are responsible for copyright infringement.

A design in \*GPEG or \*PDF or \*PNG format must be attached to the application.

Documents should be sent to the Organiser to the following address: **info@secca.eu** with a note (subject): Mural Design Competition "Sustainable Energy for a Better Future".

" \_\_\_\_\_ " 2023.

**The application is considered signed if completed and sent to the email  
address [info@secca.eu](mailto:info@secca.eu).**

*Appendix 2  
to the Regulations  
of the mural design  
competition "Sustainable Energy for  
a Better Future"*

**Object:** "School-Lyceum No. 59" of Astana City Akimat.

**Address:** Astana city, Esil district, Sauran street, building 5/1.

The winning mural will be applied to the highlighted area of the school facade.  
Corresponding parameters are shown on the photo below.









*Appendix 3  
to the Regulations  
of the mural design  
competition "Sustainable Energy for  
a Better Future"*

**Composition of the Competition Commission**

*Representative of the Ministry of Energy of the Republic of Kazakhstan;  
Representative of the Ministry of Industry and Infrastructure Development of  
the Republic of Kazakhstan;  
Representative of the Astana Akimat;  
Official(s) of the Delegation of the European Union to the Republic of Kazakhstan;  
Representative of the Organiser (European Union project "Sustainable Energy  
Connectivity in Central Asia" - SECCA);  
Representative of the Urban Centre of Astana;  
Representative of the "School-Lyceum No. 59";  
Representative of the International Centre for Green Technologies and Investment  
Projects;  
Representative of the Institute for the Development of Electricity and Energy Saving;  
Freelance artists or representatives of the arts.*