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Competition Entry Guidelines
for

GENERATION CONNECT GLOBAL E-WASTE ICONATHON



AN ICON DESIGN COMPETITION FOR YOUTH



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The Generation Connection Global E-waste Iconathon – the “E-waste Iconathon” aims to build awareness and strengthen youth participation and awareness around the global e-waste challenge. The competition addresses the need for a universal icon that can be used around the world to signify the take-back and collection of e-waste for the purpose of recycling. The winning icon will be available without restrictions for use by any organization or individual in the public domain. For example, the icon could be used by retailers to indicate that they take back used electronics and e-waste, or in a school to label an e-waste disposal box in an e-waste drive.

The Iconathon will be launched on [International E-Waste Day](#) on 14th October 2021. The winners will be announced at the [ITU Generation Connect Global Youth Summit](#) preceding the [World Telecommunication Development Conference](#), (scheduled to take place on the 2 to 4 June 2022 in Kigali, Rwanda)

Waste electrical and electronic equipment (WEEE) or “e-waste” is one of the most complex waste streams in the world. According to the [Global E-Waste Monitor 2020](#), the world generated 53.6 Mt of e-waste in 2019, only 9.3 Mt of which (less than 20 per cent) was recorded as being collected and recycled. The [Global E-Waste Statistics Partnership](#) groups 54 types of e-waste into 6 categories: temperature exchange equipment, screens, lamps, large equipment, small equipment and IT.

Eligibility Criteria:

All eligible youth from diverse backgrounds across geographies and socio-economic backgrounds are encouraged to participate.

- Young people aged 18-29 can participate in the competition. To be eligible, the participant must be 18 to 29 years old (inclusive) at the time they register for the competition.
- Participants or members of their family (up to the third degree) must not be employed by the International Telecommunication Union, the Secretariats of the Basel, Rotterdam and Stockholm conventions (BRS)¹ or the Solving the E-waste Problem (StEP) Initiative² WEEE Forum³,

There are no other eligibility barriers on participation.

¹ [Secretariats of the Basel, Rotterdam and Stockholm conventions](#) serve the three conventions with the common objective of protecting human health and the environment from hazardous chemicals and wastes.

² [StEP Initiative](#) is a multi-stakeholder initiative that designs strategies to address e-waste challenges.

³ [WEEE Forum](#) is an international not-for-profit representing 36 e-waste producer compliance schemes.



Icon Submission Steps:

1. The Generation Connection Global E-waste Iconathon is launched on the 14th of October 2021, International E-waste Day
2. Using the online form, participants must register, provide their email address and agree to the [Terms & Conditions](#).
3. Registered participants will receive an email from the Iconathon staff at ITU confirming their registration.
4. The icon must be submitted to ITU by replying to the registration confirmation email and attaching the scanned/photographed icon.
5. The deadline to submit the icon design by email is **18th March 2022, 23:59 CET**.



Step 1

Participant accesses the Iconathon webpage and reads the entry guidelines and the terms and conditions to participate in the competition.



Step 2

Participant registers on the embedded online form, provides personal details and email and agrees to T&Cs.



Step 3

Participant receives an email confirming their registration and instructions to submit their design.



Step 4

Participant designs an icon on paper following guidelines



Step 5

Participant scans or takes a clear photo of the design



Step 6

Participant replies to the email as instructed and attaches the design.

Icon design:

Participants must design an icon that can be universally used to signify the take-back and collection of e-waste. Consumers are usually willing to dispose of their e-waste through the proper channels but find it difficult to identify where they can do so. This icon can be used by various actors taking back or collecting e-waste to signify that consumers can drop off their e-waste.

- Icon submissions must be made by only one person (participant).
- Each participant must submit only one icon.
- Outsourcing of the icon design to external agencies or other individuals is not accepted. The icon submitted must be designed by the individual participant who is submitting the icon.
- Icons must be sketched by hand. For submission, the icons must be either scanned or a photograph must be taken of the icon.
- There must be no text on the icon to ensure language barriers are not encountered in the interpretation of the icon.



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- The use of colour is permitted, but simplicity is encouraged. Black and white submissions are also accepted.

Evaluation Criteria:

The icons will be judged on the following criteria:

Universality - Is the icon sensitive and translatable across all genders, age groups, regional and multicultural contexts?

Originality - Does the idea portray creative thinking and originality in concept and design (regardless of inspiration from other sources)?

Applicability- Is the design recognizable as a universal icon for take-back and collection of e-waste?

Aesthetic – Is the design visually appealing and appropriate as an icon?

After Icon Submission:

Judging: The judging committee will include e-waste subject matter experts from international organisations and initiatives addressing e-waste. Judges will come from different backgrounds and from across the electronics value chain. The judging committee will be convened by one representative of ITU, of BRS, of StEP and of WEEE Forum.

Prize: The 3 finalists will get the opportunity to attend the ITU Generation Connect Youth Summit in person (location to be confirmed) and participate in the Generation Connection Global E-waste Iconathon event. The trip will be fully sponsored, depending on the evolving Coronavirus pandemic (see more details in the [Terms & Conditions](#)). The 3 finalists will also get the opportunity to work with a professional designer to digitize their icons and voting in the event will be based on the new icons.

ITU Generation Connect Youth Summit: In-person and remote participants of the ITU Generation Connect Youth Summit will vote for their top icon amongst the 3 finalists and the winner will be announced in the E-waste Iconathon session at the summit. More information on the summit and the session will be available closer to the date.



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Step 7
Participant receives confirmation that the design is received.



Step 8
Icon submissions close on **18 March 2022, 23:59 CET**.



Step 9
The submissions are reviewed by a judging committee (**March 2022**).



Step 10
The top 3 finalists are announced on the ITU website. (**Mid April**)



Step 11
Finalists work with a professional designer and if feasible, prepare for travel to the ITU Generation Connect Youth Summit (**April and May 2022**).



Step 12
Youth at the summit vote for their favorite icon and the winner is announced (**2-4 June 2022**).

Contact the E-waste Iconathon team:

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