



British Embassy
Hanoi

FPT Education
FPT UNIVERSITY

[IC-pdp]

International
Cooperation &
Personal
Development
Program

BILLBOARD DESIGN CONTEST ON TACKLING **ILLEGAL MIGRATION &** **HUMAN TRAFFICKING**

TOTAL PRIZE VALUE UP TO

30,000,000 VND



In recent years, there is an escalating number of Vietnamese people smuggled to the United Kingdom with increasingly complex and sophisticated tactics. Most of the smuggling cases are carried out by organised criminal groups, with close connections between oversea and domestic groups. The Essex incidents with the death of 39 Vietnamese in the back of a lorry while being smuggled to the UK in October 2019 showed the seriousness and consequences of the crime.

Smuggling crime often leads and links to trafficking crimes with exploitation and abuse of victims, causing direct harm to human life, health and dignity. Traffickers use a variety of sophisticated tactics which include using social media to find and make friends with people looking for work abroad or utilising romance scams through falsely declaring love and proposing marriage. In many cases, they take advantage of their loved ones' trust to sell them across the border.

On the occasion of the World day against trafficking in persons 30 July, the British Embassy Hanoi together with FPT University organise a **Billboard design contest** on tackling illegal migration and human trafficking. The contest aims to receive creative and meaningful designs to serve communication activities in Vietnam.

CONTEST RULES

General requirements

Design billboard with one of the following messages:

- 1.Don't gamble with your future. Illegal migration could lead to human trafficking.
- 2.If you travel illegally to the UK, you could face up to 4 years imprisonment.
- 3.If you submit fraudulent visa application, you could be banned from future travel to the UK.

Eligibility

All Vietnamese, who reside in Viet Nam or overseas and are above 12 years old, are eligible to join the contest.

Entry format

- Entries must be in the form of electronic file with .JPG or .PNG format. The contestants are responsible for providing additional design files (.EPS, .AI or .PSD) as requested by the Organiser.
- The design is suitable for printing/presenting on large billboards to be displayed on the street or at the airport.
- Each entry must be conducted by one contestant only. One contestant can submit more than one entry (with no limit on the total number of entries).

Judging criteria

The judging committee will follow the five criteria below:

- Relevance to the topic;
- Presentation;
- Creativity;
- Suitability for communication activities.

Final prizes will be decided based on the judging results, with top prizes awarded to the top performing entries.

Submission

- Entries should be sent via email to: baiduthi@ukinvietnam.com;
- Email title: [Contestant name] – [Name of the entry];
For example: Nguyen Van A – Don't gamble with your future;
- The email content must include the contestant's full name, date of birth, ID number, contact address, email and phone number.
- The attached file must be in the form of .JPG or .PNG

Deadline

From 27 June 2022 to 20 July 2022 (Eligibility will be recorded based on the date and time on the email).

Prizes

- 01 First prize: 01 Ipad Air 4 64GB Wifi and 01 Apple Pencil 2;
- 02 Second prizes: 01 Wacom Intuos Medium Bluetooth CTL-6100WL each;
- 03 Third prizes: 01 Wireless Headphones Sony WH-CH510 each;
- 05 Honourable mentions: 01 gift sets from British Embassy Hanoi each.

The winners will be announced on the official fanpage of the British Embassy in Vietnam @UKinVietnam on the World Day against Trafficking in Persons 30 July.

General rules

- The entries must be original works and have never been published;
- The contestant has the responsibility to submit the additional file with the format requested by the Organiser;
- Contestants are fully responsible for the copyright of creative materials in their entries;
- The organisers are not responsible for the loss of any entries in submission;
- The organisers are not responsible for the contestants providing incorrect personal information, resulting in failure to contact the contestants;
- The organisers will not return the entries under any circumstances and have the full right to use the entries for promotional activities without paying any costs;
- For the winning entries, the organisers have the right to use, edit and produce final products based on the entries;
- Entries that violate the contest rules will be disqualified without prior notice;
- The organisers will only deal with all complaints regarding the final results within 5 days from the date of results' announcement;
- All decisions on results are final after announcement.