Food Upcycling: From Trash to Treasure Digital Poster Slogan Contest
March 3, 2025 – March 14, 2025 (11:59 PM)

A. Participants & Eligibility
1. The contest is open to all Saint Louis University (SLU) students and faculty and the residents of the Cordillera Administrative Region.
2. Only one (1) entry per participant will be accepted.
3. To stay updated on contest announcements and future opportunities, participants are highly encouraged to like and follow the official *Facebook page:*
   Food Upcycling: From Trash to Treasure
   https://www.facebook.com/profile.php?id=61573108620181

B. Contest Duration
- **Contest Period:** 3 March 2025 – 14 March 2025 (11:59 PM)
- **Winner Announcement:** 21 March 2025, via **Food Upcycling: From Trash to Treasure** FB Page

C. Contest Mechanics

1. Eligibility and Registration
a) Participants must submit a digital art poster that adheres to the theme and specifications provided.
b) Entries must be original and must not have been submitted to any other competition.
c) AI-generated images or artworks are strictly prohibited.
d) All entries must be submitted via email with the required details (see Submission of Entries).

2. Contest Proper Mechanics
a) The poster must reflect the "Food Upcycling: From Trash to Treasure" theme.
b) **Key Message Requirement:** The design must incorporate a clear slogan or tagline highlighting food upcycling—emphasizing its role in reducing post-harvest losses and promoting sustainability.
c) Posters can be created using graphic design software (e.g., Adobe Photoshop, Canva, Illustrator, etc.).
d) The poster must not contain any copyrighted images or materials.
e) The winning 1st place entry will be used as the official Facebook cover photo of the organizing page.

f) The top three winners' entries and the engagement champion's entry shall be considered the property of SLU, and designs can be used when needed and appropriate. SLU shall have exclusive rights to the winning design. SLU reserves the right to refine further or make improvements and alterations to the winning entry's final artwork.

g) **Color Palette Requirement:** Participants must use the official color palette provided below to ensure consistency with the contest theme:

Primary Colors:
- #5FA22B
- #005936
- #E7E4DB
- #1C391E

Secondary Colors:
- #76343C
- #FD7B2B
- #E63636
- #EBAE11
- #A7C131
- #C49843
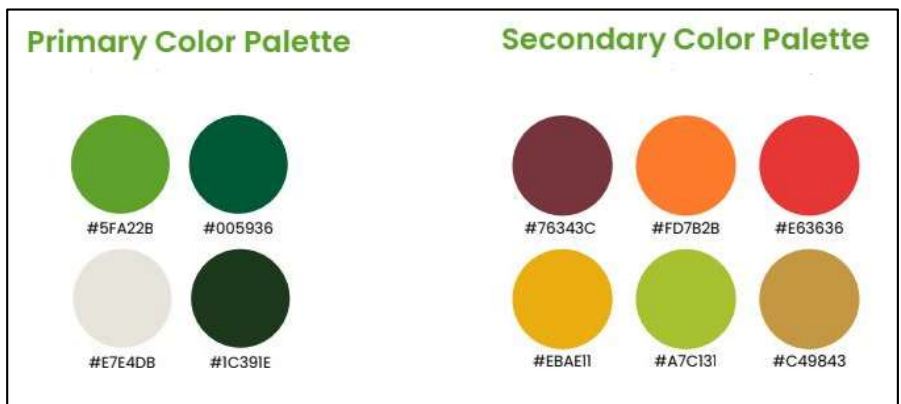
h) **Social Media Narrative:** When the posters are uploaded to social media, each entry must be accompanied by a brief narrative (max 50 words) explaining the poster's message and how it promotes food upcycling and our advocacy (i.e., SDG 12: Sustainable Consumption & Production; SDG 2: Ending Hunger & Achieving Food Security; SDG 6: Sustainable Water Management; SDG 13: Climate Change). This narrative will help highlight the intended impact of the design.

3. **Specifications of the Digital Poster**
   a) **Format:** JPEG or PNG
   b) **Resolution:** At least 72 dpi
   c) **Size:** 820 x 360 pixels (landscape orientation, suitable for a Facebook cover)
   d) **File Size:** Maximum 25 MB
   e) The design should include the contest title and incorporate elements that promote food upcycling.

D. **Submission of Entries**
   a) Entries must be submitted via email to **foodupcycling@slu.edu.ph** with the subject:
   "Food Upcycling Poster_Slogan – [Full Name]"

b) The email must include the following details:
- Full Name
- SLU Student ID Number (if applicable)
- Faculty Department (if applicable)
- Course & Year Level (for students)
- A short description (max 50 words) explaining the poster concept and its key message

c) The **deadline for submission** is March 14, 2025, at 11:59 PM. Late submissions will not be accepted.

E. Judging and Selection of Winners

1. Judging Criteria
- **Relevance to Theme** – 40%
- **Creativity & Originality** – 30%
- **Visual Impact & Clarity** – 20%
- **Technical Quality (design, layout, readability)** – 10%

2. Winner Announcement
a) Entries will be reviewed by a panel of judges selected by the organizers.
b) The decision of the judges is final and irrevocable.
c) Winners will be announced **on 21 March 2025** (Friday) via Food Upcycling: From Trash to Treasure FB Page.
d) The 1st place winner's poster will be used as the official Facebook cover photo of the organizing page.

3. Special Award: Most Facebook Reactions
- **Special Award Title:** "Engagement Champion"
- **Voting Period:** March 15, 2025 – March 20, 2025 (12 NN)
  a) After submission closes, all valid entries will be uploaded to Food Upcycling: From Trash to Treasure FB Page.
  b) The entry with the most combined "♡ Heart" and "👍 Like" reactions on the official contest post by March 10, 2025, at 12 NN will receive the Engagement Champion Award.
  c) Only reactions on the official contest post will be counted (shares or reactions on personal posts do not count).
  d) The Engagement Champion is separate from the primary contest and will not affect the judging or placement of winners in the primary contest.

F. Prizes
- **1st Place:** PHP 5,000 + FB Cover Feature + Certificate
- **2nd Place:** PHP 4,000 + Certificate
- **3rd Place:** PHP 3,000 + Certificate
- **Engagement Champion (Most FB Reactions):** PHP 3000 + Certificate

G. Additional Rules & Rights
a) By submitting an entry, participants grant the organizers the right to use, publish, and distribute their work for promotional and educational purposes.
b) Plagiarism and AI-generated designs will result in immediate disqualification.
c) The organizers reserve the right to verify the originality of any submission.

For inquiries, please contact **foodupcycling@slu.edu.ph**.