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The KROSSS project LOGO competition

The competition is organized for pupils aged 10 to 15 in the participating partner municipalities. The subject of the international competition is: a new logo design for a Comenius school project, KROSSS, an acronym for Kick Racism out of, Sports, Schools and Society.

Award

The designer of the winning entry will be granted with Arsenal a football shirt or football signed by all players from Arsenal's Premier League team.

More participants will get great exposure throughout Europe. Selections from the entries will be displayed in an online exhibition on the KROSSS website at www.karmoyped.no/krosss

Winner of the local competition will be granted from the local project organisation.

Competition rules

The design must read 'KROSSS', the identity can be text-based, logo or any combination of these and other graphic formats.

It must be easily recognizable and text should be easy to read.

The design must be able to be printed in -black and white as well as in full colour.

The size must be adjustable from very small to large.

It must be possible to use the logo on screen: internet, CD-ROM, and banners as well as on paper, in newspaper print, letterhead, cards, advertisements, posters; and on textile.

Each work should be forwarded in a separate e-mail as JPG file. We will send you a receipt of your work by e-mail as soon as we receive your work.

KROSSS asks you to donate your logo creation to KROSSS

- the copyright or design right of the work sent in for application is owned by KROSSS

Judging Process

The competition is organized in two rounds - a local and the European final.

A panel of active KROSSS professionals from local partners will judge the competitions. They will nominate their local favourite entries to go into a final round of judging. Then, from this pool, the International KROSSS board will determine the winner based on the following selection criteria:

Overall effectiveness – Creativity - Practicality – Aesthetics

Send your logo to:

Pædagogisk Center Albertslund
gert.larsen@skolekom.dk

Submitting deadline: April 1st, 2009

Project Number: 142471-LLP-2008-1-NO-COMENIUS-CMP



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To the teacher or coach

Why not use this great opportunity to let your students learn about branding and design.

The competition addresses students aged 10 – 15 in four European Countries: Norway, UK, Spain and Denmark

The topic is about racism and integration through sport – especially football. The competition is organized in two rounds - a local and the European final. There will be a local award to the winning logo. The winning logo will go into the final round of judging in Madrid the 10th 2009. The award to the winning logo is an Arsenal football shirt with autograph from all Premier league players.

We hope that you will integrate this competition in your daily curriculum.

We attach the competition rules and a brief description of the KROSSS project. When you visit the KROSSS website you will find that it needs a logo – maybe your class can design our logo.

If you need more information contact:

Local address

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Gert Larsen
Liljens Kvt. 2
2620 Albertslund
43660140
Gert.larsen@skolekom.dk



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The KROSSS project

Kick Racism out of Sports, Schools and Society

Whilst great efforts and progress have been made at the EU and member states levels to tackle discrimination and social inequalities, all available evidence paints a picture of continuing inequality, prejudice, discrimination and intolerance. Racism continues to impact negatively on communities and individuals, and recent demonstrations of overt racism by Spanish motor racing fans highlight the prevalence of everyday racism, as well as the need for sports organisations to actively engage in challenging racism amongst their supporters and wider society. Alongside major sports organisations, education providers are at the forefront of addressing issue of racism and discrimination with young people. Whilst a great deal of activity and examples of good practice in education and sport to combat racism exist across the member states represented in the consortia, there is no mechanism at present for sharing and promoting this work in a systematic way across the education and sports sectors. This project brings together key experts from the fields of education, sport, civil society and research institutions to review best practices and achievements of sport and education providers in this field, as well as to enable dissemination of learning from this process through the development of an in-service training course for teachers and coaches, and of a resource pack with a curriculum module for use with young people in schools.

The project will produce:

- a) An in-service training course for teachers from the perspective of teaching/ learning anti-discrimination and co-operation principles through sport.
- b) A schools curriculum with a programme of sports activities involving teachers, pupils and representatives of sports bodies and voluntary organisations
- c) A series of publications and teaching resources for wider dissemination across the education and sports communities
- d) A European wide conference on Equality in Sport, Schools and Society
- e) Organizing a summer soccer competition to alternate between the four different countries

It is envisaged that the local and strategic partnerships developed through the project activities will act as ongoing networks and forums to maintain the active engagement of the various stakeholders beyond the life of the project i.e. education providers, pupils, sports organisations, and local communities.

Participation institutions:

Norway: Pedagogisk-psykologisk Center, Karmoy & Sports Club VARD, Haugesund
UK: F.C. Arsenal & The Change Institute
Spain: CECE, Spanish Confederation of Education and Training Centres, Madrid
Denmark: Pædagogisk Center & AIF Sports club & BS72 Football, Albertslund

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