

Hope!



a **Hope!**
initiative

10/03-16/05
**International
Contest**

ArtsforRegeneration
www.casaplanas.org

* abundant • green • optimistic • just • compassionate • wild



MINISTERIO
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ARTS FOR REGENERATION

Contest rules

Human beings possess a unique ability: to imagine, create, and transform our surroundings. However, in the face of the climate crisis—one of the greatest challenges humanity faces—we identify a lack of imagination and creativity. We often become absorbed by dystopian science fiction and apocalyptic narratives, which paralyze us and prevent us from seeing beyond fear.

Today, more than ever, the world calls on us to sharpen our creativity. **The first step toward change is to imagine it and believe it is possible.**

We talk about regeneration because sustainability is no longer enough. The human footprint, driven by a destructive and extractive economy, has degraded not only nature but also social relationships, dignity, and social justice. Regenerating each of these areas paves the way toward a hopeful future, and we want to showcase this vision through a universal language: Art.

For this reason, we are launching a contest with the goal of activating collective imagination and fostering the construction of **visions for a regenerative future**—visions that not only help us solve this challenge but also turn it into an opportunity to create a better world.

Through this contest, we aim to bring to life stories that connect us with a desirable and achievable future—new, positive narratives that allow us to imagine and believe in an abundant, healthy, just, and vibrant world.

If we can imagine it, we can create it.

We propose a collective imagination exercise that explores both fictionalized scenarios of **hopeful, viable, and inspiring futures**, as well as real-life cases, actions, and artistic proposals that are already driving **ecosocial change in the present**.

How the Contest Works

The contest will be conducted through an open submission system displayed on an Instagram platform: **@artsforregeneration**, which will function as an archive, exhibition, and repository of creativity.

The awards ceremony will take place on **May 23 and 24 in Madrid**.

How to Participate

Submission of Proposals: Participants must send their applications to the following email address: **artsforregeneration@gmail.com**

The email must include the following elements:

1. Image or Video:
 - Participants may submit up to 10 images or a video with a maximum duration of 3 minutes.
 - The images or videos must clearly reflect the message of change and regeneration.
2. Explanatory Text:
 - A text of up to 1,500 characters explaining the creative proposal, its concept, context, values, and crediting the authors and/or participants.
 - The text should describe how the proposal addresses the climate change challenge from a futuristic and positive perspective—how it connects with the power of imagination to create a positive future.
3. Personal Information Form:
 - Participants must include their full name, organization (if applicable), mailing address, email, and social media accounts.

Who Can Participate?

- Individuals over 18 years old.
- In the case of school projects, a representative must submit the entry on behalf of the group.

Submission Deadline

- The deadline for proposal submissions is **May 16, 2025**.

Awards

Three main prizes will be awarded:

1. **First Prize: €3,000**

- Awarded to the proposal that best aligns with the values of this call, as outlined in the contest's guiding principles.
- The jury will evaluate innovation, creativity, message strength, social impact, and connection to the theme.

2. **Two Runner-Up Prizes: €400 each**

- Awarded to the two most outstanding proposals based on originality and boldness.

3. **Third Prize – Educational Section: €200**

- Awarded to educational projects or classroom-based work.
- The jury will assess the proposal's ability to motivate collective action for real change, such as:
 - Eco-sustainable self-management in educational settings
 - Artistic actions
 - Park creation
 - Public space regeneration
 - School policies or guidelines

(Applicable tax deductions will be applied to the prizes.)

Evaluation Criteria

Proposals will be assessed by a jury composed of:

- Alelí Mirelman, Project Director at Casa Planas
- Javier Peña, Founder of Hope!
- An external professional specializing in art and environmental commitment

The evaluation criteria are:

- ✓ Creativity and innovation
- ✓ Motivational impact
- ✓ Relevance of the message
- ✓ Alignment with the contest's values
- ✓ Ecosocial and cultural impact

- ✓ Visual and technical quality
- ✓ Connection between science and creativity

(See the detailed guiding principles below.)

General Conditions

Copyright:

- Participants guarantee that the submitted works are original and do not infringe third-party intellectual property rights.
- Participants may submit creative proposals from other authors, provided they credit the author with a full name and/or contact information.
- AI-generated works are accepted (must be indicated in the explanatory text).

Proposal Distribution:

- Authors grant the organizers permission to publish their submissions on Instagram (@artsforregeneration), always crediting the author.
- By participating, contestants grant rights for their works to be shared on contest-related social media, organizing entities, and associated media outlets.
- The proposals may be used for promotional or educational activities, always with proper credit to the author.

Acceptance of Rules:

- Participation in the contest implies acceptance of all rules and the jury's final and unappealable decisions.
- Any proposal that does not meet the established requirements may be disqualified.

Organizers

The contest is organized by:

- Hope!
- Casa Planas – Center for Contemporary Image Research
- Financial support from the Spanish Ministry of Social Rights, Consumer Affairs, and the 2030 Agenda

 <https://hoperevolution.earth>

 www.casaplanas.org

Guiding Principles for "Arts for Regeneration"

Submissions will be evaluated according to the following principles. Each criterion will be assessed independently, and proposals do not need to meet all of them to be considered. The goal is to recognize, motivate, and reward different aspects of regeneration through art:

1. **Regenerative Futures**

"Regeneration means placing life at the center of all our actions." (Paul Hawken)

Showcase a future (or present examples) where businesses, design, food systems, transportation, architecture, and urban planning are inspired by nature's wisdom.

(See hopetowns.earth for inspiration.)

2. **Hopeful Realism & Positive Futures**

Inspire visions of a desirable and hopeful future. These can be utopian but must remain plausible to encourage collective action.

3. **Inclusivity & Universal Reach**

The work should aim to connect with a diverse audience, transcending ideologies, beliefs, and cultural backgrounds.

4. **Just Transition**

Depict present and future just transition efforts that improve lives without leaving anyone behind—focusing on marginalized communities.

5. **Cultural & Natural Diversity**

Celebrate ancestral knowledge, local practices, and plural perspectives (Indigenous, urban, rural). Include biodiversity as an active character, not just a backdrop.

6. **Environmental, Social & Economic Balance**

Demonstrate how regeneration improves all three areas due to their interdependence.

7. **Everyday Heroes & Collective Action**

Highlight people, communities, and initiatives that drive climate solutions and regeneration (farmers, scientists, neighbors, communicators, etc.).

8. **Connection with Nature**

Put Earth at the center, whether through symbolic representation, organic materials, or messages emphasizing human-nature interdependence.

9. **Creativity as a Bridge Between Science & Emotion**

Translate scientific data into emotional, artistic experiences that generate empathy toward nature and its challenges.

10. **Education, Awareness & Emotional Impact**

Combine aesthetic beauty with educational messages—works should evoke emotion and critical reflection while inspiring action.