

## ESSAY COMPETITION 2009

### CONCEPT NOTE



#### Background

Young people are not only the future, they are also the **now**. More than 45% of the world's population is under 25, with 1.3 billion young people living in developing countries. Over the last two years, consultations and research work with youths have demonstrated that they can make a difference in fighting poverty through **their actions and advocacy activities in youth organizations**. Youths are key agents of change, but too often the nature and impact of their projects are not recognized or documented sufficiently, and youth face difficulties being heard and engaging more directly in civic life.

In order to learn how youths can make a difference in reducing poverty, the World Bank launched the **International Essay Competition**. The Essay Competition is an annual, worldwide competition targeting youths aged between 18 to 25 years and managed by the World Bank Office in Paris. The competition is designed and implemented in partnership with Country Offices of the World Bank and Public Information Centers (PIC) in 84 countries, as well as partners representing universities, NGOs and youth organizations all over the world.

The fifth edition of the Essay Competition in 2008 on the theme of urban development attracted **3,287 submissions from over 150 countries** all over the world (90% of submissions came from developing countries).

This year **the World Bank** and its partners invite youths all over the world to participate in the **International Essay Competition 2009, under the theme of climate change:**

## Topic

WANTED: The Next Generation of Green Entrepreneurs

*Climate change has been identified as one of the biggest global threats of our time. Scientists agree that global warming and extreme climate phenomena can be increasingly attributed to human activity - in particular, heavy emission of greenhouse gases, such as carbon dioxide, resulting from industrial processes.*

*Solutions to those pressing problems could lie in the rapidly growing 'green economy': environmentally sustainable enterprises, technological innovations (new sources of clean, renewable energy), energy efficiency measures, economic incentives for low-carbon choices, etc. How can youth contribute?*

The Essay Competition 2009 invites youth to share ideas on:

*How does climate change affect you?*

*How can you tackle climate change through youth-led solutions?*

*Please answer both questions:*

1. How does climate change affect you, your country, town or local community? How do you think it will affect you in the future? Think about the consequences for employment, health, security and other areas of your life.
2. What can you do, working together with your peers, to address the problem of climate change in your country, town or local community? Think specifically about the role of youth-led initiatives in the 'green economy'.

## To participate

Submissions will be accepted via the website [www.essaycompetition.org](http://www.essaycompetition.org) till **February 22, 2009**, in the following categories:

1. **Essay** of no more than 4,000 words (approx. 10 pages standard text) accompanied by a one page summary, addressing both topic questions.

Awards:

- Eight finalists will participate in the Final Jury in Seoul, South Korea, in June 2009, and attend the Annual Bank Conference on Development Economics (ABCDE)
- Money awards:
  - 1<sup>st</sup> prize: 3,000 USD
  - 2<sup>nd</sup> prize: 2,000 USD
  - 3<sup>rd</sup> prize: 1,000 USD

2. **Video** of no more than 2 minutes in length, on the following topic:  
*How does climate change affect you?*  
*How can you tackle climate change through youth-led solutions?*

Awards:

- Author of the winning video will be invited for a screening at the occasion of the Annual Bank Conference on Development Economics (ABCDE), held in Seoul, South Korea, in June 2009.
- Money awards:
  - 1<sup>st</sup> prize: 2,000 USD
  - 2<sup>nd</sup> prize: 1,000 USD
  - 3<sup>rd</sup> prize: 500 USD

3. **Photo**, accompanied by a caption of maximum 150 words, on the following topic:  
*How does climate change affect you?*  
*How can you tackle climate change through youth-led solutions?*

- Money awards:
  - 1<sup>st</sup> prize: 500 USD
  - 2<sup>nd</sup> prize: 300 USD
  - 3<sup>rd</sup> prize: 200 USD

Winners of the photo competition do not travel to the ABCDE Conference in South Korea, but will have their photos featured in the Essay Competition Summary Report, on the website of the Essay Competition and partner organizations’.

### **Eligibility**

Participants must be between the age of **18 and 25 years old on June 15, 2009**.

Submissions are accepted in **English, French or Spanish**.

A participant may submit entries in more than one category (essay, video and photo), but only one submission per category is allowed.

All submissions must be the original work of the contestant. Any attempt of plagiarism will lead to disqualification. Essays will be tested for plagiarism using specialized software.

Submissions cannot be previously awarded in competitions or presented in art exhibitions.

### **Review process**

Submissions will be reviewed anonymously, in a three-stage process, by the Essay Competition Steering Committee, composed of the following organizations:

The World Bank (organizer), Researchers Alliance for Development (RAD), UNAM University, Mexico; Jadavpur University, India; Cairo University, Egypt; student organizations AEGEE (Europe), AIESEC (International) and Junior Achievement Worldwide; Africa Leadership Forum; Conciencia Association, Argentina; the Glocal Forum.

Finalists in the essay category, as well as winners in the photo and video category will be announced via the Essay Competition website on **April 30, 2009**.

### **Schedule of the Essay Competition**

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<b>January 6, 2009</b>	Launch of the Essay Competition -Submissions accepted
<b>February 22, 2009</b>	Deadline for Submissions
<b>April 30, 2009</b>	Announcement of finalists in essay category and winners in video and photo categories
<b>June 22-24, 2009</b>	Finalists in essay category present their essay to the Jury - Award ceremony Screening of the winning video