

CALL FOR SUBMISSIONS

Choosing the slogan for social mobilization to the donation of human milk 2021
World Human Milk Donation Day – May, 19

February 24, 2021

1. OBJECT

1.1. The Brazilian Human Milk Banks Network (rBLH-BR), responsible for coordinating commemorative issues on World Human Milk Donation Day – May, 19 in the year 2021, publicly announces the process of choosing the slogan to be available for social mobilization initiatives in favor of human milk donation within the scope of the Global Network of Human Milk Banks (rBLH).

1.2. The slogan must refer to the central theme defined by the rBLH collegial, for social mobilization in 2021 - **HUMAN MILK DONATION: LESSONS LEARNED DURING THE COVID-19 PANDEMIC. WHAT ELSE CAN WE DO?.**

1.3. The slogan must be presented in the format of a simple word, phrase or phrase, easy to memorize, that summarizes the theme defined in the item.1.2.

2. OBJECTIVE

2.1. The present Call aims to choose the slogan for social mobilization in favor of human milk donation, in celebration of the World Human Milk Donation Day in 2021, to be available to all members of the Global Network of Human Milk Banks.

2.2. The chosen slogan will be exclusive property of rBLH, with wide, general and unrestricted appropriation for non-commercial use, in different ways to promote World Human Milk Donation Day in 2021.

3. PARTICIPANTS

3.1. The selection process is open to the participation of any individual duly identified under the terms of this document.

3.2. The participant must be identified when submitting his proposal.

4. SUBMISSIONS

4.1. Submissions are free and will be done by filling in the specific form for this purpose, which will be available from 03/01/21 on the rBLH portal (<https://rblh.fiocruz.br/>).

4.2. Proposals must be submitted between 03/01/21 and 03/11/21.

5. CALENDAR

5.1. From 03/01/21 to 03/11/21 - Period of submissions.

5.2. 03/23/21 – Announcement of result.

6. SELECTION AND JUDGMENT

6.1. The authorship of the proposals will remain anonymous for the Evaluation Committee, which will use only the registration number as a reference (blind evaluation).

6.2. The Evaluation Committee will be composed by members of the Brazilian Human Milk Banks Network, the Ibero-American Human Milk Banks Network, the CPLP Human Milk Banks Network and the rBLH-Global Executive Secretariat.

6.3. The participation of members of the Evaluation Committee in the submission of proposals is prohibited.

6.4. Throughout the review process by the Evaluation Committee, the proposals will be judged on the following criteria:

- a) Relation to the theme “HUMAN MILK DONATION: LESSONS LEARNED IN THE PANDEMIC COVID-19. WHAT ELSE CAN WE DO?”;
- b) Demonstrate conceptual innovation;
- c) Be original (which means it has not been previously used for other campaigns).
- d) Offer good applicability (possibility of different applications in printed and digital media);

e) Have good communicability (be clear, concise and universal)

6.5. Additional clarifications and inquiries will be in charge of the Coordination of the Global Network of Human Milk Banks, via e-mail rblh.global@fiocruz.br

7. ANNOUNCEMENT OF RESULTS

7.1. 7.1. Public disclosure of the selected proposal will be notified via the rBLH portal (www.rblh.fiocruz.br).

8. COPYRIGHT AND RECOGNITION

8.1. The selected proposal will have its intellectual property recognized and the author must give the full right of its use, for an indefinite period to the rBLH, with no type of payment and / or reimbursement for eventual claims.

8.2 The author of the selected proposal will receive a certificate from the Global Network of Human Milk Banks, recognizing its authorship and the valuable contribution in favor of children's health in the global context;

8.3 The author of the selected proposal will be invited to present his/her work at a commemorating event on the World Day for the Donation of Human Milk - 2021.

9. GENERAL PROVISIONS

9.1. rBLH reserves the right to cancel this Call at any time, due to unforeseeable circumstances or force majeure.

9.2. When submitting proposals, participants will automatically express their agreement with the rules of this Call.

9.3. There will be no appeal or any legal manifestations against the result proclaimed by the Evaluation Committee, which will be sovereign in its decisions.

9.4. Any issues not covered in this document must be analyzed and resolved by the Global Human Milk Bank Network collegial.