



Office of the Secretary

JAN 16 2008

DepED MEMORANDUM

No. 22, s. 2008

INVITATION TO THE ACCU ASIA/PACIFIC EDUCATION SUSTAINABLE  
DEVELOPMENT (ESD) PHOTO MESSAGE CONTEST

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Division Chiefs

1. The Asia/Pacific Cultural Centre for UNESCO (ACCU), Tokyo, is organizing an Asia Pacific Education for Sustainable Development (ESD) Photo Message Contest entitled "Letters to Tomorrow 2007" with the theme "Celebration of Our Living Culture".
2. The photo message contest is a unique activity which invites wide participation including those without cameras or even literacy skills. It also accepts messages written in 20 languages other than English in the attempt to link ESD to Education for All (EFA) and United Nations Literacy Decade (UNLD) as well as highlighting cultural sphere of ESD.
3. The Philippines has been invited to participate in the ACCU Photo Message Contest.
4. The Alternative Learning System (ALS) Mobile Teachers and District ALS Coordinators of each region/division are encouraged to submit their entries to ACCU on or before February 15, 2008. All correspondence concerning the contest should be addressed to:

ESD Photo Message Contest Secretariat  
Education Division  
Asia/Pacific Cultural Centre for UNESCO (ACCU)  
6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484 Japan  
Tel. No. +81-(0)3-3269-4559  
Fax No. +81-(0)3269-4510  
E-Mail Address: [esd@accu.or.jp](mailto:esd@accu.or.jp)  
Website: <http://www.accu.or.jp/esd/photomessage/>

5. Prizes and honors to be awarded to the winners are as follows:

Grand Prix (3 entries): a certificate, a plaque, US\$1,000  
and ESD Photo Message Book

Prizes for Excellence (12 entries): a certificate, US\$200  
and ESD Photo Message Book

Runners-up (65 entries); a certificate and ESD Photo Message Book

6. Entries should conform with the criteria found in the enclosure.
7. Immediate dissemination of this Memorandum is desired.

*R. C. Bacani*  
**RAMON C. BACANI**  
Undersecretary

Encl.:  
As stated

Reference:  
None

Allotment: 1--(D.O. 50-97)

To be indicated in the Perpetual Index  
under the following subjects:

CONTESTS  
NONFORMAL EDUCATION  
PRIZES or AWARDS  
RULES & REGULATIONS

Model: ACCU  
1-02-08



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Asia-Pacific Photo Message Contest

# Letters to Tomorrow 2007

"Celebration of Our Living Culture"

2007



© Angèle Wang (China)

*What moments in your life do you enjoy most? Which scene in your life do you want to pass onto the future?  
 What is the environment like in which you grew up? Who passed down to you what you are proud of now?  
 What do you expect the world to be by the end of the next decade or century?  
 What do you think the people of the world will value the most then?  
 Photographs taken with your own hands and letters written in your own word.  
 Why not send them to us as a message for all those who live on this planet and for future generations?  
 Let us celebrate your cherished moment and your culture which you wish to pass on to our shared future.*

*Please lend your camera to your family, friends, and those whom you love, and show them how to photograph.*

*Please help those who cannot read and write, young and old, to create a message.*

*We are looking forward to you: joining us in rediscovering the wisdom, technique and spirit that were best nurtured and passed down in nature and between people, to make a better tomorrow with diverse culture*



**ACCU**  
Asia-Pacific Cultural Centre for UNESCO

All correspondence concerning the contest should be addressed to:  
 ESD Photo Message Contest Secretariat, Education Division, Asia/Pacific Cultural Centre for UNESCO (ACCU)  
 6 Fukuromachi, Shinjuku-ku, Tokyo 162-8494 JAPAN  
 Tel: +81-(0)3-3269-4539 Fax: +81-(0)3-3269-4510 E-mail: esd@accu.or.jp  
 Website: <http://www.accu.or.jp/esd/photomessage/>

Cooperation with:  
 United Nations Environment Programme (UNEP), United Nations University (UNU), United Nations University-Institute of Advanced Studies (UNU-IAS), Asia-Pacific Centre of Education for International Understanding (APCEUI), Asian South Pacific Bureau of Adult Education (ASPBAE), Dhaka Ahsania Mission (DAM), Thailand Environment Institute (TEI), TVE Asia Pacific (TVEAP), The University of the South Pacific (USP), Japanese National Commission for UNESCO, Ministry of Foreign Affairs of Japan, Agency for Cultural Affairs of Japan, Nihon Keizai Shimoin Inc., NHK, Japan Professional Photographers' Society (JPPS), Royal Museum, Japan International Cooperation Agency (JICA), National Research Institute for Cultural Properties (Japan), National Museum of Ethnology (Japan), National Federation of UNESCO Associations in Japan (NFJAU), Japan Council of the UN Decade of Education for Sustainable Development (JEDU), Japan NGO Network for Education (JANNE)

ACCU was organising the ACCU Photo Contest In Asia and the Pacific from 1976 to 2002. ACCU received 141,544 entries in total in those 26 years, and has organised International traveling photo exhibitions approximately 200 times. The present contest and the traveling exhibition, in a new framework, is planned to contribute to the United Nations Decade of Education for Sustainable Development (DESD: 2005-2014).

## Theme

### "Celebration of Our Living Culture"

Look around and find something you wish to pass along to the future - in your family, community or country. As each entry, we call for a photograph of people who transmit living culture, together with a text in your own words.

Please try to depict people who are engaged in traditional music, theatre and dance, folklore and legend, social practices, rituals and festive events, traditional handicrafts such as wood carving, dyeing and weaving, and cultural spaces such as those for prayers, rituals and gatherings.

Please select some part of your valuable culture which has been nurtured in nature, and passed from people to people, hand to hand and heart to heart, in other words "Living Heritage" around you, and those people who pass along such living culture, in a spontaneous and natural scene.

Photographs which depict solely tangible cultural heritage, e.g. historical buildings and archeological sites, will not be acceptable.

ACCU plans to organise the following contests.

Letters to Tomorrow 2009 : "Water and Life on PLANET EARTH".

Letters to Tomorrow 2011 : "Joy of Learning and Communicating"

## Closing Date

Entries must reach ACCU no later than

2008.

## Prizes

### Grands Prix (3 entries)

(Prize of the Chairperson of the Japanese National Commission for UNESCO, Prize of the President of ACCU, Murata Memorial Prize)

• a certificate • a plaque • US\$ 1,000 • ESD Photo Message Book

### Prizes for Excellence (12 entries)

• a certificate • US\$ 200 • ESD Photo Message Book

### Runners-up (65 entries)

• a certificate • ESD Photo Message Book

## Conditions of Entry

- (1) Entries should be submitted by nationals of the countries participating in ACCU programme activities. (cf. List of Participating Countries at the end of this guideline.)
- (2) You can submit up to two entries. Each entry must consist of a photograph and a text in line with the theme.
- (3) Please fill out the Entry Form in English (alphabetic character). If you find it more comfortable to express yourself in any of the languages listed below, titles and texts written in the language will also be acceptable.

### Languages to be selected from (titles and texts only)

Length should be equivalent to approx. 100 English words.

Bengali, Chinese, Filipino, Hindi, Indonesian, Japanese, Khmer, Korean, Lao, Malay, Mongolian, Myanmar, Nepalese, Persian, Russian, Sinhalese, Tamil, Thai, Urdu, Vietnamese

(4) Good care will be taken by ACCU with regard to the custody of entries, but ACCU will not be responsible for loss or damage in transit.

(5) Entries received by ACCU will not be returned.

### Photographs should be:

- (1) taken by anyone of any age, in his/her own country.
- (2) independent prints or digital data (No submission via E-mail) in colour and/or monochrome are acceptable. They should not be in a set, in slide form, or composite.
- (3) neither larger than 10 x 12 inches (25 x 30 cm) nor smaller than 8 x 10 inches (20 x 25 cm) in independent print. Volume of digital data should be larger than JPEG 500KB. It is recommended that digital images be taken in high-resolution and high-quality.
- (4) those that have been taken in the past five years (on or after 1 January 2003).
- (5) those which have not previously been awarded any prize in other contests. Also, photographs should be previously unpublished.

### Texts should be:

descriptions on the Entry Form of what you wish to convey to those who see your entries for the first time, as concrete as possible so they can understand your message. For example, please describe what you depicted in the photograph, in which respect you are proud of it, which part of it you wish to pass on to the future generations, etc.

### Notes

- (1) Entries should be submitted with the prescribed Entry Form, completed in block letters. If you submit online, the Entry Form should be attached as digital data when submitting.
- (2) In case of any claims or complaints from any person depicted in entered photographs or any copyright holder of the quoted lines in entered texts, such responsibility will remain with you.

## Selection/Announcement of Results

- (1) Only complete entries (a photograph and a text) accompanied by an appropriate Entry Form each will be subject to the jury meeting.
- (2) Selection of winning works will be made by the international jury which will meet in February 2008.
- (3) The results of the selection by the jury will be communicated in March/April 2008 directly to the prize-winners.
- (4) No announcement of the results of the selection will be made individually if your entry was not selected.

## Reproduction of Works

- (1) The prize-winning works will be enlarged and mounted on panels for the travelling photo message exhibition to go around countries mainly in Asia and the Pacific at their request.
- (2) The prize-winning works will be used in the ESD Photo Message Book and on the ESD Photo Message Website as well as in publications which ACCU produces.
- (3) Titles and messages of your entries may be edited for enhanced readability.
- (4) ACCU is to be granted the right to use the prize-winning works with a credit line but without royalties. Also, ACCU is to be authorised to permit other bodies to use the prize-winning works with a credit line with or without royalties depending on the case. Copyrights for the prize-winning works are retained by each entrant.
- (5) Your personal information will be used within the scope of ACCU's objective of carrying out the contest, i.e. announcement of results, production of the ESD Photo Message Book, shipment of prize articles, etc. ACCU will not disclose your personal information to third parties without your agreement.

# Entry Form

ACCU/A - Asia/Pacific ESD Photo Message Contest Secretariat, Tokyo 162-8484 JAPAN 2007

“Celebration of Our Living Culture”

\* Name (in Roman Letters)

Name (in your original language and character)

\* Date of Birth (day/month/year)

/ /

\* Sex

Male

Female

\* Nationality

\* Address

\* Country

\* Phone

FAX

E-mail

\* Photo Location (Specific location and country: e.g. Peace Memorial Park, Hiroshima City, Japan)

\* Photo Object

\* Photo Date (day/month/year)

/ /

Title and Message may be written in the languages below. Please check the appropriate box:

Bengali  Chinese  Filipino  Hindi  Indonesian  Japanese  Khmer  Korean  Lao  Malay  Mongolian  Myanmar

Nepalese  Persian  Russian  Sinhalese  Tamil  Thai  Urdu  Vietnamese

\* Title (in English)

Title (in your language)

\* Text (approx. 100 English words)

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• You can submit up to two entries. • Please fill out the form in English (alphabetical notation) in block letters. • \* Required information

Entries should  
be submitted to:

Postal Address

ESD Photo Message Contest Secretariat, Education Division  
Asia/Pacific Cultural Centre for UNESCO (ACCU)  
6 Fukuromachi, Shinjuku-ku, Tokyo 162-8484 JAPAN

Website

<http://www.accu.or.jp/esd/photomessage/>

Online submission and download of the Entry Form are available. (Entries via e-mail will not be acceptable.)