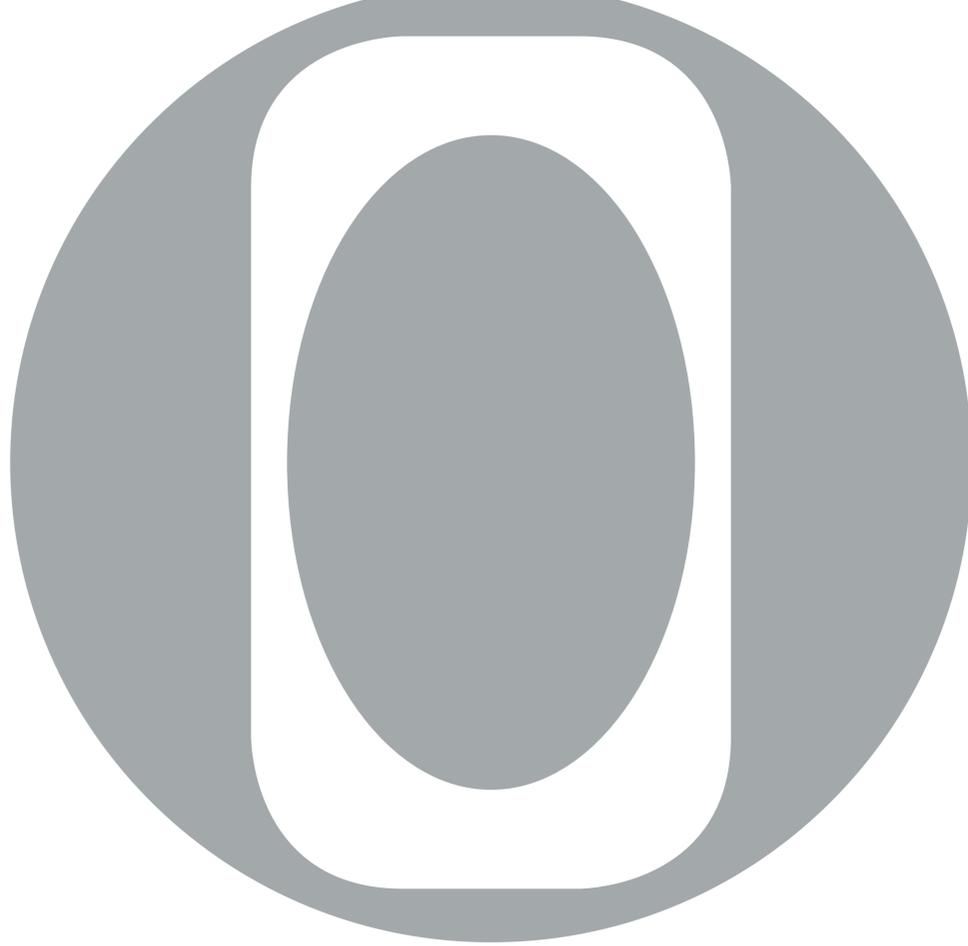


# ANFACO / BANCO SABADELL FOUNDATION DESIGN AWARD

## 2021-3<sup>RD</sup> EDITION



**It is a competition organised by ANFACO-CECOPESCA and the Banco Sabadell Foundation, with the aim of selecting young designers to create a packaging design that will be used to package the cans used in the campaign to promote the consumption of canned fish and seafood called “Cata la Lata” for one year.**

**This initiative aims to recognise and develop the creative talent of young designers and give them the opportunity to showcase their work, as well as providing the fish and seafood canning industry with an incentive to innovate its packaging.**

### Designers who can participate

Designers of any nationality who are under thirty-five years of age on the closing date for submission of applications and who come from Design Schools in Spain and meet the requirements set out in these rules may participate.

### Panel of judges

A panel of judges agreed upon by ANFACO-CECOPESCA and the Banco Sabadell Foundation will select ten finalists and the winner. The panel of judges will meet in May 2021. Each member will have one vote and decisions will be taken by majority vote.

### Promotional campaign

“Cata la Lata” is the slogan under which ANFACO-CECOPESCA will be carrying out efforts to promote the use of canned fish and seafood as part of their campaign with which they aim to increase the consumption of canned food and carry out efforts to raise awareness about the excellent quality of canned fish and seafood among consumers, restaurateurs, consumer associations, the media and government agencies.

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## How the competition works

The following rules apply:

### 1. Prior submission of applications

- 1.1. The competition is open to designers of any nationality, under the age of thirty-five on the closing date for submission of applications, who have studied design and art at any Design School in Spain.
- 1.2. The designer or artist who wishes to participate in the competition must send their application through the Banco Sabadell Foundation website: [www.fundacionbancosabadell.com/convocatorias](http://www.fundacionbancosabadell.com/convocatorias) between 22 February and 30 April 2021 (both inclusive), including:
  - A biographical note or curriculum vitae (two pages maximum), detailing the most relevant achievements in their career.
  - Personal details of the designer: address, telephone number, email address and copy of ID card or passport.
  - A design proposal in a PDF file, in DIN A4 format, no larger than 10 Mb, containing 5 pages that include the following:
    - 1<sup>st</sup> page: Cover sheet with the name of the project and the name of the applicant.
    - 2<sup>nd</sup> page: Flat design proposal.
    - 3<sup>rd</sup> to 5<sup>th</sup> pages: 3 mock-up displays of the design.
  - The design must include the “Cata la Lata” logo and make reference, at least, to any variety of canned fish (mussels in pickled sauce, sardines in olive oil, tuna in olive oil).
  - The proposal can be a generic, versatile design, suitable for any variety of canned food or customised to each variety of the products mentioned above.
  - The colour of the “Cata la Lata” logo can be adapted to the needs of the design.

Download the “Cata la Lata” logo [here](#).

Download the layout model [here](#).

### 2. Selection of entries

- 2.1. Amongst the applicants, a panel of judges (constituted as explained in these rules) will select the ten finalists and then the winner, who will receive €6,000 in prize money via a bank transfer (amount subject to current tax legislation). In addition, the image chosen will be used to package the cans used in the “Cata la Lata” promotional campaign for one year.
- 2.2. The winner will be notified of the result by the telephone or email they provided in the entry application before 1 June 2021 and the other finalists on 25 June 2021, the day of the Award Ceremony and the commemoration of the Canning Day.
- 2.3. Based on the quality of the works submitted, the panel of judges may select less than ten finalists or declare there is no winning design.
- 2.4. Designers who have submitted their applications commit to being reachable by telephone or email to receive notification of the decision made by the panel of judges, and if they are selected, to subsequently provide any information which is required from them and, if necessary, adapt the design to the requirements of the campaign. In the event that the selected winner cannot be reached by telephone or does not respond by email within 48 hours of ANFACO-CECOPESCA's attempt to contact them, the prize will be awarded to the next finalist or no winner will be declared, at the discretion of ANFACO-CECOPESCA and the Banco Sabadell Foundation.

### 3. Submission of proposals

- 3.1. Between 22 February and 30 April 2021 (both inclusive).
- 3.2. The submission of entries implies the free transfer of reproduction rights to ANFACO-CECOPESCA, which reserves the right to produce and use the designs of the 10 finalists and the winner in any efforts related to the Award (exhibitions, reproductions and dissemination through the official channels of ANFACO-CECOPESCA and the Banco Sabadell Foundation). The participants guarantee, with full indemnity for ANFACO-CECOPESCA and the Banco Sabadell Foundation, the authorship and originality of the designs submitted, as well as the intellectual property rights transferred to ANFACO-CECOPESCA and the Banco Sabadell Foundation.
- 3.3. ANFACO-CECOPESCA and the Banco Sabadell Foundation reserve the right to publish the creations of the 10 finalists and the winner through their official channels.

### 4. Personal data processing

The personal data of the participants shall be processed by ANFACO-CECOPESCA for the managing and processing of the Award, as well as for its subsequent publicity and dissemination. The Banco Sabadell Foundation shall process personal data to manage entry applications and the panel of judges' intervention to select the winner of the Award, both in their capacities as data processors. The personal data shall be held for as long as it is necessary for the management and promotion of the Award for the period indicated in these rules.

The interested party may, under the terms set forth in data protection regulations, exercise their rights to access, rectify, oppose, suppress, limit and portability, by writing to the parties responsible for data processing:

— ANFACO-CECOPESCA, through the following email address: [anfaco@anfaco.es](mailto:anfaco@anfaco.es) or through its registered address.

— The Banco Sabadell Foundation, through the following email address:

[ejercicioderechosprotecdatos@bancosabadell.com](mailto:ejercicioderechosprotecdatos@bancosabadell.com), or through its registered address.

Furthermore, if deemed necessary, the interested party may resort to the Spanish Data Protection Agency ([www.agpd.es](http://www.agpd.es)) in order to safeguard their rights.