BUILD BACK BETTER WITH NATURE
(Our Solutions are in Nature)
Jamaica’s First Virtual Art Exhibition for International Day for Biological Diversity 2020

Artist Guidelines

A. Introduction

International Day for Biological Diversity is commemorated on May 22 of each year. It seeks to increase understanding and awareness of issues affecting biodiversity. This year’s theme “Our solutions are in nature” emphasizes hope, solidarity and the importance of working together at all levels to build a future of life in harmony with nature. Due to the COVID-19 pandemic, only virtual events will be held to mark International Day for Biological Diversity. The Ministry of Economic Growth and Job Creation, the National Focal Point for the Convention on Biological Diversity, with the support of its Agencies, the National Environment and Planning Agency and the Forestry Department along with other stakeholders will be organizing a series of events from 18 – 22 May to commemorate the day. One of the activities will be a virtual art exhibition, titled “Build Back Better With Nature”. The creative community in Jamaica is being invited to participate in this event which will take place from 18-22 May.

If you have any questions that cannot be answered in this document, please contact us at joni.jackson@megjc.gov.jm.

B. Guidelines

What is biological diversity? Biological diversity or biodiversity, is all the living things found on earth and the environments (forest, oceans, etc.) in which they live. We are dependent on our biodiversity to survive as it provides the necessities of life: food, fibre for clothing, raw material for construction and manufacturing, medicines, recreational spaces, supporting income generating activities, etc. Our biodiversity is threatened due to a myriad of issues: over exploitation, invasive alien species, climate change, development of infrastructure. Despite the current state of the world’s biodiversity, our biodiversity in fact holds the solution to many of our global problems. Jamaican visual artists are invited to create and display artistic expressions of the theme for International Day for Biological Diversity – “Our solutions are in nature” in our virtual
exhibition “Build Back Better with Nature”, by uploading these artworks to their social media pages.

**IMPORTANT**

Artworks must be culturally sensitive and non-discriminatory against any particular gender, race, religion, sexual orientation or identity.

1. Artwork includes paintings, photographs, sculpture and work in other media that can be visually represented created by local artists and showcase local biodiversity.

2. All artwork should be the property of the account holder or the account holder should have permission from the owner to upload the artwork on their social media pages from the owner.

3. Artwork should be posted on Facebook, Instagram and Twitter during the week 18-22 May 2020. Some of the artwork posted during 18-21 May 2020, may be uploaded to the Ministry’s International Day for Biological Diversity Day page for 22 May 2020.

4. The following hashtags should be utilized when posting: #biodiversitydayJa #solutionsinnature #biodiversityJa #biodiversityislifeJa

and tag Ministry of Economic Growth and Job Creation @megic_jm, NEPA @nepajamaica and the Forestry Department @forestrydepartment @kingstoncreativejm @kgncreativejm - Twitter.

5. Submissions are welcome from anyone currently residing in Jamaica.

6. Submissions should include a brief description in the caption. For submissions of photographs, these should have been shot locally and include the location of the photo and a description in the caption.

7. When creating artwork, ensure that all required safety guidelines are adhered to and that the process of creating the artwork does not infringe on the rights of others or breaks any laws of Jamaica.
6. Persons under the age of 18 years should obtain your parent or legal guardian’s consent to participate.

7. During the creation of your artwork, you are encouraged to minimize waste by practising the 3Rs – reduce, reuse, recycle and where waste is generated, this should be disposed of responsibly.

C. FAQs

▸ Is Build Back Better with Nature a contest?  
, it is not. The exhibition is seeking to raise the awareness of Jamaicans and the general public to the solutions that nature possesses from the Jamaican perspective.

▸ Can I post more than one image/artwork?  
Artists can submit multiple works of art per day/week. Just ensure that the relevant hashtags are included and it is in keeping with the theme.

▸ I won’t be able to create new artwork, can I post a piece that I already have that fits with the theme?  
Yes, you can.