



The Arab Knowledge Report 2010-2011: Preparing Future Generations for the Knowledge Society

Cover design contest

Mohammed bin Rashid Al Maktoum Foundation and the Regional Bureau for Arab States at the United Nations Development Programme invite all artistic talents, including students of universities, art colleges, and schools to participate in a design contest for the cover of "**The Arab Knowledge Report 2010-2011.**"

Those who wish to participate in this contest should take into consideration the following points:

- Guided by the general background cited below, the design should reflect the goals and content of the report
- The design should reflect Arab identity.
- The design should be in color and of 21.5 cm width and 28 cm length.
- The winner will be rewarded a "certificate of appreciation" and a symbolic award of 5000 AED.
- **Deadline for participation in the contest and for receiving of drawings and designs is 15 June 2011**

General background about the report

UNDP, in collaboration with Mohammed Bin Rashid Al Maktoum Foundation, are publishing "**The Arab knowledge Report 2010-2011: Preparing Future Generations for Knowledge Society**". This *Report* is second in the series of Arab Knowledge Reports which put the "*Arab individual*" at the heart of the processes of building the aspired-for knowledge society within the broader framework of sustainable human development that enhances the welfare and dignity of Arabs. The Arab Knowledge Reports discuss several related issues including state of "knowledge capital" and "innovation" towards identifying factors that boost or hinder these essential elements in the structure of the knowledge society. Hence arises the importance of addressing the issue of "*preparing future generations for the knowledge society*" to form the required mass of capable human capital that would lead the processes of establishing the knowledge society and economy.

The "**Arab Knowledge Report 2010-2011: Preparing Future Generations for the Knowledge Society**" concentrates on "movement and action for building the knowledge society". Specifically, the *Report* addresses the bases, methodologies and mechanisms for preparing and enabling future generations (children and youth between 4 and 18 years) to actively participate in the processes of knowledge societies' building and in accessing its vast domains. With "building the knowledge society" perceived as a gateway for realizing the welfare and prosperity of Arabs, and within the overall framework of achieving sustainable human development, this approach puts us at the core of the knowledge society formation. This approach addresses issues of: preparing the Arab individuals and **building their capabilities and capacities**; inculcation of associated **values that direct and govern their decisions and dealings**; in addition to investigation of means and mechanisms for **empowering** Arab individuals to enable them to effectively participate in building the aspired-for knowledge society; reap its fruits; and to use these gains to accomplish sustainable human development.

Those wishing to take part in the contest should send their drawings via registered mail to:

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Photo proposals can be sent (*Scanned*) to the following e-mail address: AKRprize@mbrfoundation.ae
For more information, willing participants can address their queries to e-mail AKRprize@mbrfoundation.ae or by telephone +971 4 423-3532