



Information Note

BIOTROP MASCOT COMPETITION

BIODIVERSITY GUARDIAN: PROTECTOR OF TROPICAL NATURE



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BIOTROP MASCOT COMPETITION

“Biodiversity Guardian: Protector of Tropical Nature”

I. Background

Southeast Asia continues to face mounting environmental challenges, including the spread of Invasive Alien Species (IAS), land degradation, and the impacts of rapid urbanization. These issues contribute significantly to the decline of tropical biodiversity and pose serious threats to environmental sustainability. Despite the urgency, efforts to promote conservation and environmental education often fail to gain traction—particularly among the younger generation and the broader public—largely due to the lack of creative, flexible, and participatory approaches in delivering information.

SEAMEO BIOTROP, as a Regional Centre under the Southeast Asian Ministers of Education Organization (SEAMEO), is committed to serving as a catalyst for change through education, innovation, and collaboration. We believe that public engagement must be inclusive, accessible, and adaptable. To increase awareness and participation, communication strategies must evolve beyond rigid and formal formats, allowing complex environmental messages to be delivered in ways that resonate more effectively with diverse audiences.

Aligned with this vision, SEAMEO BIOTROP will organize a series of strategic initiatives in 2025, one of which is the SEAMEO BIOTROP Mascot Design Competition. This competition is not only a platform for creative expression but also an educational tool aimed at fostering conservation awareness through visually engaging and persuasive design. The mascot is intended to represent and communicate key values related to tropical biodiversity and environmental preservation in a relatable and inspiring way.

The Mascot Design Competition is part of SEAMEO BIOTROP’s broader commitment to nurturing a sustainable, environmentally aware culture across Southeast Asia. By promoting cross-generational education, encouraging public involvement, and strengthening regional networks, we aim to expand our impact. With the support of our partners and sponsors, we are confident that this initiative will reach more communities, institutions, and individuals—ultimately contributing to a better and more biodiverse future for the region.

II. Objective

This activity is designed to strengthen public awareness and collective action across Southeast Asia in preserving tropical environments. Specifically, the objectives to be achieved are as follows:

1. To obtain a mascot design that visually embodies SEAMEO BIOTROP's vision, mission, and commitment to environmental conservation.
2. To raise public awareness about the importance of tropical biodiversity and the challenges it faces, through creative and easily digestible communication tools.
3. To encourage broader public participation by providing a creative, innovative, and interactive platform that engages diverse groups in promoting the spirit of conservation, particularly throughout the Southeast Asian region.

III. Theme

The theme of this competition is: **"Biodiversity Guardian: Protector of Tropical Nature."**

Participants are invited to create a mascot character that represents the richness of tropical biodiversity—whether flora or fauna—and embodies educational value. The mascot should be visually appealing, carry a strong conservation message, and be easily recognizable by a broad audience.

IV. Target Participant

This competition is open to all citizens of ASEAN member countries. Specifically, the target participants include:

- High School and Vocational High School students
- College and university students
- Professionals in related fields
- The general public, both individuals and groups

V. Submission Requirements

The following are the submission requirements for the competition:

1. The work must be original and has not been previously published or submitted in any other competition.
2. The mascot can be an animal, plant, or a hybrid character.
3. The design must be in digital format (.JPG or .PNG) with a minimum resolution of 300 dpi.
4. Each submission must include:
 - a. Mascot name
 - b. Character description (maximum 300 words), including its philosophy, traits, and role
 - c. Both colored and black-and-white versions of the design
5. Each participant may submit a maximum of two (2) entries.

VI. Registration & Collection Procedures Work

- Participants must register online via the designated Google Form: <https://link.biotrop.org/MaskotForm>.
- Submissions must be uploaded through a Google Drive link provided in the registration form.
- A scanned copy of a valid ID (National ID Card, Student Card, or University ID) must be included.

VII. Mechanism Evaluation

Stage 1: Preliminary Selection by SEAMEO BIOTROP Committee

Ten finalists will be selected based on the following criteria:

- Originality (30%)
- Relevance to the theme (25%)
- Visual aesthetics (25%)
- Educational value (20%)

Stage 2: Final Assessment (Jury & Public Voting)

Final score composition:

- 70% from the Jury Panel
- 30% from Public Voting on Social Media

VIII. Judges

The competition assessment will be carried out in two stages, by a panel composed of Representative from SEAMEO BIOTROP (Chief Judge), representatives from Ministry of Primary and Secondary Education of Indonesia, professional artist or illustrator, environmental communication practitioner, Representative from the main sponsor (if available).

IX. Timeline

Activity	Date
Competition Launch	10 July 2025
Registration & Submission Period	10 July – 10 August
Preliminary Judging	11 August 2025
Public Voting	12 - 15 August 2025
Finalists' Presentation	15 August 2025
Winner Announcement	19 August 2025
Awarding Ceremony & Mascot Launch	19 August 2025

X. Copyright

By submitting an entry, participants agree to transfer all copyrights, usage rights, and development rights of the winning mascot to SEAMEO BIOTROP.

- SEAMEO BIOTROP shall hold the exclusive right to reproduce, modify, publish, display, or use the winning mascot in any form and across all media for branding and promotional purposes.
- SEAMEO BIOTROP reserves the right to refine or adapt the winning mascot design as deemed necessary while maintaining the integrity of the original concept.
- The original creator may be acknowledged where appropriate, but no additional compensation will be provided beyond the announced prize.

XI. Prizes

- **1st Place** : USD 500 + certificate + official publication + plaque
- **2nd Place** : USD 300 + certificate
- **Favorite Prize (public choice)** : USD 200 + certificate

XII. Contact Person

Mascot Competition Secretariat:

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