

ETS enhance awareness for hand hygiene through art contest

What do paper hand towels and comic strips have in common? At first glance, not much. But ETS, the European association of Tissue Producers, teamed up with the Fine Arts Academy of Bologna to organize an illustration contest, the 'Wash&Dry: Paper means Hygiene' competition. The aim was to increase awareness of the importance of hygiene in drying hands and the prominent role of paper hand towels in this. The first edition of the contest in 2011 was a big success; in 2012 participation will go global.

In 2011 the competition was open to students attending the sections 'Comic strips and illustration' and 'Language of comic strips and illustrations for the world of publishing' of the Arts Academy of Bologna, Italy. ETS challenged the students to convey and reinforce the message of hygiene- by-paper through the communication potential and the peculiarities of the specific language of comics and illustrations. This contest is part of ETS' awareness campaign that aims to stimulate and increase interest in tissue products as an important 'hygiene' factor in people's lives.

For the students who participated the challenge was to transcribe a very important message for people's everyday life into a graphic representation.

Student Gabriele Peddes was the first winner of this scholarship, with the work entitled *Manuum Bacteria*. With his work, Peddes perfectly embodied the concepts required by the contest itself. The Marketing Prize went to Stefania Potito with *Signs of Hygiene*, a simple, clear and effective illustration ready to be used for a strong marketing campaign.

ETS, which represents almost 90% of the tissue production in Europe, aims to enhance scientific knowledge on the use of tissue through advanced studies performed in qualified institutions. These studies have been presented in the media, at events and in specialized magazines. These studies are known by the specialists but remain essentially ignored by the public. This is why the students were given the chance to put their artistic competencies and their expressive creativity to the test.

Roberto Berardi, Chair of ETS and initiator of the contest, explains: "Paper is the most hygienic way of drying hands compared to air or cloth: this is a scientific fact. But it is also a rather unappealing topic. The works proposed by the students succeeded in animating this issue with a wink and creativity, and through this exhibition, everyone can read the results."



Seen the success of this first edition, ETS will repeat the competition in 2012 and extend it for global participation through Internet and with a video section at the Fine Arts Academy of Bologna.

More information:

www.europeantissue.com/position-papers/cartoon-contest-2011/

