



JADO'o - Youth for SDG

Official Participation Guidelines

Organized by MAPS International W.L.L.
Cultural Partner: Katara Cultural Village
2026

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1. Introduction

Junior Artists Day Out - JADO'o - Youth for SDG is a large-scale youth engagement initiative designed to empower students through creativity, innovation, sustainability, leadership, collaboration, and experiential learning aligned with the United Nations Sustainable Development Goals (SDGs).

The initiative brings together 17 schools across Qatar, with each school representing one of the 17 Sustainable Development Goals through interdisciplinary creative projects, performances, exhibitions, innovation concepts, awareness campaigns, storytelling, community engagement, and youth-led action.

The project aims to inspire students to become global citizens, responsible leaders, innovators, and changemakers by transforming SDGs into real-world experiences through art, design, innovation, culture, and collaboration.

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2. Organizers

Organized by MAPS International W.L.L.

Cultural Partner: Katara Cultural Village

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3. Event Overview

Item	Details
Official Event Name	JADO'o - Youth for SDG
Expanded Meaning	Junior Artists Day Out
Venue	Katara Cultural Village
Event Format	Outdoor public youth SDG showcase
Event Duration	3 days
Proposed/Tentative Project Dates	29, 30 and 31 October 2026
Timing	03:00 PM - 08:00 PM
Participation Limit	17 schools only
Participation Fee	QAR 6,000 per school - QAR 120 per student for 50 students
Student Eligibility	Age 13+ / Grade 8 onwards / Year 8 onwards
Language	English and Arabic are allowed for submissions and performances
Public Entry	Open to public visitors - free entry

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4. Vision & Mission

Vision: To empower youth as global changemakers through creative engagement with sustainability, innovation, leadership, and collaboration.

Mission: To transform the 17 Sustainable Development Goals into experiential learning opportunities through youth-driven artistic, innovative, and social impact initiatives.

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5. United Nations Sustainable Development Goals

The project structure is based on the 17 official Sustainable Development Goals established by the United Nations:

1. SDG 1: No Poverty
2. SDG 2: Zero Hunger

3. SDG 3: Good Health and Well-Being
4. SDG 4: Quality Education
5. SDG 5: Gender Equality
6. SDG 6: Clean Water and Sanitation
7. SDG 7: Affordable and Clean Energy
8. SDG 8: Decent Work and Economic Growth
9. SDG 9: Industry, Innovation and Infrastructure
10. SDG 10: Reduced Inequalities
11. SDG 11: Sustainable Cities and Communities
12. SDG 12: Responsible Consumption and Production
13. SDG 13: Climate Action
14. SDG 14: Life Below Water
15. SDG 15: Life on Land
16. SDG 16: Peace, Justice and Strong Institutions
17. SDG 17: Partnerships for the Goals

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6. Participation Structure

6.1 School Participation Model

- Participation is open to schools across Qatar.
- Participation is limited to 17 schools only.
- Each participating school will represent one SDG Goal.
- Each school may nominate up to 50 core student participants.
- Schools may additionally bring supporting students, parents, and visitors.
- Each school must nominate 2 official Project Coordinators / Mentors.
- Schools may rotate student attendance during the 3-day event if required, provided participation quality is maintained.

6.2 SDG Allocation Process

- Schools must select their top 3 preferred SDGs during registration.
- SDG allocation will be confirmed by the organizers.
- Allocation will be based on registration completion, availability, first-come-first-served basis, and organizer confirmation.
- The organizer decision regarding SDG allocation shall be final.

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7. Team Structure

Each participating school is expected to organize students into 10 creative groups. Each group will work within one predefined activity category.

Item	Details
Total Core Participants	50 students
Number of Groups	10 groups
Suggested Students Per Group	5 students
Mentor Requirement	2 official project coordinators / mentors

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8. Predefined Activity Categories

Participation in all 10 activity categories is considered mandatory for each school. Schools are encouraged to creatively interpret their assigned SDG through all categories.

8.1 Art - Creative Impact Studio

- Canvas paintings
- SDG mural art
- Recycled art installations
- 3D art from waste
- Climate awareness visual art
- Community peace art wall
- Interactive exhibition pieces

8.2 Design - Sustainable Design Lab

- Fashion from recycled materials
- Sustainable costume design
- SDG-inspired product packaging
- Eco merchandise concepts / tote bags
- Creative typography
- Branding concepts | SDG logo redesign concepts | Poster and branding design

8.3 ECO Action Green Guardians

- School garden concepts
- Tree planting drives
- Recycling systems
- Compost projects
- Plastic-free campaigns
- Eco awareness activities

8.4 Storytelling - Voice of Change

- Spoken word poetry
- Human stories
- Theatre scripts
- Short skits
- Inspirational speeches
- Awareness storytelling
- Youth advocacy narratives

Purpose: to increase public awareness regarding the school assigned SDG.

8.5 Innovation - Future Solution Lab

- SDG innovation models
- Mini hackathons
- Smart city concepts
- Renewable energy concepts
- Water conservation ideas
- Sustainable prototypes
- Social innovation pitches

Purpose: students must creatively demonstrate innovative future-focused solutions aligned with their SDG.

8.6 Photography - Lens for Impact

- Documentary photography
- Human emotion series
- Climate photography
- SDG awareness campaigns
- Motion reels
- Social impact short videos
- Community storytelling visuals

8.7 Interactive Media - Digital Change Makers

- 1-minute reels
- Awareness campaigns
- Podcast clips
- Interview videos
- Youth campaign trailers
- SDG awareness animations
- Social media campaigns

Purpose: this category includes the creative presentation and branding of the allocated SDG Island.

8.8 Music Group - Sound for Sustainability

- SDG theme songs
- Rap for climate action
- Peace music
- Cultural fusion music
- Recycled instrument performance
- Sound healing concept
- Jingles for campaigns

Stage timings and technical schedules will be officially communicated before 31 July 2026.

8.9 Community Action - Youth in Action

- Volunteer campaigns
- Charity drives
- Inclusion activities
- Workshops
- Interactive exhibits
- Music
- Quiz
- Dance shows
- Kindness wall

Assessment focus: community awareness and engagement generated by the school.

8.10 Future Leaders

- Global Youth Councils
- SDG presentations
- Youth declarations
- Panel discussions
- Debate sessions
- Leadership workshops

- Youth policy ideas

Assessment focus: leadership, communication, coordination, teamwork, diplomacy, and public interaction.

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9. SDG Island Structure

Each school will receive an approximately 10m x 10m dedicated SDG Island space. The SDG Island should represent the allocated SDG creatively, encourage visitor interaction, showcase student work, demonstrate sustainability principles, and create meaningful educational engagement.

9.1 Setup & Installation

- Schools will be allowed to set up one day prior to the event.
- Detailed setup schedules will be shared later.
- Schools must complete installations within assigned timelines.

9.2 Sustainability Requirements

- Minimize plastic usage.
- Use recyclable materials.
- Use environmentally responsible decorations.
- Reduce waste generation.
- Promote sustainability practices.
- Sustainability practices may form part of the judging assessment.

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10. School Responsibilities

Schools must ensure that all student participants are appropriately supervised throughout the event.

- Student supervision
- Student discipline and conduct
- Transportation arrangements
- Food arrangements
- Student medical disclosures
- Emergency contact coordination
- Participant preparation
- Materials and production costs
- Costumes, props, instruments, and displays
- Parent coordination
- Timely payment submission
- Compliance with event rules and policies

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11. Organizer Responsibilities

- Event venue coordination
- SDG Island allocation
- Basic electricity access
- Stage sound systems
- Microphones
- Basic projector / screen support where applicable

- Event WiFi access
- First aid support
- General event security coordination
- Public event management
- General cleaning services
- Certificates and recognition

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12. Safety & Restricted Materials Policy

The following items, materials, or content are strictly prohibited. Any violation may result in removal of materials, score deduction, or disqualification. The organizers reserve the right to inspect all displays and installations.

- Fire or open flames
- Hazardous chemicals
- Sharp dangerous objects
- Drones without official approval
- Political messaging
- Religious propaganda
- Offensive or discriminatory content
- Hate speech
- Inappropriate imagery
- Copyright-infringing AI-generated material
- Unsafe electrical setups

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13. Media, Photography & Consent Policy

The event may be photographed and recorded for media coverage, promotional use, educational documentation, social media, and future project publications. Schools must ensure that appropriate student and parent permissions are obtained.

13.1 Lanyard Media Identification System

- Green lanyard: participants who may be photographed and recorded.
- Orange lanyard: participants who prefer not to be photographed or recorded.
- All schools must cooperate with the media consent identification system.

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14. Attendance & Participation Flexibility

Schools are encouraged to maintain active participation across all 3 event days. Schools may rotate students where necessary, provided participation quality and representation standards are maintained.

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15. Judging & Assessment Framework

Projects and presentations may be assessed based on the following criteria:

- Creativity
- SDG understanding
- Innovation

- Teamwork
- Sustainability
- Audience engagement
- Presentation quality
- Community impact
- Communication skills
- Overall execution

15.1 Jury Composition

- Judges may include educators, artists, SDG experts, innovation leaders, government representatives, industry professionals, and community leaders.
- The organizers decisions shall be final.

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16. Awards & Recognition

Certificates will be issued to students, mentors, and participating schools. Certificates may be issued in both printed and digital formats.

- Overall Winner
- Overall Runner-Up
- Activity-wise Awards
- SDG Excellence Awards
- Innovation Awards
- Sustainability Awards
- Leadership Awards
- Community Impact Awards

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17. Registration & Payment Policy

Participation fee: QAR 6,000 per participating school. This is equivalent to QAR 120 per student for 50 students. Schools are expected to coordinate internally and make one consolidated payment transaction to the organizers. Detailed payment instructions will be shared after registration confirmation. All participation fees are strictly non-refundable.

Item	Details
Registration Deadline	30 June 2026
Payment Deadline	30 June 2026
SDG Allocation Confirmation	After registration review
Detailed Program Schedule	Before 31 July 2026

- Payment methods: Qatar National Bank transfer to Organizers Bank Account
- Official online payment link
 - Visa
 - MasterCard
 - AMEX

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18. Code of Conduct

All participants, mentors, schools, visitors, and representatives are expected to maintain respectful behavior, uphold inclusivity and diversity, avoid discrimination, maintain professional conduct, protect venue property, cooperate with event

officials, and contribute positively to the event environment. Bullying, harassment, discrimination, or misconduct may result in removal from the event.

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19. Intellectual Property & Originality

All submitted works and presentations must be original. Schools are responsible for ensuring proper use of licensed materials, respect for copyright laws, and originality of submissions. The organizers reserve the right to document projects, photograph displays, publish event coverage, and use event materials for educational and promotional purposes. Appropriate credit shall be maintained where applicable.

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20. Health, Safety & Liability

Schools are responsible for informing organizers of relevant medical conditions, ensuring emergency contact availability, and supervising participant well-being. The organizers will provide basic first aid support during the event. Participants must comply with all venue and safety regulations.

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21. Force Majeure

The organizers reserve the right to modify schedules, alter event structures, postpone, or cancel the event due to circumstances beyond reasonable control including weather conditions, venue restrictions, public safety requirements, or force majeure situations.

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22. Contact Information

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