

NOW NOW



Local Governments
for Sustainability

AFRICA

IN
COLLABORATION
WITH



LIVING MARKETS



NAIROBI
KISUMU

WHERE THE CITY MEETS

CALLING ALL ARCHITECTS, URBANISTS, ENGINEERS, ARTISTS, AND MAKERS TO
REIMAGINE KENYA'S FRESH PRODUCE MARKETS AS RESILIENT, WELL-
MANAGED CIVIC INFRASTRUCTURE.

PARTICIPANTS CAN ENTER AS TEAMS OF 1-3 PEOPLE

Trader selling fresh produce, Wakulima Market, Nairobi - Denzel Ochieng



LIFE IN THE MARKET

Long before the city wakes, Wanjiku is already on her way to the wholesale market. By four in the morning she is negotiating over tomatoes, leafy greens and bananas, trying to buy enough to earn a living without risking produce, spoiling before it can be sold. **Every shilling matters.** A small increase in transport costs or a day of heavy rain can wipe out her profit.

As dawn breaks, she arranges her stall with care. The brightest fruit goes to the front, vegetables are sprinkled with water to keep them fresh, and familiar customers begin to arrive. Throughout the day **she is more than a trader.** She offers recipe advice, extends small amounts of credit to neighbours, watches a fellow vendor's stall while they collect lunch, and shares news from the community.

The challenges never disappear. Heat shortens the life of fresh produce. Poor drainage leaves muddy walkways after rain. Waste attracts pests, unreliable electricity limits refrigeration, and carrying heavy loads takes its toll on her body. Competition is fierce, yet her margins remain painfully thin.

Still, Wanjiku returns every morning because the market offers something that no supermarket can. It gives her independence, dignity and the chance to build a future for her family. She knows many of her customers by name. She takes pride in feeding her city with fresh, affordable food, and in the friendships built over years of trading. For Wanjiku, the market is not simply where business happens - **it is where the city meets.**

Wanjiku's story invites us to look beyond simple infrastructure.

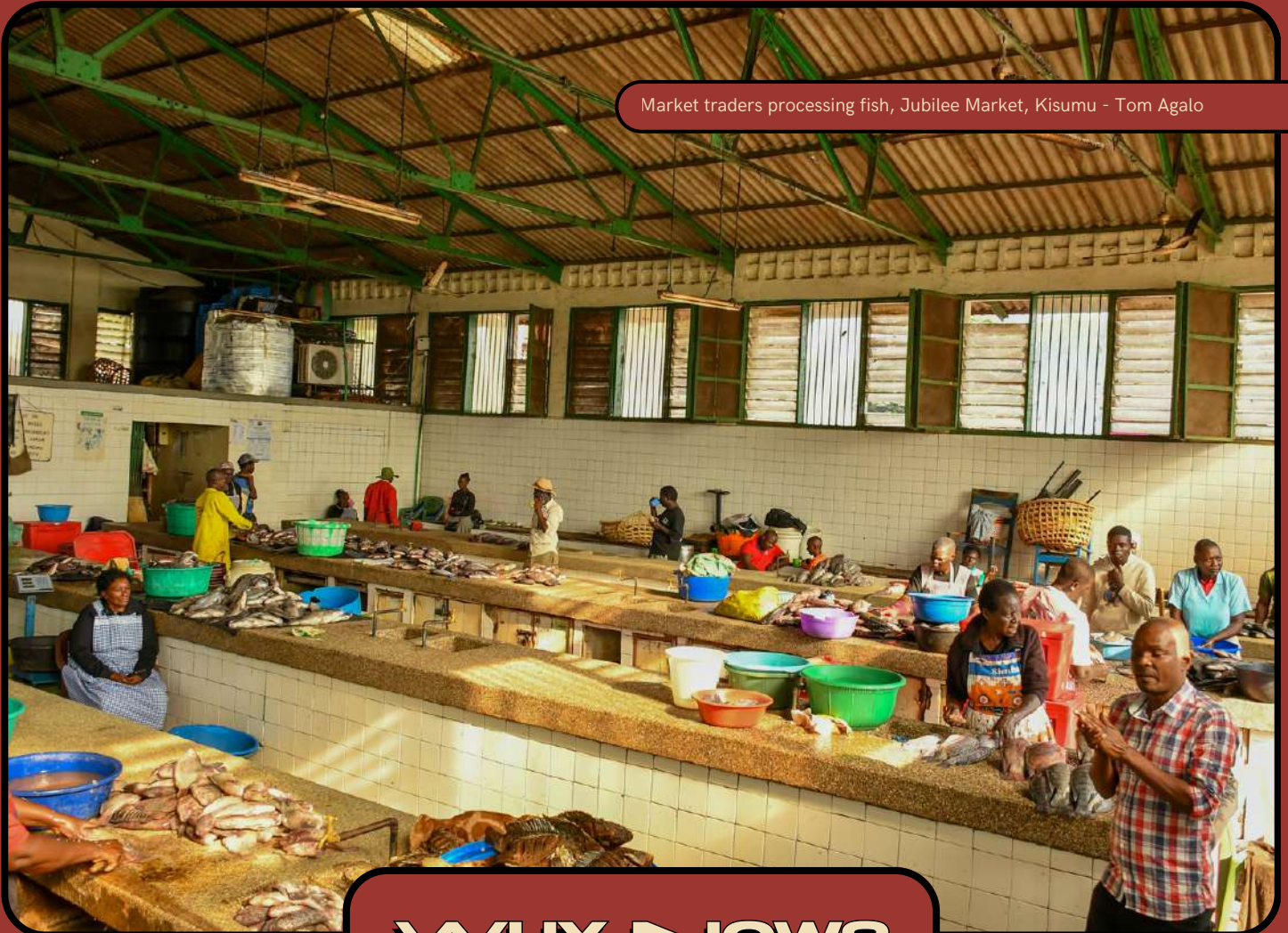
How can we reimagine the space that she operates in, the infrastructure that serves her and the way food moves through the market, in a way that centres the dignity and daily needs of traders like Wanjiku, while creating a resilient and productive environment for all?





Trader watching over their stall, Wakulima Market, Nairobi - Denzel Ochieng

Market traders processing fish, Jubilee Market, Kisumu - Tom Agalo



WHY NOW?

This competition invites designers to reimagine Kenya's fresh produce markets as resilient, well-managed civic infrastructure that supports healthy and affordable diets, local economic development, and a thriving urban life. **Organised in partnership with ICLEI Africa and in collaboration with C40 Cities**, the competition focuses on two case studies: Wakulima Market in Nairobi and Jubilee Market in Kisumu.

Wakulima Market and Jubilee Market represent two distinct yet interconnected examples of Kenya's fresh produce market network. Located within rapidly growing urban centres, both markets play a critical role in supporting food distribution, livelihoods, and everyday community exchange. However, their

existing conditions reveal common challenges faced by traditional markets across the region, including ageing infrastructure, inefficient servicing, constrained public space, and the need for more effective management systems.

The competition challenges designers to envision the next generation of Living Markets through scalable, modular, and adaptable design approaches.

Rather than replacing the existing character and social networks present in the markets, proposals should explore how targeted architectural interventions can work to incrementally improve market operations, climate resilience, food flows, waste management, logistics, and user experience.

Ideas generated through the competition will contribute to ICLEI Africa's ReMark Initiative and the C40 Thriving Food Systems Accelerator, supporting new and creative approaches to sustainably upgrading markets across the region.



Fish at the Fish Market, Jubilee Market Complex, Kisumu - Tom Agalo

FOOD IS URBAN

Food is increasingly urban.

Today, over 70% of global food production is consumed in cities, while almost 80% of the world's population lives in urban and peri-urban areas ([HLPE-FSN 2024](#)).

Cities are therefore no longer simply the endpoint of food supply chains - they are the principal arenas where food security, nutrition, livelihoods and sustainability challenges converge.

Further, more than three-quarters of the world's food-insecure population now lives in urban and peri-urban areas, making cities central to achieving global food system transformation ([HLPE-FSN 2024](#)).

Over the next 25 years, cities in the region will be required to roll out food distribution and retailing systems to an additional 700 million people ([OECD 2025](#)).

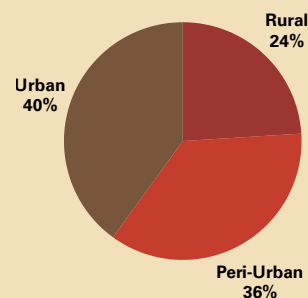
The ability to match this unprecedented urban population growth with a relative build out of critical urban food infrastructure - such as food markets - will play a definitive role in shaping Africa's urban food environment. Similarly, the infrastructure built (or not) over this period is likely to set the course of the food system for many generations that follow.

At the same time, cities in the region are at the forefront of climate disruption, experiencing severe impacts like droughts, floods, heatwaves, and erratic rainfall that repeatedly disrupt food production and distribution, exacerbating food insecurity and existing inequalities ([UN-Habitat 2024](#); [WMO 2023](#); [Ansah et al. 2024](#)).

Retrofitting food infrastructure for climate resilience is therefore no longer optional - it is fundamental to securing urban food systems.

In Africa, around 80% of food moves through traditional food markets. Yet many continue to operate within ageing infrastructure that limits food safety, resilience and economic performance. The opportunity is therefore not to replace these established trading hubs, but to transform them into the next generation of urban food infrastructure through strategic retrofits, climate-responsive design, digital technologies and improved management.

By building on the trading networks that already sustain African cities, targeted upgrades can deliver healthier food environments, stronger local economies and more resilient urban futures.



Percentage of population suffering from food insecurity worldwide - Food and Agriculture Organization of the United Nations (FAO). (2023).



Traders sort a delivery of pineapples, Wakulima Market - Denzel Ochieng

ALONGSIDE SUPERMARKETISATION

To meet the demand of food distribution, municipal administrators are called on to plan, build and manage challenging retail environments without adequate funding, enabling policy or staffing capacity ([Metelerkamp & Murgatroyd 2026](#)).

At the same time, large property developers and multinational supermarket chains increasingly give local governments the option to outsource the problem by simply providing planning approval to malls and supermarket developments in return for the promise of a 'cleaner modern city' and long-term revenue streams from property rates and taxes ([Hannah et al. 2022](#)).

Viewed from this perspective it is easy to understand the institutional logic leading to international supermarket chains gaining increasing traction ([Blekking et al. 2023](#)).

However, it is important for cities to look towards the longer term vision, and consider what will truly be lost should supermarkets come to dominate the food environment.

Traditional food markets provide a wide range of economic, social, cultural, and public health benefits ([Hannah et al. 2022](#)). They support local livelihoods, generating three times as many jobs per currency unit spent than large supermarkets ([Greenberg 2015](#)), and provide vital lifelines for smallholder farmers ([Maxwell, 2000](#)).

Crucially, they safeguard public health by supplying fresh, minimally processed foods at affordable prices ([Demmler et al. 2024](#)), whereas supermarkets are increasingly linked to ultra-processed diets ([Popkin & Ng 2022](#)).

Current market challenges such as congestion and poor

sanitation, stem from decades of municipal underinvestment rather than systemic failure. Replacing these spaces would be a major socio-economic mistake. The future of urban food security is not 'traditional versus modern'; it is a hybrid civic model.

By upgrading existing infrastructure, cities can merge the operational efficiencies of supermarkets with the accessibility, local wealth retention, and community resilience that only traditional markets provide.



Popular Kenyan Supermarket chains

Naivas, Mombasa, Bizna Reporter



WHITE ELEPHANTS

Across Africa and other rapidly urbanising regions, ambitious market **redevelopment projects have too often resulted in costly, underutilised facilities**, commonly referred to as "white elephants."

In an attempt to decongest the urban centre and modernise food systems, multi-million dollar markets are built on the outskirts of the city with the expectation that traders will relocate. These new markets are often built without sufficient consultation, or consideration of transport networks, consumer demand and trading patterns that are set by generations of urban life - and thus they stand empty.

This highlights an important lesson: **successful markets are not defined by their buildings alone, but by the social, economic and operational systems they support.**

Designing thriving markets therefore requires an understanding of how infrastructure, governance, logistics and community needs to work together to create places that are active, resilient and financially sustainable.

The redevelopment of Wakulima Market in a nearby area of Nairobi city centre illustrates this challenge. While the creation of a new modern market facility sought to improve trading conditions and provide better infrastructure, traders resisted relocating, not wanting to leave behind their established networks of trade.

Questions around accessibility, customer flows, and the continuity of existing trading relationships demonstrate that successful market transformation requires more than new buildings alone.

In contrast, the redevelopment of Zando Central Market in Kinshasa demonstrates the potential of an approach rooted in adaptation and integration.

By redeveloping the existing market space, the project sought to strengthen an existing urban institution by improving infrastructure, servicing, climate responsiveness, and operational capacity while maintaining its role within the city's economic network.

Together, these examples highlight the importance of designing with markets rather than simply designing new markets.

Future market interventions should prioritise retrofit, incremental upgrading, and user-centred approaches that enhance existing systems while allowing them to evolve.



Zando Central Market, Kinshasa: a successful market upgrade by THINK TANK Architecture



Machinga Market Complex, Dar es Salaam: an underutilised multi-level market complex



Zando Market Reopening in Kinshasa, Democratic Republic of Congo, THINK TANK



Traders empty waste water into municipal drain, Jubilee Market Complex, Kisumu - Tom Agalo

THE BRIEF

Entrants are challenged to envision how Wakulima Market in Nairobi or Jubilee Market in Kisumu can evolve into **future-ready Living Markets through a series of scalable, modular interventions**. Proposals should identify the key elements required to upgrade existing market infrastructure and demonstrate a practical pathway for implementation over the next five (5) years.

Reimagining one of these markets, participants should explore how existing trading networks and market systems can be strengthened through improvements to food safety, sanitation, waste management, climate resilience and logistics. Participants are encouraged to envision markets as more than just trading places, and to see them rather as urban destinations where culture, recreation, and public participation come to life - spaces where the city meets.

Submissions should demonstrate:

1. A **future vision** for the selected market and its spatial transformation (**site plan**).
2. A modular toolkit of **at least three** upgrade elements that can be adapted and scaled.
3. A phased **implementation strategy** for municipal delivery **over five (5) years**.



Traders sorting fruit, Wakulima Market, Nairobi - Denzel Ochieng

SITES

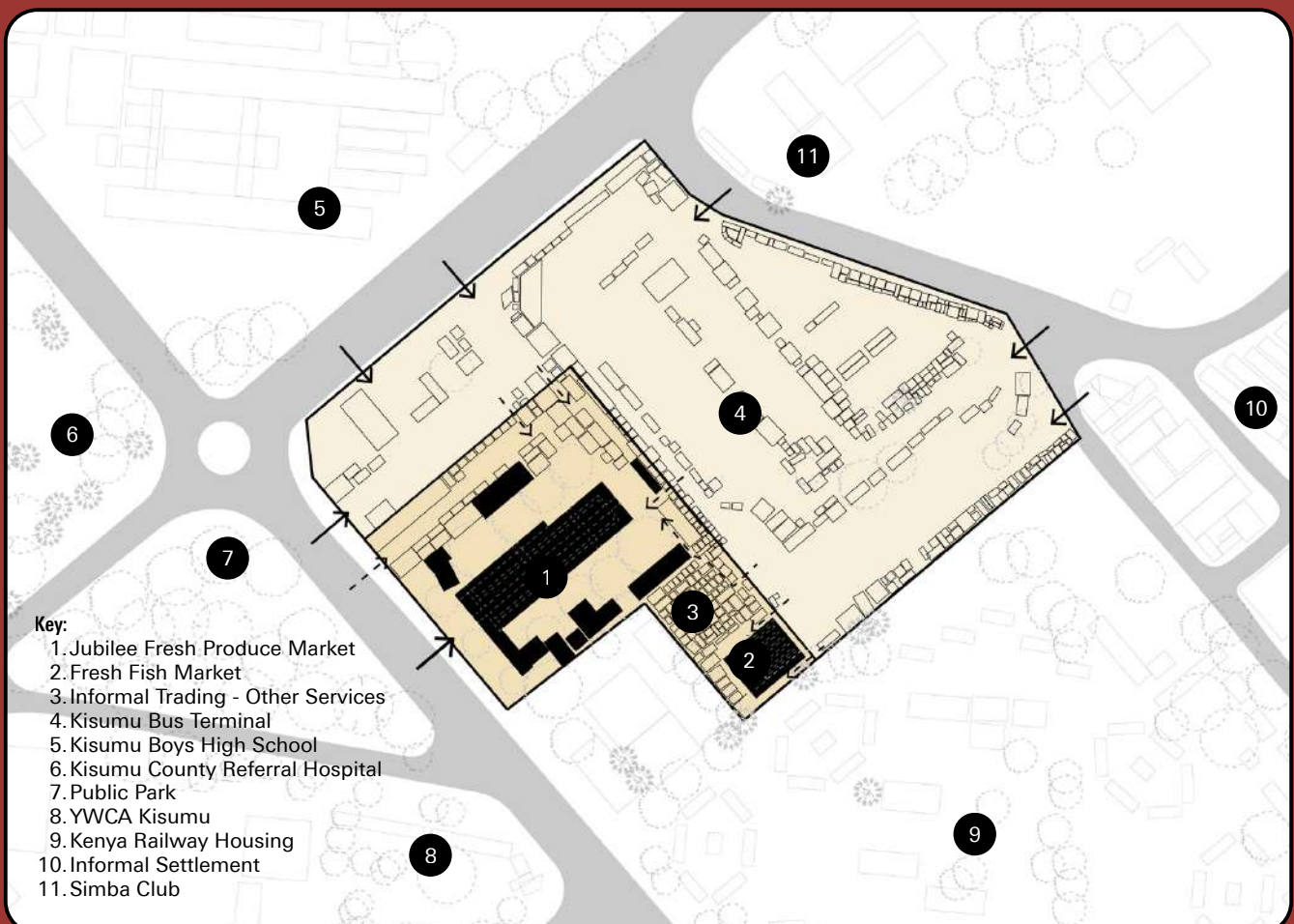
JUBILEE MARKET

Located in the centre of Kisumu, Jubilee Market has served the city for almost 90 years and remains one of its most important public trading spaces. Operating daily, the market functions as a hybrid retail and wholesale facility, connecting regional producers with local retailers, traders, and consumers. Occupying approximately 9,230 m² and supporting around 3,000 vendors, the market accommodates an exceptionally diverse mix of activities, from fresh fruit and vegetables, fish, meat, and staple foods to cooked meals, clothing, household goods, and everyday services. Its diversity reflects the market's role as both a food distribution hub and a centre of community life.

While Jubilee Market continues to play a vital role within Kisumu's urban economy, its infrastructure has struggled to keep pace with growing demand. Challenges include inadequate drainage and flood management, limited waste separation systems, a lack of cold storage, insufficient sanitation facilities, and trading environments that do not consistently support food safety. Congestion is another major issue, and the City of Kisumu has thought of building a second-storey level onto the enclosed market area to increase trading space.

The competition presents an opportunity to rethink the existing single-storey market through modular interventions and elevated trading areas, to improve trader facilities, food flows and climate resilience, while reinforcing the market's role as an accessible civic destination at the heart of the city.

SITE MAP



IMAGES AND 3D MODELS OF THE JUBILEE MARKET COMPLEX ARE AVAILABLE IN THE COMPETITION INFORMATION PACK

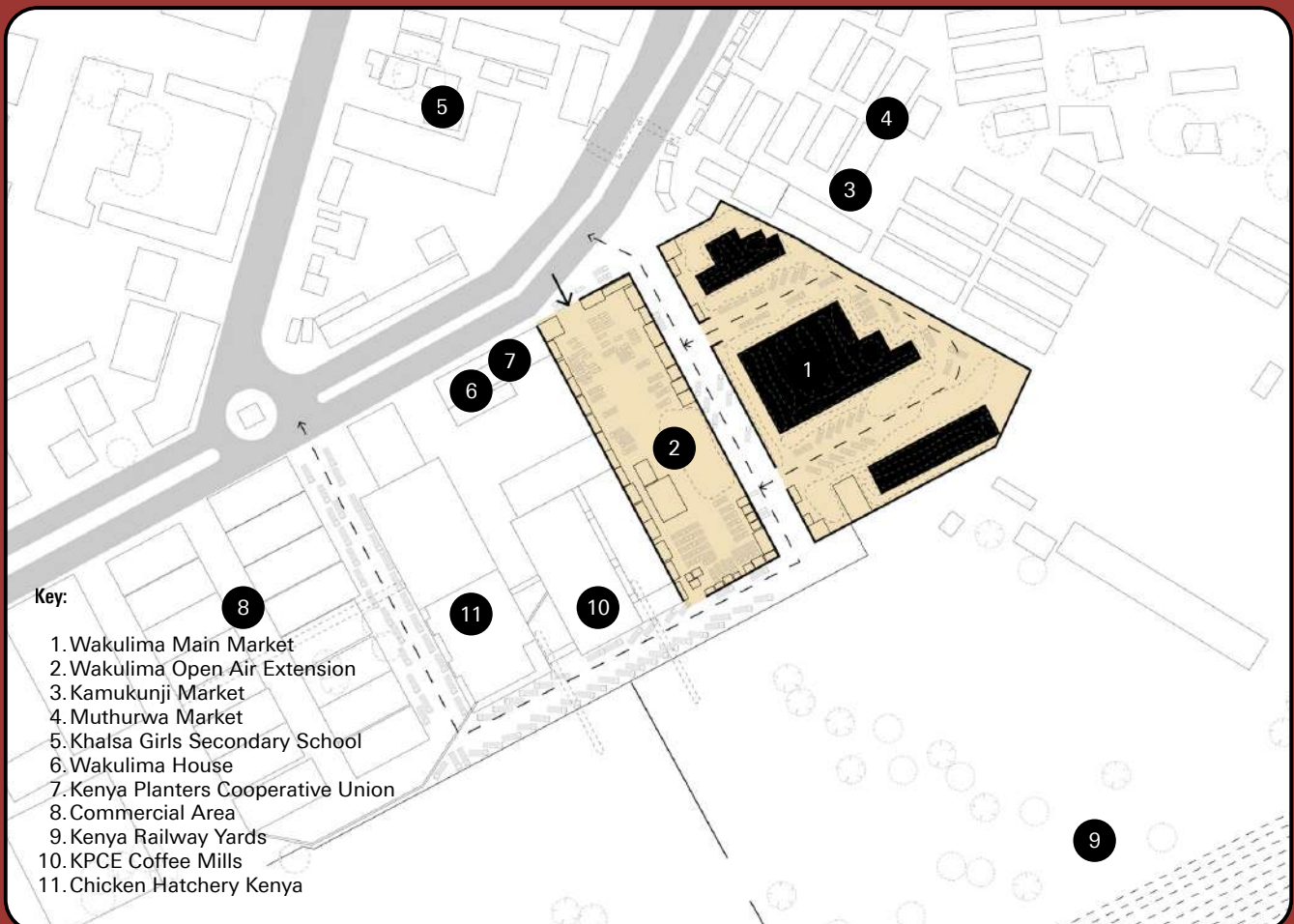
WAKULIMA MARKET

Located on the edge of Nairobi's historic city centre, Wakulima Market has been one of Kenya's main wholesale fresh produce markets since opening in 1967. Operating daily, Wakulima market functions as a hybrid wholesale and retail market, handling large volumes of tomatoes, onions, potatoes, cabbages, bananas, leafy vegetables, and other fresh horticultural produce through an extensive network of producers, transporters, wholesalers, and informal traders. The market serves as a critical node within the city's food system, supplying fresh food to restaurants, households and traders in smaller retail markets within and beyond Nairobi county.

While Wakulima market was originally developed to accommodate 300 to 1,200 traders, today it accommodates a heavily congested population of nearly 5000 to 7000 traders. The market features a central indoor hub surrounded by highly congested, informal spilling zones, walkways and feeding streets completely taken over by traders. Located along Haile Selassie Avenue, it sits tightly next to Nairobi central railways and Machakos bus station, both major transit corridors triggering extreme vehicular and pedestrian gridlock.

Decades of escalating commercial activities, and an increase in food vendors at Wakulima market have outpaced its original design capacity, creating critical infrastructural challenges. Chronic congestion, limited loading spaces, constrained access, inadequate sanitation, and inefficient waste management systems continue to affect the efficiency of market operations. This has led to wakulima market being one of the contributors to food losses exceeding 30–45%, with 400 tonnes of organic waste going unmanaged every day, and 250,000 informal workers lacking basic social protection. While new markets are in development to accommodate future growth and decongestion of Wakulima Market, challenges surrounding relocating traders prove that their established trading networks and customer loyalties cannot be easily moved or replaced.

SITE MAP



IMAGES AND 3D MODELS OF THE WAKULIMA MARKET AVAILABLE IN THE COMPETITION INFORMATION PACK

THINKERS

Design for Retrofit

This begins with what already exists, following a market's flow of food, waste, and carts rather than fixing stalls to a footprint. Spillover, trading beyond planned capacity, is a design condition, not an exception.

Professionalise Without Displacement

Architecture can improve management and food safety without disturbing the informal networks that give a market its edge over supermarkets, sustaining food cultures against rapid urbanisation. Whether meeting place or financial engine, professionalisation must protect that civic anchor, not trade it for efficiency.

Build for Change

A market is never finished: interventions should expand, adapt, and replicate as trade evolves. A toolkit that only performs at planned capacity has already failed.

Design for Everyday Resilience

Good design responds to the market as used, exposed to climate, heavy daily use, and shifting trade. Detail should work at the scale of the mkokoteni, the handcart every trader relies on.

Think Beyond the Building

A market is an urban system, built as much by the inherent patterns and behavior of people, food flows, transport networks and public uses as it is by walls and roofs. Food sits at its centre, sustaining the relationships between traders, customers, and city.



Jubilee Market Complex, Kisumu - Tom Agalo

POINTERS

Food Court

Dedicated infrastructure for the preparation and sale of cooked food.

Public Amenities

Complementary facilities that expand the market's role as a civic and community hub, for example ATMs, community hall, civic offices, cultural and entertainment space, and community kitchens.

Waste Management

Food rescue, segregated waste collection, centralised storage, organic waste treatment, and safe waste logistics. Design for organics, dry recyclables, and unrecyclable waste.

Toilets and Handwashing

Accessible, hygienic and adequately distributed toilets and handwashing facilities for traders, workers, and customers, with reliable water supply, drainage, cleaning, and maintenance.

Cold and Dry Storage

Shared cold and dry storage suited to trading patterns to reduce food loss and improve food safety, including solar-powered refrigeration, and ice production.

Parking and Delivery Zones

Defined areas for customer parking, loading, unloading, and deliveries. Service movements should be separated from pedestrian areas where possible, with access for carts, delivery vehicles, and waste collection.

Childcare and Play Areas

Safe, accessible spaces for childcare and play where appropriate, with consideration for shade, visibility, sanitation, and separation from vehicles and service areas.

Climate Responsiveness

Design for heat, rainfall, flooding, ventilation, shading, and energy use, while intercepting organic waste through food rescue, composting, biodigestion, and other treatment systems.

Security, Fencing and Lighting

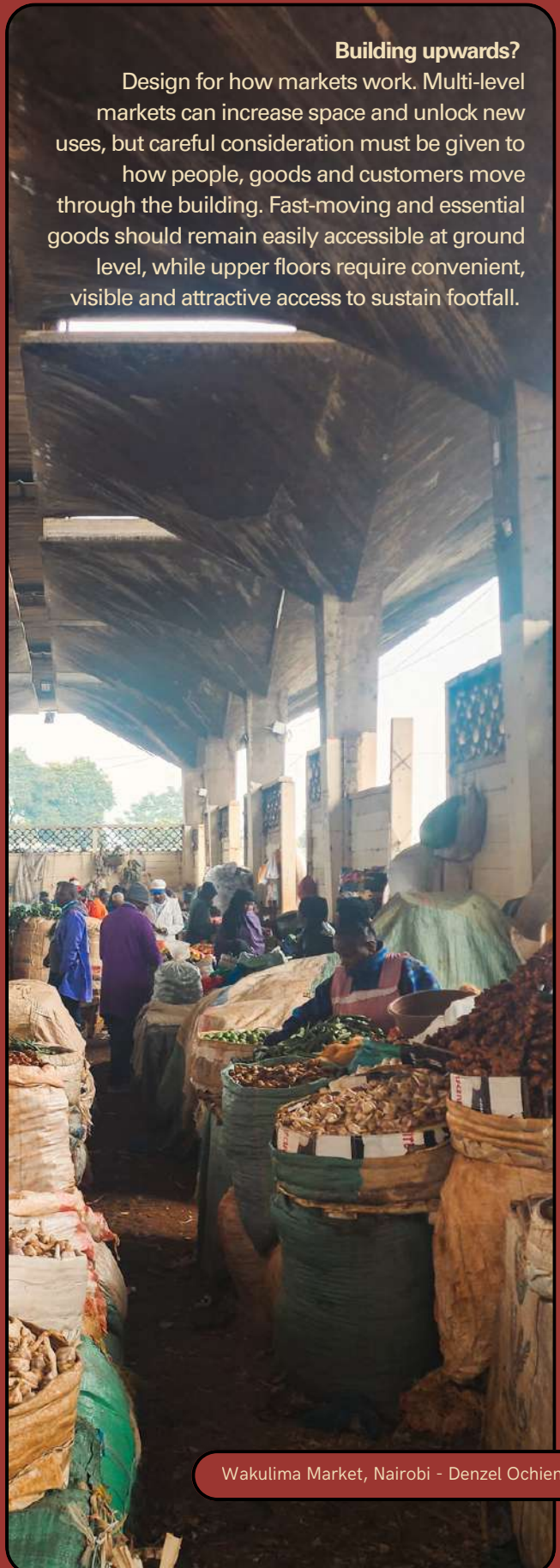
Appropriate fencing, controlled access, lighting, passive surveillance, and defined pedestrian and service routes to protect traders, customers, goods, and equipment without unnecessarily restricting access.

Water and Drainage

Reliable water supply and drainage throughout the market, supporting washing, food preparation, sanitation, stormwater, flood management, and wastewater removal, with systems accessible for cleaning and maintenance

Building upwards?

Design for how markets work. Multi-level markets can increase space and unlock new uses, but careful consideration must be given to how people, goods and customers move through the building. Fast-moving and essential goods should remain easily accessible at ground level, while upper floors require convenient, visible and attractive access to sustain footfall.



Wakulima Market, Nairobi - Denzel Ochieng



Mkokoteni ready to move trader produce at Wakulima Market, Nairobi - Denzel Ochieng

PARTNERS

ICLEI AFRICA



ICLEI Africa works with local and regional governments across the continent to build more sustainable, resilient and inclusive cities. Through the African City Food Centre, we support cities to transform their food systems by strengthening the infrastructure, governance and financing that underpin healthier and more resilient urban food environments. Fresh food markets are a key focus of this work. We work alongside city governments, market authorities, traders and other stakeholders to understand how markets function and to develop practical, context-specific solutions that improve their long-term performance. Our support ranges from the physical retrofitting and upgrading of market infrastructure to strengthening market governance, financial management and revenue systems, including digitalisation and improved data collection. Through ReMark, our emerging financing initiative, we are also working to unlock and channel investment into climate-smart, inclusive and financially sustainable market upgrades. By combining technical assistance, institutional strengthening and innovative financing, we aim to support cities to move beyond one-off infrastructure projects towards markets that are economically vibrant, well-managed, responsive to their users and capable of delivering lasting social, environmental and economic benefits. The designs generated through this competition will also help inform ReMark's approach to future market investments, providing practical and inspiring models that can be adapted and applied across African cities.

IN COLLABORATION WITH

C40

C40
CITIES

C40 is a network of nearly 100 mayors of the world's leading cities, working together to deliver the urgent action needed to confront the climate crisis and create a sustainable, livable future. In a landmark move for urban climate leadership, Nairobi has signed the C40 Thriving Food Systems Accelerator, committing to a bold, forward-thinking vision: the comprehensive transformation of 10 major city markets over the next seven years. This is not just an upgrade; it is a strategic urban investment. By reinventing these essential civic spaces as climate-resilient, expertly managed infrastructure, Nairobi is turning overlooked urban assets into high-impact solutions for food safety and food waste reduction. Markets are on the front lines of the climate fight. As significant sources of organic waste and methane emissions, their evolution is critical to our global strategy. C40 is championing this initiative to prove that sustainable market design can deliver immediate, scalable wins for both people and planet. Through this competition, we are calling for visionary, aspirational designs that will serve as the blueprint for future urban revitalisation. Join us as we redefine what is possible—where cities lead the way in building the resilient food systems our future depends on.



Urko — Ar —
Sánchez chitects



Open Waste Burning at Jubilee Market Complex, Kisumu - ICLEI Africa

EVALUATION OF SUBMISSIONS

The success of competition entries will be evaluated based on their clarity and interpretation of the brief, with an emphasis on the scalable, modular and aspirational aspects of the design. Entries should be visually expressive, with a few clear, concise drawings and supporting visual evidence. Participants should follow the format presented in the Submission Layout.

To visualise your ideas, sketches, renders, digital drawings, paintings, Photoshop, and any other artistic mediums are welcome.

The judges will assess the entries based on their ability to meet the requirements of the brief.



SUBMISSION LAYOUT

Participants are asked to produce x2 A2 portrait panels. The first should present a future vision for either Wakulima Market (Nairobi) or Jubilee Market (Kisumu), while the second should focus on the upgrade elements that demonstrates how the proposed transformation could be implemented over time.

PANEL A	PANEL B
Develop a vision for a future traditional food market on one of the chosen sites.	Design and detail a modular market upgrade that forms part of your proposal. Demonstrate how the element can be replicated and implemented.

594 mm

421 mm



TEXT
Describe your proposal with a Project Title and 300-word description.

SUBMISSION CRITERIA:

- Two A2 portraits in 1 PDF file format.
- 300-word text description of the project filled in on the portal.
- File names (A2): Team number_panels (e.g. LM35_panels)
- File sizes below 10MB



PRIZES

\$ 2000

1st team

\$ 1500

2nd team

\$ 1000

3rd team

+ 7 Honourable Mentions

Ideas generated through the competition will contribute to ICLEI Africa's ReMark Initiative and the C40 Thriving Food Systems Accelerator, supporting new and creative approaches to sustainably upgrading markets across the region.

Awarded projects will be shared via the NowNow Design Competition online platforms and associated architecture magazines and digital publications. All the finalists will be published on:

www.nownowcompetition.com | [Instagram](#) | [LinkedIn](#)

SUBMISSION

1. Additional Information: Each competition entry should have a project description of a maximum of 300 words to be submitted on the upload portal.

2. Registration: Participants must register for the competition submission on the official NowNow website (www.nownowcompetition.com) before submitting any entries. This ensures that the participant's submission will be considered valid and eligible for evaluation.

3. How to submit: Find the respective submission upload link on the NowNow website (www.nownowcompetition.com). Once on the website, participants should select the relevant competition, then click "Upload Proposal."

4. Disclaimer: Participants should not include any personal information that could give away their identity or risk disqualification. Participants are to place their provided competition code on each submitted panel in the bottom-right corner, ensuring it is clearly visible.

DO'S & DONT'S

- Participants may submit only one entry. Entries must be original and not previously published.
- The competition organisers reserve the right to use the winning designs for promotional and marketing purposes.
- Additional FAQ's can be found on our website (www.nownowcompetition.com). If you still haven't found what you are looking for, please contact us at info@nownowcompetition.com

REGISTRATIONS OPEN:
SEPTEMBER 01, 2026

REGISTRATION DEADLINE:
FEBRUARY 21, 2027
24:00 CAT

SUBMISSION DEADLINE:
FEBRUARY 28, 2027
24:00 CAT

WINNERS ANNOUNCEMENT:
MARCH 31, 2027



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- Business cards, flyers & posters
- Cyber Services

Jubilee market
Opp. Old park
0757816515

PURE HAIR STUDIO
KINYOZI & NAILS SPA
SISTERLOCKS, DREADLOCKS, BRAIDING, ETC. TEL: 0702978912 / 0737001821

Hair Salon, Jubilee Market Complex, Kisumu - Tom Agalo

T'S & C'S

1. The competition is accessible to any individual, whether you are a student, architect, designer, urbanist, engineer, artist, maker, activist, or anyone intrigued by the realms of design and architecture. Participants must be a minimum of 18 years old.

2. Entrants have the option to participate in the competition either individually or as part of a team. Teams are allowed to consist of individuals from diverse nationalities and age groups, but all team members must be at least 18 years old.

3. Entrants are obligated to adhere to deadlines, procedures, fees, and submission requirements before the competition deadline. The NowNow Competition assumes no responsibility, under any circumstances, for any technical difficulties or web malfunctions.

4. All relevant information can be downloaded from the NowNow Competition's website. Any and all additional competition related materials / documentation shall be sent to the entrant within 2-3 working days of their successful registration to the competition. To access and utilize this additional content, entrants must settle the registration fee, granting them a unique identification code. The registration fee, established according to the competition schedule, stays the same regardless of the team size.

5. Paying a single fee provides the participant or team with a personal identification code associated with the submission of one project. To obtain extra submission codes and, consequently, submit additional projects, additional fees must be paid.

6. Accepted payment methods include: Paystack, PayPal & bank transfer.

7. Prizes are determined without consideration for the team's size. The NowNow Competition covers all commissions imposed by its bank for prize payments. However, any commissions charged by the winner's bank or currency exchange fees are the sole responsibility of the winner. Prizes will be granted following the verification of the winners' identity and upon their signing of a self-declaration confirming full acceptance of all the Terms and Conditions of the competition.

8. The jury consists of independent and impartial experts. The jury's decision is solely based on the evaluation criteria of the competition and it is to be not subject to challenge under any circumstances. Participants agree not to dispute the decision or the jury's evaluation. If any member or members of the jury withdraw, the NowNow Competition will replace them with new members who are equivalently qualified and impartial.

9. The NowNow Competition bears no responsibility for any potential shortcomings in project execution. It is essential to note that the jury's evaluation and the awarding of a prize should not be construed as an assessment of the project's adequacy or technical feasibility in any way.

10. The NowNow Competition is not obligated to provide participants with explanations regarding the competition decisions or results.

11. Participants are prohibited from publishing their submitted materials before the official announcement of the winners.

12. Under no circumstances are participants allowed to make inquiries to the jury about the competition.

13. Any team or individual found to be in violation of the Terms and Conditions during or after a competition may have their rewards, publications, or any other outcomes of the competition revoked at any time.

14. The prizes are disbursed through bank transfer or PayPal. To receive the prize, whether as an individual or a legal entity, the winner must complete a declaration acknowledging receipt of the prize. Consequently, it is not feasible to request an invoice.

15. The submission of projects and/or winning the competition does not establish any form of professional commitment or relationship between the participants and the NowNow Competition.

16. The NowNow Competition reserves the right to alter the competition's dates, the composition of the jury, or the methods for project submission. Any changes will be communicated through the NowNow Competition's media channels at least 48 hours before the submission deadline via email.

17. In any case, these Terms and Conditions do not constitute an offer to the public.

18. Upon registering on the NowNow Competition's website, participants declare their full and unconditional acceptance of all the Terms and Conditions of the competitions without any exceptions.

19. The NowNow Competition reserves the right to modify the Terms and Conditions and any other rules without prior notification. Additionally, the Terms and Conditions and any other rules may be waived by special rules specific to individual competitions.

20. The NowNow competition operates in English by default. Any translation may be requested upon special request

Ineligibility Rules

1. Any blatant infringement of the NowNow competitions Terms and Conditions.

2. Submitting material, content or information relevant to the competition through a method different from the one specified in the submission requirements.

3. Submitting material after the submission deadline has passed.

4. Naming a file in a manner that deviates from the specifications outlined in the submission requirements.

5. Submitting panels that include any reference to the identity of entrants (e.g., name, office, university).

6. Submitting layouts that include text not written in English.

7. Submitting any material that does not align with the competition principles or is deemed incomplete.

8. Submitting a project that significantly deviates from the overarching goals, brief or purposes of the competition.

9. Entrants having a familial connection within the second degree or a direct professional relationship with any of the jury members at the time of the competition and/or within the two preceding years.

10. Submitting a project that is neither new nor original, and not the result of the intellectual effort of the entrants, meaning it does not belong to them.

11. The NowNow Competition evaluates projects solely based on technical and objective criteria. Projects not meeting the specified requirements or falling under the outlined cases are automatically rejected. Disqualified projects won't be considered or evaluated by the jury, and entrants or teams won't receive any refund.

12. By agreeing to the Terms and Conditions, entrants explicitly confirm that they do not meet any of the stated eligibility criteria

