



# ANTIMICROBIAL RESISTANCE SYMBOL



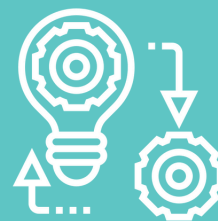
BE A CHANGE MAKER



Craft  
your own symbol



Wear it  
proudly



and raise awareness  
about antimicrobial resistance

# ANTIMICROBIAL RESISTANCE SYMBOL

[www.eu-jamrai.eu](http://www.eu-jamrai.eu)

@EUjamrai

## ABOUT EU-JAMRAI2

EU-JAMRAI2 is the second edition of the European Union Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections that brings together 128 partners and more than 40 stakeholders. Our mission is to foster synergies among EU Member States by developing and implementing effective One Health policies to fight the rising threat of antimicrobial resistance and to reduce healthcare-associated infections.

## A SYMBOL TO RAISE AWARENESS

Medication resistant microbes are a global health threat and one of the biggest challenges we face, but a lot of people don't know about it. We need to change that!

EU-JAMRAI called to action individuals from all over the world and organised a design contest to find the first global symbol that represents the threat of antimicrobial resistance.

## THE CONTEST



> 600.000 people reached



600 applications



From 44 countries



A multidisciplinary and  
multisectoral jury



1 winner

ANTIMICROBIAL  
RESISTANCE  
SYMBOL

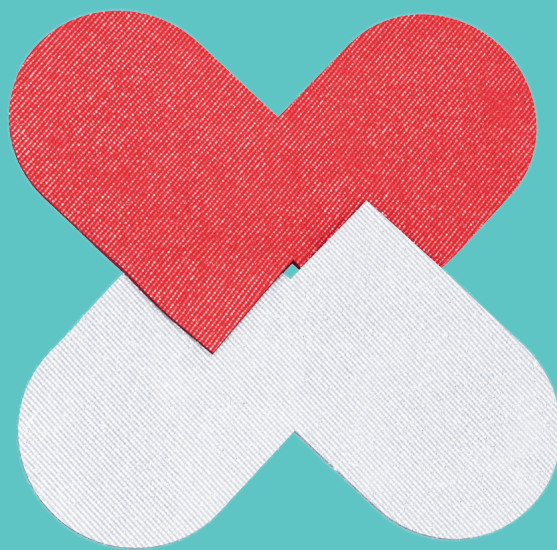
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We were looking for something tangible,  
that anyone, anywhere,  
could make at home and wear proudly

**A SYMBOL:**

Easy and cheap to produce  
Conveying the message of antimicrobial resistance  
Original and not based in any pre-existing design



By David Ljungberg

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## THE WINNER

David Ljungberg



David Ljungberg is a Swedish Product Designer and Art Director working in the fields of medtech, energy and circular economy. With multiple awards for his work in advertising he now specializes in user-centered design that bridges the communication gap between science and the general public.

## THE CONCEPT

*"Although the issue itself is on a microbe level, the symbol itself has to represent something that the general public can relate to. Rather than being scientific showing microbes/phages it has to convey care, medicine and movement. Which is why the symbol is comprised of the iconic shape of a medicine capsule, the shape of a heart, and the shape of a bandaid (can also be read as an X or a cross). The heart tells us we need to care, the capsule sets the theme, and the bandaid tells us we need to fix it. Together they convey a strong message to rally behind, while keeping a very simplistic yet powerful shape".*

David Ljungberg



Capsules  
set the theme



Hearts  
tell us we need to care



Band-aids  
tell us we need to fix it

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## HOW TO CRAFT IT AND WEAR IT

### Materials:

Any material can be used: paper, fabric, epoxy, etc.

### The process:

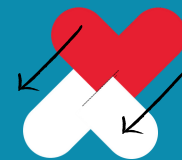
1. Cut out a white heart and a red heart
2. Cut a small slit in the side of both shapes
3. Flip one of the shapes around and slide them together
4. Put a safety pin and wear it

(Templates available on our website)

### Craft your symbol



Simple  
shape



Slide  
together



Final  
symbol



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## CONTACT

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MORE INFO, PROMO MATERIALS AND TEMPLATES HERE