

E A C A
care
A W A R D S

ENTRY RULES & PROCEDURES 2010



For European Social
Marketing Campaigns

Recognising excellence in promoting care for people,
resources and the environment

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ABOUT THE EACA CARE AWARDS

The EACA Care Awards for European Social Marketing Campaigns recognise excellence in promoting care for people, resources and the environment.

Judged by a panel of Members of the European Parliament, these Awards aim to recognise excellence in social marketing as part of EACA's overall commitment to promote Corporate Social Responsibility. The main aim of this annual ceremony is to highlight the advertising industry's specific contribution to society by selecting and celebrating the most successful social marketing campaigns

Thomas Mann, Member of the European Parliament (EPP) will chair the EACA Care Awards 2010.

The jury will comprise:

- Additional MEP's
- Media Representatives:
- Agency Representatives:
- Stakeholder Representatives:

The Awards cover subjects such as public health, environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar topical public issues.

The judging as well as the initial announcement of the winners and the presentation of the prizes is to take place at the European Parliament in Brussels.

Entries will also be entered into the ACT Responsible Online Gallery and eligible for selection for the ACT World Tour.

The key dates for the **EACA CARE AWARDS 2010** are:

- | | |
|---------------------------------------|---|
| 1 December 2009 – 2 April 2010 | - Call for Entries |
| 27 April 2010 | - Judging at European Parliament |
| 23 June 2010 | - Award Ceremony at European Parliament |

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ENTRY PROCEDURE

To enter your campaign, follow these four steps:

1. Fill in your administrator details, campaign details and a short text which describes your campaign. We will only accept online entries.
2. Go to the payment page, fill in the online entry invoice and pay.
3. You will automatically receive a confirmation email with your login details.
4. Use these login details to return to the site in order to upload your media files.

ENTRY FEE & PAYMENT

Entry Fee € 300

Prices do not include VAT and bank charges.

You can pay online straight away by credit card

Entries received after 2 April will not be taken into consideration.

Entry fees are non-refundable.

Each entry fee includes:

- entry processing
- judging
- one trophy per winner
- automatic inclusion in the ACT Responsible Online Gallery and eligibility for selection in the ACT Responsible World Tour.

In exceptional circumstances and by prior arrangement only, payment may be made by cheque or bank transfer:

Bank details: European Association of Communications Agencies s.c. (EACA).
Fortis Bank, Rue des Begonias 5-7-9, 1170 Brussels, Belgium
Account No. 210-0274000-27
Swift: GEBA BE BB 36A
IBAN: BE48 2100 2740 0027
VAT No. BE 0422.332.060



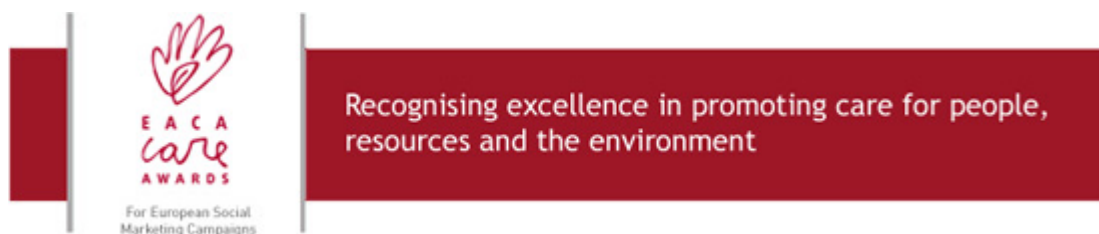
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RULES

- 1.) The competition is open to any agency, media owner, company, organisation, or association.
- 2.) You may enter as many campaigns as you like. Each entry requires payment of a separate entry fee.
- 3.) Entries can be paid online by credit card, or by bank transfer (see payment details for further info).
- 4.) Campaigns must have run in one European market between 1 January and 31 December 2009.
- 5.) A case may be entered in one category only. The jury and organisers reserve the right to change a case to a more appropriate category.
- 6.) Each entry should be submitted in English although the creative work may be in any European language. Campaigns not in the English language must be accompanied by a complete translation and all creative material must be translated into English.
- 7.) Any campaign can be submitted and all disciplines are welcome.
- 8.) The length of the submission is limited by the entry form format.
- 9.) Creative material must be uploaded in high resolution.
- 10.) It is suggested to upload your material well before the due date to avoid any possible system bottlenecks due to high traffic. The organisers will not be held liable for any cases received after the due date.
- 11.) Entrants are required to complete & submit their entry by the closing date (3pm (GMT +1hr), **2nd April 2010**).
- 12.) Campaigns or organisations appearing to Greenwash¹ or Greensheen² respectively will be automatically disqualified from both competitions.

¹ **Greenwash** - the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

² **Green sheen** - organisations which attempt to appear as though they are adopting practices beneficial to the environment.



CATEGORIES

There are 6 categories in which a case may be entered.

1 Non-profit Organisations and Non-governmental Bodies

An organisation which exists for educational or charitable reasons and from which its shareholders or trustees do not benefit financially.

An organisation created by private persons or organisations with no participation or representation of any government.

2 Government Bodies and Related Organisations

An organisation that is the governing authority of a political unit, the ruling power in a political society and the apparatus through which a governing body functions and exercises authority.

3 Local and Regional Authorities

Government departments which make decisions on a local or regional level e.g. ministries, district, borough or city councils, regional development agencies.

4 Public and Private Sector Businesses

Any business which provides goods or services to a portion of society controlled by national, state, provincial or local governments e.g. waste management, water management, health care, security services and shelters.

Any business or organisation that is not part of the government or state bureaucracy and which produces and distributes goods or services.

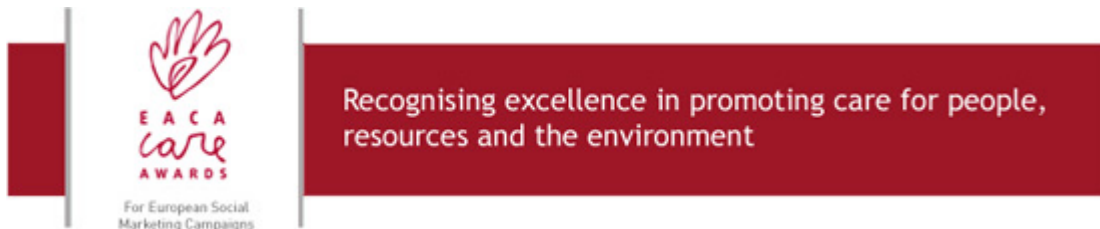
5 Corporate Governance (CSR)

A campaign which demonstrates a responsible set of processes, customs, policies and laws. May include campaigns promoting better internal relations.

6 Eco-friendly Internal Processes

This category rewards organisations or companies (large or small) which have put in place responsible and ecologically-friendly processes in the workplace.

This category also rewards campaigns which have been created with a minimum impact on the environment (low carbon footprint). The campaign subject may be for an issue other than environmental or social.



JUDGING PROCEDURE & CRITERIA

The jury will consider a shortlist of campaigns drawn from direct submissions by agencies and the ACT Responsible Online Gallery and decide on the winning entries in a range of categories.

Judging of the EACA Care Awards takes place in two rounds.

Round 1 is considered a pre-selection of the top 30 top scoring campaigns. The selection committee formed by European Association of Communications Agencies (EACA), European Advertising Standards Alliance (EASA) and ACT personnel will favour those campaigns demonstrating strengths in the following areas:

- 1.) Topicality of core message: relevance of, and contribution to, public issues.
- 2.) Quality and relevance of content: potential impact on public opinion, achieving the right tonality.

Each entry is scored on a 1-5 scale per criterion (1 = poor, 5 = excellent). 10 is the maximum score.

Round 2 will take place at the offices of the European Parliament where 30 finalist cases will be evaluated by Members of the European Parliament, advertising agencies and trade press professionals.

Mr. Thomas Mann, MEP, is the Jury Chairperson for the EACA Care Awards 2010.

Each entry is scored on a 1-5 scale per criterion (1 = poor, 5 = excellent). 15 is the maximum score. Round 2 criteria are:

1. Topicality of core message: relevance of, and contribution to, public issues.
2. Quality and relevance of content: potential impact on public opinion, achieving the right tonality.
3. Preferred personal choice

WINNERS

The winners will be announced during an Awards Ceremony held on 23 June 2010 at the European Parliament and on the EACA website (www.eaca.eu) on 24 June 2010. Winners will also be highlighted at the EACA Euro Effies on 15th September 2010.

All winners will be presented with one trophy. Extra trophies can be ordered by contacting the organisers at yulia.fokina@eaca.be

