



FAQ's

WHAT IS ACT RESPONSIBLE?

WHO WE ARE: ACT Responsible is an international and independent non-profit association initiated in 2001 by AdForum.com employees. ACT stands for Advertising Community Together.

OUR MISSION: Inspire, promote, share good practices and federate the actors of the advertising and communications fields around social responsibility and sustainable development.

WHAT WE DO: Each year we identify and gather thousands of the best local or global advertising campaigns addressing social & environmental issues.

All these campaigns are archived into the largest online database specialized on these matters.

We curate "Great Ads for Good Causes" exhibitions, projections and themed & customized selections, making sure the campaigns reach their audience and meet their purpose: raise awareness.

We mobilize a worldwide network of supporters in agencies, media, production companies, advertisers, institutions, NGOs and corporations, who believe responsible advertising essential to modern communications.

We launch initiatives to promote the creativity of the advertising community and highlight its role in addressing world crucial issues such as The Good Report, One minute of Responsibility or the Care Awards.

If you believe Responsible communication is the future of advertising and would like to sustain this collective industry effort, consider becoming a Member.

WHAT BENEFITS DO YOU GET AS MEMBER

- **CREATIVE MEMBERSHIP: 400€**
Conditions: you have created a campaign for a Good Cause & submitted it to ACT Responsible.
Benefits: Inclusion of the campaign in [The Good Report](#) and [The Care Awards](#) + Eligibility to [One Minute of Responsibility](#) + Display on Multiple databases (AdForum & EACA) + Eligibility to Cannes annual Exhibition
- **BASIC MEMBERSHIP: 2,500€**
Benefits: All mentioned in the Creative Membership + prominent visibility: @ The Cannes Exhibition: Agency name on Wall of Fame + Quote on website + Personal recognition on social platforms + Logo on all promotional materials + Use of ACT Logo Stamp
- **CORPORATE MEMBER: €4,500**
Benefits: All mentioned in the Basic Membership + 1 additional free submission + Logo at Top of all

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promotional materials + customized interviews on request + Promotion of the campaign on social media.

- **NETWORK MEMBER: €7,500:**

Benefits: All mentioned in the Corporate Membership + 1 additional free submissions + Dedicated brand visibility @ The Cannes Expo. + Option to organize a customized event in Cannes in the ACT Responsible Hall.

WHAT IS "ACT RESPONSIBLE PROMO PACK"?

When entering your campaign in ACT Responsible promo pack, you will benefit from:

- 1- Free Entry in "The Care Awards"
- 2- Inclusion of your campaign in " in collaboration with the Gunn Report.
- 3- Eligibility for "ACT Responsible Annual exhibition" premiered each year at the Cannes Lions Festival of Creativity.
- 4- Eligibility for "One Minute of Responsibility" program, offering free media space throughout Euronews Short Program (video) or Magazines (print).
- 5- Inclusion of your campaign in EACA Responsible Advertising Gallery.
- 6- Inclusion of your campaign on Adforum.com worldwide creative database.

NB:

If you would like your campaign to be excluded from some promo pack benefits please specify it to our staff when you enter.

By payment of the invoice, you agree to our rules, terms & conditions. Please take time to review.

If for specific reasons or at any time you would like us to unpublished the entry, please contact our team.

HOW MUCH DOES IT COST TO ENTER?

Regular entry fees

50€ fixed membership paid once a year

+ 1st campaign: € 350

2nd campaign: € 325

3rd campaign: € 300

Any additional campaign: € 250 each

ACT Responsible entry fees are the only resources of the association. The managing team is made of volunteers but we still have to cover our operating fixed costs, interns' salaries, etc.

NB: The entry fee does not include VAT and bank charges.

WHAT IS THE DEADLINE TO PARTICIPATE?

Our call for entries is open from:

Early Birds (-15%): February 2nd to March 2nd 2018

Regular deadline: March 2nd to April 6th 2018

Extended deadline: April 6th to April 27th 2018

NB: Entries must be received by 3pm (15h) central European time (GMT+1) on Friday, 27th April 2018. Your entries are not valid until we receive confirmation of your payment. Should we not receive payment of your entries by April 27th 2018, your entries will be disqualified.

HOW DO I SUBMIT MY ENTRY?

Simply contact the team by sending an email to submission@act-responsible.org and we will guide you from there. Should you encounter any kind of problems, please contact our head of content at sophie@act-responsible.org.

IN WHICH FORMAT SUBMIT YOUR ENTRIES?

We request the entries to be submitted in high-resolution files in order to showcase them in their best quality. See the details below:

- *Care Awards & Database entries: Print: JPEG & Film: MOV & MP4*
- *Exhibition Print material: Minimum resolution accepted is 1900x1400px, 300dpi PDF*
- *One Minute of Responsibility reel: Apple Pro Res 4.2.2 HQ (1920x1080) - audio: linear PCM – stereo-frame rate: 25 (23,98 if not possible).*

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HOW DO I PAY?

As soon as your submission is complete, you will receive an invoice from your ACT Responsible contact. Please make sure you pay your invoice promptly by bank transfer or PayPal.

WHAT ARE YOUR PAYMENT TERMS?

You MUST pay on reception of invoice. The charge covers post production, mounting, layout, printing and operational fixed costs. ACT Responsible Management team is made of volunteers but we still have technical and operational fixed costs to cover and that's what your entry fee is for. Thanks for your understanding.

Payable only by bank transfer or PayPal, see details [HERE](#).

NB: Checks are not accepted. A 20% additional charge will automatically be added to more than 60 days late payments.

WHEN TO ENTER?

Early Birds (-15%): February 2nd to March 2nd 2018

Regular deadline: March 2nd to April 6th 2018

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WHO IS ELIGIBLE?

Any organization anywhere in the world involved in Advertising, Design and Marketing Communications focused on Social Responsibility is eligible. This includes all entities involved in Marketing, Advertising and Communications - Advertisers, Agencies, - as well as Public service, Institutions, NGOs and Charities.

WHAT ARE THE CONDITIONS?

The Campaign entered must have been created within the context of a normal client relationship (paying contract or pro bono) and must have been broadcast, published or presented publicly. No scam or speculative work can be accepted.

Work needs to bear the prior permission of the advertiser/owner of the rights to the advertisement.

You must guarantee that the work has not infringed any national law, voluntary or regulatory codes of practice.

Campaigns or organizations appearing to Greenwash* or Green sheen* respectively will be automatically disqualified. Please review [the rules, terms & conditions](#).

DOES ANYTHING NEED TO BE SIGNED OR APPROVED?

Before you submit, you need to have the approval from your client to be part of the ACT Responsible program. Your Entry will be complete only if you have agreed to the rules, terms & conditions.

WHAT IS THE CONFIDENTIALITY POLICY FOR THE WRITTEN ENTRIES?

Creative material, when submitted, becomes the property of ACT Responsible. ACT Responsible reserves the right to make copies of selected creative material for educational and publicity purposes in exhibitions we create to raise awareness on social and environmental issues.

All material used will always be credited to advertisers & agencies and stamped with the association logo. Should an ad need to be removed of ACT Responsible website, galleries or exhibitions, just contact us to let us know and we will take care of it right away.

More Information on ACT Responsible



Act-responsible.org

[2015-2016 ACT'ivity Report](#)

facebook.com/ActResponsible.org

www.youtube.com/ACTResponsibleAds

twitter.com/ActResponsible



1 – ACT RESPONSIBLE CANNES EXHIBITION

The ACT Responsible Exhibition premieres in Cannes every year during the Cannes Lions Festival - from June 18th-22th, 2018.

WHERE EXACTLY IS LOCATED THE ACT RESPONSIBLE EXHIBITION IN CANNES?

The ACT Exhibition is at the heart of the Palais des Festivals, right in the Foyer Debussy, the way to the 1000+ seats theatre that held 30 seminars during the 7 days' festival last year, giving plenty of opportunities for the 16,000 registered delegates to enjoy the exhibition and pick their favorite campaign to elect the Cannes

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Tributes 2018, a recognition given by the visitors - and the Internet users as the voting is open online too.

WHO DECIDES WHAT IS SHOWN IN THE EXHIBITION?

The work presented in the Exhibition is selected by the ACT Responsible Editorial Team, who will check that all requirements have been met and validate the work. The team is entitled to refuse entries which may offend national, cultural or religious sentiments or public taste. The selection will be made per the space available to reflect the diversity of entries and the creativity of the advertising industry. Selection will be done under the sole responsibility of the team, who is free in its choices.

WOULD IT MAKE A DIFFERENCE IF THE WORK SENT TO ACT RESPONSIBLE WERE ALSO ENTERED IN THE CANNES LIONS CATEGORIES?

ACT Responsible and Cannes Lions are two separate organizations. ACT Responsible is NOT an award organization. Cannes Lions and ACT Responsible have a great relationship but DO NOT SHARE ENTRIES.



2 – THE GOOD REPORT

WHAT IS "THE GOOD REPORT"?

The Good Report, created in collaboration between ACT Responsible and The Gunn Report, is a ranking of the annual round up of campaigns identified by ACT Responsible and entered in its database. It has been created to celebrate the campaigns that best use creativity to promote sustainability and social responsibility and to raise awareness of the world's major social and environmental issues.

HOW CAN MY WORK BE INCLUDED IN THE "THE GOOD REPORT"?

All submissions to the ACT Responsible program are included in The Good Report. The corpus of selected campaigns is our annual round-up of the world's best cause-related advertising identified by our editorial team on criteria of creativity, innovation, execution, understanding + the campaigns participation in the ACT Responsible Program.

HOW IS THE RANKING CALCULATED?

The formula combines the presence and performance in ACT Responsible such as, but not only ACT Tribute (public vote during the Cannes Exhibition), Care Awards performance, fidelity to the cause, promotion of the campaign ... and The Gunn Report ranking.

More information on The Good Report: act-responsible.org/ACT/GoodReport



3 – THE CARE AWARDS

WHAT ARE THE CARE AWARDS?

The European Association of Communications Agencies (EACA) and ACT Responsible launched these creative awards in 2008 in a bid to highlight the advertising industry's specific contribution to society by awarding the most creative social & environmental campaigns. The Awards cover issues such as public health, environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar topical public issues.

HOW CAN I ENTER THE CARE AWARDS?

The Care Awards are open to all campaigns submitted to ACT Responsible. You may enter as many campaigns as you like.

CAN I ONLY ENTER THE CARE AWARDS?

Yes, please write to careawards@act-responsible.org to specify your request.

The price is the same as for the ACT Responsible program minus the 50€ membership.

WHAT ARE THE CATEGORIES OF THE CARE AWARDS?

- Non-profit Organizations and Non-Governmental Bodies - An organization that exists for

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educational or charitable reasons and from which shareholders or trustees do not benefit financially. An organization created by private persons or organizations with no participation or representation of any government.

- Government Bodies and Related Organizations - An organization 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.
- 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.
- Corporate Governance (CSR) - Corporate campaigns that promote care for safety, youth, communities and the environment.

If you are unsure in which category to enter, please email careawards@act-responsible.org with a brief description of the campaign you wish to enter followed by your questions.

WHAT IS THE JUDGING PROCEDURE?

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

Judging of the Care Awards takes place in two rounds.

- Round 1, is considered a pre-selection of the 25 (approx.) top scoring campaigns. The selection committee is formed by EACA, ACT Responsible, NGO's Communication Directors (NGAd Club) and agency representatives. Round 1 is handled entirely online.
- Round 2, the judging committee formed by NGO's Communication Directors, Agency Creatives, and Advertisers, chaired by an NGO President, will follow the same procedure than for Round 1.

WHAT ARE THE JUDGES LOOKING FOR?

Below you will find a set of questions that you should ask yourself when writing your case. These are there to help you understand in what way to formulate your answers in order for your written case to be well understood by the judges.

- A clear and concise presentation: what were you trying to achieve? What happened? How did you do it? How easily can the audience understand it? Keep jargon out and choice of language simple.
- Scale of task: be obvious about what was so great about your work and that no one else managed to do before.
- Innovation: what was clever? What was new?
- Use of media channels: which did you use and why?

WHAT IS THE CARE AWARDS CALENDAR?

Call for Entries February 1st – April 27th 2018

Round 1 judging August 2018

Round 2 judging September 2018

Awards Winners Announcement November 2018

More information about [The Care awards](#)



4 – ONE MINUTE OF RESPONSIBILITY

WHAT IS "ONE MINUTE OF RESPONSIBILITY"?

This short program features Public Service Advertising several times daily on Euronews and Africanews channels. If selected by the ACT Responsible Editorial Team and Euronews ethical comity, your campaign can benefit from free media space. The OFFERED media space is valued between 60 000€ to 100 000€. You'll receive a report after 4 months with all the information regarding the broadcast.

WHAT IS THE REACH OF EURONEWS WORLDWIDE TV CHANNELS?

Euronews broadcasts to more than 426 million households in 158 countries worldwide via cable, digital satellite and terrestrial channels, making its reach truly global. Worldwide coverage Euronews' has nearly doubled in the last 5 years and the channel continues its global expansion, now covering all 5 continents.

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CAN I PARTICIPATE TO THE "ONE MINUTE OF RESPONSIBILITY PROGRAM" ONLY?

Yes, you just must specify it when you enter your campaign. The entry fee will then be 350€ only and will cover mounting and technical costs specific to the program.

More information on One Minute of Responsibility
youtube.com/1minResponsibility - act-responsible.org/project



WHO ARE ACT RESPONSIBLE WORLDWIDE MEDIA PARTNERS AND WHERE COULD THE WORK BE PUBLISHED?

ACT Responsible has the largest worldwide [online database](#) of social and environmental advertising, free and accessible by all. The ACT Responsible database gathers over 16,000 ads created & broadcasted in 110 countries by 2,600+ agencies for more than 4,300+ advertisers.

This database is shared with [AdForum.com](#) as well as with the [EACA](#).
Press Partners: [Hobo Magazine](#), [Canopée](#), [Stratégies](#), [Infuencia](#), ... and many other trade magazines or websites: [The United Nations](#), [Guardian](#), [l'Express](#)



5 – DATABASE

HOW DOES ACT RESPONSIBLE DATABASE WORK?

Within the year of the call for Collection, ACT Responsible adds all campaigns created worldwide in its database shared with [AdForum.com](#) and [the EACA](#). For that purpose, ACT Responsible uses the platform of AdForum, its main sponsor and technical partner. The ACT Responsible collection is made available from AdForum servers to as many professional websites as possible through hosted sections or links.

HOW CAN I USE ACT RESPONSIBLE ONLINE GALLERY? [11] [SEP]

ACT Responsible [online gallery](#) is here to help you search information on social, environmental advertising and responsible communication. You can retrieve information for your own personal, non-commercial use, but you can't reproduce, sell or distribute it to anyone else. Also, if you want to make a suggestion or change, just [let us know](#) and we'll take care of it for you ASAP, since you cannot alter the contents directly on the site.

WHO OWNS THE COPYRIGHTS TO THE MATERIAL ON THE SITE? [11] [SEP]

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DO YOU ACCEPT FULL RESPONSIBILITY FOR THE LINKS ON YOUR SITE? [11] [SEP]

No. Although we only post links that are interesting and informative to you, we cannot monitor all the current links that appear on our pages. If any change need to be made, please [contact us](#) and we'll take care of it for you ASAP.

ANY FURTHER QUESTIONS PLEASE CONTACT US



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