



# Rules 2017

## ACT RESPONSIBLE - PRESENTATION & MISSION

ACT (Advertising Community Together) Responsible is a non-profit association, part of the [UN Global Compact](https://www.unglobalcompact.org) (see more at <https://www.unglobalcompact.org>), promoting responsible communication on sustainability, equitable development and social responsibility. Since 2001, ACT Responsible has built a network of committed agencies, media, production companies, advertisers, institutions, NGOs and corporations all over the world, who believe responsible advertising is an essential focus of modern communications. Its mission is to celebrate responsible advertising and creativity through smart partnerships with key players of the advertising field and other professional associations. For instance, ACT Responsible recently created The Good Report in cooperation with The Gunn Report. [www.act-responsible.org](http://www.act-responsible.org)

## RULES OF ENTRY

ACT Responsible gathers creative work from advertising agencies and advertisers worldwide to feature them online in its database and to showcase them in exhibitions around the world. Every year ACT Responsible creates a new Collection by gathering hundreds of new ads and inviting agencies to be part of the ACT Responsible Promo Pack.

### 1. ACT RESPONSIBLE PROMO PACK

- 1- DATABASE - Within year of the call for Collection, ACT Responsible inputs all ads in its database shared with AdForum.com and the EACA (European Association of Communications Agencies). For that purpose, ACT Responsible relies on AdForum, its main sponsor and technical partner, to gather the creative work from the industry from around the world, to digitize this work and enter it into an online library that can then be accessed free of charge by any interested party. The collection is affiliated to as many professional websites as possible through hosted sections or links. It is likely that websites of the major advertising networks, agencies, trade associations, trade media and other related sites would include such a section on their site.
- 2- THE EXHIBITION - ACT Responsible organizes exhibitions around the world to show and give visibility to these ads. The Exhibit is launched every year in June during the Cannes Lions Festival.
- 3- ONE MINUTE OF RESPONSIBILITY- The submissions for nonprofit clients are eligible to be selected to be broadcast for free, several times daily within our short program "One Minute of Responsibility" on euronews as well as africanews TV channels. Unless otherwise notified, submissions are eligible to be published for free by our media partners worldwide (Agency and Advertiser will be credited on all printed material).
- 4- THE GOOD REPORT - All submissions are included in The Good Report, created in collaboration by ACT Responsible and The Gunn Report.
- 5- CARE AWARDS - This Creative Award aim to recognize excellence in social marketing. The main goal of this annual award is to highlight the advertising industry's specific contribution to society by selecting and celebrating the most successfully creative social marketing campaigns. 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.

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All submissions are included in the ACT Responsible Online Gallery accessible through the Care Awards and Aforum websites.

## 2. CALENDAR

**Call for Entries January 30<sup>th</sup> 2017 – April 28<sup>th</sup> 2017**

FIRST DEADLINE: January 30<sup>th</sup> 2017 – April 8<sup>th</sup> 2017 - FINAL DEADLINE: April 1<sup>st</sup> – April 28<sup>th</sup> 2017

*NB: Entries must be received by 3pm (15h) central European time (GMT +1) on Friday, 28th April 2017. Your entry is not valid until we receive confirmation of your payment. Should we not receive payment or entry by the 28th of April 2017 your entry will be disqualified.*

## 3. ELIGIBILITY

- 1- Any organization anywhere in the world involved in Advertising, Design and Marketing Communications focused on Social Responsibility is eligible.
- 2- All entities involved in Marketing, Advertising and Communications - Advertisers, Agencies, - as well as Public service, Institutions, NGOs and Charities.
- 3- We cover 3 main themes:
  - Environmental issues (Guaranteeing water quality & access to drinking water, Maintaining air quality and preventing climate changes, Ensuring cleanliness and bio-diversity of aquatic areas, Protecting biodiversity of flora & fauna, Preserving natural and food-producing areas, Educating and encouraging respectful behavior, Encouraging renewable energies and energy conservation, Encouraging sustainable waste management and recycling)
  - Social Issues (Reducing poverty and hunger, Ensuring school education and information for all, Promoting equality and autonomy of women, Reducing infant mortality, Respecting Labor, Social and Human Rights of all, Preventing violence and encouraging peace, Inciting solidarity, brotherhood and equity, Corporate Social Responsibility and Ethical Business)
  - Personal Issues (Guaranteeing quality and healthiness of food, improving health, wellbeing and reducing dependence, Fighting HIV/AIDS, cancer, malaria and other diseases, Road Safety, Educating and encouraging respectful behavior)
- 4- Campaigns must have run between January 1<sup>st</sup> 2016 and April 28<sup>th</sup> 2017. Campaigns that were launched before 1 January 2016 and continue to run after are eligible only if they have run in the qualifying timeframe as well.

## 4. CONDITIONS

Entrants who want to submit their work to the ACT Responsible Promo Pack will do it per the following conditions:

1. Work 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.
2. Work need to bear the prior permission of the advertiser/owner of the rights to the advertisement.
3. 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. \***Greenwash** - the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. \***Green sheen** - organizations, which attempt to appear as though they are adopting practices beneficial to the environment.

## 5. DEALINE & FEES & PAYMENT

### 1- Deadlines

FIRST DEADLINE: **January 30<sup>th</sup> 2017 – April 8<sup>th</sup> 2017**

FINAL DEADLINE: **April 8<sup>th</sup> – April 28<sup>th</sup> 2017**

### 2- Fees Payment

The entry fee is of 350€ (covering post production, mounting, layout, printing... etc.) per campaign submitted plus a 50€ of membership fee to be part of the association (giving you access to The Good Report + Care Awards + OMR + Multiple databases + Cannes Exhibition)

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ACT Responsible, ASSOCIATION ACT RESPONSIBLE, bord du canal 33, 3966 Chalais, Switzerland

[www.act-responsible.org](http://www.act-responsible.org) - [info@act-responsible.org](mailto:info@act-responsible.org)

- **Entry fees:**  
50€ fixed membership (paid only once per year)  
+ 1st campaign: € 350  
2nd campaign: € 325  
3rd campaign: € 300  
Any additional campaign: € 250 each

- Late entries after April 8th
- 50€ fixed membership (paid only once per year)  
+ 1st campaign: € 400  
2nd campaign: € 375  
3rd campaign: € 350  
Any additional campaign: € 300 each

*ACT Responsible entry fees are the only sources of finance the association has. The managing staff are volunteering but we still must cover our operating fixed costs and interns' salaries*

*NB: The entry fee does not include VAT (for entrants from Switzerland only) and bank charges.*

- **Payment:**

Entries can be paid by bank transfer

or by credit card via PayPal on:

Account Name: Association ACT Responsible  
Bank Name: UBS  
Bank address: rue Theodore Stephani 2,  
3963 Crans-Montana, Switzerland  
Account Number: 0268-516802.60M  
IBAN: CH920026826851680260M  
Swift/ BIC : UBSWCHZH80A

<http://www.act-responsible.org/ACT/paiement>

*(VAT applies to Swiss resident participants)*

- Please email a copy of your bank transfer confirmation to [submission@act-responsible.org](mailto:submission@act-responsible.org).
- For identification purposes, all payment should be indexed:  
Invoice Reference if you have one or AGENCY+TOWN+COUNTRY
- All participants will receive an invoice.
- Your entry will be completed only on reception of your payment.

## 6. RIGHTS

By submitting their work, entrants agree to the above and below mentioned usage:

- 1- Entrants certify to withhold all the rights necessary for the above-mentioned usage worldwide and the rights from direct and indirect third parties or will let ACT Responsible know when the rights are no more valid.
- 2- Entrants authorize ACT Responsible to reproduce, copy, record, or transfer the submitted ads on any adequate media, as well as to broadcast and distribute them to promote ACT Responsible (Agencies and Advertisers will be credited).
- 3- Entrants also warrant that they, as individuals or on behalf of the agency that employs them (name mentioned in the entry form) are entitled to grant the rights referred to in the previous paragraph. Also, that the exercise by ACT Responsible of the rights granted under the said paragraph will not infringe the copyright of any third party nor attract any payments to such third parties, whether by royalty or otherwise.
- 4- The entrants agree to indemnify ACT Responsible and hold them harmless against all and any losses, costs, damages and expenses (including, without limitation, legal expenses) incurred by them because of any breach by the entrant of any of the warranties contained above.
- 5- ACT Responsible respects the copyright and intellectual property rights of others and reserves the right to remove submissions immediately and without notice from an exhibition or from their website or from the award if they become aware that the rights of any third party are being infringed upon or caused damage.
- 6- The entry conditions must be strictly observed by all entrants. Completion of the entry form implies the entrant's full acceptance of these rules. Non-compliance with any of the entry rules results in an entry's automatic refusal.
- 7- The entrant authorizes the organizers to screen or publish ads without charge for the purpose of promoting ACT Responsible.
- 8- The entries will be managed, hosted and served by AdForum and may be served to as many professional websites as possible through hosted sections or links. Major advertising networks and agencies, trade associations, trade media and other related sites might include a section on their website.

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- 9- Selections of the work gathered will be exhibited around the world as part of the ACT Responsible initiative, distributed via screening or print catalogues.
- 10- Any decisions made by ACT Responsible are considered final and binding.

## 7. SUBMISSIONS

- 1- All entrants agree to provide print-quality material (print entries) and high quality digital video (films) for publication and exhibition purposes.  
Specifications for the submission:
  - *Care Awards & Database entries: Print: JPEG & Film: MOV & MP4*
  - *Exhibition Print material: Minimum resolution accepted is 1900x1400px, 300dpi PDF*
  - *One Minute of Responsibility: Apple Pro Res 4.2.2 HQ (1920x1080) - audio: linear PCM – stereo- frame rate: 25 (23,98 if not possible).*
- 2- All entries have to be addressed to  
<http://www.act-responsible.org/ACT/submityourwork/index.html>  
or submitted by email to [submission@act-responsible.org](mailto:submission@act-responsible.org).
- 3- To upload your creative and submission sheet click on the "Upload an Ad" button. Then notify us by sending us an e-mail informing us of the new creative work that has been uploaded.
- 4- The organizers cannot be held responsible for entries lost or delayed in upload therefore it is suggested to upload your material well before the due date to avoid any possible system bottlenecks due to high traffic. Entrants are required to complete and submit their entry by the final closing date 28<sup>th</sup> of April 2017 before 3pm (GMT +1hr).

### ❖ ONE MINUTE OF RESPONSIBILITY (OMR)

- 1- Is eligible to this program any campaign for nonprofit clients.
- 2- The length should be maximum 60sec.
- 3- You need to provide the advertiser's written consent.
- 4- The campaigns need to be understandable by all as it broadcast all over the world (from NY to Tokyo, via Helsinki and Johannesburg ...) through euronews and africanews channels.
- 5- The campaign should include neither violence, nor nudity, weapons or religious content.
- 6- To keep the work relevant everywhere and in time, neither dates, nor phone numbers or addresses can be mentioned. Only a website URL can be included.
- 7- The campaign must be accepted by euronews ethical committee.
- 8- If you wish to participate only to OMR it is possible the entry fee will be 350€ covering mounting the jingle in and out.



### ❖ THE EXHIBITION



- 1- ACT Responsible Editorial Team will check that all requirements have been met, will validate the work. The team is entitled to refuse entries, which may offend national, cultural or religious sentiments or public taste.
- 2- The selection will be made per the space available to ensure the highest level of representation of the work done.
- 3- Selection will be done under sole responsibility of the team, which is free in its choices.

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## ❖ THE GOOD REPORT

- 1- All campaign submitted at ACT Responsible Promo Pack are part of the Good Report.
- 2- The corpus of campaigns selected are
  - our annual collection, a 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 Promo Pack
- 3- 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.



## ❖ CARE AWARDS

### 1. ELIGIBILITY & RULES

The Care Awards are open to all campaign submitted to the ACT Responsible Promo Pack.

You may enter as many campaigns as you like.

If you wish to enter only the Care Awards it is possible:

- Please write to [careawards@act-responsible.org](mailto:careawards@act-responsible.org) to specify your request.
- The price is the same as the ACT Promo Pack minus the 50 euros of membership.



### 2. REASONS FOR DISQUALIFICATION

- a) Data not sourced (if applicable) - If you supply evidence of results data, facts, claims and research, they must be sourced. We reserve the right to verify the data with the source referenced.
- b) Agency names - The Care Awards is an agency-blind competition. Therefore, agency names will not be cited on entry form, evidence of results or any other materials that will be seen by judges.
- c) Incomplete entries - The entry will only be submitted when all parts of the entry form have been fully completed and received. If you have no information available for some sections, please indicate that with "N/A".
- d) The information on the entry form must be 100% accurate as it cannot be changed once submitted.
- e) No client approval - Ensure that you have client approval before entering the competition and for ALL material submitted.
- f) Creative material not translated - Each entry should be submitted in English although the creative work may be in any language. Campaigns not in the English language must be accompanied by a complete translation and all television commercials must be translated into English to make judging possible.

### 3. CONFIDENTIALITY

Information in the entry form will remain confidential until the end of both judging rounds. Before any information is published, we request approval from both the agency and the client.

Each winning entry receives one Care Award trophy as part of the entry fee. This will be received by the winning agency at the Care Awards Ceremony (date to be confirmed).

### 4. CATEGORIES

- a) Non-profit Organizations and Non-Governmental Bodies - An organization which exists for educational or charitable reasons and from which its shareholders or trustees do not benefit financially. An organization created by private persons or organizations with no participation or representation of any government.
- b) 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.
- c) 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.
- d) Corporate Governance (CSR) - Corporate campaigns that promote care for safety, youth, communities and the environment.

*If you are wondering in which category to enter, please email Sophie ([careawards@act-responsible.org](mailto:careawards@act-responsible.org)) with a brief description of the campaign you wish to enter followed by your questions.*

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## 5. SUBMITTING A SUCCESSFUL ENTRY

It is important to provide judges with material that is interesting to read and easy to follow. Here are a few tips on how you can submit award-winning entries without making it too long and too complicated a process.

**Tell a story.** Presenting your case as a story will immediately draw the judges into your case and will make it easier to understand what your objectives, strategy and achievements were. Giving personality to your case makes for a more stimulating read.

**Quality not quantity.** It is not how much material you submit or how many words you enter, rather it's about the quality, clarity and simplicity of the material. Including clear and relevant information makes the judging process smooth for the jury. Jury members will be more sympathetic to those campaigns that have a clear structure, consistent derivation and simple language. Less is more!

**Proof read.** Review your case for grammatical errors, spelling mistakes and wrong mathematical calculations. Ask multiple colleagues/strong editors to proof read your case before submission to avoid any mistakes. It is helpful to ask someone who is not familiar with your brand or campaign to read the case to check if the flow has a logical pattern.

**Know the rules.** Before registering, ensure that your campaign is eligible to enter the Awards program.

## 6. JUDGING PROCEDURE

The jury will consider a shortlist of campaigns drawn from 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 formed by European Association of Communications Agencies (EACA), ACT Responsible (ACT), NGO's Communication Directors (NGAd) and agency representatives will favor 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.
3. Creativity & Execution
4. Assumed effectiveness
5. Personal best. How am I personally touched by this campaign?

Each entry is scored on a 1-10 scale per criterion (1 = poor, 10 = excellent). 30 is the maximum score that can be given for each entry. Round 1 is handled entirely online.

Round 2, the judging committee formed by NGO's Communication Directors, Agency Creatives, Advertisers and chaired by an NGO President will follow the same procedure than Round 1.

Jurors are allocated cases that do not prove a conflict of interest. Before the judging begins, they are advised to inform the moderator if they are allocated a case they shouldn't be scoring.

The judging process does not permit jury members to discuss the entries in Round 1. Discussion is an important component of the judging event in Round 2 but the jury votes remain anonymous and confidential. Jurors are asked to sign a confidentiality form before the judging begins.

It is important to note that not all categories produce winners and if a category has one finalist it does not mean that this campaign is a winner.

## 7. WHAT JUDGES ARE 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 readable for the judges.

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

## 8. CARE AWARD CALENDAR

9. Call for Entries January 30th 2017 – April 8th 2017
10. Late Entry Deadline April 8th 2017- April 28th 2017
11. Round 1 judging May 2017
12. Round 2 judging September (tbc)
13. Awards Winners Announcement end of September (tbc)

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ANY FURTHER QUESTIONS PLEASE CHECK [OUR FAQ's](#)  
Or CONTACT US



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