



European Public Communication Awards

"Awards for EU communication 2013"

The European Public Communication Awards will honour outstanding EU related communication campaigns and strategies, as well as the personal merits of communication colleagues. The Awards will be presented at the 4th EuroPCOM Conference, in October 2013.

The aim of the Awards is to showcase best practice and to stimulate professional EU communication. Awards will be granted to EU related communication campaigns by national, regional or local authorities, as well as to public communicators with a long term experience in EU related public communication. Submissions for the Awards are accepted between October 2012 and May 2013, and will be judged on their impact, effectiveness, creativity and match with the EU communication priorities.

Two Awards can be granted: **one for the best EU related campaign, one for the "EU communicator of the year"**. The Award winners will be invited as guest speakers at the 2013 EuroPCOM conference (travel and hotel offered by the conference secretariat) and will receive their honorary title at an awards ceremony during the conference.

1. EU Communication Campaign of the Year

This award is granted to communication campaigns, products or strategies of the last 12 months before the deadline. Campaigns are proposed by the administration, with a detailed description (see judging criteria). The communication campaigns are preferably linked to the current EU communication priorities: the economic recovery – Europe 2020; EU citizenship; participation in the EP elections.

Eligibility

The Awards will go to public administrations at national, regional or local level from the EU member states and candidate member states. Communication agencies, NGOs, political parties or other organisations can be associate partners of the awarded projects.

How to enter?

Communication campaigns of the last 12 months before the deadline can be submitted. The campaigns are proposed by a public administration at local, regional or national level, or by

other stakeholders. The EuroPCom Advisory Board may also propose candidates. Multiple entries are possible.

The entry includes a short description of the campaign (max. 2 A4 pages): (1) aim and context of the campaign; (2) main products and actions; (3) partners, timing and budget; (4) evaluation of the results. The entry clearly mentions a contact person who might be available – if selected – for presenting the case at the next EuroPCom conference. Weblinks, visuals, audiovisual material, etc may be added to the entry.

Proposals can be sent between 25 October 2012 and 1 May 2013 by e-mail to the EuroPCom conference secretariat: europcom@cor.europa.eu

Judging

The judging will be done by the EuroPCom Advisory Board. The campaigns will be judged on the following criteria:

- Impact and effectiveness of the campaign, with a bonus for long term campaigns;
- Creativity and innovation (message, media use, style, etc);
- Match in a broader corporate strategy and multilevel partnership;
- Match with the EU communication priorities (Europe 2020 – EU recovery; EU Citizenship; Participation in the EP elections 2014).

The jury will select the winning case between May 2013 and September 2013. The winning case will be invited as a guest speaker to the EuroPCom 2013 conference. The selection will be made at the discretion of the jury and is final. During the selection procedure, the jury members shall not communicate with the candidates about the award.

2. EU Communicator of the Year

Personal awards for public communicators with a long term experience in EU related public communication. This experience can be "sensu largo": campaigns, publications, strategy development, (international) cooperation, networking, research, etc

Eligibility

These Awards will go to (former) members of public administrations communication staff at national, regional or local level from the EU member states and candidate member states. Candidates can be proposed by themselves, by their administration, or by other stakeholders (communication agencies, NGOs, networks, political parties, etc). The EuroPCom Advisory Board may also propose candidates.

How to enter?

The entries include the name of the candidate with a short bio and a motivation for getting the award (max 1 A4 page). Weblinks, audiovisual material, etc may be added to the entry.

Proposals can be sent between 25 October 2012 and 1 May 2013 by e-mail to the EuroPCom conference secretariat: europcom@cor.europa.eu

Judging

The judging will be done in two steps.

The EuroPCom Advisory Board will make a shortlist of maximum 3 candidates, based on the proposals and own suggestions. The proposed names will be judged on the following criteria:

- Professional merits of the candidate with effective impact
- Inspiring his/her colleagues (inside and outside their constituencies)
- Sense of innovation, (international / multilevel) cooperation and long term vision

The jury will select the shortlist before the end of June 2013 and will check whether the candidates accept their nomination. The shortlist will then be communicated to all EuroPCom stakeholders, through the conference website, e-mailings, social media, etc. They can vote for their preferred candidate by an online poll, linked to the registration form of the 2013 conference. Voting will run between 1 July 2013 and 5 October 2013, in parallel with the period of the online registration. This way, each registered participant of the EuroPCom 2013 conference will have one vote.

After validation of the results by the EuroPCom jury, the winner of the award will be invited as a guest speaker to the EuroPCom 2013 conference. The selection will be made at the discretion of the jury and is final. During the selection procedure, the jury members shall not communicate with the candidates about the award.