



# Rules for the 11<sup>ème</sup> Grand Prix de la Communication Solidaire 2016

## GOAL OF THE GRAND PRIX

The *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* aims to follow :

1. Charitable associations and organizations,
2. Organizations and associations of solidarity,
3. Public or private institutions that defend citizens' causes
4. Social enterprises,
5. Sustainable development enterprises,
6. Anti-globalization organizations,
7. Communications agencies and professionals,

To promote the quality of their communications work by presenting, as part of a national event, the achievements they deem most ethical, fair, moral, civic and philanthropic as well as the most original and creative.

## DATES

The 11th *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* will be held in Paris on Wednesday, December 07, 2016.

All finalist entries will be exhibited or presented at the Award Ceremony, which will take place at an organized event to benefit Communications Sans Frontières®.

## ELIGIBILITY

The 11th *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* is open to any person or entity related to the genres of advertising and communications agencies listed above.

Entries cannot be made without previous authorization of the advertiser and/or the rights of the advertisements being presented.

Any entries or campaigns must relate to or have appeared in the media in one or more categories (TELEVISION / CINEMA – DISPLAY – PRESS – EVENTS – DIGITAL / WEB / MOBILE – FUNDRAISING) between July 1 of the previous year and August 31 of the current year and have been distributed during this period.

Every registered advertisement must have been conducted as part of a commercial contract or a partnership agreement with the advertiser or default internal communications services of the organization to which it contributes.



Brochures, catalogues and direct marketing operations cannot be registered.

Post cards, calendars, brochures, holiday cards and promotional media materials will not be accepted.

In no case can an entry be canceled or withdrawn from the competition less than one month before the Jury meeting date to award the prizes.

An advertisement submitted to a previous edition of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* cannot be presented for this edition as a first entry unless Communication Sans Frontière wishes to include it retrospectively.

Advertisements that are offensive toward national and religious feelings, that don't respect the status of victims, children, women, men, whatever their origin, skin color, or religion, may be refused by the organizers.

Advertisements that don't respect the principles of human rights, human dignity or otherwise include objects or actions that conflict with the democratic foundations of the freedom of expression or the right to information cannot compete.

To be eligible, a listed advertising must comply with the regulations or customs applicable in its country of origin. If a decision contrary to those rules or customs occur before the final deliberation of the jury and the awards ceremony, it is the responsibility of the organization that carried out the registration to request the removal of the relevant advertising.

## JURY

Entries will be judged by a jury of members headed by a president. This jury will be different for each *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*. The jury will be international, but the working language is French. Jury members can be members more than one time.

The jury is appointed by the organizers and has 5 categories:

- 2 members from charitable and solidarity organizations or associations
- 2 members from communications and advertising
- 2 members from the media
- 2 members from the corporate sector
- 2 members from governmental organization
- + 1 president from one of those categories.

Following an initial computerized vote, finalists with the highest scores in their respective categories are pre-selected. The next vote determines the categorization that forms the basis for the discussion in awarding the first 3 prizes. 22 prizes are awarded in total, with three for each category and 1 grand prize.

The special prizes, including Capturing the Heart or Honorable Mentions, may be awarded occasionally.



At all stages of voting, it is prohibited for any juror to vote for an entry made by his or her own agency or organization within his or her country. Jury decisions on the awards are final and binding.

### GRAND PUBLIC VOTE

Entries will be judged by a panel representative of the French population aged 18+ via internet. This panel will be different at each *PRIX DE LA COMMUNICATION SOLIDAIRE*. Voting is done by computer. 7 prizes are awarded, one for each category.

28 prizes are awarded, 4 for each category (3 professional prizes and 1 public vote) and the 10th *PRIX DE LA COMMUNICATION SOLIDAIRE*.

### TROPHIES

The following prizes are awarded:

3 *PRIX DE LA COMMUNICATION SOLIDAIRE* will potentially be awarded in each of the 7 categories, the 11th Grand Prix of the Solidarity Communication will be awarded by the jury of professionals and the general public to the best campaign in any category, one *PRIX DE LA COMMUNICATION SOLIDAIRE* will be awarded for the best campaign in all categories combined since the creation of the *PRIX DE LA COMMUNICATION SOLIDAIRE*.

The jury will award prizes in each category to any entry that, in the opinion of the jury, deserves a distinction. Trophies will be awarded to companies or organizations who submitted the entry.

### SUBMISSION DEADLINE

September 07, 2016

All materials, forms and payments must be received at the Special Office of Communications Sans Frontières® before that date.

### HOW TO ENTER

A single advertisement may not be submitted by more than one organization; it is up to the parties involved to reach an agreement beforehand. If the same ad is submitted by more than one organization or company, only the first entry will be accepted.

Each advertisement constitutes one entry. Advertisements that form a campaign will be entered and paid for individually for each category.

For example, 2 different forms of media advertisements making one campaign must be paid and recorded separately. A teaser campaign or press display will be considered one unique entry considering each execution decision is meaningless on its own and as long as the name of



the product / brand / organization appears only once on the entire campaign.

The organizers of the *RIX DE LA COMMUNICATION SOLIDAIRE* reserve the right to change a registration category if necessary (preventing the organization that has registered its advertisement). However, the jury will not be allowed to do so at the time of the vote. Online registration will not be recorded upon receipt of the relevant documents and materials to the Special Office of the Grand Prix de la Communication Solidaire..

### MATERIAL PROVIDED

#### **Each participant must provide the following:**

- A separate registration form for each advertisement submitted. Advertisements that are not in French must be accompanied by a typed translation into French. If your ad is a finalist or winner, only the information specified on the registration form will be printed. It is therefore very important that they are complete and correct.
- The signed declaration and payment, with the information necessary to pay by card, check, or a copy of the bank transfer confirmation from your bank.
- Cases in which a campaign is not in French, participants must provide a translation of this campaign in the same form and medium as the original campaign. As part of a video format, subtitling is an acceptable option.

### TECHNICAL TERMS

#### **For Display and Press**

- One digital image for each entry in the following format only: Jpeg, 300 dpi, RGB, maximum width of 180 mm. Digital images must be supplied on CD-ROM or USB drive (PC / Mac).

Each image must be named using the title of the campaign. Every registered advertisement must be submitted as a single CD-Rom or USB drive.

#### **For Cinema or Television**

- A mpeg 3 file format on CD-ROM (PC / Mac).

Each film must be named using the title of the campaign. Every registered advertisement must be submitted as a single video.



### For Radio

- Tracks in wav or mp3 CD-ROM (PC / Mac).

Each track should be named using the title of the campaign.

### For Digital, Applications, Event Planning

- Files in swf file (flash) on CD-ROM or USB drive (PC / Mac).

Each file must be named using the title of the campaign.

All reproductions should be submitted to the jury in order, with possible pre-selection by a pre-selection committee.

## REGULATIONS

### REGISTRATION FEES

A decreasing enrollment fee is applied for each advertisement and category:

- 550€ for the 1st and 2nd entry
- 500€ for the 3rd entry
- 450€ for 4th and additional entries

A tax receipt will be issued.

Payment can be made either:

- by **BANK TRANSFER** to the order of:

COMMUNICATION SANS FRONTIÈRES®  
ASSOCIATION CSF  
GRAND PRIX  
BNP PARIS PLAISANCE (01513)  
RIB 30004 01513 00010076803 86  
Numero IBAN FR76 3000 4015 1300 0100 7680 386  
BIC BNPAFRPPXXX

- by **CHECK** in the required denomination of Euros for the exclusive order of COMMUNICATION SANS FRONTIÈRES®.

Communication Sans Frontières  
14-16 Boulevard de Douaumont  
75017 Paris Cedex 17  
France – UE

It is imperative that you set all bank charges to ensure that your entries are not refused. Payments must be made in EUROS and received by our bank in EUROS. Thank you for completed the entry form and proof of payment.



The reimbursement of registration fees can be made only if the organizer is notified in writing of the participant's wish to cancel its registration at least one month before the date of award. Beyond that, no refund will be made.

Sending of entry payments must be made independently of distributing advertising materials.

## SHIPPING INSTRUCTIONS

Please comply strictly with the following instructions:

The organizers of *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* cannot be held responsible for the shipping costs of materials lost in transit, by customs blocks or rejected by the Special Office of *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*.

You must ensure that your materials have been delivered to the Special Office of the Grand Prix de la Communication Solidaire.

**Deadline for Reception: September 07, 2016**

The following materials and documents are required:

- CD-Rom or USB drive containing digital images and/or video and/or audio for each entry.
- Registration forms.

Payment or copy of the bank transfer confirmation should be sent by express mail or registered post to:

Communication Sans Frontières  
14-16 Boulevard de Douaumont  
75017 Paris Cedex 17  
France – UE  
TEL : +33 (0)1 80 48 90 69

[grand.prix@communicationsansfrontieres.org](mailto:grand.prix@communicationsansfrontieres.org)

Do not send other types of entries in the same package.

The documents must not be attached to the package.

A pro forma invoice, attached to your shipment, must stipulate:

***“GRAND PRIX DE LA COMMUNICATION SOLIDAIRE – NO COMMERCIAL VALUE”***.

If you are asked to specify a value to ship your materials, this should be purely nominal, for example the price of photocopies or CD-roms.

The organizaers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* cannot be held liable for the arrival

**September 07, 2016, postmarked.**



## TREATMENT AND PUBLICATION OF ENTRIES

All entries become the property of the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*.

Participants will provide additional copies or the materials of any finalist or winning entries for promotional broadcasts or exhibitions organized after the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*, if necessary.

To ensure the promotion of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*, participants authorize the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* to project or publish their inclusive works at public or private presentations, during the period and in places which, in the opinion of the organizers, are best suited for such presentations.

Each participant also authorizes the loan or sale of the campaigns listed by the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* at any public or private organization concerned in order to promote directly or indirectly the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*.

All entries are subject to be integrated in a compilation by the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*.

A compilation or any part thereof may not be copied, marketed or sold by any organization other than the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* or any organization that have been expressly authorized by the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE*.

Each participant is obligated to provide support to the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* in any legal action against violators of this clause and to inform the organizers immediately of any unauthorized marketing or distribution of the compilation or as soon as it becomes aware.

Participants release the organizers of the Grand Prix de la Communication Solidaire of any liability for any claims arising in presentations or publications as specified above.

Each winner is entitled to claim the prize received for its advertisement in the exact terms of its award.

## MISCELLANEOUS

Each participant accepts full responsibility for the quality of the work entered and releases the organizers of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* from all liability to third parties.



The rules of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* must be scrupulously observed by the participants, accepting all clauses by signing and sending the completed declaration and payment. Failure to comply with any of these terms may result in disqualification of entry without notice.

The decisions of the *GRAND PRIX DE LA COMMUNICATION SOLIDAIRE* organizers are final and binding with regard to the Grand Prix de la Communication Solidaire.

For questions regarding Communication Sans Frontières, send a letter to the office of the association:

Communication Sans Frontières  
14-16 Boulevard de Douaumont  
75017 Paris Cedex 17  
France – UE

### **DEPOSIT AT BAILIFF**

This Regulation shall be filed with Mr. Didier Richard, associate bailiff, 164 avenue de Gaulle, 92523 Neuilly SUR SEINE, France, EU.