

## ICAS Awards

### 1. Concept

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Following the decision in October 2016 to launch an independent ICAS, separate from EASA, its European sister organization, ICAS decided to launch its own Global Awards in 2019, in the spirit of the [EASA Best Practice Awards](#). In 2019, the [first ICAS Global Awards](#) took place in Paris, France.

The objective of the ICAS Global Awards for Effective Advertising Self-Regulation is:

- (1) To promote best practices among Self-Regulatory Organizations (SROs) worldwide by highlighting successful initiatives contributing to more ethical standards in advertising;
- (2) To raise awareness about the role of ICAS in promoting effective Advertising Self-Regulation worldwide

### 2. Criteria

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#### A. Eligibility

Participation in the ICAS Awards is strictly limited to SROs which are members of ICAS on the closing date by which entries must be submitted. Both full members and associate members are eligible.

Projects/initiatives having taken place (i.e. having been launched or completed) during calendar years 2019 and 2020 are eligible for the Awards of year 2021 (see point 4.A on Timing and frequency below). The submission form will require applicants to demonstrate that the initiative they are putting forward for an Award had delivered tangible results by the end of year 2020.

A project or initiative of a given applicant is not eligible if it has already won an ICAS Award in the previous two years.

Where there are doubts around the eligibility of a given entry, the ICAS Secretariat may give the relevant applicant the opportunity to provide the necessary clarifications/corrections within two weeks from the closing deadline.

Entries must be submitted in the English language.

#### B. Submission form

Eligible SROs can submit more than one initiative for any given category of Awards. All submissions must be made using the template form provided by the ICAS Secretariat (see Annex 1). The use of a

common form aims to facilitate comparability and ensure a fair assessment.

A separate submission form must be sent for each initiative, even if more than one initiative is put forward for the same category of Award.

Supporting documents may be annexed to the submission form.

All submissions are centralized by the ICAS Secretariat which will ensure their circulation to Jury members.

### **C. Categories of Awards**

Starting in 2019, the ICAS Awards will consist in the following Awards:

**1) Best Awareness-Raising Initiative:** The objective of this Award Category is to reward communication and/or public relations efforts aimed at raising awareness about advertising standards and responsible commercial communication among consumers, the industry, public authorities and/or other stakeholders, for example through targeted communication campaigns in the media or the organization of events such as conferences and training courses.

**2) Thought Leadership:** The objective of this Award Category is to highlight original research or another contribution to the public and/or academic debate on advertising self-regulation, whether in the form of a publication (e.g. special report on the benefits of self-regulation or on relevant consumer, technological or other trends) or in another form (e.g. prominent appearance of an SRO representative in a video, an event, or in the press, having generated an interesting debate on ad self-regulation).

For this particular Award Category, publications or other forms of contributions authored by third parties are eligible as long as the SRO can demonstrate its involvement in the process and as long as the relevant submission is made by the SRO (e.g. report co-authored with consultancies or universities).

**3) Best Sectoral Initiative:** Initiative aimed at strengthening advertising self-regulation in a given industry sector (e.g. signing of an agreement between an SRO and the telecoms, financial or cosmetics industry, to give just a few examples) in which at least one SRO is involved.

**4) Special Prize:** The objective of this Award Category is to outline any service or initiative not falling under the 3 other categories and considered particularly original, interesting, innovative and/or useful for advertising self-regulation.

Categories may change from year to year, subject to a decision of the ICAS Executive Committee. Moreover, the Jury may decide not to grant an Award in a given category if the number and/or quality of submission is insufficient.

## D. The assessment grid

Within each category of Award, the following assessment grid will be used by the Jury:

<i>Criteria</i>	<i>Rating</i>
<b>Effective:</b> The initiative has achieved tangible results and fulfilled its initial purpose	1 to 5 points
<b>Innovative:</b> The initiative is unprecedented or original or makes an interesting use of new technologies	1 to 4 points
<b>Globally relevant:</b> The initiative complies with global Standards (e.g. ICC Code or others) and it could be easily transposed into another market	1 to 3 points
<b>Cost-efficient:</b> The initiative has made an optimal use of available resources, the impact is proportionate to the resources invested and/or the initiative has had a positive contribution on the SRO budget (e.g. new source of income)	1 to 3 points
<b>TOTAL</b>	<b>out of 15 points</b>

In other words, each submission will be rated on a scale of 0 to 15 (no half points allowed).  
The initiative(s) with the highest rating will win the Award.

## 3. The Jury

### A. Composition and mandate

The winner(s) of the ICAS Awards are to be determined by an independent Jury composed of up to 5 members.

Jury members should:

- have demonstrated expertise in the field of advertising and/or ethical standards
- not be currently employed by a Self-Regulatory Organization
- confirm their availability for the entire duration of the process
- disclose any potential conflicts of interests
- be willing to sign the commitment declaration (See Annex 2).

Jury members may or may not work for an ICAS member organization. An indicative mix of profiles for Jury members could be:

- a marketer
- an academic
- a representative of a digital player
- a consultant/independent expert
- a public relations or association representative.

In order to constitute the Jury, the ICAS Secretariat will approach potential candidates and draw up a list of potential Jury members. A vacancy may be published, if deemed useful, to recruit candidates for the Jury.

The final decision on composition of the Jury, including the Chairperson, is made by the ICAS Executive Committee based on the list of potential candidates prepared by the ICAS Secretariat, which should contain a minimum of 5 names. The ICAS Executive Committee is expected to take gender balance into consideration when confirming the list of Jury members.

Selected Jury members will be asked to sign a Commitment Declaration (see Annex 2) to confirm their participation in the Jury and guarantee their impartiality.

## B. Decision-making process

Several virtual meetings will be organized by way of video conference once all the submissions have been submitted. SROs will be asked to present their submission briefly to the Jury members and these can ask questions and ask for clarifications. Each Jury member will then be asked to rate individual submissions and the aggregate ratings will be compiled by the ICAS Secretariat.

The final virtual meeting will allow for a discussion of the ratings and for a confirmation of the winner(s) in each category of Awards.

In principle, there is only one winner per Award. The Chairperson of the Jury may however, in exceptional circumstances and in agreement with other Jury members, decide to attribute a given Award *ex-aequo* to two applicants.

The decisions of the Jury are sovereign and there is no appeal.

## 4. Process

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### A. Timing and frequency

The ICAS Awards will be held every two years, although some exceptions may be allowed. The Awards Ceremony is expected to take place in conjunction with the ICAS Annual General Meeting of the relevant year. External guests may be invited to the Awards Ceremony.

The schedule is expected to involve the following steps:

Years X and X+1	Period during which the initiatives were implemented
Q3 of Year X+1	Jury to be constituted
Q4 of Year X+1	Timeline to be announced and submission form to be circulated to all ICAS members
End of Jan./early Feb. of Year X+2	Deadline for applicants to send their submission to the ICAS Secretariat

Feb.-March of Year X+2	Jury to rate all submissions and to agree on the winner(s)
April or May of Year X+2	ICAS Awards Ceremony to be organized in conjunction with the ICAS AGM

## B. Publicity

ICAS will communicate publicly on the winner(s) of the Awards and, by participating in the selection process, all applicants agree that their name and a summarized description of the initiative(s) be used by ICAS for the purpose of communicating on the Awards.

When communicating on the ICAS Awards, participants and winner(s) in particular are expected to share a copy of the relevant media items (posts, articles, videos etc.) with the ICAS Secretariat, in order to ensure that all communications on the competition are consistent and kept for the record.

## Annex 1: Submission Form for the ICAS Awards

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### A. Section 1: Information about the applicant

ICAS Member Organization: [drop down menu]

First and Last Name of the contact person: [text]

Email address: [text]

Category of Award for which the entry is being submitted: [drop down menu]

### B. Section 2: Description of the Initiative

Start date of the initiative: [date]

End date of the initiative: [date or “ongoing”]

Title of the initiative (up to 15 words or 100 characters, spaces included): [text]

Main objective(s) of the initiative (up to 60 words or 400 characters, spaces included): [text]

General description of the initiative, including the main actions taken and the challenges that had to be overcome to implement it (up to 250 words or 1800 characters, spaces included): [text]

Please provide some information on the resources used to finance the initiative:

Human Resources	FTEs (full time equivalent): [number]	% of total FTEs (over the time period during which the initiative was running)
Financial Resources	Cost in USD amount: [number]	% of annual budget

Do you wish to add any comments on the resources used to finance the initiative? For example, was part of the initiative funded by a special contribution outside of the SRO regular budget? [text]

### **C. Section 3: Self-assessment against the Award's Criteria**

#### **Criteria #1: Effectiveness**

Please explain how the initiative has achieved tangible results and fulfilled its objective(s). You may include statistical evidence, press coverage, feedback from stakeholders etc. (up to 250 words or 1800 characters, spaces included):

[text]

#### **Criteria #2: Innovation**

To what extent is the initiative unprecedented or original? Does it make use of new technologies? (up to 250 words or 1800 characters, spaces included)

[text]

#### **Criteria #3: Global relevance**

Does the initiative comply with global Standards such as the ICC Code? Could it be easily transposed to another market? (up to 250 words or 1800 characters, spaces included)

[text]

#### **Criteria #4: Cost-efficiency**

Did the initiative make an optimal use of available resources? Was the impact proportionate to the resources invested? Did the initiative have a negative, neutral or positive contribution on the SRO budget? (up to 250 words or 1800 characters, spaces included)

[text]

## Annex 2: Commitment Declaration to be signed by Jury members

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The undersigned agrees to participate in the Jury of the ICAS Awards for the year 2021. The 2021 edition will assess initiatives covering the period 2019-2020.

As Jury member, the undersigned commits to:

- act in **personal capacity** and not as representative of any organization, whether or not this organization is a member of ICAS,
- act with total **impartiality, independence and integrity** when assessing submissions for the ICAS Awards,
- **disclose any potential conflicts of interests** and refrain from taking part in the assessment of submissions where this may create a conflict of interest, such as where the undersigned has a direct or indirect pecuniary or other material interest in one of the applicant organizations,
- follow the **criteria and assessment grid** contained in the Rules for the ICAS Awards document when rating individual submissions,
- dedicate **sufficient time** to the process, including time to read the submissions, rate them, and attend relevant meetings, where applicable.

Furthermore, the undersigned recognizes that:

- participation in the Jury of the ICAS Awards does not give right to any form of remuneration,
- the names of all Jury members will be publicly disclosed by ICAS,
- the Jury deliberations are confidential, and details of individual ratings or other considerations linked to the attribution of the ICAS Awards should not be disclosed to any third parties.

Date:

Signature:

First and Last Name of the signatory: