ICAS Global Awards Rules

1.   Concept

In 2019, ICAS launched its first Global Awards, inspired by the EASA Best Practice Awards. The ICAS Awards are also based on the **ICAS Charter**, signed by all members in 2021, which outlines the key principles for establishing and maintaining an effective and trusted self-regulatory system.

The ICAS awards take place biennially, alternating with EASA's awards. The most recent edition of the ICAS Awards was held in 2023 and celebrated in Istanbul. This year, in 2024, we are thrilled to announce the launch of the **2025 ICAS Global Awards**, which will be celebrated in **Mumbai in March 2025**.

The objectives of the ICAS Global Awards for Effective Advertising Self-Regulation are:
1. **To promote best practices** among Self-Regulatory Organizations (SROs) worldwide by showcasing successful initiatives that contribute to higher ethical standards in advertising.
2. **To raise awareness** about the role of ICAS in fostering effective Advertising Self-Regulation globally.

2.   Criteria

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. SROs can also submit joint entries if they have collaborated on a specific initiative.

Projects/initiatives having taken place (i.e. having been launched or completed) during calendar years 2023 and 2024 are eligible for the Awards of year 2025 (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 2024.

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

The ICAS Awards consist in the following Awards:

1) **Excellence Award – for the best charter commitment initiative:** The objective of this Award Category is to reward outstanding SRO initiatives that have strengthened the national SR system or contributed to more ethical standards regarding one or several of the ten ICAS Charter Commitments.

2) **Inspiration Award – for the best charter commitment initiative of SROs with limited resources:** The objective of this award category is to reward SROs with an annual income below 750.000EUR, that have developed successful initiatives that have strengthened their national SR system, the SRO, or advanced ad self-regulation regarding one or several of the ten ICAS Charter Commitments.

3) **Innovation Award:** The objective of this award category is to highlight SR initiatives that are original and innovative. Examples could be technological innovations, new research and thought leadership initiatives or innovative SRO services that benefit the development of advertising self-regulation.

4) **Sustainability Award:** The objective of this award category is to highlight initiatives that foster a trustworthy marketing environment and consumer trust when it comes to green claims and sustainability, contributing thus to marketing efforts to address climate change.

5) **Diversity, Equity & Inclusion Award.** Launched in collaboration with the Unstereotype Alliance, this award celebrates initiatives that drive positive representation and inclusivity in advertising, breaking down stereotypes and promoting diversity.

Additionally, the ICAS Executive Committee will present a "ICAS Special Recognition" award.

All ICAS members will have the opportunity to nominate an SRO that has demonstrated either outstanding performance at the national level or beyond, successfully overcome significant challenges, or played a pivotal role in supporting the development and growth of other SROs.
The nominations will be evaluated by the ICAS Executive Committee, and detailed submission criteria will be provided in a separate document.

Award 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:

Criteria	Rating
Effective: The initiative has achieved tangible results and fulfilled its initial purpose. (SROs to explain what their objectives were and how the objectives were met.)	1 to 10 points
Relevant (for the award category and advertising SR) The initiative is relevant to the ICAS Charter Commitments or in the context of the specific ICAS Award (i.e. innovative or sustainable).	1 to 5 points
Cost-efficient: 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
Innovative: The initiative is unprecedented or original or makes an interesting use of new technologies	1 point
Transposable to other markets: The initiative could be easily transposed into another market	1 point
TOTAL	Maximum 20 points

In other words, each submission will be rated on a scale of 0 to 20 (no half points allowed).
The initiative(s) with the highest rating will win the Award.

Unstereotype Alliance Judging Criteria: Given ICAS's close collaboration with the Unstereotype Alliance, and in line with our mission to champion advertising free from harmful and offensive stereotypes, jury members will also be tasked with ensuring that entries submitted by SROs do not perpetuate negative stereotypes in any form. Specifically, jury members will review external materials (e.g., awareness campaigns of SROs) to confirm that they:

- Avoid objectifying individuals.
- Reflect, wherever possible, a diverse range of people representative of the cultural and ethnic mix in the market.
- Do not reinforce outdated or harmful stereotypes.

For a list of questions used by the jury to evaluate entries under the Unstereotype Alliance Judging Criteria, please see Annex 3.

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 6 members including the Jury chairperson.

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 6 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 (except the Chairperson) will then be asked to rate individual submissions and the aggregate ratings will be compiled by the ICAS Secretariat. The Jury Chairperson can vote if there is a tie.
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

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

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). Make sure to explain what the objectives were and how you met them. You may include statistical evidence, press coverage, feedback from stakeholders etc. (up to 250 words or 1800 characters, spaces included):

[text]

Criteria #2 Relevance

Please explain how the initiative is relevant to the ICAS Charter Commitments or in the context of the specific ICAS Awards (ie. innovative or sustainable). (up to 250 words or 1800 characters, spaces included):

[text]

Criteria #3: 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]

Criteria #4: 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 #5: Transposable to other markets

To what extend can the initiative be easily transposed to another market? (up to 250 words or 1800 characters, spaces included)

[text]

Annex 2: Commitment Declaration to be signed by Jury members

The undersigned agrees to participate in the Jury of the ICAS Awards for the year 2023. The 2023 edition will assess initiatives covering the period 2021-2022.

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:

Annex 3: Unstereotype Alliance Judging Criteria

This simple framework has been developed by the Unstereotype Alliance to develop and evaluate creative content for progressive portrayals of all people. The questions under each of the P's – Presence, Perspective and Personality - can serve as a checklist of considerations when evaluating entries.

Presence – Focuses on who is being featured in the ad

Many kinds of people tend to not be shown in communications at all; and to see your own image entirely erased in the culture that surrounds you is deeply disempowering.

Checklist:
- Who is portrayed in the communication? Who is the central character?
- Does the communication feature a range of people that are representative of the cultural and ethnic mix in the market? Consider gender, age, race, ethnicity, socio-economic status, body size, sexual orientation, religion, ability etc.
- Do the characters go beyond being a 'mannequin' for the product?
- Has the character been taken into consideration when placed amongst the context of the copy, clothing, positioning, naming etc.? Does the whole piece of work add up to a positive portrayal?

Perspective – Focus is about who is framing the narrative

Who seems to be directing the action? That is, who is the person whose perspective is represented?

Checklist:
- Do we see the personal experience and perspective of the character?
- Who is driving the narrative?
- Is there any objectification or sexualization?
- Is this work challenging outdated perspectives in society about people/ communities/ relationships/ norms?

Personality – Focus centers on the depth and agency of the character

Characters should have 3-dimensional personalities that feel authentic – funny, caring, strong, thoughtful, and respected.

Checklist:
- Do the characters come across as empowered and in control of their lives?
- Do the characters have 3-dimensional personalities? Are they funny, bold, eccentric, authoritative, etc.?
- Is beauty a dimension of personality rather than just about physical appearance and attraction?
- Is there a stereotypical interpretation of beauty? Tall, thin, fair for women, tall, macho and strong for men?