

## Healthy & Sustainable Food Consumers Communication Award

The Healthy & Sustainable Food Consumers Communication Award will showcase the best practice examples of initiatives in the Communication to the Consumers.

An independent award jury will select three Finalists. At the Award ceremony in Milan on 25<sup>th</sup> September 2015, the project receiving the most expert public votes will be awarded.

### ELIGIBILITY CRITERIA

#### Who can participate in the Communication Awards?

Any of the following organisations can take part:

- » companies,
- » governmental institutions
- » professional organisations
- » non-governmental organisations (NGOs)

#### What kind of projects can be submitted?

Any ongoing or completed project, which clearly communicates themes related to the Healthy & Sustainable Food Consumers Communication, and for which the implementation phase started no earlier than 1<sup>st</sup> January 2014.

### RULES

#### Application procedure

Projects must be submitted from 15<sup>th</sup> March to 30<sup>th</sup> April 2015.

To apply fill out the online application form at <http://www.altroconsumo.it/nt/nc/speciali/expo/3>

Applications should be submitted in English.

No other languages will be accepted. An award helpdesk will be available to assist applicants.

E-mail address: [expo@altroconsumo.it](mailto:expo@altroconsumo.it)

Only fully completed application forms will be accepted. Additional material could be requested by Altroconsumo after the closing date. Each applicant can submit just one project.

#### Selection process

Applications which meet the eligibility criteria will be evaluated by a high level jury made up of communication specialists and of experts: Orjan Brinkman (BEUC – the European Consumer Organization); Franca Braga (Altroconsumo); Giuseppe Fattori (Bologna University); Emilio Haimann (HI! Comunicazione); Kim Healy (ICRT – International Consumer Research and Testing); Amanda Long (Consumer International).

The Jury will select the 3 finalists, but the winner will be selected by an invited audience of specialists who will vote during the Awards ceremony on 25<sup>th</sup> September. The 3 finalists will be invited to present their projects in this event before the audience makes their vote.

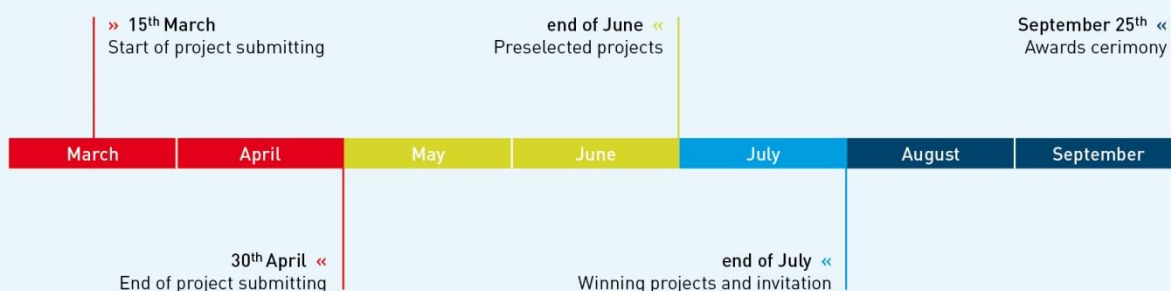
#### Notification

All applicants will receive a notification of whether their submitted projects are eligible.

All eligible applicants will be informed and invited



## Communication Award timeline



to join the database of best practices by the end of June 2015. Unsuccessful applicants will also be notified by email around the same time. Finalists selected by the jury will receive an invitation to attend the Award ceremony and networking event (taking place in Milan on 25<sup>th</sup> September 2015) in order to present their project. The invitation, together with advice concerning the presentations finalists will be expected to make, during the Awards ceremony and networking event, will be sent by end of July 2015.

### EVALUATION CRITERIA

Evaluation will take into account the following:

#### » Objectives and communication strategy

Quality of strategy and objectives, project design, project deliverables, project programme and methods used to deliver the strategy.

#### » Target audience

Relevance of project to the selected target audience, pre-assessment of the target audience's information needs, quality and variety of methods used to reach the selected target audience and active involvement of the target audience in the project.

#### » Creativity/Innovation

Conceptual approach and design of the project, visual aspects, innovative and creative mix of communication tools, actions and channels.

#### » Impact

The extent to which the objectives were met, the extent to which the impact on the target audience was achieved, the number of people reached the number and the quality of communication channels taken into consideration the cost-effectiveness of the project.

#### » Relevance to the consumers' awareness

Clarity, relevance and appropriateness of direct or indirect links to the policy areas of healthy and sustainable food choices.

#### » Best-practice

The project offers a best-practice case-study in terms of quality of project, outreach, impact and multiplier effect.

Altroconsumo guarantees visibility of winning project and dissemination of results through printed publications, newsletter and online publications (more than 377.000 members, 6.000 media coverage, 9.780.000 visits to [www.altroconsumo.it](http://www.altroconsumo.it), 21.000 followers on Twitter, 176.000 like on Facebook). The 'project summary' section of the application form as well as the contact details of your organisation may be used on the Altroconsumo website or in publications produced by Altroconsumo.

Use of personal data is subject to Directive 95/46/EC on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

