



ivca **CLARION**
AWARDS 2009



Entry Form

Entry Deadline
Friday 10th July 2009

Awards Presentation
Friday 25th September 2009
at the BFI Southbank, London

Celebrating Responsibility and Aspiration

The 7th Annual Awards for Corporate and Broadcast Communications promoting CSR, sustainable development, social inclusion and ethical debate

IVCA

The International Visual Communications Association (IVCA) has been in existence for over 40 years and is the largest body of its kind in Europe. It works to identify and promote best communication practice. Mainstream and corporate media both help define our cultural identities and our roles at work and within society. They can inform us about our rights and responsibilities, stimulate ethical debate and explain the contribution we can each make to a better world. The IVCA Clarion Awards® recognise the contribution all art forms and media practice can make in encouraging greater understanding of these vital issues, and advocate active engagement with them.



The IVCA Clarion Awards® 2008 in association with Cheerful Scout, were held at the BFI Southbank

WHAT ARE THE IVCA CLARION AWARDS®?

The IVCA Clarion Awards® are not-for-profit and recognise best practice in communicating the importance of CSR, diversity, sustainable development, social inclusion and ethical debate, whatever the media platform used. As such, they make a unique contribution to both business and society, by identifying the role of the communicator in encouraging an ethical culture, and fostering higher levels of engagement with key social or environmental issues.

The Award scheme was launched at Parliament in 2003 and received cross party political support. They were endorsed by senior communicators, leading business people and CSR specialists. Corporate social responsibility is vital to our future, but for it to impact fully it needs to be communicated both ethically and effectively. Many companies that are re-evaluating their relationship to society and the environment are doing this on a truly international scale. Initially entries were restricted to corporate media. However, to acknowledge media convergence, in 2005, the IVCA Clarion Awards® became open to a broader constituency. This eclectic mix proved to be a great success.

Last year's winners ranged from Toyota, The Guardian, Transport for London, BBC Radio 4, Tiger Aspect, and Orange to the achievements of Arcola Theatre, Earthscan, Leonard Cheshire Disability and The Wiltshire Wildlife Trust. All are united by their outstanding creativity and their desire to promote positive social or environmental issues.

The 2009 Awards presentation will take place on **Friday 25th September 2009** at the **BFI Southbank, London**.

WHAT CAN BE ENTERED?

Entries for the 2009 IVCA Clarion Awards® are now open for all media forms however they are distributed, broadcast or presented, provided they promote one or more of the following key drivers of business and society:

- Social inclusion, regardless of race, ability, gender or orientation within the workplace or society as a whole
- Aspiration in the workplace or wider society
- Understanding of employees, or the public at large, about their rights and responsibilities
- The communication of CSR or sustainable development to employees or key stakeholders
- The stimulation of ethical debate on any key issue
- The encouragement of more sustainable lifestyles or business practice

WHO SHOULD ENTER?

Anyone who has identified or wishes to promote positive communication activity particularly:

- Communication professionals from corporate and broadcast media
- Heads of marketing, communications, CSR and investor relations in companies
- Corporate production companies producing communications for clients in CSR, sustainable development, investor relations, internal comms, etc.
- Television and radio companies making programmes or documentaries
- PR and marketing companies engaged in CSR, investor relations or brand building activity
- Government departments, NGO's and non-departmental government bodies
- Local Authorities
- Charities, social enterprises and not for profit organisations

For further information please ring the IVCA on 020 7512 0571, or email clarions@ivca.org. Please send your complete entry, including payment to: IVCA Clarion Awards, 19 Pepper Street, Glengall Bridge, London E14 9RP.



Due to the incredible response to last year's awards this year the categories for entry are being separated to enable recognition in three distinct areas. For categories 1-10 awards will be made for each of the following sectors:

- 1) Corporate Communications** - open to any commercial organisation
- 2) Public Sector Communications** - open to Government Departments, Non-Departmental Government Bodies, local authorities, regional agencies etc
- 3) Charity and Social Enterprise** - open to charities, not for profit organisations and social enterprises

1) ADVERTISING AND PROMOTIONAL

For brand building, advertising and promotional materials. The work can be disseminated using any media platform, but must inform, educate or showcase sustainable community development, ethical, inclusive or environmental actions.

2) STRATEGIC COMMUNICATIONS

For the use of corporate media delivering either an internal or external integrated communication strategy that could use a range of communication products and platforms to inform, educate or showcase sustainable community development, ethical, inclusive or environmental actions.

3) VIDEO

A singular piece of film commissioned and used to inform, educate or showcase sustainable community development, ethical, inclusive or environmental actions.

4) INTERACTIVE

For campaigns in which members of the target audience are required to participate. These could include both digital and non-digital elements.

5) WEBSITE

For a website or digital platform created to inform, educate or showcase sustainable community development, ethical, inclusive or environmental actions.

6) VIRAL

For a viral campaign or film which informs, educates or showcases sustainable community development, ethical, inclusive or environmental actions.

7) PRINTED MATERIAL

Internal Communication

For a magazine, newspaper, brochure or leaflet, produced for an internal audience, which seeks to inform, educate or showcase sustainable community development, ethical, inclusive or environmental actions.

External Communication

For a magazine, newspaper, brochure or leaflet, produced for an external audience, which seeks to inform, educate or showcase sustainable community development, ethical, inclusive or environmental actions.

8) LIVE EVENTS

For an internal or external event aimed at informing, educating or showcasing sustainable community development, ethical, inclusive or environmental actions.

9) CONSULTATION

For a programme of engagement with internal or external audiences with the purpose of establishing action plans or policies for community development, ethical, inclusive or environmental issues.

10) EXPERIENTIAL CAMPAIGN

For campaigns which seek to connect audiences with sustainable community development, ethical, inclusive or environmental actions in personally relevant and memorable ways.

Broadcast media play an important role in informing the public of their rights and responsibilities - and this subject matter has been central to the IVCA since its inception. The IVCA Clarion Awards will be presented for broadcast TV and radio programmes which promote sustainable community development, ethical, inclusive or environmental behaviours.

11) TELEVISION

For broadcast television programmes or series which promote sustainable community development, ethical, inclusive or environmental actions.

12) RADIO

For broadcast radio programmes or series which promote sustainable community development, ethical, inclusive or environmental actions.

13) IVCA CHAIRMAN'S AWARD

IVCA Chairman's Award is presented to an entry which is deemed to merit particular recognition for its achievement in community engagement. **This Award cannot be directly entered.**

14) IVCA CHAMPIONS AWARD

IVCA Champion Awards are presented to individuals, companies or agencies for outstanding contributions to the communication of sustainable community development, ethical, inclusive or environmental issues. **This Award cannot be entered directly, but nominations, free of charge, should be sent to the IVCA.**



DEADLINE: Entries must reach the IVCA no later than 3pm on Friday 10th July 2009

Please contact the IVCA to discuss any aspect of the entry requirements. To ensure your application is complete and meets entry requirements, take care to follow the steps and advice given below. Projects entered should either be on-going or have a specific relevance to the period January 2008 to June 2009.

1) WHAT TO PROVIDE

Paperwork

Please supply one copy of the Entry Form per entry into the award scheme.

Media

Film and Video, viral and Interactive categories: one DVD or CD ROM per entry.

Website category: a full URL and any passwords required to use the site.

Printed material category: one copy of the printed publication or item.

Radio category: a single CD of each program entered.

Live Events and Experiential Campaigns: Documentation of the event, including a brief summary, results or feedback. If you have a video it would be to your benefit to supply it on DVD, otherwise photographs.

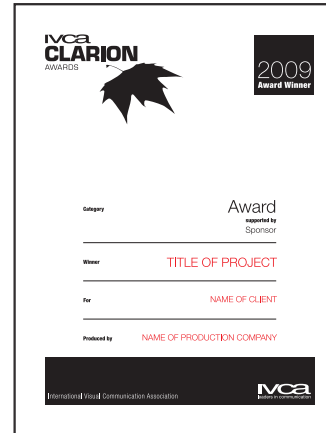
Consultation category: Explanation of the initial brief, the proposed activities, feedback and supporting evidence of outcome.

For other types of media being entered please contact the IVCA offices.

Supplementary information may also be submitted.

You must also supply a minimum of 6 high resolution stills, screengrabs or photographs for each project.

3) PLAQUE DETAILS



Title of project:

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Name of production company:

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Name of client:

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Please ensure that these details are correct when entering the IVCA Clarion Awards® as this information will be used on the Award Winners Plaques as well as in the IVCA Clarion Award® Winners Brochure.

2) YOUR DETAILS

For each project and category, please complete a separate entry form.

Company:

Address:

..... Postcode:

Primary contact name:

Telephone:

Email:

Mobile:

Name of Client:

Client contact details:

4) ENTRY FEES AND PAYMENT

Each entry must be accompanied by payment, with either a cheque, credit card details or purchase order number. Costs are: £150 plus VAT (£176.25) for companies with over 250 staff £100 plus VAT (£117.50) for companies with under 250 staff £85 plus VAT (£99.88) for all IVCA members £85 plus VAT (£99.88) for Charities

Number of entries

Entry cost

plus VAT @ 15% £

Total £

Proceeds will contribute to the overall project and support ongoing CSR training seminars

Please tick one of the following options for payment

OPTION 1

Please debit my: MasterCard/Visa/Maestro card no:

Name (as on card):

Card no.:

Expiry date: Issue no. (Maestro only):

3 digit security no. (rear of card):

House no.: Postcode of card holder:

Signature: Date:

OPTION 2

I enclose a UK sterling cheque made payable to: **'IVCA Ltd'** (please tick if applicable)

OPTION 3

My Purchase Order Number is:

5) DECLARATION

The judges' decision will be final and no correspondence will be entered into. By submitting an entry, the IVCA will assume that you have both the right to enter the project and that the material entered does not infringe copyright. Materials can only be returned if clearly requested by the entrant who must also provide appropriate postage or transport costs. A full list of terms and conditions can be obtained from the IVCA offices.

I agree to be bound by the rules of the IVCA Clarion Awards and confirm that all the information provided on this form is correct and that I or my organisation own or have clearance to all materials, including sound, visual and print, contained in these entries.

Signature: _____ Name: _____ Date: _____



This form, together with your entry fee and supporting materials, must arrive at the IVCA offices no later than 3pm on Friday 10th July 2009 to: IVCA Clarion Awards, 19 Pepper Street, Glengall Bridge, London E14 9RP.
The Entry Form and further info is available at www.ivca.org, alternatively, please phone: 020 7512 0571 or clarions@ivca.org.

ENTRY DETAILS

Title: **Running Time:**

1. Project/programme aims and objectives (50 words max.)

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2. Intended audience and circumstances under which the project was viewed (ie. an internal training seminar, sales conference, external event etc) (50 words max.)

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3. Client's name and/or the nature of their business (20 words max.)

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4. Please explain how the project's success will be/was measured. Where possible, provide data about the effectiveness of the project (50 words max.)

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5. If you are supplying additional material, explain its context within the overall project (30 words max.)

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CATEGORY & MEDIA DETAILS

Category entered (please tick one of the following)

Which strand are you entering

- 1) Corporate Communications
- 2) Public Sector Communications
- 3) Charity and Social Enterprise

Categories

- 1) Advertising and Promotional
- 2) Strategic Communications
- 3) Video
- 4) Interactive
- 5) Website

- 6) Viral
- 7) Printed Material
- Internal Communication
- External Communication
- 8) Live Events
- 9) Consultation
- 10) Experiential Campaign

Broadcast Media Categories

- 11) Television
- 12) Radio

Media type entered

(please tick all that apply)

- Film and video
- Interactive media
- Url:

-
- Audio
 - Printed materials
 - Other (please specify)
-
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RULES

1. All entries into categories 1-10 must have been originally produced for non-broadcast use.
2. Projects entered should either be on-going or have a specific relevance to the period June 2008 to June 2009
3. Entries for awards must not have been entered into previous IVCA Clarion Awards®.
4. Projects must either be in English, subtitled in English or accompanied by a translation of the script in English.
5. Film and video programmes submitted for judging must be on DVD. Responsibility for the technical quality of the DVD lies with the entrant.
6. There must be no mention on the DVD, CD-ROM or box entry of who produced the programme. All credits must be removed from programmes.
7. For the interactive media and websites categories, entrants will be required to send their product on a CD-ROM or DVD, with full installation instructions and software requirements. Websites will require a full address and any necessary usernames and passwords.
8. DVDs of award-winning entries will be kept by the IVCA for use at screenings and IVCA events. Other DVDs will be ready for collection from the IVCA at the end of October 2009. Collection must be arranged by the entrant. Any materials uncollected by the end of December 2009 will be recycled.
9. Programmes may be entered in more than one category. One copy of each DVD, CD-ROM or other product, along with any supporting materials, must be provided for each category entered.
10. Responsibility for entering the correct category lies solely with the entrant.
11. All programmes are entered entirely at the entrant's risk and insurance is their responsibility.
12. The judges will disqualify an entry if insufficient, illegible or incorrect information is given on the entry form.
13. If a project has supplementary materials of any kind, they should be included with each entry, together with details of how they are to be used.
14. All programmes must have been cleared for copyright. The IVCA assumes this has been undertaken by all entrants.
15. Unless informed otherwise by the entrant, the IVCA assumes that winning materials will be made available for both the national and regional post-Awards screenings.
16. Defective material will automatically be disqualified.
17. The closing date for the 2009 competition is 3pm on Friday 10th July 2009. The IVCA has the right to refuse late entries.

THE JURIES

Members of the juries will be chosen from leading communication practitioners and experts in CSR, sustainable development, diversity and ethical communications.

IVCA MEMBERSHIP - WHY JOIN?

Consider joining the IVCA before entering the awards, as members are entitled to considerably reduced entry rates as well as access to over 30 member services, a variety of relevant publications and regular events.

Membership also offers a free 100 word listing in the annual IVCA Business Media Handbook read by over 12,000 key industry figures. Supporting the IVCA is a unique way to both promote our industry and ensure its representation at the highest level.

Membership for companies starts at just £375 plus VAT and is £175 plus VAT for freelancers. Visit our website for further details www.ivca.org or call Dave Comley on 020 7512 0571.

SUPPORTING THE CLARIONS

Sponsoring the IVCA Clarion Awards® is an ideal opportunity to demonstrate your company's commitment to ethical and responsible communication, to business, key stakeholders, the media and the broader CSR community. As well as ensuring the success of the Awards' scheme, sponsorship will also enable an on-going programme of IVCA seminars, best practice case studies and CSR training provision for communication professionals. Last years sponsors and supporters included:



FURTHER SPONSORSHIP INFORMATION

For further information on sponsorship, please contact **Dave Comley** on **020 7512 0571** or email him at davecomley@ivca.org