

HRVATSKA UDRUGA ZA  
ODNOSE S JAVNOŠĆU

Pursuant to article 54 of the Statute of the Croatian Public Relations Association (CPRA), the Board of Directors, at its 50th session held on February 14<sup>th</sup> 2022, adopted

## **REGULATIONS ON THE ANNUAL the! AWARDS OF THE CROATIAN PUBLIC RELATIONS ASSOCIATION**

### **I PREAMBLE**

#### **Article 1**

the! Award is created to honor and award the most outstanding achievements of communication(s) professionals in their field and thus promote and improve overall state of communications industry.

the! Awards of the Croatian Public Relations Association (hereinafter: CPRA) is a recognition of the professional association for excellent projects in public relations in South East Europe, intended for public relations experts employed by legal entities and independent experts in this field.

The award aims to raise the reputation of the profession in public, promote excellence in communication, continually review and improve the principles of good business and fundamental values of CPRA members and encourage members to participate actively in the work of CPRA.

#### **Article 2**

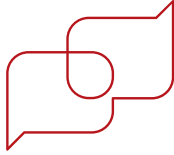
CPRA's the! Awards is organized once a year in accordance with the decision of the CPRA Board of Directors.

#### **Article 3**

The competition is announced publicly in accordance with the provisions of these Regulations.

#### **Article 4**

The procedure for selecting the winners of the award, the selection procedure, in accordance with the provisions of these Regulations, shall be carried out by public relations experts, as provided for in Articles 5 of these Regulations.



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**Article 5**

The CPRA Board of Directors adopts the Regulation on CPRA the! Awards and its amendments at its sessions based on the proposals collected from members of the previous Annual award jury, CPRA members and applicants from previous Annual Awards competitions.

## **II COMPETITION AND COMPETITION ENTRIES**

### **Article 6**

All entries are considered competition entries:

1. which are the own product of legal and natural persons regardless of the market in which they are implemented
2. which are carried out in the calendar year stated in the Application form and Mandatory instructions (in the case of multi-annual projects, the applicants independently choose for which phase and which year they will submit the project, taking into account that the project, regardless of the number of phases, may be submitted only once),
3. which are accompanied by a duly completed, standardized application form,
4. which correspond to the categories of the competition,
5. which were sent in the form, format, and within the deadline stipulated in the conditions,
6. which contain all the required information,
7. for which the planned registration fee has been paid, with the attached proof of payment.

The jury may decide that the applicant will be asked for an explanation or supplement, which the applicant must submit within 24 hours.

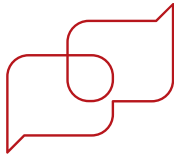
### **Article 7**

The official competition is published on the CPRA website and partner PR association in the region. CPRA undertakes to organize workshops for project applications.

## **III COMPETITION CATEGORIES, AWARDS, AND RECOGNITIONS**

### **Article 8**

By communication, we mean methodologically designed, one-time or repeated communication with external or internal publics, using appropriate communication tools, in line with the set goals and anticipated effects.



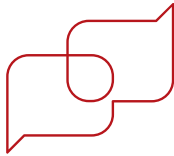
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**Article 9**

The same project may be submitted for national and the! Awards (international), following the rules for applying for individual awards.

Parts of the same project may not be submitted separately in various categories.

The competition categories of **the!** Awards are:

- 1. the! Award for public relations in institutions, associations, and non-governmental organizations**  
Includes communication projects of institutions, associations, and NGOs, which include civil society organizations - associations and clubs, educational institutions not founded by state bodies or regional and local government units, cultural institutions and communities not founded by stated bodies or regional and local government units,
- 2. the! Award for public relations for large companies**  
Includes communication projects of companies, which according to the EU classification employ 250 or more persons,
- 3. the! aAward for public relations for small and medium companies**  
Includes communication projects of companies, which according to the EU classification employ 1 to 249 people,
- 4. the! Award for corporate social responsibility**  
Includes communication projects in the field of corporate social responsibility, focusing on evaluating project communication,
- 5. the! Award for internal communication**  
Includes communication projects targeting the internal public,
- 6. the! Award for crisis communication**  
Includes communication projects that are predominantly and primarily crisis communication,
- 7. the! Award for political communication**  
The award is given for the best communication project in political communication.
- 8. the! Award for event communication**  
The award is given for the best communication of the organized and conducted event.
- 9. the! Award for digital communication**  
The award is given for the best communication project dominantly and primarily in digital communication.



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**Article 10**

Awards in categories are given based on received applications.

In each of the categories, 3 (three) prizes may be awarded: for the first, second, and third place.

The condition for the prize is the achievement of a minimum percentage based on the sum of the average grades of all criteria, as follows:

91 - 100% - gold

81 - 90% - silver

71 - 80% - bronze

**Article 11**

Prizes are given to the winners at the awards ceremony.

**IV JURY**

**Article 12**

The jury has 12 (twelve) members. Each participating State nominates 3 (three) experts. All members of the jury must have at least 10 (ten) years of relevant work experience.

**Article 13**

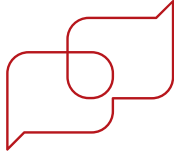
The decisions of the jury are valid if at least 7 out of 12 members evaluate projects.

In extraordinary circumstances, remote evaluation of projects can be organized for all members of the jury (by e-mail, conference call via apps, or other forms of modern remote electronic communication). The President of the jury makes this decision.

If individual members of the jury, due to unforeseen but justified circumstances, cannot physically attend the evaluation of projects, they can be exceptionally involved in the evaluation process remotely.

**Article 14**

Candidates for members of the jury are nominated by partnering PR association from South East Europe from among their members and members of the Board of Directors of CPRA and are appointed by the Board of Directors of CPRA.



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## Article 15

A jury member can be a jury member for 2 (two) years. After the jury member has fulfilled the two terms, they cannot be a jury member for the next three years unless they are a President in the third term. The term of office of the President and Deputy President shall be limited to a maximum of one term in office in each function. The Deputy President of the Jury automatically becomes the President of the Jury the following year by the Board of Directors' decision.

## V EVALUATION PRINCIPLES AND CRITERIA

### Article 16

The evaluation is based on the following principles:

#### 1. PRINCIPLE OF DOMESTIC ORIGINALITY

Annual awards are given to continuously improve quality in the design and implementation of public relations.

#### 2. PRINCIPLE OF EQUALITY

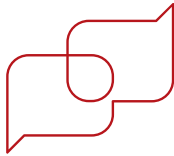
CPRA guarantees equal access to application and evaluation to all companies, institutions, associations, and individuals engaged in public relations under the conditions prescribed by these Regulations.

#### 3. PRINCIPLE OF OBJECTIVITY

CPRA guarantees the objective and independent application of all evaluation criteria adopted and incorporated into these Regulations by the Board of Directors of CPRA. CPRA will not allow any candidate for the annual award to have preferential treatment.

#### 4. PRINCIPLE OF CONFIDENTIALITY

By engaging a notary public, CPRA guarantees the consistent application of these regulations and the confidentiality of voting results until the winner is announced.



The evaluation is based on the following criteria:

1. Strategy challenge and approach

Based on this criterion, strategy challenge, understanding context, problem solving and project implementation are evaluated. In project planning, situation analysis is evaluated (problem and environment identification and analysis, selection of research methods, objective setting, stakeholder analysis, the argumentation of selected communication messages, selection of tactics/tools, time plan, and budget). All parts of the planning should be listed, including the budget and advertising as well.

2. evaluation and achieved results

Based on this criterion, the efficiency and effectiveness in solving the identified problem, measuring, evaluating the results in relation to the set objectives and planned results, and a description of the outcomes are assessed. It is necessary to describe the conducted research and the type of measurement used. The evaluation should be presented in line with the recommendations for measurement in PR of the Barcelona Principles: <http://www.instituteforpr.org/barcelona-principles-2-0-updated-2015/>.

3. creativity and innovation

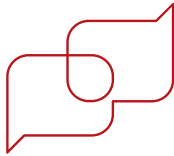
When evaluating creativity and innovation in a project, jury members evaluate the development of new, creative ideas or solutions within the project, whether it is entirely new approaches or improvements to existing ones. At the same time consider whether these ideas and solutions have been applied in a particular context to set the applicant apart from the competition, create added value, increase efficiency or contribute to productivity compared to existing practice.

4. social value and social relevance

This criterion refers to the evaluation of the added value that the project brings to the society and the community in which it was realized. More points are earned by projects that create added value and positive changes in the community and those that have the potential for long-term sustainability with the aim of further influencing, developing and making contributions to society.

5. presentation of the implemented project

The criterion evaluates the content of the presentation of the implemented project, as well as the communication success of the presenter in compliance with the time frame. The presentation must contain all the key elements of the



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application form: analysis, objectives, results, evaluation. The presentation of the project is limited to five minutes. The video content may not predominate in the duration of the entire presentation, i.e., it may not be longer than 2 minutes.

### Article 18

Each project is evaluated based on each criterion. The total sum of the average points obtained based on each criterion makes its overall evaluation.

The number of points used to evaluate a project based on a single criterion can be any number between 0 and 5/20/25/30, with 0 being the lowest and 5/20/25/30 the highest number of points.

18.1 The representation of individual criterion in the overall score is shown in the table:

	CRITERION	NUMBER OF POINTS
1	STRATEGY CHALLENGE AND APPROACH	0 - 30
2	EVALUATION AND ACHIEVED RESULTS	0 - 25
3	CREATIVITY AND INNOVATION	0 - 20
4	SOCIAL VALUE AND RELEVANCE	0 - 20
6	PRESENTATION OF THE IMPLEMENTED PROJECT	0 - 5
	<b>TOTAL</b>	<b>maximum of 100</b>

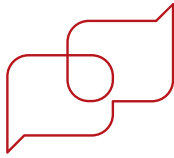
## VI EVALUATION

### Article 19

After the application deadline, the jury members will receive the materials for consideration. During the secret voting, all jury members will evaluate all the submitted entries on a pre-prepared ballot, except for the applications to which they are related in the manner specified in Article 21 of these Regulations.

### Article 20

Jury members must discuss the entries before making final assessments. The evaluation is anonymous and in secret, and the data is confidential.



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**Article 21**

Before the evaluation, each jury member shall sign a statement stating that the entries will be evaluated solely based on their assessment and set criteria and that they will not evaluate their work, project, or creation of the company, marketing agency, or public relations agency they are employed by or that employs the person who is a family relation, as well as the creations of companies related to the company, agency, institution, or association they are employed by or that employs the person who is a family relation. This prevents a possible conflict of interest.

A jury member shall report any potential conflict of interest to the jury, and the jury must determine before voting which of the jury members must be excluded from voting in which category. A jury member who cannot evaluate the project is excluded from the evaluation of the entire category.

If a jury member of the jury has concerns as to whether there is a conflict of interest in the evaluation of the project, they are obliged to seek the opinion of the Court of Honor. The Court of Honor shall give an opinion within 72 hours.

It is ethically unacceptable for award candidates or project applicants in specific categories to lobby jury members for their awards and for jury members to inform project applicants or award candidates of any part of the decision-making process. In case of learning of such cases, each jury member shall file a report with the Court of Honor of CPRA.

This article also applies to the categories of special awards, except for the award for contribution to the development of the profession.

## **Article 22**

The President of the jury manages voting.

## **Article 23**

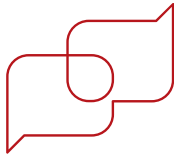
Each jury member evaluates the submitted competition entries independently and absolutely, in line with their professional knowledge, reputation, and authority.

A jury member who has not fulfilled their previously agreed obligations of evaluating/participating in the jury cannot be re-appointed to the jury. The selected jury members must participate responsibly and professionally in the evaluation of the competition entries. If a jury member fails to fulfill their obligations, the jury may suspend the member and continue working if it has a minimum of 7 members.

## **Article 24**

In accordance with the Regulations, at least 2 (two) valid applications submitted within the deadline are required to evaluate projects submitted for one category.





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**Article 25**

Each jury member shall submit their evaluation form to the Executive Director of CPRA after each evaluation round and for each competition category. The Executive Director then puts them in an envelope.

**Article 26**

Acting outside the framework of the signed statement and the rules set out in these Regulations is considered unethical and harmful conduct that undermines the jury member's credibility and integrity, harms the jury's objectivity, and may have adverse consequences for CPRA as the award holder.

**Article 27**

There will be two evaluation rounds if there are at least 3 (three) submitted projects in each category.

**Article 28**

In the case referred to in Article 28, the finalists shall be selected in the first round so that the jury members rate the projects with points from 0 to 20/25/30, based on criteria 1 - 4. Upon completion of the secret evaluation, all forms are submitted to the Executive Director of CPRA. The Executive Director, who does not take part in the evaluation, adds up the evaluations and informs the President of the results.

The finals include all projects whose sum of average points is at least equal to or higher than 51% in each of the criteria grade or at least 60% of the total possible sum of the average grades according to the number of participating jury members in judging categories. The finals projects are included in the second round.

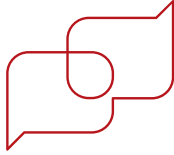
Second round is Festival of Finalists in which members of jury evaluate each project based on 1 - 5. criteria explained in the Article 18.

**Article 29**

Repetition of the vote is not allowed.

**Article 30**

No later than four days after the completion of the evaluation, the finalists for each of the competition categories are officially announced on the CRPA website, and the information is sent to the e-mail addresses of project applicants.



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## **VII TALLYING RESULTS**

### **Article 31**

The Executive Director of CPRA, in the presence of a notary public, opens all envelopes and, in accordance with these Regulations, calculates the winners by category.

### **Article 32**

First, second and third places in each category are won by project(s) based on the sum of the average grades of all criteria, as follows:

91 - 100% - gold

81 - 90% - silver

71 - 80% - bronze

## **VIII FINAL PROVISIONS**

### **Article 33**

CPRA undertakes to provide all finalists with a certificate of participation in the Grand PRix competition and send them their average grades based on each evaluation criterion and the average grade based on each criterion received by the best, i.e., the awarded project in that category.

### **Article 34**

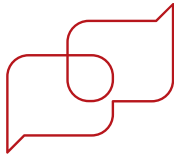
The jury may, by its decision taken by public vote and by a majority of the jury members present, reassign the submitted competition entries to other categories in accordance with the provisions of these regulations.

### **Article 35**

All decisions and evaluations of the jury in accordance with the provisions of these Regulations are final.

### **Article 36**

The President of the jury is authorized to interpret the provisions of these Regulations during the evaluation. If an individual jury member is not satisfied with the interpretation of the Regulations by the President/Deputy President of the Jury, they may request a written statement from the Board of Directors, which is responsible for further interpretation of the Regulations.



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**Article 37**

In case the jury member is dissatisfied with the decision of the Board of Directors from Art. 38 of these Regulations, the jury member may submit a further objection to the Supervisory Board. The decision of the Supervisory Board is final.

#### **Article 38**

After the publication of each round of voting results, applicants may file an objection to the evaluation procedure with the Board of Directors within 7 days. The Board of Directors must, within 15 days of receiving the complaint, receive a written explanation from the jury on the applicant's complaint and deliver it to the applicant.

#### **Article 39**

Personal data collected by completing the application form in the award procedure are processed in accordance with applicable European and Croatian regulations relating to the protection of personal data, and in particular in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of individuals concerning the processing of personal data and the free movement of such data and the repeal of Directive 95/46/EC (General Data Protection Regulation).

The application form and other materials submitted to the public call are forwarded to the jury members for the evaluation of entries and are used for the purposes of project promotion and received awards.

Personal data (entries and names and family names of the persons involved) are kept permanently, and all other documentation is deleted and/or destroyed 6 (six) months after the award.

#### **Article 40**

Regulations of Annual the! Awards are valid from the day of adoption.

Zagreb, February 14, 2022

**PRESIDENT**

Mario Aunedi Medek