

## **EACA Care Awards® 2014 launches Call for Entries** **MEP Hannu Takkula to chair the Jury**



*Brussels, 22 January 2014:* The European Association of Communications Agencies (EACA) has launched the call for entries for the EACA Care Awards 2014 with the support of Finnish MEP Hannu Takkula (ALDE), who replaces Heinz Becker (EPP) as jury chairman.

These Awards for European Social Marketing Campaigns recognise excellence in promoting care for people, resources and the environment. They are part of the EACA's overall commitment to promote Corporate Social Responsibility and are linked to the ACT Responsible Online Gallery and the ACT Responsible World Tour.

The EACA Care Awards 2014 are now open for entries until **4 April 2014**.

The Awards cover subjects such as public health, environment, sustainable consumption, public safety, disability, human rights, discrimination, domestic violence, child abuse, homelessness, education and other similar topical public issues.

The entries are judged in 4 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities and Corporate Governance, which allows commercial operators to enter campaigns which promote care for the community, for safety, for the environment and for the development of young people.

The awards will be judged by a panel of Members of the European Parliament (MEPs) chaired by Mr. Takkula together with agency representatives and stakeholders. Entering the Care Awards represents a unique opportunity to present CSR work to an important political audience.

For the second year, EACA will select one MEP to receive the MEP Care Award, which honours the work undertaken by MEPs in support of social, humanitarian or environmental causes. MEP assistants are invited to nominate their own MEP (or another), and nominations will be considered by a panel composed of representatives of the European Association of Communications Agencies (EACA), the European Advertising Standards Alliance (EASA), the World Federation of Advertisers (WFA) and Advertising Community Together (ACT). Together, they will choose the MEP who, in their opinion, has made the biggest contribution to society in the last year, based on commitment, impact, creativity and future sustainability.

The announcement of the winners and the award ceremony will take place at the European Parliament in Brussels in Autumn.

Selected winners will be included in the ACT Responsible Online Gallery and eligible for entry in the ACT Responsible World Tour Exhibition.

More information on how to submit a campaign can be found on [www.careawards.eu](http://www.careawards.eu).

***For further information, please contact:***

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**About the EACA Care Awards**

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**About EACA**

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service commercial communications and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, please go to [www.eaca.eu](http://www.eaca.eu).

**About ACT Responsible**

The non-profit association ACT Responsible federate, promote, and inspire responsible communication on sustainability, equitable development and social responsibility. Through a unique collection, ACT Responsible shows how advertising professionals from all continents can use their core talent -- creativity -- to play a positive role in addressing today's crucial world issues. ACT Responsible promotes its mission worldwide, through The Expo, a unique travelling exhibition, conferences, media partnership and on a unique, free database of advertising campaigns accessible at <http://www.act-responsible.org>.