



Recognising excellence in promoting care for people,
resources and the environment

Press Release

April 2013

For immediate release

EACA Care Awards® finalists announced

Brussels 19 April 2013: 26 social marketing campaigns from 12 countries have been shortlisted for the final judging round of the 2013 EACA Care Awards and will be judged by a panel of Members of the European Parliament and agency and media representatives, chaired by Austrian MEP Heinz K. Becker (EPP). The finalists are listed [here](#).

A total of 60 campaigns from 16 countries entered in 6 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities; Public and Private Sector Businesses; Corporate Governance (CSR) and Invest in Youth.

The winners of the 2013 EACA Care Awards will be announced at the European Parliament on 5 June 2013 and will receive their Awards from the Jury Chair.

The main aim of the EACA Care Awards is to highlight the advertising industry's specific contribution to society by selecting and celebrating the most powerful and relevant social marketing campaigns. The EACA Care Awards cover subjects such as public health, environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar topical public issues.

Registrations for the Awards Ceremony will open soon.

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The EACA Care Awards are supported by ACT Responsible (ACT), a non-profit initiative promoting responsible communication on sustainability, equitable development and social responsibility. All the entries will be included in the ACT Responsible online gallery and eligible for selection in the ACT Responsible World Tour Exhibition.

With support from:



Media Partners:



European Agenda



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To visit the EACA ACT Responsible online gallery, follow this link:
http://www.eaca.be/content.asp?content=act_responsible

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.

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 www.act-responsible.org.

The 2013 EACA Care Awards finalists are:

➤ **Non-profit organisations & non-governmental bodies**

Young & Rubicam Group Geneva	UNHCR dilemmas	UNHCR	Switzerland
DDB Dubai	Conversations	Al Serkal Avenue/Al Manzil School	UAE
AIR	Child Soldiers	Amnesty International Belgium	Belgium
Havas Worldwide Helsinki	Monsters	Fragile Childhood	Finland
TBWA\Paris	Justice for Muttur	Action Contre La Faim	France
Magic Garden	Car mode	Association Prévention Routière & Assureurs Prévention Association	France
ACG Advertising Agency	Brave Tree	Brave Camp Foundation	Hungary
TBWA\Paris	A White Wave for Syria	Amnesty International France	France
McCann Athens	The Hand	ActionAid Hellas	Greece
W&Cie	The Breath	FNSF- Fédération Nationale Solidarité Femmes	France
OgilvyAction GmbH	Don't Cry, Baby	African Angel e.V.	Germany
Publicis Conseil	Lost in the metro	ICM	France
Horizon Drafftcb	September Christmas	Tamanna	Lebanon & UAE
Posterscope UK Limited	A Day	Expressions of Humankind	United Kingdom
TBWA\Paris	Tsunami	Amnesty International France	France
Young & Rubicam Group Paris	Be Proud	Surfrider Foundation Europe	France
ACG Advertising Agency	Water Walk	Hungarian Interchurch Aid	Hungary
PKP BBDO	Set Signs Against Blindness	Licht für die Welt	Germany

➤ **Government bodies & related organisations**

Saatchi & Saatchi Brussels	The Whole Club Supports You	European Commission - DG Sanco & FC Barcelona	Belgium
Publicis Consultants	As long as there are deaths	Délégation à la sécurité routière	France
Deutsch Inc	Empire Relief Fund	NY State Governor's Office	USA

➤ **Local and Regional Authorities**

ACG Advertising Agency	Dog Dirt	Local Government of the 12th district of Budapest	Hungary
OgilvyAction GmbH	See the Danger of Drink Driving	Landesverkehrswacht NRW	Germany

➤ **Public and Private Sector Businesses**

Leo Burnett Portugal	Carma Project	Fast Lane Media & Eventos	Portugal
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➤ **Invest in Youth**

darw!n	99% Children's Villages	SOS Children's Villages	Belgium
Drafftcb UK	Sported	Sported	United Kingdom