



Pursuant to article 56 of the Statute of the Croatian Public Relations Association (CPRA), the Board of Directors, at its 20th session held on July 15, 2024, adopted

REGULATIONS OF 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 the overall state of communications industry.

the! awards of the Croatian Public Relations Association (hereinafter: CPRA) is a recognition by the professional association of 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 the CPRA members and encourage members to participate actively in the work of the CPRA.

Article 2

CPRA's the! award 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



Article 5

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

II COMPETITION AND COMPETITION ENTRIES

Article 6

All entries are considered competition entries:

1. that are an own product of legal and natural persons supplying the entry, regardless of the market in which they are implemented
2. that 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. that are accompanied by a duly completed, standardized application form
4. that correspond to the categories of the competition
5. that were sent in the form, format, and within the deadline stipulated in the conditions
6. that contain all the required informatio
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. The CPRA may organize workshop 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.

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.

Article 10

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! award 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

Includes the best communication project in political communication.

8. the! award for event communication

Includes best communication of the organized and conducted event.

9. the! award for digital communication

Includes the best communication project dominantly and primarily in digital communication.

Article 11

Awards in categories are awarded based on applications received.

In each of the categories, gold, silver and bronze can be awarded.

It is possible that, based on the evaluations of the jury, in each of category to have more award winners (gold, silver, bronze) or to have no award winners at all.

The condition for awarding the award is the achievement of the minimum number of points based on the sum of the average grades of all criteria, or defined score ranges.

The range of points for gold, silver and bronze, i.e. the awarding of prizes, is determined in such a way that the highest number of points awarded after the second round of voting by the jury represents the medal for gold and the point ranges will be calculated from it for awarding gold, silver and bronze.

The calculation of the range based on the votes of the jury is the responsibility of the Executive Director of the CPRA, and the Board of Directors before the award ceremony confirms it.

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 12

Prizes are presented to the winners at the awards ceremony.

IV JURY

Article 13

The jury has up to 3 (three) members from each participating State.
All members of the jury must have at least 10 (ten) years of relevant work experience.

Article 14

The decisions of the jury are valid if at least 75% jury members evaluate projects.

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.

Article 15

Up to 3 (three) candidates for members of the jury are nominated by partnering public relations 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.

Article 16

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 17

The evaluation is based on the following principles:

1. PRINCIPLE OF ORIGINALITY

Annual awards are awarded 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 the CPRA. CPRA will not allow any candidate for the annual award to have preferential treatment.

4. PRINCIPLE OF CONFIDENTIALITY

CPRA guarantees the consistent application of these regulations and the confidentiality of voting results until the winner is announced.

Article 18

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).



2. Impact and evaluation of communication performance

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](#).

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 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 19

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.

19.1 The representation of individual criterion in the overall score is shown in the table (first round of voting):

	CRITERION	NUMBER OF POINTS
1	STRATEGY CHALLENGE AND APPROACH	0 - 30
2	EVALUATION AND RESULTS ACHIEVED	0 - 25
3	CREATIVITY AND INNOVATION	0 - 20
4	SOCIAL VALUE AND SOCIAL RELEVANCE	0 - 20
	TOTAL	maximum of 95

19.2. The representation of the individual criterion in the overall score is shown in the table (second round of the voting):

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

VI EVALUATION

Article 20

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 prepared ballot, except for the applications to which they are related in the manner specified in Article 21 of these Regulations.

Article 21

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



Article 22

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 is to prevent 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 of CPRA. 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.

Article 23

The President of the jury manages voting.

Article 24

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 75% members.

Article 25

In accordance with the Regulations, at least 1 (one) valid application submitted within the deadline is required to evaluate projects submitted for one category.



Article 26

Jury members shall submit their evaluation form to the Executive Director after each evaluation round and for each competition category.

Article 27

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 28

There will be two evaluation rounds if there are at least 2 (two) submitted projects in each category.

Article 29

In the case referred to in Article 27, 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. 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 and/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 Finalists Presentation in which members of jury evaluate each project based on 1 - 5 criteria explained in the Article 18.

Article 30

Repetition of the vote is not allowed.

Article 31

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.



VII TALLYING RESULTS

Article 32

The Executive Director, in accordance with these Regulations, calculates the winners by category.

VIII FINAL PROVISIONS

Article 33

The jury may, by its decision taken by public vote and by a majority of the jury members present, may reassign the submitted competition entries to other categories in accordance with the provisions of these regulations. Project applicant within 24 hours makes decision based on this suggestion.

Article 34

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

Article 35

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.

Article 36

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 37

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, 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 38

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

Zagreb, July 15 2024.

PRESIDENT

Mario Aunedi Medek