



July 20<sup>th</sup> 2021

## Be part of the 2021 Care Awards Jury

The Care Awards 2021 opens its first round of judging to all creative talent willing to participate in a bid to promote great ads created for social and environmental causes and inspire responsible behaviors to accelerate the transformation towards a better and fair world.

This opportunity is powered by [Adforum.com](https://adforum.com), the gateway to the worldwide creative community. "ACT Responsible is our baby sister as it has been initiated by AdForum employees back in 2001. We have always supported its work and helped it grow in our community. This online solution has proven to be a great success for our PHNX Awards so it is only natural to make it available to ACT Responsible Care Awards" says Philippe Paget, Adforum's CEO.

To participate, judges will have to commit to a pledge of responsible judging behavior and fair play and to register on [adforum.com](https://adforum.com) where they will have access to a user-friendly online voting platform.

The Care Awards recognise agencies' excellent work in promoting care for people and the environment. There are 3 categories; NGO/Foundation, Institution/Government, and Corporation, each divided into 3 sub-categories; Film, Print, and Case Study.

*"The judges are asked to take into account multiple criterias while judging such as the usual one for a creative awards such as the originality of the idea and quality of execution, but also the impact of the campaign on society and on the mind of consumers (mindprint), as well the respect of all and last but not least the impact the campaign has on its beneficiaries"* says Sophie Guerinet, Co Founder of ACT Responsible in charge of the Care Awards.

You have until July 28th to register as a judge [here](#). Judging will open on August 2nd for a period of six weeks until September 10th. The second round of judging will take place in Fall under the chair of Ms Dita Charanzová, Vice President of the European Parliament and Godmother of the Care Awards since 2016.

**More about the Care Awards:** *This award aims to recognise excellence in social marketing. It highlights the advertising industry's specific contribution to society by selecting and celebrating the most successful creative social marketing campaigns. The awards cover subjects such as public health, the environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar topical public issues. The Care Awards' jury is chaired by a member of the European Parliament and composed of NGO & institutions communications directors, creative directors, and CSR experts.*

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