

HRVATSKA UDRUGA ZA
ODNOSE S JAVNOŠĆU

Pursuant to article 61 of the Statute of the Croatian Public Relations Association (CPRA), the Board of Directors, at its 6th session held on January 25, 2021, adopted

REGULATIONS ON THE ANNUAL AWARDS OF THE CROATIAN PUBLIC RELATIONS ASSOCIATION

I PREAMBLE

Article 1

Annual Awards - Grand PRix (hereinafter: GP) of the Croatian Public Relations Association (hereinafter: CPRA) is a recognition of the professional association for excellence in achievements in public relations, 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 GP Awards are organized once a year in accordance with the decision of the CPRA Board of Directors.

Article 3

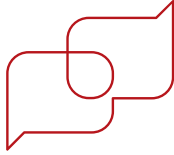
CPRA GP competition is announced publicly in accordance with the provisions of these Regulations.

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 V of these Regulations.

Article 5

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



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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. CPRA undertakes to organize workshops for project applications.

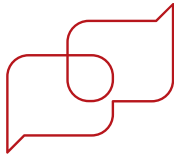
III COMPETITION CATEGORIES, AWARDS, AND RECOGNITIONS

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.

Article 9

The project may be submitted in only one national category. Parts of the same project may not be submitted separately in various categories.



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The same project may be submitted for a national and international award, following the rules for applying for individual awards.

The competition categories of the GP are:

1. Grand PRix for public relations in state bodies of the Republic of Croatia

The award is given for the best communication project in the state bodies of the Republic of Croatia. The state bodies of the Republic of Croatia are legislative and executive authorities, the Constitutional Court, and the highest judicial powers, judicial authorities, regular and specialized lower courts, autonomous and independent bodies, ad-hoc, professional, and advisory working bodies other than companies owned by state authorities. A detailed list of institutions at:

<http://www.digured.hr/Adresari-i-imenici/Imenik-tijela-javne-vlasti-od-1990/Pregled-imenika-tijela-javne-vlasti>

2. Grand PRix for public relations in regional and local government (counties, cities, municipalities, and all institutions of which they are founders, except companies)

The award is given for the best communication project in regional and local government.

3. Grand PRix for public relations in institutions, associations, and non-governmental organizations

The award is given for the best communication project in institutions, associations, and NGOs, which include civil society organizations (associations and clubs), educational institutions not founded by state bodies of the Republic of Croatia or regional and local government units of the Republic of Croatia, cultural institutions and communities not founded by state bodies of the Republic of Croatia or regional and local government units.

4. Grand PRix for public relations for large companies

The award is given for the best communication project for large companies in the business sector, which according to the classification of the European Union, have 250 or more employees.

5. Grand PRix for public relations for small and medium companies

The award is given for the best communication project for small and medium companies in the business sector, which according to the classification of the European Union, have between 1 and 249 employees.

6. Grand PRix for corporate social responsibility

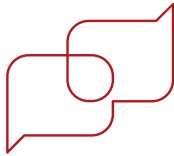
The award is given for the best communication project in corporate social responsibility, focusing on evaluating project communication.

7. Grand PRix for internal communication

The award is given for the best communication project targeted at employees.

8. Grand PRix for political communication

The award is given for the best communication project in political communication.



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9. Grand PRix for crisis communication

The award is given for the best communication project dominantly and primarily in crisis communication.

10. Grand PRix for event communication

The award is given for the best communication of the organized and conducted event.

11. Grand PRix for digital communication

The award is given for the best communication project dominantly and primarily in digital communication.

12. Grand PRix for development of the profession

The award is given to individuals for their overall work in public relations and their unique contribution to the development of the profession.

13. Communicator of the year

The award is given to persons or organizations that have excelled in communication with the public.

14. Fail of the year - anti communication of the year

The award may be given to persons or organizations that have distinguished themselves in their public activities with their inappropriate or unprofessional communication that harms the quality of public dialog.

Article 10

Awards in categories 1 - 11 are awarded based on received applications.

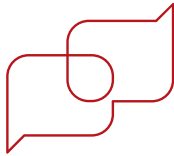
International applicants submit works in competition categories, 3 - 7 and 9.

In each of the categories, 3 (three) prizes are awarded: for the first, second, and third place, save in exceptional cases specified in Article 39 of these Regulations.

Categories one, two, and three may be merged into one category if there are fewer than 2 applications in one of the categories, in accordance with Article 30 of these Regulations.

Article 11

The winner of the award in category 12 is proposed and selected by the jury. The winner of the award in categories 13 and 14 is proposed by the members of CPRA and the jury and is selected exclusively by the jury.



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Article 12

The following mandatory minimum criteria are set for the winner in category 12:

1. at least 15 years of experience in public relations,
2. writing or editing professional literature,
3. creation of new study programs in public relations,
4. long - term engagement and professional work in developing the profession and
5. no recorded violation of the CPRA Code of Ethics.

The candidate must meet criteria 1 and 5 and another of criteria 2, 3, or 4.

Article 13

Candidates in category 12 cannot be current members of the jury of a CPRA body. Candidates in categories 13 and 14 cannot be members of CPRA or public relations experts.

Candidates in categories 12, 13, and 14 are rated in the first round with points 1 to 5 (1 is the lowest and 5 is the highest a candidate can get). Each of the candidates must be rated with one of the offered points. The winner of the category is the candidate with the highest number of points. Exceptionally, if the two leading candidates have the same number of points (the sum of all points), both candidates enter the second round of voting. Again, each of the two candidates is rated with points 1 to 5. The winner is the one who gets the higher sum of points. Voting is confidential.

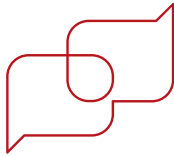
The jury prepares the argumentation of winners of the awards in categories 12, 13, and 14 and presents it to the Board of Directors.

Article 14

The jury will award the **Best Agency Grand PRix** (Grand PRix ordinal number) to the agency with the highest total of awards (first, second and third place).

Article 15

Prizes are awarded to the winners at the awards ceremony.



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IV JURY

Article 16

All jury members must have the status of a regular member of the Association.
The CPRA GP award jury comprises 13 members, who are:

1. public relations experts in companies 4
2. experts from public relations agencies 4
3. public relations experts from public and non-governmental sector 4
(the unwritten rule is 3 from public and 1 from non-governmental)
4. public relations experts who teach
at higher education institutions 1

The jury for the international award comprises 12 (twelve) members. Each participating State nominates 3 (three) experts in accordance with Article 16.

Article 17

The decisions of the jury are valid if at least 7 out of 13 members or 7 out of 12 members evaluate projects.

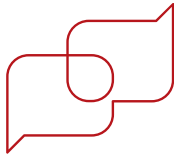
In extraordinary circumstances, remote evaluation of projects can be organized for all members of the jury (by e-mail, conference call via apps, or other forms of modern remote electronic communication). The President of the jury makes this decision.

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 18

The President and Deputy President of the Jury are nominated and confirmed by the Board of Directors of CPRA. Candidates for jury members are nominated by the President of the jury, the deputy president of the jury, and members of the Board of Directors and are appointed by the Board of Directors.

Candidates for members of the international jury are nominated by international organizations 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 19

In accordance with Art. 18, the nominators of candidates for jury members take into account that the jury includes experts for the design and implementation of public relations from all over Croatia, i.e., all participating countries.

Article 20

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 Deputy or 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.

Article 21

The President and Deputy President of the jury shall be persons with at least 7 (seven) years of public relations experience. A jury member shall be a person with at least 5 years of experience in public relations.

V EVALUATION PRINCIPLES AND CRITERIA

Article 22

The evaluation is based on the following principles:

1. PRINCIPLE OF DOMESTIC ORIGINALITY

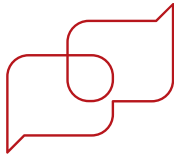
Annual awards are given to continuously improve quality in the design and implementation of public relations.

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.



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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.

Article 23

The evaluation is based on the following criteria:

1. project planning and preparation

Based on this criterion, preparatory actions for project implementation and project planning 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.

2. evaluation and achieved results

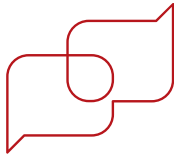
Based on this criterion, the efficiency and effectiveness in solving the identified problem, measuring, evaluating the results in relation to the set objectives and planned results, and a description of the outcomes are assessed. It is necessary to describe the conducted research and the type of measurement 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

Creativity is a term commonly used for the activity of creating new ideas, approaches, or activities, while innovation is the process of creating and applying these creative ideas in a particular context.

Creativity manifests in the creation of a work that is both useful and original and includes:

- creating or proposing something partially or entirely new;
- creating an existing object with new properties or characteristics;
- imagining new possibilities that no one has yet devised;
- watching or performing something in a completely unique way than what was previously considered normal or possible.



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Based on this criterion, the finding and implementation of creative solutions within the sector of the applicant's activities that resulted in added value/efficiency and/or productivity in relation to the existing practice of the applicant's competitors are assessed.

4. technical implementation

Based on this criterion, the organization and implementation of the project are evaluated. The technical implementation includes a properly filled in application form according to the instructions given in the form.

5. social value and social relevance

Based on this criterion, the added value for the society and the community in which it was realized and its potential for long-term sustainability are evaluated. This criterion aims to differentiate short-term promotional projects better and evaluate projects that create added value and positive community changes.

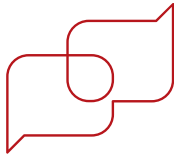
6. presentation of the implemented project

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. A presentation in the selected format or a film in mp4 format accompanies the application form. 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 24

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 1 and 5, with 1 being the lowest and 5 the highest number of points.



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

	CRITERION	NUMBER OF POINTS
1	PROJECT PLANNING AND PREPARATION	1 - 5
2	EVALUATION AND ACHIEVED RESULTS	1 - 5
3	CREATIVITY AND INNOVATION	1 - 5
4	TECHNICAL IMPLEMENTATION	1 - 5
5	SOCIAL VALUE AND RELEVANCE	1 - 5
6	PRESENTATION OF THE IMPLEMENTED PROJECT	1 - 5
	TOTAL	maximum of 30

VI EVALUATION

Article 25

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 27 of these Regulations.

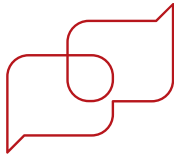
Article 26

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

Article 27

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.



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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 28

The President and Deputy President of the jury manage voting.

Article 29

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 30

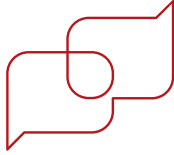
In accordance with the Regulations, at least 2 (two) valid applications submitted within the deadline are required to evaluate projects submitted for one category.

Article 31

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

Article 32

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.



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Article 33

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

Article 34

In the case referred to in Article 33, the finalists shall be selected in the first round so that the jury members rate the projects on a scale of 1 to 5. Upon completion of the secret evaluation, all forms are submitted to the Secretary-General of CPRA. The Secretary-General, who does not take part in the evaluation, adds up the evaluations and informs the President of the results.

The second round includes the first three projects from a category with the highest sum of average points of the first round of judging given by the jury members who evaluated that category. The finals include the projects whose sum of average points is at least equal to or higher than 60% of the total possible sum of average grades, given the number of jury members participating in the judging of the category. The jury can, in case of strong competition, adopt a decision that the four best projects enter the second round. In the second round, the winner of the category shall be selected in accordance with the articles referred to in paragraph VII of these Regulations Tallying results.

Article 35

Repetition of the vote is not allowed.

Article 36

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 and CPRA members.

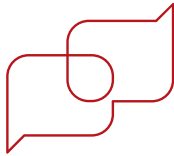
VII TALLYING RESULTS

Article 37

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

Article 38

The final grade of each criterion for each finalist is the average grade calculated from the grades of all jury members authorized to evaluate each entry. The final grade of the finalists is the sum of the average grades of all criteria.



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The winner of the category is the project with the highest final grade, the second place is next in the number of points behind the winner, while the third place goes to the project with the lowest number of average grades in the category.

Article 39

In case two finalists' projects in the same category have a difference in the final grade lower than or equal to 0.5 points, both projects are declared the winner of the category, or share the second and/or third place in the category.

This shall be determined by the Secretary-General in accordance with Article 37.

VIII FINAL PROVISIONS

Article 40

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 41

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 42

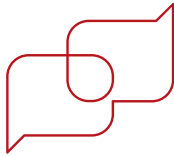
All decisions and evaluations of the jury in accordance with the provisions of these Regulations are final.

Article 43

The President and Deputy President of the jury are 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 44

In case the jury member is dissatisfied with the decision of the Board of Directors from Art. 43 of these Regulations, the jury member may submit a further objection to the Supervisory Board. The decision of the Supervisory Board is final.



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Article 45

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 46

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.

Zagreb, January 25, 2021

PRESIDENT

Mario Aunedi Medek