



**COMMUNICATION
SANS FRONTIÈRES**

9th Grand Prix de la Communication Solidaire (European Cause-related Communication Awards)

Communication Sans Frontières
Communication Without Borders

Grand Prix de la Communication Solidaire (European Cause-related Communication Awards)

Launched nine years ago in Paris by Communication Without Borders (Communication Sans Frontières®), the European Cause-Related Communications Awards aim to reward communications professionals within the charity and non-profit sector, for the quality and ethics of their advertising campaigns.

The winners of the first Grand Prix de la Communication Solidaire in 2006.

Nothing to sell
Everything to fight for

A unique and historic award

As the one and only award to recognise non-profit agencies and organisations, Communication Without Borders® has wanted, ever since the creation of the award, to represent and recognise cause-related communications professionals from across all areas. Therefore, the judging panel (which is renewed every year) includes ten representatives from the business sector, advertising sector, media, multimedia and third sector. Moreover, thanks to Harris Interactive, the public also gets to choose its own winner through an online public vote.

Bruno David, President & Founder of Communication Without Borders

9th Grand Prix de la Communication Solidaire A Communication Without Borders initiative and organisation

- Communication Without Borders (Communication Sans Frontières®) is a non-profit association founded in 2003 by Bruno David. A specialist in international communication, he has worked for a number of high-profile agencies such as RSCG, Publicis, McCann-Erickson, TBWA, and collaborated with many companies such as Coca-Cola, L'Oréal and Nestlé.

• Personally involved in humanitarian work as a volunteer for many years, Bruno David is the President and co-founder of the medical NGO **Noir&Blanc**, (Black and White, www.noir-et-blanc.org) which works in Africa to help the victims of sickle-cell anaemia; he is also president of the association **Un Fauteuil à la Mer** (a Wheelchair on the Sea); and vice-president of **Logistique Médicale Humanitaire** (Humanitarian Medical Logistics). Today, Bruno David is the Director of Communication and Development for **Action Contre La Faim** (Action Against Hunger)• Communication Without Borders consists of professionals and students of communication and information sciences, whose common goal is to improve and promote ethical and responsible practice within the communication sector. This goal focuses on communication that benefits humanitarian and charity causes, fair trade and sustainable development.

9th Grand Prix de la Communication Solidaire (European Cause-related Communication Awards)

The participants:

- Communication agencies
- Third sector associations and organisations
- Non-profit foundations
- Public and private institutions

The jury:

- Consists of representatives from third sector, communication, media, multimedia and business organisations and associations.
- One president of the panel who is chosen from the members of the jury

Categories and criteria:

- **Television/Cinema campaigns, Poster campaigns, Press, Radio, Events and Digital campaigns** launched between **1st July 2013 and 30th June 2014**
- Campaigns addressing objectives relating to civil rights, charity work, fair trade, sustainable development, a great cause or a cause of general or public interest.

The judging process:

After a first vote, the finalists who have been given the highest marks in their category are shortlisted. Thereafter, another vote determines the rankings per category and three 1st Prizes are awarded. 19 prizes are then awarded, comprising:

- Three awards per category
- One overall Grand Prix winner

Public's Choice:

A public vote also takes place in parallel on the internet. A panel, representative of the French population over 18 years old, is selected by Harris Interactive. A Public's Choice award is then given for each category.

Deadline for entry: Friday 3rd October 2014

Award Ceremony: Late November – Early December 2014, in la Bellevilloise, Paris, France.

PRIX DE LA COMMUNICATION SOLIDAIRE (EUROPEAN CAUSE-RELATED COMMUNICATION AWARDS)

Communication Without Borders

www.communicationsansfrontieres.org

Follow us on Facebook at *Communication Sans Frontières*

For questions and enquiries:

Caroline Darmon: +33 6 17 81 21 21

caroline.darmon@communicationsansfrontieres.org

Bruno David: +33 7 77 98 71 96

bruno.david@communicationsansfrontieres.org

HISTORY OF THE JURYS AND AWARDS

❖ Jury of the 1st Grand Prix de la Communication Solidaire

Catherine Tasca

President of the Jury

Former Minister of Communication

Third Sector Panel

- **Daniel Durca**, Administrator of *Institut du Mécénat et de la Solidarité* (Institute of Sponsorship and Solidarity)
- **Gabriel Daré**, President of *Union Nationale des Organismes faisant appel à la Générosité du Public* (National Union of Organisations that appeal to the Public's Generosity)
- **Gérard Pédraglio**, Chargé de mission à la direction Générale de *PlaNet Finances* (In charge of missions for the General Management of PlaNet Finances)

Advertising Panel

- **Thierry Consigny**, Co-founder and President of *Ouvriers du Paradis* (Labourer of Paradise)
- **Antoine Vaccaro**, Vice President of *TBWA Corporate*
- **Paul-Henri Moinet**, Co-founder and Strategic Manager of *Nouvel Eldorado* (New Eldorado)

Media Panel

- **Bernard de la Villardière**, Journalist and Producer
- **Marwane Ben Yahmed**, Editor-in-Chief of *Jeune Afrique Intelligent* (Intelligent Young Africa)
- **Renaud Girard**, International Correspondent for *Le Figaro*

Business Panel

- **François Machenaud**, President & Managing Director of *Lever Fabergé France*
- **Bernard Emsellem**, Director of communication at *SNCF* (French rail network)
- **Ghislain Achard**, Managing Director of *France Télévisions*

❖ **Prize List of the 1st Grand Prix de la Communication Solidaire**

1st Grand Prix de la Communication Solidaire

Campaign: Innocence in Danger

Agency: Saatchi & Saatchi

Press

1st Prize : *Médecins du Monde*, agency: Euro RSCG C&O

2nd Prize: *Planète enfant*, agency: Ailleurs Exactement

Poster Campaign

1st Prize: *Petits Frères des Pauvres*, agency: TBWA Non Profit

2nd Prize ex aequo: - *Ile-de-France Regional Council for Jeunes Violences Ecoute*, agency:

Nouvel Eldorado

- *Amnesty International*, agency: Les Ouvriers du Paradis - Red Cell

TV

1st Prize: *Innocence en Danger*, agency: Saatchi & Saatchi

2nd Prize: *INPES*, agency: BETC Euro RSCG

3rd Prize: *Vaincre la mucoviscidose*, agency: Précision

RADIO

No prize awarded

Out of Competition

Prize "Jury's Favourite": *Surfrider*, agency: Young & Rubicam

❖ **Jury of the 2nd Grand Prix de la Communication Solidaire**

Antoine Sfeir

President of the Jury

Journalist

Third Sector Panel

- **Henri Rouillé d'Orfeuil**, President of *Coordination Sud*
- **Pierre Birambeau**, Co-founder of *Adema* and of the *Téléthon*

Advertising Panel

- **Laurent Habib**, President of *Euro RSCG C&O*

Business Panel

- **Alexandre Popoff**, Managing Director of *L'Oréal Produits Publics France*
- **Alain Real**, President of the foundation *Ronald McDonald's*

Media Panel

- **Antoine Sfeir**, Journalist
- **Daniel Saada**, President of *Publicis Groupe Media France*

Multimedia Panel

- **Olivier Bronner**, President of *Plan-net*

- **Thomas Romieu**, Head of Marketing Information Services at *MSN*

❖ **Prize List of the 2nd Grand Prix de la Communication Solidaire**

2nd Grand Prix de la Communication Solidaire

Press Campaign: Collectif Sida Grande Cause 2005 (*AIDS Great Cause Collective*)

Agency: Euro RSCG C&O

Public's Choice (*In partnership with Novartis-Harris Interactive*)

Les petits frères des pauvres, agency: *TBWA Non Profit*

Press

1st Prize: *Collectif Sida Grande Cause 2005*, agency: Euro RSCG C&O

2nd Prize: *RSF - Le cri*, agency: Saatchi & Saatchi

3rd Prize: *Unisep*, agency: Saatchi & Saatchi

Poster Campaigns

1st Prize: *Action Innocence*, agency: Air

2nd Prize: *CCFD*, agency: Opéra

3rd Prize: *Swane*, agency: Citizen Press

Cinema

Special Award: *SOS Sahel*, agency: Tagora

TV

1st Prize: *SOS Sahel*, agency: Tagora

2nd Prize: *Association St Louis*, agency: Publicis Consultants

3rd Prize: *Action Against Hunger*, agency: Publicis Consultants

Radio

Special Award: *Collectif Sida Grande Cause 2005*, agency: Euro RSCG C&O

Internet

Special Award: *The Salvation Army*, agency: Passage Piéton

❖ **Jury of the 3rd Grand Prix de la Communication Solidaire**

Philippe Lentschener

President of the Jury

President of Publicis France

Thrid Sector Panel

- **Jean-François Mattei**, President of the French *Red Cross*
- **Cécile Sportis**, Director of the *Bureau de Liaison de Paris du PAM*

Advertising Panel

- **Philippe Lentschener**, President of *Publicis France*
- **Guillaume Pannaud**, President of *TBWA France*

Business Panel

- **Séverine Le Grix de la Salle**, Deputy Director of the brand *Orange*, in charge of Advertising and Brand Image
- **Jean-François Grimaud**, Director of information and general business at the *Fédération Nationale des Caisses d'Epargne et de Prévoyance*

Media Panel

- **Arnaud de Puyfontaine**, CEO of *Mondadori France*
- **Claude Cohen**, President of *TF1 publicité*

Multimedia Panel

- **Matthieu de Lesseux**, President founder of *Duke*
- **Greg Manset**, President Founder of *Categorynet*

❖ **Prize List of the 3rd Grand Prix de la Communication Solidaire**

3rd Grand Prix de la Communication Solidaire

TV Campaign: Amnesty International « Les signatures »

Agency: TBWA Paris

Press

1st Prize: *Entrepreneurs du Monde*, agency: Ogilvy & Mather

2nd Prize and Public's Choice: *Ifaw*, agency: Rapp Collins

3rd Prize: *Every Child*, agency: Lowe Swing Bulgarie

Poster Campaign

1st Prize: *Aides*, agency: TBWA Paris

2nd Prize and Public's Choice: *Association François-Xavier Bagnoud*, agency: Publicis Conseil

3rd Prize: *La Halde*, agency: Publicis Consultants

Cinema

Special Award: *Médecins du Monde*, agency: Euro RSCG C&O

TV

1st Prize and Public's Choice: *Amnesty International « Les Signatures »*, agency: TBWA Paris

2nd Prize: *INPES Tabac*, agency: Draft FCB

3rd Prize: *Autistes sans Frontières*, agency: Komando

Radio

1st Prize: *Every Child*, agency: Lowe Swing Bulgarie

2nd Prize: *Entrepreneurs du Monde*, agency: Ogilvy & Mather

3rd Prize and Public's Choice: *Fondation pour la recherche médicale*, agency: RMG Connect

Internet

No prize awarded

❖ **Jury of the 4th Grand Prix de la Communication Solidaire**

Jacques Hintzy

President of the Jury

President of UNICEF

Third Sector Panel

- **Jacques Hintzy**, President of *Unicef*
- **Geneviève Garrigos**, President of *Amnesty International France*

Advertising Panel

- **Michèle Ferrebeuf**, President of *McCann Erickson France*
- **Jean-Paul Brunier**, President of *Leo Burnett France*

Business Panel

- **Jérôme François**, Director of communication at *Nestlé France*
- **Gérard Lenepveu**, Director of advertising for *Pages Jaunes*

Media Panel

- **Gérard Unger**, CEO of *Metrobus*
- **Aida Touihri**, Journalist for the French channel *M6*

Multimedia Panel

- **Marco Tinelli**, President of *Full Six*
- **Frédéric Goubet**, President of *Wunderman*

❖ **Prize List of the 4th Grand Prix de la Communication Solidaire**

4th Grand Prix de la Communication Solidaire

Press Campaign: France Alzheimer « Les Souvenirs »

Agency: Saatchi & Saatchi

Press

1st Prize: *Association France Alzheimer*, agency: Saatchi & Saatchi

2nd Prize and Public's Choice: *Droit des Non-Fumeurs*, agency: BDDP Unlimited

3rd Prize: *Association Rêves*, agency: BETC Euro RSCG

Poster Campaigns

1st Prize: *Fondation Abbé Pierre*, agency: BDDP Unlimited

2nd Prize: *Surfrider*, agency: Young & Rubicam

3rd Prize: *Association des paralysés de France*, agency: Excel

Public's Choice: *Un enfant par la main*, agency: Précision

Cinema

1st Prize and Public's Choice: *INPES Alcohol*, agency: Euro RSCG C&O

TV

1st Prize and Public's Choice: *Amnesty International*, agency: TBWA Paris

2nd Prize: *Ademe*, agency: TBWA Corporate

3rd Prize: *CNCT*, agency: EuroRSCG 360

Radio

1st Prize: *Secours Catholique*, agency: Spicy's

2nd Prize and Public's Choice: *Surfrider*, agency: Young & Rubicam

Internet

No prize awarded by the Jury

Public's Choice: *Action Against Hunger*, agency: Optimus

❖ Jury of the 5th Grand Prix de la Communication Solidaire

Nicolas Bordas

President of the Jury

President of TBWA France and of AACC

Third Sector Panel

- **André Hochberg**, President of *France Générosité*
- **Michel Soubin**, Former President of *Comité de la Charte*

Advertising Panel

- **Nicolas Bordas**, President of AACC and *TBWA France*
- **Gilles Masson**, President *M&C Saatchi Gad*

Business Panel

- **Pierre-Olivier Nau**, Marketing and Communication Director at *Mastercard*
- **Jacques Rocher**, President of the *Yves Rocher* Foundation

Multimedia Panel

- **Pascal Nessim**, Co-President of *Publicis Net*

❖ Prize List of the 5th Grand Prix de la Communication Solidaire

5th Grand Prix de la Communication Solidaire

Poster Campaign: *Abbé Pierre Foundation*, « *Hiver 08* »

Agency: *BDDP Unlimited*

Press

1st Prize: *INJS*, agency: *BETC Euro RSCG*

Distinction: *France Alzheimer*, agency: *Saatchi & Saatchi*

Public's Choice: *Surfrider Initiatives Océanes*, agency *Young & Rubicam*

Poster Campaign

1st Prize and Public's Choice: *Fondation Abbé Pierre « Hiver 08 »*, agency: *BDDP Unlimited*

2nd Prize: *SOS Sahel*, agency: *EuroRSCG 360*

3rd Prize: *Secours Catholique*, agency: *Publicis Activ*

Cinema

No prize awarded

TV

1st Prize ex aequo: *INPES N'y pense même pas*, agency: *Draft FCB and Sopi*

1st Prize ex aequo and Public's Choice: *France Alzheimer*, agency: *Saatchi & Saatchi*

2nd Prize: *RSF*, agency: *Saatchi & Saatchi*

Radio

1st Prize and Public's Choice: *Vaincre la mucoviscidose*, agency: *TBWA Corporate*

2nd Prize: *France Générosité*, agency: *Venise*

Internet

1st Prize and Public's Choice: *Orange Rockcorps*, agency: Publicis Conseil

2nd Prize: *Don moelle osseuse*, agency: Optimus

❖ Jury of the 6th Grand Prix de la Communication Solidaire

Benoît Miribel

President of the jury

Président of Action Against Hunger and Managing Director of Fondation Mérieux

Third Sector Panel

- **Benoît Miribel**, President of *Action contre la Faim* and Managing Director of *Fondation Mérieux*
- **Jean-Pierre Gilles**, former member of the board of directors and in charge of communication at *Fondation Abbé Pierre*, and first Communication Director of *Emmaüs France*

Advertising Panel

- **Eric Tong Cuong**, Founder of *La Chose / BETC EuroRSCG* and *Naïve*
- **Marielle Durandet**, Vice-President of *BETC EuroRSCG*

Business Panel

- **Jean-Baptiste Hesnel**, Director of communication at *Système U*
- **Bénédicte Menanteau**, General representative of *ADMICAL*

Media Panel

- **Patricia Khenouna**, Deputy Editor in Chief at *Sélection Reader's Digest*
- **Angela de Santiago**, *Youphil.com* Editor in Chief

Multimedia Panel

- **Fabrice Epelboin**, French version publisher of *ReadWriteWeb*

❖ Prize List of the 6th Grand Prix de la Communication Solidaire

6th Grand Prix de la Communication Solidaire

Digital Campaign: Amnesty International, « Projection »

Agency: La Chose

Jury's Favourite: for the coherence in the communication for Samu Social, agency: Publicis Conseil / Marcel

Press

1st Prize: *APF "Le Siège"*, Agency: BDDP Unlimited

2nd Prize and Public's Choice: *Samu Social*, Agency: Publicis Conseil

Poster Campaign

1st Prize and Public's Choice: *Samu Social*, Agency: Publicis Conseil

2nd Prize: *APF « Places réservées »*, Agency: BDDP Unlimited

Jury's Favourite: for the global use of event marketing, *Fondation Abbé Pierre*, Agency: BDDP Unlimited

TV / Cinema

1st Prize: *Amnesty International* « *Les Poupées russes* », Agency: La Chose

2nd Prize: *Solidarités International*, Agency: BDDP Unlimited

3rd Prize: *Institut Curie*, Agency: Mediaprism

Public's Choice: *Fondation Abbé Pierre* « *Carton rouge* », Agency: BDDP

Internet / Digital

1st Prize: *Amnesty International* « *Projection* », Agency: La Chose

2nd Prize and Public's Choice: *Samu Social* « *24h dans la vie d'un SDF* », Agencies: Publicis Conseil and Marcel

3rd Prize: *Ni putes, ni soumises*, Agencies: Publicis Conseil and Marcel

❖ Jury of the 7th Grand Prix de la Communication Solidaire

François Blachère

President of the Jury

President of BDDP & Fils

Third Sector Panel

- **Alain Boinet**, Managing Director and Founder of *Solidarités International*
- **Rachid Lahiou**, President and Founder of *Secours Islamique France*

Advertising Panel

- **François Blachère**, President of *BDDP & Fils*
- **Luc Basier**, Strategy Director at *Young & Rubicam France*

Business Panel

- **Sylvie Lagourgue**, Director of Marketing and Communication *Groupe GMF*
- **Ivan Roussin**, Director of Communication at *Poxeo Direct Energie*

Media Panel

- **Yaël Kusch-Stassart**, Director of International Communication at *Aufeminin.com*

Multimedia Panel

- **Yan Gabay**, *Netbooster* Managing Director

❖ Prize List of the 7th Grand Prix de la Communication Solidaire

7th Grand Prix de la Communication Solidaire

Campaign: Les Toiles Enchantées, « Magic Movie »

Agency: Publicis Conseil

Press

1st Prize: *Aides Expulsion*, Agency: TBWA Paris

2nd Prize: *Amnesty International*, Agency: La Chose

3rd Prize: *Samu Social*, Agency: Publicis Conseil

Public's Choice: *Unicef*, Agency: EuroRSCG BETC

Poster Campaign

1st Prize: *Fondation Abbé Pierre*, Agency: BDDP Unlimited

2nd Prize: *Institut National du Cancer*, Agency: La Chose

3rd Prize: *Ni Putes Ni Soumises*, Agency: EuroRSCG BETC
Public's Choice: *30 Millions d'Amis*, Agency: Optimus

TV / Cinema

1st Prize: *Les Toiles Enchantées*, Agency: Publicis Conseil
2nd Prize: *Forum Marie Claire*, Agency: EuroRSCG BETC
3rd Prize: *Aides Expulsion*, Agency: TBWA Paris

Internet / Digital

1st Prize: *Solidarité Internationale*, Agency: BDDP Unlimited
2nd Prize: *Planète Urgence*, Agency: EuroRSCG BETC
Public's Choice: *Samu Social*, Agency: Publicis Conseil

Radio

Public's Choice: *SNSM*, Agency: Publicis Activ

❖ Jury of the 8th Grand Prix de la Communication Solidaire

Amobé Mévégué

President of the Jury
TV Producer, presenter and creator of *Ubiznews*

Third Sector Panel

- **Luc Evrard**, Director of communication at *Médecins du Monde*

Advertising Panel

- **Andréa Stillacci**, President and Creative Director at *Hérézie*

Business Panel

- **Catherine Buch Faure**, Director of Brand and Advertising at *AXA*
- **Maryse Mougín**, Director of Customer Relations at *La Poste*

Media Panel

- **Amobé Mévégué**, TV Producer, presenter and creator of *Ubiznews*

Multimedia Panel

- **Renaud Berthe**, Strategy Planner at *Buzzman*

❖ Prize List of the 8th Grand Prix de la Communication Solidaire

8th Grand Prix de la Communication Solidaire

Campaign: *Ni Putes Ni Soumise*, « **Unlock a woman** »
Agency: **BETC EuroRSCG**

Press

1st Prize: *Musée de l'histoire de l'immigration*, Agency: BETC EuroRSCG
2nd Prize: *Association François Xavier Bagnoud*, Agency: Publicis Conseil
3rd Prize and Public's Choice: *Amnesty International* « *armes* », Agency: TBWA Paris

Poster Campaign

1st Prize and Public's Choice: *Reporters sans Frontières*, Agency: BETC EuroRSCG
2nd Prize: *Ni Putes Ni Soumise*, Agency: BETC EuroRSCG
3rd Prize: *Institut du Cerveau et de la Moelle Epinière*, Agency: Publicis Conseil

Events

1st Prize and Public's Choice: *Ni Putes Ni Soumise*, Agency: BETC EuroRSCG
2nd Prize: *Ocad3e*, Agency: Zone France
3rd Prize: *Institut Curie*, Agency: Excel

TV / Cinema

1st Prize: *Harmonie Mutuelle et Fondation de l'avenir*, Agency: Hérézie
2nd Prize: *Fondation Recherche Cardio-Vasculaire - Institut de France*, Agency: Publicis Conseil
3rd Prize and Public's Choice: *Fondation Abbé Pierre*, Agency: BDDP Unlimited

Internet / Digital

1st Prize: *Solidarité Internationale*, Agency: BDDP Unlimited
2nd Prize and Public's Choice: *Eco-Mobilier*, Agency: la Chose
Public's Choice: *Vision du Monde*, Agency: La 5ème étape

Radio

1st Prize and Public's Choice: *Médecins du Mond*
2nd Prize: *Fondation 30 Millions d'Amis*, Agency: Optimum
3rd Prize: *Gustave Roussy*, Agencies: Excel & Tam Tam