

# Community

ICSC Foundation

## European Community Support Award

2012

**The ICSC Foundation Community Support Award program was created to encourage and recognise outstanding community support and corporate social responsibility campaigns by shopping centres or shopping centre development or management companies.**

**The recipient of the award will receive a commemorative plaque. More importantly, the philanthropic cause that the centre or company's program supported will receive a \$5,000 USD donation from the ICSC Foundation.**

**The European Community Support Award winner, along with the winners of other international, community support awards, will automatically be entered into a global competition for the prestigious Albert Sussman International Community Support Award.**

### **Who Should Enter**

The ICSC Foundation European Community Support Award program is a recognition program for shopping centres and shopping centre companies. We welcome all entries by a recognized shopping centre, shopping centre owner, developer or management company.

### **Dual Submissions with ICSC's Global Awards-Cause Related Marketing**

If you have an entry in ICSC's "Cause Related Marketing" you may be eligible to enter that program into our contest. There is no charge to submit an entry.

### **How to Submit**

All entries must be submitted online at [https://omnicontests4.com/?comp\\_id=269](https://omnicontests4.com/?comp_id=269) where participants will register and submit their entries. Each entry must include a fully completed entry form along with an accompanying letter from the collaborative/benefitting charity. Photos are optional. Supporting materials should be uploaded in the appropriate section where indicated.

### **Deadline**

All entries must be submitted for judging by **Friday, March 9, 2012.**

### **Entry Fees-FREE**

The ICSC Foundation Community Support Award program is free to enter.

### **Eligibility Dates**

The campaign must have been implemented between January 1, 2011 and November 30, 2011.



Established in 1988, the ICSC Foundation is the leading and most prestigious foundation for the retail real estate industry and is the non-profit public charity of the International Council of Shopping Centers, Inc. (ICSC).

The Mission of the ICSC Foundation is to Promote altruistic community outreach by rewarding and showcasing initiatives that meet community needs; provide educational opportunities to attract and nurture talent to our industry; and embrace philanthropy by encouraging our industry to give back.

# European Community Support Award

## Resources and Contact Information

Do you need additional help or have questions?

You may contact us at +1 646.728.3628 or e-mail [foundation@icsc.org](mailto:foundation@icsc.org).

If you are having problems with the online entry system or for technical questions please e-mail OMNI Solutions Group at [productsupport@omnisg.com](mailto:productsupport@omnisg.com)

## Eligibility

Qualified applicants are those that identify a specific need and then create or participate in a campaign to respond to that need which benefits humanity and the community. Superior applications are those with programs or campaigns that are designed with good intention and are planned, executed and facilitated with genuine commitment to the cause and community regardless of the level of success.

## Rulings and Judging Decisions

The ICSC Foundation Community Support Award judges and ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorise or disqualify entries, as well as remove any ineligible materials. All decisions are final.

No entries will be returned. All entries become the property of ICSC Foundation. By entering, all participants consent to the use by the ICSC Foundation of all the information provided in the entries for marketing or promotion purposes without any attribution, identification, right of review or compensation. All entrants agree to release and hold harmless the ICSC Foundation from and against any claim or cause of action arising out of participation in the contest.

ICSC Foundation may, within its sole discretion, require each prize winner to sign and return an affidavit of liability and publicity release, in which each winner consents to the use of their application data and photo/video by ICSC Foundation for advertising and promotional purposes, without any compensation, wherever lawful, as a precondition to award of a prize.

## Award Presentation and Recognition

Prize winners will be notified by phone and/or email. The winner will be announced and the award will be presented in June 2012 at the European Marketing Conference in Budapest, Hungary. The ICSC Foundation will award each winner with a commemorative crystal award and will contribute \$5,000 USD to the philanthropic charity or community cause supported by the campaign.

## Selection Criteria

### *Creativity and Innovation*

The campaign demonstrates a creative program idea using innovative measures to select a charity or cause and the campaign is created to reach the community and the program's goals. (20 max points)

### *Programme Mission*

The campaign agenda/social cause is of strong merit, formulated with good intention that serves to distinguish the shopping centre or company as a better corporate citizen through an act of advocacy and/or charity that benefits its target community. The campaign attempts to create positive change and/or offer support. (20 max points)

### *Community Impact and Effectiveness*

The program's intent and goal is a direct reflection of the community's need. The shopping centre or company's role is clearly defined. The campaign has clear objectives for increased community support and awareness for the charity or cause. Application successfully demonstrates ability to use the program as a tool to benefit the community either through monies raised/donated, social services offered (i.e. heightened awareness of an issue), or combinations thereof. (30 max points)

### *Facilitation and Implementation*

The application demonstrates superior organisation and planning of program as well as continued follow through to program completion. The application describes teamwork and collaborative measures in program facilitation. The applicant's use of resources enhances their ability to achieve results. (30 max points)