



The Governing Council of **A.I.C.A.** (International Association for the Environmental Communication) provides the name of the prize:

"COMMUNICATING WITH CITIZENS IMPROVES THE ENVIRONMENT"

REGULATION

Art.1

The prize is intended as an acknowledgement for those who managed to conjugate complex environmental issues in accessible language, thus contributing significantly to the set-up of an **environmentally aware culture**. Therefore, the evaluation criteria will rely on 5 aspects:

- professional or cultural interest in **environmental communication** issues;



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- both visual and verbal language **effectiveness**;
- **original and innovative** use of means of communication;
- choice of communication methods that should not only inform, but manage to inflict real behavior **changes** as well;
- ability to reach the largest target, promoting **positive behavior** models in terms of environmental preservation.

Art.2

The theme of the prize will be decided each year among all the possible topics of relevance and importance, through a free vote, by AICA Members and by the Scientific Committee.

Art.3

Since 2006, a special award called "**COMMUNICATING THE KYOTO PROTOCOL**" ("**COMMUNICATING CLIMATE CHANGE**" from 2016, after the Cop 21 Paris 2015) has been added to the AICA prize, with the aim of raising attention upon aspects related to the Kyoto protocol, to CO2 emission reduction and energetic efficiency to public attention.





Since 2008, a special award called "**Lifetime Achievement Award BEPPE COMIN**", has been added to the AICA prize, aiming to reward efforts and professional career linked to environmental problems.

These special awards are governed by the following procedure.

Art.4

The award will be annually, unless otherwise evaluation by the board of directors.

Art.5

The deadline for submission of nominations by the members is **15th September.**

Art.6

The jury is composed by the Governing Council and the Scientific Committee, operating jointly in evaluating the requirements of potential prize winners, according with popular votes, expressed by an online poll.



Art.7

The award ceremony will take place by place and date to be determined annually.

Art.8

The Jury trial is **unquestionable**.

Art.9

The secretariat will inform directly the prize finalists, who will indicate, a substitute that will withdraw the prize in their place if they are unable to attend.

Art.10

The achievement of the Award provides the acquisition of the title of **"Honorary" member of the AICA's Scientific Committee**.

Art.11

The nature of the prize, pecuniary or otherwise, will be decided annually by the Board of Directors.



For A.I.C.A.

The President

Roberto Cavallo



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