



1st ENVIRONMENTAL JOURNALISM INTERNATIONAL AWARD

CASA MEDITERRÁNEO 2010

Casa Mediterráneo is a public consortium promoted by the Ministry of Foreign Affairs and Cooperation and the city councils of Alicante, Benidorm and Xàbia, aiming to strengthen public diplomacy and Spanish relations in the Mediterranean by giving prominence to the citizenship.

The Department of the Environment and Sustainable Tourism of Casa Mediterráneo is creating strategies and programs in order to help preservation, protection and the put in value of the natural heritage and biodiversity of the region building a more sustainable future in the Mediterranean.

With the aim of raising and spreading social awareness about the Mediterranean environmental problems and promoting the responsible consumption of resources and revealing the remediation mechanisms for these problems, **Casa Mediterráneo** presents an international annual award of environmental journalism. Participation is opened to professionals of information with a relevant work on the field.

The award is also endorsed by the **Asociación de Periodistas de Información Ambiental**, APIA (Environmental Journalism Association) and the **Asociación Española de Comunicación Científica** AECC (Spanish Association of Scientific Communication) and its guided by the following rules:

RULES

FIRST: Eligibility

Participation is eligible to all works developed by professionals in print, broadcast, online, or audiovisual formats from any worldwide country during 2009 whose subject was focused on the description of Mediterranean ecological values, the environmental problems or the adopted initiatives to solve them and to progress towards a more sustainable development in the region. The topic of the work must be framed into at least one of the five subjects described in the third rule.

The competition is open to entries presented by the author's initiative, third persons or entities and public or private institutions on behalf of the author/authors. If it is not presented by the author, an authorization is required. The pieces of work could be signed either by the author/authors' name or under a pseudonym –in this second case the application must be accompanied by a certificate signed by the managing editor in order to verify the authenticity of the work. Applicants can send more than one entry on separate entry forms (entry form is attached) whenever the contents fulfill the rules described here.



No candidate could participate if committed within any environmental proceeding or cause, even administrative, civil or criminal.

Second: Prize

The winner will be awarded with EIGHTEEN THOUSAND EUROS, granted by Casa Mediterráneo. Moreover, the Jury could award up to three additional entries with ONE THOUSAND EUROS as nominations of Special Merit.

Prizes will be under the tax laws in force at the time of the submission and the awarded are committed to be present at the awards ceremony.

Third: Subjects

The Judging panel will award the best work or series of works published or broadcasted during 2009 in printed, audiovisual or online mediums. Entries must be predominantly about an environmental subject occurring in or affecting the Mediterranean Sea. This award is given for journalism that best illuminates a Mediterranean environmental issue, although entries are not limited to journalists from the Mediterranean Basin. The judges will place a premium on stories that report and explain complicated situations, stories that report undiscovered ones or stories describing the initiatives put in force to solve these situations.

Entries must deal and take special attention to the following subjects:

- Lack of water resources and desertification.

In the countries around the Mediterranean, water resources are limited and unequally distributed in space and time. Over the last fifty years, water demand for all sectors of activity together doubled and albeit still difficult to quantify for any given moment in time, the effects of global climate change on the water cycle, several countries-specially to the south- revise their resources estimates downwards. Lack of water and the intensive use of soil, poses a problem for the water availability in terms of human consumption and the acceleration of desertification processes. There is a need of creating integrated water management systems and the development of water efficiency programmes.

- Fighting climate change.

Climate change may have a wide range of negative consequences on the Mediterranean coastal area including sea level rise potentially leading to coastal erosion and important changes in societies and economies of the riverside countries, such as inland massive immigration and the regression of industries, most likely tourism. The spreading of ecoefficiency and ecomodernization programs, as well as the boosting of renewable energies are key for the future in the Mediterranean.

- Natural risks prevention.

Coastal areas world-wide and in the Mediterranean are particularly vulnerable to natural disasters. In Europe, earthquakes have killed more people than any other extreme events. Mediterranean basin is the major earthquake area of Europe. Other events, such as tsunamis happened relative infrequently over long periods of time but they do exist, usually affecting populations and economies. The search for rational and sustainable solutions addressed to reduce the effects of natural disasters will be one of the principal issues to be dealt with in the next future.



- Waste management.

The quantity of waste keeps increasing with growing and changing consumption and production, closely connected with the economic development of countries. Solid waste pose innumerable direct and indirect risks to the environment in the form of pollution of water, contamination of the soil, degradation of natural ecosystems; emissions of greenhouse gases and dioxins extremely harmful for public health.

- Preservation of the Mediterranean biodiversity.

Pollution, droughts, the introduction of alien and over-exploitation of resources are affecting directly the loss of biodiversity. Therefore, the spreading of jointed actions for the protection of the Mediterranean natural environment and indigenous species is a key issue to work on.

FOURTH: Entry requirements

Applications must be submitted by ordinary mail in a sealed envelope with the title of the official announcement on the front: "PREMIO INTERNACIONAL DE PERIODISMO AMBIENTAL CASA MEDITERRANEO 2010" (Environmental Journalism International Award Casa Mediterráneo 2010), including the following:

- A **summarize resume** (no more than 3,000 characters) with the professional career of the candidate or candidates.
- Entry form filled according to Annex I. If several authors, each one filling an individual form specifying the main author who will later receive the notification with the decision of the Jury.
- Supporting material of the work, according to the following specifications depending on its format:
 - Writing press.

Submit four copies of the entry—which may consist of the original work and three copies.

Works not published in English, Spanish or French, must be translated into one out of the three languages.

- Radio.

Submit certificate of broadcasting, a recording of the work and up to four CDs in MP3 format.

A printed copy of the transcript of the original broadcast must be attached.

Works not published in English, Spanish or French, must be translated into one out of the three languages.

- Television.

Submit certificate of broadcasting, a recording of the work and up to four copies in DVD.



A printed copy of the transcript of the original broadcast must be attached.

Works not published in English, Spanish or French, must be translated into one out of the three languages.

- Online Entries (*).

Submit publication certificate and the Website link of the work entry along with the printouts of the online materials an up to four copies.

A printed copy of the transcript of the original broadcast must be attached.

Works not published in English, Spanish or French, must be translated into one out of the three languages.

Multimedia elements must be included if necessary.

(*) This modality admits published works in web sites in which information is a featuring element. The Jury has the right to evaluate such condition and reject web sites that, in its opinion, could not be considered with property as information mediums.

FIFTH: Entry deadlines

Open period for entries submission starts on April 8. 2010.

All entries must be postmarked no later than May 7. 2010 at 2 p.m. .

Applications must be sent by certificated mail to DIVULGA - the company that exerts the responsibility of the technical secretariat of the award - to the following address:

DIVULGA

C/ Diana 16, 1º C

28022 Madrid

Telephone: (0034) 91 742 42 18

SIXTH: Jury and selection criteria

The Jury will be assigned by Casa Mediterráneo. The presidency of the Jury will be in charge of the Minister of Foreign Affairs and Cooperation, Miguel Ángel Moratinos. The rest of the Jury members will be represented by personalities with renowned prestige in the environmental and journalism field. The secretary of the Jury will be a



member of the Technical Secretary of the prize. Yolanda Parrado, General Director of Casa Mediterráneo will assist with speaking but not voting right and will be a member of the Jury.

Entries will be reviewed by a Board of Screeners, made up by an APIA member, an AECC member, a Technical Secretary member and a member of Casa Mediterráneo. The Board of Screeners will refer the best works to the Jury. Nevertheless, the Jury could evaluate any of the presented works and include it to the finalists if appropriate.

The Jury will assess the journalistic quality of the applications, as well as its ability transmitting messages that promote knowledge and raise awareness about the environmental problems, by contributing to slow down the deterioration of Nature in the Mediterranean countries.

The following criteria will be taken into consideration:

- The direct linkage between the contents of the work and the Mediterranean environmental problems.
- Originality of the subject, its approach and treatment.
- Impact of the publishing media.
- Relevance and topicality of the issues described in the work.
- Variety of resources used.
- Wording, amenity and style.
- Graphic material and additional multimedia.
- Candidate experience in the spreading and disseminating of the environmental values in general and the Mediterranean basin in particular.

The Jury will resolve all the arisen aspects no specified in these rules during the process of the prize awarding.

The sentence will be final.

SEVENTH: Prize-giving

The Jury will announce its rule on May 25. 2010 becoming public and presented to the winners at the Awards Ceremony, taken place in the city of Benidorm, head office of the Department of the Environment and Sustainable Tourism of Casa Mediterráneo, on June 4. 2010, the previous day to the celebration of the World Environment Day.

EIGHTH: Rules accepting

The participation in the competition implies the rules complying.

CONTACT: through Technical Secretary



Secretaría Técnica del premio

DIVULGA

C/ Diana 16, 1º C

28022 Madrid

Telephone: (0034) 91 742 42 18

It has been established an email address where all the necessary information for the application could be asked by naming the subject "PREMIO DE PERIODISMO AMBIENTAL CASA MEDITERRÁNEO 2010"

Online information: premiocasamedierraneo@divulga.es



ANNEX 1. ENTRY FORM

INTERNATIONAL PRIZE OF ENVIRONMENT JOURNALISM

CASA MEDITERRÁNEO 2010

Name:

Surname:

Nationality:

ID/Tax ID:

Telephones:

Address:

Email address:

Modality

(Writing press, television, radio, digital medias)

Short description of the work, including title, medias and date of publication and/or broadcasting

(Between 1,000 and 2,000 characters, spaces included)