

# IMINDS PRESS FOR MORE AWARD

DIFFERENCE DAY – WORLD PRESS FREEDOM DAY

3 MAY 2015

CALL FOR SUBMISSIONS

# 1 PHILOSOPHY

**Democracy deserves qualitative journalism. In our connected, digital age, information is ubiquitous. The imperative of grasping consumer's attention often leaves little room for the development of sound, penetrating journalistic stories. At the same time, people of diverse backgrounds are finding novel ways to put digital technologies, new business models and digital methodologies and interactions at the service of comprehensive, explanatory journalism that enlightens citizens.**

The new iMinds Press for More Award celebrates journalistic initiatives in Europe that reflect an entrepreneurial and innovative way of bringing news closer to the citizens or that engage in new forms of journalistic practice. The Press for More Award wants to stimulate journalistic practices that strive to truly inform citizens. It aims to encourage more and better journalism, enabled through novel ways of doing investigative journalism, creating journalism networks, encourage citizens interactions, explore new business models etc.

THE PRESS FOR MORE AWARD HONORS NOVEL, INVENTIVE AND PROMISING PRACTICES FOR MORE AND BETTER JOURNALISM THAT GUARANTEE A BALANCED FREEDOM OF EXPRESSION.

The Press for More Award explicitly wants to encourage and to promote such initiatives. This means in particular that the Award looks for novel initiatives with realised impact and great potential:

- The impact can be demonstrated (i.e. it is beyond the proof of concept phase, it is actually being deployed or is currently used, albeit possibly on a smaller scale),
- The potential of the initiative should be worthy of further encouragement.

The prize will go to novel journalistic practices or enablers of novel journalistic practices that...

- have impact and/or roots in Europe,
- currently have a significant impact, i.e. which can be felt today,
- are growing and still have significant growth potential.

*Practices* or *enablers* could mean reporting, storytelling, investigations, interactions, platforms, projects, tools, services, products, business models, etc.

## 2 PROCES & JURY

As far as the procedure is concerned, an international jury is set up which takes full account of a number of delicate equilibria. Publishers, journalists, broadcasting organizations, new online media, policy makers and research institutions working on novel journalism projects are all involved. The laureate has to be a resident of an EU member state or has to be an institution or project that originates in the European Union.

Each of the following partner organisations will depute a person to the jury of the Press for More Award:

- WAN-IFRA Global Alliance for Media Innovation
- EBU – European Broadcasting Union
- ACT – Association of Commercial Television in Europe
- EPC – European Publishers Council
- EFJ – European Federation of Journalists
- The Lisbon Council
- iMinds

First, a longlist of candidates will be composed consisting of up to ten suggestions stemming from each of these partner organisations.

From this longlist, iMinds will select ten candidates to be shortlisted. The jury will be given both the longlist and the shortlist, and will be able to extend the shortlist with personal suggestions. From this final list, the jury will select one final laureate of the Press for More Award to be awarded a 10.000€ encouragement prize to further develop the initiative or to explore new paths to improve journalism.

THE LAUREATE WILL BE INVITED TO ACCEPT THE AWARD AT THE GALA FOR FREEDOM OF EXPRESSION TO BE HELD IN BRUSSELS ON MAY 3 2015 AT THE OCCASION OF DIFFERENCE DAY – WORLD PRESS FREEDOM DAY.

The names of the jury members will be made public after the final deliberation. There will be no correspondence about the deliberation and decision of the jury.

The timing of this procedure will be as follows:



## 3 CANDIDATE DOSSIERS

A short dossier should accompany every submission, providing

- the contact details of the team
- a description of the project and its potential
- the current impact of the project
- a motivation why the project deserves the prize
- supporting documents

A submission form is appended to the call for candidates. It should be returned to the respective partner organisation at the latest 18 March.