

NUOVA
GLOBAL

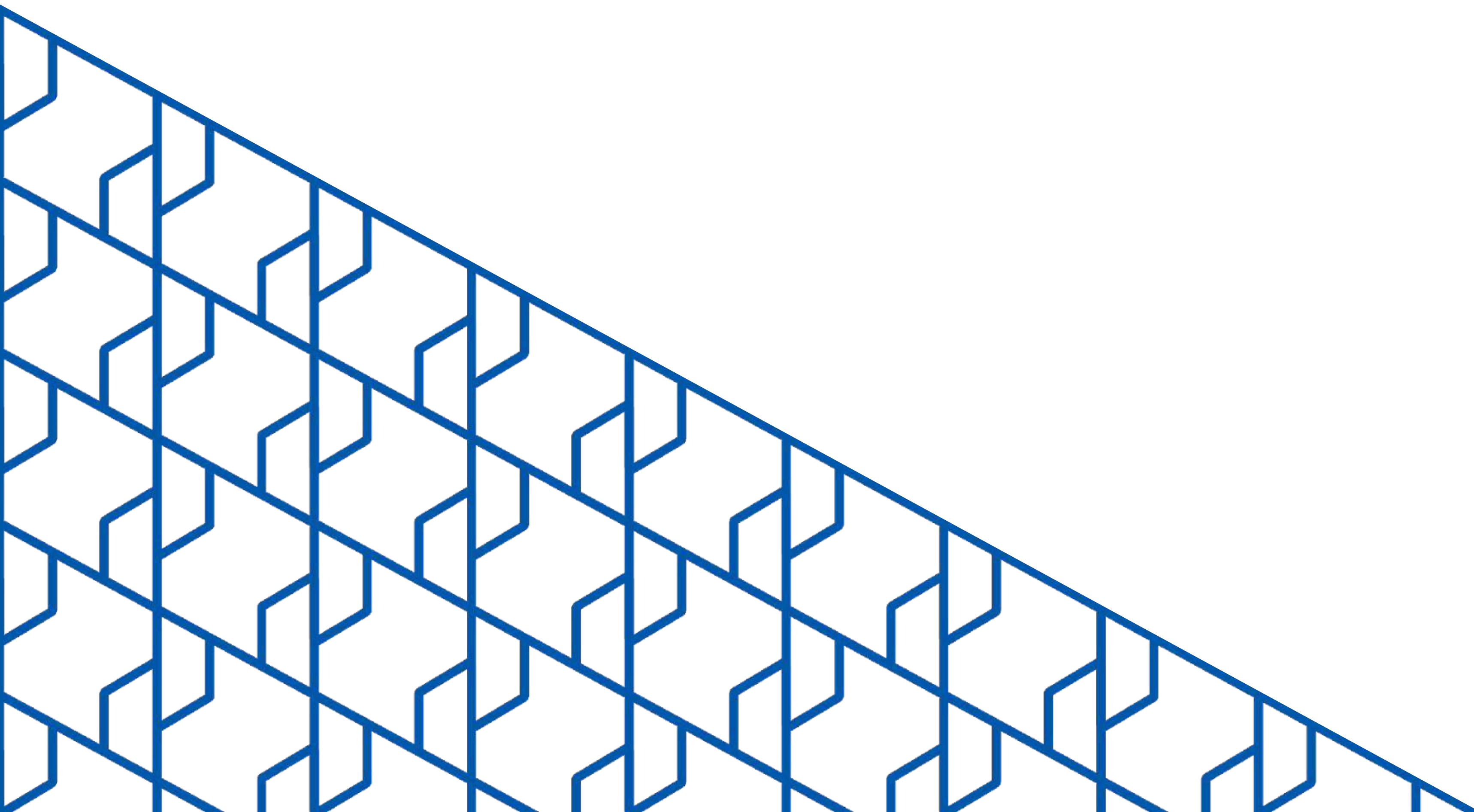
UNITY Mark Awards 2022

Introducing the UNITY Mark award





About the Mark



Background



We believe in shaping communication and media content that is objective and builds the common space for positive growth, one that is responsible and not simply driven by commercial interests.

This award seeks to recognise and connect enterprise, media company, non-profit organisation, or individual who produces content that helps to bring about understanding, bridge differences and even foster reconciliation.

Faithful to its goals, Nuova Global Foundation as organiser of the award will use the fees and revenues collected to support the development of media organisations and journalistic projects aiming for the common good and towards a global humane development.

Purpose

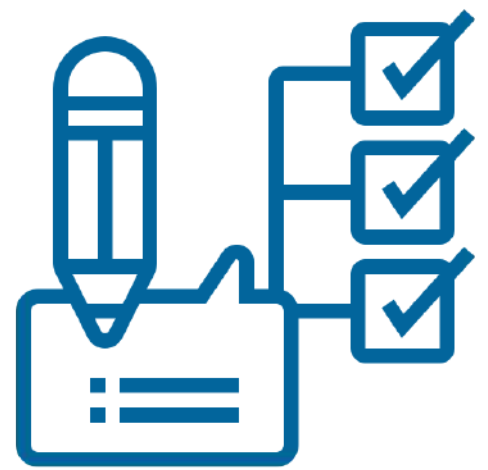


This award shall prize enterprises, media companies, non-profit organisations, or individuals who have created either campaigns, online and print content, newsletters or video games, apps and challenges that positively impact a united world in their localities or regions.

They deserve and we want them to be known, heard and appreciated, amplifying in this way even more not only their impact, but the synergy of a network of communicators and media actors for good.

We are searching for companies, organisations and individuals that are making constant efforts to create and spread content that inspires and promotes unity in diversity, reconciliation and dialogue.

Judging Criteria



Creativity and originality of concept to bring about unity / dialogue / reconciliation



Quality of editorial content for unity / dialogue / reconciliation



Quality of the Visual Concept & Design to inspire unity / dialogue / reconciliation



Demonstrate Sensitivity to the sentiments or context related to local identity and inclusion



Demonstrate with statistics the impact of your content

Benefits



Nuova Global Foundation UNITY Mark offers individuals, organisations, media companies and enterprises the opportunity to:

- *Present their media and communication content that promotes unity, reconciliation and dialogue*
- *Showcase exemplary communication ethos and inspire current and future generations*
- *Leverage and enter the global network of Nuova Global and its affiliates and partners to heighten value in local and global creative value-driven communication*
- *Receive exclusive evaluation and feedback by internationally renowned media and communication practitioners*

Entries which fulfil the criteria for the UNITY Mark may use the logo on their products, stationery and marketing collateral.

Winning products will be displayed on the Nuova Global website, yearbook and UNITY Conference.

Award Timeline

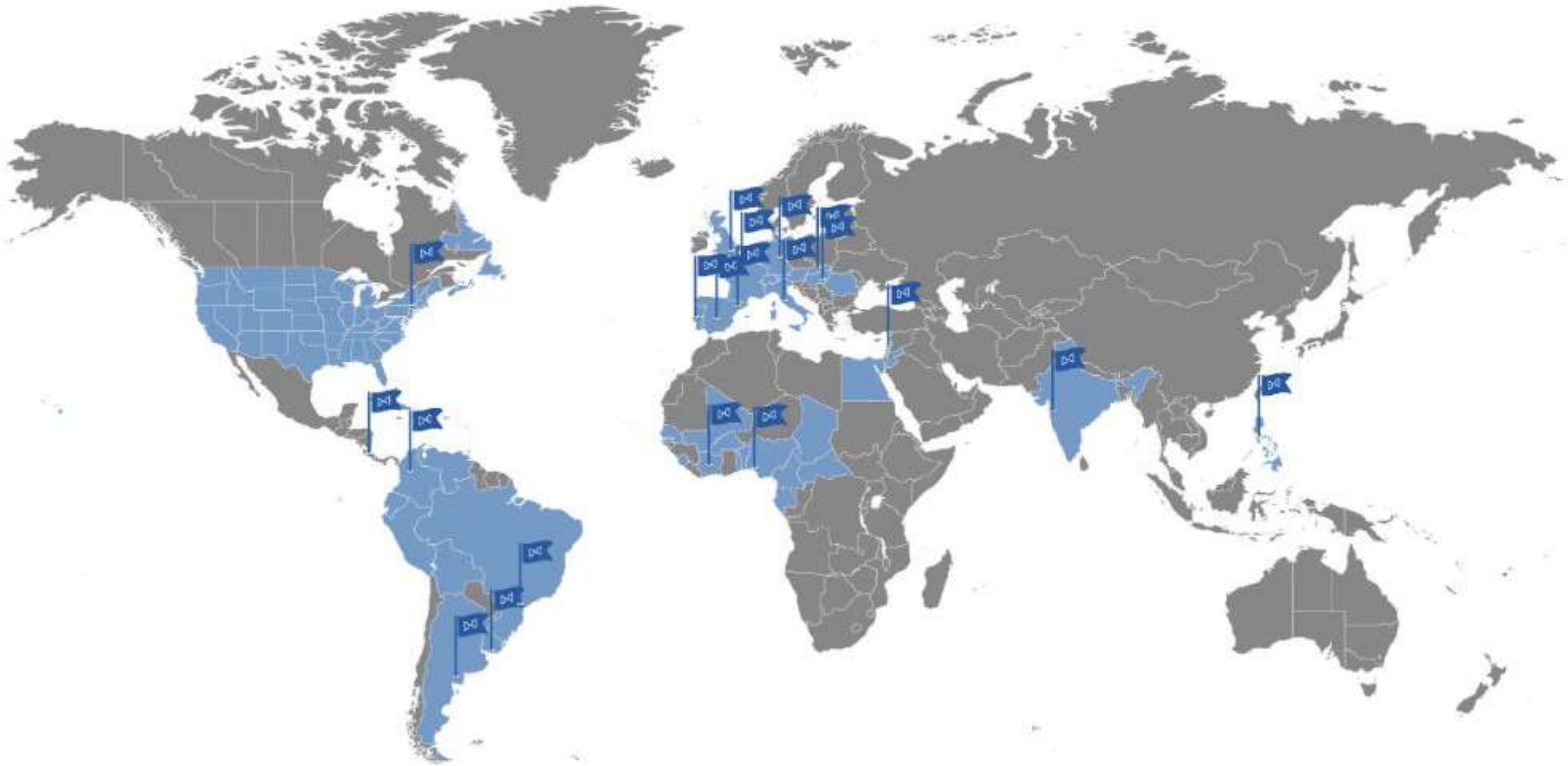


Result Announcement and Award Ceremony



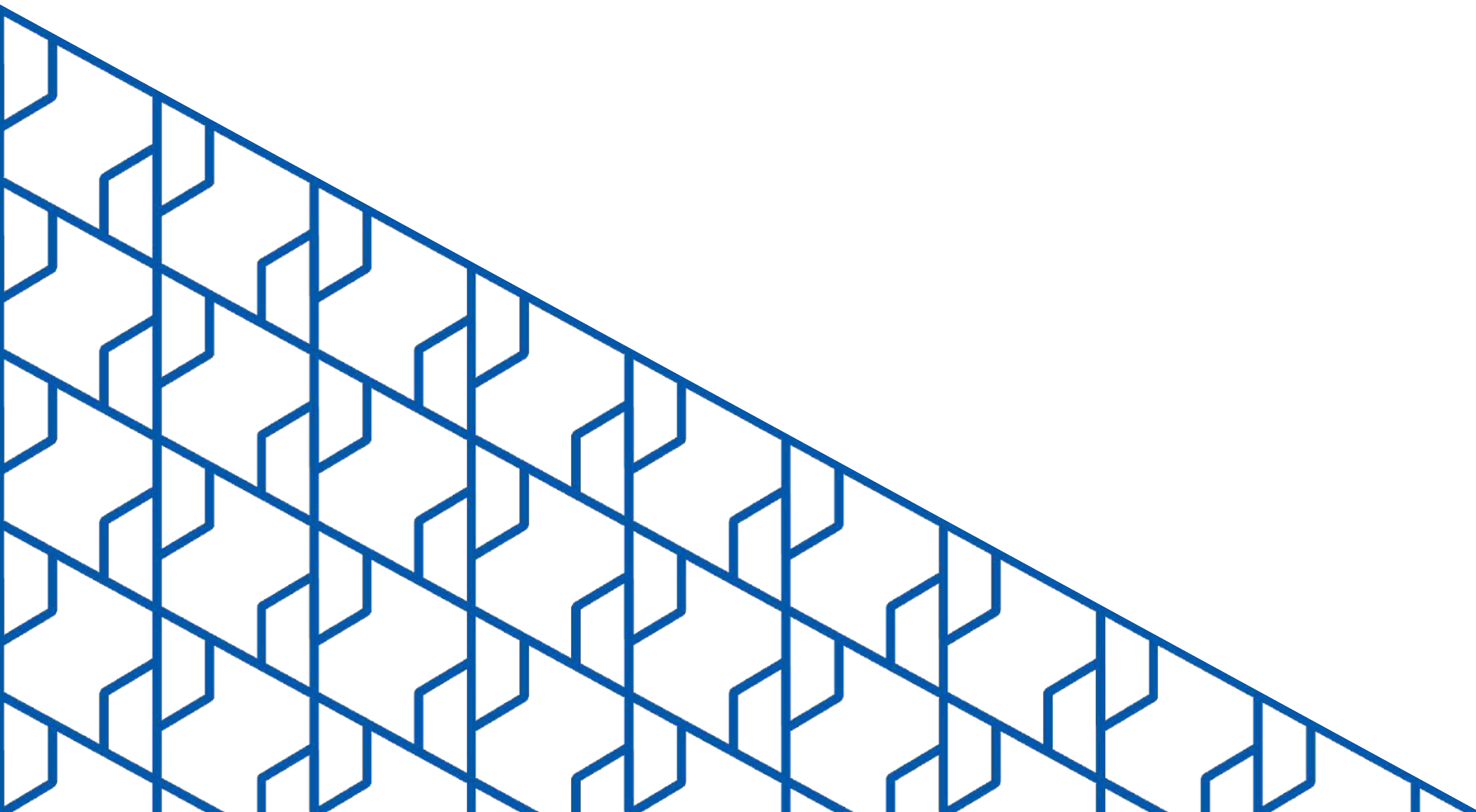
The Award Ceremony is to happen during the yearly conference of the Nuova Global Foundation, the UNITY Conference, which will happen in May 2023. Chosen submissions, shortlisters and winners might be invited to speak in the conference.

Our Affiliates





Participation



This award shall be given to individuals, non-profit organisations, media companies and enterprises who have created either:

Category 1) Public Awareness Campaigns

Category 2) Online or Print Content / Newsletters

Category 3) Videos or Podcasts

Category 4) Video Games, Apps and Interactive Challenges

that positively impact a better and more united world in their localities or regions by promoting any one of these themes:

- Trust & understanding
- Inclusion & diversity
- Dialogue & reconciliation
- Peacebuilding

Themes (Sub-Categories)



1. Trust & understanding

Trust & understanding is about nurturing positive expectations and openness to learn about different perspectives and bridge differences.

2. Inclusion & diversity

Inclusion and diversity is about fostering an environment in which all members of the community are treated equitably and able to contribute actively.

3. Dialogue & reconciliation

Dialogue & reconciliation is about sparking conversations and restoring social cohesion.

4. Peacebuilding

Peacebuilding is about dealing with the reasons for conflict and supporting communities/societies to manage their differences without resorting to violence.

Award-Winner Package



- Exclusive jury screen by internationally renowned media and communication practitioners
- UNITY Mark Awards Ceremony & NGF Gala Dinner (2 pax) in select countries only (only with CNs who choose to host event)
- Online & Above-the-line publicity
- UNITY Mark Plaque & E-certificate
- Usage of UNITY Mark on winning content marketing collaterals, valid for one year
- Listing on UNITY Mark and Nuova Global website & social media platforms
- Free 1-year Unity Mark Alumni membership
- Upon invitation, sharing at the UNITY Conference in May 2023

Submission information



The following materials should be submitted via our [awards portal / online form](#):

- Project Description (150-250 words)
- Project Summary (max. 80 words; this will be used on our website, exhibition panels and/or other marketing collaterals.)
- Digital representation of the project outcomes (website, articles, audiovisuals...)
- Write-up based on each of the 5 evaluation criteria (max. 100 words each)
- Contact details of candidate
- 3-10 hi-res images
- *Max 2 mins video presenting the project (optional)*

Please note you can submit only on behalf of yourself or of your organisation. Yet there is the possibility for you to recommend us a nomination, via e-mail to unitymark@nuovaglobal.org.

Each submission is required to follow through the award process and no withdrawal is allowed after submissions are closed.

SUBMISSION FEE (5 September 2022 onwards)

Individual	50 EUR
Non-profit	100 EUR
Media Company	200 EUR
Small Medium Enterprises*	100 EUR
Enterprises	200 EUR

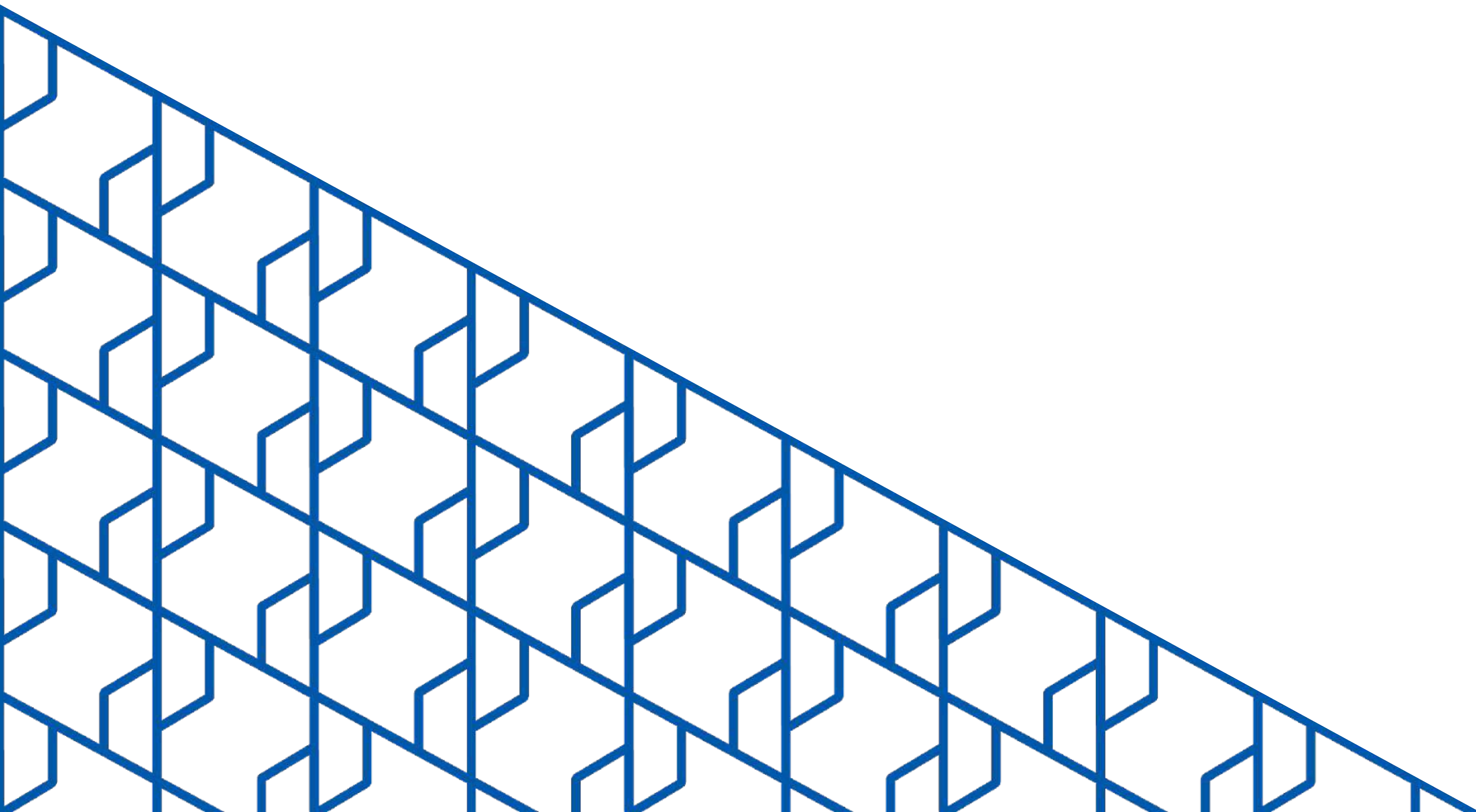
AWARD-WINNER PACKAGE FEE (COMPULSORY FOR ALL AWARDED SUBMISSIONS)

Individual	1000 EUR
Non-profit	2000 EUR
Media Company	5000 EUR
Small Medium Enterprises*	2000 EUR
Enterprises	5000 EUR

*Applicable for Small Medium Enterprises with annual sales turnover of \$3M and below.



Global Panel of Jurors



Composition of the Global Panel of Jurors



- Board members of Nuova Global Foundation
- Editors of the affiliates in the network
- Relevant persons of influence
- Relevant media and communication experts.

Jurors of the UNITY Mark Awards 2022



Rev. Kyoichi Sugino

Board Member at Nuova
Global Foundation (Japan)



Dickson Lim

Senior Philanthropy
Advisor at UBS (Singapore)



Štefan Hric

Managing Partner at
CREATIVE PRO (Slovakia)



Chee Su Eing

President of Design
Business Chamber
Singapore



Zuzana Turlíková

Designer, Researcher and
Consultant (Slovakia)



Annabel De Souza

Communications
professional (India)



**Candela Copparoni
Caballo**

Journalist at Città Nuova
Editorial Group (Italy /
Argentina)



Josep Bofill

Editor in Chief at Ciutat
Nova (Spain – Barcelona)



Austin Kellerman

Sr. Director of Local
Content Strategy at
Nexstar Digital (US)



Susanne Janssen

Editor-in-chief
of Living City magazine
(US)



Clemens Behr

Editor at NEUE STADT,
magazine of the Focolare
Movement (Germany)



Liliane Mugombozi

Journalist, Lecturer in
Communications
(Cameroon)

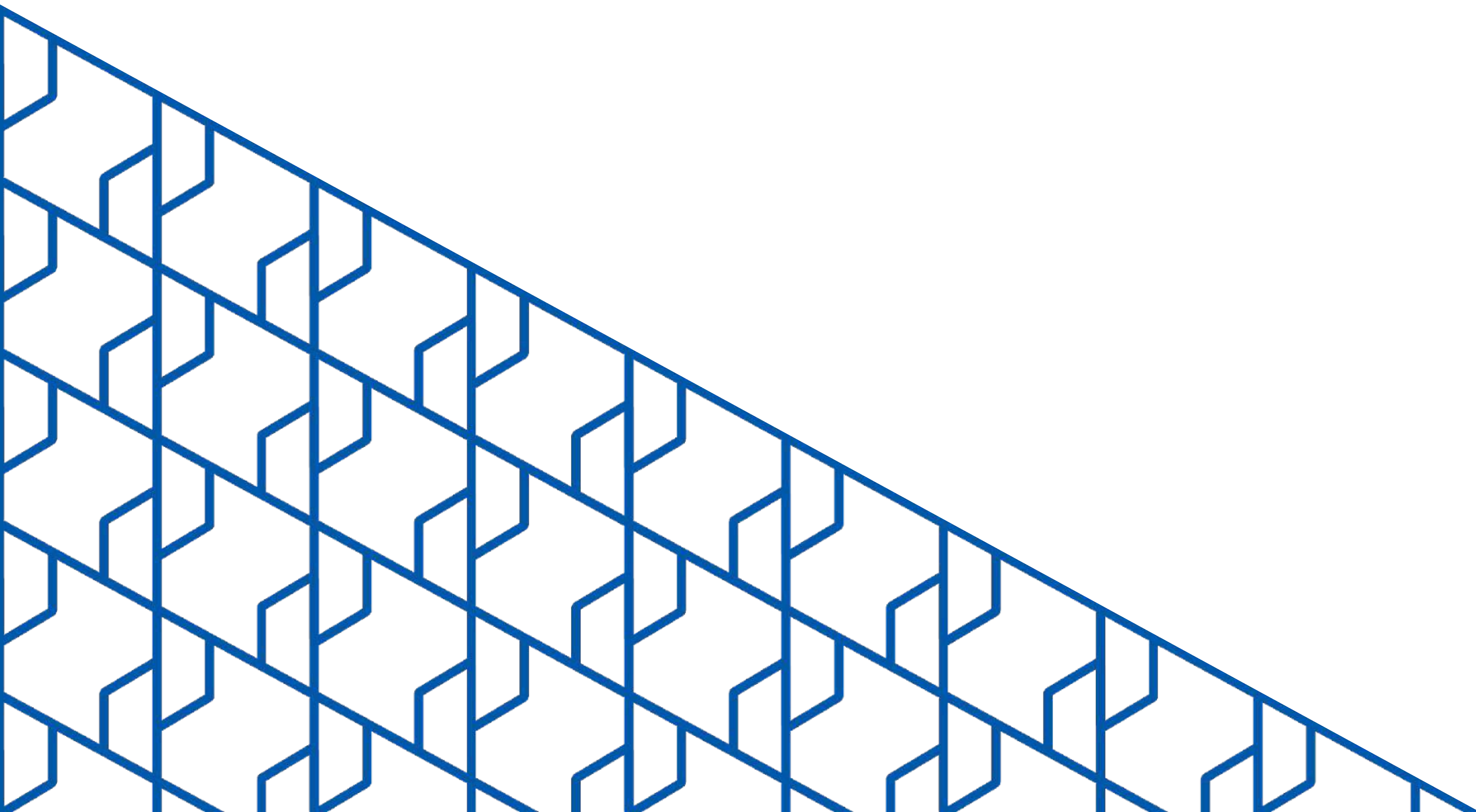


**Jose Calumpiano
Aranas**

Editor-in-Chief at New City
Magazine Philippines



Website



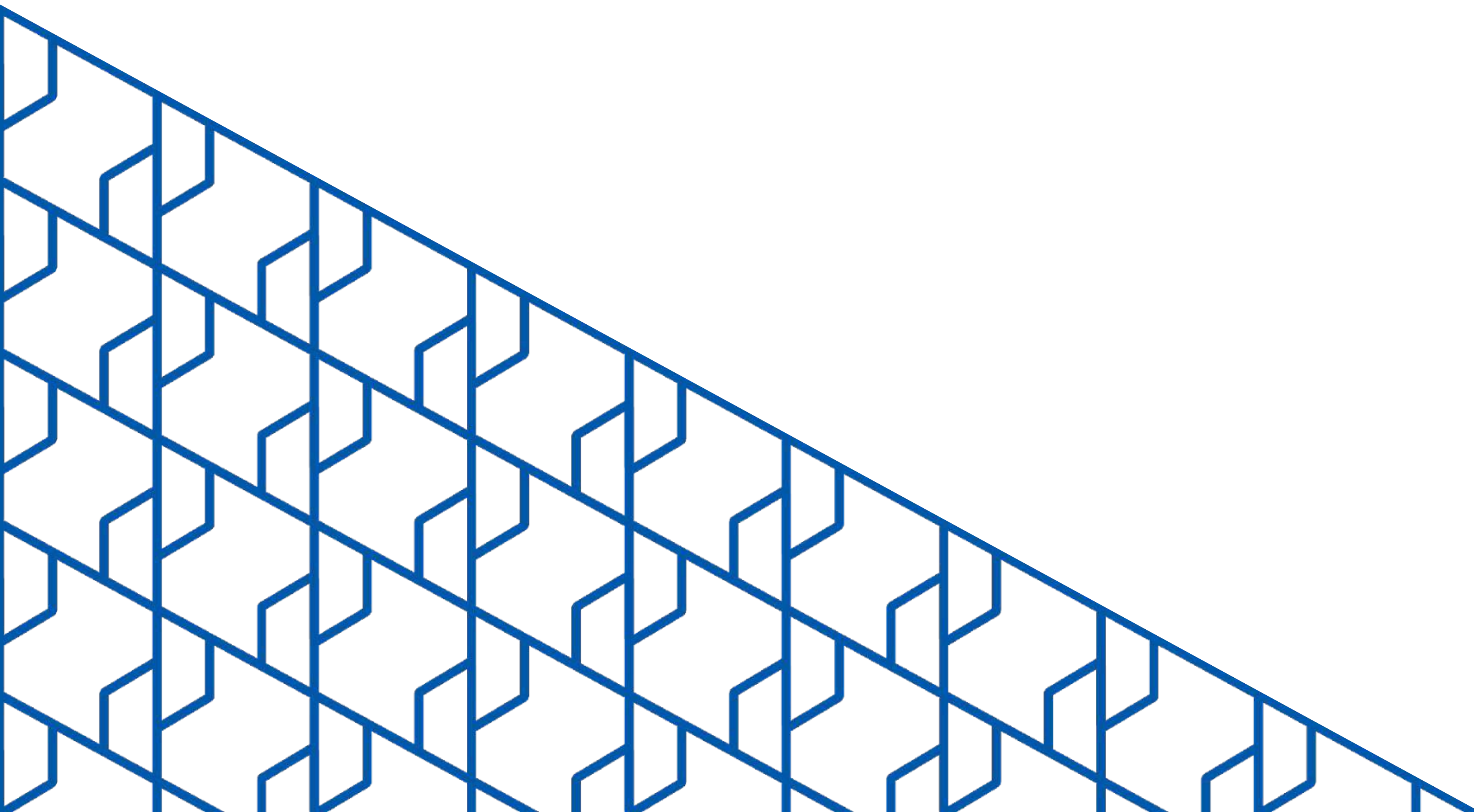
UNITY Mark Awards 2022 website



For more information please consult the [UNITY Mark Awards 2022 website](#).



Social Media



UNITY Mark Awards on social media



Follow UNITY Mark Awards and Nuova Global Foundation on social media:

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Thank you.

www.nuovaglobal.org