

Annex to the 2022 Regulations: Special Prizes

Every year the Prix Italia awards a number of Special Prizes.

For the 2022 edition the following Special Prizes will be awarded:

- **SPECIAL PRIZE IN HONOUR OF THE PRESIDENT OF THE ITALIAN REPUBLIC**

Once again this year, Prix Italia is awarding a Special Prize in Honour of the President of the Italian Republic. The prize will be assigned by a jury composed of internationally renowned personalities invited by Prix Italia. The Secretariat organises for this Jury the online pre-listening and pre-screening of the Radio, TV and Web works which have already been selected by the official competition juries (21 Radio programmes, 21 TV programmes and 21 Web projects).

During the Festival itself the jury meets online in order to decide on the awarding of the prize to the programme featuring innovative language, which best expresses a radio, television or multimedia content of acknowledged cultural and artistic quality.

- **PRIX ITALIA-IFAD-COPEAM SPECIAL PRIZE**

1. Mission

Sustainability is the main theme of the 74th edition of the Prix Italia Competition (hereinafter “Prix Italia”) and the Prix Italia-IFAD-COPEAM Special Prize (hereinafter “Special Prize”) has been introduced in 2022 accordingly. Established by an agreement among RAI, IFAD and COPEAM, the Special Prize has the aim to raise awareness and promote environmental sustainability through media.

RAI, concessionaire of the radio, television and multimedia public service, is the organiser of the Prix Italia which, since 1948, has been promoting and rewarding the best quality, innovation and creativity in the production of radio, television and multimedia programmes.

IFAD is an international financial institution and a specialised agency of the United Nations and its mission is to transform rural economies and food systems by making them more inclusive, productive, resilient and sustainable.

COPEAM is a non-profit association devoted to the promotion of intercultural dialogue and international cooperation in the Mediterranean region through the involvement of private, public and institutional players of the audio-visual media sector.

2. Participation

The Special Prize is open to all Prix Italia member organisations, it is free of charge and envisages the entry of any format and genre of audio-visual work (Radio, TV and Web).

Each participating broadcaster may submit to the Special Prize only one programme as per article 4 below.

3. Winner and Prize

The Special Prize will be awarded to the best entry in competition focused on issues that affect developing countries, which may include topics such as food security, women’s empowerment, youth unemployment, COVID-19 impacts, climate change and adaptation, biodiversity loss, hunger and nutrition, indigenous peoples, poverty, migration and conflict.

The prize pool, amounting to Euro 4,000 gross, will be assigned by IFAD (through COPEAM) to the Special Prize winning broadcaster. The assignation of a maximum of two special mentions will also be allowed.

4. Programmes Registration Procedure

Once the participating broadcasters have registered one or more programmes in the Prix Italia official competition, they will be additionally asked to select maximum one of their programmes to be submitted to the Special Prize. As a further clarification, only entries submitted in the official competition can be chosen as candidates for the Special Prize.

5. Jury and Criteria

The Special Prize will be awarded by a jury composed of experts in the field of sustainability, invited by the Prix Italia Secretariat, including IFAD and COPEAM representatives.

On judging the works, the jury will consider the following main evaluation criteria, also highlighted by the partner Organisations promoting the Special Prize:

- Raising awareness in society on climate change adaptation or biodiversity loss and its consequences;
- Inspiring and educating audience on responsible and environmentally friendly behaviour in their personal choices;
- Revealing the complexity of sustainability issues, in particular the convergence of economic, environmental, and social aspects.

Furthermore, Jurors should take the following criteria into account in their evaluation:

- Relevance of the topic for the intended audience, and ability to ignite a debate and/or trigger social change;
- Creativity and innovation in the storytelling;
- Smart use of technology to enhance the realization, circulation and audience engagement of the product.

6. For anything not envisaged in this Prix Italia-IFAD-COPEAM Special Prize Regulation, the 2022 Prix Italia Radio, TV and Web Regulations will apply.

- **STUDENTS' JURY SPECIAL PRIZE**

This year the Prix Italia welcomes a jury of students from the local Universities. The jury will award one of the projects presented in the Web competition. The students will be able to evaluate the projects before the Prix Italia festival: they will meet in an online debate session, which will end with a final vote to elect the winner.

- **SIGNIS SPECIAL PRIZE**

Signis, the World Catholic Association for Communication, embracing organisations representing 140 countries, is once again in 2022 to assign its Special Prize to the television programme making a major contribution to the promotion of human values.