

FELIX BURDA AWARD



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DEADLINE  
DEC 10, 2021

TENDER APPLICATION 2022  
**MEDICINE AND SCIENCE**



FELIX BURDA AWARD 2022

# PREAMBLE

The Felix Burda Foundation, based in Munich, was established in 2001 by Dr. Christa Maar and the publisher Prof. Dr. Hubert Burda. The foundation is named after their son, who died from colorectal cancer in 2001, aged 33. In the light of this personal tragedy, the Foundation aims to reduce the incidence and fatalities of colorectal cancer in Germany.

One of the main tasks of the Felix Burda Foundation is the creation of a public awareness for the potential benefits of colorectal cancer screening. Examples for joint ventures to fight colorectal cancer include a nation-wide publicity campaign, the annual “Colon Cancer Awareness Month of March“ (established in 2002), the creation of a walk-through model of a colon and the annual Felix Burda Award.

Over the past 19 years, the Felix Burda Foundation has also established a network between individual stakeholders and has become the driving force behind the overall campaign, using its wide network of scientists from different disciplines, representatives from health insurance providers, politics, cancer societies, patients' organisations and companies to make the prevention of colorectal cancer and the improvement of the existing screening program an ongoing issue of discussions in public health and health politics.

Since the German screening program was launched in 2002, over 7 million people have undergone a colonoscopy.<sup>1</sup> This helped to prevent more than 270,000 cases of colorectal cancer and 130,000 deaths.<sup>2</sup>

This incredible success is not least due to the lasting and exemplary commitment of numerous persons, organisations and companies as well as the public health sector. For the 19th time, the Felix Burda Award 2022 honours people who have shown this commitment. The gala is considered as one of the most important networking events of the German healthcare community.

Special thanks to the partners and sponsors of the Felix Burda Award without whose support such an event would not have been possible.

We are looking forward receiving many submissions!



Dr. Christa Maar  
Director Felix Burda Foundation



## FELIX BURDA AWARD 2022

# CATEGORIES

The Felix Burda Award goes to innovative, lasting and exemplary commitments in the area of colorectal cancer prevention. Winning projects should be designed to protect people in Germany from colorectal cancer or creating awareness for the potential benefits of colorectal cancer screening. Submissions can be made in these categories:

- **Medicine & Science (English or German)**
- **Commitment of the Year (only for German-speaking countries)**

On the next page you will find a description of the category “Medicine & Science“. For descriptions of the “Commitment of the Year“, please see the German document “FBA 2022 Ausschreibung“.

### AWARDING & PRIZE MONEY

Generally the categories “Medicine & Science“ and “Commitment of the Year“ are endowed with prize money. At the time of tender, prize money can not be guaranteed. If there is more than one winner in one category, the jury can decide to split the prize.

The award winner will receive a trophy created by the Canadian artist Christian Eckart who designed the award in memory of his friend Felix Burda. The other nominated finalists will get a certificate after the event.

### SPECIAL AND HONORARY AWARDS

The Felix Burda Foundation may also honour achievements and the personal commitment of people who do not formally meet any of the aforementioned criteria. No applications for such special and honorary awards are accepted. Whether or not such honours are awarded shall be at the sole discretion of the Felix Burda Foundation.



Dr. Markus Söder



Manfred Stolpe



Prof. Dr. Wolff Schmiegel



Prof. Dr. Fritz Pleitgen



Prof. Dr. Frank Montmarquet



Dr. Maria Furtwängler



Prof. Dr. Dr. Otmar Wiestler



Prof. Dr. Michael P. Manns



Jens Spahn



Henning Baum



Dr. Andreas Köhler



Prof. Dr. Dr. Harald zur Hausen



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# MEDICINE AND SCIENCE

The category “Medicine and Science” is designed for innovative scientific or medical measures and projects that protect people from colon cancer or allow cancer patients to lead lives worth living.

The category “Medicine and Science” covers the following areas:

- Basic medical research (in areas such as human genetics, tumour biology, molecular genetics, microbioms, tumorigenesis, the infectiology of tumours) and screening measures (including all invasive and non-invasive strategies of early colon cancer recognition, quality assurance and quality management of early colon cancer recognition programmes, structures of implementing screening programmes, risk stratification strategies) designed to research the development of colon cancer, to prevent it and to mitigate its effects.
- New, original and unusual, evidence-based research and implementation strategies in connection with medical techniques (surgical methods, genetic tests, colonoscopy, FIT, capsule endoscopy, virtual colonoscopy) that are designed to serve the early detection of colon cancer, to prevent colon cancer and to fight the development of metachronous tumours.
- Medical measures and research projects with long-term effects that have been or will be implemented and that have or will have a significant impact on the colon cancer mortality rate (such as study invitation procedures and epidemiological studies).
- Basic, evidence-based medical measures, health care provision structures and research into the levels of public awareness and acceptance of and knowledge about colon cancer screening / early detection programmes in Germany and into their medical economics (health policies, public health, health technology assessment, participatory decision-making processes, informed consent).

## WHO CAN APPLY?

Applications are accepted from private individuals, institutions, organizations and hospitals from **Germany** and other **European countries** whose projects may benefit the early diagnosis and early treatment of colon cancer in Germany. Applications can be submitted in German or English.

## TIME FRAME

Only studies shall be considered that have been published (citable) between **October 2019 and December 2021**. Projects may be re-submitted, provided new or more meaningful results have been produced.



ENTER NOW  
UNTIL  
10/12/2021

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# ENTRY CONDITIONS

## APPLICATION

Please use the provided **entry form** for your entry and observe the mentioned rules and terms, also with regard to the rights of use. In addition, you may submit an **annex** with whatever is needed for the evaluation and relevant for a decision (study, articles, analyses, pictures, films, etc.)

When submitting your entry, please consider the **environment** and omit, e.g. elaborate folders, binders or unnecessary transparent sheets. You are encouraged to use sheets of paper printed on both sides. Please avoid loose sheets and ensure appropriately firm “bundling” (e.g. clamping).

Please make the indicated number of copies of the form and annexes, and send the original and copies (as described below) to the foundation before the end of the deadline.

Medicine and Science: 1 original, 12 copies

## ENTRY DEADLINE/MAILING

Decisive for the entry deadline (10/12/2021) is the receipt of the email and the postage stamp of the original entry documents:

Please send your entry (original and copies) in writing (by post/messenger) to the following address: Felix Burda Stiftung, FELIX BURDA AWARD 2022, Arabellastraße 27, 81925 Munich. Please be sure that we will receive your package at the latest 5 working days after the entry deadline.

**Furthermore**, please upload the documents via an ftp server that we have set up for this specific purpose. You will receive the access details after you have sent an email to us with the subject line “Access data for upload FBA 2022” to [annette.brauch@felix-burda-stiftung.de](mailto:annette.brauch@felix-burda-stiftung.de).

It is at the discretion of the Felix Burda Foundation to still admit entries, which are received after this deadline (postage stamp and receipt of email). We ask for your understanding that we cannot return the documents for logistical reasons. Of course, we always work toward a cooperative and solution-oriented interaction with each other.

## MISCELLANEOUS

**The entry is free of fees.**

The Felix Burda Foundation reserves the right to attribute applications, if necessary, to another category or to exclude them, should sufficient reasons for this be given.

The jury decisions and the decisions by the Felix Burda Foundation are final, unchallengeable, and made to the exclusion of legal recourse.



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# TERMS OF PARTICIPATION

## EVALUATION CRITERIA

- Scientific criteria
- Sustainability, effect, impact
- Personal commitment
- Level of innovation
- Model character
- Concept, performance and analysis



## AWARD & PRIZE MONEY

For each nominated project, only a limited number (max. 4) of persons can be invited to the award gala (see page 7). Thank you for your understanding.

The award winners in the categories “Medicine and Science” and “Commitment of the Year” will receive a **trophy** created by the Canadian artist Christian Eckart in commemoration of his friend Felix Burda. The nominees, who are not among the award winners, will receive a certificate after the event.

In most of the recent years, prize money was awarded. At the time of the call for entries, however, prize money cannot be guaranteed yet. In the event that prize money will be awarded, the jury can decide an appropriate splitting between several award winners in a category.

## SIGNATURES

The entry must be signed by at least one (duly authorised and empowered) person.





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# PROCESS

GALA  
15 MAY 2022  
BERLIN

## THE JURY

The evaluation of the projects/studies in the categories “Medicine and Science” and “Commitment of the Year” will be made by an **independent jury**. The jury members are **experts** in the relevant specialties (communications and media experts, editors in chief, heads of HR, renowned medical doctors and researchers, and health insurance representatives).

The copies made by you will be sent to the respective jury members in the lead-up to its meetings and be made available to the jury for examination and download via a secure ftp server. We ask for your understanding that a paper-free entry procedure is currently not possible (yet). Thank you very much.

The board and employees of the Felix Burda Foundation are not members of the jury and not entitled to vote, but they merely have a consulting function.

Based on the present framework conditions and restrictions, the Felix Burda Foundation reserves the right to adjust the organisation of the jury procedure (number of jury members, digital jury meetings, number of nominees, time schedule).

## THE NOMINATION

In the course of the non-public **jury meetings**, it will be decided on a pre-selection (shortlist) of the best projects. After this, the award winner(s) will be elected. The election will be an open vote. The majority decision will be final and the result of the jury procedure will be kept secret until the night of the award ceremony.

All **nominated projects** (usually three projects per category) will be notified ahead of time (probably in late February/early March) and (at most 4) representatives of the project will be **invited to the gala**. The shortlist of nominees will be published in social media, various print media, on [www.felix-burda-award.de](http://www.felix-burda-award.de) and in a press release. The Felix-Burda Foundation has no influence over where the press release or further reporting of third parties will appear.

The decisions are final, non-challengeable, and made to the exclusion of legal recourse.

## THE AWARD PROCEDURE

The winners will be announced (only) at the award ceremony. The ceremony will take place – provided this will be possible – at a glamorous **award gala** with about 300 invited guests and many celebrities from business, science, politics, and show business. The gala is planned for **15 May 2022** at the Hotel Adlon Kempinski in **Berlin**. If the award ceremony cannot take place as planned, an alternative procedure for the award presentation and announcement of award winners will be found. In 2021, the award procedure was implemented via digital channels. (see <https://www.felix-burda-stiftung.de/felix-burda-award/videos>)



## FELIX BURDA AWARD 2022

# MORE INFORMATION



Dr. Markus Söder



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[WWW.FELIX-BURDA-AWARD.DE](http://WWW.FELIX-BURDA-AWARD.DE)

For more information please visit our website.

### CONTACT DETAILS

Do not hesitate to contact us if you have further questions.

You can reach us  
Mon and Tue between 1000 and 1800 hrs.

Contact: Annette Brauch  
email: [annette.brauch@felix-burda-stiftung.de](mailto:annette.brauch@felix-burda-stiftung.de)