

FELIX BURDA AWARD

TENDER APPLICATION 2018



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Dr. Christa Maar – director Felix Burda Foundation

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 15 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 screening program was launched in 2002, about 6 million people have undergone a colonoscopy.¹ This helped to prevent 200,000 cases of colorectal cancer and 100,000 deaths.² 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 16th time, the Felix Burda Award 2018 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!

Felix Burda Award 2018

THE CATEGORIES

If you have any further queries please contact (Mon to Thu from 0900 to 1200 hrs):

**Annette Brauch
Phone: +49 (0)89-9250-1745
annette.brauch@
felix-burda-stiftung.de**

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, creating awareness for the potential benefits of colorectal cancer screening and allowing patients to lead lives worth living.

Submissions can be made in three categories:

- Prevention at Work (only companies based in Germany)
- 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 categories "Prevention at Work" and "Commitment of the Year", please see the German document "Ausschreibung Felix Burda Award 2018".

AWARDING & PRIZE MONEY

Generally the categories "Medicine & Science" and "Commitment of the Year" are endowed with prize money. If there is more than one winner in one category, the jury can decide to split the prize.

The award winners 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.

RECOMMENDATIONS

Do you know companies or individuals who have demonstrated especially high levels of commitment to colorectal cancer screening? We are looking forward to receiving a recommendation from you.



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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.

Since 2017 we accept applications for projects from all European countries provided they raise the prospect of beneficial effects for the fight against colon cancer and for an effective screening programme in Germany.

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 (primary, secondary and tertiary prevention).
- 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 for the Medicine and Science Award 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.

ASSESSMENT CRITERIA

- Impact and long-term effects of the project
- Personal commitment of the applicant(s)
- Scientific value

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TERMS AND CONDITIONS

DEADLINE ONE APPLICATION, ONE CATEGORY

Applications incl. all required documents must be submitted in writing by mail or courier as well as digitally (per email) by

**12 December 2017
(as per post mark)**

DEADLINE EXTENDED !

**8 January 2018
(as per post mark)**

to the following address:

**Felix Burda Stiftung
“Felix Burda Award 2018“
Arabellastr. 27
D-81925 München
Germany**

CONTACT DETAILS

**Do not hesitate to contact us if you have further questions.
You can reach us**

**Mon to Thu between 0900 and
1200 hrs**

**Liaison officer: Annette Brauch
Phone : +49 (0)89-9250-1745
email: annette.brauch@
felix-burda-stiftung.de**

Projects may not be entered in more than one category. The Felix Burda Foundation reserves the right of allocating projects to different categories if it believes that the category for which the project has been originally submitted is unsuitable.

TIME FRAME

Only projects shall be considered that have been implemented or evaluated, completed or partially completed in 2017 or that have otherwise culminated in the course of the year (through publication, e.g.). Projects may be re-submitted, provided new or more meaningful results have been produced.

WHO CAN APPLY?

Please see the specific criteria of the individual categories.

MORE THAN ONE INVOLVED PARTY / APPLICANT

If several individuals or companies have contributed to the project in question, we recommend to submit a joint application. Applications can list such contributors as “additional applicants” or as “associates“. Applicants formally represent the project in all dealings with the Felix Burda Foundation. Each project must have at least one (duly authorized) applicant. Applicants must also sign the application. It is not necessary to procure a signature from associates.

OTHER TERMS AND CONDITIONS

The Felix Burda Foundation reserves the right of excluding applications from the assessment by the Jury for material reasons.

No more than four representatives from any nominated project can be invited to attend the awards ceremony.

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ORDER OF EVENTS

JURY MEETINGS

The Jury will meet several times in early February 2018. It will feature renowned experts from the individual areas.

THE AWARDS GALA

The winners will be announced and will receive their awards on 13 May 2018 during a gala ceremony at the Hotel Adlon Kempinski, Berlin.

REVIEW

For a list of Jury members and award winners of the past few years, please go to:

www.felix-burda-award.de

THE JURY

Applications will be assessed by an independent Jury of renowned experts from the individual areas (communications and the media, newspaper / magazine editors, HR directors, scientists and hospital consultants, occupational health physicians and representatives of health insurance providers).

The Felix Burda Foundation, represented by its Director Dr. Christa Maar, is not a member of the Jury. It has no vote in any of the Jury's decision and only acts in an advisory function.

THE NOMINATION PROCESS

The Jury will hold meetings (which are not open to the public) to draw up a short list of candidates and then proceed to select a winner in an open vote. This vote shall be considered final. The name of the winner will only be disclosed during the awards ceremony.

The applicants of all shortlisted projects shall be informed of their nomination and receive invitations to the awards ceremony (max. number of participants: four people per project). The short list will also be published on our website (www.felix-burda-award.de).

All decisions are final. All entrants accept the absence of any possibility of recourse to legal action.

THE AWARDS CEREMONY

The winners will be announced during the festive awards ceremony and receive the Felix Burda Award. The glamorous evening gala will feature approx. 300 invited guests including leading representatives from politics, industry and show business. It will be held on 13 May 2018 at the Hotel Adlon Kempinski in Berlin.



**FELIX BURDA
AWARD**

Felix Burda Award 2018

YOUR APPLICATION

Deadline
12 December 2017

DEADLINE

Applications incl. all attachments (14 or 17 copies) must be submitted in writing by mail or courier as well as digitally (per email) by

**12 December 2017
(as per post mark)**

DEADLINE EXTENDED !

**8 January 2018
(as per post mark)**

to the following address:

**Felix Burda Stiftung
“Felix Burda Award 2018“
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Phone : +49 (0)89-9250-1745
email: annette.brauch@
felix-burda-stiftung.de**

APPLICATION FORM

Applicants must complete all sections of the application form (see under www.felix-burda-award.de) and submit it together with all attachments (including the specified number of copies for the members of the Jury) to the Felix Burda Foundation. Applications that have only been despatched by email shall not be accepted. All applications must have been submitted by 12 December 2017 (as per the post mark). The Felix Burda Foundation shall decide at its sole discretion whether or not to forward applications to the Jury that have been received at a later date.

ATTACHMENTS

You are free to submit any attachments that you believe may serve to facilitate an understanding of your application (analyses, images, films, flyers etc.). We would request you to select your application documents discerningly and to arrange them in a clear and transparent manner. Please make sure to submit only documents that are relevant for the Jury's assessment process.

We recommend to provide us additionally with digital copies of important documents (sent by email). Attachments that have been sent by email only, however, shall not be accepted.

ADDITIONAL COPIES FOR MEMBERS OF THE JURY

“Medicine and Science“: 1 original plus **16** copies
“Commitment of the Year“ and “Prevention at Work“:
1 original plus **13** copies

The members of the Jury will receive their personal copies of the applications by mail before the first Jury meeting. Documents that have not been provided in sufficient quantities or that are too large for delivery by mail will only be produced at the meeting of the Jury. This is why we recommend to provide sufficient numbers of copies for all attachments that you think may have an impact on the Jury's decision.

OTHER TERMS AND CONDITIONS

Applications are free of charge.

Please protect the environment and do not use heavy storage binders, folders or unnecessary transparent plastic folders to arrange or present your documents.

For logistical and financial reasons, we are unable to return any documents that you may have submitted as part of your application. Thank you for your kind understanding.