



EPAA 3Rs Communication Prize

Call for submissions (deadline 5 September 2011)

For the second year in a row, EPAA is offering a €3000 prize for an essay or article that broadens awareness of the importance to promote alternative approaches in safety assessment and regulatory compliance testing. As this year the EPAA's lead theme is "Integrated Testing Strategies (ITS) and their impact on the implementation of the 3Rs" the focus of the article should be on ITS. The key criterion for the winning entry is that it should be a communication work written in laymen language which helps to inform the wider policy community and decision-makers about the opportunities and challenges, including limitations, offered by scientific and technological progress.

The article, of no more than 1500 words, should reflect the candidate's personal views and ideas on this subject. It should not be merely a review of existing literature from the chemicals, pharmaceuticals, plant protection or cosmetics sectors. It is important to note that as the EPAA Communication Prize does not aim to target an academic audience, it should be written in lay terms so that it is understandable for the general public.

EPAA reserves the right to publish the winning essay/article in the press and international journals and to use it in any other publicity activity with reference to the EPAA award.

Who can apply? Where to apply?

This is an open competition to which anyone can apply. Submissions should be sent by email to the EPAA Secretariat at entr-epaa@ec.europa.eu.

Submission is taken as indicating acceptance of the rules of the competition.

Some Data on the 2010 award and its winner

The EPAA 3Rs Communication Prize was awarded to Dr Sarah Wolfensohn for her article "Alternative Approaches to Animal Testing – the challenges and limitations". Dr. Wolfensohn's article has been published in a number of websites and journals, and is available for download at http://ec.europa.eu/enterprise/epaa/3_events/3_4_awards/wolfensohn_epaa_essay.pdf

Evaluation process

Articles will be shared and submissions will be assessed by a panel drawn from EPAA members, both from industry and the European Commission, and from the EPAA Mirror Group.

The assessment will be based on the:

- General quality of the article
- Quality of description of personal views
- Quality of explanation of the key messages related to ITS and the 3Rs and ability to disseminate the information to a non-specialised audience

Formal requirements

The essay/article should be written in English and be no longer than 1500 words; it is highly recommended to include diagrams or meaningful pictures (the images should be free of rights (CC-BY-SA 2.0)). The essay/article should be submitted together with a separate signed covering letter with:

- Your name, full contact details, brief biographical information and indication of how you found out about the prize.
- A statement to the effect that your entry is original work, is the property of the author and does not contain unacknowledged material.
- A second statement indicating that you thereby agree that EPAA could advertise the article as your personal views and idea on the given subject.
- Your name and address should appear only on the covering letter and **should not** appear on the actual essay/article.

We kindly advise you to present your article in accordance with the above requirements.

Timelines

- Open call for article submissions – 10 June 2011
- Deadline for submission – 5 September 2011
- Prize announcement in presence of the winner
EPAA annual conference, 9 November 2011, Brussels