

10 January 2025
P-PG/Prize (2025)

Pompidou Group PREVENTION PRIZE 2025

Youth Innovation in Drug and Addiction Prevention

Concept, Rules and Procedures

The Prize

The Pompidou Group Prevention Prize is awarded every two years to youth drug and addiction prevention projects. Its objective is to recognize the importance of active youth participation in creating a better and healthier environment. Furthermore, it is also a way to present new approaches to interested people. The Prize will be awarded to up to three youth projects which will each receive a trophy and a monetary benefit of € 6,000.

Being innovative is a feature of youth cultures in all countries; therefore, projects including innovative approaches, especially those using new digital technologies, as well as those targeting young people under 18, are particularly encouraged to apply. To ensure this, information about winning and shortlisted projects will be published and disseminated by the Pompidou Group.

To enter your project, please complete the application form and email it to the Pompidou Group Secretariat. **The closing date for entries for the Pompidou Group Prevention Prize 2025 is 30 May 2025. No entries will be accepted after this date.**

The applications will be judged by a Jury composed of seven young people from Pompidou Group Member States. The Jury is supported by an advisor who does not have a say in the jury's decision.

For examples of projects that have previously won the Prize, see [the Prize pages of the Pompidou Group website](#).

Projects which submitted an application in previous Prize cycles, but were not selected by the Jury, can reapply.

Eligibility Criteria

A project that enters the competition for the Prize should make certain that it meets the following eligibility criteria:

1. All 46 Council of Europe Member States, Pompidou Group member States, Pompidou Group Observer States, as well as countries from the southern rim of the Mediterranean which are members of the Pompidou Group's Mediterranean network for co-operation on drugs and addictions (MedNET) are invited to participate.¹

The project must be **currently running or must have recently finished** in one (or more) of the above-mentioned countries. The Jury welcomes multi-country projects. Projects whose work is mainly outside this geographical area are ineligible.

2. The project must be run by more than one person and have some structure to it, for example a management committee or steering group or some other appropriate organising mechanism (documentary evidence of this will be required – the evidence could take the form of, for example, a *Facebook* page with demonstrable 'likes' and posted comments). Projects can be government-sponsored, run by NGOs (non-governmental organisations), in the private sector, or organised by local communities. Projects do not have to be funded to be eligible – they can be entirely voluntary.
3. The work of eligible projects must be wholly or mainly in the area of **drug and addiction prevention**. Projects that are not concerned with drug and addiction prevention will not be eligible. We accept a broad definition of prevention. Projects that address risk or protective factors associated with drugs and/or addictive behaviours are extremely significant. However, projects that are exclusively working with people who already have developed problems with their drug use ('indicated prevention') are unlikely to be successful. We specifically encourage to apply if your project focuses on **digital environments**, either by using digital technologies as a tool for prevention work or by targeting prevention of addictive behaviours linked to online gaming, gambling, sports betting and social media use.
4. **Young people**, under the age of 25 years, must be involved in the work of the project. There is no lower age limit.

What we mean by 'drug and addiction'

We include in the definition of 'drugs': illegal drugs; alcohol; tobacco; volatile substances (glues, gases, aerosols, etc.); new psychoactive substances (NPS, including so-called 'legal highs'); and prescription and over-the-counter medicines when they are misused. In terms of the scope of 'addiction', the Prize focusses on behavioural addictions. This means patterns of repetitive behaviours that become compulsive and interfere with daily functioning, relationships, or overall

¹ 46 Council of Europe Member States (Pompidou Group States in **bold**):

Albania, Andorra, **Armenia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic**, Denmark, **Estonia, Finland, France, Georgia**, Germany, **Greece, Hungary, Iceland, Ireland, Italy**, Latvia, **Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro**, Netherlands, **Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovak Republic, Slovenia**, Spain, **Sweden, Switzerland, North Macedonia, Turkey, Ukraine**, United Kingdom.

Other Pompidou Group Member States (non-members of the Council of Europe):

Israel, Mexico, Morocco

MedNET Countries

Algeria, Egypt, Jordan, Lebanon, Palestine, Tunisia.

well-being. These behaviours are characterized by an inability to control the activity despite negative consequences, similar to substance use disorders. Frequently behavioural addictions co-exist with substance use. Widespread behavioural addictions related to problematic use of internet (PUI) are gaming, gambling, sports betting and social media use.

What we mean by ‘prevention’

By ‘prevention’, we mean actions and interventions aimed at preventing risk and problematic behaviours that bring about harmful consequences and can lead to addiction. Interdiction (control by law enforcement, etc.) and treatment activities are *not* included. Prevention can take many forms and methods, and may not always be direct – it could, for example, include teaching people generic life-skills or improving their self-esteem which constitute protective factors. It might also include activities that divert people from drug use or behaviours with addiction risk, such as improving leisure facilities. However, we would expect all applicant projects to have an explicit prevention orientation in their objectives.

The European Union Drugs Agency (EUDA) identifies four prevention strategies: **universal, selective, indicated, and environmental prevention**. (Your project may use an older framework for classifying prevention: ‘primary’, ‘secondary’ and ‘tertiary’²). They are also applied in preventing addictive behaviours.

Universal prevention is aimed at the whole population, where all groups are equally considered to be at a low risk. It includes school-based programmes and activities as well as family-based approaches such as parents' evenings, lectures, seminars and workshops.

Selective prevention targets specific groups within the population that are at risk of substance abuse or addictive behaviour, for example young offenders, school drop-outs, ethnic groups thought to be at greater risk, young people from problem neighbourhoods, families or even entire communities where people may be more likely to develop addiction problems.

Indicated prevention aims to identify individuals with behavioural or psychological problems that may be predictive for developing an addiction problem later in life, and to target them individually with special interventions. Such individuals include those with mental health problems psychiatric disorders, and early signs of an addiction. Please note that projects solely undertaking indicated (or ‘tertiary’) prevention would probably not be eligible for the European Prevention Prize.

Environmental prevention aims to change human behaviour by modifying its social, physical and economic context: environmental prevention addresses societies or social environments (including markets and the regulation of markets) and may target social norms and values.

What we mean by ‘young people’s participation’

By ‘young people’s participation’, we mean the active involvement of young people in the work of the project. See the list below (under ‘Assessment and selection criteria’, criteria no.2.) for different areas where young people might be involved. Simply ‘consulting’ with young people or ‘taking their opinions into account’ is unlikely to be sufficient. We would also expect young people to be involved in more than the delivery of the project’s activities – we would expect them to have some say in the design.

² ‘Primary prevention’: stopping people before they have started, or delaying onset of drug use ; ‘Secondary prevention’: helping people to stop once they have started, or aiming to reduce the amount they are using or the risks they are taking; ‘Tertiary prevention’: work with drug users who may have been using for some time, allied with treatment of their condition

Assessment and Selection Criteria

The application form must be completed in full and additional documentation presented in order for projects to be eligible. A contact e-mail address and telephone number must be provided so that additional information can be obtained if necessary.

Eligible projects will be assessed according to **two main criteria** of equal weight:

1. The quality of the prevention work

Projects will be assessed on the quality of the prevention work. The following aspects will be considered:

- the philosophy of the project must be stated and have a strong dimension of active youth participation, which is central to its work;
- the objectives of the project must be clearly stated and they ought to be achievable;
- there must be some evidence of achievement relating to the objectives (for example, evidence must be supplied that appropriate leisure activities concerning prevention have taken place in which young people have benefited from the experience);
- a formal evaluation of the work, if supplied, will also be taken into account.

Documentary evidence will be required to enable the Jury to reach its decision.

2. The extent of young people's involvement in key aspects of the project

Projects will also be assessed on the extent of young people's involvement in all aspects of the project. The following aspects of involvement will be considered:

- *Strategy*: young people are involved in helping to create plans and strategies;
- *Structures*: young people are involved in decision-making processes;
- *Systems*: systems are in place to ensure and enshrine young people's involvement;
- *Development of skills and knowledge*: the contribution that young people's experience can make to improve the service is acknowledged and utilised;
- *Management*: young people have a role in the management of the project and have the power to hold accountable adult and youth staff, as well as volunteers;
- *Delivery*: young people are involved in the delivery of services and activities;
- *Assessment*: young people are involved in the monitoring and evaluation of project activities.

Further consideration will take into account:

- *Scope*: young people who are most at risk ('difficult-to-reach') are successfully involved in the project;
- *Service-user involvement*: young people are recipients of the project objectives in an active participatory way.

Documentary evidence will be required to enable the Jury to reach its decision.

Presenting evidence

In order for the Jury to have a thorough and complete understanding of the project, you should include **a minimum of one and a maximum of three items of evidence** that will assist the Jury's decision. Your evidence could be in any form:

- documentation regarding the work of the project
- a report from young people who have benefited from the work of the project (a written report, a video tape, a video of a drama performance, etc.)

- an example of a participant's work from an activity (for instance, include a sample of a youth's writing from a creative writing session).

Audio-visual materials are most useful. If the materials are in a language other than English or French, it is helpful to supply (in English or French) subtitles, a transcript, or a summary.

You can also provide any relevant active website addresses and / or links to any social networking site(s).

You should think carefully about the material you submit: the Jury takes this evidence very seriously. Photographs are unlikely to be very useful in supporting your application - much better are personal accounts from people who have benefitted from your Project. (If at all possible, these should be translated into English or French.)

If you include materials that require equipment to view them, please make sure they are in a suitable format for viewing on standard Western European equipment. Computer material should run on PCs with *Windows*. Any videos or film presentations should be limited to a **maximum of five minutes running time**. *PowerPoint* or other slide-type presentations should be limited to a maximum of 10 slides. File transfer websites should not be used to share material because the links may expire; video material could be posted on *YouTube* or another video-sharing website.

Please note that any material that is sent becomes the property of the Pompidou Group – it will not be returned. We reserve the right to use material that was sent in publicity, etc. However, if you indicate that particular material is for the Jury's consideration only and not to be used for other purposes, we will respect this – please indicate on each item if this is the case.

The Jury

The Jury is composed of seven young people from Pompidou Group Member States. They are identified by the Secretariat of the Pompidou Group based on proposals received from the Member States' representatives, as well as from non-governmental organisations which work with young people. They are aged between 18 and 25 years at the time of their appointment.

Collectively, the Jury has an understanding of prevention programmes that involve participation of youth and have experience in prevention projects, peer-to-peer work, outreach programmes and risk behaviour. They are also eager to promote healthy lifestyles for young people. They are aware of what setting-up and running a project involves and how to assess programmes and projects of this kind.

The composition of the Jury takes into account gender and geographical balance, as well as diversity of backgrounds and cultures, in order to ensure, as far as this is possible, a cross-section of today's young people in Europe. In addition, the ability of young people to cooperate with each other, communicate with experts and interact in a cross-cultural working context is taken into account.

The Advisors

The Pompidou Group Secretariat identifies advisors to support the Jury. The advisors retain the right to indicate to the Pompidou Group Permanent Correspondent responsible for the event any decision by the Jury that violates commonly accepted standards of prevention knowledge and good practice, or projects that are in violations of the fundamental principles of the Council of Europe. In such cases, the Permanent Correspondent can present the cases to the Bureau of the Permanent Correspondents of the Pompidou Group, which has the right to discontinue the activities under the Prevention Prize at any moment in time.

The Jury's decision

The Jury will draw up a shortlist of projects based on their agreed selection and assessment criteria. Shortlisted projects not selected for the Prize will receive a letter of recognition from the Secretariat of the Pompidou Group, and will be listed on the Pompidou Group's website.

The Jury's decision is final and there is no appeal. No discussion or correspondence will be permitted concerning the process of making the award, but brief written feedback will be given. The Pompidou Group reserves the right not to award the Prize or any part of it.

The Prize money will be paid in Euros to the three winning projects' bank accounts. The 2025 Prize money has been fixed at € 6,000 per winner. There are no special conditions attached to the use of the Prize money, provided it is used for the benefit of the project. Projects are required, within six months of payment, to report on how they have used the Prize money.

Projects that are recipients of the Prize will not be eligible for reapplication in future years. Nevertheless, the Pompidou Group welcomes continued co-operation with the projects.

The Award Ceremony

The Award Ceremony for the Prevention Prize 2025 will be held during the 19th Ministerial Conference of the Pompidou Group to be held in Rome on 28-29 November 2025.

How to apply

Electronic application forms are available on the Prize pages of the Pompidou Group's website or by e-mailing the Secretariat at: pompidou.preventionprize@coe.int If you have any queries, first check the FAQs if they do not answer your question, send an email to pompidou.preventionprize@coe.int

The application form must be fully completed and submitted in English or French to the Secretariat of the Pompidou Group **as an email text attachment** (preferably *Word*) to: pompidou.preventionprize@coe.int **Your application must be received by 30 May 2025.**

Applications submitted by post cannot be considered, but evidence in support of the application can, if necessary, be submitted by post when indicated in the application form. The additional evidence must match the description in the application form. The additional material is more useful if there is a summary in English or French of any textual material.

The postal address (*for supporting material only*) is
Prevention Prize
Pompidou Group, Council of Europe, Strasbourg, CEDEX 67075, France.