

D&AD announces 2020 Future Impact Pencil winners

D&AD has announced its 2020 winners for the Future Impact category, which supports and accelerates ideas with the potential to create positive change.



14 winners were selected for the category, which recognises newly released or prototypical designs and initiatives that prioritise people and planet alongside profit.

Since 1962, D&AD has stimulated, celebrated and enabled creative excellence and will continue to support the creative community through this period of unprecedented uncertainty. The 2020 Awards recognise creative excellence from the past year in the belief that great work is always worthwhile, often producing better outcomes for all.

The 2020 Future Impact Pencil winners

Existing to elevate creativity for social good, Future Impact awards prototypes, MVPs, products and services in alpha or beta testing, or projects seeking funds. This year, D&AD awarded 14 Future Impact Pencils: 9 to Design and 5 to Initiatives.

From a social housing management system designed to prevent another Grenfell Tower disaster, to a material made of fish scales that are taking on plastic; this year's cohort is tackling some of the world's biggest problems, from the personal to the preservation of our planet. The 2020 Future Impact Pencil winners include:

Gabriel Corbett for Oikos, a social housing management system which reveals lost and ignored claims by residents regarding their own safety, pressuring government administrations to better protect the wellbeing of their communities.

Lucy Hughes for developing MarinaTex, a home-compostable material made out of biological waste from the fishing industry and red algae, designed as an alternative to single-use plastics.

Yoshihiro Kozuka, ADK Advertising Agency for his Avatar Robot Cafe, a space where people with disabilities could remotely control robot avatars to wait on tables via eye tracker, creating more employment opportunities for people with different abilities.

Award: Award Name	Winning Entry Name	Category: Name	First Name	Surname	Company Name	Entrant Country
Future Impact Pencil	Carbon Tile	Design	Tejas	Sidnal	Carbon Craft Design	India
Future Impact Pencil	Trip In The Dark	Initiative	Andrey	Gubaydullin	Voskhod Agency - Ravoshod	Russian Federation
Future Impact Pencil	Baby BSL: Where is the Bird?	Design	Victoria	Forrest	Victoria Forrest	United Kingdom
Future Impact Pencil	The Puck	Design	Natalie	McClare	Grey Canada	Canada
Future Impact Pencil	AVATAR ROBOT CAFE	Initiative	Yoshihiro	KOZUKA	ADK Advertising Agency	Japan
Future Impact Pencil	Can't Wait to Learn: Digital Tablet Desk	Design	David	Swann	Sheffield Hallam University	United Kingdom
Future Impact Pencil	Chemistry Masters	Design	Eduardo	España Morcillo	Universidad Rey Juan Carlos I	Spain
Future Impact Pencil	Transport For London Urban Bus Sound (AVAS)	Design	Matthew	Wilcock	Zelig Sound	United Kingdom
Future Impact Pencil	Verbal Spontaneity ? Personality Retention	Design	Cathy	McGettigan	Fjord London	United Kingdom
Future Impact Pencil	BigUP.AI	Initiative	Elsa	Wiles-Jenkins	AnalogFolk	United Kingdom
Future Impact Pencil	MarinaTex	Design	Lucy	Hughes	Marinatex	United Kingdom
Future Impact Pencil	Oikos	Initiative/Student	Gabriel	Corbett	Goldsmiths, University of London	United Kingdom
Future Impact Pencil	Spotify Match	Initiative/Student	Apaar	Singhal	Mami Ad School Mumbai	India
Future Impact Pencil	Naked Books	Design/Student	Palak	Kapadia	Mami Ad School Mumbai	India
Shortlist	I Will Wear Out Plastic	Design	Crecilda	Barbosa	Ogilvy Mumbai	India
Shortlist	Live Caption	Design	brenda	fogg	Google	United States
Shortlist	Now Upon a Time	Initiative	Heather	Hartman	The Martin Agency	United States
Shortlist	Oikos	Design/Student	Gabriel	Corbett	Goldsmiths, University of London	United Kingdom
Shortlist	Mr Miles Kilburn	Design	Miles	Kilburn	Default Company	United Kingdom

An additional 5 entries were shortlisted for the award. For more information on the Shortlisted and Pencil winning entries, please see the [D&AD website](#).

D&AD Impact Programme

Known as 'Future Impacters', the winning cohort will also be enrolled on the D&AD Impact programme, a 12-month support package of mentoring, training and visibility. The programme includes support from the D&AD Impact Council, an esteemed group of business and thought leaders spanning the creative, investment, technology, sustainability, social impact and NGO space.

In light of the coronavirus pandemic, this year's programme will take place in a digital fashion. This change will allow for D&AD to create a more accessible learning environment for the global Future Impact cohort, especially as this year's

winners hail from the United Kingdom, India, Russian Federation, Canada, Japan and Spain.

Jessica Lauretti, founder and principal, Laurels, and jury president of D&AD Future Impact:

“ We are proud to announce this year's Future Impact Shortlist & Pencil Awardees. This year's work showcases a range of complex and diverse challenges that the world is grappling with, and how the power of design, creativity and innovation to make a lasting impact on people's lives and society at large. From public health to education and environmentalism, to quality of life and inclusion issues, this year's Pencil Awards go to some of the most promising products and initiatives that met our jury's strong qualification as well as exemplify rigour around their subject matter. Congratulations to all of the Shortlist and Pencil Awardees! ”

“ Future Impact exists to uphold the power of creative thinking to enact positive social change. We are excited to continue providing a stimulating and nurturing learning environment through our Impact Programme, which offers a series of online mentoring and networking opportunities for this year's winners. In collaboration with our outstanding Impact Council, the winning cohort will receive support and training to continue creating work which has a very tangible impact on our planet. ”

Donal Keenan, Awards director at D&AD, commented:

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