

Unilever supports Ubuntu Award

This year Unilever joins the Loeries in supporting the Ubuntu Award for sustainable marketing, initially launched in 2010.

"This award is about much more than a brand campaign," says Loeries CEO Andrew Human. "We are recognising companies that make good corporate neighbours, companies that are able to do good while doing good business."



Entry into the Ubuntu Award is open to all brands throughout Africa and the Middle East. The award recognizes the positive influence of brands on our social and physical environment and entries must show how the programme is mutually beneficial - doing good while doing good business. The entry deadline is 31 May and full information is available on the website.

"The goal of our sustainability plan is to grow the business while reducing the environmental footprint and increasing the group's positive contribution to society. It is not only taking responsibility for its own direct operations but also for its suppliers, distributors and most importantly, for how consumers use its brands. The partnership with the Loeries Ubuntu Awards is a clear demonstration of our commitment to a sustainability plan that applies right across the value chain," says Marijn van Tiggelen, CEO Unilever South Africa.

Influence more brands

"I don't think any consumer in our region spends a day in their lives without coming into contact with a product from Unilever. It's very fitting that it joins the Loeries to promote creativity and innovation and I believe that together we can influence more brands to participate in our drive for sustainable marketing," adds Human.

GreaterCapital, a social development consultancy, have been involved in evaluating entries for the Ubuntu Award since 2010 to assist the Loeries judges in identifying entries that go beyond simple corporate social responsibility, and actively seek to integrate developmental aims into their core business. "At GreaterCapital, we know that businesses have a crucial role to play in the preservation of the environment and in the social development of the communities in which they operate. The Ubuntu Award is an excellent opportunity to recognise innovation and leadership in this space," comments CEO of Greater Capital, Bridgit Evans.

Final judging of the Ubuntu category and all other Loerie entries takes place during Loeries Creative Week Cape Town 16-

Unilever joins International Seminar of Creativity

As part of the new partnership, a Unilever representative will join the International Seminar of Creativity, which also includes the international jury chairmen:

- Geoffrey Hantson - Belgium executive creative director, Duval Guillaume Modern
- Goetz Ulmer - Hamburg executive creative director, Jung von Matt/Alster Werbeagentur GmbH
- Jason Little - Sydney creative director, Re
- Debbi Vandeven - Kansas City chief creative officer, VML

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