

Entries open for D&AD Impact Awards and inaugural D&AD Impact Council announced

D&AD Impact has announced the implementation of the first D&AD Impact Council, made up of over 70 leaders from across the creative, social entrepreneur and NGO space. The Council will represent D&AD Impact's mission to support creativity that powers change and is comprised of individuals who have already demonstrated their drive to use human-centred design, bravery and innovation to reimagine our future.



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Tim Lindsay, CEO of D&AD explains: “We are delighted to welcome the first D&AD Impact Council, an esteemed group of business leaders who stand for positive social impact. Through their invaluable expertise, the D&AD Impact Council members will help great ideas to scale, and connect NGOs, brands and social entrepreneurs with creative practitioners in the belief that businesses with creative thinking and design excellence at their heart are more successful both commercially and in terms of their potential for social change.”

D&AD Impact Council members include Aline Santos Farhat, SVP of Unilever; Arianna Huffington, founder and CEO of Thrive Global; Janet Scardino, CEO of Comic Relief; Jennifer Lindenauer, CMO of Upworthy; Jesse McMillin, VP creative

director of Lyft; Kojiro Bruce Fukushi, creative director of IBM and Sandra Ro, CEO of the Global Blockchain Business Council. The full list of D&AD Impact Council members list is included below.

Mission for change and diversity

Dr Nelly Ben Hayoun said: “I’m delighted to be involved in the new D&AD Impact council alongside such an unbounded plethora of thinkers, designers and dreamers of the day; to support the mission for change and diversity in institutions and beyond, to hopefully uncover the future Willy Wonkas and the designers of experiences sitting at the edge of theater, politics, philosophy, film and design, embarking on their quest to go above and beyond!”

Julia Plowman, managing director of MAL\For Good added: “I am honoured to join the D&AD Impact Council to award brands making a positive impact on people’s lives and the planet. We are at the forefront of a new business culture where creativity can be a force for good. Today, businesses have the responsibility to put social impact at the heart of their brand and I look forward to seeing great creativity that challenges social norms and inspires us to live responsibly and equitably.”

D&AD Impact is the result of a partnership between D&AD and Advertising Week. A D&AD Pencil is widely regarded as the top Award of the creative industries. Advertising Week create events around brands, agencies, media, technology and startup communities to curate a hybrid of thought leadership and special programmes worldwide.

Importance of new ideas with strong promise for impact

The D&AD Impact Awards 2018 will be unveiled in partnership with the 15th annual Advertising Week New York and celebrated by global leaders in marketing, advertising, technology, and beyond who recognise the vital importance of new ideas with strong promise for impact.

Aside from the potential to receive a coveted White Pencil, shortlisted entrants in this year’s D&AD Impact Awards will be able to apply for the D&AD Impact Academy, a two-day masterclass programme that aims to inspire talent and provide tangible tips and tools based on the experiences of global leaders in sustainability and purpose. The D&AD Impact Council will also work with successful entrants to help bring their ideas to market.

“Now in our 15th year, we are proud to continue our partnership with D&AD Impact to further highlight work that can make for a better tomorrow while galvanising the broader industry to take action,” said Lance Pillersdorf, co-founder and COO of Advertising Week. “Just as we’ve seen all facets of creativity evolve since the first Advertising Week, we are excited to take the next transformative step with the D&AD Impact Awards to not only recognise world-changing ideas but put in place a Council and program that have the power to unlock the full potential of these ideas.”

Work eligible for entry includes prototypes, campaigns, products and projects, which can be entered in a range of categories from civic engagement to diversity, environmental sustainability and responsible retail. All categories were drawn up in line with the United Nations’ Global Sustainable Development Goals. The pricing structure has been revised to make it easier for charities, NGO’s, start-ups and SMEs to enter. Entries are half price for NGO’s (\$300) and only \$50 for

companies under three years old or with fewer than 20 employees.

Entries close on 18 July 2018.

D&AD Impact Council

First Name	Last Name	Job Title	Company
Aaron	Gershenberg	Founder Silicon Valley Bank Fund of Funds	Silicon Valley Bank
Abigail	Fuller	Director (Sustainable Farmer)	Netflix Chef's Table Season 3
Afdhel	Aziz	Writer / Speaker / Marketeer	Good is the new Cool / Conspirisy of Love
Alastair	Cotterill	Global Head of Creative and Brand Strategy	Pinterest
Aline	Santos Farhat	SVP	Unilever
Amy	Blumkin	Vice President, Brand and Marketing	Anti-Defamation League
Andrea	Alvares	Marketing & Innovation VP	Natura
Anthony	Casalena	Founder	Squarespace
Arianna	Huffington	Founder & CEO	Thrive Global
Ben	Cooper	Founder	Tricky Jigsaw
Betise	Head	International Media Consultant	
Betsy	Lack		Snap
Bevan	Bloemendaal	VP Global Environments & Creative Services	Timberland
Bill	Tai	Founder	ACTAI Global
Brent	Choi	Chief Creative Officer	J. Walter Thompson New York & Canada
Bruce	Fukushi	Creative Director	IBM
Carolyn	Everson	VP, Global Marketing Solutions	Facebook
Chrysi	Philalithes		
Claudia	Romo Edelman	Special Adviser, Global Chief of Public Advocacy	UNICEF
Cristin	Frodella	Head of Marketing	Google for Education
Debbie	Millman	Designer, Author, Illustrator, Educator, Brand Consultant, Host	Design Matters
Deborah	Alden	Managing Director	Brooklyn Fashion Design Accelerator, Educator
Deklah	Polansky	Partner & Creative Director	Studio Farrell
Emad	Tahtouh	Managing Director	Nakatomi
Emily	Kortlang	Brand Director EMEA	Beats by Dr Dre at Apple
Erin	Hersey	Lead Inventor	What if innovation
Fernando	Machado	Senior Vice President Global Brand Management	Burger King
Frank	Cooper	CMO	Blackrock
Freya	Williams	CEO North America	Futerra
Gal	Barradas	Formerly CEO	BETC Brasil
Haiyan	Zhang	Innovation Director	Microsoft Research
Harsh	Kapadia	ECD	VML
Jack	Brockway	Founder	Brockway Photography
Janet	Scardino	CEO	Comic Relief
Jayanta	Jenkins	Global Group Creative Director	Twitter
Jennifer	Barrett	Chief Education Officer	Aorns
Jennifer	Lindenauer	CMO	Upworthy
Jennifer	Morris	President	Conservation International
Jesse	McMillin	VP Creative Director	Lyft
Jim	Moriarty	Director of Brand Citizenship	72andSunny
Jimmy	Smith	CEO & COO	Amusement Park
Joanna	Catalano	CEO	IProspect APAC
Julia	Porter Plowman	Managing Director	MAL/FOR GOOD
Kerstin	Ernhoff	Co-Founder & President (Startup Founder Recruitment Equality)	Prettybird
KoAnn	Vikoren Skrzyniarz	CEO and Founder	Sustainable Brands
Kwame	Taylor-Hayford	Managing Director	Chobani
Marsha	Meredith	Creative Director	Aesop
Neil	Blumenthal	CEO	Warby Parker
Dr Nelly	Ben Hayoun	Director / Experience Designer / Founder	Nelly Ben Hayoun Studios
Nils	Leonard	Founder	Halo

Patrick	Chang	Principal	Samsung Ventures
Paul	Herz	Director Manufacturing Operations & Quality @ Building 8, Facebook	Facebook
PJ	Pereira	Founder & Creative Chairman	Pereira O'Dell
Raja	Rajamannar	CMO	Mastercard
Rob	Holzer	Founder	Matter Unlimited
Roshi	Givechi		
Sally-Ann	Dale	Chief Creation Officer	Droga5
Sandra	Ro	CEO	Global Blockchain Business Council
Sarah	Moffat	Creative Director	Turner Duckworth
Shana	Dressler	Board Member	AIGA
Soraya	Darabi	Co-Founder	ZADY
Susan	Waldman	CMO	Meals on Wheels
Thomas	Kolster	Founder	Goodvertising
Tiffany	Rolfe	Partner/Chief Content Officer	Co:collective
Yuya	Furukawa	Global ECD	Dentsu

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