

## 2019 D&AD Impact Awards open for entries

D&AD has announced that the Impact Awards is now open for entries and introduced the D&AD Future Impact Programme, which aims to support the great ideas that have the potential to change the world.



© D&AD Impact Awards.

To be eligible to enter, entrants must be able to demonstrate a proof of concept - be it a marketing campaign, initiative or product - that has the potential to impact the world for good. Those selected for a place on the ten-person programme will receive access to a shared prize fund worth \$150,000, which also includes attending the D&AD Future Impact Accelerator, a two-day masterclass programme aiming to provide tangible tips and tools to inspire students to take their idea to the next level.

### D&AD Future Impact Programme

The mentoring provided by the D&AD Future Impact Programme will draw on the expertise of the D&AD Impact Council to help successful entrants bring their ideas to market. Comprised of 70 individuals from a range of backgrounds across the creative, brand, investment, social impact, sustainability and NGO space, the Impact Council are an esteemed group of business and thought leaders who stand for positive social impact and are ambassadors for D&AD Impact's mission.

Through their invaluable expertise, the D&AD Impact Council helps 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.

The Council have been selected based on their experience and contribution towards the progress of the UN's Sustainable Development Goals. D&AD Impact Council members include:

| Name                     | Job Title                                                                         | Company                                              |
|--------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------|
| Aaron Gershenberg        | Founder & Managing Partner                                                        | Silicon Valley Bank Fund of Funds                    |
| Abigail Fuller           | Director                                                                          | Boardwalk Pictures (Netflix Original's Chef's Table) |
| Aline Santos Farhat      | EVP Global Marketing & Global Head of Diversity & Inclusion                       | Unilever                                             |
| Bevan Bloemendaal        | VP Global Environments & Creative Services                                        | Timberland                                           |
| Claudia Romo Edelman     | Special Advisor                                                                   | `                                                    |
| Emily Kortlang           | Brand Director, EMEA                                                              | Beats by Dr Dre (Apple)                              |
| Fernando Machado         | Senior Vice President Global Brand Management                                     | Burger King                                          |
| Gal Barradas             | Partner & CEO                                                                     | Gal Barradis Brand & Venture                         |
| Harsh Kapadia            | Executive Creative Director                                                       | VML                                                  |
| Jack Brockway            | Founder                                                                           | Brockway Photography                                 |
| Joaquin Cubria           | Chief Creation Officer                                                            | DAVID                                                |
| Julia Porter Plowman     | Principal & CEO                                                                   | Brand Purpose & Brand Citizenship                    |
| Kerstin Emhoff           | Co-Founder & President                                                            | Prettybird                                           |
| Kwame Taylor-Hayford     | Co-Founder                                                                        | Saturday Morning                                     |
| Nils Leonard             | Founder                                                                           | Halo / Uncommon                                      |
| Paco Conde               | CCO & Co Founder                                                                  | Activista                                            |
| Thomas Kolster           | Founder                                                                           | Goodvertising                                        |
| Tiffany Rolfe            | EVP/US Chief Creative Officer                                                     | R/GA                                                 |
| William Seabrook         | Global Chief Creative Officer                                                     | IBM                                                  |
| Jesse McMillin           | VP Creative Director                                                              | Lyft                                                 |
| Richard Bullock          | Director                                                                          | Revolver / Hungryman                                 |
| Sally-Ann Dale           | Chief Creation Officer                                                            | Droga5                                               |
| Alejandro Canciobello    | SVP, Creative Director                                                            | Moon Rabbit                                          |
| Chris Garbutt            | Global CCO                                                                        | TBWA Worldwide                                       |
| Jim Moriarty             | Director of Brand Citizenship                                                     | 72andSunny                                           |
| Vincent Gillet           | CMO (International)                                                               | Hertz                                                |
| Bill Tai                 | Founder                                                                           | ACTAI Global                                         |
| Emad Tahtouh             | Managing Director                                                                 | Nakatomi                                             |
| Erin Hersey              | Lead Inventor                                                                     | What if innovation                                   |
| Jennifer Barrett         | Chief Education Officer                                                           | Grow from Acorns                                     |
| Roshi Givechi            | Consultant                                                                        | Design Strategist & Storyteller                      |
| Shana Dressler           | CEO                                                                               | Turquoise Consulting                                 |
| Jessica Lauretti         | Founder & Principal                                                               | Laurels                                              |
| Gigi Brisson             | Founder                                                                           | Ocean Elders                                         |
| Shrutri Chandasekhar     | Head of SME Ventures Emerging Markets (specialises Female led companies)          | IMC/World Bank                                       |
| Kavita Gupta             | Founding Managing Partner                                                         | ConsenSys                                            |
| Jennifer Morris          | President                                                                         | Conservation International                           |
| Betise Head              | International Media Consultant                                                    |                                                      |
| David Jones              | Founder and CEO / Founder                                                         | You and Mr Jones / One Young World                   |
| Freya Williams           | CEO North America                                                                 | Futerra                                              |
| Janet Scardino           | CEO                                                                               | Comic Relief                                         |
| Joanna Catalano          | CEO                                                                               | IProspect APAC                                       |
| KoAnn Vikoren Skrzyniarz | CEO and Founder                                                                   | Sustainable Brands                                   |
| Marcus East              | EVP & Chief Technology Officer                                                    | National Geographic                                  |
| Ben Akers                | Founder                                                                           | Made with +                                          |
| Rachel Haas              | Senior Program Manager, Global Women's Safety & Gender-Based Violence Initiatives | Uber                                                 |
| Ben Cooper               | Founder                                                                           | Tricky Jigsaw                                        |

|                  |                             |                       |
|------------------|-----------------------------|-----------------------|
| Cyrill Gutsch    | Founder                     | Parley for the Oceans |
| Deborah Alden    | Senior Director, cultureOS  | WeWork                |
| Haiyan Zhang     | Innovation Director         | Microsoft Research    |
| Paul Herz        | CEO                         | Oblate Optics         |
| Marsha Meredith  | Creative Director           | Aesop                 |
| Sarah Moffat     | Executive Creative Director | Turner Duckworth      |
| Danielle Krettek | Founder                     | Google EmpathyLab     |

Tim Lindsay, CEO of D&AD comments:

*“ We are delighted to introduce the D&AD Future Impact Programme. The power of great, creative campaigns to invoke tangible positive change is something we are incredibly passionate about. With the help of the invaluable expertise and experience of our esteemed members of the D&AD Impact Council, we are excited to put in place a programme which will unlock the full potential of world-changing ideas, and we hope to enable our first cohort of ‘Future Impacters’ to deliver a tangible, real-world impact within twelve months. ”*

Work eligible for entry includes prototypes, products, initiatives and campaigns, which can be entered in a range of categories including: environment and sustainability, health and wellness, humanitarian aid, community and civic engagement, equality and diversity, and educational and financial empowerment.

Winners of the D&AD Impact Awards 2018 included Bodyform’s ‘bloodnormal’ campaign, which aimed to eradicate period taboos, and Trash Isles, the campaign from LADbible and the Plastic Oceans Foundation to raise awareness of the scale of the world’s plastic pollution problem.

For more information about the Awards, click [here](#).

For more, visit: <https://www.bizcommunity.com>