

MULTIPLE DISCIPLINES

D&AD IMPACT AWARDS 2018

DEADLINE

15

AUG

2018

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
11 May 2018	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

UPDATE: deadline extended to August 15, 2018. Moreover, D&AD Impact has introduced a 20,000 USD Prize fund in addition to its Pencil awards.

D&AD Impact - a global initiative and awards programme that exists to shine a light on the power of creativity as a force for good in the world - has opened entries for its 2018 edition.

This year sees 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 centered design, bravery and innovation to reimagine our future.

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 recognize the vital importance of new ideas with strong promise for impact.

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 USD) and 50 USD for companies under three years old or with fewer than 20 employees.

ELIGIBILITY

Open to anyone worldwide.

PRIZE

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.