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Media Partnership with ACT Responsible: public vote #YouCannesBeACTive



During the recent coverage of the **Cannes Film Festival**, the [EIUC / Global Campus of Human Rights Press Office](#) has established a “[media partnership](#)” to disseminate and raise more visibility to activities related to the Global Goals with the non profit association [ACT Responsible](#), composed of a team of

passionate volunteers convinced the power of advertising can contribute to build a better future. Today the association has rallied a strong community of agencies and experts in support of creativity for Good. Some have created pro-bono work, some have advised clients on their business strategy around doing good or responsible branding. They all contribute to the effort and we thank them for their support and applaud their commitment to responsible communication.

In order to celebrate the good side of advertising, ACT responsible organises an **exhibition** that gathers the best campaigns and initiatives around social and environmental issues showcasing the good work of agencies worldwide and celebrating the role and impact of the industry on crucial issues such as the fight against poverty and exclusion, prevention of diseases, fight against global warming, defence of human rights and protection of biodiversity...

For this **17th edition**, the exhibition will be held at the heart of the Cannes Festival in the Debussy Foyer, **18 - 22 June 2018**, with the support of the Cannes Lions organising committee. The event will last all week long offering a space to discuss and raise awareness on the crucial role and responsibility of the industry.

The fight against poverty & exclusion, disease prevention, the protection of human rights, global warming, and the preservation of biodiversity are issues that concern us all. Yet it remains difficult to raise awareness about these subjects everyday in order for people to take action. However it's by making these themes accessible to all that behaviours *will* shift.

ACT Responsible's exhibitions are elaborated with the belief that creativity has the power to overcome social, generational, or cultural barriers in order to encourage responsible understanding and to call for action. Advertising is a universal language: images and music are full of emotion, and words give us the keys to get involved. The combination of the three has an undeniable effect: understanding is immediate; the appeal to our senses awakens our consciousness and therefore pushes us to become actors.

Over the years, ACT Responsible has built a network of committed agencies, media, advertisers, institutions, NGOs and corporations, who believe responsible advertising is an essential focus of modern communications. Through various initiatives, the association promotes the best advertising campaigns created around the world on social and environmental issues. **They also organise a public vote to celebrate the amazing work, with the idea of giving a maximum visibility to the campaigns and promote the causes.** Human rights are fundamental yet there are still people who do not have these basic rights and live in constant violence and terror. In response to this alarming situation, ACT Responsible have created a special section where you'll find campaigns denouncing and voicing this fundamental right. Please take the time to watch this selection and vote by simply liking ("Like") all your favorite Ads, then use the **#YouCannesBeACTive** to share these creative ideas as much as possible. The three preferred campaigns per theme will receive a **Cannes ACT Tribute on Thursday June 21**.

The link to the full 4 themes is <http://act-responsible.org/project/voting-section-cannes-18>;

HUMAN RIGHTS: <https://act.adforum.com/creative-work/playlist/16629/human-rights-cannes-2018>.

All year long our editorial team identify the latest advertising campaigns created by agencies around the world in favor of good cause, equitable development and sustainability. You can help them by [submitting your campaigns directly in their database](#).

Advertising is too often confined to its commercial side; we tend to forget the other part of its role: informing, raising awareness and educating. No specific recognition is offered to agencies that give time and talent to support the communication of public interest causes. Nonetheless, the commitment of communication professionals to these causes is fundamental; without communication campaigns, good causes couldn't make themselves known to the majority. ACT Responsible and **The Gunn Report** have started a collaboration in 2013, creating the Good Report, that is a unique ranking of the world's best use of creative communications to promote sustainability and social responsibility to raise awareness of major social and environmental issues.

In 2017, a total of 1045 campaigns produced by 680 agencies for 850 advertisers from 80 countries were evaluated for this latest Good Report. The ranking is created by combining the industry's recognition with the performance measured by The Gunn Report, as well as the promotional effort behind the campaigns and the general public's recognition from public votes organized by ACT Responsible. There is no complicated criteria or categories, just great work for Good.

The Good Report 2017 is made-up of 40 campaigns, of which 31 are for NGO's, institutions and foundations and 9 are for commercial brands. The top 25 agencies are made up of three independents and 22 networked agencies. In the top 20 Networks list there are three independent networks and 17 networks owned by holding companies; and the top 10 Advertisers include six NGO's/Institutions and four for-profit companies. More info: <http://act-responsible.org/the-good-report/>.

Since 2007, the short program “*One Minute of Responsibility*”- created with the TV channel euronews – features campaigns to raise awareness on good causes multiple times a day. We select the content and euronews offers the media space in order to amplify charities' presence in everyday lives. Since its launch, approximately 300 TV campaigns from 60 non-profit associations around the world, have benefited from more than six thousand minutes of media space broadcasted in 155 countries – a market value of 15 million euros offered by the international TV Channel.

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