



Paris, December 15th 2021

PRESS RELEASE

Havas Sports & Entertainment, France: Undercover Avatar, Association L'Enfant Bleu wins the Care Awards 2021 Grand Prix

A total of 6 campaigns from 4 countries are awarded by the 2021 Jury of the Care Awards considering their excellence in promoting care for people and the environment.

This year's Grand Prix goes to **Havas Sports & Entertainment** for **Undercover Avatar**, Association L'Enfant Bleu, and 5 other campaigns receive a Care Award.

In the category NGO - Case Study, 3 campaigns were awarded:

Undercover Avatar - Havas Sports & Entertainment - Association L'Enfant Bleu - France.

Invisible Petitions - TBWA\Istanbul - We Will Stop Femicide - Turkey.

Bee_nfluencer - Publicis Conseil Paris - Fondation de France - France.

In the category NGO - Film, one campaign was awarded:

The Hiring Chain - Small - CoorDown - United States.

In the category NGO - Print (Case Study), one campaign was awarded:

The Day-After-Women's-Day - Havas Lisbon - Raparigas da Bola - Portugal.

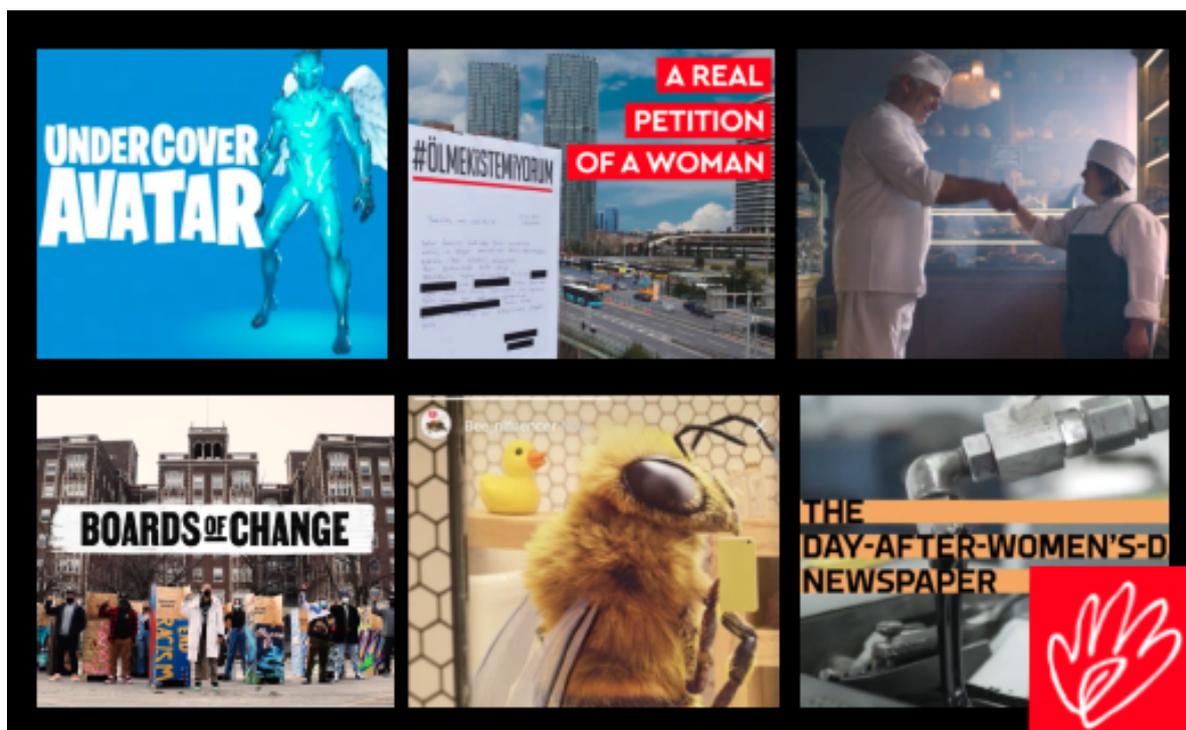
In the category Government - Case Study, one campaign was awarded:

Boards of Change - FCB Chicago - City of Chicago - United States.

"The competition was rough this year, especially in the CSR category where no campaigns received a Care Award. The jury had passionate discussions but being from such a large variety of backgrounds, it is very difficult to seduce them all. The 32 CSR campaigns were carefully examined, but none made the cut, which is interesting in light of all other awards who've lately seen their "good" or "sustainable" categories overtaken by companies" explains Isa Kurata, ACT Responsible co-founder.

The Care Awards do not use a ranking scale; there are no first or second or third, it is only about which campaigns deserve a Care Award. It's all about merit.

More information and full results: act-responsible.org/care-awards



About the Care Awards: The main aim of the Care Awards is to highlight the advertising industry's specific contribution to society by selecting and celebrating the most powerful and relevant social marketing campaigns and to inspire, promote and unite the actors of the advertising communications industry around social responsibility and sustainable development. The particularity of The Care Awards is its unique jury composed of a panel of agency professionals, sustainable communication experts alongside NGOs Communication Heads chaired by MEP Dita Charanzova (see jury composition). The subjects covered are such as public health, environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education, and other similar topical public issues. The Care Awards are an initiative of ACT Responsible.

About ACT Responsible: ACT Responsible is an international nonprofit organisation born from 9/11, affiliated with the United Nations Department of Global Communication and part of the Global Compact. ACT stands for Advertising Community Together. Its mission is to inspire, promote and unite the advertising communication industry to share good practices on social responsibility and sustainable development. The association aims to highlight the power of advertising creativity when it comes to raising awareness on social and environmental issues.

For further information, please contact:

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